ISSUES AND STRATEGIES FOR ENHANCING THE COMPETITIVENESS OF SMEs IN PROCESSING OF HORTICULTURAL PRODUCE IN DEVELOPING COUNTRIES OF ASIA
Unique Features of Horticulture in Asia

- Vegetable and fruit production is highly intensive.
- Rich heritage of traditional systems of medicine using plant-based drugs.
- Production system for self-supply is well stabilized.
- With the exception of fruits and ornamental plants mostly traded among nearby countries.
VISION AND STRATEGY
(Horticulture Industry)

- Develop internationally competitive products
- Promote sustainable production methods and management practices
- Increase the value of products in local and export market
DYNAMICS OF COMPETITIVENESS
(New Market Opportunities)

- Trend towards spicy food
- Growing interest in tropical fruits
- Cultivate enriched vegetables
- Grow late or early varieties in fresh fruits
- Identify products for specific markets
“ENHANCING THE QUALITY AND EXPORT COMPETITIVENESS OF TROPICAL FRUITS”

Participating Countries
Bangladesh, China, Cambodia, India, Indonesia, Malaysia, Myanmar, Pakistan, Sri Lanka, Thailand and Viet Nam

Demonstration Centres to be set up in India, Sri Lanka and Thailand

Joint initiative of ESCAP/APCTT/CFC/FAO
Donor support US$ 1.766 million
PROJECT GOAL

- Reduction of losses in quality and quantity of tropical fruit during post-harvest, storage and processing

- Strengthening the competitive position by setting up demonstration cum agro business incubation centres
OBJECTIVES

- Improve information system on tropical fruits
- Enhance quality and productivity in preservation processing and packaging
- Market development and trade promotion
- Strengthen financing and investment flows
PROJECT COMPONENTS

- Development of quality control system and certification capacity for the fresh tropical fruits.

- Development of value addition through technology upgradation for post-harvest handling and processing.

- Enhancing marketing capability and building retail relationship with importers.
FEATURES OF DEMONSTRATION CENTRES

- Pilot demonstration (new and emerging technologies)
- Technology business incubation
- Quality control and certification
- Consultancy, training and testing
- Setting up a web portal to promote networking among stakeholders
SPECIAL FOCUS OF DEMONSTRATION CENTRES

INDIA: Small and Medium Enterprises and Farmers

SRI LANKA: Retailers

THAILAND: Processors

- The spin off of the project would benefit the entire region

- The activities carried out through the demonstration centres would be disseminated through workshops, training programmes, publications and web-based services
PROJECT DESIGN

- SMEs
  - Additional/country specific
- Retailers
  - Additional/country specific
- Processors
  - Additional/country specific

Task 1

Task 2

Task 3

Demonstration 1 - India
Demonstration 2 - Sri Lanka
Demonstration 3 - Thailand
Thank you!