



Summary of third STDF P-IMA Practitioner Group Zoom Meeting

15 Dec. 2021, 15.00-16.00 (CET)

Participants

1. 31 STDF Working Group members and other stakeholders with an interest in P-IMA (see Annex I).

Purpose

2. The PPP Practitioner Group aims to support and improve the planning, delivery and dissemination of STDF's work on [Prioritizing Investments for Market Access \(P-IMA\)](#), across relevant knowledge and project work.

3. The STDF Secretariat convenes members of this Group to identify opportunities to promote the use of P-IMA linked to other ongoing/planned work, encourage innovations and synergies to catalyse resources for SPS capacity building needs prioritized in various P-IMA reports, and exchange experiences and learning. This is expected to result in: i) new collaborative relationships to promote the use of P-IMA to strengthen SPS capacity and promote evidence-based decision making for the benefit of developing countries; ii) new information on experiences and learnings concerning the use of P-IMA to inform SPS-related decision making for dissemination on the STDF website and via members, as well as; iii) additional resources to promote the use of evidence-based SPS planning and decision-making processes.

4. This session aimed to present the main learnings, opportunities, and next steps of the P-IMA application in East Africa under an STDF/EIF-supported project led by COMESA and the regional initiative led by Trade-Mark East Africa and hear from participants about their own P-IMA-related experiences.

Key Points Discussed

5. The STDF Secretariat provided an overview of the P-IMA practitioner group and meeting structure.

6. Isaac Gokah presented the main learnings, opportunities, and next steps regarding the application of P-IMA in East Africa under an STDF/EIF-supported project led by COMESA and the regional initiative led by Trade-Mark East Africa. Recent P-IMA experiences in East Africa were emphasised in the presentation. Led by COMESA, under a joint STDF/EIF funded project supported by AGRA, the P-IMA framework was used to rank more than 50 investment options for agri-food exports in Kenya, Rwanda and Uganda. The P-IMA process is under finalization in Malawi and Ethiopia. Led by TradeMark East Africa with funding from the Netherlands, public and private sector stakeholders of six countries used the P-IMA Framework to prioritize SPS investments in the region, and More than 20 investments options were identified across diverse value chains to boost trade to regional markets.

7. In addition, with regards to opportunities and next steps, it is suggested that countries: (i) develop more regional capacity to expand use and sustainability of P-IMA findings; (ii) better linking P-IMA to national planning processes, including identifying a national champion; and (iii) set up a follow-up mechanism to monitor the findings to ensure outcomes are used to assist countries in resource mobilization (e.g. COMESA project). The [presentation](#) provided some examples of how these opportunities and next steps have been explored in practice.

8. UNIDO, AKADEMIYA2063 and IFC signaled interest in the tool. In response to questions on P-IMA's potential for regional application and the quality of data, Isaac Gokah pointed out that the framework could be adapted to facilitate investment prioritisation at any level (e.g. SPS, TBT, Trade Facilitation, value chain specific, etc.). He noted that the quality of data varies across sectors, and

data on trade is the most challenging part to deal with. The commonly used solution to data collection is to conduct a quick survey or assessment based on qualitative data.

9. Trade-Mark East Africa shared ongoing follow-up work building on the P-IMA priorities in the region. P-IMA provided a systematic way of prioritising SPS investment in the region and identified issues that cut across different countries. Recently, funded by USAID and Canada, Trade-Mark East Africa is building on P-IMA to address SPS issues of specific value chains to ensure safe trade in East Africa.

10. The Secretariat mentioned that a PPG was recently approved to support implementation of the National Policy for Aflatoxin Control in Food and Feed in Ghana using the P-IMA framework. Isaac Gokah underscored the uniqueness of this new PPG given that it is the first time to use P-IMA to prioritise action plans focusing on a specific subsector. AGRA is also seeking the potential of using the P-IMA framework to prioritize its own interventions, with particular attention to smallholder farmers and food security.

11. COMESA highlighted the importance of mainstreaming identified SPS measures critical to African countries into their national agriculture and investment plans. At the continental level, COMESA is currently looking at how the P-IMA outcomes could inform the development of Malabo Business Plan. In addition, a monitoring and evaluation framework was identified as one of the key gaps at the national level.

12. The Secretariat also noted an ongoing PPG of applying the P-IMA framework in Armenia to promote exports of agricultural products. The Armenian ERDSC appreciated the firm support of the STDF and the active involvement of donor organisations. It is expected that the public-private dialogue will be further improved in the country.

13. The Secretariat provided a brief overview of the practitioner groups' internal assessment and encouraged participants to complete an upcoming survey.

Next steps / follow-up

- The next meeting date will be informed soon.
- Upcoming discussions: exchange findings from regional experiences.
- The Secretariat will share with participants a survey for internal assessment.



ANNEX 1

P-IMA PRACTITIONER GROUP LIST OF PARTICIPANTS

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