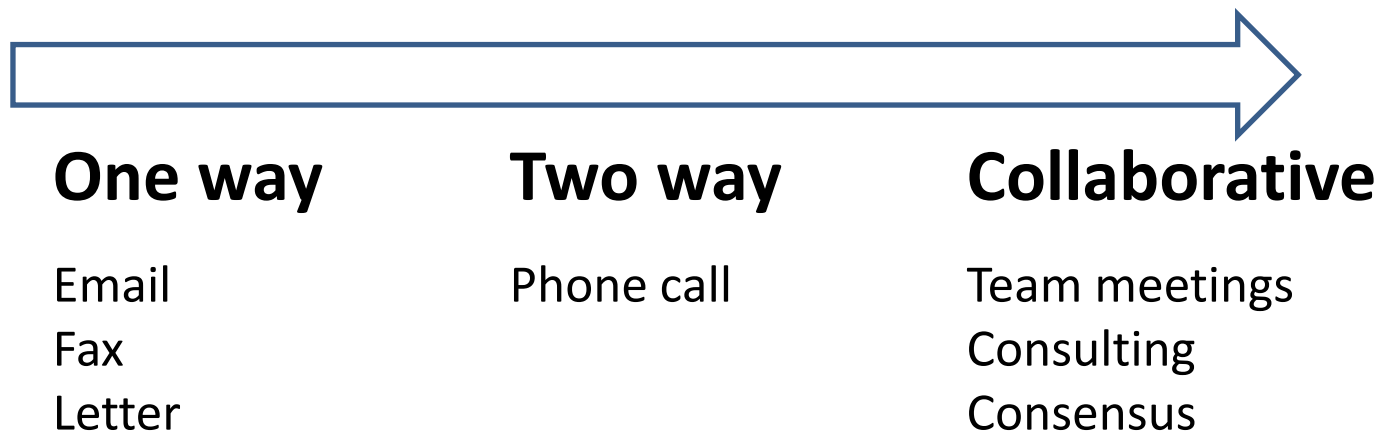


Communication among trading partners

Definition of communication

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



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?

- Bilateral communication among trading partners
 - Implementation of the SPS measures
 - Exchange visits e.g. Jordan/Ethiopia; Jordan/Sudan
- Communication facilitated by international organizations
 - OIE meetings
 - Workshops organised through AU-IBAR
 - Training workshops
- Informal communication channels
 - Agents, brokers (cf Meat and Livestock Australia)
- 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