



## Prioritizing SPS Investment in Bangladesh

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The purpose of this project preparation grant (PPG) is to apply the STDF Prioritizing SPS Investments for Market Access (P-IMA) framework in Bangladesh to develop a scalable and collaborative project proposal based on economic evidence and data, targeting SPS investments in key sectors with untapped export potential, including horticulture and fisheries. The resulting project is expected to support SPS capacity building in the country, help build awareness among the public and private sectors about the returns on SPS capacity building, and support fundraising for capacity building activities.

### **STDF/PPG/831**

#### **Status**

Awaiting

#### **Project Value (US\$)**

\$49,995

#### **STDF Contribution (US\$)**

\$49,995

#### **Beneficiaries**

Bangladesh

#### **Implementing Entities**

Swisscontact

#### **Partners**

Ministry of Agriculture (MOA) Bangladesh  
Horticulture Export Development Foundation (HF) Bangladesh  
Ministry of Fisheries and Livestock (MOFL) Bangladesh  
Business Promotion Council (BPC) Bangladesh  
Ministry of Commerce (MOC) Bangladesh  
Bangladesh Fruits  
Vegetables and Allied Products Exporters Association (BFVAPEA)  
Bangladesh Frozen Food Exporters Association (BFFEA)  
Bangladesh Live and Chilled Food Exporters Association (BLCFEA)  
Bangladesh Shrimp and Fish Foundation (BSFF)