



Продовольственная и  
сельскохозяйственная организация  
Объединенных Наций

# Best practices in export promotion: Experiences in Latin America, Europe and Central Asia

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IAMO

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# Recommendations

- A designated national body for export promotion with a clear mandate, responsibilities, budget and transparency
- Engage private sector: F.ex. Chambers of Commerce to be involved in developing trade promotion activities, provide expertise to guide public sector actions (establish public-private dialogue)
- Systematic approach with prioritization of products and markets
- A strategy focused on value addition and/or niche markets (organic, traditional products), GIs
- Developing quality policies/systems to encourage competing based on quality
- Improving SPS systems and implementing international standards are essential for accessing markets
- Analyze the experience with creation of Export Promotion Funds
- Encourage and facilitate cooperation among producers

# Recommendations

- Build a positive country image/brand
- Avoid governments export restrains (export restrictions and regulatory environment)
- Support to marketing research, analysis of foreign markets, provide access to market information
- Support to promotional activities (e.g. participation in fairs) by the private sector
- Agro-food trade attache/representatives to be strengthened and expanded
- Education and human resource development for production and marketing in export sectors

# Recommendations

- Inter-governmental coordination (Ministries of Agriculture, Economy, Trade with export/investment promotion agencies, customs and SPS authorities)
- Transparency in government spending and evaluation of effectiveness of the export promotion programs
- Investments into trade infrastructure / logistics / transport
- Trade facilitation and simplification of imports/exports procedures
- Dedicate more financial resources to agricultural and market research to develop the technological base and strategic vision for the sector (including export orientation)