

# mesopartner Africa

## Capacity Building Series

*Practically improving the performance of the private sector  
within the context of local economic development*

**EVENT 1: 26 August 2010**

### **Facilitating the diagnosis and improvement of local and regional value chains**

#### **The topic**

The practice of value chain promotion is already widely adopted by many international development organisations such as GTZ, SDC, DFID and USAID. The approach offers many benefits such as leveraged interventions points, and is also frequently used to connect rural enterprises with regional or international market opportunities. Within local and regional economic development the approach allows for the identification of regional markets, regional networks, and underutilised local and regional assets that can support the increased performance of a specific value chain.

During the event the specific focus will be on how to mobilise actors within the chain to better understand their constraints and opportunities to improve the performance of the chain. The participatory approach thus combines the analysis of the value chain with the launching of activities aimed at improving the system.

#### **Who should participate?**

This capacity building event is aimed at private sector development practitioners and individuals involved in the organizational development of institutions such as universities, municipalities and development agencies in support of specific value chains. The content will enable participants to conduct a participatory appraisal of the well-being of a value chain, and will equip participants to guide stakeholders in the value chain to identify bottlenecks and opportunities for improvement.

#### **Content to be covered during this event:**

- Mapping and scoping of a value chain system
- Identifying the main actors within a chain
- Assessing the different kinds of relationships and transaction in the chain
- Populating the map with relevant data
- Analysing and shaping the public and private support to the chain
- structuring the findings using the Systemic Competitiveness framework
- Facilitating an diagnosis of specific issues within a link in a value chain
- Mobilising stakeholders to take joint action in improving their own situation

If you would like to participate in this event, complete the registration form and send it to Annelien at [ac@mesopartner.com](mailto:ac@mesopartner.com) or fax 0866 501 099.