



Round Table Africa, the scene

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Maastricht School of Management, ESAMI , Arusha, June 2010





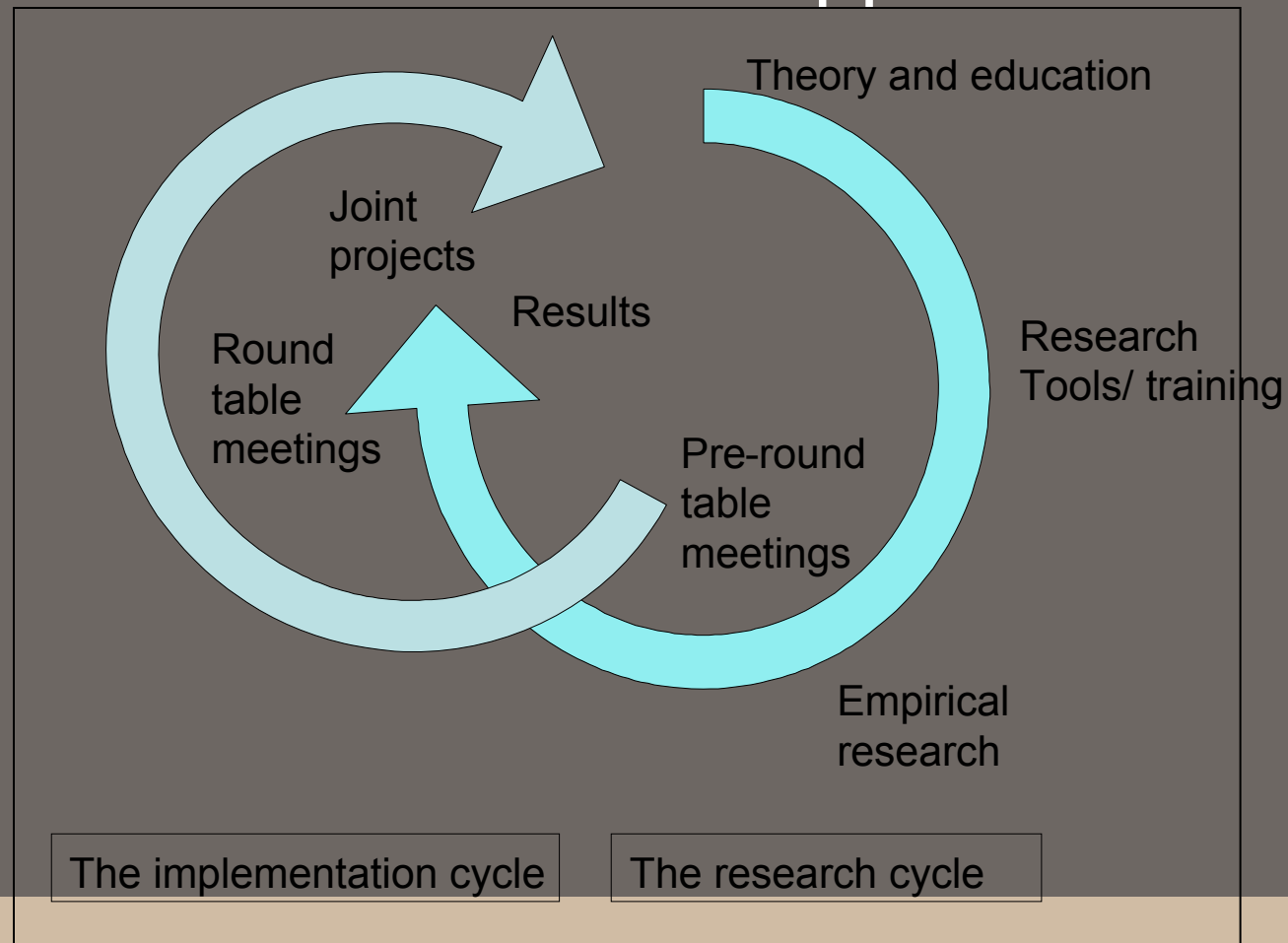
Vision and approach

The ambition of RTA is to link research with sustainable business development in the areas of agriculture, mining and tourism through:

- education (MBA, DBA, PhD)
- research
- round tables
- projects.



The Round Table Approach





Round Table Africa, theory

Sustainable Business Development:

A balanced three-legged approach based on the three P's: people, planet, profit (Brundland Report, 1987).

1. Competitiveness
2. Value Chain Development
3. Partnerships



Round Table Africa, theory

The three core theoretical frameworks of RTA:

1. Competitiveness
2. Value Chain Development
3. Partnerships



Competitiveness two levels

- Competitive advantage at the business level. It is the capacity of a firm to gain, maintain and expand its share in markets for final products (value upgrading)
- At the cluster/ sector level: enterprises in the cluster together do better than those who are not part of the cluster (value upgrading)



Competitiveness at regional institutional/ cluster level

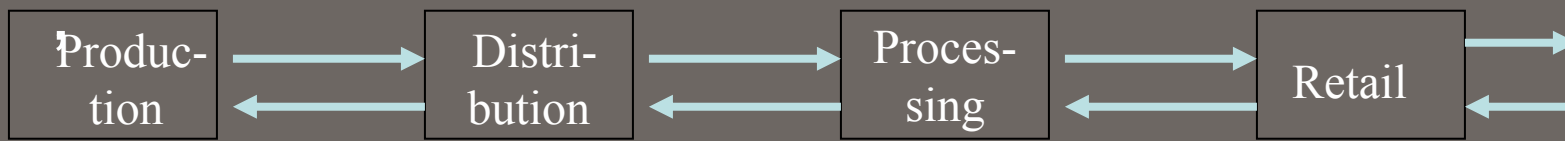
- Access to finance, investment climate
- Infrastructure (transport, energy, etc.)
- Research capacity
- Education capacity
- Natural resources
- Strategic positioning and planning in cooperation with regional government, I.e. policy development



Value Chain Approach

- The Value chain approach aims at balancing supply and demand across the entire global chain identifies gaps and opportunities but
- Where is the value and how to upgrade?

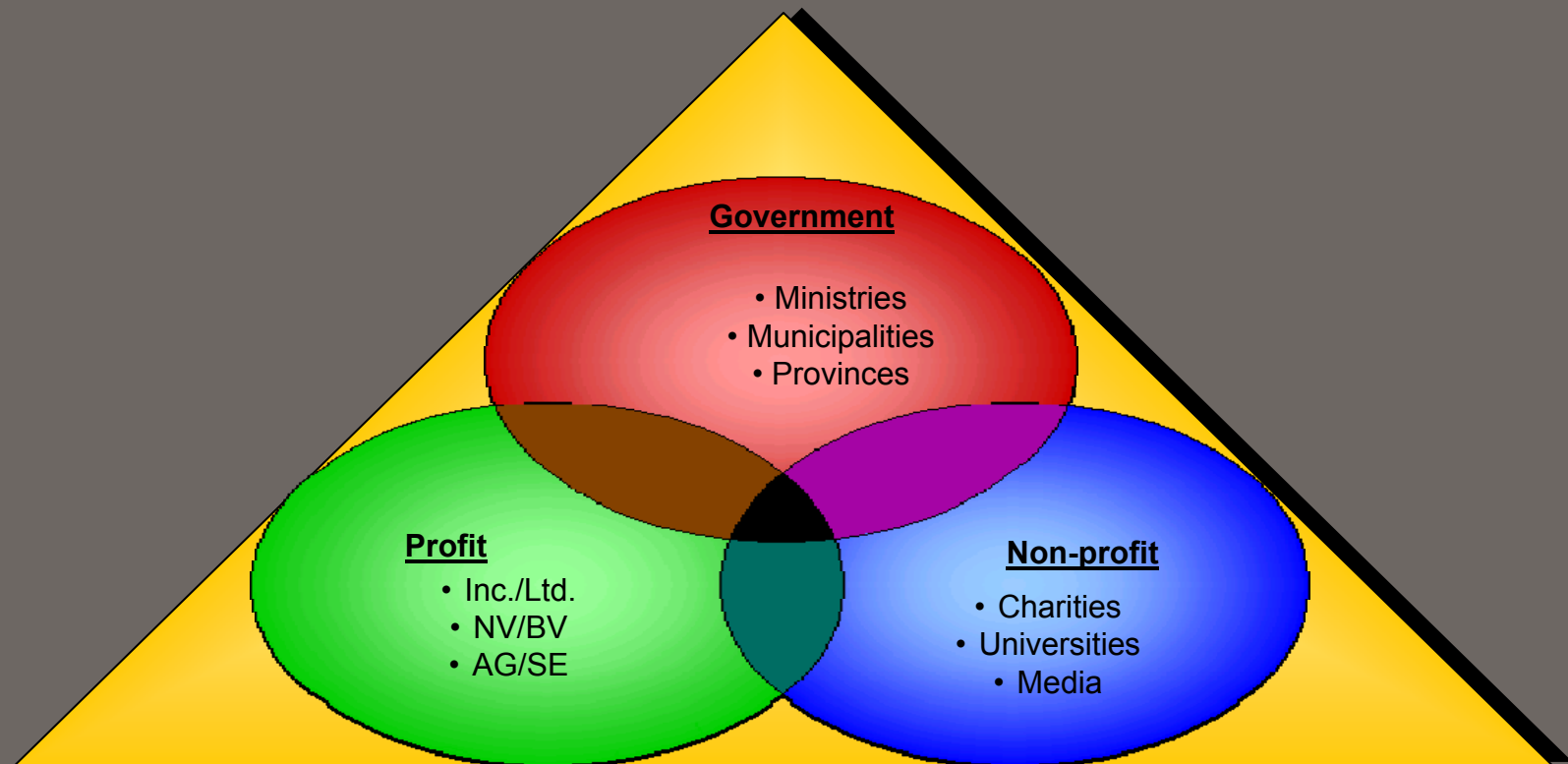
M
A
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→ Flow of products and information
← Flow of information



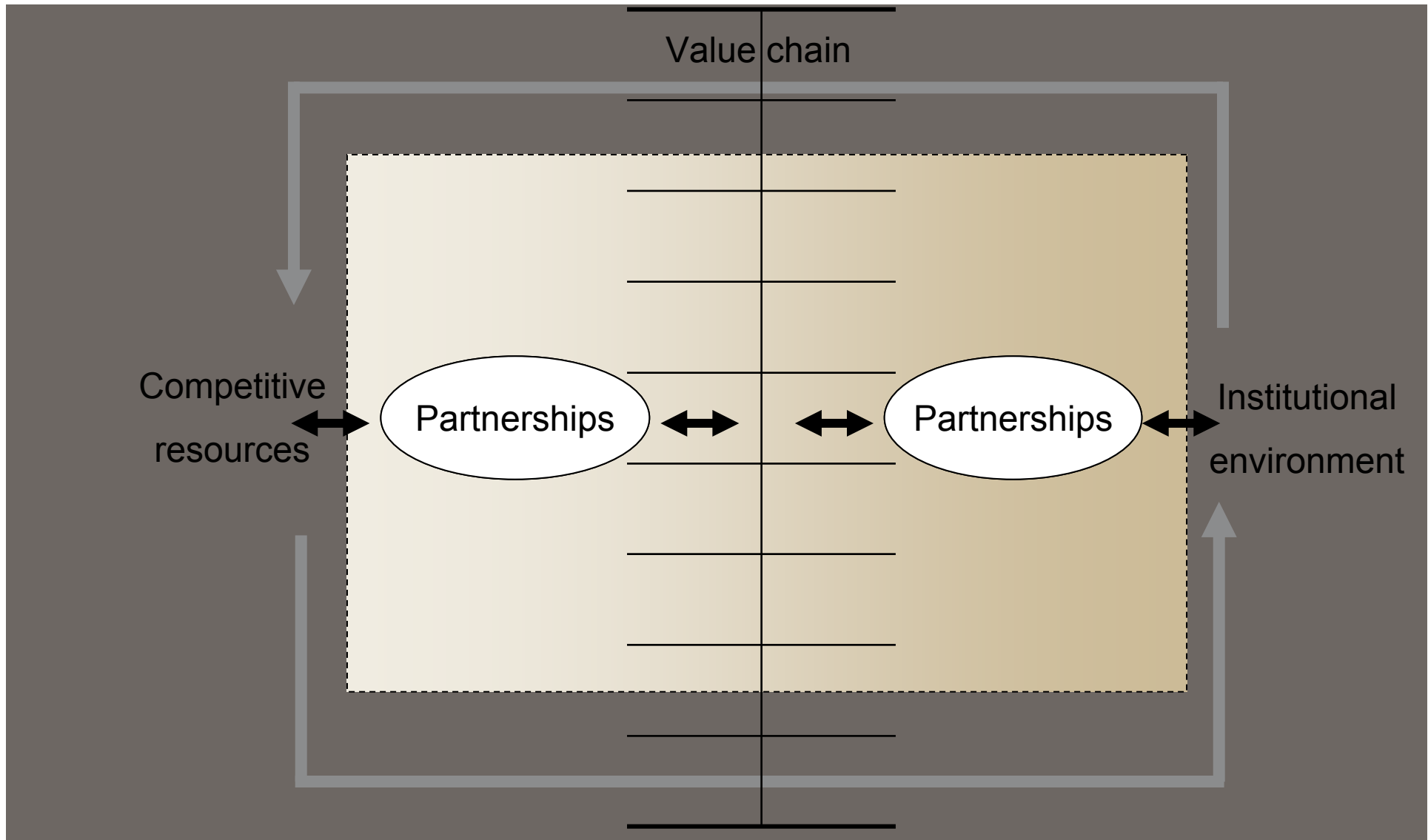
Public-Private Partnership Stakeholders for RT's





Public-Private Partnerships

- Different forms
- To learn from each other
- To overcome complex problems which can not be over won alone
- To accelerate business development





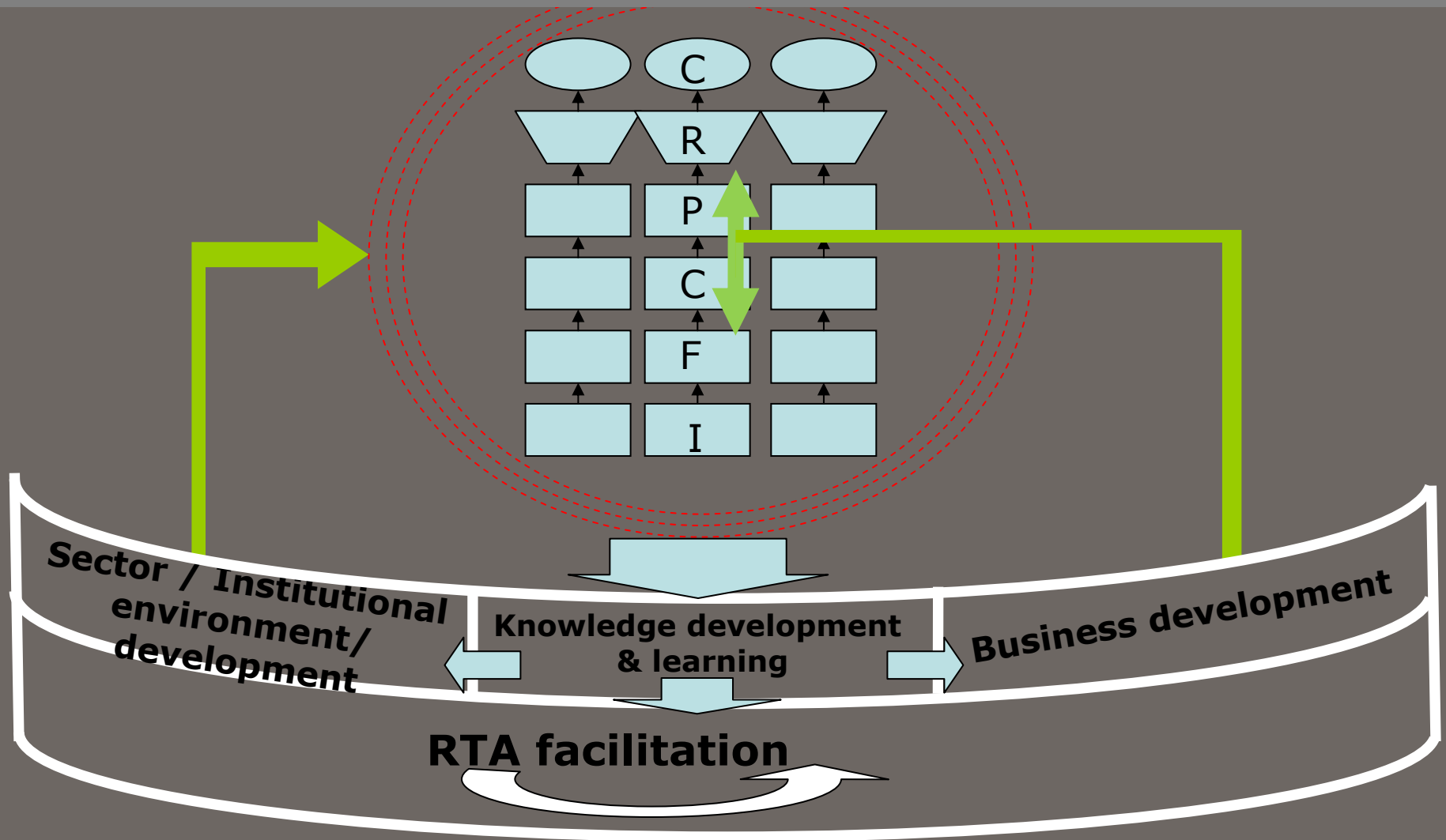
Three key intervention areas

Objective: Sustainable business development

1. Knowledge development what identifies opportunities and gaps
2. Sector/ institutional development which provides for opportunities
3. Business development what turns opportunities into results,

Facilitation by RTA.

RTA's Business Development Approach (thanks to snv Ethiopia),





1. Sector/ institutional development

- Round tables
- Sector association strengthening
- Market intelligence projects
- Public policy research
- Value chain financing
- New technology promotion



2. Business development

Making use of opportunities through, i.e.:

- Linking businesses to markets;
- Promoting embedded services;
- Testing and subsidizing innovations;
- Access to capital



Round Table Experiences since 2006

- Round Table Indonesia with Bogor University (agriculture)
- Round Table Horticulture Malaysia/ Indonesia, and East Africa Dutch Ministries
- Round Table Africa in Tanzania, Zambia, Kenya and Uganda since 2007



A. Round Table approach, key success factors

- First assure markets, then increase production
- Focus on private sector as the engine for sustainable growth
- Combination of sector/ institutional wide development and B2B support
- Involvement of all key stakeholders (via RT's)



B. Round Table approach with key success factors

- Build on private sector leaders
- Public sector should be focused on sector identified priorities
- Quick wins (short term vs long term)
- Sustainable economic development is a joint operation of business-leaders and the public sector together.



Round Table Africa

- Research/ Value chain analysis of 25 value chains in East Africa (www.roundtableafrica.net)
- 7 Round Tables
- Financing of possible projects: capacity building, policy research or financial matchmaking



Examples of existing projects

- a. Linkage development of fast food restaurants with farmers in Kenya to introduce specialty potato
- b. Capacity building and development of a sunflower oil association in Tanzania
- c. Linking small Zambian mining companies with large foreign mining companies: policy research
- d. Cutting and polishing plant for diamonds
- e. Institutional PPP on sustainable tourism In Toraja, Sulawesi, Indonesia



Responsible Tourism Round Table

- Morning presentations
- Afternoon three discussion groups which could result in possible projects:
 1. Responsible/ Sustainable tourism (responsible for what?);
 2. The relation between tourism companies and communities, is there a win-win?
 3. A responsible tourism association, opportunities and constraints.



Thank you!

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