

## **Rapid Assessment of Sector Competitiveness and Opportunities in Qena and Sohag**

**The World Bank - Egypt**

Entrust Development & Management Consultants was contracted to conduct a rapid assessment of sector competitiveness and opportunities in Qena and Sohag. Scope of work involves conducting an assessment of economic sectors and sub-sectors in the Sohag and Qena governorates that may have potential to respond to new markets and opportunities. The findings from this assignment was utilized to inform the design of the World Bank's Upper Egypt Local Development Program (UELDP). Entrust fielded a multidisciplinary team of experts to analyze existing data and statistics, review available literature, interview industry leaders and conduct field assessment of selected sectors in Qena and Sohag. Rapid Value Chain Assessments were conducted, and recommendations were presented, for the following value chains:

- Furniture
- Processed tomatoes
- Dehydrated onions
- Milk
- Marble & Granite
- Hand-woven Textiles

In addition, Entrust conducted case studies for enterprises in the following activities:

- Manufacturing solar panels and solar heaters
- Call Centers
- Agricultural waste recycling

Industrial zones covered included Shaa El Teaban in Cairo, Qeft, in Qena governorate and Al Kawthar in Sohag governorate. The study covered the impediments facing enterprises in both zones as well as the difference between both zones (one zone was under the Industrial Development Authority, while the other two were under the Governorate). The study highlighted the infrastructural needs of the zones, as well as the needed services, especially by SMEs.

## **Scoping Study of Health Insurance Services for Agricultural Workers and Small Farmers in Kom Ombo**

**Agha Khan Development Network - Egypt**

Contracted to conduct a study exploring the feasibility of developing a community-based health insurance scheme targeting small farmers and agricultural workers in the district of Kom Ombo in Aswan Governorate in Upper Egypt. The study has the following components; a demand assessment covering the health insurance needs of the target group; a supply assessment covering service providers and a legal review assessing the suitability of the current legal and regulatory and institutional framework for community-based health insurance schemes.



Entrust Development & Management Consultants

## **Market Assessment for Hydroponic Agricultural Products in Egypt**

**Wageningen UR, Agrotechnology & Food Sciences Group (AFSG), The Netherlands, and The Dutch Embassy - Egypt**

Entrust Development & Management Consultants was contracted to conduct an assessment of the market for hydroponic agricultural products in Egypt. Work involved the use of quantitative and qualitative research tools to assess market demand in selected market segments in Cairo and touristic locations in Egypt, as well as hydroponic products growers.

## **Value-Chain Analysis of Four Horticultural Crops**

**The Dutch Embassy - Egypt**

Entrust Development & Management Consultants was contracted to conduct a value chain analysis, with the objective of preparing a complete logistics chain analysis of four products from the production site to the outlet or the processing plant, focusing on chain inefficiencies; and conducting a gap analysis of the different product value chains and proposing practical recommendations to eliminate the identified gaps.

## **Baseline Study for Pro-Poor Horticulture Value Chains in Upper Egypt Project**

**United Nations Development Programme (UNDP) - Egypt**

Entrust was selected by UNDP-Egypt to provide baseline information on the current situation of small farmers in horticulture in six governorates in Upper Egypt. The results of the baseline study serves as a tool to identify appropriate interventions to upgrade the horticulture value chain in Upper Egypt. The study comprised desktop research to review and analyze available studies and statistical information relevant to small farmers and horticulture value chain in Upper Egypt; a value chain mapping to provide current situation of relationships and flow of inputs and services through the chain, as well as identifying actors along the chain and the main characteristics of production and exchange. In carrying out this assignment Entrust has adopted a pro-poor perspective and a gender perspective in each step of the baseline investigation. The baseline survey utilized both quantitative and qualitative methodologies in order to provide a comprehensive understanding of the current situation of small farmers in Upper Egypt. In addition, the study provided a comprehensive institutional capacity assessment of Farmers Association (FAs) to identify potential local partners and assessing their capacity building needs.



## **Livelihood and Income From the Environment (LIFE) Program in Sinai – North Sinai/AI-Arish**

**International Resources Group (IRG)/ USAID**

The purpose of this project is to assist poorer Bedouin communities in the Central Sinai region. As a subcontractor to International Resources Group (IRG), ENTRUST fielded long-term and short-term experts and is responsible for several key tasks including: conducting socio-economic surveys, land tenure, and community needs assessments; the development and approval of community development plans; developing and assisting in the implementation of environmentally sustainable tourism initiatives, SME development, assisting the program's fast track interventions, providing technical assistance to a community development grant program, and institutional development. In addition, the following tasks were also undertaken by Entrust:

- Conducted an economic overview of North Sinai covering resource endowment, infrastructure, main economic activities, the role and potential of the private sector, services offered to MSMEs and potential competitiveness.
- Conduct a commodities/services assessment to establish a data base regarding business characteristics, intra- and interregional linkages, market penetration, and growth constraints and prospects.
- Enhancing the competitiveness of Bedouin artisanal products including Kleem made by Bedouin women. In this regard, Entrust conducted a diagnostic study to identify weaknesses in the product value chain and delivered a variety of services including technical production-related training, assistance in product design, sourcing of inputs, branding and marketing.
- Entrust also conducted an in-depth value chain assessment for olives and olive processing in Central Sinai.
- Designed, developed the financial plan and the feasibility study, and provided assistance in managing the first public transportation network in North Sinai.
- Provided on-going capacity building and on the job training for Governorate employees in the pertinent departments.
- Provided capacity building to the local NGO partners to the project.
- Undertook the monitoring and evaluation functions for the entire project.
- Undertook all the gender-related work for the project.

## **Pro-Poor Horticulture Value Chains In Upper Egypt**

**UNDP, UNIFEM, UNIDO, ILO**

Selected by the UNDP and the UN Country Team to design a \$7 million joint program for the UNDP-Spain MDG Achievement Fund. The program seeks to promote viable equitable partnerships between small farmers and private sector investors in efficient pro-poor horticulture value chains in 3 locations in Upper Egypt, through these outcomes:

- Small farmers and agricultural workers equitably integrated into domestic and international value/supply chains of horticultural products through enhanced efficiency, productivity and viable business partnerships with private sector investors.
- Entrepreneurial forms of organization established by small farmers.



- Policy and regulatory changes to promote pro-poor private sector-based growth in Upper Egypt's horticultural sector identified and discussed with GOE  
The Program was acknowledged as one of the best designs submitted to the global fund under the theme of private sector development.

**Technical Assistance for Grant Scheme      European Commission  
under the South Sinai Regional  
Development Programme**

As part of a multidisciplinary team of experts, ENTRUST worked to promote local initiatives in the field of environment, local community development, cultural heritage, social development, equipment & capacity building and public awareness, thus contributing to the sustainable development of the entire South Sinai region. This is done through providing technical assistance and advice to facilitate the successful and effective implementation of a grant scheme targeting local associations and enterprises. Entrust played an important role in carrying out the SSRDP capacity building elements with special reference to the EC project cycle management (PCM) and planning and implementing SSRDP Grant Scheme. This entailed working closely with and delivering technical assistance and training to local authorities, civil society associations and SMEs in the various cities of South Sinai. Grants to SMEs under this scheme covered activities in tourism, mining and quarrying, animal husbandry, olive pressing, agriculture, and transportation of potable water, among others. Entrust's intervention in the SSRDP capacity building activities continued through its involvement in assisting local initiatives in the fields of environment, local community development, cultural heritage, social development and public awareness. Sector-specific technical assistance is provided to grant recipients as well as to social service providers including health services, social housing, and employment generation.

**Upper Egypt Rural Development      World Bank/Food & Agriculture  
Policy: SME Component      Organization (FAO)**

As part of the team developing a rural development strategy for Upper Egypt, ENTRUST held responsibility for developing the background document on the SME component. The study investigated the relationship between SMEs, employment and poverty alleviation in Egypt. The scope of work covered the identification of SME growth patterns and determinants in Egypt, with specific emphasis on Upper Egypt. Recommendations were presented to maximize the economic and social contribution of SMEs in Upper Egypt, as well as enhance the sustainability of development efforts.



**Technical Assistance Support to  
Social Development in Egypt in  
three (3) Governorates  
(Assiut, Beni Suef, Fayoum)**

**The European Union –  
EU/ The Social Fund for  
Development – SFD**

As member of an international consortium, ENTRUST was selected to provide technical assistance to the Support to Social Development Project, funded by the European Commission. The project aims to enhance decentralization of decision making, community-based and demand-driven activities, combined interventions using integrated approaches and actions in favor of the ultra-poor. Against this background, the Support to Social Development project funds activities of the “Integrated Services for the Poor program”. The supported demand driven activities involve infrastructure works as well as social development activities in urban and rural areas, identified as pockets of poverty. In addition, our experts are currently playing an integral part in developing the capacity of the Social Fund for Development (SFD) in Egypt. Particular emphasis is laid on the development of local capacity at the governorate level in Upper Egypt to implement the program, through the creation of Program Implementation Units (PIUs) as well as to sustain development efforts through the creation and development of Local Area Development (LAD) Platforms. This goes hand in hand with assisting the SFD headquarters and its regional branch offices to be better able to:

- Manage grants targeting CDAs and NGOs
- Engage CDAs and NGOs in SFD local programs and activities
- Internalize independent local Project Implementation Units (PIUs)
- initiate and manage local area development plans
- Establish and maintain local Governorate Committees as a mechanism for coordination, good governance and evaluation of SFD work at the governorate level
- Design and implement an effective communications and PR strategy for SFD RBOs and SFD HQ.

