

OUR MEMBERS

ACDI/VOCA

Citizens Development Corps/MBA Enterprise Corps. (CDC)

Citizens Network for Foreign Affairs (CNFA)

Coffee Quality Institute -- Coffee Corps

Florida Association for Voluntary Action in the Caribbean and the Americas (FAVACA)

EnterpriseWorks/VITA

Financial Services Volunteer Corps (FSVC)

Institute of International Education (IIE)

International City/County Management Association (ICMA)

International Executive Service Corps/Geekcorps/Financial Services Division

International Real Property Foundation (IRPF)

International Senior Lawyers Project (ISLP)

Land O' Lakes, Inc.

Opportunities Industrialization Center International (OICI)

Partners of the Americas

Winrock International

World Council of Credit Unions (WOCCU)

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CYPRUS

CYPEG



Volunteers for Economic Growth Alliance

Cyprus Partnership for Economic Growth (CYPEG) Program



*Achieving economic growth
in the world through
increased volunteerism*



CYPEG Objectives

The objective of the CYPEG program is to support the US Government's facilitation of the reunification of the island by supporting economic growth in the Turkish Cypriot Community (TCC) and provide island-wide economic interaction. The CYPEG Program is the first part of a longer-term, multi-year assistance package intended to support economic growth in the TCC. CYPEG has three distinct phases.

In Phase I of the program, three volunteers were deployed to assess need and opportunity. These included business development assistance, marketing assistance to productive sectors-specifically tourism and commercial banking. Additionally, the need for awareness of quality standards was also identified.

Activities in Phase II (Jan-March 2005) were based on the assessment undertaken in Phase I. Four volunteers were deployed and supported trade and business matching activities through the work of a Greek Cypriot consulting firm. Some of the accomplishments for this phase include: 73 Turkish Cypriot firms and 49 Greek Cypriot firms participated in the business matching program, 27 manufacturing companies and 10 hotels received advise on quality standards and 6 commercial banks received individual consulting sessions and business planning round-table discussions were held for 7 micro, small and medium sized firms.

In Phase III (April-June 2005) a business development volunteer has been deployed to continue activities encouraging trade between two communities, further the development of marketing planning for universities and work with Turkish Cypriot firms attending the Cyprus International Trade Fair at the end of May. Research activities will be continued regarding franchise opportunities, trade shows, and exportation of carob. A tourism marketing volunteer also has worked with individual firms to develop marketing materials and improve marketing skills.

CYPEG Details

Original contract:

November 30, 2004-March 31, 2005

Modification Extension:

April 1 - June 30, 2005

Composition of technical assistance (TA)

- ◆ No paid TA assignments.
- ◆ 10 total short term Volunteer assignments to be completed.
 - ◆ Three assignments: Business Development
 - ◆ Three assignments: Tourism and Marketing
 - ◆ One assignment: Menu planning for profitability
 - ◆ One assignment: Quality standards
 - ◆ Two assignments: Banking

Local Contracts

Two contracts with local Organizations

- ◆ One with a Local Trading firm to generate business transactions between the Turkish Cypriot and Greek Cypriot sides of island.
- ◆ One with a business service organization to provide support services to Turkish Cypriot firms attending an international trade fair located in Cyprus.

VEGA Overview

"VEGA is designed to greatly enhance the Agency's ability to partner with volunteer organizations that provide technical assistance in many areas of economic growth."

- Andrew S. Natsios, Administrator of USAID

The Volunteers for Economic Growth Alliance (VEGA) is the world's largest consortium of economic growth volunteer organizations providing technical expertise in private sector development. Collectively, VEGA has more than 350 years of experience in mobilizing American volunteers to support economic growth in developing countries (including post-conflict and transition), and in designing and implementing successful technical assistance projects across the spectrum of economic growth activities worldwide.

VEGA is demand driven and provides comprehensive resources with a single point of contact. Program designs are consolidated, but created through a collaborative process based on our members' extensive expertise in:

- ◆ **Private Sector Development**
- ◆ **Financial Services**
- ◆ **Agribusiness Development**
- ◆ **Opportunities for Rural and Urban Poor**

In addition to VEGA Member Organizations' expertise in implementing activities, VEGA professionals are available to assist donor organizations in designing and developing economic growth assistance projects to meet a country's specific needs. Given its experience in economic growth activities, VEGA members are able to employ best practices and volunteer assistance models that have been developed and tested by its member organizations over several years, and have proven successful. VEGA creates sustainable practices and institutions for the future, while assisting government and private sector partners overseas to build economic and trade links to American businesses, trade associations and skilled entrepreneurs.

