

Partnership For Profit And Competitiveness – Corporate Social Investment for Value

Kinshasa, 21 – 22 February 2014

9th COMESA BUSINESS PARTNERSHIPS FORUM AND LINKAGES FAIR

Theme: The Merger Between Business And Innovation; Integrating
Competitiveness For Supply And Value Chains In The COMESA Region

Background

The United Nations Development Programme (UNDP) defines Inclusive Markets as “markets that extend choices and opportunities to the poor (and other excluded groups) as producers, consumers and wage earners. Inclusive markets thus create jobs and affordable goods and services needed by the poor.”

According to the UNDP’s Africa Facility for Inclusive Markets (AFIM), Inclusive Markets Development (IMD) includes supporting areas such as:

- policy and institutional infrastructure;
- provision of affordable goods and services;
- entrepreneurship development;
- value chain development and integration; and
- corporate social responsibility/investments.

Through the African Training and Management Services (ATMS) Project, the African Management Services Company (AMSCO) has almost 25 years’ worth of experience supporting 2 of the 5 areas listed above – provision of affordable goods and services, and entrepreneurship development.

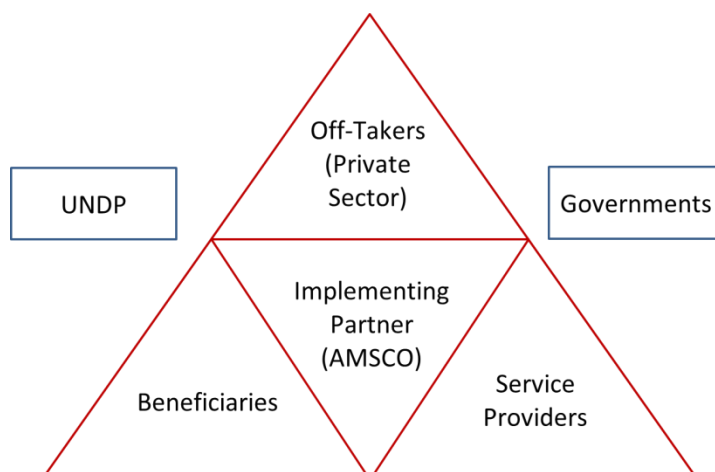
In the last 5 years, AMSCO has been more actively engaged in value chain development/integration, supporting in some instances the Corporate Social Investments (CSIs) of private sector players, and the private sector development (PSD) efforts of African Governments.

The Approach

AMSCO’s approach to value chain development emphasises a number of key principles:

- Stakeholder involvement in planning and design (off-takers, beneficiaries, governments and regional bodies, service providers, etc.);
- Partnerships/collaboration with other players in implementation (service providers, DFIs, donor institutions); and
- A strong focus on delivering measureable development impact to beneficiaries.

Specifically on stakeholder employment, AMSCO has adopted the AFIM model shown graphically below:



In the model, AMSCO plays a coordinating and catalytic role, allowing different partners to focus on what they do best. For example, UNDP and the National (or Local) Government would typically be responsible for policy and institutional infrastructure, while large private sector organisations would commit to purchasing from the beneficiaries. Typically, funding for this model will be from the Government, Donors or the Private Sector (as part of their CSR/CSI).

This model was first piloted by AMSCO in Zambia with an African Development Bank funded SME development programme. Currently, AMSCO is in discussions with some funders (including 2 private sector off-takers) to roll out programmes in Kenya, Nigeria and South Africa.

AMSCO is also willing to explore partnerships with other organisations to allow access to AMSCO's portfolio of past and current client companies, and their supply and value chains, for the design and implementation of value chain development programmes.

About AMSCO

AMSCO is the operational unit of the African Training and Management Services Project (ATMS Project), a joint project of the United Nations Development Programme (UNDP), International Finance Corporation (IFC) and African Development Bank (AfDB) for providing management and capacity building services to African enterprises, particularly SMEs. AMSCO's mandate is to assist African enterprises in becoming profitable, globally competitive and sustainable. AMSCO was set up in 1989 and currently has some 450 professionals seconded to over 280 companies in 24 countries on the continent.

AMSCO signed a Memorandum of Understanding with COMESA in July 2013 to provide training programmes to strengthen project support for Private Sector development in COMESA Member States. AMSCO is therefore able to play a key role in the design and implementation of value chain development programmes in COMESA member states. The process will be undertaken in partnership with the COMESA Business Council, COMESA Secretariat, relevant Government institutions and Private Sector Associations in the Region.