



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

DIGITALIZATION TECHNOLOGY & AGRI-BUSINESS



UNIDO

23 February 2021

Rethinking Structural
Transformation in African LDCs
in the Era of Technological
Advancement and Innovation



Directorate of Digitalization, Technology and Agri-Business (DTA)

MISSION

Coordinates and mainstreams the **Fourth Industrial Revolution (4IR)** in its technical cooperation, strategic, normative activities aiming at fostering the inclusive and sustainable development in the era of 4IR.

DTA creates new and innovative technical cooperation deliverables in the areas:

- TRADE
- INVESTMENT
- TECHNOLOGY & INNOVATION
- AGRO-INDUSTRY & AGRI-BUSINESS



FUNCTIONS

- Support the development, adaption and diffusion of digital technology
- Scale up UNIDO TC programmes for developing countries, MICs, economies in transition
- Convene and build multi-stakeholder knowledge platforms
- Strengthen UNIDO's role in organizing global high-level multi-stakeholder platforms



DTA Focus Areas

Innovation &
Digitalization

Sustainable
Investment &
Technology
Promotion

Quality,
Infrastructure &
Smart
Production

Modernizing
Agro-Industries
& Skills
Development

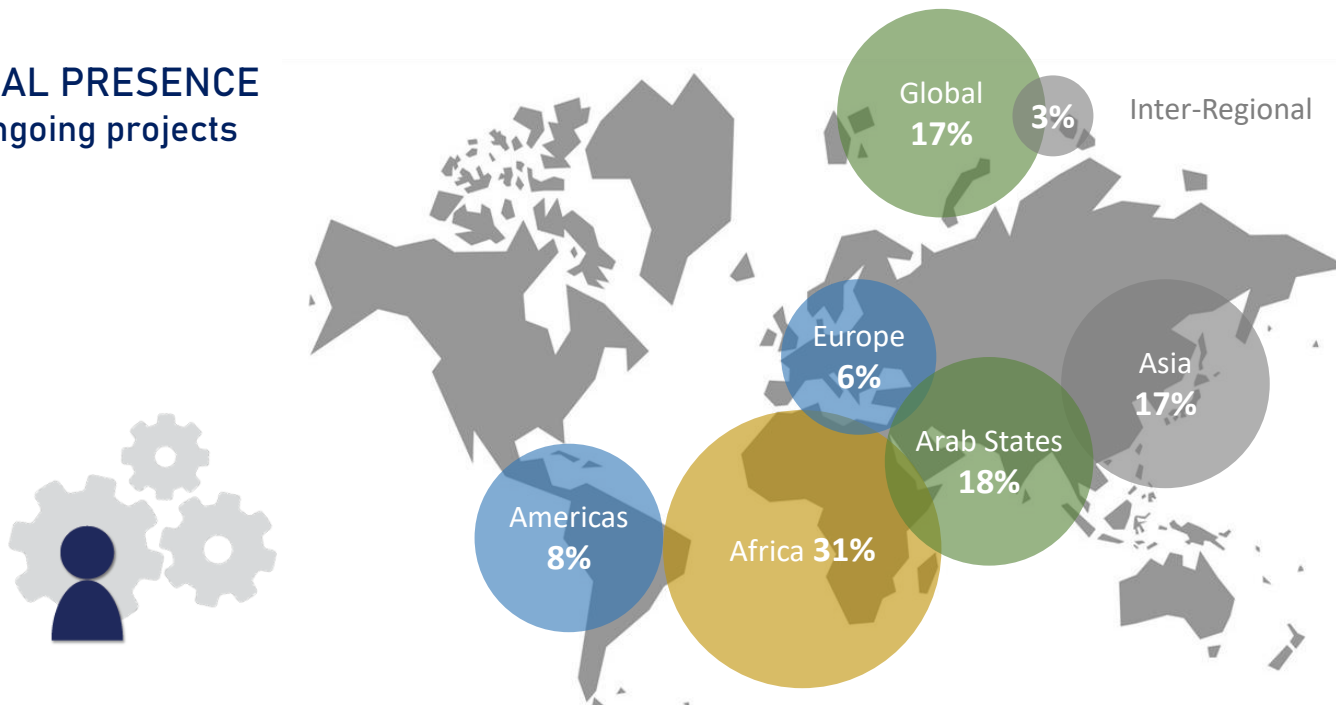
Sustainable
Food Systems

Rural
Entrepreneurship,
Job Creation and
Human Security



DTA Technical Cooperation

GLOBAL PRESENCE
208 ongoing projects



As per number of projects

Development of manufacturing industries and strengthening their linkages with the tourism sector



TANZANIA

UPGRADING AND
STRENGTHENING TOURISM
MARKET LINKAGES FOR
LOCAL AGRO-PROCESSORS

TAKING YOU AND YOUR
INDUSTRY TO THE
NEXT LEVEL

UNIDO's Projects in LPAT in an African LDC

What role services
such as tourism and
agroindustry can play in
achieving accelerated,
inclusive and sustained
growth



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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



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United Nations Inter-Agency
Cluster on Trade and
Productive Capacity

UNOPS, UNCTAD, ITC, UNIDO, ILO



The SECO/UN Cluster Programme
TWO MAIN OUTPUTS



PROCUREMENT OF SAFE, HIGH-
QUALITY TANZANIAN HORTICULTURE
AND ORGANIC BASED PRODUCTS BY
THE TOURISM SECTOR

FAIR AND REGULAR EMPLOYMENT OF
BETTER TRAINED TANZANIAN STAFF
BY THE TOURISM SECTOR



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TANZANIA SECO/UN TRADE CLUSTER PROJECT: Strategy of the UNIDO Component: promoting

- ✓ **deeper linkages** between the pilot group of local agro-processors and suitable project partner hotels and supermarkets
- ✓ series of practical workshops at market place for the horticulture producers and processors on **marketing, sales, merchandising and access to market information**
- ✓ technical support in establishing **substantial and trustworthy mid/long-term business relationships** between the selected SMEs and the Tanzania Chefs Association (TCA). National College of Tourism (NCT), other related actors
- ✓ **testing & tasting events** with TCA and NCT





MARKET DEVELOPMENT TOOLS

HOW TO SUCCEED ON THE MARKETS

BENEFICIARY OPERATORS WERE
TRAINED & COACHED ON:



PROMOTION AND CREATION OF
CUSTOMER LOYALTY

SHELF-ZONE MANAGEMENT IN
POINTS OF SALES

UNIQUE SALES PROPOSITION

SOFT SKILLS, TECHNICAL
EQUIPMENT AND OUTFIT FOR
SUCCESSFUL SALES

8 STEPS OF A SALES
CONVERSATION IN RETAIL AND
TOURISM AND AFTER-CARE
PROCESS

HOW TO SUCCEED IN EXHIBITIONS
AND FAIRS

BUYER REQUIREMENTS
INTELLIGENCE

ADVANCED COMPETITIVE
INTELLIGENCE

FRAMEWORK FOR SALES
DEPARTMENT

MERCHANDISE MANAGEMENT
SYSTEMS

SUCCESSFUL TELEPHONE
CONVERSATION AND PRODUCT
PROMOTION

AND MANY OTHERS



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ISO 22000

Food Safety
Management Systems
implementation





TANZANIA ACHIEVEMENTS

CONCRETE RESULTS



UNIDO's Projects in LPAT in an African LDC

Impact achieved after
only 12 months

41 HOTELS
in the country are supplied
by beneficiary SMEs

10 NEW
CONTRACTS
signed with hotels

35 LEADING
SUPERMARKETS
are supplied by beneficiary SMEs

12 WORKSHOPS
on marketing, sales &
merchandising

100 HOTELS &
RESTAURANTS
in Tanzania and Zanzibar are listed as
corporate clients of beneficiary SMEs

14 COACHED
VISITS
to hotels, supermarkets,
distributors & restaurants

120 TRAINED
managers and staff
of beneficiary SMEs

ISO 22000
Food Safety
Management Systems
IMPLEMENTED



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RESULTS AND IMPACT

Horticulture Processors: key
performance indicators



Darsh Industries Ltd.

Hotel Clients (2016-17)

+56%

Masasi Food Industries Co. Ltd.

Distributors/Wholesaler (2017-18)

+154%

NatureRipe Kilimanjaro Ltd.

Sales of sauces in new varieties
and containers (2016-17)

+592%



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SUCCESS STORIES: TOP 50 TANZANIAN BRAND COMPETITION



DARSH INDUSTRIES LTD.

Red Gold

#5 out of 50 top brands in Tanzania. Invited to Egypt to the African Brands Competition.



"The most important impacts of UNIDO's technical support is that our team is engaging very aggressively to marketing activities, our goods are very visible in the supermarkets, and we have gained a lot in sales time and largely extended coverage of client hotels and supermarkets."

Mr. Dominic Ukaye
Head Marketing & Sales
Darsh Industries Ltd.



MASASI FOOD INDUSTRIES CO. LTD.

LuLu

Special Category
Emerging Brands
PINEAPPLE JAM



"The Company is now able to make proper marketing and sales strategies. It has generated a positive impact on the ways we conduct our marketing and sales today. Sales revenues are showing a sign of increasing, getting better day by day. We are getting more new customers."

Ms. Lulu Masasi
Managing Director
Masasi Food Industries Ltd.



NATURE RIPE KILIMANJARO LTD.

NatureRipe

Special Category
Emerging Brands
FOOD PROCESSING



"Given the knowledge acquired from training our participation was more professional than earlier had been. The Sales personnel was more assertive and receptive. Comparison of sales from these current fairs participated and the past fairs attended show significant increase by 100% in sales at the fair."

Mrs. Fatma Ryami
Owner & Managing Director
NatureRipe Kilimanjaro Ltd.



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Other major results and impact as part of UNIDO contribution

One of the project highlights in 2017 was the **award** of the one of project beneficiaries, Fatma Riyami, the managing director of NatureRipe Kilimanjaro Ltd., who was named as **the East African Businesswoman of the Year 2017** at the *annual All Africa Business Leaders Award ceremony* to honour business leaders who have made a considerable impact on their industry and community.

As part of the pilot group of beneficiary horticulture processors, NatureRipe Kilimanjaro Ltd. participated in numerous business-to-business meetings, trade fairs and tasting events, helping them to develop contacts with key partners in the tourism sector, including the Hotel Association of Tanzania (HAT) and the Tanzanian Chef Association (TCA), as well as the final customers of the processed products: hotels and supermarkets





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CUSTARD POWDER - CUMIN - CUMIN POWDER -
BLACK PEPPER POWDER - CARDAMOM - CARDAMOM
POWDER - CHUTNEYS/CHUNDO - WHITE/BROWN
VINEGAR - CINNAMON - CINNAMON POWDER - ROSE
FLAVOR SYRUP - PILAU MASALA - CHILLI POWDER -
CLOVE & CLOVE POWDER - TOMATO SAUCE - TOMATO
KETCHUP - CHILLI KETCHUP - PICKLE - PINEAPPLE
JAM - MIXED FRUIT JAM - MANGO SLICE - MANGO
PICKLE - MANGO JUICE - BOTTLED WATER - HONEY
- CASHEW NUTS - PEANUTS - MANGO PILIPILI -
MANGO ZODO SAUCE - PILIPILI MBUZI SAUCE -
TAMARIND SAUCE - PEANUT BUTTER - JAM ...

• MANGO PICKLE • MANGO ZODO - SAUCES

• CASHENUTS • CASHENWACK

• PEANUTS

NatureRipe®

Refresh your day with
NatureRipe Products...!..!
Always Good Quality!

NatureRipe®





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Thank you!

Directorate of Digitalization, Technology and Agri-Business (DTA)

UNIDO

Vienna International Centre

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