



ANDEAN TRADE CAPACITY BUILDING

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The Peru Trade Promotion Agreement will increase the commercial flows between the U.S. and Peru.

Trade is transforming the economies of the Andean region. USAID's Andean Trade Capacity Building program (ATCBP) enhances technical capacities of Andean countries to take part in trade negotiations, implement the rules of trade and seize economic development opportunities offered by international trade. The program carries out this work in the context of free trade agreement negotiations between the U.S. and Peru, Colombia, and Ecuador, with Bolivia as an observer to the negotiations. Colombia and Peru concluded their negotiations successfully. The Peru Trade Promotion Agreement (PTPA) was signed in December 2007, and Colombia's is still awaiting approval by the U.S. Congress. USAID's ATCBP has made important contributions towards strengthening awareness and enforcement of intellectual property rights, labor rights, and standards compliance in the Andean Region. Resources were distributed equally among the four countries to the extent possible.

Bolivia: The difficult political and trade policy environment has allowed very limited assistance, which was carried out in collaboration with the Bolivian private sector. Chambers of Commerce in La Paz and Cochabamba performed 42 diagnostics of small businesses to determine their capacity to implement ISO 9000 management or ISO 14000 environmental standards. Additionally, USAID conducted a preaudit of the Bolivian Institute of Metrology's (IBMETRO) to assess its ability to internationally accredit its scales laboratory.

Colombia: USAID assisted the Superintendency of Industry and Commerce (SIC), Colombia's intellectual property registration authority, to clean and enter 85,000 trademark applications into a database. This has made the trademark application process much simpler and quicker both for government and new businesses. USAID also made expert recommendations to improve SIC's services, reduce its procedural costs, and establish benchmarks for pricing services. In addition, USAID partnered with the private sector to present a series of seminars on intellectual property and standards as tools to improve competitiveness.

Ecuador: USAID provided significant assistance to the Ecuadorian Intellectual Property Institute (IEPI) to analyze IEPI's archives.

Implementing Partners: Nathan Associates, Inc., Inter-American Institute for Agricultural Cooperation, Small Enterprise Assistance Fund (SEAF).

Partners:

Bolivia: Cochabamba and La Paz Chambers of Commerce.

Colombia: Superintendence of Industry and Commerce (SIC).

Ecuador: Ministry of Labor, Ecuadorian Intellectual Property Institute (IEPI).

Peru: Ministry of Labor and Employment Promotion, Ministry of Trade and Tourism, and World Cocoa Foundation.

USAID has prepared a proposal to digitize 5 million archived files which will give IEPI a searchable database that will reduce transaction times and improve staff productivity.

USAID also provided assistance to Ecuador's Ministry of Labor to promote fundamental labor rights and improve the Ministry's ability to enforce them fairly. The program analyzed the role and functions of inspectors to help them improve their services and better organize the Ministry.

Peru: USAID continued support to the Ministry of Labor and Employment (MTPE) to expand its inspection capacity and institutionalize procedures. It developed a baseline to monitor the performance of inspectors and improvements in the enforcement of labor rights. In order to improve coordination and transparency among regulatory bodies in Peru, USAID provided assistance to the Ministry of Foreign Trade and Tourism (MINCETUR) to inventory all technical regulations to meet World Trade Organization (WTO) requirements and pre-implementation obligations of the PTPA. USAID also assisted MINCETUR in developing an Internet portal with detailed information about the technical regulations that is searchable by tariff line, product description, and enforcement agency. The portal will be useful for exporters to Peru and national producers looking for information on obligatory product standards in Peru.

USAID also supports two activities that strengthen the capacity of beneficiaries to participate in global markets. The Small Enterprise Assistance Fund (SEAF) established a venture capital fund that identifies promising new export industries and makes critical equity investments that allow businesses to grow more rapidly. The Andean Countries Cacao Support Opportunities activity (ACCESO), an alliance with the World Cocoa Foundation and the Inter-American Institute for Agricultural Cooperation, improves cacao value chains in the four Andean countries and enhances competitiveness and productivity of small and medium-size cacao producers.



SEAF's Fondo Trasandino Peru has a principal position in Sunshine Exports. Its sales in 2008 were more than \$16.0M. In the 2007/08 season, Sunshine was (again) the largest Peruvian mango exporter with 15% of all exports. Sunshine continues to grow in the frozen and organic mango higher-value segments.



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