

Partnership with Ethiopian Horticulture Producer Exporters Association (EHPEA)

Project Name	BMO-Partnership Project EHPEA - bfz
Country / Region	Ethiopia
Time Frame	01.11.2017 - 31.10.2020
Donor	Federal Ministry for Economic Cooperation and Development (BMZ)
Project Goal	EHPEA is strengthened as advocate and service provider for the horticultural sector and facilitates an increased and more sustainable export performance of its members.
Target Groups	Direct Target Groups: The direct target groups of the project are EHPEA as association, its board members and staff.
	Indirect Target Groups: Through the association, the project targets the member companies, potential members, out-growers, other companies in the sector, as well as the surrounding communities.

Background

Horticulture is a very labor-intensive form of agricultural land use. Several tens of thousands of jobs have been created in Ethiopia during the last 15 years or so in the production of cut flowers, first of all roses. Commercial fruit and vegetable (F&V) production, on the other hand, is still at an early stage. Despite the opportunities tapped from the sector, a number of foreign and local investors have been facing challenges to improve production in terms of quality and quantity, thereby increasing their performance both in the local and international market.

Horticultural exports is one of the promising sectors in the country. EHPEA today represents over a hundred active members and has been exerting enormous effort to tackle diverse problems of the sector, using its internal resources and the support of external donors and partners.

For the future development of the sector, EHPEA identified extensive organizational aspects, internal processes and managerial decision-making as key areas for its systematical improvement to meet the ever-increasing demands of its members and clients to the desired extent.



German Partner bfz gGmbH

The International Division of bfz gGmbH implements development projects in the field of organisational development and vocational training worldwide. A project fact finding mission took place in July 2017 in Ethiopia and identified the key fields of cooperation for a BMO partnership project between between bfz and EHPEA.

Project Description

The project focuses on strengthening EHPEA management and internal processes to enable the BMO to deliver innovative services corresponding to future market trends. This includes

- Developing EHPEA organizational and internal processes,
- Enhance its role and participation with local and international stakeholders,
- Introduce and improve innovative and competitive services to its members and clients
- Strengthening Corporate Social Responsibility (CSR) in the sector



Key Result Areas and Activities

Demand oriented internal process reorganization

- Professionalization of EHPEA through effective management & organizational tools
- Implementation of systematical and continuous communication
- Strategic and operational planning
- Human Resource Development

Introducing and improving innovative and competitive services for members and clients

- Service development
- Training of Trainers (ToT)
- Innovation of service delivery
- Sustainable income generation

Enhancing EHPEA role and participation with local and international stakeholders

- Stakeholder mapping and active networking
- Formation of working groups and exchange platforms for advocacy

Strengthening Corporate Social Responsibility (CSR) of the sector

- Formulation of CSR strategy
- Incorporation of CSR in EHPEA's organizational structure
- Implementation of CSR measures by EHPEA or/and their member farms
- Dissemination good CSR practice

Contact Germany



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Partner organisations



Association of the German Flower Wholesale and Import Trade e.V.