Early Warning System

ADB-53428-001

Improving Market Linkages for Cottage and Small Industries

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Quick Facts

Countries	Bhutan
Financial Institutions	Asian Development Bank (ADB)
Status	Proposed
Bank Risk Rating	U
Borrower	Government of Bhutan - Ministry of Economic Affairs
Sectors	Industry and Trade, Technical Cooperation

Project Description

According to bank documents, "the knowledge and support technical assistance (TA) Improving Market Linkages for Cottage and Small Industries (CSIs) will help Bhutan to develop the capacity of CSIs to expose and profitably operate in domestic and international markets.
The TA will support the Government in streamlining its standardization and certification processes while implementing an integrated market access program to promote select high-end CSI products.

Some methods outlined are to:

1) capitalize on the unique features of Bhutanese CSI products demonstrated in aspirations of Brand Bhutan, CSIs must leverage on this brand to gain exposure first and then sustained access to international market.
2) enhance packaging methods for CSI products to realize the aspirations of Brand Bhutan and enhance access to regional and international market.
3) enable high growth potential CSI's to become competitive in creating a niche in regional and international markets and to mainstream CSIs into the economy (footnote 3). To help the government achieve the results of the program, it is important to rally all possible support to consolidate these results and fill in missing links.

The aim would be increased contribution of CSIs to GDP and employment due to an improvement of CSI's access to the higher value domestic and international market."

Investment Description

- Asian Development Bank (ADB)

Contact Information

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Bank Documents

- Project Disclosure PDF [Original Source]