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Internship Program at the GTZ Project 'Regional Economic Development', Indonesia

The Relevance of Regional Marketing for Agriculture Sector in Developing Countries A Case Study of Solo Raya Region, Indonesia

Brief Description of the Development Project

The development project 'Regional Economic Development' (RED) conducted by GTZ (Gesellschaft für technische Zusammenarbeit) is situated in Solo Raya Region, Central Java, Indonesia. The program aims at the improvement of the competitiveness of the selected sectors; among others is the agriculture sector. Using the concept of Value Chain Analysis (VCA), RED formulates and implements strategies for promoting value chains in the agriculture sector. For further details please refer to <http://www.red.or.id>.

Background

Regional marketing in agriculture sector has been gaining importance particularly in developed countries, on the one hand. Combined with premium quality, ideas of sustainability, traditional values, and local peculiarity; regional marketing has been advancing as one of the opportunity to create high added-value in agriculture sector, apart from other benefits. On the other hand, agriculture sector in developing countries has been struggling to survive and evolve along the endeavor of economic development. In particular, agriculture has been and will be a key factor for the development of rural areas where most of the poor populations reside. Seeking opportunities to increase value-added and thus to enhance income, small-medium-enterprises (SMEs) in the agriculture sector face daunting challenges of market failure due to their weak bargaining position and marketing difficulties due to weak horizontal-organization among them. Additionally, environmental concerns have also been in the limelight in recent years directing the development of the sector toward organic agriculture. However, the regular markets for agriculture commodities frequently do not favor the development of organic products since many necessary pre-conditions (standardization/certification; awareness of environmental concerns, food safety; etc.) are weak or non-existent.

Based on the situation described above, a study is required for the assessment of the applicability of regional marketing concept as an opportunity to upgrade value chains in agriculture sector.

Objectives

The study pursues the following main objectives:

- To describe and explain the best practices of regional marketing in agriculture sector of developed countries and the respective success factors/pre-conditions/strategies
- To assess the applicability or relevance of regional marketing in agriculture sector of developing countries based on the study case in the development project
- To assess the relevance of regional marketing for value chain analysis in particular for the empowerment of SMEs' position in the chain governance
- To formulate recommendations about further development in agriculture sector of Solo Raya Region with regard to the concept of regional marketing

Method

In order to achieve the aforementioned objectives, GTZ-RED offers an internship program (1 person) starting from January 2008 or later to students who want to conduct research for their master/diplom thesis on the topic. To support the assignment, following facilities will be provided:

- A lump-sum remuneration of EUR 2500 for 3 months
- A working place in the RED local office
- Access to RED networks in the project area

Expectations

Intern expected for this assignment should:

- have accomplished bachelor study or Vordiplom
- have great enthusiasm for and profound knowledge of regional marketing in agriculture sector
- show good ability in team work, intercultural social-competence and dynamism in research works
- have, preferably, knowledge of Value Chain Analysis (VCA) and/or Local/Regional Economic Development (LRED)

Contact Person

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