



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 access Swiss and other markets. In the past, SIPPO has been providing a unique “Last Mile” (market linkage) expertise with the organization of sourcing/buyer missions, trade fair presence, and Business Support Organizations (BSO) development directly to individual companies.

The 2017-2020 program aims to shift the “Last Mile” expertise to partner countries’ BSOs and integrates its “Last Mile” competences and expertise into SECO’s value chain programs. Therefore, SIPPO’s new mandate has two important pillars: (1) improving market access; and (2) institutional strengthening

Objectives and activities

The SIPPO program follows a strong development agenda, i.e. to provide targeted “Last Mile” support the further integration of partner countries into world trade. The “strategic sourcing” of goods and services coming from developing countries will be the “mirror effect” of the products and services offered.

Executing
agency
Swisscontact

Project
duration
2017-2020

Total budget
CHF
22,800,000

SECO
contribution
CHF
19,400,000



SIPPO providing service at trade fair (© SIPPO)

The current SIPPO program shifts the “Last Mile” expertise to BSOs by putting BSOs (instead of individual companies) in partner countries into the center of the program in order to provide professional “Last Mile” export promotion services for exporting companies of partner countries. This shift in engagement is to ensure the long-term availability and sustainability of the expertise gained by SIPPO and partner organisations in partner countries.

SIPPO is active in three export sectors in Indonesia, namely:

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.

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).

Governance structure

Swisscontact is the implementing agency of SIPPO, which was identified through a public tender. SIPPO program has a decentralized implementation structure through local offices. Such a structure allows for the elaboration of annual country work plans which will be integrated into a consolidated program work plan.

At country level, **Country Coordination Committee** meeting is held periodically to coordinate country work plan with all of the relevant stakeholders. At global level, the **Program Steering Committee** oversees the implementation of the SIPPO 2017-2020 program.

Results to date

Up to March 2020, SIPPO has assisted Indonesian BSO partners in conducting two country pavilion promotions, one booth management at local trade fair, one selling mission and two buying mission. Throughout the process, BSOs received coaching from local and international experts. BSOs led the activities, from preparation to follow-up phases.

With the practical knowledge and skills, it is expected that BSOs could carry out export promotion activities independently and professionally in the future.

SIPPO has also been promoting the use of international standards to relevant BSOs in order to foster awareness about potential of sustainable products and encouraging sustainability-strengthening approaches as a form of valuable long-term investment.

Additionally, SIPPO developed and offered an on-line B2BTrace application to BSOs. The application will help BSO to manage a range of export promotion activities, monitor and measure the effectiveness of those activities and assist BSOs to manage their database.

By end 2020, it is expected that the acquired knowledge, skills and project management tool (B2BTrace) will contribute positively to Indonesia's export promotion. An impact assessment carried out in June 2019 estimates that there is an export turnover increase of CHF 97 million, as reported by BSOs, which can be attributed to the program.