

# *ValueLinks Introductory Training Seminar, October 1-5, 2018*



*Accra, Ghana*

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* 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, who has a strong regional focus on West Africa and who works in Ghana for many years. For further information, see [www.idc-aachen.de](http://www.idc-aachen.de).

## **Participants**

The training seminar is intended to serve staff and project partners of GIZ in Ghana and Nigeria.

## **Main contents of the training seminar**

The seminar gives participants a profound introduction into the concept and methodology of *ValueLinks*, 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 a USB stick.

### **Duration**

The seminar will start early on Monday morning (October 1) and will last until Friday afternoon (October 5). Participants are recommended to arrive in Accra on Sunday evening (September 30).

### **Language**

The seminar language will be English.

### **Facilitator**

The seminar will be facilitated by Mr. Alfons Eiligmann, who is a board member of the International ValueLinks Association and ValueLinks master trainer. He facilitated already more than 75 ValueLinks trainings worldwide and has work experience in Ghana since 2003.

### **Registration and Fees**

The training fee is EUR 800 per participant (with registration until June 30) and EUR 1,000 per participant with registration after June 30, 2018. 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](http://www.idc-aachen.de/english/2_4.html).