



SIPPO PROGRAMME

- Phase 2021–2025
- Donor: Swiss State Secretariat for Economic Affairs SECO
- SECO Contribution: 19,4 mio. CHF
- Total Budget: 22,8 mio. CHF
- Contract Partner: Swisscontact

«SIPPO’s overall objective is to contribute to sustainable and inclusive economic growth through export. SIPPO supports Business Support Organisations to enhance their export promotion services and to facilitate market access of their export-ready member companies to Switzerland and Europe.»



Mandate and Partners

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

SIPPO places Business Support Organisations (BSOs) at the centre of the programme instead of focusing on individual companies. Business Support Organisations (BSOs) can be public entities or private organisations, such as ministries, trade promotion agencies, sector associations, chambers of commerce, or governmental trade departments.

12 Countries, 6 Sectors

SIPPO supports over 40 BSOs in 12 countries:

- Colombia
- Peru
- South Africa
- Indonesia
- Vietnam
- Tunisia
- Morocco
- Albania
- Bosnia & Herzegovina
- North Macedonia
- Serbia
- Ukraine

The programme is active in six sectors:

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

SIPPO has been implemented by Swisscontact since 2017 in partnership with BHP Bruggler and Partners and Helvetas Swiss Intercooperation and is currently in its second phase (2021–2025).

Services

In collaboration with a network of international and national consultants SIPPO strengthens the capacities of BSOs in three areas:

1. Improvement of BSO's export promotion services such as market Intelligence, market orientation- and commercial missions and trade fair participation
2. Institutional strengthening of BSOs through capacity development in export strategy development, export promotion services management and knowledge management
3. Strengthening of export promotion systems in the partner countries through building of networks



Focus on Sustainability and Digitalisation

Additional focus areas in SIPPO's Phase 2 (2021–2025) are Sustainability and Digitalisation:

SIPPO has developed seven **Guiding Principles for Sustainable Trade**. These guidelines are contextualized to each of the six sectors in the SIPPO Programme. They provide a framework for the implementation of international responsible business conduct.

Digitalisation is one of two cross-cutting topics that is at the core of SIPPO's activities with BSOs. SIPPO's digitalisation concept works with a holistic framework for digital transformation, which guides the program and its beneficiaries into taking more data-driven decisions. SIPPO identified five areas regarding the development of digital capacities, namely digital networking, digital advice and knowledge sharing, training, relationship management and trade platforms and reporting and market Intelligence.



Emphasis on local actors in the partner countries

SIPPO puts great emphasis on social, environmental and economic sustainability in trade and relies on local actors in the partner countries. The capacity development approach allows BSOs to continue to provide their services beyond the duration of the SIPPO programme.

Value Chain Cooperation Projects

SIPPO coordinates and cooperates with other Swiss cooperation programmes. Swiss «Value Chain Cooperation Projects» can benefit from SIPPO's knowledge of the «last mile» and its BSO and expert network.



Contact

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