

## How can Zambia Trade Better?

– Tommy Singongi\*

*The puzzle remains how Zambia may lift itself out of poverty and low standards of living. Trade is a practical tool for directly impacting the livelihoods of those engaged with it. Therefore, improving the country's trade patterns can have significant positive effects for poverty alleviation.*

Zambia, known traditionally to be a net importing country has over the past years made progress in transforming itself into an export-oriented economy. Although Zambia still exports raw materials from mines, in both 2010 and 2011, Zambia's annual trade balances were in excess of US\$0.00164tn. This has come as a result of the prevailing macroeconomic stability and steady foreign direct investment (FDI). Inflation for the month of May 2012 stands at 6.6 percent which signifies a slow consistent increase in inflation from February 2012 but is still relatively low. These macroeconomic fundamentals have set the stage for greater output and ultimately exports.

However, this has not been enough to boost development to desired levels. Compared to other countries in the region Zambia is still lagging far behind. Angola, for example, recorded a trade surplus of US\$34.2bn in 2010. Zambia is still underutilising trade opportunities that are already available to her. Amongst them are the African Growth and Opportunity Act (AGOA) which is currently underway and the duty-free quota-free arrangement extended by India. These provide lucrative markets for Zambian producers to supply but have continued to underperform.

On the other hand of the development challenge, there is prevailing level of poverty. The poverty levels in the nation are still high, despite the economic strides it has accomplished. According to United national Development Programme's (UNDP) Human Development report, Zambia's Human Development Index (HDI) is ranked 164<sup>th</sup> out of 187 countries worldwide. The countries main export earner, the extractive industries have continued to boom without corresponding increases in the livelihoods of Zambian citizens. With the majority of citizens living in rural areas engaged in Agriculture, investments in this and other sectors have failed to make a significant impression on poverty alleviation.

The puzzle then remains how this nation may lift itself out of poverty and low standards of living. Trade is a practical tool for directly impacting



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the livelihoods of those engaged in it. Therefore, improving the country's trade patterns can have significant positive effects for poverty alleviation.

But how can the nation improve its trade performance? Zambia's trade can be looked at from two perspectives, internal trade and external trade. From the angle of internal trade, which is the foundation for exports, there must be a suitable environment for fostering private sector development with significant focus on the small and medium enterprises (SMEs) and community initiatives. With SMEs responsible for 70 percent of the employed population in Zambia there is need for a sustained effort to link them to exporting entities through supply chains.

The government has, in place, separate policies on investment, trade, agriculture and so on which have remained largely fragmented. For trade and investment strategies to tackle poverty on the ground in a meaningful way, there must be greater coherence between policies on investment, trade, agriculture, better access to credit, improvement of the business environment in order to achieve job creation and poverty reduction.

From the angle of external trade, Zambia must seek to improve the composition of its exports. The nation has remained a primary exporter of raw material while importing intermediate and finished goods. In moving towards

value addition, several government bodies, such as Zambia Bureau of Standards (ZABS), Zambia Weights and Measures Authority (ZWMA) and the Competition and Consumer Protection Commission (CCPC) can play a larger role in facilitating the ability of local producers to overcome non-tariff trade barriers. ZABS and ZWMA could provide training and guidance to SMEs on standards and requirements for goods in Zambia's export target markets in the region and elsewhere.

Zambia should also identify a bundle of goods (promising products) it will promote to its target market and strategise how this will be achieved. This should be one of the focus of the Diagnostic Trade Integrated Study (DTIS) of Zambia, which is about to be reviewed. The DTIS, being Zambia's main trade priority area identification tool, is a document that necessitates significant input from various stakeholders including civil society. In 2009, CUTS undertook a review of the DTIS for Zambia which underlined some of the gaps observed in the document and its formulation.

Recognising that new emerging sectoral priorities may have arisen in the seven years since the last review was conducted, the World Bank will be leading the review of Zambia's DTIS to commence in the near future. It is important to note that the review must be comprehensive and as inclusive as

possible in order to achieve its intended purpose of assisting Zambia better participate in the international trade system.

Besides these, there are cross-cutting issues, such as the level of trade mainstreaming in national development plans. Considering the potential of trade to contribute to development and poverty reduction, Zambia ought to take every opportunity to link development plans with the trade component. Zambia is currently under the Sixth National Development Plan (SNDP) which will soon undergo review. This review provides a good opportunity to ensure that trade is adequately imbedded at the core of the SNDP.

Zambia boasts vast mineral resources, arable land, abundant water and a vibrant population. The opportunities for enhancing trade are at the nation's disposal. The country must position itself for this potential to materialise. The immediate actions should be to move towards greater coherence in policy formulation, more active interest from various government bodies on assisting private sector overcome non-tariff barriers to trade.

The government must place more emphasis on SME promotion through linkages in supply chains. The country must also conduct the DTIS review in an inclusive and comprehensive manner while mainstreaming of trade in national development plans.

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\* Programme Officer, CUTS International Lusaka

# Indigenous Elevation

## – Taking Value Addition to the Next Level

– Chipego Zulu\*

*The monster called ‘Value Addition’, we have heard it spoken of as a means of employment creation and poverty alleviation but what does it really mean, what does it truly entail?*

What is it that takes nations from less developed to developed? Is it merely processing low utility raw materials into high utility value added products? Factor endowment, economies of scale, competitive advantage, and comparative advantage; are these scientific determinants of economic success the guidelines we use in our own pursuit of development? Are they the only guidelines? Value addition is more than processing raw materials. More aptly put, it is more than simply “manufacturing.”

Manufacturing offers forward and backward linkages whose value and true contribution to national development cannot be ignored and should not be dwarfed. The calls to “add value” for job and wealth creation have generated an incentive for Zambians to process raw materials into finished products, however, the economy continues to trudge along. When will we run? There have been rumours that the divide between the rich and poor is growing but these rumours, whether true or false can be dispelled once the manufacturing industry further empowers those at the grassroots by thinking local first.

This goes beyond the production and sale of proudly Zambian products and re-engineers the concept to what I am coining as “Indigenous Elevation.” It is the re-evaluation of the inputs we use in our manufacturing processes. If an input can be sourced locally and is of high quality, why not use it in local production? There is a definite need to elevate the perception that has been placed on local raw materials and inputs, just as much as we are emphasising and promoting high quality, finished Zambian products.

The agro-processing industry, for example, has the capability to harness the rural farming community and provide a bridge between inputs and finished products through outgrower schemes that empower local farmers. The supply of mines is another key avenue for indigenous elevation. There are a number of local manufacturers in the metal fabricating & engineering sector and explosives industry that would do well in supplying the mines. Having quality manufactured products and the capacity to supply; these organisations

need only the facilitation to see a transformation in employment and wealth creation.

In looking at the local scenario, we cannot divorce ourselves from the economic integration taking place around us. Rich in natural resources and what more developed countries term as cheap labour, Zambia and the continent as a whole have struggled to attain a level of self-sufficiency and escape from our dependency on the traditional export of raw materials. The scramble for Africa is on once again, but.....what will we get out of it?

There are and have been calls for greater intra-African trade as a gateway for greater wealth creation. Some successes have been recorded such as the One-Stop Chirundu Border post between Zambia and Zimbabwe. However as a whole, trade with our neighbouring countries and the region continues to be hampered by numerous factors, such as high transportation costs, inadequate infrastructure, complex bureaucratic processes, as well as difficulty accessing trade finance. Fragmentation in Africa is costing the continent billions and resulting in a slower pace of development.

The same is true in the local set up. As individual companies, we opt to source inputs from sources other than our own. If we do not have confidence in our own inputs, how then do we expect others to develop confidence in our products?

Sourcing locally has a multiplier effect that reduces our costs of production, promotes value addition, and the further industrialisation and economic development of our nation. Fragmentation in the local scenario is costing us more than we would care to imagine by distorting the value chain. Local content in products manufactured in Zambia is extremely vital in taking value addition to the next level.

The term “Think Local First” does not simply refer to the buying of Zambian products, it does not only relate to the consumer but is a slogan that should permeate the entire Zambian nation, suppliers, producers and consumers alike.



\* Membership Officer, Zambia Association of Manufacturers

# Participation of LDCs in the Multilateral Trading System

## Introduction

Effective participation in the global trade arena has long been a challenge for many least developing countries (LDCs) including Zambia. Recognising the important role that trade can play in order to lift LDCs out of poverty and contribute to meaningful development, initiatives such as the Enhanced Integrated Framework (EIF) which focus on assisting LDCs better participate in the multilateral trading system are welcome.

However, one of the major challenges of the EIF initiative in the developing world and particularly in Zambia is the lack of widespread ownership of the process. This lack of ownership is widely pronounced in the lack of coordination relating to trade issues among government wings outside the Ministry of Commerce, Trade & Industry (MCTI). This lack of ownership is also exacerbated by the general lack of awareness about the EIF process among various stakeholders.

Civil society organisations (CSOs) can play a large role in nurturing the ownership of Aid for Trade (AfT) initiatives, such as the EIF by raising awareness at the grassroots and advancing their advocacy role. CUTS International Lusaka has been active over the years in this arena with various EIF-related projects, awareness raising and capacity building activities across the country.

## Project

CUTS International Lusaka has continued its efforts to raise awareness and build capacity of country stakeholders to better participate in the EIF Framework in Zambia. CUTS International Lusaka is implementing a project entitled, 'Better Exploration of Trade as a Means for Poverty Reduction' (BETAMPOR) II. This project is a build-up on an earlier initiative of the same name – an AfT project to build the capacity of state and non-state actors at the grassroots in order to strengthen and influence participation of grassroots in the EIF process therefore, promoting ownership.

The project has taken the discussions of the EIF process outside Lusaka to the Copperbelt province. It also facilitated some training on livestock management for a dairy farmer Cooperative called Cinci Wababili in rural Ndola. The training was offered by the Africa Centre for Holistic Management in Victoria Falls, Zimbabwe and CUTS facilitated the travel and



accommodation of selected members of Cinci Wababili to gain this valuable knowledge and share it with their colleagues at the Cooperative.

## Mainstreaming Trade in Zambia's Sixth National Development Plan

Including trade components in a conscious manner in Zambia's development planning process is cardinal to the country achieving its trade-related targets. With the steady economic growth for Zambia which is projected at over seven percent for 2012, one of the avenues for ensuring that this growth now translates into meaningful development and poverty reduction is the mainstreaming of trade into national development plans.

Under the BETAMPOR Project, CUTS is conducting a study on the extent of trade mainstreaming in Zambia's SNDP. The study aims at examining the trade policymaking process and the National Development Plan (NDP) formulation process from the district level to the completion of the final document and then looks at the extent of trade prevalence in the SNDP.

The project research is now nearing completion. Literature review of relevant documentation on trade mainstreaming and national planning documents including the SNDP and the Vision 2030 have been conducted. Field activities included visits to three provinces, namely the Copperbelt, Central and Lusaka provinces in order to collect data from District Development Coordinating Committees (DDCCs) who are at the most basic level of the national development planning process. The research team has also conducted individual interviews with various stakeholders on the topic of trade mainstreaming.

The qualitative and quantitative analysis of this research study has been done and the remaining aspects to be included are inputs from the final research activity which was a Public Symposium on trade mainstreaming recently held in Lusaka. The Symposium aimed at bringing together key stakeholders on trade to discuss the topic of trade mainstreaming and Zambia's trade agenda. The perspectives that were expressed and issues that emerged are being fed into the research report which is envisaged to be completed in the next coming few weeks.

### Utilising Traditional Value Chains to Leverage Better Outcomes for Small Scale Producers

Recognising the complex nature of accessing funding under the EIF process Tier 2, CUTS International Lusaka has been on the look out for some of the more immediate ways in which local grassroot producers can be assisted to alleviate some of their supply side challenges and trade in a cost effective manner while maximising their profit.

After having received insight into the challenges being faced by Cinci Wababili in their efforts to produce and sell milk, CUTS identified one of the major bottlenecks was the lack of access to energy. Cinci Wababili being located in a rural area is not on the National Electricity Grid and do not have the means to chill their milk to sufficient temperatures to allow them to transport it to the point of sale which

as approximately 25 km away.

In an effort to address this challenge, CUTS International Lusaka explored the possibility of using available traditional systems to produce biofuels to address their energy needs while providing income along the way. Professor Thomson Sinkala, a retired mining engineer, has over the years developed an integrated farming system which combines crop farming, livestock and poultry rearing in concert with producing bio-fuels for various purposes in an environmentally-friendly manner.

CUTS, therefore, sought to explore whether such a system could be replicated by rural small-scale producers across the country and particularly Cinci Wababili. Thus CUTS also facilitated a tour of Professor Sinkala's model by Cinci Wababili in order for them to learn more about this process. These activities were documented and packaged them into a documentary.

### Conclusion

In its next phase the project will include capacity building workshops in North western and Luapula provinces on the EIF.

In looking at the trends and challenges facing local producer's capacity to trade in the region, provincial workshops under the second phase of BETAMPOR II will include discussions and capacity building on some of the more practical aspects of trade and non-tariff barriers (NTBs).

## Project at a Glance

### Policy Research

Under this project, CUTS is doing a research on trade mainstreaming in the SNDP. This research meant to undertake a study on the extent of trade mainstreaming in Zambia having recognised that the review of Zambia's SNDP is imminent and the research would be a good initiative to feed into the SNDP gaps thus having a buy in of the research recommendations.

### Advocacy

CUTS believe in evidence-based advocacy. Interviews with the Zambia National Farmers Union, Professor Thomson Sinkala and the NIU have been conducted. These interviews will feed into the TV documentary entitled: *Utilising Traditional Value Chains to Leverage Better Outcomes for Small Scale Dairy Producers*.

Realising that every province is endowed with economic potential the challenge is to convert this potential into a reality, CUTS will visit the earmarked provinces so as to conduct workshops that will build capacity of grassroots. These workshops will be essentially important because the earmarked beneficiary is given an opportunity to air their constraints that can be addressed by the EIF.

The NIU, a focal point of the EIF in Zambia will be represented in the workshop. This means that the process will be all-inclusive because the NIU will be able to highlight some of their success stories and how grassroots can benefit from the identified potential areas under the tier 2 guidelines thereby addressing bottlenecks and supply-side constraints, market access including access to funds that small-scale producers face.



## Promoting Stakeholder Consultation on Tier II of the EIF (Zambia gets first ever Tier 2 project approval)

– Kelvin Kamayoyo\*



*The aim of establishing the ZHP Platform was to effectively coordinate actions of all sector players and further help facilitate growth and development of the sector.*

The Zambia Honey Partnership (ZHP) recently held its Fifth (5<sup>th</sup>) Annual Stakeholders' Forum or Meeting at Lothian House in Kitwe city. ZHP is a conglomerate of Thirty-Five (35) stakeholders including Ministry of Commerce, Trade and Industry (MCTI) in the Apiculture Sector formed in 2008. The aim of establishing the ZHP Platform was to effectively coordinate actions of all sector players and further help to facilitate growth and development of the sector.

The overall objective of the Annual Stakeholders' Meeting was to undertake a comprehensive review of the past year (2011)'s performance of the sector, discuss new developments and challenges being faced by the sector in general and further design the 2012 Annual work plan for the sector. To achieve this milestone the participants that were drawn from all the ten (10) provinces of Zambia representing the Apiculture sector shared their experiences and information, showcased their products, initiated business networks and linkages and explored ways of improving the performance of the sector.

The MCTI participated in the forum through Kelvin Kamayoyo, National Trade Expert from EIF Programme and Alick Silomba a Statistician in the Department of Planning and Information. The NIU presented to the ZHP Annual Forum a synopsis on the EIF process in Zambia and update on the status of Tier 2 Apiculture sector project

proposal for the benefit of stakeholders outside Lusaka who may not have been aware of the most recent development with respect to the project development.

The project proposal title is "Apiculture Sector Productive Capacity and Competitiveness Enhancement Project" whose main objective is to create an enabling environment for a competitive Apiculture sector that significantly contributes to gross domestic product (GDP) and export diversification, and poverty reduction. The project is expected to target major and minor honey producing districts with comparative advantage specifically in Western, Central, Lusaka and Southern Provinces.

The project would address upstream supply-side constraints and policy framework inadequacies in the Apiculture sector thereby increasing competitiveness in order for the sector to meaningfully contribute to GDP growth, diversification of exports and rural poverty reduction.

Following the Forum in Kitwe, the NIU and MCTI made a stopover in Kapiri Mposhi to visit one of the 12 honey production areas in that district. Mubila Bulking Centre is situated about 15km northeast of Kapiri Mposhi town and has a great potential of increasing production of quality honey. The aim of the visit to the Centre was to conduct a scoping exercise of the area and assess the capacity of the beekeepers as potential EIF Tier 2 project beneficiaries.

Mubila Bulking Centre is one of the target beneficiaries in the Tier 2 project proposal for purposes of addressing supply-side constraints among the smallholder beekeepers and thereby increasing production levels and income generation. The NIU urged the stakeholders to take keen interest in the development of the Tier 2 project proposal so that their needs are included in the design and a clear sustainability strategy of the project was outlined to ensure sustainable growth even after the EIF programme support came to an end.

These rounds of discussions, observations and others lead to the Board of the EIF programme in Geneva, Switzerland approving Zambia's first ever Tier 2 project called trade and Investment Project for Enhanced Competitiveness of the Country's Apiculture sector. The United Nations' Office for project Services in their capacity as the EIT Trust Fund Managers and the SNV Zambia a Netherlands Development Organization as project main implementers signed an agreement kick starting the implementation of the TIPEC project

The project has an accompanied budget of 15.2 million Kwacha rebased and will be implemented over a period of three years.

The project is expected to adopt a market based value chain approach focusing on strengthening the production capacities of primary producers and building commercial relationships between upstream and downstream supply chain actors.

\* National Trade Expert, NIU, Ministry of Commerce, Trade & Industry, Government of Zambia

# The Billion Dollar Question for Zambia

## What to Sell?

– Luukkanen, Ville\*

*Perhaps the best all Zambians interested in improving the country's trade performance could do, would be to try and avoid getting entangled in sophisticated jargon and focus on the simple question that continues to stare right in the face: besides copper, what can we manufacture here in Zambia and sell to the world?*



According to the Central Statistical Office, in 2011 Zambia imported goods worth US\$4bn and exported US\$5.2bn. On the exports side, it is no news to anybody that copper dominated. Of the total exports, not less than US\$4.1bn or 83.1 percent consisted of refined copper cathodes. The second most valuable export item behind copper was just a fraction of the copper value: Zambia exported tobacco leaves to the tune of US\$150mn, or 3.1 percent of total exports.

Tobacco is a valuable global commodity, but Zambia would have to produce not less than 27 times more of tobacco for it to challenge copper for the top export. Copper's domination is exacerbated further if one does the basic math on the real values. Zambia's copper production reached a new record high of 870,000 tonnes in 2011. The global copper prices averaged just under US\$8900 for the year 2011. As it is fair to assume that all the produced copper was actually shipped out of Zambia, the total global market value of Zambia's copper was almost double the value declared on the border for export purposes and recorded in CSO books, US\$7.7bn.

The discussion on trade is becoming increasingly sophisticated. The world of global trade is highly complex, that is for sure. Instead of the coherent and development-friendly global system based on transparent rules, as envisaged by the parties who gathered around the negotiation table at WTO for the so-called Doha Development Round, it has been seen the world in the past decade slide into a dizzying whirlpool of multitudinous trading games everywhere.

Out of all the confusion, this much is clear, though: as the BRICS continue their march to challenge the traditional G8 economic world order, trade remains one of the most tightly contested battle fields. And the way the game is played affects the rules more than the other way around.

What, then, role for country like Zambia in this situation? It is clear that a number of things are needed.

Zambia needs to continue to modernise its systems for revenue collection, border management, standards & quality control, competition promotion, consumer protection etc. Trade-related parts of the system are neither an exception nor a specific priority compared to other needs. As for Zambia's trade policy, there is no patented recipe, definitely not one that could be provided by outsiders. It would probably be in Zambia's best interest to continue her traditionally proactive promotion of regional economic integration with careful but systematic trade liberalization at the core.

Against the current international trade turmoil, it appears that the best policy for Zambia is the same as for any country that is able maintain positive economic growth in these troubled economic times: if it ain't broke, don't fix it. In other words, do not rock the boat too much but try and maintain the steady course you have charted while improving your performance gradually, step by step.

Perhaps the best all Zambians interested in improving the country's trade performance could do, would be to try and avoid getting entangled in sophisticated jargon and focus on the simple question that continues to stare right in the face: besides copper, what can we manufacture here in Zambia and sell to the world? Though the question is easy, the answers are obviously harder to find. But the point is that it is the question for all Zambians, right now. One can discuss policy at length, debate how to improve investment climate, infrastructure, skills, whatever.

Only when answers to that question start multiplying, will copper's dominance in export tables diminish. And all the other discussions actually become redundant. Hopefully Zambia will see mass-based processes, inclusive of all communities, taking up the challenge and answer the question for themselves. Make things, produce services and sell them to the world. That is essentially what Finland wants to support with her limited AfT.

\* Counsellor, Private Sector Development, Embassy of Finland, Lusaka, Zambia (Former Donor Facilitator of the EIF in Zambia)

News

**Better Trading Future for LDCs**

The Government of Australia is committing an additional A\$3mn to the EIF, a programme that works in support of sustainable trade and development outcomes for LDCs thereby helping them integrate into the global trading system.

Australia’s strong partnership and support to LDCs in building up their trading capacity to create resilient economies is reinforced by their latest contribution to the multi-donor trust fund, currently supported by 23 donors.

The EIF programme is working and delivering in 47 of the poorest countries across Africa, Asia and the Pacific, backed by donors, international core partner agency and other partner support.

*(www.wto.org, 26.07.12)*

**LDCs’ Contribution Renewed**

After the successful implementation of the Programme in its first year to assist LDCs in the process of accession to the WTO, China announced that it is contributing US\$400,000 to continue the programme.

Commending the satisfactory implementation of the China Programme in its first year, WTO Director-General Pascal Lamy and China’s Ambassador to the WTO Yi Xiaozhun signed an MoU extending the “China’s LDCs and Accessions Programme” for another year.

He said that the activities carried out under the China Programme have contributed to the advancement of the shared priorities of the WTO Membership to support the world poorest countries, specifically in the area of WTO accession. *(www.wto.org, 10.07.12)*

**Tripartite Agreement in Force**

COMESA, EAC and SADC have signed the Tripartite Agreement for the Implementation of the Programme on Climate Change Adaptation and Mitigation in ESA.

Following the piloting of the Climate Change Initiative, the RECs agreed to address the threatening challenge of climate change in ESA together. To this effect, they have jointly developed a five year programme on climate change adaptation and mitigation in the COMESA-EAC-SADC region.

The overall objective of the programme is to address the impact of climate change through successful adaptation and mitigation actions aimed at building socio-economic resilience of communities through climate-smart agriculture.

*(COMESA, 20.07.12)*

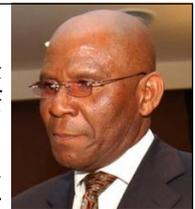
**Zambia Gets First Ever Tier 2 Project Approval**

The Board of the EIF programme in Geneva, Switzerland has approved Zambia’s first ever Tier 2 project called Trade and Investment Project for Enhanced Competitiveness of the Country’s Apiculture Sector (TIPEC-ZAS).

Outgoing Commerce, Trade and Industry Minister Bob Sichinga said that the overall objective of the project is to enhance sustainable entrepreneurship in the Apiculture sector through increased production and productivity, improved market access and improved quality and standards.

He said the project will adopt a market based value chain approach focusing on strengthening the production capacities of primary producers and building commercial relationships between upstream and downstream supply chain actors.

*(www.qfmzambia.com, 13.02.13)*



Publications

**Aid for Trade and Economic Development  
A Case Study of Zambia**

The overall objective of the study to showcase how AfT as a means to better coordinate the development assistance and improves its linkages to enhancing recipient countries’ ability to export and participate in the global trading system. In the same vein, the EIF programme was instituted in order to help LDCs, such as Zambia to tackle supply-side constraints to trade and integrated into the multilateral trading system.

*www.cuts-international.org/ARC/Lusaka/BETAMPOR/pdf/Report-Aid\_for\_Trade\_and\_Economic\_Development-A\_Case\_Study\_of\_Zambia.pdf*

**Why Should Zambian Consumers be Interested in  
Competition Policy and Law?**

With the increasing importance of consumers and businesses alike to understand competition policy, law and policies and avoid becoming victims of anticompetitive practices, this booklet provides concepts relating to competition law and draws examples from Zambia and elsewhere for the benefit of all relevant stake holders. This joint publication of CUTS International and the Competition and Consumer Protection Commission (CCPC), Zambia is an endeavour to educate Zambian consumers and the business community on what is expected of them.

*www.cuts-international.org/ARC/Lusaka/pdf/Why\_Should\_Zambian\_Consumer\_be\_Interested\_on\_Competition\_Policy\_and\_Law.pdf*