

# TRADE CAPACITY BUILDING



## Industrial modernisation and upgrading programme (I'MUP-Syria)

### Context

Industrial Modernization and Upgrading project Phase I for Syria aimed at developing the competitiveness of the private manufacturing sector, focusing on the textile value chain, so that it can benefit from new trade opportunities in the regional and global markets. It also provides the necessary technical assistance to the Ministry of Industry in Syria and the private sector in upgrading and modernization to improve the competitiveness and productivity of the industrial sector as a whole.

### Strategy

The 2.2 million Euro project addressed industrial upgrading on three levels (macro, meso and micro). Specifically, I'M UP-Syria formulated a national programme for industrial upgrading as a policy support tool. Technical assistance was provided to 36 selected enterprises in the textile sector (on pilot basis) including: design of detailed actions, training for top and middle management as well as training national consultants and consultancy companies, export development and promotion of access to international market and investment partnerships. Technical assistance was provided also to industry support institutions in the field of design. A business plan for establishing a textile technical center was submitted to the Syrian counterpart.

### Current Status

On the policy level, the Syrian government adopted the upgrading plan in the 10th five-year national plan, and recently drafted a law for establishing an industrial modernization center based on the recommendation of IMUP-Syria.

**On the meso level**, the Ministry of Industry began implementing the plan prepared by IMUP-Syria for setting up a textile technical center.

**On the micro level**, a number of enterprises assisted during phase I, have been linked to a number of international buyers and signed cooperation agreements with them.

The Syrian counterpart, due to the success of the first phase of IMUP-Syria, financed a second phase of IMUP-Syria (1.5 million Euro), which was launched in December 2011.

### Impact / Outlook

The main results achieved so far are the following:

- establishment of the Upgrading and Modernization Unit (UMU);
- 36 enterprises working in the textile and clothing sector were upgraded in the areas of marketing, product development, production, Human Resources, cost-accounting and energy-saving;
- up to 6 enterprises were linked with international buyers from Europe and were contracted to supply their products;
- two draft laws for the establishment of a industrial modernization center and a textile technical center were adopted by the government;
- the capacities of 30 local consultants have been upgraded through training on UNIDO upgrading methodology and strengthened through on-job training with international experts and in-factory visits.

