

Market orientation

Expert to assist companies from Ghana to the European market for home decorations and home textiles

Background

The Centre for the Promotion of Imports from Developing Countries (CBI) and the Dutch Association of World Shops (DAWS) see opportunities for expanding the market for fair trade home decorations and home textiles in Europe. These products, produced in a sustainable and fair manner in developing countries, respond to a growing demand in the market. CBI and DAWS have jointly expressed their ambition: to make fair trade home decoration and home textiles available to all wholesale and retail organizations in Europe through the Fairtrades Finest project (FTF).

How to make use of the large opportunities in the market for sustainable design to meet the goal of both DAWS and CBI: to professionalize the producers and traders to enable these companies to introduce the G&L products into the European mainstream market in addition to the FT market, and (in the long term) to create a healthy and sustainable business model.

How to increase export of fairtrade Gifts and Living products; 3 trajectories:

- **Providing Knowledge** In a coaching program we will work on improving access to the European market for export organization by professionalizing their organization and product range (CBI's Export Coaching Programme)
- **Certification** Through certification we will build trust in the fair production methods of home decoration and home textiles from developing countries. We will work towards a reliable, international and independent fair trade system, in cooperation with the World Fair Trade Organization (WFTO). (DAWS is leading this process, MoU with WFTO)
- **Connecting Businesses** By linking importers & retailers to exporting producer organizations we stimulate the market growth of fair trade home decoration and home textiles in Europe. (CBI & DAWS both act on this issue)

The trajectory Providing Knowledge.

The aim is to assist an already selected group of companies to remove internal obstacles for export to the European market. In addition to that the project FTF will provide the participating companies with a specific Fair Trade label for the Gift and Living products to further enlarge their chances on the market. Alleviation of the internal company obstacles and the additional value of Second Party monitoring a Fair Trade label will result in the professionalization of the participating companies. This will increase their chances of finding (new) European trading partners and thereby increase their exports. Countries of implementation: Indonesia, Bangladesh, Tanzania, Nepal and Ghana.

The description of activities until April 2018 for Ghana:

5 selected companies which already have been audited by CBI and which have already participated in a Market orientation mission.

Main tasks in 2016:

Coaching on the spot and through distant guidance of these 5 companies in close collaboration with a local expert on the identified actions point in the Export Audit (EA) tool (HBAT) of CBI in order to make these companies competent for the European market. One or two technical assistance mission including a possible training on specific topics are foreseen and distant guidance on the EA. Furthermore market entry preparations for activities in 2017 through distant guidance are foreseen.

For 2017 the main task is to finish the technical assistance trajectory before the end of the first quarter by either a technical assistance mission including a possible training on specific topics and/or distant guidance on the EA in close collaboration with the local expert. Furthermore market entry

preparations for activities in 2017 and/or 2018 through distant guidance are foreseen. B2B activities as well as marketing & communication activities are foreseen.

For 2018 the main focus will lay on the last market entry activities and market consolidation guidance from a distance.

Contact and further procedure

If you think you able to perform the assistance and are interested, you can state this in a short e-mail to the two contact persons: Ms Henrique Hazelaar, HHazelaar@cbi.eu and mr Henk Ballering, henk.ballering@rvo.nl

Please also fill in your company data.

The deadline for showing your interest is Monday May 9, 2016.

After receiving of the reactions, a multiple call for tenders will be performed among the interested parties.