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Fifth All-Africa Trade Fair

Kinshasa, Republic of Zaire, 16-31 July 1988*



INDUSTRIAL DEVELOPMENT DECADE FOR AFRICA (IDDA)

No. 1

REPORT**

* Organized by the United Nations Industrial Development Organization (UNIDO), in co-operation with the Organization of African Unity (OAU), within the framework of the Fifth All-Africa Trade Fair.

** This document has not been edited.

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INTRODUCTION

1. In their endeavour to increase intra-African trade and co-operation, the Conference of African Ministers of Trade and Finance decided in 1965 to institute the All-Africa Trade Fair as a vehicle and forum for promoting trade in the region. This decision was endorsed by the African Heads of State and Government within the framework of the Lagos Plan of Action and the Final Act of Lagos which aimed at establishing an African Economic Community and an African Common Market by the year 2000. The All-Africa Trade Fair was thus conceived as a vehicle that would contribute to the establishment of the proposed African Common Market as well as in promoting African products on the world market.

2. At the request of the OAU, UNIDO collaborated in the organization of a number of activities at previous All-Africa Trade Fairs held in Ghana, the Sudan and Togo. These activities included: the exhibition and promotion of indigenous technologies developed in Africa; promotion of certain UNIDO activities such as investment project identification and promotion, computer software (the Computer Model for Feasibility Analysis and Reporting (COMFAR) and Project Profile Screening and Pre-appraisal Information System (PROPSPIN)) and highlights of UNIDO activities in Africa.

3. Given the positive results of the past OAU/UNIDO collaboration in this endeavour, the OAU called upon UNIDO to contribute to the organization and implementation of the Fifth All-Africa Trade Fair which took place in Kinshasa, Zaire, from 16 - 31 July 1988, with the theme: "Intra-African trade: a factor for the integration of Africa".

4. The contribution of UNIDO to the Fifth All-Africa Trade Fair was at three levels: (i) the organization of a seminar on the IDDA with a special focus on the linkage between agriculture and industry; (ii) the financing of selected African technological research institutions to demonstrate indigenous food processing technologies; and (iii) promotion of the activities of UNIDO pertaining to investment project identification and promotion, as well as the Computer Model for Feasibility Analysis and Reporting (COMFAR). General information on UNIDO was also provided to visitors to the UNIDO stand.

5. The purpose of this report is to highlight the main elements of the contribution of UNIDO to the Fifth All-Africa Trade Fair and to provide an assessment of its impact. It also makes recommendations for consideration by UNIDO in respect of its participation in future fairs.

I. THE CONTRIBUTION OF UNIDO

Seminar on the IDDA, with focus on linkage between agriculture and industry

6. As an integral part of the Fifth All-Africa Trade Fair, UNIDO, in collaboration with OAU, jointly organized a seminar on the IDDA, with special

focus on the linkage between agriculture and industry. The seminar was held from 22 to 24 July 1988. It was attended by 84 participants, for the most part senior Government officials from both Zaire and other African countries, plus representatives of international organizations. The seminar was opened by His Excellency, the Commissaire d'Etat à l'Economie et l'Industrie, and the Director-General of UNIDO.

7. The primary objective of the seminar was to take advantage of the Fifth All-Africa Trade Fair to promote the programme for the IDDA and to create a greater awareness in Africa of the close linkage between agriculture and industry, a cardinal aspect of the programme for the IDDA, the Lagos Plan of Action and the United Nations Programme of Action for African Economic Recovery and Development (1986-1990) (UNPAAERD).

8. Discussions at the seminar were based on the following documents:

(i) "Linkage between industry, agriculture and food production - Analysis and proposals for action" (UNIDO/OED.140), the main document prepared by the UNIDO secretariat;

(ii) "A dynamic liaison strategy between agriculture and industry", prepared by the United Nations Economic Commission for Africa (ECA);

(iii) "Standardization and industrial co-operation in Africa", prepared by the African Centre for Industrial Research, Kinshasa, Zaire (CARI) and

(iv) "Linkages between agriculture and industry: The role of research and development", prepared by the Federal Institute of Industrial Research Oshodi, Nigeria (FIRO).

9. The seminar underscored the essentiality of industrialization to agricultural and food production and called for the simultaneous development of the industrial and agricultural sectors so as to ensure the much needed complementarity. The seminar examined the various vertical and horizontal factors required for the complete range of industrial inputs to agricultural and food production and underlined the paramount importance of developing the human resources required at all levels. Particular emphasis was placed on the need to strengthen and/or establish the necessary training institutions at the national, subregional and regional levels. The seminar also called on policy-makers and planners to adopt major policy measures to strengthen the linkage between industry, agriculture and food production.

10. Short-, medium- and long-term recommendations were advanced. The short-term measures recommended by the seminar were geared towards enhancing food-production, storage and processing through the bulk purchase, blending, purchasing and distribution of fertilizers; the development of simple packaging materials; the construction of simple storage facilities and the development of mobile food-production units. Special attention was also drawn to the need for industrial rehabilitation, including strengthening repair and maintenance capabilities in the region. The most critical short-term measure recommended by the seminar related to the training of crucially important skills. It would involve the strengthening of selected institutions to become centres of excellence at the regional and sub-regional levels.

11. With regard to medium and short-term measures, the seminar called on each African country and organization to take the necessary steps to implement fully the programme of the IDDA. In that regard, particular attention was to be directed towards the formulation of national and subregional industrial development policies and strategies as well as the elaboration of industrial master plans. The need to accord emphasis to strengthening or establishing critical industrial institutions was also stressed, along with the need to elaborate and implement comprehensive programmes for accelerated development of industrial skills and technological capabilities at the national, subregional and regional levels. The seminar recommended the development of strategic industries in the priority core industrial subsectors specified in the programme for the IDDA, especially those directly supporting the development of food production. That recommendation called not only for the increased development of capital goods but also for the development of small and medium scale industries. Above all, intra-African cooperation needed to be intensified. The seminar ended with a call to the international organizations to increase their assistance to African countries in support of their efforts in industrial development and food production.

12. A detailed report of the seminar is contained in document ODG.6(SPEC).

Demonstration of indigenous food-processing technologies
by selected African institutions

13. As at previous all-Africa fairs, UNIDO successfully organized the demonstration of indigenous food-processing technologies developed by the Federal Institute of Industrial Research, Oshodi (FIIRO), Nigeria; the Food Research Centre, Ghana (FRC); and the Tanzania Industrial Research and Development Organization (TIRDO). Unfortunately, the demonstration oil press developed by the National Centre For Studies and Experimentation in Agricultural Mechanisation (CENEEMA), Cameroon was lost in transit.

14. The Federal Institute of Industrial Research demonstrated a small-scale-processing plant for cassava which had been developed with the assistance of UNIDO. The process consisted of equipment whose size had been designed to be low cost and adequate for operation in rural areas. The plant could be operated either manually or by electricity, and could be adjusted for various capacities.

15. The technology displayed by the Food-Processing Center of Ghana was an upgraded version of an original technology for fish-drying (fish smoking). The equipment consisted of a very simple oven, constructed entirely of local materials such as bricks. Several layers of wiremesh were installed across the oven over which the fish was placed, dried and smoked using local wood as fuel.

16. The Institute from Tanzania displayed a technology which had been developed to remove chaff from its cob and another one for dehusking coffee or peanuts. Both technologies utilized several pieces of equipment manufactured from local materials, such as wood.

17. The technologies displayed at the fair generated so much interest that several visitors to the stand offered to buy the equipment. In fact, the Tanzanian dehusking machine was bought by one of the businessmen that visited the fair. A number of engineers and architects made drawings of the Nigeria Gari processing equipment and many others asked for detailed information to be mailed to them in their home countries. The locally recruited staff did an excellent job in explaining the technologies and the details of the equipment to those visiting the UNIDO stand.

General information on UNIDO

18. Advantage was taken of the fair to provide general information on UNIDO. The UNIDO stand distributed several pamphlets and documents relating to UNIDO activities in general and the IDDA in particular. Films on UNIDO, the industrialization of Africa as well as women's participation in industry were shown, along with transparencies highlighting various industrial operations in Africa. Furthermore, a wide range of publicity material including posters featuring UNIDO activities in such areas as technology, R&D, wood-processing and training programmes were distributed. It was estimated that an average of 5,000 person visited the UNIDO stand each day, collecting publicity material and receiving information on the various UNIDO activities. Several visitors were senior officials from the host country, Zaire as well as other African countries and international organizations.

Presentation of selected UNIDO activities

19. In addition to the general information provided to the public on UNIDO, a presentation was made on two specific UNIDO activities: the preparation of pre-investment studies and investment promotion. UNIDO headquarters staff, assisted by an expert from the Development Bank of Central African States (BDEAC), presented the UNIDO pre-investment methodology based on the Manual for the Preparation of Industrial Feasibility Studies (ID/206). They also demonstrated the use of the Computer Model for Feasibility Analysis and Reporting (COMFAR) in project preparation, analysis and evaluation. Some 10,000 experts were given practical demonstrations of the applications of COMFAR, including briefing on UNIDO operations in the area of feasibility studies. In all, seven projects were identified with estimated total value of US\$7 million. Among the visitors to the stand were senior Government officials of Zaire, senior officials from other African countries, delegates from the diplomatic corps, representatives of development banks as well as private sector entrepreneurs.

20. Various information booklets pertaining to investment project promotion activities of UNIDO were distributed to over 10,000 visitors, among whom were bank officials, delegates from institutions and entrepreneurs from industrial/agricultural sectors. Information on the role of the UNIDO Investment Promotion Services was greatly appreciated by the visitors. Altogether, some 20 potential entrepreneurs - largely from the agro-industrial

sector, 12 from Zaire and the others from Algeria, Benin, Congo, Kenya and Tunisia expressed firm interest in entering joint-venture partnerships, with the assistance of the Investment Promotion Services network. Completed project questionnaires were handed to the UNIDO officer for subsequent evaluation and promotion. The Project Profile Screening and Pre-appraisal Information System (PROSPIN) software was also demonstrated to as many as 5,000 visitors. The software generated a great deal of interest among bank officials, delegates from institutions and private sector entrepreneurs. Some 25 visitors expressed firm interest in obtaining the PROSPIN software for installation in their respective work units.

Cost of participation

21. The cost of the contribution of UNIDO in the Fifth All-Africa Trade Fair amounted to about US\$107,000, broken down as follows:

a) Organization of seminar on IDDA including the cost of interpreters, translators and administrative support staff	24,000
b) Demonstration of indigenous food-processing technologies by 5 researchers from 4 African institutions, including airfreight of technology equipment	17,500
c) Construction of UNIDO stand	13,500
d) Demonstration of UNIDO activities such as COMFAR and PROSPIN as well as general publicity of UNIDO	22,500
e) Overall direction of UNIDO activities at the Fair including participation in meetings of the Steering Committee of the Fair	14,000
f) Miscellaneous expenses, including cost of transportation of UNIDO display material, hiring of local staff, communication, publicity etc.	15,500

II. ASSESSMENT AND RECOMMENDATIONS

Assessment

22. On the whole, the contribution of UNIDO to the Fifth All-Africa Trade Fair made a significant impact on the success of the fair. The OAU and the national authorities of Zaire expressed their appreciation to the Director-General of UNIDO for that contribution. The publicity mounted at the

Fair, went a long way to making UNIDO better known in Africa and brought about keen interest in certain UNIDO activities, especially those related to investment project preparation and promotion. A great deal of interest was also generated in the documents published by UNIDO, most of which were unknown, let alone used, in Africa. In that regard, the UNIDO technical publications relating, in particular, to pre-investment studies were in high demand. The full impact of the Organization participation in the fair will be realised at a later stage when UNIDO starts receiving requests for technical assistance from some of the countries. In fact, requests for publications and additional information on other UNIDO activities are already being received from some of the visitors to the UNIDO stand .

23. The organization of the seminar on the IDDA with special focus on the linkage between agriculture and industry was highly appreciated not only by the participants, but also by the Government of Zaire and the OAU. The seminar not only helped to promote the concept of the IDDA but it also brought into focus measures required for the implementation of the United Nations Programme of Action for African Economic Recovery and Development (UNPAERD). It should be noted that in that programme, top priority has been accorded to agriculture with industry as its main support. The OAU, the officials of the Government of Zaire and the participants actively participated in the seminar, whose recommendations, once fully implemented, would greatly enhance the development of agro- and agro-related industries in Africa. The UNIDO secretariat is already receiving requests from several African countries and institutions for the reports of the seminar.

24. The demonstration of indigenous food-processing technologies developed by African institutions and the interest shown by visitors to the fair greatly contributed to the achievements of the objectives of the fair, whose aim was to promote intra-African trade - a major factor in the integration of Africa. Many of the visitors were delighted to discover that progress was being made in Africa in the development of technologies that would enhance the processing of local staple foods. The patent enthusiasm, substantiated by additional requests for information, were a clear indication of the great potential for intra-African industrial and technological cooperations. In this regard, it was encouraging to note that some private sector entrepreneurs placed firm orders for two of the pieces of food-processing equipment displayed at the Fair. The Fair also heightened awareness of existing R & D capabilities in Africa, setting the stage for the promotion of exchange programmes among African countries in the development/upgrading of technological capabilities.

Recommendations

25. In view of the positive impact of the organization's participation in the Fifth All-Africa Trade Fair as well as in previous fairs, it is recommended that UNIDO should continue to participate in future All-Africa Trade Fairs. Consideration should also be given to participating in selected national fairs where participation on a large scale by the international community is envisaged.

26. UNIDO should maintain the pattern of participation in the fair, consisting of general publicity of UNIDO, demonstration of indigenous technologies from selected institutions, presentation of selected UNIDO activities and the organization of a seminar on a topic of current concern in Africa. This pattern has yielded multiple impact: first, publicizing UNIDO and some of its specific activities; secondly, promoting the IDDA concept as well as technological capabilities existing in Africa; and, thirdly, promoting intra-African industrial and technological co-operation.

27. In order to enhance participation in future fairs, preparations should commence well in advance of the fair. The preparatory activities should be well programmed with clearly defined time schedules. Specially designed publicity material, such as brochures, films etc. could be produced for the fair. The institutions demonstrating technologies should also be selected in advance and properly briefed .

28. In order to avoid time consuming and last minute ad-hoc arrangements for the installation of the UNIDO stand, detailed negotiations need to be held with national authorities in the host countries. Such negotiations are particularly important in order to avoid delays in the local handling, including customs clearances, of the equipment and materials to be displayed at the fair.

29. Effective participation in the fair also calls for the approval of financial resources at an early stage. Without such approval, some of the preparatory work, such as films, posters as well as advance shipment of the UNIDO material cannot be undertaken. Last minute approval not only incurs more expense since everything has to be handled urgently and in a rush, but also makes it impossible to produce special publicity material for the fair.