



Throw out Back cover

As the joint technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO), the Geneva-based International Trade Centre (ITC) adopts a twin approach in living up to its mandate – export impact for good:



As part of the WTO, ITC helps countries develop export trade through a rules-based system in order to generate income for business and contribute to job creation. It is committed to “*inclusive globalization*”, connecting the smallest and most marginalized to international markets as a means of addressing poverty and raising livelihoods in a sustainable manner.



As a UN development organization, ITC’s role is also to promote the fulfilment of the Millennium Development Goals, believing that wealth generated by trade can be interdependent with, and mutually reinforced by, social development, the empowerment of women and environmental protection.

The 2005 Paris Declaration on Aid Effectiveness calls for countries to take ownership of their own development, based on their historical, political and economic circumstances. Exports, as a source of foreign exchange and global purchasing power, are an important means for countries to realise ownership of their development processes.

The Development Partner  
for Export Success



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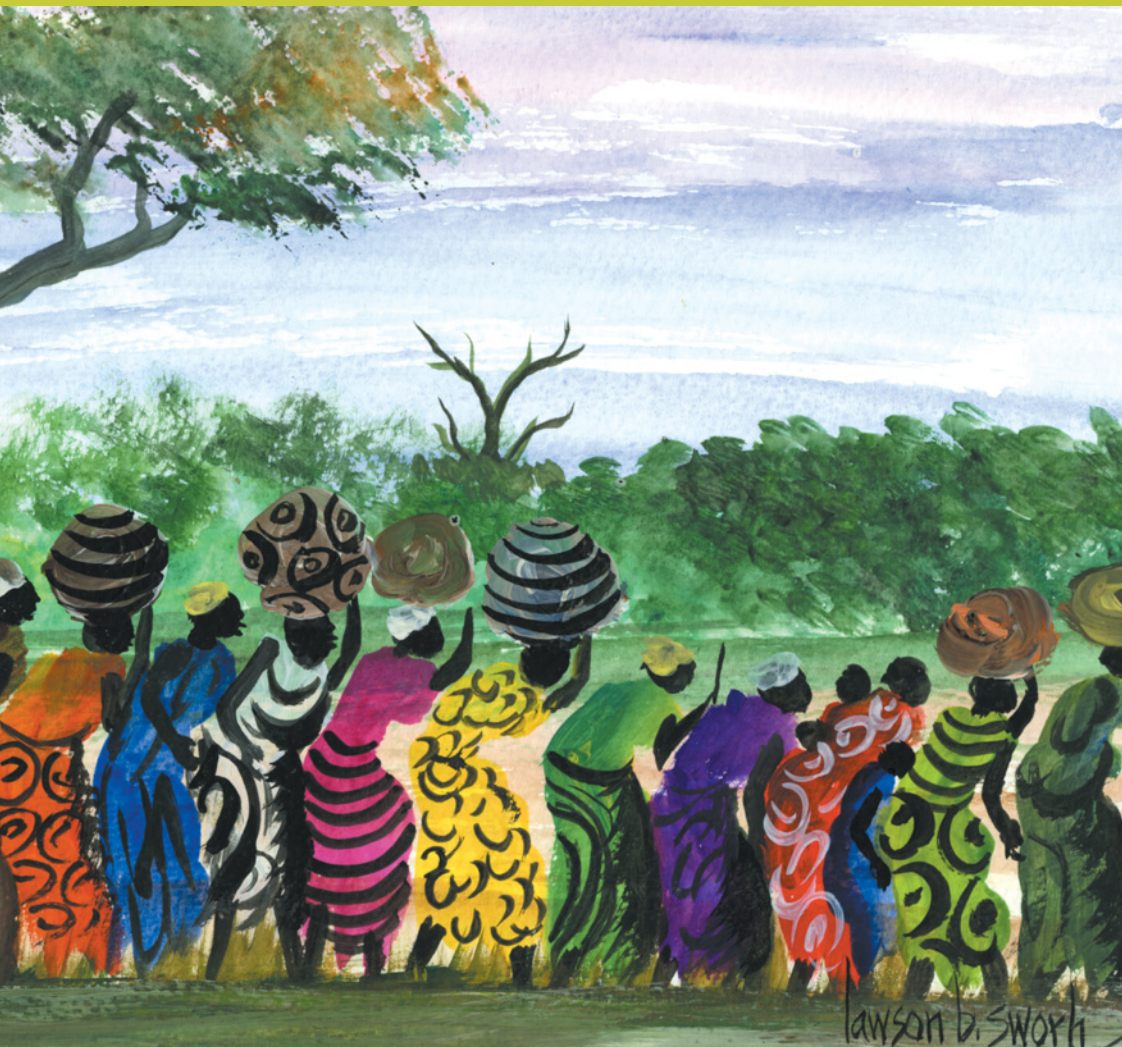
# Liberia

## Rebuilding a Post-Conflict Economy Through Exports



An ITC Integrated Country Programme





# Liberia

## Rebuilding a Post-Conflict Economy Through Exports

In June 2006, the Liberian Government invited ITC Executive Director Mrs. Patricia R. Francis and her Director of Technical Cooperation and Coordination, Mr. Siphana Sok, ITC to Monrovia for high-level consultations on the country's trade-related technical cooperation requirements and on the broad elements of the design of a project for enhancing the trade performance of the country. They met with the then Minister for Commerce and Industry, H.E. Ms. Olubanke King-Akerele, and the Minister for Gender and Development, H.E. Ms. Vabah K. Gayflor and their staffs. ITC technical consultants were then sent in to conduct supply-chain analyses for coffee, cocoa, spices, rubber, wood and crafts. These studies were presented at the Liberia Trade Development Forum held in Monrovia in June 2007 for policymakers, businessmen and importers to identify "winner" products for export promotion under a "quick-win" export-led poverty reduction project. The first "winner" was the spice market. ***This booklet describes in detail, how the African Birds Eye Chilli project is helping to launch ITC's overall Trade and Export Development Programme in Liberia.***

The Birds Eye Chilli Project costs US\$262,000. In all, ITC plans to spend US\$3.2 million in Liberia between now and 2009. The project is currently being funded by a US\$420,000 grant on a bilateral basis from the Irish Government, and with US\$660,000 from the rest through the Global Trust Fund, the US\$6.6 million dollar collection of donor funds from around the world which is spent at the discretion of ITC.

Liberia experienced 14 years of civil war during 1989 to 2003, a period marked by intense sustained political, economic and social upheaval. GDP per capita, at 2005 prices, declined by 87 percent from US\$1,269 in 1980 to US\$163, while exports fell from US\$486 million in 1978 to US\$10.3 million in 2004. All sectors experienced severe decline, especially agricultural production as the insecurity pushed people off of their farms.

### Post-Conflict Recovery

Since the end of the civil war in 2003, there have been signs of progress, including successful democratic elections held in November 2005. The economy has stabilised and began to rebound with growth reaching 5.3 percent in 2005. The new government of President Ellen Johnson-Sirleaf is trying to implement a conflict-sensitive development strategy which focuses on quick, measurable and visible progress as demonstrable results are needed to overcome the challenges from the legacy of war.

Given the relatively small size of its domestic market (3.5 million people), Liberia will need to rely on exports to achieve the growth rates that would allow it to reduce poverty. The government has set for itself the goal to develop, in the short-term, a National Trade and Export Promotion Strategy that will help facilitate the creation of employment and attract direct foreign investment. This is to be complemented with entrepreneurship

# I challenge us to make international trade meaningful...

H.E. MS. Olubanke King-Akerere



development initiatives aimed at empowering Liberians to meaningfully participate in their economy. In the words of the President Johnson-Sirleaf, the objective is to have Liberians “once again take charge of their commerce, take charge of their destiny”.

ITC applies a holistic and integrated approach to its technical assistance in Liberia through building trade capacity at three levels: *(see charts on page 16 for details)*.

**Micro-level: Product-specific export promotion** for selected products with high income and employment creation potential;

**Meso-level:** Enhancing the quality and delivery of trade support services for SMEs in the areas of *entrepreneurship development* and *trade intelligence*;

**Macro-level:** Developing a national trade and export promotion roadmap to support the Government’s efforts in improving Liberia’s trade performance in general and particularly in the up-coming *WTO accession negotiations*.

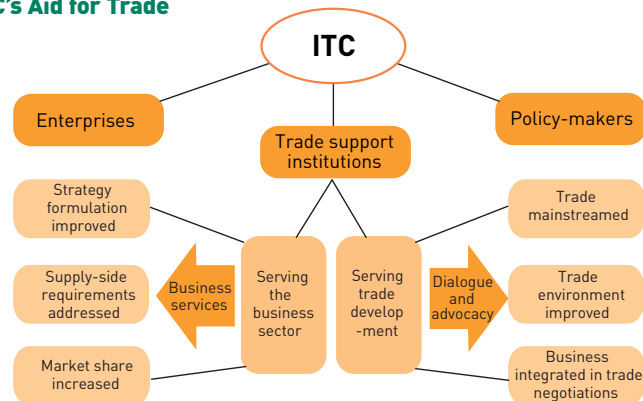
**Product specific export promotion:** As a step towards restoring Liberia’s export capabilities and to ensure the buy-in from the public and private sector, this module is designed to kick-start the entire project by achieving tangible exports for a selected number of products in the briefest amount of time. The selected products are chillies, coffee and cocoa. The design and implementation of these product specific interventions will draw on the experiences and lessons learned from similar activities supported by ITC under its export-led poverty reduction project (EPRP) for example in Kenya and Sierra Leone.

**Entrepreneurship development:** For the Liberian economy to grow, its enterprises must develop internationally competitive products and services. Given the high level of informality of the Liberian economy, the challenge is to raise the ambitions of entrepreneurs to think about trading globally and to give them the tools to compete effectively for markets and capital. This will entail a change in mindset of aspiring entrepreneurs who solely operate in the informal sector and also calls for strengthening local institutions of learning to offer adequate training and support to aspiring entrepreneurs to develop bankable business ideas and plans. To achieve this, ITC will create an export-oriented entrepreneurship development programme in partnership with a Liberian institution of higher learning or consortia. The first step will be to organise a “training of trainers” for about 10 faculty members of the partner organisation(s) so as to create a pool of human resources with the ability to provide systematic support to university graduates and aspiring business people. Upon completion of the training of trainers, a group of about 20 promising candidates that have demonstrated their commitment and drive to setting up or expanding their new export oriented business ventures will be coached to refine their business plans and access the financing through the Entrepreneurship Promotion Facility set up by Ministry of Commerce and Industry in cooperation with Eco Bank, Monrovia. Particular attention will be paid to empowering businesswomen and young entrepreneurs

**Trade intelligence:** Lack of access to trade intelligence poses challenges to Liberian government ministries as well as existing and aspiring exporters in Liberia. This is a gap that needs to be filled to increase the chances of success of established as well as new businesses. There is no significant trade intelligence infrastructure in Liberia that provides the private and public sectors with access to information required to make optimal decisions on trade policy, export strategy or business transactions. The immediate goal is to build capacity within the Ministry of Commerce and Industry and the Ministry of Agriculture to monitor and evaluate prices of key import and export products. The business community will be able to access this information by radio and mobile telephony, the most common forms of communication in Liberia.

**Trade strategy and business advocacy for WTO accession:** The government has recently set up the Liberia Public-Private Dialogue (LPPD) as a formal mechanism to help create such an enabling business environment. The LPPD has a number of working groups covering various sectors of the economy. ITC will help the Ministry of Commerce and Industry finalise the terms of reference of the work of Working Group on Trade of the LPPD and to provide technical inputs which will enable the Government to engage in the WTO accession negotiations. This process will introduce best practices on fostering business advocacy in Liberia. It will also help the private sector to make use of the opportunities and cope with the challenges stemming from the international trading system shaped by the WTO Agreements, regional and bilateral trading agreements.

## In practice: ITC’s Aid for Trade in Liberia



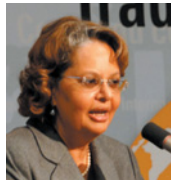


## Implementing the programme

The implementation of the programme by the Division for Foreign Trade of the Ministry of Commerce and Industry (MCI), under the guidance of ITC Country Manager, Mr. Ramin Granfar, will be used as an opportunity to boost the wider export promotion capabilities of the ministry through a process of learning by doing. A core team (or unit) of trade professionals will be created at the Division for Foreign Trade of the Ministry. The team will be headed by an experienced trade advisor and four project officers, each responsible for one of the four modules of the project.

The project will cover the costs of maintaining the core team, including five MCI staff, for a period of three years. The core team will be coached by ITC throughout the duration of the project. It is envisioned that within three years, this core team, will become a leading national export promotion agency in Liberia. Some of the key activities of the core team will include assessing the capabilities and needs of trade support institutions; participating in coaching missions at ITC Headquarters; preparing, reviewing and updating Liberia's Roadmap for Trade as well as monitoring and following-up on the implementation of the LEDP.

The ultimate focus of ITC's work in Liberia is to help both policy makers and businessmen, to understand destination markets and to identify opportunities for export success. This means gauging what existing and potential consumers want, and determining how to adapt and demonstrate compliance with, and exert influence on, consumers. Through such programmes and services, ITC aspires to be *"The Development Partner for Export Success"*.



**Mrs. Patricia R. Francis**  
Executive Director



**Mr. Siphana Sok**  
Director



**Mr. Ramin Granfar**  
Country Manager



**H.E. MS. Olubanke King-Akerele**  
Minister for Foreign Affairs,  
(Former Minister of Commerce  
& Industry)  
Republic of Liberia



For Liberia, our integration into the world economy, linking farmers, small businesses and entrepreneurs with external markets will play a central role in our economic revitalization. After 14 years of war, 80 per cent of our population of 3.5 million lives on less than a dollar per day; only 20 per cent are literate. Through trade we can give our people an income. We can give them hope. So they may become strong stakeholders in the peace-building process.

By March 2008 we will have our poverty reduction strategy in place which will include trade and export promotion. The International Trade Centre (ITC) in Geneva, the technical trade assistance agency of the United Nations and the World Trade Organisation, has recently helped Liberia in developing a trade road map. And that map shows that we need to strengthen capacity, establish institutional framework, empower trade support institutions and to do this with the private sector, so that from the word go, the private sector is an integral part of what we are about.

Increased trade has an equally important role to play in solidifying peace in post-conflict situations. In our case, in Liberia, the entire Mano River Union Sub-region of Liberia, Sierra Leone, Guinea and the Côte d'Ivoire, are closely interconnected.

Just across our border in Sierra Leone, we saw a success story there with the ginger experience, where small scale farmers trained by ITC were taught new approaches in terms of growing ginger, the net result of which is that they are into the export market today. So we decided to go for what we call some quick wins: approaches that brings it down to the small people so that it means something. With the assistance of ITC, we were able to visit Sierra Leone and see what they were doing there. This was followed in June 2007 with a series of supply-chain analysis by ITC on coffee, cocoa, rubber, wood products, crafts, and spices. We came to the conclusion that we had an opportunity to grow spices.



“ We can give them hope. So they may become strong stakeholders in the peace-building process.

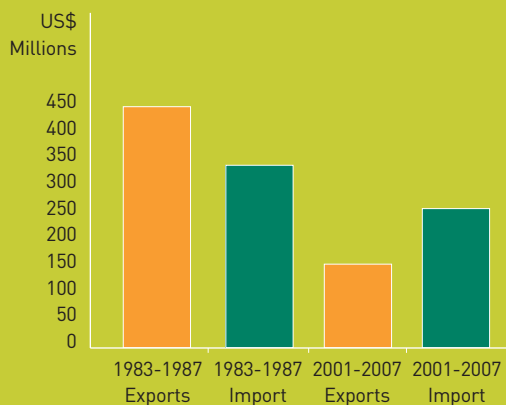
H.E. MS. Olubanke King-Akerele

In July 2007, ITC held a training workshop for small-scale entrepreneurs and brought with them a committed spice buyer from the United Kingdom. This has since been followed up by a month-long full scale training programme in September 2007 in four different parts of Liberia of 2,000 small farmers, many of whom are women, and extension workers from the Agriculture Ministry, with a new technology in terms of growing chillies for exports. ITC also brought with them trainers – people who are doing similar things from Sierra Leone, Kenya, Uganda and the Ivory Coast – Africans who understand Africans. The net result is that by the first half of 2008, Liberia will be exporting chillies into the international market.

Liberia was just admitted into AGOA in January 2007 – the Africa Growth and Opportunity Act in the United States. The ITC Chilli Project can be modified to accommodate a range of agricultural products which will allow us to take advantage of this special trade preference in the world’s largest consumer market.

Now, here is what is significant about what I’ve just said. We are bringing opportunity to the small people; I’m talking about the market women; the small farmers; all those who scrape by on a dollar a day or less; the small struggling businessmen in developing countries around the world; the majority of the world’s population. I challenge us to make international trade meaningful to these individuals by leveraging trade to service sustainable and equitable development. I challenge us to put our rhetoric of equality into practice.

Trade before and after the conflict



Farmer

**Sam Reeves**, age 50, is a cassava farmer from Bensonville, in Montserrado County. He and his family live on less than \$0.70 cents a day, which is considered extreme poverty. If the project is successful, he should be able to increase his income to \$3 dollars a day from his quarter acre of African Bird’s Eye Chilli production, which will take him above the poverty line. Says Reeves, “We have been working as individuals to no avail, but we have been taught that if we work as a team we will make a better change to our lives.” What does he plan to do with the money he earns? “We will use it to extend the project and grow more.”



Distributor

**Arjay Farms** was established in 2000, on 300 acres of land in Kingsville Township, Montserrado County, near the capital, Monrovia. Its owner-manager, Mrs. Josephine George-Francis and her husband, Roger, runs one of the few food processing operations in Liberia. The farm is a small to medium size enterprise which employs 65 permanent workers and 70 seasonal workers and had a turnover of US\$12,216 in 2006. Arjay Farms raises livestock and grows cassava, maize, rice, tubers, vegetables, pepper, cocoa, mango, plantain, banana, pineapple and other fruits, which it sells at local markets. They have machinery to clean rice, produce gari, palm oil and coconut virgin oil. The farm has introduced non-acreage related activities such as beekeeping and honey processing, soap making, drying and smoking meat and fish. It plans to start sugar processing in early 2008 for the production of jams, preserves and rum. Until it teamed up with ITC through the Ministry of Commerce and Industry, it had not had the opportunity to enter the export market.

Supply chain



## Importer

**Blair Coutts is the Director of Blair Impex Ltd**, a two man British importing firm with a turnover of US\$1 million in 2006, 80% of which was from the spice trade. He has been trading spices since 1980, first with the firm of Evan Grey & Hood, and then as an entrepreneur since 1988. Coutts contends that with growing multicultural urban societies in developed countries, the world appetite for spices is going up annually. Current global demand chilli is more than 100,000 tons a year. He first met up with ITC in 2005 when he was hired as a consultant to advise Tanzanian spice farmers on the standards European importers were requiring for their products. He was also involved with the first export of ginger from the ITC project in Sierra Leone. In June 2007, Coutts was invited on an ITC mission to Liberia, and after meeting government officials and agronomists there, committed to buying the

first container Birds Eye Chillies. Born in Kenya where his father ran a tea plantation, Coutts has strong emotional ties to Africa. He currently trades with Nigeria, South Africa, Ghana, Kenya, Tanzania, Uganda and Madagascar. Asked why he was willing to make a commitment even before the first crop was grown, he replied: "Somebody has to stick their neck out. With any luck, it will be an ongoing venture."



# Supply chain



**The Birds Eye Chilli Training Programme** took place in September and October 2007 in 18 locations in Bong, Grand Bassa, Lofa and Montserrado counties (see map on page 14). In all, 2,100 farmers and 60 extension workers underwent intensive training. The extension workers, who will oversee the programme, received 10 days of training on social enterprise, facilitation, and technical training on production, preservation, storage, field maintenance and fertilizer application. Each group of farmers received 4 days of training in technical and social enterprise skills. The eventual goal of this programme, once it gets past the pilot stage, is to expand by 2,000 new farmers a year.



The key component of **the training programme** is that both the extension workers and farmers were taught by other Africans and people from developing countries, who had undergone similar political, economic and social conditions in their own countries. Here, Jonah Chepkeitany from Kenya and Josephine George-Francis from Liberia lead a class in White Plains, Montserrado County. The other trainers came from Sierra Leone, Uganda, Ivory Coast, Jamaica and China. The project itself is a south-to-south experience. As Ben Massaquoi, the facilitator from Sierra Leone put it. "We have created a real African Union of expertise, people who are already abreast with the problems, who know the conditions of the people, and who are eager to help."



# Training



In addition to technical farming advice, the ITC programme emphasises **social enterprise skills**. Working in local groups, farmers learn better, cheaper and easier ways of doing things from each other, thus enjoying economies of scale in both production and procurement. By organising themselves, they are able to pool their resources and create a voice in the market when it comes to negotiating prices for their crop. Above all, in working this way, the farmers “own their actions” and gain self confidence to undertake their project independent of outsiders. From a training and on-going servicing point of view, working with groups as opposed to individual farmers, on such things as nursery establishment in common nurseries is a far most cost-effective way of transferring knowledge and regularly meeting with extension workers.

Graduation day for an extension worker. Here, (name) receives her certification from Ramin Granfar, ITC Country Manager for Liberia and one of the trainers, Nneka Morrison, an ITC consultant from Jamaica. Out of the 2,160 farmers and extension workers, nearly 450 are women. **Empowering women** is a vital part of poverty reduction which is the core element of the programme.



# Training



**Gabriel Dennis**, a local service facilitator for the project gives Sam Reeves a 25 gram bag of seeds of African Bird’s Eye Chilli, the same amount given to each of the 2,100 farmers in Liberia. The seeds come from Kenya, where ITC started a similar project in 2002. They are supplied to ITC for US\$12,000 by Jonah Chepkeitany, an agronomist, who started out there as a project facilitator and extension officer, but because of the growing demand for Chilli farming, has since set up his own private-sector business with six of his colleagues called *Legetetwet Farm Care*. They now provide Chilli seeds and training material on a commercial basis to farmers throughout Africa.



**From Left to Right:** Cecelia Tobo, Sam Reeves, Winifred Holder and Bill Onyae. Four of the eight members from Group A. They named their group “*Try and See*”. In all, there are four men and four women in the group. Most of the 200 other groups in the project have a similar composition. For the women, this is the first time they have ever been given the opportunity to farm and earn their own money. Winifred Holder says with a newly empowered voice, “What I earn from the soil, I can spend on school fees for my children.”

“What I earn from the soil, I can spend on school fees for my children.”  
Winifred Holder, farmer

# Planting





Each 25 grams of seeds makes one bed of 5,000 seedlings, enough to fill a quarter acre of land. It takes six weeks for the seedlings to grow into plants which can then be replanted in the farmer's field. When fully grown, birds eye chillies should be red or dark orange in colour and a maximum of 2 cm in length. Their taste, which is measured in heat units (between 50,000 – 150,000 SHU) is considered a high capsaicin content. Liberia is an ideal place to grow African birds eye chilli because the crop grows well in tropical regions from the coastal lowlands to the lower midland zones, or 1500 meters above sea level.

In this project, the seeds were planted in October and the seedlings were ready for replanting at the end of November 2007. The harvest season is from March to June 2008, during which the expected yield per quarter acre is up to 700 kilos of dried chilli. The farmer will earn US\$1.50 per kilo (from the first consignment price of US\$ 4 per kilo), or up to US\$1,050 a harvest. The plant can be reused for three successive seasons before it loses its heat and ceases to be commercially viable. It is worth noting that in 2002, Kenya started producing African Birds Eye chilli with 8 kilograms of seed from Uganda. It now produces 8 times more than Uganda.

“ We have created a real African Union of expertise...who know the conditions of the people, and who are eager to help.

Ben Massaquoi, facilitator

# Planting



The Chillies will be gathered from collection points in the four counties by Arjay Farms in Kingsville Township, Montserrado County, near the capital, Monrovia. Arjay Farms will earn US\$2.50 per kilo of dried chillies from the first consignment price of US\$4 per kilo, for the processing, bagging, loading and transporting the consignment to the Port of Monrovia and shipping it to the UK. This first consignment should earn the farm about US\$17,500.



The whole fruit of the chilli, without the stem, needs to be well dried, but not brittle, with a maximum of 8% moisture content. It takes three days to dry two tonnes of chilli. It is then packed in woven polypropylene bags of 20kg or 30kg each. In all, 7,000 tonnes of dried chilli will need to be processed for the first consignment. Perhaps the most important role Arjay Farms and the 60 extension workers from the Ministry of Agriculture will play will be in ensuring quality control that each bag of chillies meets the microbiological limits set by the European Union. The biggest risk in exporting chillies is if they become susceptible to a common fungus called Aflatoxin. It would automatically destroy the commercial value of the crop.

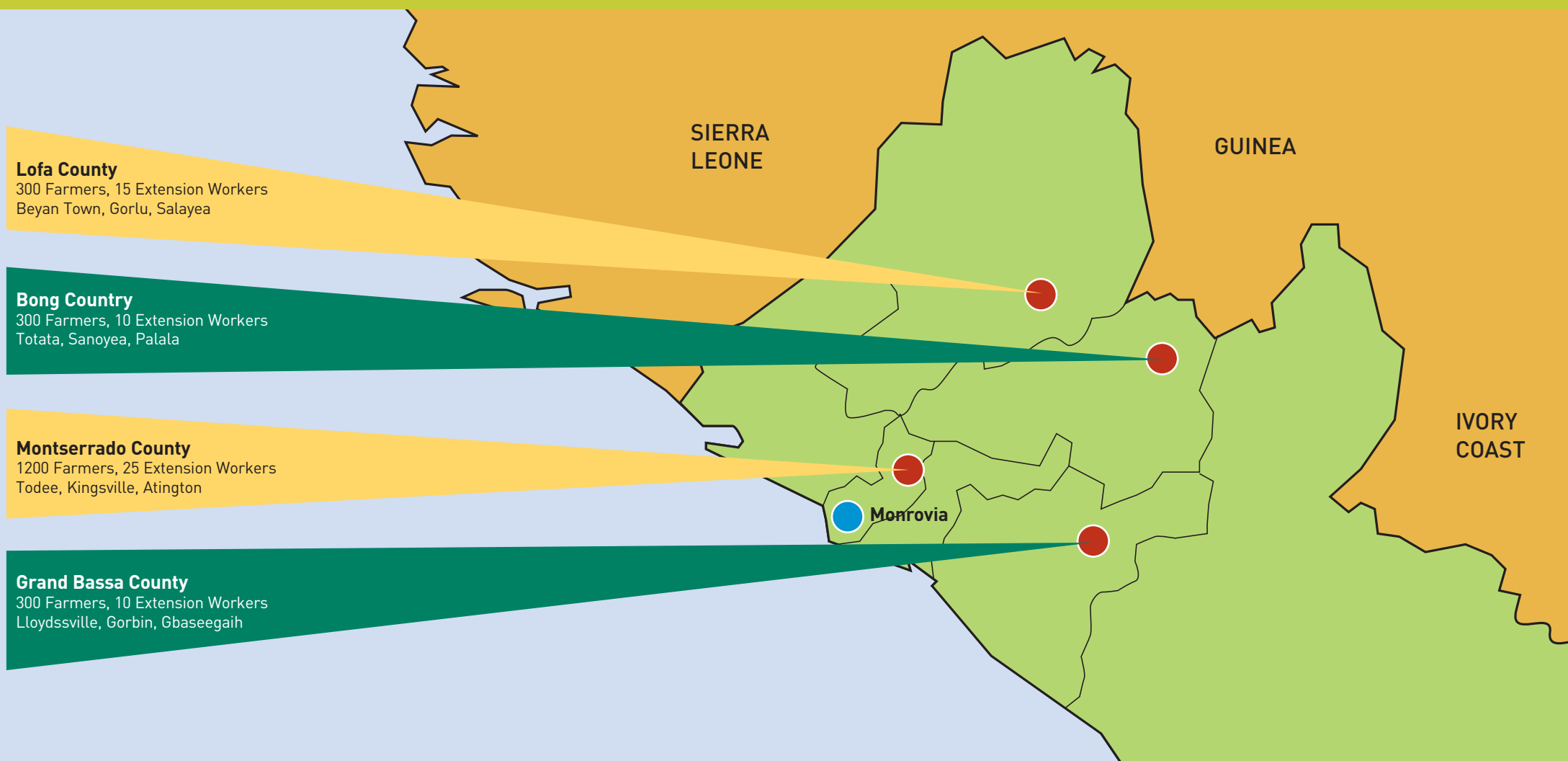
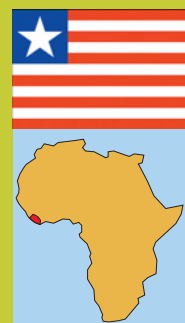
A 20 ft. container will be loaded with up to 7 metric tonnes of dried chilli by Arjay Farms and shipped from the Port of Monrovia to the Port of Felixstowe near London where it will be off loaded, bought and warehoused by Blair Impex Ltd. for US\$28,000, or US\$4 a kilo, which was the world market price in June 2007. From there it will be sold to large Indian cash-and-carry stores in Europe who will repackage them in small clear plastic bags with local labels so that the consumer can see the size and colour of the chilli. Arjay Farms is projecting that after the first harvest in March 2008, the farmers from the four counties should be able to fill 7 containers of dried chillies for export at current world market prices, and that by the end of the harvest in June 2008, they could fill 38 containers. Once harvested and processed, the chilli crop will also serve another purpose – supplying the domestic market. Liberia currently imports around US\$2 million worth of chillies from neighbouring countries which is a drain on its already depleted foreign currency reserves.

# Processing





# Liberia



## Programme Planning Framework for Liberia Trade and Development Programme 2007-2009

Level	Programme module	Programme outcomes	Programme outputs	Output indicators, baselines and targets	Role of partners
Policy Makers	<b>1. Trade Strategy</b> –developing a National Roadmap for Trade Development.	Agreement & prioritization – Formulation and adoption of a National Roadmap for Trade Development	<ul style="list-style-type: none"> <li>National Trade and Export Roadmap formulated, including:               <ul style="list-style-type: none"> <li>(a) Current situation of Liberia assessed</li> <li>(b) Product/Sector situation assessed</li> <li>(c) Value chain analysis applied, resulting in critical success factors identified and value options assessed for each of the key sectors</li> <li>(d) Essential trade support services reviewed</li> <li>(e) Institutional resources between public and private sectors assessed</li> <li>(f) Priorities specified</li> </ul> </li> <li>Framework for managing, implementing and monitoring the Roadmap established</li> </ul>	Formulation and adoption/ endorsement of the national roadmap for trade development designed and adopted	<b>Ministry of Commerce and Industry (MCI)</b> <ul style="list-style-type: none"> <li>Guide the formulation process and the adoption of the National Roadmap for Trade Development</li> </ul> <b>Liberia Public-Private Dialogue and ITC:</b> Assist the crafting of the Liberia National Roadmap for Trade
	<b>2. WTO Accession</b> – familiarization of MCI with the best practices in setting up and maintaining an effective dialogue between the public and private sectors in preparation for WTO accession negotiations.	Strengthening the effectiveness of consultations between the private and public sector on WTO accession negotiation issues	<ul style="list-style-type: none"> <li>Familiarization of MCI staff with relevant best practices</li> <li>Strengthening the role of the Liberia Public private dialogue (LPPD) on Trade in the context of WTO accession negotiations</li> </ul>	<ul style="list-style-type: none"> <li>Increased consultations between MCI and LPPD Working Group on Trade</li> </ul>	<b>MCI:</b> <ul style="list-style-type: none"> <li>Guide and assist the formulation process and the adoption of the National Roadmap for Trade Development</li> </ul> <b>ITC:</b> Help define the terms of reference of Working Group on Trade. Introduce best practices in the functioning's of the group for optimal decision making in the area of trade negotiations.
	<b>3. Strengthening the capability</b> of MCI to manage trade and export development programmes.	MCI will have sufficient capability to initiate, plan, execute, follow-up on, and evaluate trade development programmes and strategies	<ul style="list-style-type: none"> <li>The Liberia Trade Development Programme (LTPD) designed</li> <li>A core team (unit) of trade development professionals within MCI</li> <li>Work plan for full-fledged LTPD finalized and a network of potential collaborators for its implementation created</li> </ul>	<ul style="list-style-type: none"> <li>LTDP adopted</li> <li>Core team of five trade development officers at the Trade Division of Foreign Trade of MCI functional and fully integrated with the Ministry</li> <li>The remaining 5 modules of this programme successfully implemented by the newly created core team established under this module at the Division of Foreign Trade</li> </ul>	<b>MCI:</b> Lead the process of building the core team of trade and export development professionals within the its Division of Foreign Trade <b>ITC:</b> Provide coaching to the core team on best practices in export promotion
Trade Support Institutions	<b>4. Trade Information</b> – providing access to and training in the use of trade information tools to MCI.	Establishment of basic reliable trade information service at MCI which is useful for the promotion of trade and export	<ul style="list-style-type: none"> <li>Trade information service development plans established for MCI and endorsed by relevant stakeholders</li> <li>MCI offering an effective information service that meets the information needs of its internal and external clients</li> <li>Familiarizing stakeholders with the "Trade at Hand" service</li> </ul>	<ul style="list-style-type: none"> <li>The services of the trade information service sought by the business community</li> </ul>	<b>MCI:</b> Lead the process of setting up a trade information service <b>ITC:</b> Provide coaching to the staff of the trade information centre
	<b>5. Implementing demonstration projects</b> for selected products with immediate export development potential.	Sustainable increase in exports for selected products	<ul style="list-style-type: none"> <li>Supply studies on coffee, cocoa, rubber, wood, spices and crafts prepared</li> <li>Liberia Trade Development Forum held to validate the findings of the abovementioned studies</li> <li>"Quick-win" demonstration project designed and successfully implemented involving about 6,000 farmers over the period 2007-09)</li> <li>Approximate number of participants to reach 6-7,000 farmers by 2009</li> </ul>	<ul style="list-style-type: none"> <li>Identifying "winner" products and destination markets and level interest and sharing among trainers and participants</li> </ul>	<b>MCI:</b> Assisting in the planning, coordination, implementation and follow-up of demonstration projects and related activities <b>Ministry of Agriculture:</b> Provide technical training through the Ministry's network of extension workers <b>ITC:</b> Incorporating Liberia in the Export Production and Social Enterprise Network with other African countries
Enterprises	<b>6. Entrepreneurship Development</b> – establishing an enterprise export competitiveness programme for university graduates or aspiring entrepreneurs.	Increase in basic enterprise export readiness and export competitiveness	<ul style="list-style-type: none"> <li>Selection and recruitment of trainers and participants</li> <li>Training and follow-up conducted</li> </ul>	<ul style="list-style-type: none"> <li>Programme syllabus identified and sensitization of university graduates and aspiring entrepreneurs</li> </ul>	<b>MCI:</b> Lead the sensitization, selection, and coordination of participants to benefit from the entrepreneurship development programme <b>ITC:</b> Provide coaching to the Liberian business consultants and their students

### Credits

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