Fit For Market programmes support companies in the horticultural sector and their environment to ensure their international access to horticultural and national markets while complying with sanitary and phytosanitary regulations and market requirements, individually or collectively. Support includes food safety, environmental management, social compliance and business management. The main types of support are related to the implementation of a management system (on social themes, environment, quality) meeting the requirements of international certification standards required by customers (GLOBALG.A.P., HACCP, Rainforest Alliance, SMETA, etc.). Set up in the continuity of FFM past programmes, the new FFM Plus (FFM+) programme support is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal.

In 2020, COLEACP supported both public and private actors of the Zimbabwean horticultural sector with several trainings and capacity building activities. In 2021, a MoU and an action plan were signed between COLEACP and Zimbabwe’s Horticultural Development Council (HDC). A private sector association formed in 2020, HDC unites horticultural producers and exporters to represent the interests of the horticultural export trade in Zimbabwe, promoting and supporting the sustainable growth of horticultural exports. HDC members include individual producers, producer groups, farmers’ unions, export companies, horticultural companies and farmers’ federations.

In August 2021, 45 smallholder pineapple farmers in Rusitu Valley, Chipinge, members of the Rusitu Valley Fruit Growers and Marketing Trust (RVFGMT), received a major boost when they achieved...
organic certification of their pineapples by Ecocert, with support of FFM. The attainment of organic certification is a critical milestone in reaching lucrative global markets for organic fruit. Another example is Farm Fare Produce, a family-owned horticultural business supplying fresh vegetables mostly to retailers and supermarkets. With an interest in reaching the export market, the has been working to have its food safety management system certified by GLOBALG.A.P. to meet market requirements. The Fit For Market programme has been supporting Farm Fare Produce in the certification process, from an initial assessment of their existing food safety management system, identification and implementation of corrective measures, training of the quality management team, through to final certification.

The **ACP Business-friendly** is designed to achieve two key outcomes of:
- Adopting and implementing business-friendly, inclusive and responsible national policies and legal frameworks;
- Strengthening productive, processing, promoting and marketing capabilities and value chains.

At macro level intervention, ACP Business-friendly’s regional Engagement Window aims at fostering inter- and intra-regional knowledge exchange around Investment Climate reforms and policy outcomes within the ACP countries. It represents a channel to promote learning opportunities and disseminate knowledge and experiences acquired through the Country Engagement and Rapid Response Windows to the broader group of ACP countries.

A peer-to-peer learning event took place on December 6, 2022, in Luanda, Angola, on the margins of the OACPS Heads of State Summit. The objective was to foster peer-to-peer learning among ACP policymakers, to facilitate capacity building by discussing the latest global and regional investment climate trends and best practices, and to showcase achievements of the ACP Business Friendly program to date.

The programme’s regional-level initiative to develop a **SADC Investment Climate Scorecard**, that assesses foreign direct investment regulatory restrictiveness in the region, is progressing well with full support and engagement of the relevant authorities (SADC member States Ministries of Industry and Trade/Commerce and Investment Promotion Agencies). In the coming months, the World Bank Group is expected to deliver a series of sessions providing the global and regional context for investment and private sector development, presenting the overall and country-level results of the Scorecard, discussing reform priorities, and agreeing on the next steps for its launching and implementation.
DESCRIPTION OF INTERVENTIONS

The Global Corporate Tax Incentives (CIT) Database aims to systematically report on the availability of corporate tax incentives, tax parameters, conditions (including sectoral classification) and generosity of each of the incentives for countries over time (2009–2020). The current database only covers 40 countries. The WB will be working throughout 2023 on additional coverage in order to inform counterpart operations and research efforts, particularly in Sub-Saharan Africa.

Support to implementation of AfCFTA: ACP Business–friendly working with a few select AfCFTA Member States and the AfCFTA Secretariat to support the process of AfCFTA implementation with a focus on investment.

The ACP Quality Infrastructure (QI) programme supports ACP policy makers, institutions and private sector actors to (i) enhance the regional Quality and Regulatory infrastructure governance; (ii) strengthen the availability of the value chain–specific QI services; (iii) promote quality culture and practices. The programme complements and builds on the ongoing achievements of the ACP Business–friendly programme reinforcing the UNIDO’s programme action. ACP QI for the African region was officially launched in Luanda in December 2022, during the OACPS Business Days held on the margins of the OACPS Heads of State Summit.

FO4ACP aims to increase the incomes and improve the livelihoods, food and nutrition security, and safety of organized smallholders and family farmers in African, Caribbean and Pacific countries by strengthening regional, national and local farmers’ organizations. FO4ACP supports the Southern African Confederation of Agricultural Unions (SACAU) activities focused on facilitating access to markets and the marketing of agricultural produce, provision of technical training and business to business meetings as well as the development of project proposals and business plans.

The ICR Facility supports private and public stakeholders and regional institutions, to improve their investment climate and business environment by facilitating public–private dialogue, among other actions. Through the activity “Addressing gender based violence in workplaces in Zimbabwe”, ICR Facility supports the Employers’ Confederation of Zimbabwe (EMCOZ). The objective of the intervention is to support EMCOZ in working with its members and policymakers to build conditions that minimise the prevalence of workplace GBV.

At regional level, The ICR Facility supported the SADC Business Council (SADC BC) in the development of its first strategy and action plan.
DESCRIPTION OF INTERVENTIONS

**WE4A** aims to improve the business capacity of women-led enterprises to increase their chances of raising follow-on funding from private sector investors. Both the Initial acceleration and follow-on growth programmes aim to assist women entrepreneurs in Sub-Saharan Africa to flourish and contribute to employment creation in their communities through enhanced business capacities, access to formal financial services, and integration into local/regional value chains.

*Component 1* of the programme provided gender sensitive entrepreneurship training and seed capital through the Tony Elumelu Foundation; *component 2*, implemented by GIZ through the “Employment and Skills for development in Africa” (E4D) project, links African women entrepreneurs (TEF alumni) to private sector initiatives and provide technical assistance to build commercial bridges with larger lead businesses and integrating their supply chains; and *component 3*, led by the Swiss Association for Entrepreneurship in Emerging markets (SAFEEM), supports African women entrepreneurs to secure second stage financing as a major stepping-stone to be becoming fully bankable and capitalizing on the employment potential of their businesses.

MORE INFORMATION

- **Read the Monitoring Report 2021:**

- **Visit the “Programmes’ Highlights” page on the Business ACP website:**