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The Microfinance Platform

ASIA INVEST



**EUROPEAID**  
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# Reaching European Markets

Concluding Session

Kathmandu

14th March 2008



## Summary of Jewellery – Metal craft session





## Summary of Pashmina session





## Summary of Sustainable Tourism session





## Opportunities for Nepalese SMEs



For all 3 sectors:

- The EU market is growing with increasing share of Developing Countries
- Existence of niche markets with great potential
- Strong assets of Nepalese products

But Nepalese SMEs have difficulties in **reaching European Markets**

*because they fail to meet international market requirements.*

Examples:

- Business practices
- Marketing
- Quality
- IT



## Key success factors for Nepalese SMEs (1)



Finding	Key success factor	Suggested activities
1. Lack of long-term vision and proper business practises	Infuse efficient business practices through business planning	- Training on business plans
2. Limited access to international market information	Encourage access and use of market information	- Training on access to MI - Develop information hub
3. Low usage of IT	Improve and optimize use of IT	- Training on IT - Support for the development of professional web sites
4. Failure to meet EU quality requirements	Enhance quality management	- Training on quality management - Support to achieve certification
5. Poor visibility in the international market	Develop marketing and communications capabilities	- Training on marketing and communication - Support for the development of a product development strategy



## Key success factors for Nepalese SMEs (2)



Finding	Key success factor	Suggested activities
6. Difficult access to international market	Foster access to European markets	<ul style="list-style-type: none"> <li>- Training on preparation to access an international business environment</li> <li>- Organization of trade fairs in Nepal</li> <li>- Organization of trade visits in Europe</li> </ul>
7. Fragmented business environment	Encourage sharing of best business practices	<ul style="list-style-type: none"> <li>- Workshops with participation of South Asian SMEs</li> <li>- Networking, information exchange</li> <li>- Business visits in South-Asia</li> </ul>



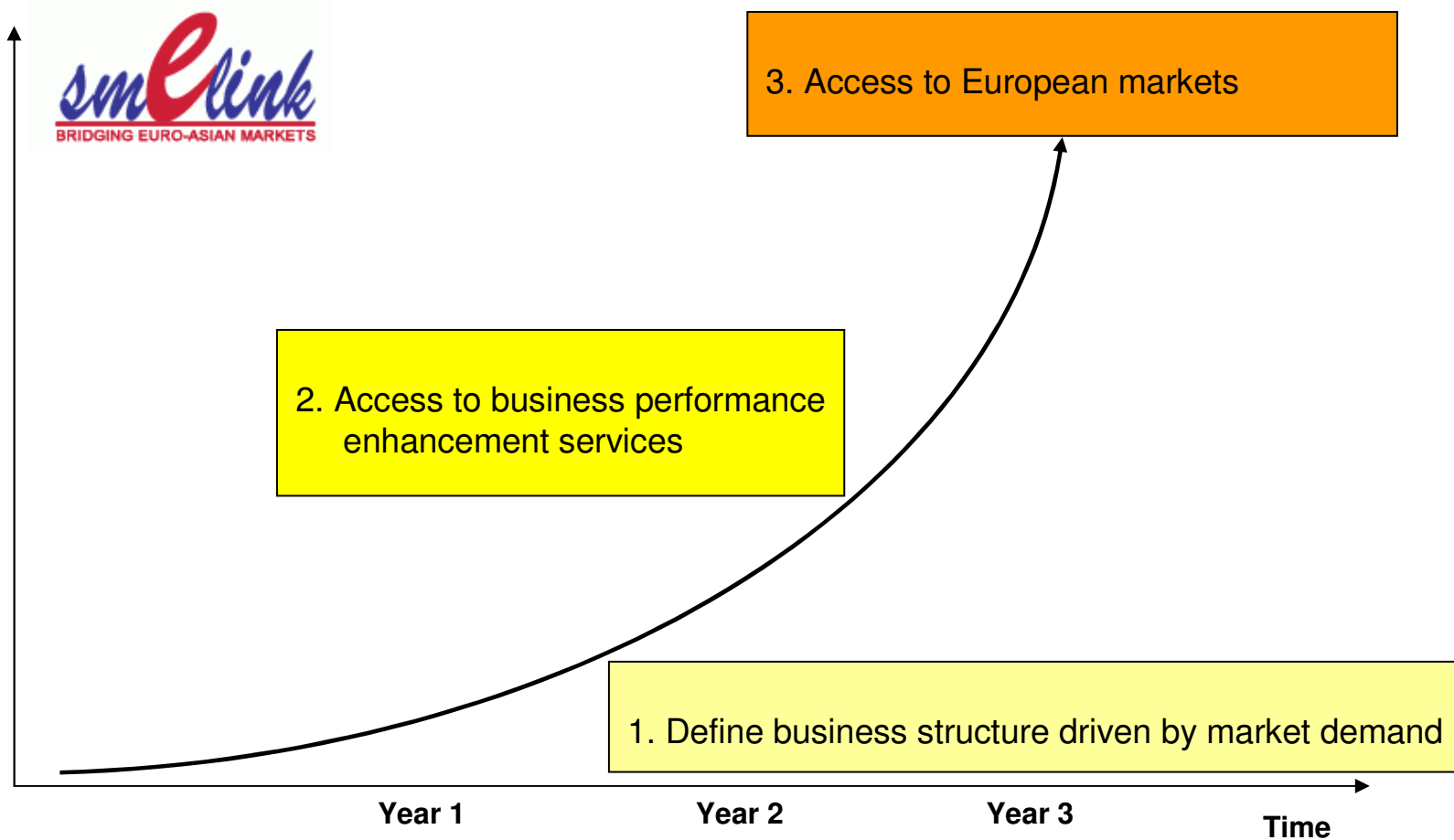
## Key success factors for Nepalese SMEs (3)



Finding	Key success factor	Suggested activities
<b>Jewellery – Metal craft:</b> lack of strong product identity and exposure in the international market	Enhance products visibility in the international market	<ul style="list-style-type: none"> <li>- Support initiatives to create a handicraft certification and brand strategy in Nepal</li> <li>- Support in organization of international handicraft trade fairs in Nepal</li> <li>- Import expertise and experience of South-Asian successful SMEs to Nepal</li> </ul>
<b>Pashmina:</b> problem of product positioning	Emphasize on quality and marketing strategy in the Pashmina sector	<ul style="list-style-type: none"> <li>- Support on quality and certification</li> <li>- Support on development of branding and/or trademark</li> <li>- Support on marketing strategies to access new markets</li> </ul>
<b>Tourism:</b> lack of awareness and marketing regarding sustainability	Enhance sustainable practices in tourism and improve marketing capabilities	<ul style="list-style-type: none"> <li>- Training on sustainable practices</li> <li>- Training on marketing of sustainable products</li> <li>- Cooperation with European tour-operators and associations</li> </ul>



## Project roadmap





## Call for Participation



### ARE YOU LOOKING TOWARDS EXPORTING YOUR PRODUCTS TO EUROPE?

#### *Who can apply?*

⇒ SMEs working in one of the 3 sectors

#### *How to apply ?*

⇒ SMEs in JM, Pashmina: fill in the questionnaire **by March 31st**  
(SMEs in Tourism: selection process will start later)

#### *To keep you informed:*

⇒ please check [www.smelink.com.np](http://www.smelink.com.np)



## Contact

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***Thank you for your attention...***

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SMElink Seminar: Reaching European Markets



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