

BIO Nativa

The logo for 'BIO Nativa' is centered on a white background. The word 'BIO' is in a bold, green, sans-serif font. The letter 'O' is replaced by a 3D-rendered globe of the Earth, showing continents and oceans. A green leaf with a detailed vein structure is wrapped around the globe, extending from the left side of the 'O' and curving downwards. The word 'Nativa' is in a green, sans-serif font, positioned to the right of the globe. A long, thin green leaf extends horizontally from the bottom of the globe across the width of the word 'Nativa'.



# Natural Products and Ingredients Andean-Amazonian Trade Association

May-2007 Geneva, Switzerland



# Content



- Context
- What is Bionativa?
- Lines of action
- BioNativa and BTFP II
- Impact expected



# BioNativa



- Companies in four countries have identified:
  - ✓ Common objectives (Exporting value added native products)
  - ✓ Common opportunities in the market for Andean and Amazonian products
  - ✓ Common problems
    - Lack of scientific support for our products
    - Technical barriers
    - Legislation is not appropriate
    - Sustainability issues
- Since one year ago, a group of 30 companies from Ecuador, Bolivia, Colombia and Peru, have been planning BioNativa with the support of BTFP (Follow on example of PhytoTrade Africa)



# BioNativa



- Is a sector association created to
  - Develop the sector of natural ingredients for cosmetics, pharmaceutical and food in the Amazonian and Andean region through the development of joint strategies of
    - **Scientific research,**
    - **Product development,**
    - **Market promotion and**
    - **Value chains strengthening.**
  - Bionativa is committed to BioTrade Principle and criteria implementation



# Lines of action



- Legal aspects
- Value chain consolidation
- Research and development
- Market promotion and business opportunities
  
- All this in prioritised species



# Approach and results



- Different approach:
  - Market approach
  - Rigorous focus in species, products, markets
  - Scientific support
- Expected results:
  - Faster economic and social development
  - Viability of BioTrade business model
  - Value chains strengthened (Social and environmental impacts)



# BioNATIVA and BTFP II



- BioNativa

- Implementation of UEBT standard
- Influencing regional legislation for biodiversity products
- Investing in research and development to approach the market
- Direct support to value chain consolidation of prioritised species
- Fair and equitable distribution of benefits

- BTFP II

- Support private sector differentiation strategy (UEBT)
- Market information system (ITC)
- Specific Technical assistance that no other institutions are giving to us (BTFP)
- Legislation and technical barriers for biodiversity products (UNCTAD)
- Value chains consolidation (National Biotrade Programs)





# Impact expected



- New value added products positioned in the international markets (Exports, new employment)
- A big network of companies in the four countries implementing Biotrade principle and criteria and reaching the market (conservation of biodiversity)
- Consolidated value chains at regional level (social impact)
- More efficient model to promote sustainable use of Andean and Amazonian biodiversity
- Process of regional cooperation among private and public sector (institutional strengthening)
- Strongest position as a region to discuss legal issues and technical barriers to trade
- Development of regional markets



Thank you

