

ValueLinks 2.0

Increasing the competitiveness of agricultural and food value chains

Objectives

The ValueLinks approach aims to enhance the understanding for value chains and their development as a market-driven structural change of the economy. Hence, the training concentrates on linking the business logic with the development logic in search for opportunities and entry points instead of problems and obstacles. The methodology can be applied to different subsectors, from agriculture and food processing to manufacturing and industries. Participants will experience the value chain approach at different stages of development and in combination with other approaches, e.g. regional development or natural resource management. The International ValueLinks Association e.V. has introduced the standardized visual language, which is used in the training.

Content of the training

- 12 modules, covering the design of projects and the selection of value chains, methods for analysis and strategy formulation, solutions for upgrading in different fields and tools for facilitation and monitoring
- Manual in English, French, Spanish, Portuguese and Vietnamese can be downloaded from the ValueLinks site:
www.valuelinks.org/index.php/material
- References to the economic, social and environmental dimensions of sustainability
- Promotion of growth that helps alleviate poverty and improve gender equity
- Solutions for value chain developments at the micro level, linking up to financing and contractual arrangements between small and large enterprises

Benefit for the participants

- ✓ Introduction to this interactive format and learn how to apply the ValueLinks methodology
- ✓ Get familiarized with the ValueLinks concept and the modules covered in the manual
- ✓ Learn from practical examples of experts and other participants
- ✓ Meet people, exchange experience and increase your professional network



Target group

The training addresses all actors engaged in value chain development – government and public administration as well as private companies and SME advisors

Number of participants

15 -25

Duration

5 days, arrival on Sunday advised

Opening: Mo, June 22nd

Ending: Fr, June 26th, 2015

Venue

Rüdesheim am Rhein

Language

English

Tuition fee

€1.550,- for participants registered and financed by GIZ programs

€1.810,- for all other participants

Be advised that accommodation, transport and meals are not included

Registration

Kundenportal-aiz@giz.de

Trainers

Andreas Springer-Heinze (GIZ) and Alfons Eilgmann, International ValueLinks Association,

Further information

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