

STDF 486: IMPROVING FOOD SAFETY AND COMPLIANCE WITH SPS MEASURES TO INCREASE EXPORT REVENUES IN THE OILSEEDS VALUE CHAIN IN MYANMAR

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Yangon, 15 January 2016

The STDF project on improving food safety and compliance with SPS measures to increase export revenues in the oilseeds value chain in Myanmar has commenced in October 2015, receiving high interest on both national and international level.

LAUNCH OF THE PROJECT

Nay Pyi Taw, 21 October 2015



"It is important and necessary to systematically ensure the quality of the products in order export to the international market".

*Mr. Toe Aung Myint
Permanent Secretary of the Ministry of Commerce*

The STDF project was officially launched on 19 October 2015, hosted by the Ministry of Commerce - Myanmar, in the presence of 87 guests from different stakeholder organizations and ministries.

During the ceremony, Mr. Toe Aung Myint - the Permanent Secretary of the Ministry of Commerce flagged the importance of the

project for oilseeds sector in Myanmar and export opportunities.

KICK OFF WORKSHOP

The two-day event comprised of a project launch, a signing of the project plan and a two-day workshop, which identified the needs of stakeholders in the country. During the workshop, stakeholders had the opportunity to share their experiences and express their views and thoughts on the project activities.

On the first day of the workshop, the ITC team explained to the participants the project objectives, outputs and activities.

The workshop focussed on the following points:

- Plan and operationalization of the project with the assistance of key stakeholders.
- Clarifications on the role and responsibilities of the stakeholders in the project implementation.
- Validation of the project activities.
- Building synergies with relevant stakeholders in the oilseed sector on national and international level.
- Discussion on 'Risk Management' concept.

During the second day of the workshop, the Steering Committee meeting was held, where key stakeholders discussed the implementation mechanism of the project.

VISITS TO OIL SEEDS VALUE CHAIN

1. VISIT TO OIL MILLS

Mandalay, 16 October 2015



Before the project was launched, ITC team visited oilseed mills to better understand the current status of the sector in Myanmar. On 14 and 15 October 2015, a visit to one GMP certified micro-scale and one small-scale family-owned oil mill facility in Mandalay region was held. During this visit, the opportunities and challenges that local millers have been facing was discussed.

As a result of this visit, millers agreed to make changes and to cooperate on the project activities to develop their business in a sustainable way.



2. VISIT TO COMMODITY EXCHANGE CENTRE

Mandalay, 16 October 2015

One of the project outputs is to increase linkages along the oilseeds value chain sector and export markets. To create and strengthen business linkages from farmers to the exporters, the role of the middle men is crucially important in the existing value chain.

To strengthen the linkages, ITC visited the commodity exchange centre in Mandalay. During the visit various meetings with the members of the association were organized, where the project objective was discussed. As an outcome, traders in Mandalay region expressed their interest to target Chinese market. Therefore, additional training activities on the market requirements and measures will be needed under the project activities to enhance their knowledge.



THE PROJECT IN MEDIA

Yangon, 16 November 2015

NATIONAL EXPORT STRATEGY OF MYANMAR IN THE MEDIA

The project launch was broadcasted in the local media through MRTV, Sky Net and MRTV-4 TV channels.

In addition, the ceremony of signing the letter of agreement between the Ministry of Commerce and the International Trade Centre was featured on the webpage of the National Export Strategy of Republic Union of Myanmar.

For more details, please refer to: <https://www.facebook.com/National-Export-Strategy-of-Myanmar>



STDF 486 Project Launch on MRTV News, 19 Oct 2015



ONGOING AND UPCOMING EVENTS

PROJECT EVENTS DECEMBER 2015 – MARCH 2016

Baseline Study to the Target Regions

A national consultant and the national project manager have visited the regions covered by the project: Mandalay, Sagaing and Magway to conduct the baseline study. It aims to collect information in the form of surveys and interviews among farmers, processors, collectors, exporters and regulatory control officers to assess the current production, storage and processing, practices and controls applied. This will help to further identify project approach for its better implementation. The activities under the baseline study also include collection of oilseeds samples along the value chain and analysis. After the finalization of the baseline study, the results of the analysis will be validated by a workshop.

Market Survey

In parallel to the baseline study, a national consultant and a team will conduct a market survey for oilseeds value chain to determine current market requirements, trade information and identify perspective buyers.

ITC Myanmar Country Meeting

On 11 December 2015, a country meeting with the participation of other project consultants based in Myanmar was held. During the meeting the importance of the STDF oilseeds project and the establishment of synergies with other projects were discussed.

SYNERGIES

Roundtable meeting

On 15 January 2016, a roundtable meeting was organized by the Dutch Ministry of Foreign Affairs (CBI), where other parties implementing projects in Myanmar were invited for possible collaboration and discussion. ITC is closely following up with the other organizations and government bodies in order to collaborate in the implementation of food safety related issues.

Seminar on Export Quality Management

In February 2016, two-day seminars in Yangon (4-5 Feb) and Mandalay (8-9 Feb) on Export Quality Management will be jointly organized by ITC and the Germany's Technical Authority (PTB-Physikalisch-Technische Bundesanstalt). The objective of the workshops is to enhance the knowledge and skills of business support organization staff. That will help to effectively support SMEs to comply with prevailing market access requirements, to enhance their abilities to put knowledge into action and develop value added services in the area of export quality management.

LATEST MARKET TRENDS

Yangon, 5 November 2015



A number of surveys and research papers, developed by the Dutch Ministry of Foreign Affairs¹ and Sterling-Rice Group North America Snacking Consumer Quantitative Study², highlight the increased consumption of oilseeds, not only as food ingredients, but also as snacks. These studies show that consumers are willing to pay higher prices for good quality products. Therefore, the implementation of this project is significant for Myanmar's economy.

¹CBI Market information database, <http://www.trade2gether.org/sites/default/files/study/product-factsheet-sesame-seeds-germany-vegetable-oils-oilseeds-2014.pdf>, viewed on 15/01/2016

²2013 North America Snacking Consumer Quantitative Study, Sterling-Rice Group

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