Overview: SIMA Development Strategy

- How did SIMA evolve?
  - Start up - assure routine output with project support
  - Improved client service - National and Provincial
  - Balance of data and market assessment
  - Facilitate others to using the data base
  - Integrated into MADER
- SIMA needs to diversify support via partnerships: keep public base, but add selected partners
- SIMA growth strategy: provide public good data with selected client
  - focused market analysis
  - decentralize services
  - don’t try to do everything
Main Services Provided by SIMA

- From 1991 to mid 1994: monthly bulletins with domestic market information
- In 1994: weekly bulletins with information on domestic markets
- In 1998: provides information on regional and int’l markets, in addition to domestic information
- In 2000, SIMA conducted its user needs assessment.
  - One of the major findings was that SIMA should have local-based, user-oriented branches.
- In 2001: a pilot program for strategic marketing information service was established in northern Mozambique since 2001.

Importance of Decentralization

- TIA results show that:
  - 35% of the national HH received market information (good but still a long way to go)
  - At provincial level it shows the impact of SIMAPs
    - Nampula: 67%
    - Manica: 50%
    - Gaza: 8%
  - Clear links with income and productivity demonstrated by regression analysis
Challenge 1: Institutional Home

- With SIMA within MINAG
  - Advantages
    - Access to public funding to provide strategic public good
    - Basic infrastructure
    - Nationwide presence, down to local levels
  - Disadvantages
    - Risk on decision autonomy
    - Delay on disbursement of funds
    - Lack of flexibility (e.g. revenue streams diverted to general funds)

Challenge 2: Sustainability

- Investment in human capital
- Provincial Marketing Information Systems (SIMAPs) new opportunity for:
  - Expansion in terms of:
    - Products to be included
    - Markets
    - Human capital
    - Diffusion efforts
  - Partnerships with local NGOs and private sector