



# Swiss Import Promotion Programme (SIPPO)

Country/region  
Global

## Rationale

The Swiss Government through its State Secretariat for Economic Affairs (SECO) has been financing the Swiss Import Promotion Programme (SIPPO) since 1999. The program helps selected exporting enterprises from developing and transition countries in gaining access to Swiss and other markets. In the past, SIPPO has been providing a unique market linkage expertise ("Last Mile") directly to individual companies through the planning of sourcing or buyer missions, trade fair participation, and Business Support Organizations (BSO) development

Executing  
agency  
Swisscontact

Project  
duration  
2017-2021

Total budget  
CHF  
22,800,000

SIPPO's methodology has changed in the 2017-2020 program, where it aims to transfer the "Last Mile" expertise to BSOs in partner countries by incorporating its competence, knowledge, and know-how into SECO's value chain programs instead. As a result, SIPPO's new mandate now has two main pillars: (1) improving market access; and (2) institutional strengthening

## Objectives and activities

The SIPPO program follows a strong development agenda, with the goal of providing targeted "Last Mile" support for partner countries' deeper integration into the world trade. The "strategic sourcing" of goods and services coming from developing countries will be the "mirror effect" of the products and services offered.



SIPPO providing service at trade fair (© SIPPO)

The current SIPPO program works with a systemic market approach by putting BSOs (rather than individual companies) in partner countries at the core of the program to provide professional "Last Mile" export promotion services to exporting companies. Accordingly, SIPPO enhances the performance of selected BSOs to enable them to provide targeted export promotion services to improve exports in specific economic sectors and contribute to increased income and more and better jobs.

The implementation of the approach will be decentralized, utilizing local knowledge and developing high commitment of local actors. The program will support them so that they can provide high-quality services to their client companies and members in the areas of market intelligence, B2B matchmaking, and networking. In addition, it shall create synergies by delivering export promotion services to other trade related Swiss development initiatives. In the partner countries, SIPPO builds the capacities of select export promotion boards and sector-wide associations. This shift in engagement is intended to ensure the long-term availability and sustainability of the expertise gained from SIPPO by partner organizations in partner countries.

In Indonesia, the main BSO partners of SIPPO are Ministry of Trade, Ministry of Marine Affairs and Fisheries, Ministry of Industry and Dewan Atsiri Indonesia (Indonesian Essential Oil Council). Overall, SIPPO operates in six sectors globally and active in three export sectors in Indonesia, including:

1. **Natural Ingredients:** Indonesia has a wide variety of natural tropical products. Commodities of focus in Indonesia includes organic spices, carrageenan and agar (both derived from seaweed) and essential oils and extracts.
2. **Fish and Seafood:** Indonesia is a large fishing nation. Sustainability is a key policy focus in both capture and aquaculture fisheries. Shrimp, tuna and crab are the most valuable fisheries exports of Indonesia.
3. **Technical Wood:** Technical wood products are composite of wood constructed using glue, heat and pressure. Technical wood is a growing export sector in Indonesia. There is a high global demand for sustainable technical wood products, and Indonesia has the potential to tap into the market with products from fast growing trees such as sengon, jabon, and acacia.

### Governance structure

Swisscontact is the implementing agency of SIPPO, which was selected through a public tender. SIPPO program has a decentralized implementation structure through its local offices. Such a structure allows for the elaboration of annual country work plans which will be integrated into a consolidated program work plan. A Country Coordination Committee meeting is held periodically at the country level to coordinate the country's work plan with all relevant stakeholders. At the global level, Program Steering Committee oversees implementation of the program.

### Results to date

SIPPO was granted a six-month extension in 2020, bringing the program's completion date to June 2021. Throughout 2020, SIPPO continues to support partner BSOs through tailor made capacity building in two areas: 1) improving BSO market entry activities through capacity building in market intelligence, trade fair participation, selling missions, buyer missions and study tours, and 2) institutional strengthening of BSO. In the process, SIPPO assisted partner BSOs with strategic planning and positioning, Project Cycle Management, knowledge sharing and learning, and coaching from local and international experts. With the transferred practical knowledge and skills, it is expected that partner BSOs could carry out export promotion activities independently and professionally in the future

SIPPO activities has been placing stronger emphasis on responding to the COVID-19 pandemic, as well as continuous decentralization and empowering country teams in 2020. The country teams together with the partner BSOs were challenged and asked to seek for new ways of working and for innovative solutions to stay connected to the markets and to relevant up-to-date information. The pandemic's unintended positive impact has been a significant boost to digitalization. SIPPO's focus regarding digitalization is to support the partner BSOs in the virtual matchmaking, providing related know-how and converting the learnings and knowledge content into useful e-learning content. With the launch of the Trade Promotion Academy (TPA) in the same year, a key milestone was achieved and celebrated as part of the first ever virtual Country Coordination Committee meeting.

SIPPO also has been promoting the usage of international standards among relevant BSOs in order to foster awareness about the potential of sustainable products and encourage sustainability-strengthening approaches as a long-term investment. SIPPO is estimated to result in: 1) 38,835 additional jobs created or retained in partner BSOs and companies, and 2) CHF 1,800 increase in export turnover created in companies supported by the BSOs, by the end of the program phase.