



International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

# Updates from the International Trade Centre (ITC)

Supporting sustainable development through trade

*Anders Aeroe  
Director, Division of Enterprises and Institutions  
ITC*

*DCED Annual Meeting June 2018  
Toronto, Canada*



# Overview

1. Who we are
2. Where we focus
3. How we reach impact
4. How we measure success
5. Strategic outlook

# Trade as a means to reach the SDGs

ITC's mission is to foster **inclusive and sustainable economic development**, and contribute to achieving the **United Nations Global Goals for Sustainable Development**



# ITC's SDG focus



Based on 2017 project delivery

# Overview

1. Who we are
2. Where we focus
3. How we reach impact
4. How we measure success
5. Strategic outlook

## Focus on the bottom of the pyramid

+75% of ITC's project work takes place in:

- Least developed countries (LDCs),
- Small island development states (SIDS),
- Landlocked developing countries (LLDSs),
- Post conflict and fragile states,
- Small and vulnerable economies, and
- Sub-Saharan Africa

# ITC works at different levels to support SMEs

## Definition of SME competitiveness

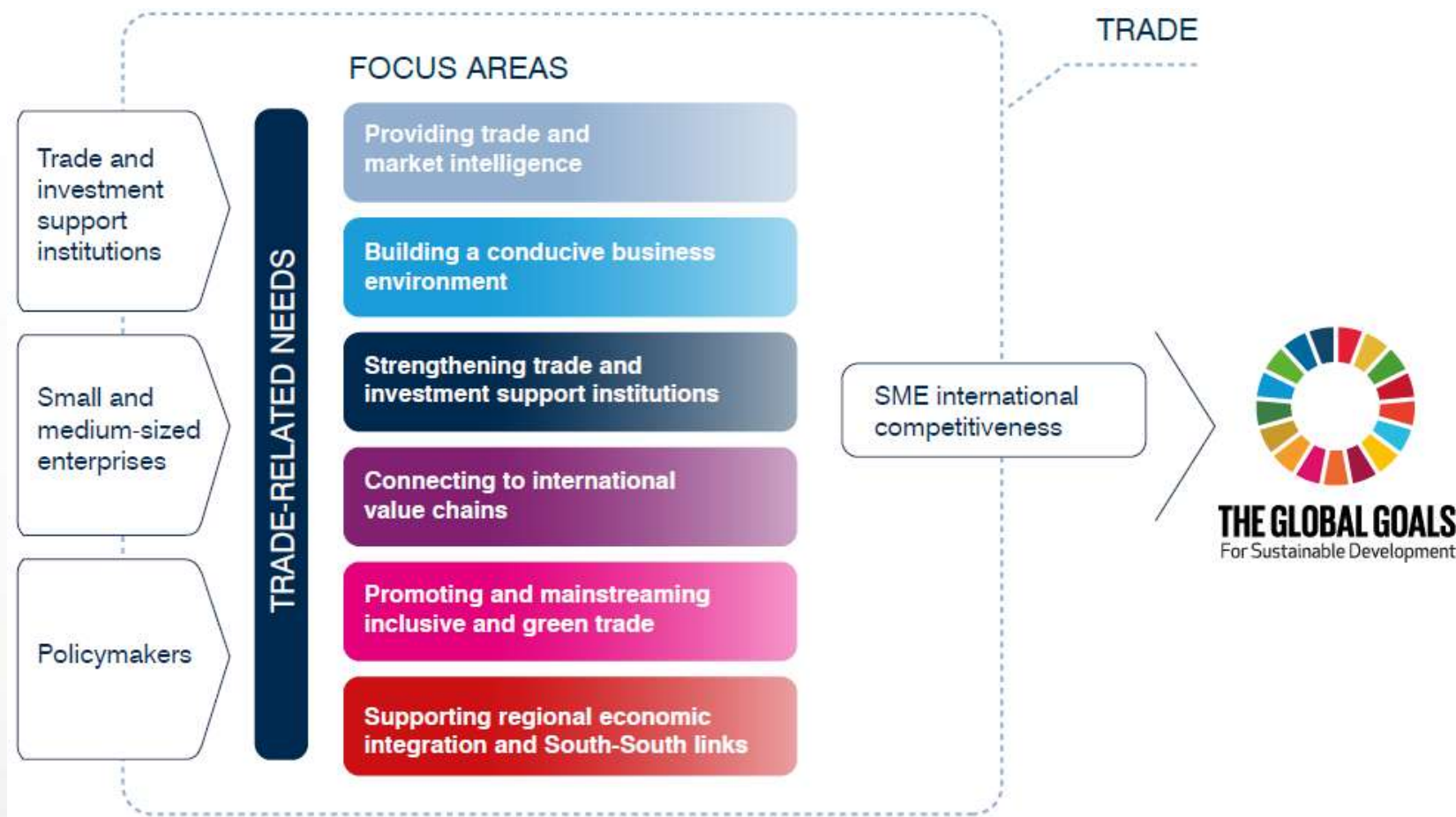
		1 Capacity to connect	2 Capacity to compete	3 Capacity to change
Levels				
A	Policy level			
B	TISIs			
C	SMEs			
D	Markets			

# Overview

1. Who we are
2. Where we focus
3. How we reach impact
  - Consolidation into 6 focus areas
  - Digital
  - Aggregating platforms
  - Private Standards
  - NTMs and Trade Facilitation
  - Data from SMECS
  - Youth
  - Investment
  - Climate resilience
  - Partnerships
4. How we measure success
5. Strategic outlook

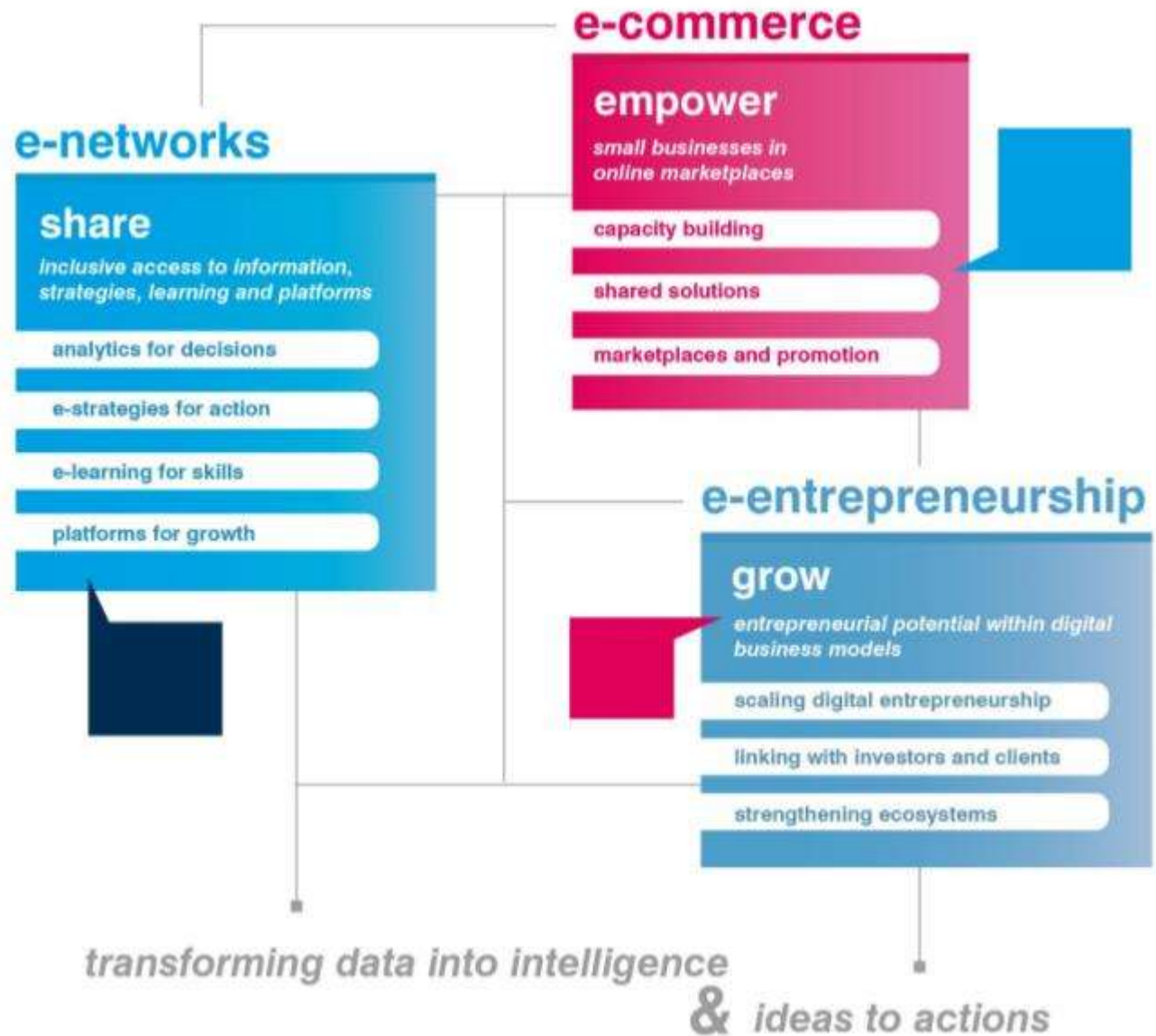


# ITC's focuses on 6 strategic areas

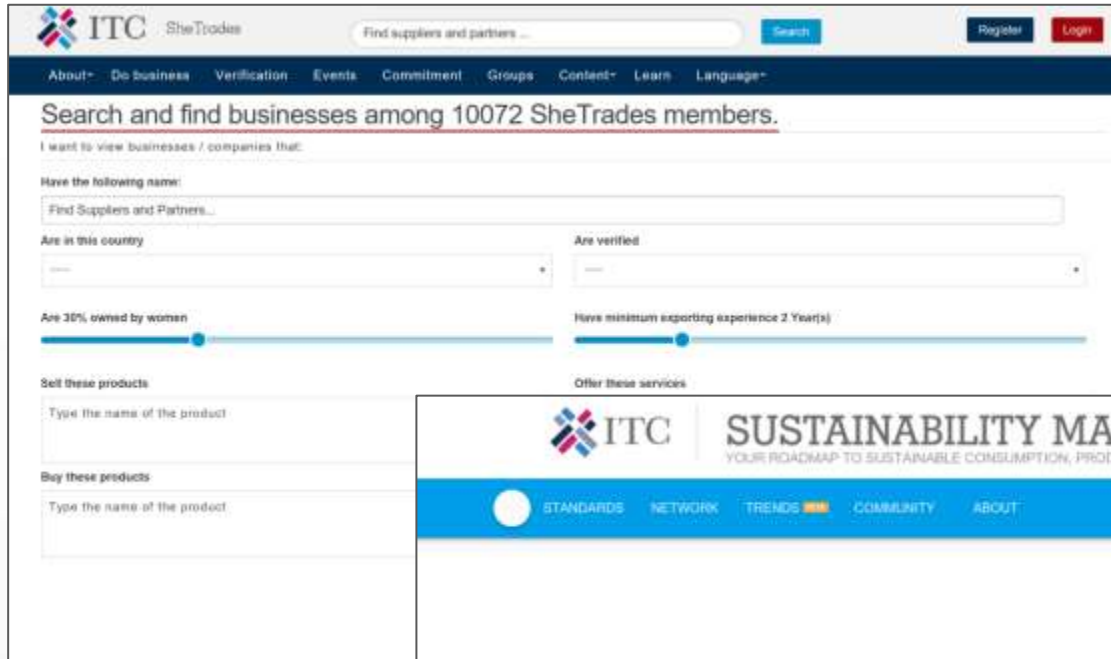


# ITC uses “digital” to reach scale

e-trade  
for impact



# Reaching scale via ITC's digital platforms



ITC SheTrades

Find suppliers and partners... Search Register Login

About Do business Verification Events Commitment Groups Content Learn Language

**Search and find businesses among 10072 SheTrades members.**

I want to view businesses / companies that:

Have the following name:

Find Suppliers and Partners...

Are in this country:

Are verified:

Are 35% owned by women:

Have minimum exporting experience 2 Year(s):

Sell these products:

Type the name of the product

Buy these products:

Type the name of the product

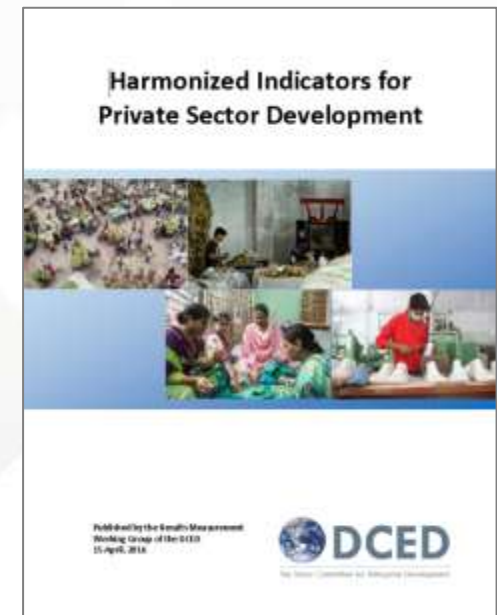
SheTrades



Sustainability Map

# ITC's SME Competitiveness Survey (SMECS)

- A global enterprise-level data collection exercise designed to measure the international competitiveness of enterprises.
- Can identify the strengths and weaknesses of enterprises, as well as track the soundness of their trade support ecosystem.
- Special focus on small and medium sized enterprises, but is also applicable to large firms.
- Is currently being used to measure the impact of ITC projects. The methodology is aligned to DCED's 2015 *Harmonized Indicators for Private Sector Development*.
- Data will be made available to government institutions, policy makers, researchers and other entities to help improve the environment for enterprises.



# SMECS is aligned to DCED

Type	Indicator	Unit	Definition	Guidance	Disaggregation
Impact	Number of full-time (equivalent) jobs supported	# jobs	<p>Number of jobs in the sector, value chain or companies targeted by the intervention at the end of the reporting period, converted to full-time equivalent. This includes individuals employed by target companies (direct jobs) as well as indirect jobs supported by the intervention.</p> <p>Also includes full-time equivalent jobs worked by seasonal, contractual and part time employees, and informal employment. Part-time/informal jobs are converted to full-time equivalent jobs on a pro rata basis, based on local definition (e.g., if working week</p>	<p>Measures direct and/or indirect jobs created or supported by a significant intervention. Should be measured before and after the intervention.</p> <p>If one wishes to estimate the number of jobs "created", one can subtract the baseline number of jobs supported by the number of jobs supported in the relevant reporting period, and convert to FTEs as needed.</p>	<p>By type of firm</p> <p>By type of approach/intervention (e.g., access to finance, value chain, etc.)</p> <p>By sex</p> <p>By urban/rural</p>

Outcome	Number of firms or individuals gaining access to a value chain	# of firms or individuals	Measures the number of firms or individuals that newly participate in a specific value chain. The value chain can be at the individual firm level (e.g., a major poultry firm) or for a particular sub-sector of the economy in a country (e.g., sugar sector)	<p>The value chain includes input supply, production, assembly, processing, wholesale, and export.</p> <p>Firms can include producers, input suppliers, distributors, wholesalers, and processors. In the agribusiness sector, the individuals are typically smallholder farmer households or wage workers. "Farming" includes crop production, forestry, animal production, aquaculture and fisheries.</p> <p>Should be calculated as a flow from the incremental change in number of participants at two different points in time</p>	<p>Individual vs. firm</p> <p>By type or size of firm (MSME, SME)</p> <p>By sex</p> <p>By age</p>
---------	--	---------------------------	--	---	---



# ITC's Youth Programme

## Enhancing youth employability and promoting entrepreneurship

- ✓ A **market-led** approach to improve the employability of youth and promote entrepreneurship
- ✓ Committed to the **Global Initiative on Decent Jobs for Youth**, to scale up action and impact on youth employment under the 2030 Agenda
- ✓ Supports **young women and men (18-35 years) and youth-owned MSMEs** in collaboration with TISIs, TVET institutions, incubators, private and public sector partners
- ✓ Delivers on **Global Goal 4** (technical, vocational and entrepreneurship skills) and **Global Goal 8** (decent work for all)



# ITC's Toolkit for Empowering Youth

## Economic opportunities for youth in value chains



- **Skills gap analysis** in priority economic sectors
- **Youth and Trade Roadmap** for policymakers to pursue twin goals: youth economic empowerment and trade competitiveness

## Skills for employability



- **Market-relevant skills training** in the ICTs, Agribusiness, Tourism and Textile sectors
- Building **capacity of TVET** institutions to **meet industry needs**
- Institutional **assessment and benchmarking** tools

## Promoting entrepreneurship



- **Trade Accelerator** for gazelle entrepreneurs
- **E-commerce** platforms to unlock opportunities in the digital economy
- **Mentoring and coaching** to guide young entrepreneurs
- **Access to finance** support: Mini-grants and Mini-loans schemes
- **Pitching competitions** to facilitate links to **impact investors**

# Supporting investments

Trade & Investment can be precursors of one another

**SMEs that trade internationally** are more competitive and hence **better prepared and connected to:**

- **receive direct investments**
- **Integrate into the supply chains of greenfield investments**

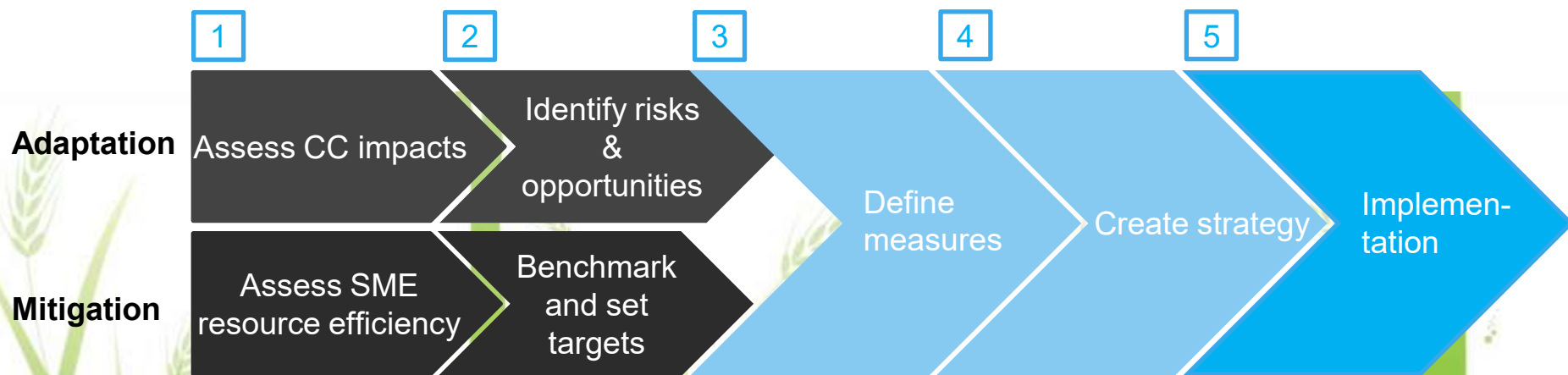


- **Investments into SMEs** can contribute to enhancing their **international competitiveness and ability to trade**
- **Greenfield investments** are a **trigger of economic growth** and can **create backward linkages** into the existing local economy and its SMEs



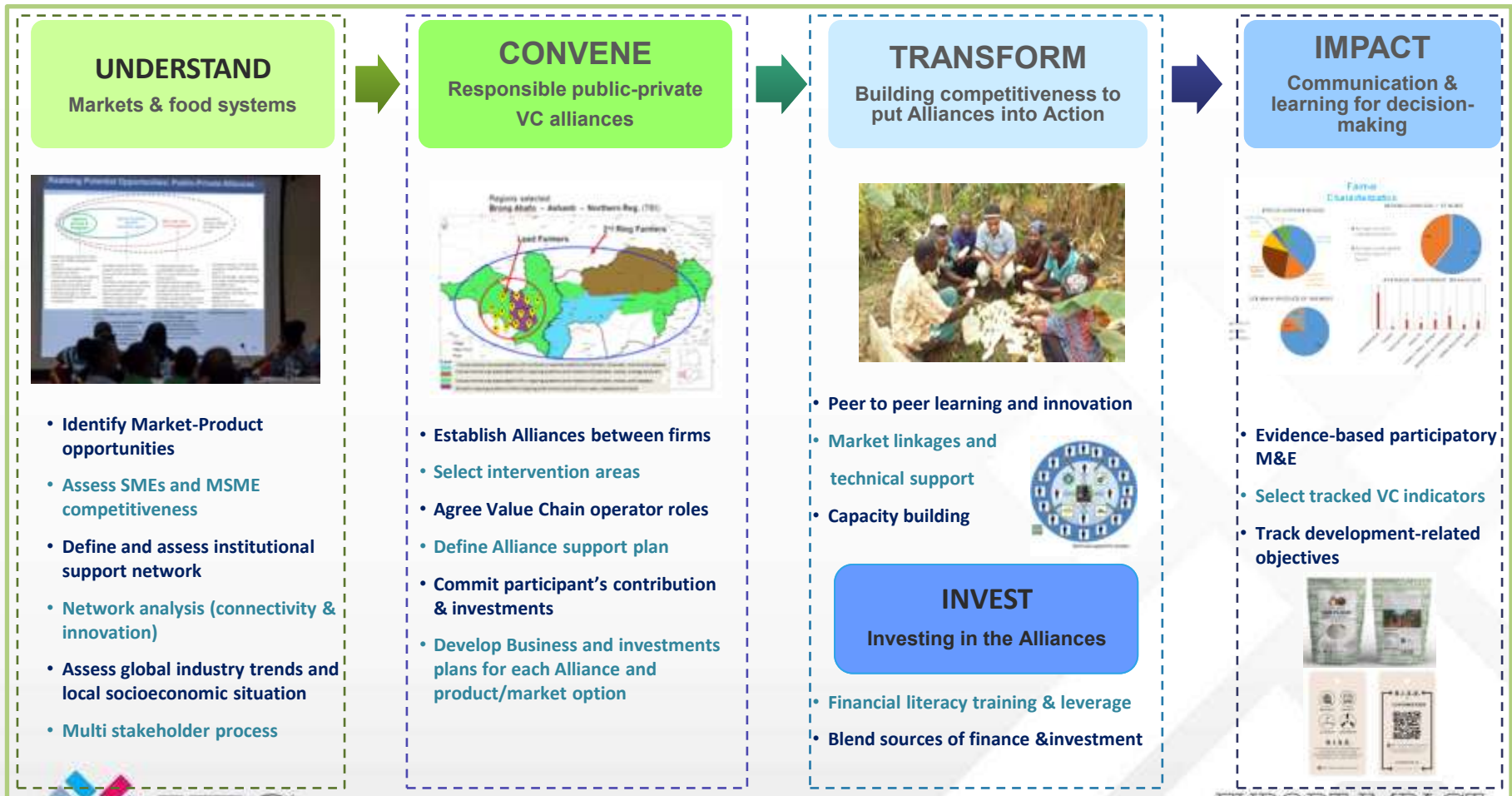
# Supporting enterprises to become climate resilient

ITC's Climate Resilience Toolkit: Adaptation and Mitigation



# Alliances for Action (A4A)

## Partnerships in value chains

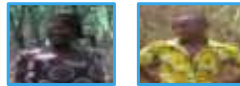


# Example: A4A partners in Ghana

## Cocoa Value Chain



### Producers



### Traders



### Processing / Manufacturing

### Exporters / Branding

### Manufacturers / Retailers / Exporters Abroad



## Yam Value Chain



# Overview

1. Who we are
2. Where we focus
3. How we reach impact
4. How we measure success
5. Strategic outlook

# Selected highlights of ITC's achievements in 2017



**\$1 -> \$14**

ITC leverages **each dollar in XB funding** into **\$14 of international export and investment transactions**



**157,000**

**additional users** of trade intelligence have **greater awareness of international trade** as a result of ITC support



**219**

**Trade and Investment Support Institutions (TISIs)** indicated ITC support helped them **improve operational and/or managerial performance**



**41%**

**of the 15,200 enterprises** that ITC supported to increase competitiveness **were owned, operated and controlled by women**

# ITC's corporate outcome indicators – gender-aggregated

## Strengthened integration of the business sector into the global economy

Number of male and female beneficiaries reporting greater awareness of international trade as a result of ITC support

Number of cases in which trade-related policies and/or strategies and/or regulations have been introduced or changed in favour of the international competitiveness of small and medium-sized enterprises, with business sector input, as a result of ITC support

## Improved performance of trade support institutions for the benefit of enterprises

Number of institutions reporting improved operational and managerial performance as a result of ITC support

## Improved international competitiveness of enterprises

Number of enterprises having made changes to their business operations for increased international competitiveness as a result of ITC support

*Percentile share of enterprises that are owned, operated, and controlled by women having made changes to their business operations for increased international competitiveness as a result of ITC support*

Number of enterprises having transacted international business as a result of ITC support

*Percentile share of enterprises that are owned, operated, and controlled by women having transacted international business as a result of ITC support*



# 2018 ITC Key Events – Join us!



International Trade Centre

2018 INTERNATIONAL BUSINESS FESTIVAL

**SheTrades Global**

Liverpool, 26-28 June 2018

<https://shetrades.com/event/shetrades-global/>

The poster features a red background with a central cluster of seven hexagons, each containing an icon and a number representing a theme: 1. Gender equality, 2. Trade, 3. Women's economic empowerment, 4. Women's leadership, 5. Women's entrepreneurship, 6. Women's innovation, and 7. Women's resilience.



International Trade Centre

11-12 September 2018, Lusaka, Zambia

**World Export Development Forum 2018**

Scaling up through trade: Skill - Innovate - Connect

**Scale Up through Trade!**

11-12 September: Learn about WEDF, see our programme and speakers!

The poster has a green and blue background with a pattern of white dots. It includes the ITC logo and the coat of arms of the Republic of Zambia.



International Trade Centre

#T4SDForum

**Trade for Sustainable Development Forum 2018**

1 - 3 October 2018

More information coming soon

The poster features a background of green wheat stalks and a white and blue geometric pattern on the left side.



WTPC CONFERENCE 2018

**TRADE AND INVESTMENT ECOSYSTEMS**

DELIVERING FOR GROWTH

25/26-30-18

PARIS

**World Trade Promotion Organization Conference and Awards 2018**

Register: <http://events-export.businessfrance.fr/wtpoparis2018-en>

The poster has a blue and red background with a diagonal design. It includes the ITC logo and the French flag.

# Overview

1. Who we are
2. Where we focus
3. How we reach impact
4. How we measure success
5. Strategic outlook



## Strategic outlook: Who will benefit? 2018-2021

ITC's primary clients are MSMEs.

At least 45% of ITC's client MSMEs will be female-owned or operated.

ITC intends to reach 15,000 MSMEs annually, connect 3 million women to market, build skills of 100,000 youth and catalyze \$100 million of investment deals by 2021.

## Strategic outlook: Where? 2018-2021

ITC will deliver at least 80% of its country-level assistance in least developed countries (LDCs), land-locked developing countries, small-island developing states, small vulnerable economies, post-conflict and fragile states, and sub-Saharan Africa.

ITC will prioritize work in the agricultural, green economy and services sectors as these have high potential for employment creation and inclusive growth.

## Strategic outlook: How? 2018-2021

To achieve its goals, ITC will design 20 key initiatives across its six focus areas and their programmes.

To leverage ITC funder investments, the organization will expand its partnerships and implement 20 efficiency and effectiveness initiatives in seven organizational areas.

Learn more: <http://www.intracen.org/itc/about/working-with-itc/corporate-documents/strategic-plan/>

# Thank you

Anders Aeroe

[aeroe@intracen.org](mailto:aeroe@intracen.org)

Tel. +41 22 730 0644



EXPORT IMPACT  
FOR GOOD