

Promotion of Sustainable Agricultural Value Chains in ASEAN (ASEAN AgriTrade)

Context

The free movement of goods and services constitutes a central aspiration of the Association of Southeast Asian Nations (ASEAN) and is a cornerstone of the common market of the ASEAN Economic Community (AEC).

Among others, ASEAN strives to strengthen its agriculture production and trade in accordance with regional and international food standards on quality and sustainability. However, implementation of quality and sustainability standards remains limited and it reduces opportunities to tap into global value chains and expand into markets within and outside of the region.

In many ASEAN Member States (AMS), including Cambodia, Lao PDR, Myanmar and Viet Nam (CLMV), agriculture sector makes up a significant part of the economy and livelihood. At the same time, the agricultural sector plays an important role in the context of regional integration, as outlined in the Strategic Plan for ASEAN Cooperation in Food, Agriculture and Forestry (SP-FAF), 2016-2025 and the Strategic Plan of Action for ASEAN Cooperation on Crops (SPA-Crops), 2016-2020 and 2021-2025.

The SP-FAF focuses on facilitating ASEAN's internal and external trade by improving the quality of agricultural production and cooperation amongst the Member States, while the SPA-Crops concentrates on harmonising standards and implementing accreditation and certification schemes.

Project name	Promotion of Sustainable Agricultural Value Chains in ASEAN (ASEAN AgriTrade)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Cambodia, Lao PDR, Myanmar, and Viet Nam
Lead executing agency	Association of Southeast Asian Nations (ASEAN)
Project duration	July 2018 – December 2023

The Objective

The overall objective is that the framework conditions for the implementation of sustainability standards in agricultural value chains within the ASEAN region are improved.

Our Approach

The project's implementation is carried out at regional level in collaboration with ASEAN Member States and the ASEAN Secretariat, and at national level with CLMV as the focus countries, under the purview of the ASEAN Sectoral Working Group on Crops (ASWGC).

Target groups

Actors along the agricultural value chains in ASEAN supported by the project, members of ASWGC, and other relevant public, private and civil society actors in the ASEAN Member States, particularly in CLMV countries.





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ASEAN AgriTrade 1st Project Steering Committee Meeting in Jakarta, February 2020.
 Photo GIZ/Diella Dachlan.

Expected Result

The project aims to achieve the following outputs:

1. Cooperation between ASEAN bodies and private sector actors is improved;
2. Awareness on the importance of gender in agriculture is strengthened;
3. Knowledge exchange on best practices between public and private actors in the CLMV is improved;
4. Knowledge and awareness on the health and environmental benefits of sustainably produced agricultural products is improved; and
5. Benefits and lessons learnt on implementing public-private partnership and cooperation, and sustainability standards are well-known to policy makers at national level.

Progress

- ❖ **Gender mainstreaming**
 Strengthened awareness on the importance of gender mainstreaming in agriculture and integrated gender aspects in the SPA-Crops and implementation of project activities.
- ❖ **Value chains selection**
 Specific value chains to be supported by the project at the national level in CLMV countries were jointly selected with project partners.
- ❖ **Public-private partnership and cooperation**
 The Agrinnovation Fund in ASEAN was jointly developed and established with public and private partner representatives to foster innovation in the agricultural value chains in CLMV countries through public-private partnership (PPP) and cooperation.

Published by Deutsche Gesellschaft für
 Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn,
 Germany

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On behalf of

Federal Ministry for
 Economic Cooperation and
 Development (BMZ)

GIZ is responsible for the content of this publication

As at January, 2021