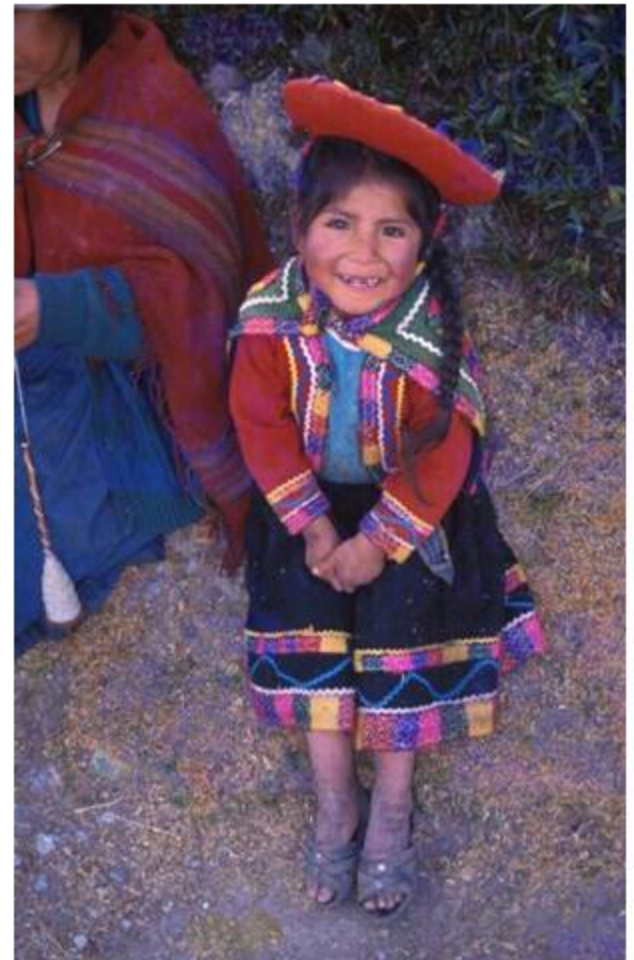


Local Cultural Industry Market Development Forum

Removing Obstacles for Local Cultural Industry Exports

Edward Millard
Conservation International



Conservation International's Mission



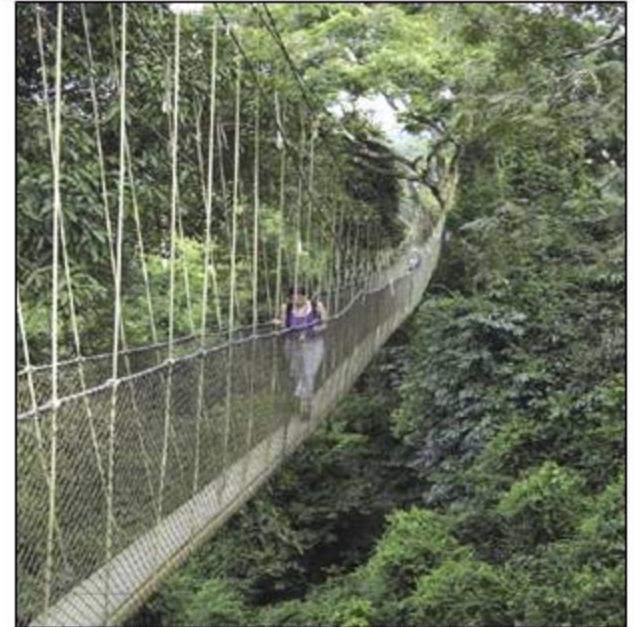
To protect the Earth's biological diversity, and demonstrate that human societies can live harmoniously with nature



Cultural Industries

Three types of cultural industry:

- Ecotourism
- Crafts
- Forest Products



Major obstacles common to each:

- Acquire skills and knowledge
- Access services and resources
- Reach markets



Nature tourism the fastest growing segment of the tourism market

Ecotourism a specialist part of nature tourism market aiming to:

- Protect the environment
- Conserve the culture
- Benefit communities



Conventional Tourism

Most tourism benefits companies outside the destination

- External guides
- Foreign owned hotels
- Packed lunches
- 4 wheel drive vehicles



Ecotourism Challenges

- Build trust between local enterprises and tour operators
- Increase capacity of local businesses to provide high - quality services to clients
- Manage risk



Posadas Amazonas, Peru



Joint venture between indigenous community and tour operator

Roles complementary and company training community-building trust and capacity



Gudigwa Camp, Botswana



Managed by community and exclusive marketing agreement with tour operator

Facilitator can cover risk by making initial investments in services



Multiplier Benefit of Ecotourism

Stimulates other business development supplying products to tourists:

Fruit drinks business started up supplying Posadas Amazonas



Ecotourism supports community-level organization

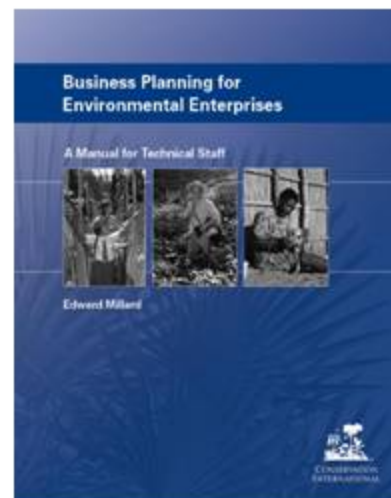
Business may build capacity through:

- Relationship with client
- Buying services
- Subsidized program

Few providers in rural areas and little buying capacity for services

Group organization improves access

Subsidy realistic but important to link producers quickly to private sector

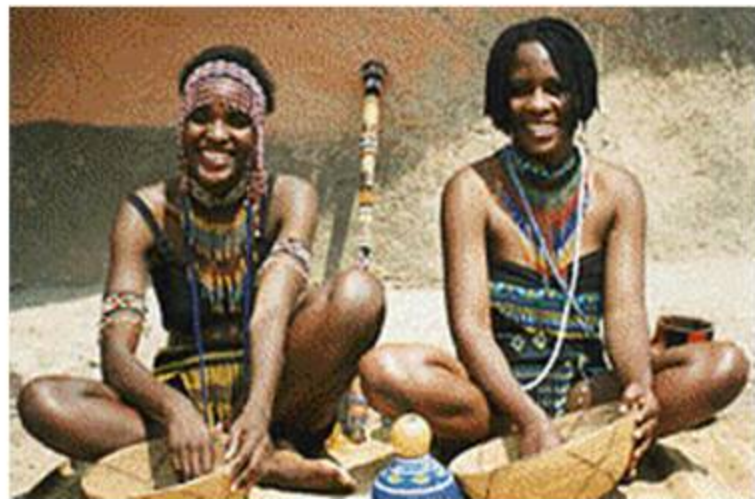


Specialist organizations offer services:

- product development
- market understanding
- business skills

Examples:

- Aid to Artisans (Maker to Market)
- Peoplink (Catgen)
- Making Cents (Business Game)
- IFC (Business Solutions)



Nappi Balata Artisans, Guyana



Traditional industry but dying

Elders began teaching younger ones

Received support to develop products,
strengthen group and contact market

Began exporting to USA



Upgrading



US importers signed agreements

One provided design and quality support

Communications in village improved

Group began selling in national and regional market



Strongly positive social and cultural impact

Forest Products



The forest has a practical and spiritual value for traditional communities:

- medicines
- food
- materials
- wildlife

Kayapo, Brazil



CONSERVATION
INTERNATIONAL

The Amazon Kayapo
Indians harvest Brazil nuts
to protect their land from
loggers



Cocoa, Ghana

Cocoa is the mainstay of the economy in Ghana and an insurance policy for old age



Obstacles for Cocoa Farmers

- Lack of extension services and training
- High losses to pests and diseases
- Not creditworthy
- Dependency on volatile prices



Kuapa Kokoo Union



Association of 40,000 farmers organized in local societies

24 officers provide training and extension

Formed a credit union guaranteed by British government



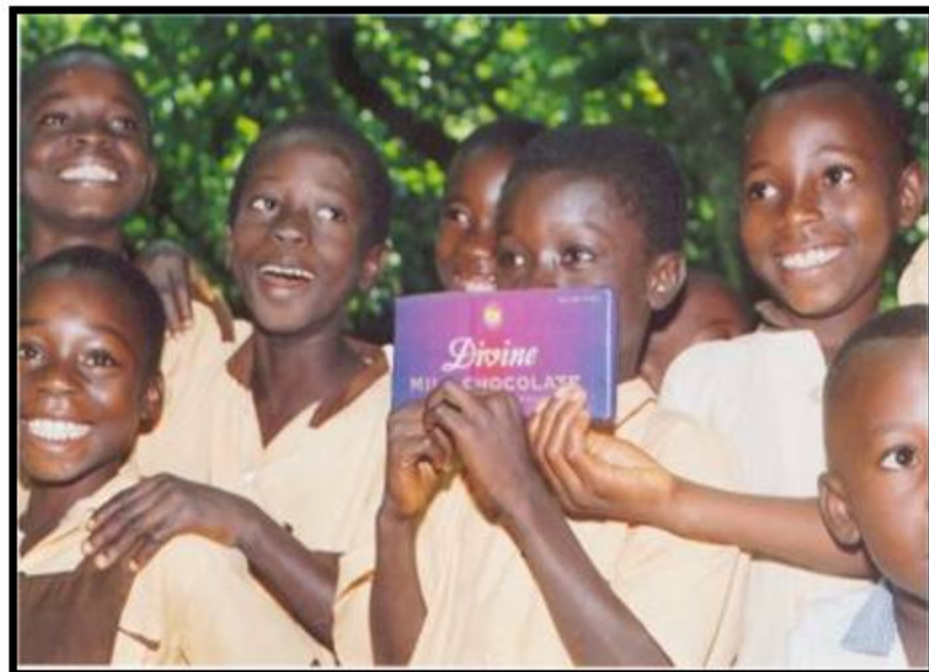
Divine Chocolate



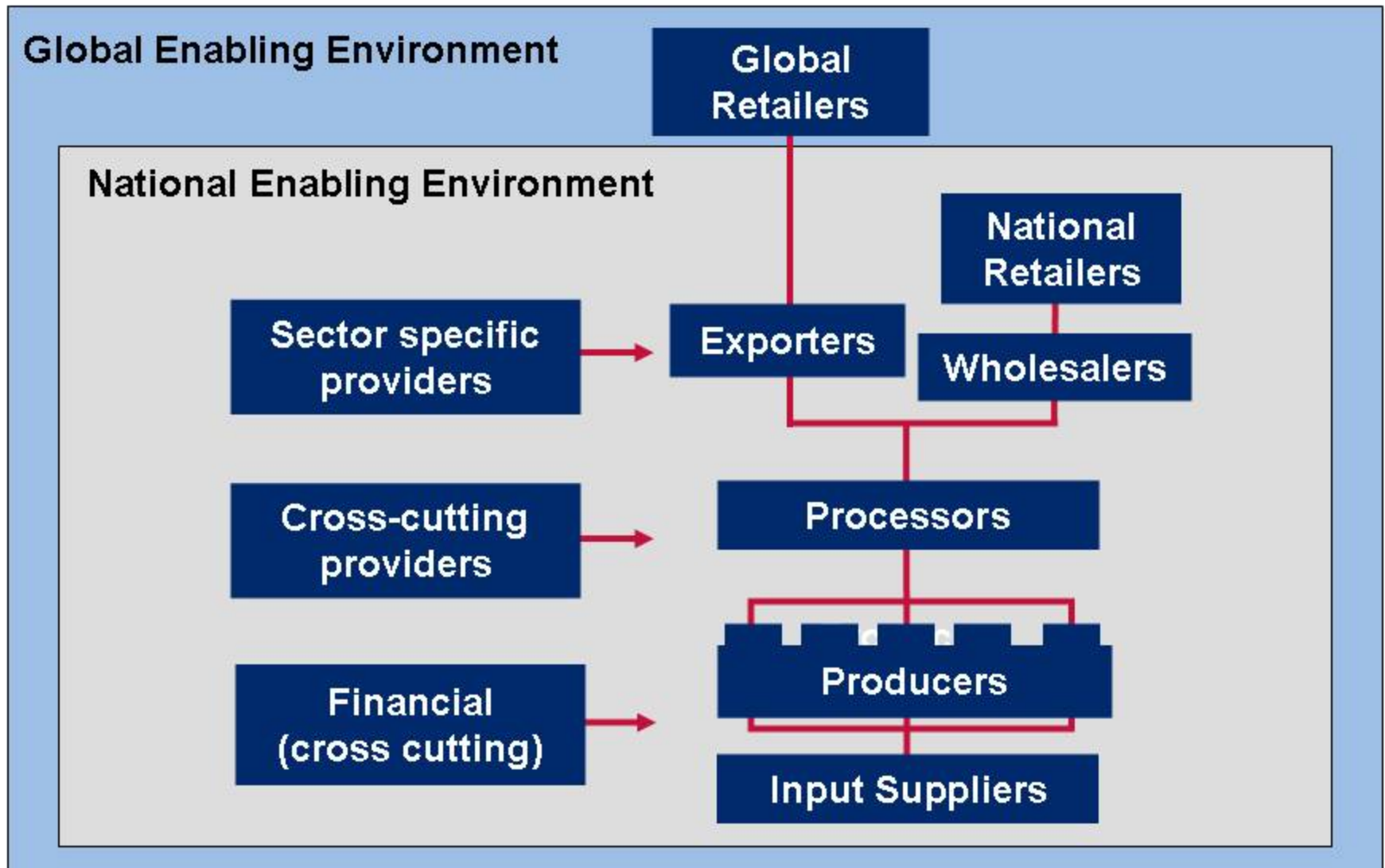
Kuapa formed a joint venture with UK organizations to process and market chocolate

Innovative approach to adding value through processing

Divine built on growing market for fair trade- a new concept to add value at origin



A Framework for removing obstacles



1. End Market

2. Enabling Environment

- Global
- National

3. Inter-Firm Cooperation

- Vertical
- Horizontal

4. Supporting Markets

- Sector specific
- Cross cutting
- Financial

5. Firm Level Upgrading

