

THE PRIVATE SECTOR, A DRIVING FORCE FOR COMMERCIAL BEEKEEPING. A CASE FROM SWISSCONTACT UGANDA.

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ORGANISATION: Swisscontact Uganda

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CORE AREAS OF INTERVENTIONS

Swisscontact support four core area of private sector development:

- Vocational education and training-skills development.
- Access to financial services.
- Small and medium enterprise promotion.



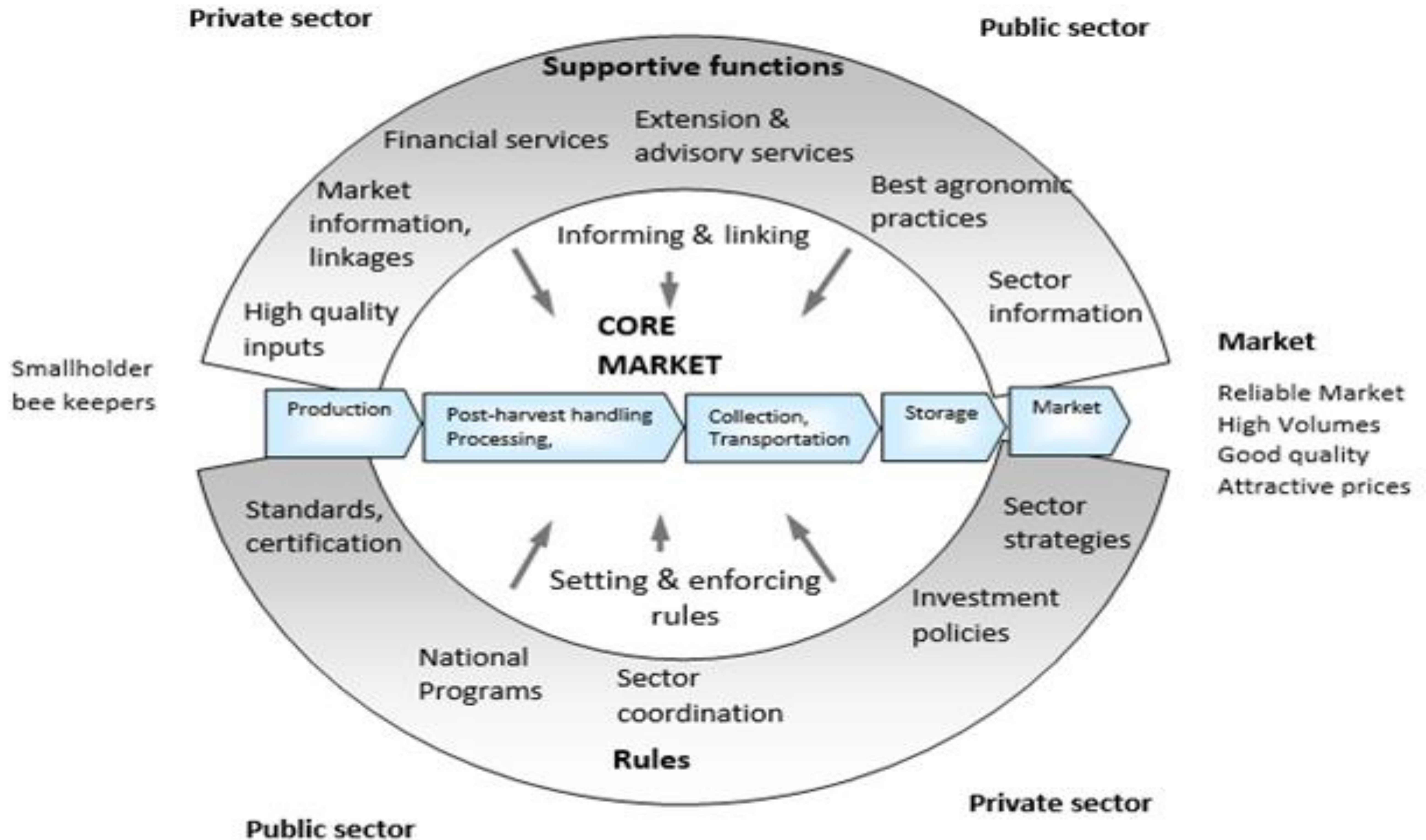
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SPECIFIC INTERVENTIONS IN UGANDA

Inclusive market Uganda Project:

- Focuses on cocoa market system and Beekeeping sector in Uganda.
- Aims to improve livelihoods of smallholder beekeepers and cocoa farmers.
- Consider all the players in the market systems.

THE BEEKEEPING MARKET SYSTEM



INCLUSIVE MARKET APPROACH IN BEEKEEPING

- Collaborates with public sector to provide enabling environment.
- Promote beekeeping sector events and coordination.
- Partners with business companies through business cases.
- Promote formation and strengthening of smallholder beekeepers groups/association/cooperative.

THE BUSINESS CASES

- Simple definition: *A justification for a proposed project or undertaking on the basis of its expected commercial benefit.*
- The business case accommodate the interests of both the private business companies and smallholder beekeepers.
- It provide for a win-win situation for both the private business companies and smallholder beekeepers.
- The business cases are financed through cost sharing between private business companies and Swisscontact (50:50 contribution)



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PRODUCT SERVICES OFFERED THROUGH BUSINESS CASES

- Extension and advisory services.
- Supply of quality inputs.
- Market and market information.
- Financial products and services.
- Quality bee products.
- Coordination.



MUTUAL BENEFITS FROM THE BUSINESS CASES

Smallholder farmers benefits from :

- Improved access to extension services, quality inputs, market information, product market.
- Increased production, productivities and quality of bee products.
- Formation and strengthening of beekeepers groups/Association and Cooperatives.
- Increased income derived from sales of bee products which contribute to improve livelihoods.

BENEFITS DERIVED FROM BUSINESS CASES

The private business companies derived benefits from:

- Increased volume of bee products
- Improved quality of bee products
- Reduced cost of transaction
- Sustainable supply of bee products
- Ultimately increased volume of trade and profit margin.

THE DRIVING FORCE TO COMMERCIAL BEEKEEPING

- Private sector especially the business companies are position on the demand side of the market system.
- They understand the market condition in terms of volumes and quality standards for various markets.
- They are there fore well placed to provide perspectives and direction to transform beekeeping sector.
- Beside the direct business player in the beekeeping sector, there are other actors like the private media.

THE NEW TREND IN THE SECTOR AND PERSPECTIVES

- *There is increasing private sector involvement*
- *Sector visibility*
- *Prioritization of beekeeping sector in Agriculture sector development.*

Perspectives:

- Operational sector policy and Regulation
- Organized and strong groups of business actors (Beekeepers, processors, exporters)
- More Business actors attracted to invest in sector

THE END

THANK YOU VERY MUCH



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