

Swiss Import Promotion Programme SIPPO



Trade Promotion through Business Support Organizations



Well-established

SIPPO, the Swiss Import Promotion Programme is a well-established mandate of the State Secretariat for Economic Affairs (SECO) within the framework of its economic development cooperation.

New Contractor

As for the new investment phase 2017-2020, SIPPO is carried out by Swisscontact, a business-oriented Swiss foundation for international development cooperation.

Business Support Organizations BSOs

Within the new mandate, SIPPO shifts to a more systemic market approach by putting BSOs (instead of individual companies) in developing and transition partner countries into the centre of the programme.

Multiplier Effect

Through improved BSOs such as export promotion boards and sector associations, more export-ready companies get professional services and are connected to reliable importers in Switzerland, Europe and other important target markets to generate additional turnover, income and jobs.

Sustainable Trade

SIPPO promotes in all its interventions sustainable and inclusive trade. The core values for respect, partnership-based cooperation and integrity are established in its code of conduct.

SIPPO at a Glance



Expected Results / Outcomes

- Exporters and Importers establish trade contracts
- Exporters have the capacity to complete the last mile
- Potential Exporters access services of BSOs

11 Partner Countries

▪ Africa:

Morocco, Tunisia, South Africa

▪ Asia:

Indonesia, Vietnam

▪ The Balkans:

Albania, Bosnia and Herzegovina, Macedonia, Serbia

▪ Latin America:

Colombia, Peru

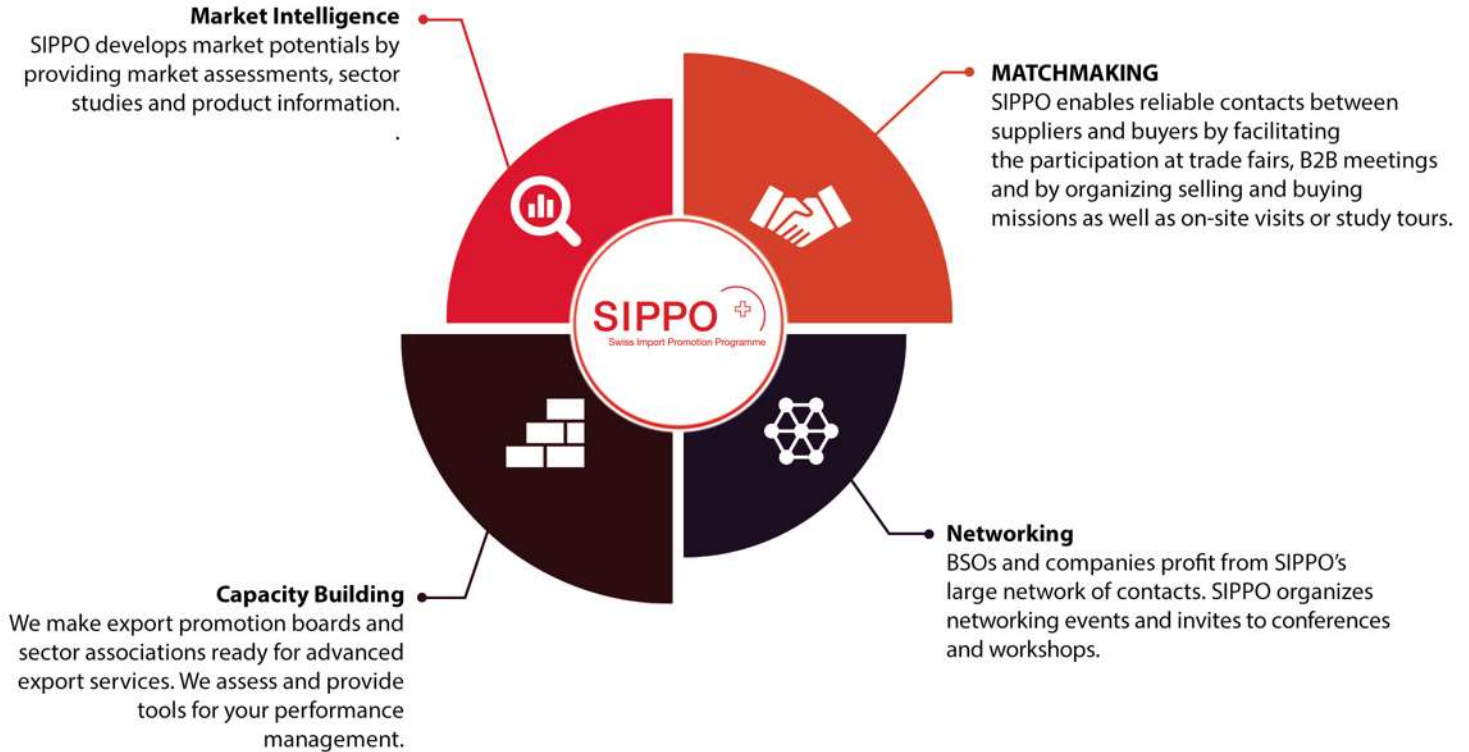
6 Sectors Industries

- Natural Ingredients
- Processed Foods
- Fish and Seafood
- Value-added Textiles
- Technical Wood
- Sustainable Tourism

Indicators of the SIPPO Phase 2017-2020

- Jobs created and retained (BSOs and companies)
- Increase in export turnover (companies)
- Increased number of binding offers (companies)
- Strengthened BSOs

4 Intervention Areas



SIPPO in Indonesia

“Inclusive economic growth in Indonesia”

Indonesia has the potential resources to tap into Switzerland and EU markets, especially in regards to natural ingredients, technical wood, and fish and seafood products. However, Indonesian enterprises need more support to increase its export capacity to those markets. Having seen this fact, SIPPO has been actively addressing European market challenges for Indonesian enterprises to open up new business opportunities for more than ten years. Under the new mandate, SIPPO will support BSOs to deliver high quality trade promotion services to their members.



Natural Ingredients

Indonesia is abundant with fertile land and is a major global producer of a wide variety of agricultural products. Global market demand for organic spices, essential oils and extracts used for food, cosmetics and medicinal products is high. The production of natural ingredients provides income for Indonesian households living in remote rural areas and helps to protect biodiversity. Typical natural ingredients from Indonesia include the aracea nut, pepper, clove, patchouli, kantil, kenaga, nutmag and many others.

Technical Wood

The global demand for technical wood products is growing rapidly. Focusing on products from fast-growing tree species contributes to poverty alleviation through income generation for small-holders and diminishes deforestation of tropical rainforests. Key technical wood products from Indonesia are made of sengon, jabon, rubber, balsa, cottonwood and bamboo.

Fish and Seafood

Indonesia is one of the most important fishing nations in the world and has been the largest seaweed farming country for decades. It has a distinct expertise in added-value seaweed products such as hydrocolloids from carrageenan and agar-agar. This industry benefits people living along Indonesia's 81,000 km of coastline by providing additional income generation and mitigates illegal fishing.



SIPPO – Indonesia

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