

*United States Government  
2004 Trade Capacity Building Assistance (\$US)*

***MALI***

<b>Activity Title</b>	<b>Activity Description</b>	<b>TCB Category</b>	<b>FY 04 Total</b>
<b>Mali Trade Promotion Program</b>	The Mali Trade Promotion Program (TradeMali) aims to increase Malian exports to the regional and global markets. The activity consists of: (1) improving the policy and institutional environment for trade and investment, and (2) improving the competitiveness of Mali's private sector. TradeMali assisted the export of 2,417 metric tons of mango to Europe in 2004. The program focused on helping Malian exporters find markets, improving product quality, implementing traceability procedures, and alleviating supply chain constraints (cold chain, air freight and multimodal transport logistics, labeling and branding, etc.). New markets for Malian mango were penetrated (Germany and Belgium), and six new exporters entered into the mango export marketing channel. Thanks to the assistance of TradeMali, air freight cost was reduced by 100 franc per kilo, and foreign investment was attracted to Mali by the establishment of a Senegalese company in Bamako. Funded and implemented by USAID/Mali.	E-Commerce & IT	380,000
		Export Promotion	1,330,000
		Business Services & Training	570,000
		Regional Trade Agreements (RTA)	380,000
		Trade-Related Agriculture	760,000
		Governance/Transparency & Inter-Agency Coordination	380,000
		<b>Activity Total</b>	<b>3,800,000</b>
<b>Shea Butter Export Promotion in Mali</b>	The program works to improve the effectiveness of the value chain from collectors to exporters for shea nuts. The program is also investigating the potential for adding value to the shea nut before it is exported. The focus of the program is on rural collectors and processors of which most are women. Funded and implemented by USAID/EGAT/PR.	Business Services & Training	100,000
		Trade-Related Agriculture	100,000
		<b>Activity Total</b>	<b>200,000</b>
<b>Strengthening the Financial Services Sector in Mali</b>	The Mali Finance Project is working to increase access to financial services for small and medium businesses and to strengthen promotional skills to attract investments in Mali. Through its investment promotion activities the project has undertaken two large scale trade-related activities. The first involves studying the feasibility of creating an independent authority for infrastructure investments in Mali. The second pertains to the development of a proposal for a revised structure for an institution to implement the functions presently undertaken by the Malian Investment Promotion Center (CNPI). This revised structure will also include the business registration functions of a guichet unique, or "one-stop shop". In addition to its investment promotion activities, the project also works directly with local banks to provide capacity building technical assistance. Funded and implemented by USAID/Mali.	Business Services & Training	9,462
		Financial Sector Development & Good Governance	18,923
		Competition Policy & Foreign Investment	66,231
		<b>Activity Total</b>	<b>94,616</b>

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<b>Sustainable Agricultural Production in Mali Trade Promotion Program</b>	The overall objective of this activity is to increase the production of agricultural and livestock products for which Mali has a comparative advantage on the domestic and exports markets. The activity will consist of: (1) promoting irrigated agriculture for rice and horticultural crops production; (2) improving the availability and accessibility to quality animal feed to increase the competitiveness of Mali's livestock sector; (3) increasing control of village associations over the natural resources and the environment; and (4) promote the availability and accessibility of agricultural inputs and technologies (including biotechnology and seed). In the next year, the project will strive to increase investments in irrigation, provide business management support to animal feed enterprises, and provide training to the public and private sectors institutions in various technical skills. Funded and implemented by USAID/Mali.	Business Services & Training	450,000
		Physical Infrastructure Development	600,000
		Trade-Related Agriculture	1,650,000
		Governance/Transparency & Inter-Agency Coordination	300,000
		<b>Activity Total</b>	<b>3,000,000</b>
<b>Total FY 04 USG Trade Capacity Building Assistance to Mali</b>			<b>7,094,616</b>