



# Introducing the ITC

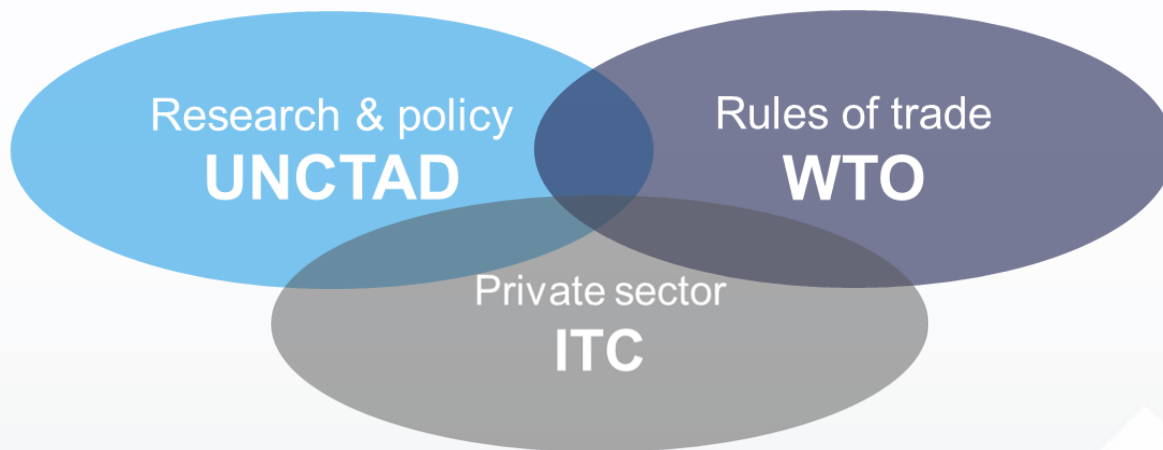
*Zeynep Ozgen*

*DCED July 9, 2014*



# What does ITC stand for?

A multilateral Agency dedicated to develop the international competitiveness of SMEs.



ITC is a unique development agency, 100% Aid for Trade, promoting:

- Integration of SMEs into regional and global value chains
- Vibrant, sustainable and inclusive economic development
- Capacity building of SMEs, trade supports institutions and policymakers
- A focus on LDCs, LLDCs, SIDs and SSA

# ITC's Vision and Goals

## Our Vision

- Fostering inclusive and sustainable growth and development through trade and international business development

## Our Goals

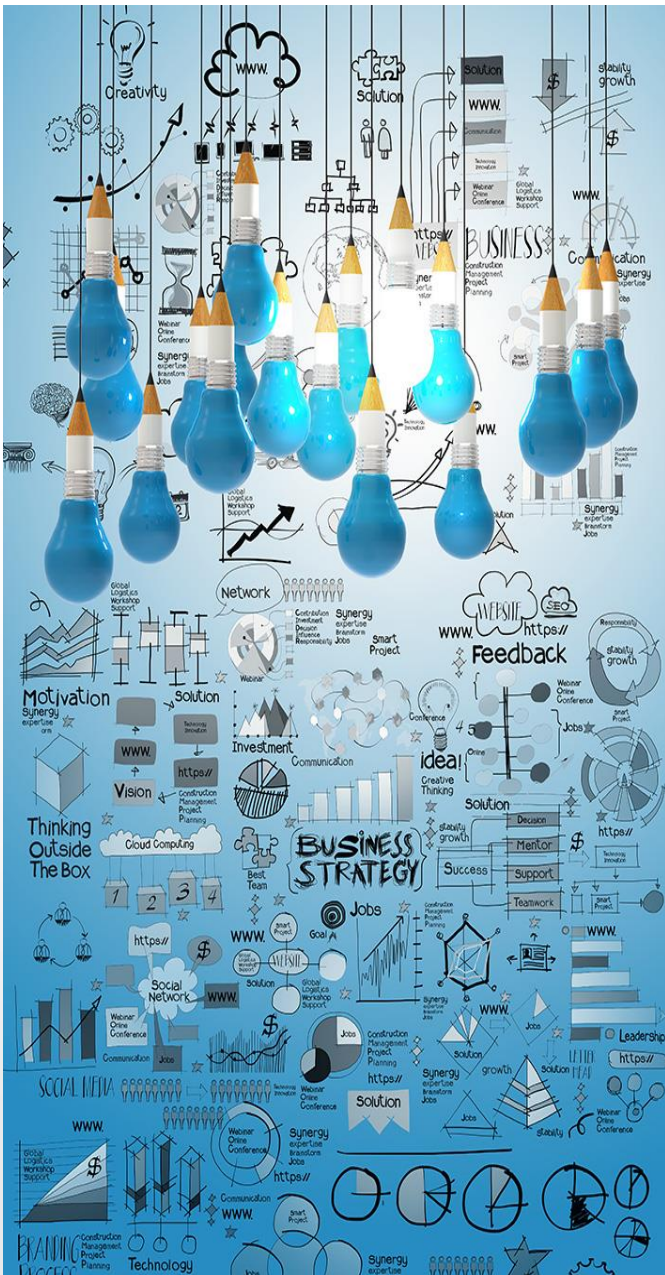
- Support **integration of the business sector** into the global economy
- Improve the **performance of trade support institutions**
- Enhance **international competitiveness of SMEs**



# ITC's Approach

## Our Approach

- Innovative, responsive and market-led approaches
- Partnerships with private sector, foundations, academia, other international organizations, emerging economies and other actors
- Budget: approx. USD 91 million for 2014 (regular and extra-budgetary funds)



# ITC in Figures - 2013



- 107 countries in which ITC is active
- 162 active projects in 2013
- 86.5 M\$ income & 83.5 M\$ expenditure

# ITC in Figures - 2013

## Key Achievements on SME Competitiveness

- 2,653 enterprises enabled to become export ready
- 18 export development strategies endorsed by national counterparts
- ITC assisted 244 companies formulating sound business plans
- 123 voluntary private standards mapped
- 665 enterprises have met potential buyers and transacted business
- 140 TSIs could improve their services and/or management capacities



## Key Achievements on Trade Facilitation

- Revised Trade Facilitation programme

# ITC in Figures - 2013

## Key Achievements on Regional Integration and South-South Trade

- Achievements include 5 million USD worth of new export orders for SMEs in Eastern and Southern Africa
- 150 million of export contracts facilitated between 14 African countries and 4 Mekong countries



## Key Achievements on the ITC's Outreach

- 340,000 registered users of ITC market analysis tools
- Monthly audience of 1.2 million people

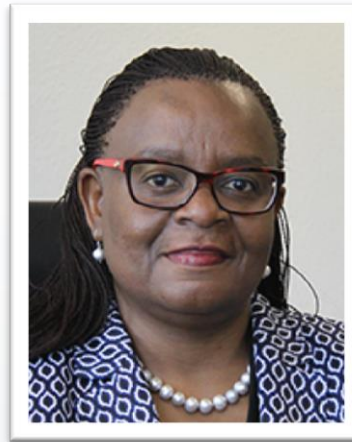


# ITC in 2014

- ITC is celebrating its 50<sup>th</sup> anniversary in 2014.
- Recent Management Change:



Arancha González  
*Executive Director*



Dorothy Ng'ambi Tembo  
*Deputy Executive Director*

- Impact Survey
- ITC Evaluation
- Strategic Plan 2015-17



# ITC in 2014

## Corporate Impact Evaluation

- Literature review
- Impact analysis of selected ITC programs
- Impact oriented survey of SMEs
- Impact seminar for donors and technical experts
- Develop an Impact Evaluation Strategy for the rest of portfolio
- Explore impact evaluation partnerships
- Embed impact into project design

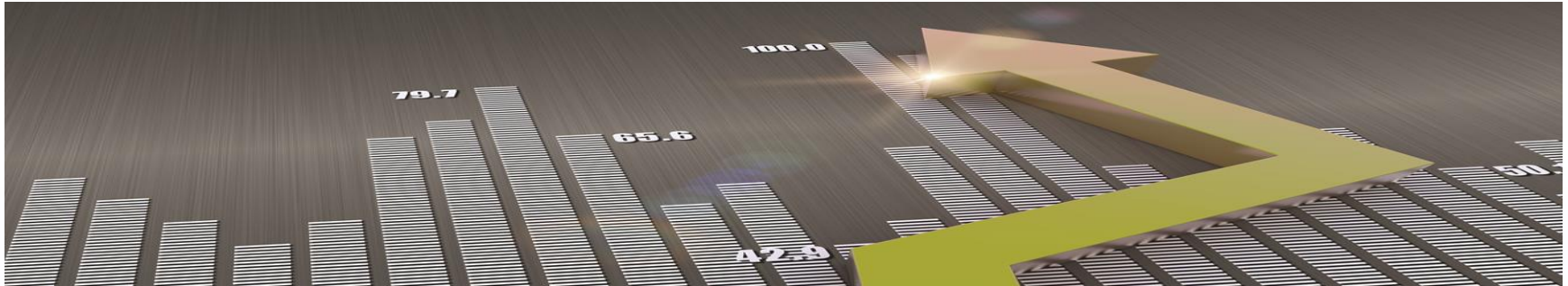
# ITC in 2014

## Internal Evaluation Process

Key findings included:

- Improved management and accountability
- Growing demand
- Responsive, effective and efficient service provision
- Donors should take greater advantage of ITC and its services
- Requires continued and enhanced funding to fulfill its mandate
- ITC needs to enhance its visibility, engagement and effectiveness

# ITC in 2014



## Strategic Plan 2015-17

ITC's way forward is based on two principles, namely:

### “Delivering more”

- Higher quality outcomes and more beneficiaries
- Better-defined priorities
- More visibility
- Key contributor to the post 2015 debate

### “Delivering better”

- Improving the quality of ITC's technical work
- Enhancing efficiency
- Deliver value for money
- Enhancing management processes

# ITC Priorities in 2014



Trade and market intelligence for SME competitiveness



Supporting regional economic integration and South-South trade



Connecting to value chains: SME competitiveness, diversification and links to export markets



Strengthening trade and export institutions



Promoting and mainstreaming inclusive and green trade, as well as contributing to the post-2015 development agenda in general



Building a conducive business and policy environment through public-private partnerships