

Private Sector Development:

Tourism Sector:

2008 saw the commencement of the Tourism Project with the National Tourist Board as implementing agent. The Project includes a Marketing Plan for promoting the image of Sierra Leone abroad. This has included attending some of the largest tourism industry trade fairs in Europe and producing and dispersing modern and cutting edge marketing material. The marketing material has included visitors' guides, tourist maps of Freetown and Sierra Leone, posters, promotional DVD documentaries, an airport located tourist office, hosting tour operators and travel journalists, sensitising communities countrywide about tourism related practices and producing marketing tool kits.

The marketing tool kits are designed to be used by international tour operators to customise marketing Sierra Leone to their clients. Apart from industries contacts and information it includes high resolution professional photos relating to Sierra Leone's key marketable tourism sub-sector e.g. beaches, wildlife, culture and eco-tourism. It also includes video clips, brochure designs, website material and sample itineraries. All the information needed by remote tour operators to successfully market Sierra Leone as a new exciting holiday destination for their customers.

The Ministry of Tourism and Cultural Affairs alongside the National Tourist Board of Sierra Leone is also finalising its 'Road-Map' for the Tourism sector. This should be completed by mid 2009. The Objective is to develop an understanding and road map for future tourism that will review relevant regulations and legislations that enhance sustainable tourism development and will identify shared strategic issues that the industry can resolve together.

It is envisaged that the finalised 'Road-Map' will be used by the Ministry of Tourism and Cultural Affairs and the Sierra Leone National Tourist Board as a guiding tool for key areas of future intervention and development. It is expected that international donors will commit time and funding to tourism related initiatives very soon e.g. the World Bank's large Western Area Tourism Initiative and, bearing this in mind, it was felt that government institutions need an overview that includes the existing state of the tourism sector within Sierra Leone. Such a document will be important for informing and guiding the national tourism institutions when future donor funded projects appear. It will also act as a credible and powerful tool for the government's tourism institutions to approach potential donors, higher level government offices, and/or the private sector in order to attract future funding for tourism related initiatives.

Support to the President's Office:

2008 saw the preparation stages for a 2 year support programme to the Private Sector Development Advisor in the Office of the President. The PSD Advisor was given a start-up budget and assistance with preparing a programme document for 2009 & 2010. The Programme will ensure that the President will have oversight over all government initiatives seeking to foster private sector led, pro-poor economic growth in Sierra Leone. It will also ensure a demand driven focus towards generating investment by liaising directly with potential high-level investors in the country's identified growth sectors of Tourism, Agriculture, Fisheries and Minerals.

Private-Public Sector Dialogue:

A key achievement in this component was the commencement of the UNIDO/UNDP PSD Programme. 2008 saw the completion of the Diagnostic Review of 4 Business Management Organisations, namely the Sierra Leone Chamber of Commerce, Industry and Agriculture (SLCCIA), the Sierra Leone Indigenous Business Association (SLIBA), the Sierra Leone Market Women's Association (SLMWA) and the United Indigenous Commercial and Petty Traders Association (UICAPTA). The Diagnostic Review drew on contributions by representatives from the Ministry of Trade and Industry's PSD Strategy Programme, PSD Advisor to the President, Sierra Leone Business Forum, the private sector, BMOs and a wide range of government and international organisation representatives. The review is recognized as the important first step towards more comprehensive support under the joint UNIDO/UNDP Programme to the BMOs.

Marine Surveillance:

In late 2008, UNDP alongside national partners and international organizations began exploring area for possible support to the protection of Sierra Leone's marine resources. Negotiations have been continuing in early 2009.

Support a monitoring, control and surveillance for Sierra Leone would have the following three important functions:

- protect Sierra Leone's fishery and marine resources from illegal fishing to allow their sustainable exploitation; capturing the value lost to illegal fishing could add 1.24% to Sierra Leone's GNP;
- help generate sustained additional government revenues through increased royalties and taxes: about \$27million of untaxed revenues are taken from Sierra Leone's waters every year.
- protect Sierra Leone's coast line from threats emanating from illicit drug trafficking, smuggling, piracy and other unlawful marine-based activities and add to Sierra Leone's national security.