



# ENTERPRISE DEVELOPMENT

THROUGH VALUE CHAINS AND  
BUSINESS SERVICE MARKETS

A Market Development approach to Pro-Poor Growth

## TAILOR MADE COURSE ON VALUE CHAIN DEVELOPMENT



**A one week tailor made course  
for project implementers and  
policy makers**

### BACKGROUND

The origins of market development emerge from the recognition that many development interventions have not succeeded in producing sustainable outcomes which have incorporated the poor within the economic mainstream. The goal of value chain and market development is to “make markets work for the poor”.

Through value chain development programs, practitioners empower small businesses to sell to more stable, higher volume or higher value markets. This occurs by linking SEs with the range of businesses in the value chain and with support service providers and other stakeholders to increase the competitiveness of the industry and increase the benefits for low-income SEs.

By improving the access of the poor to markets, facilitating a better functioning of markets and by promoting the flow of knowledge and resources along value chains to small enterprises and poor producers, value chain interventions can enable the working poor to benefit more from market development and take advantage of some of the opportunities offered by domestic and global markets.

Focusing on the value chain and the linkages between the firms as well as the service markets and enabling environment questions, VC analysis allows to diagnose underlying constraints affecting the performance of the chain as a whole, mobilize stakeholders through their involvement in diagnosis and problem solving and support more effective relationships between firms in the chain. The ILOs focus here is on how to use the above mechanisms to create more and better jobs in these chains.

### A FLEXIBLE AND ADAPTED COURSE

The course will be designed in line with the organisation's needs including:

- Adaptation to the local environment, the economic sector and participant's profile.
- Selection of training methodologies: analysis of case studies, role plays, space for experiences exchanges; learner centred dynamic activities and study visits.
- Focus in enhancing the projects and programmes the participants are working on in real life
- Analysis of best practises on employment intensive case studies promoting decent work and improved working conditions.

### PARTICIPANTS

The course is highly relevant for professionals conducting small enterprise development through value chains and business development service markets. It is targeted to professionals working in the following fields of practice: Micro, Small and Medium Enterprise development; Value Chain Finance; Inclusive Markets development; Private Sector Development; Agricultural development; Local Economic Development; Livelihood security; Employment and Microfinance.



## PROGRAMME

	Day 1	Day 2	Day 3	Day 4	Day 5
	Overview to enterprise development through Value Chains and BDS	Value Chain selection Market assessment Value Chain assessment	Programme design Sustainable Solutions Business Models	Implementation of Market Development programmes Market entry and market exit Optional Modules Study Visits	Action plans

## GOAL

The one week course will assist participants to better understand the concept of Value Chain Development and to explore international best practice in this area. At the end of this training participants will be able to:

- Get an understanding of the laying foundations of Market development and Value Chain Development.
- Position Value Chain development in the overall field of Private Sector Development
- Understand the ILO's value added in Value Chain Development with a focus on how to create more and better jobs in specific market systems.
- Undertake a basic market assessment for value chain development programs. Focus on how-to of designing effective market research, choosing information collection tools
- Design sustainable and effective development programs for VC interventions, by determining what type of interventions are needed in the value chain, be it on business services, financial services or improving the business environment.
- Gender considerations will be highlighted in the intervention design and throughout the course

## METHODOLOGY

An action-oriented, participative approach will be adopted throughout the workshop. Emphasis will be placed on sharing experiences and best practices - in the search for innovative and practical solutions to problems and challenges, and how the value chain approach can contribute to problem solving

## SUPPORT TEAM

The course will be facilitated by ILO experts and leading international experts in the enterprise development field with practical experience in value chain development and the challenges of implementing systemic approaches.

## EXPERIENCE

The ILO has implemented more than 15 courses either at the ITC ILO campus in Turin, Italy<sup>i</sup> or in the field (Uganda, Nigeria, Costa Rica, Sudan, Philippines and Ethiopia) in partnership with ILO regional offices, one UN programmes and UNDP. Training has so far been delivered to more than 460 practitioners from the private sector, development agencies, UN agencies, researchers and training institutes, microfinance institutions and commercial banks, chambers of commerce and government officials.

## CERTIFICATION

At the end of the course participants will be awarded with an official ITC ILO certificate.



## CONTACT

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<sup>i</sup> Learn about the ITC ILO at <http://www.itcilo.org/en/the-centre/about-US>