Communication among trading partners
Definition of communication

- The exchange of information by means of speaking, writing, signs or behaviour
- Communication is shared feeling or shared understanding

<table>
<thead>
<tr>
<th>One way</th>
<th>Two way</th>
<th>Collaborative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Phone call</td>
<td>Team meetings</td>
</tr>
<tr>
<td>Fax</td>
<td></td>
<td>Consulting</td>
</tr>
<tr>
<td>Letter</td>
<td></td>
<td>Consensus</td>
</tr>
</tbody>
</table>
What are the benefits of enhanced communication between trading partners?

• Helps consumers access wider variety of products at affordable prices
• Improves access to markets
• Increases productivity and efficiency along the supply chain
• Promotes industry integrity and sustainability
How do trading partners communicate?

1. Bilateral communication among trading partners
   - Implementation of the SPS measures
   - Exchange visits e.g. Jordan/Ethiopia; Jordan/Sudan

2. Communication facilitated by international organizations
   - OIE meetings
   - Workshops organised through AU-IBAR
   - Training workshops

3. Informal communication channels
   - Agents, brokers (cf Meat and Livestock Australia)

4. Electronic and other related media
   - websites (e.g., LINKS)
Requirements that exporters have to meet

- Prevention of diseases, mainly brucellosis, RVF, PPR and FMD
- Quarantine measures
- HALAL
  - Sometimes importers feel that vaccination, inspection and certification standards are not well adhered to
Exporters would benefit from information on:

- Market availability and location
- Consumer preferences
- Prices and related tariffs
- Disease control programs and risk assessments required for certification
- Required tests and quarantine measures
- Competitors and how to improve on their competitiveness
Traders’ level of awareness on product requirements

• Generally, exporters are aware of most of the market requirements
  – Sex (male) preference
  – Age, of under 3-8 years
  – Variable knowledge on the breed of cattle required – there is also limited range of breeds that can be obtained from source markets
  – Good knowledge on nutritional levels
  – Poor knowledge on weights since no weighing is done in the source markets
  – Information on the knowledge on the animal health – poor.
Challenges

• Lack of transparency – bans should be supported by verifiable
• Informal trade and surveillance system
• Asymmetric flow of information on market availability along the value chain
• Poor access to electronic databases
• Import requirements vary by country
Panel discussion

• Dr. Shirefaw – CVO, Ethiopia
• Dr. Hassan Abdalla – CVO, KSA
• Mr. Mohamed Abdallah – Trader, Djibouti
• Prof. Abbas – Quarantine, Djibouti