



# Industrial value chain diagnostics for policymaking

*Online course, 7 – 20 June 2022*

CAREC Institute, ADB Institute and UNIDO are jointly organizing an online training course on value chain diagnostics targeting policymakers and analysts engaged in value chain development. The course is part of the ongoing collaboration between CAREC Institute, ADB Institute and UNIDO. It is in line with the Joint Declaration signed by both Organizations in 2017 which established various areas of cooperation, among them capacity development on industrial policy. It also follows up on a workshop on the subject of diversification of industries in the CAREC region that took place in Ulaanbaatar in 2019 where the need for further value chain development was expressed by workshop participants.

## Course subject

The course consists of two elements:

- I. An e-learning module on industrial value chain diagnostics for policy making (UNIDO)
- II. Lectures on global and regional value chains (CAREC Institute and ADB Institute)

### I. E-learning module on industrial value chain diagnostics for policymaking

This module allows participants to acquire the necessary knowledge to analyze specific industrial value chains and develop support programmes to develop them. By performing the diagnostics, participants can take a “wide angle snapshot” of the value chain and the constraints to and the opportunities for its development. The information provided helps to make strategic decisions at the program or project level to implement development support measures at different points of the value chain. Due to its integrated character this diagnostic tool also enables various entities in governments and the development community to join forces and cooperate in the development of value chains.

The module is an online self-study course, accompanied by UNIDO, CAREC Institute and ADB Institute tutors. It consists of self-paced learning units, further reading, assignments and a final quiz. After successful completion UNIDO, CAREC Institute and ADB Institute will issue a joint certificate.

The course runs on UNIDO’s e-learning platform at:

1. Visit <https://learning.unido.org/> and create an account (if you don’t have one already).
2. You will receive an automated response email (check your spam folder, too) with a link to confirm your account.
3. Once confirmed, please follow the direct course link: <https://learning.unido.org/course/view.php?id=119>
4. You will be asked for a self-enrolment key. It is: CAREC2022
5. Voilà, you are now enrolled in the UNIDO online course on Value Chain Diagnostics.

### II. Lectures on global and regional value chain development and integration

Experts from the CAREC Institute and ADB Institute will provide lectures addressing the need for regional integration, current practice and limitations, and the way forward. The lectures would put the

learning in part a) into a global and regional context and provide concrete examples on how to move forward in value chain development.

1. Lecture: *Comparative Analysis of Selected CAREC corridors*. By Dr. Ghulam Samad, Senior Research Specialist, CAREC Institute
2. Lecture: *Global Value Chain*, by Prof. Shujiro Urata, ADBI (tbc).

The second part of the course runs on the CAREC Institute's e-learning platform at <https://elearning.carecinstitute.org>.

## Program

There will be four live online sessions (delivered via Zoom):

1. **7 June** (9:00 – 10:30 a.m. CET; 3:00-4:30 p.m. Beijing; 4:00-5:30 p.m. Tokyo): Course opening and introduction to the course
2. **9 June** (9:00 – 10:30 a.m. CET; 3:00-4:30 p.m. Beijing; 4:00-5:30 p.m. Tokyo): Progress meeting with questions and answers
3. **13 June** (9:00 – 10:30 a.m. CET; 3:00-4:30 p.m. Beijing; 4:00-5:30 p.m. Tokyo): Progress meeting with questions and answers and introduction of final test
4. **20 June** (9:00 – 10:30 a.m. CET; 3:00-4:30 p.m. Beijing; 4:00-5:30 p.m. Tokyo): Lectures and discussion on regional value chain development and integration in the CAREC region

In between those sessions, participants must complete the following self-learning units on UNIDO's e-learning platform:

### 7-8 June

#### 0. Mapping

*This module shows how to visualize a value chain by drawing a map of the various actors, their linkages, and product flows from raw material to end markets and gives an initial overview of how the value chain functions.*

#### 1. End-markets and trade

*This module focuses on diagnosing how end markets and trade determine the performance of the VC and its businesses and highlight the importance of marketing potential for value chain development.*

#### 2. Production capacity and technology use

*This module explores how firms are involved in processing and manufacturing, the technology they use, the processes they engage in, and what production capacity they have.*

#### 3. Sourcing of inputs and supplies

*This module focuses on how inputs and supplies enter the production process and the schemes where this happens.*

### 9-12 June

#### 4. Value chain governance

*This module focuses on diagnosing the governance of value chains in terms of actor domination, participation in value-adding activities, and types of governance and reflects on*

*opportunities for improved chain governance.*

**5. Value chain finance**

*This module focuses on diagnosing finance in the value chain which is cutting across all segments and actors.*

**6. Sustainable Production and Energy Use**

*This module focuses on sustainable production and energy use along the value chain by assessing the "ecological footprint" that production has on the environment.*

**7. Business environment and socio-economic context of a value chain**

*This module focuses on diagnosing the business environment and socio-political context affecting the value chain.*

13-19 June

**8. Business model development**

*This module shows how to develop a business model for improved production along the VC and shows what basic information it needs to contain and where this information can be gathered.*

**9. Strategy Development**

*This module focuses on using the results of a value chain analysis to design intervention strategies that aim to further develop the value chain.*

**10. Final Test**

*The final test consists of 20 questions testing participants' knowledge on contents contained in the course modules.*

## Target audience

The course targets decision makers, programme designers, project managers, or other stakeholders engaged in active value chain development from the public, private and development domains from CAREC member countries.

## Language

The webinars will be held in English.

## Expected results

After the course participants shall know how to:

1. Analyze value chains
2. Develop business models for firms along the value chain
3. Develop value chain development programs
4. Put value chain development in the context of the CAREC/Asian region
5. Understand the most important policies and measures for the development of regional integration.



The course intends to put at the hands of Governments the necessary skills to develop value chain development support programs and implement them.

## Course faculty

### Frank Hartwich

*Research and Industrial Policy Officer, UNIDO*



Frank Hartwich joined UNIDO in 2010. During his time with the Agrobusiness Development Department his portfolio included agroindustry and value chain development projects on three continents. He also engaged in business model development within agorindustrial value-chains. In 2019, Hartwich joined UNIDO's Industrial Policy group where he provides support to Governments around the globe developing and implementing industrial policies while analysing trends in industrial development and policy formulation. Before his assignment with UNIDO, he was Professor at the Department of International Agriculture of the Swiss College of Agriculture (SHL) researching and lecturing in the fields of rural development and innovation. Before, in the Latin America office of the International Food Policy Research Institute, he engaged in policy research to support governments and development agencies in crafting inclusive agricultural development agendas. Prior to this assignment, he worked with the International Service for National Agricultural Research (The Netherlands) and the Natural Resources Institute (UK). Hartwich has a M.S. in Agricultural Science from the University of Bonn, a french DAA in Agribusiness Management from ENSA Toulouse, and a PhD in Agricultural Economics from the University of Hohenheim, Stuttgart.

### Franz Brugger

*Project Coordinator, UNIDO*



Since 2012, Mr. Brugger works as a capacity development expert and project coordinator with UNIDO. He has been designing and conducting numerous capacity development and training activities on all matters related to industrial development in Africa, Asia and Europe.

Previously, he worked with the United Nations Alliance of Civilizations in New York, the International Press Institute in Vienna and the European Commission.

Mr. Brugger holds a Master's degree in Philosophy from Vienna University and a Master's in International Relations from the University of Cambridge, UK.

### Ghulam Samad

*Senior Research Specialist, CAREC Institute*



Dr. Ghulam Samad is a Senior Research Specialist at Central Asia Regional Economic Cooperation (CAREC) Institute. Before joining CAREC Institute, Dr. Samad was Senior Research Economist at the Pakistan Institute of Development Economics (PIDE). Dr. Samad also served as an Economist at Planning Commission of Pakistan. Dr. Samad holds a Ph.D. in Economics from Colorado State University, USA. He brings together an experience spanning over 15 years of high-level research and teaching, along with providing valuable contributions to peer reviewed national and international journals, and several international books on key economic themes. As a consultant Dr. Samad worked for International Development Research Centre (IDRC) Canada, World Bank, Asian Development Bank,

United Nations Development Program (UNDP), United Nations Environmental Program (UNEP), and UN World Intellectual Property Organization (WTO).

## Shujiro Urata

*Visiting Fellow, ADB Institute*



Dr. Urata is currently Professor Emeritus at Waseda University; Senior Research Advisor at the Economic Research Institute for ASEAN and East Asia; Faculty Fellow at the Research Institute of Economy, Trade and Industry; Specially Appointed Fellow at the Japan Centre for Economic Research; and Distinguished Senior Fellow at the Institute of Developing Economies.

Previously, Dr. Urata was Professor of International Economics at Waseda University's Graduate School Asia-Pacific Studies. He also formerly worked as a Research Associate at the Brookings Institution and as an economist at the World Bank.

Professor Urata received his BA in economics from Keio University, and MA and PhD in economics from Stanford University. Specializing in international economics, his recent books include *Achieving Inclusive Growth in the Asia Pacific* (coeditor); *Enhancing SME Participation in Global Value Chains* (editor); *The Effect of Globalization on Firm and Labor Performance* (co-editor); and *Globalization and Its Economic Consequences: Looking at APEC Economies* (coeditor).