

ValueLinks 2.0 Introductory Training
Seminar in English language
November 18-22, 2019
Siem Reap, Cambodia



There is widespread agreement that economic growth is a precondition for reducing poverty. Development policy aims at generating “pro-poor growth”, creating jobs for the poor and providing small-scale entrepreneurs with new opportunities. It is in this context that “value chain promotion” has emerged as a key concept of economic development. The value chain approach helps development programmes to address issues of economic change that are critical for the poor. In the era of globalisation, these are mainly related to the competitiveness of food production, rural industries, tourism and handicrafts that provide livelihoods for large numbers of people. In most weak economies, business communities need to get much better organised and become more market-oriented. The investment of government and private enterprises has to be coordinated.

Building on these ideas, GIZ has developed an action-oriented methodology called *ValueLinks 2.0* that compiles the most important tools for value chain promotion. It provides the framework for a systematic approach to strengthening national and regional competitiveness and includes know-how for organisations and public agencies active in the field of economic development.

Objectives of the seminar

The objective is to enhance the skills of participants in designing, implementing and monitoring value chain upgrading projects. The know-how covers both technical subjects and facilitation skills to work with groups of entrepreneurs, business associations and public institutions.

Organisers

The seminar is organised by IDC Unternehmensberatung GmbH, Germany. IDC runs *ValueLinks* training seminars regularly in different countries and has a strong regional focus on Cambodia, Laos and Vietnam since 2006. This will be IDC’s ninth *ValueLinks* workshop in Cambodia after eight successful events 2011-2019. For further information, see www.idc-aachen.de.

Participants

The training seminar is intended to serve consultants, planners and practitioners at ministries, government institutions, development agencies, consulting firms, and business associations working on economic development in Southeast Asia.

Main contents of the training seminar

The seminar gives participants a profound introduction into the concept and methodology of *ValueLinks 2.0*, which is one of the most recognised VC development approaches and currently implemented by a large number of programmes worldwide. The training follows an interactive method, in which the presentation of concepts, facts and methodology alternates with exercises to apply hands-on tools and know-how to concrete cases. Participants apply the concepts in working group sessions and get insight into real-world practice during a field trip.

In particular, the training covers the following subjects:

- Introducing the value chain promotion concept and the general terms used at the

- interface of sustainable development and inclusive growth,
- Selecting high potential value chains,
 - Mapping and analysing value chains,
 - Developing a vision and strategy for chain upgrading,
 - Process design and facilitation skills for working with chain actors and engaging in public-private partnerships,
 - Introducing innovative business models,
 - Facilitating horizontal and vertical market linkages,
 - Promoting improved business services,
 - Strengthening financial service arrangements,
 - Introducing standards on product quality and safety,
 - Improving the business climate of value chains,
 - Conducting impact monitoring in value chain projects.

Training Material

Participants will receive a complete set of *ValueLinks* presentations and additional information on value chain promotion in form of a seminar binder and an USB stick.

Duration

The seminar will start early on Monday morning (November 18) and will last until Friday afternoon (November 22). Participants are recommended to arrive on Sunday evening (November 17).

Language

The seminar language will be English.

Venue

The venue of the workshop will be the Steung Siem Reap Hotel, see <http://www.steungsiemreaphotel.com/>. The charming Cambodian boutique hotel with French colonial architecture and 76 rooms located in the French quarter in the city centre of Siem Reap, just a few km from the international airport, provides a perfect setting for a relaxed and concentrated workshop atmosphere.

Facilitator

The seminar will be moderated by Mr. Alfons Eiligmann, ValueLinks master trainer and board member of the International *ValueLinks* Association e.V.

Registration and Fees

The training fee is EUR 950 per participant (with registration until September 15) and EUR 1,150 per participant with registration after September 15, 2019. The training fees cover the cost of the training, training materials as well as lunch and coffee breaks. Please note that transportation, accommodation, breakfast/dinner and other expenses are to be covered by the participants.

More information

For more detailed information on course content, participation fees and an on-line registration form, please see: www.idc-aachen.de/english/2_4.html.