

International Trade Centre Update



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Structure

- 1 The International Trade Centre
- 2 2016 ITC interventions - Doing more, better
- 3 Key programmes and initiatives
- 4 ITC's approach to strengthening the role of MSMEs in rural transformation
- 5 2017 Key events – Join us!



Overview of ITC

Our mission

To foster inclusive and sustainable growth and development through trade and international business development



Our goals

Strengthen the **integration of the business sector** of developing countries into the global economy

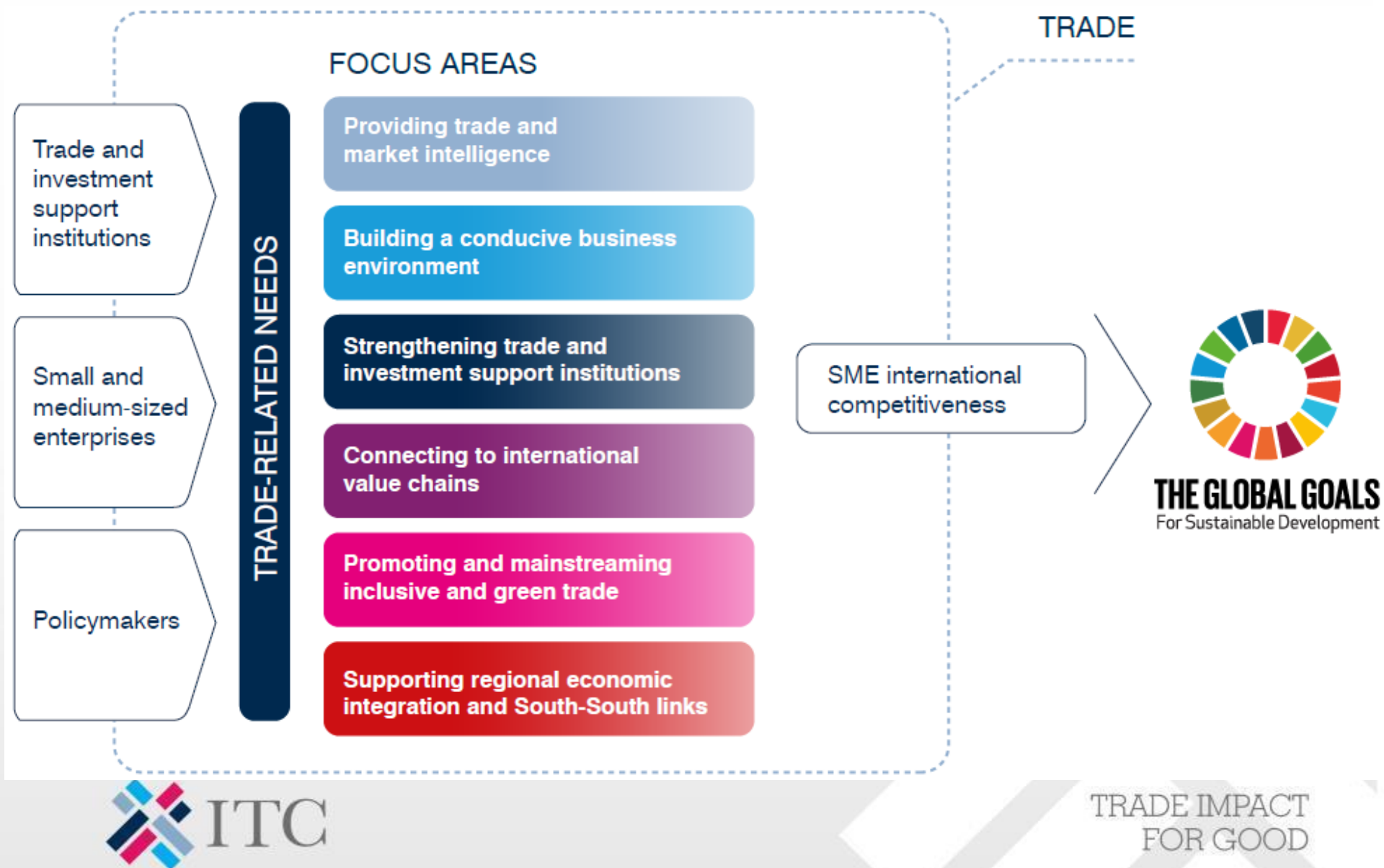
Improve the performance of **trade and investment support institutions** for the benefit of SMEs

Improve the international competitiveness of **SMEs**



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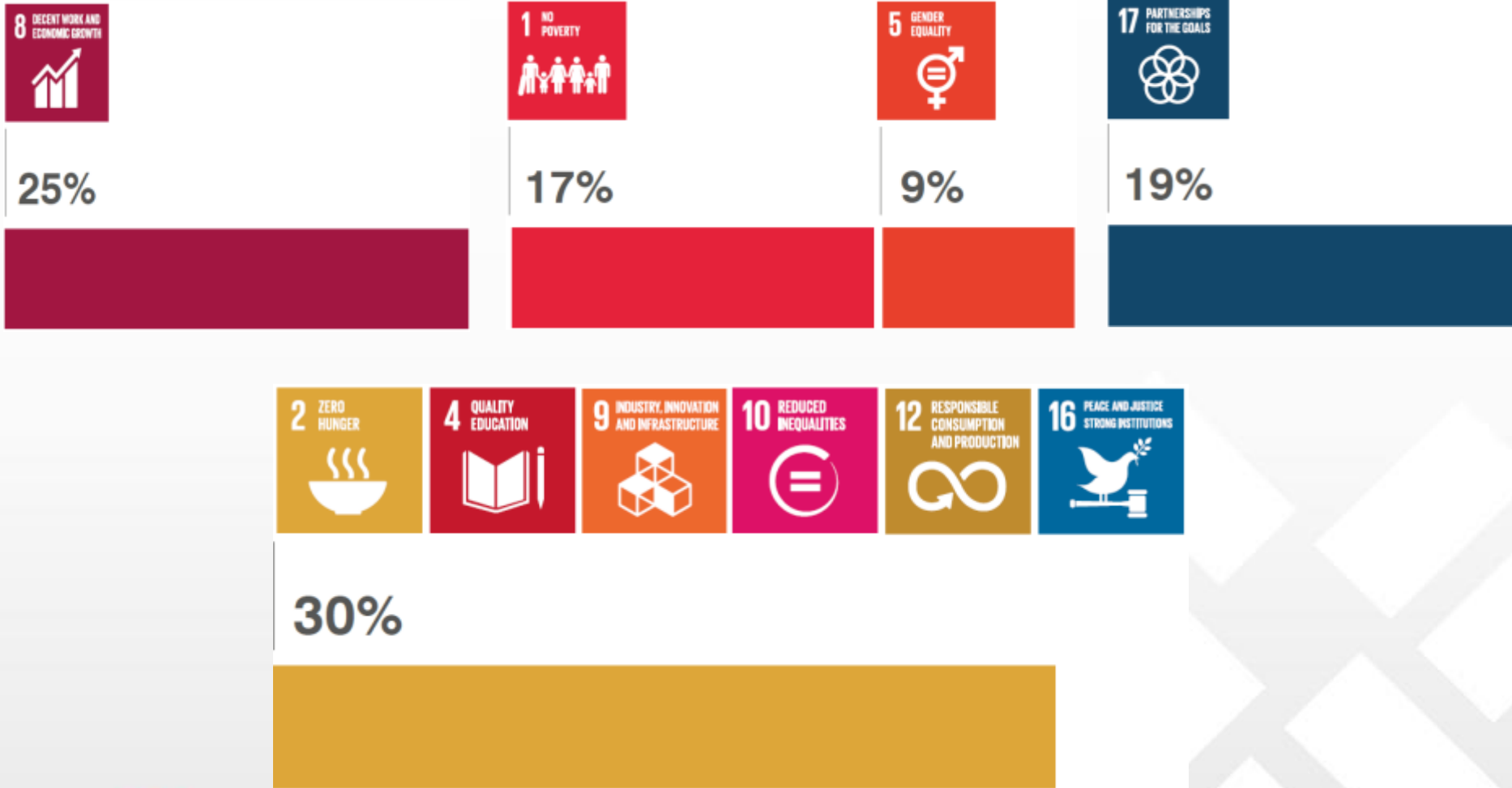
ITC's Focus Areas



The Global Goals are ITC's Goals



How ITC projects link to the individual SDGs



The background features several overlapping, semi-transparent rectangular blocks in shades of teal, pink, and blue, arranged in a dynamic, non-grid pattern. A horizontal white band with thin blue borders above and below it runs across the middle of the image.

2016 ITC interventions: doing more, better

ITC 2016 in numbers

Improved international competitiveness of enterprises

6 500



additional enterprises were supported to improve their international competitiveness or to meet buyers with whom they subsequently transacted business (biennium target: 14 000)

22 000



participants in ITC training courses (biennium target: 20 000)

Strengthened integration of the business sector into the global economy

233 000



additional users of trade intelligence have greater awareness of international trade as a result of ITC support (biennium target: 175 000)

Improved performance of trade and investment support institutions (TISIs) for the benefit of enterprises

170



TISIs indicated ITC support helped them improve operational and/or managerial performance (biennium target: 400)

Empowering women in the global economy

51%



of the 6 500 additional enterprises referenced above were owned, operated and controlled by women. (biennium target: 40%)

600 000



Signatories to the SheTrades initiative pledged to connect 600 000 women entrepreneurs to international markets by 2020 (2020 target: 1 million)

ITC 2016 key performance indicators



\$1 → \$14

ITC leverages each dollar in XB funding into \$14 of international business transactions



\$85.4 million

ITC's delivery across all budgets



\$685 million

in estimated export and investment value resulting from ITC market intelligence, business connections and support to TISIs



\$78 million

XB funds raised for 2017 and beyond (target: \$95 million)



\$201 million

in pipeline projects laying foundation for future growth (target: \$175 million)



Key programmes and initiatives

Providing Trade and market intelligence

Transparency in Trade



\$300 million in trade transactions enabled by ITC market intelligence tools



>600 000 registered users of ITC market analysis tools; 3 500 downloads of mobile app



2.8 million visits to Trade Map: 1 visit every 11 seconds – 28% increase over 2015



47 new video tutorials on trade analysis; over 1 500 enrollments



1 331 downloads of 2016 SME Competitiveness Outlook following publication in October

Competitive Intelligence



Trade information portal created in Zimbabwe



Enabled TISIs in 3 African countries to make market data more accessible to clients

Non-tariff measures



NTM surveys in 13 developing countries



> 18 000 trade-related regulations for 90 countries documented in Market Access Map tool



Building a Conducive Business Environment

Trade Development Strategy



9 strategy solutions delivered in 7 countries



Established 13 public-private dialogue platforms to manage, monitor and measure strategy implementation



Supported strategy implementation in 4 countries

Trade Facilitation



6 countries ITC worked with ratified the WTO Trade Facilitation Agreement



11 countries countries assisted to estimate needs for technical and financial assistance to implement TFA obligations



> 2 000 women in Burundi, Tanzania, and Uganda joined ITC-backed network for informal cross-border traders

Supporting Trade Negotiations



Supported Sudan's preparation of Memorandum of Foreign Trade Regime and Legal Action Plan for WTO accession

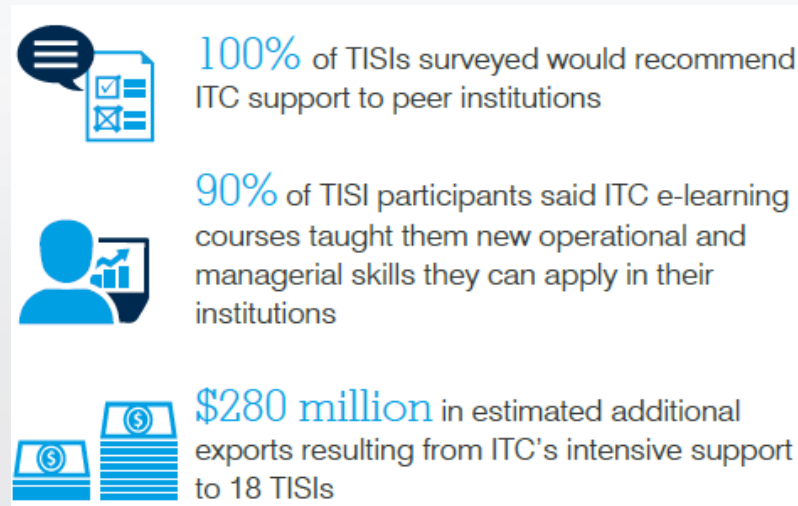
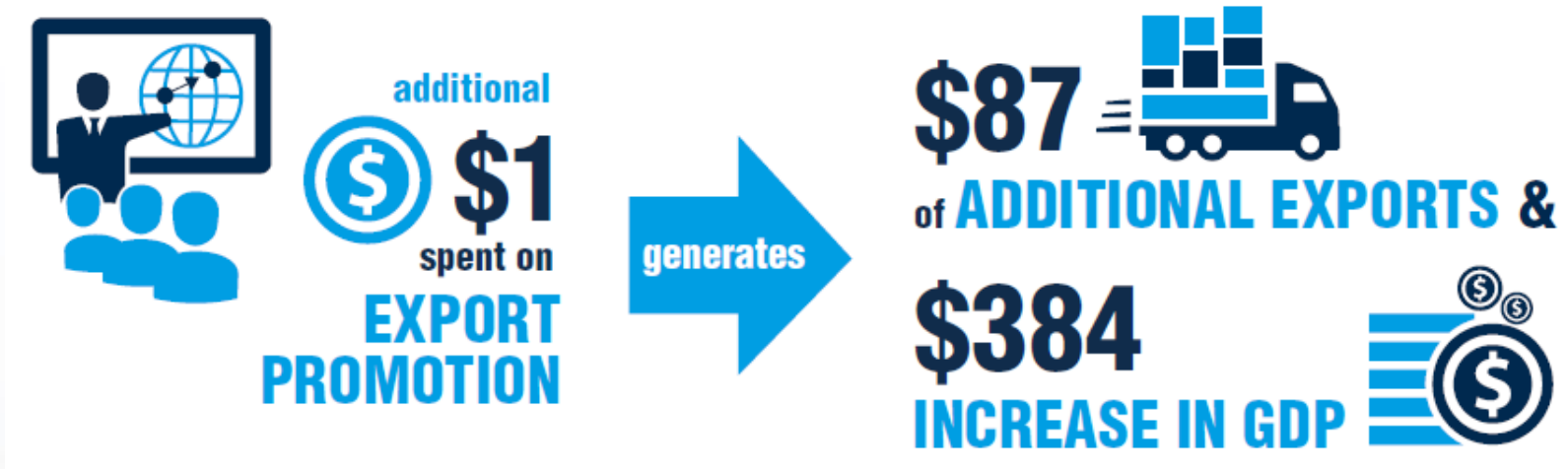


Supported the Comoros in revamping investment code



Assisted Tonga in drafting National Trade Policy Framework

Strengthening Trade and Investment Support Institutions



Connecting to international value chains

Value Added to Trade



Targeted sector development projects created
> 1,200 jobs



Over **\$20 million** worth of additional
exports generated



Over **560 companies** benefited from
ITC technical assistance



E-Commerce Caravan

'E-Commerce Caravan' in Switzerland for SMEs from Côte d'Ivoire, Ethiopia, Morocco, Rwanda, Senegal and Syria. Pop-up stores in Geneva and Zurich allowed more than 70 firms to showcase goods ranging from foods to cosmetics and clothes directly to prospective customers and generated over \$60,000 in sales in person and online, in addition to a substantial uptick in internet traffic.

E-Solutions



Over **\$60 000** in sales generated by
'E-Commerce Caravan' for SMEs from Morocco,
Côte d'Ivoire, Senegal, Ethiopia and Syria



1 000 customers bought goods from
the firms

Promoting and Mainstreaming Inclusive and Green Trade

Empowering Women to Trade



Commitments to connect **600 000** women entrepreneurs to market by 2020



\$11 million in business leads for women-owned companies

Trade and Environment



Higher prices and better market access for **1 800** Peruvian cocoa smallholders



Aynok'a community brand launched to help Peruvian cooperatives capture price premiums for organic quinoa

Youth and Trade



12 youth-owned SMEs working with trade accelerator in Morocco



Empowering Poor Communities to Trade



216% increase in income for artisans in Haiti



400% increase in income for artisans in Burkina Faso and Mali



Production hubs connected to **35 international** and **19 local buyers**

Supporting Regional Economic Integration and South-South Links

Boosting Regional Trade



\$1 million in exports by Kenyan mango companies



South-South Trade and Investment



\$60 million in investment and trade deals under negotiation among companies from China, Ethiopia, India, Kenya, Rwanda, Singapore, United Republic of Tanzania and Uganda



\$15 million in international orders for pulses from Ethiopia, Kenya and the United Republic of Tanzania

Partnering with the Private Sector, for the Private Sector

Supporting SME Growth and Job Creation

- ✓ The private sector - an increasingly important partner in delivering our work
- ✓ Companies that do business across borders have the expertise SMEs need.
- ✓ Only the private sector, together with better domestic resource mobilization, can leverage development financing flows from the billions in traditional donor assistance to the trillions needed to meet the post-2015 development agenda.
- ✓ We work with the private sector, for the private sector. The goal is to create virtuous circles.
- ✓ When Bosch helps Kenyan SMEs boost their competitiveness, it may well be creating future customers for its household appliances. When ITC and DHL join forces to implement a programme of logistics advisory services for SME competitiveness, it lowers logistics costs, ensures quicker customer response and delivery time for SMEs. It ensures greater logistics skills and export preparedness for benefiting SMEs.



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ITC's approach to strengthening the role of MSMEs in rural transformation

Trends



75% of workers are engaged in agriculture and food systems



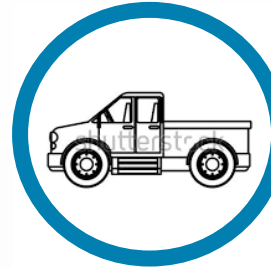
80% of food is produced by smallholder and family farmers



75 % of the world's hungry poor are living in rural areas



Rising Inequalities: lack of linkages in market access impacting rural communities livelihood



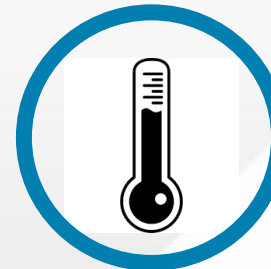
80-90 % of national food consumption is from domestic supply chains



1.3 billions of food losses each year



3% Urbanization growth rate in developing countries



21.5 million people per year displaced due to climate change

Some constraints for rural SMES to reach local and international markets



Access and cost of energy



Clean water and food safe system



Connection to markets, information, training and adapted technology



Infrastructure and support policies



Access to market, buyer and finance information



Lack of skills and access to quality inputs

ITC approach to linking MSME's to agribusiness and food systems



Public-Private Alliances for improved competitiveness



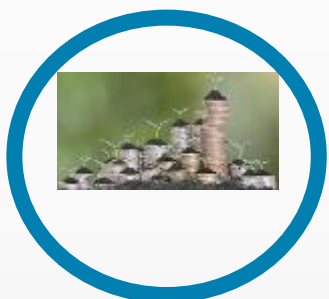
Add value and diversify incomes in rural areas



Decent job creation in rural areas and income generation



Promote green and appropriate technology



Product and market development



Empowerment of vulnerable populations



Promote market linkages, investment and innovation systems



Favorise rural hubs



Ensure safe and nutritional food

Case study: Ghana- Yam flour and cocoa

Challenge: Rural communities in Ghana suffer from food and income insecurity due to a prevailing focus on the production of cash crops..

Solution proposed: through Alliances for Action, value chain stakeholders are joining forces with farmers to form private public partnerships and develop business linkages that improve livelihoods and value addition.

Impact:

- **Rural value addition partnerships:** more sustainable linkages with yam and cocoa buyers; new products and markets developed
- **Income increase for cocoa farmers:** 22% overall average revenue increase for cocoa lead farmers selling food crops to new buyers;
- **Gendered impact:** Resulted in male farmers committing to empower women economic activities; 102 women farmers reported improved skills in ability to diversify business in export-related operations; 390 women entrepreneurs met with buyers;
- **Environment:** Sustainable food crop and cocoa production. Yam production practices implemented and environmentally sustainable. Renovation of the cocoa plantations system through agroforestry;
- **Processing and Value addition activities:** Agro-processing SME's trained in improving processing, efficiency and reducing cost of doing business; Yam Flour product line and website developed in partnership with Ghanaian influencers;
- **Participatory M&E:** Each project partner selected relevant indicators and farmer baseline characterization tool developed to monitor follow-up and evaluate the impact of the project.

Partners:



STUDIO 189



ITC – FAO Joining forces

“Improving food packaging in Small and Medium sized Agro-Enterprises in Sub-Saharan countries”

- Provide guidance to actors in the agri-food sector and governments on appropriate food packaging systems including
- In order to:
 - Reduce post-harvest damage and loss
 - Improve food quality, shelf-life and safety
 - Improve SMAEs competitiveness
- Through:
 - Training the Trainers in Packaging
 - Design & Implementation of packaging centres





2017 Key events – Join us!

25-26 October 2017, Budapest, Hungary

World Export Development Forum 2017

Trade – A force for good: Include, Innovate, Integrate

- ✓ ITC's flagship event: unique global conference and B2B matchmaking platform dedicated to supporting trade-led development
- ✓ 600 policymakers, business leaders, heads of national trade & investment support institutions, international agencies
- ✓ High-level plenaries, interactive workshops and B2Bs
- ✓ Contact: wedf@intracen.org



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INTERNATIONAL FORUM ON WOMEN AND TRADE

20 JUNE 2017
BRUSSELS | BELGIUM
9:30 TO 18:00



DOWNLOAD AND SHARE

#SheTrades

The event will be an opportunity for policymakers, the business community and civil society organizations to convene and galvanize support for inclusive trade policy and ITC's [SheTrades](#) initiative to connect one million women to market by 2020, using trade as a lever for women's economic empowerment.

Contact: TRADE-AND-WOMEN-2017@ec.europa.eu



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THANK YOU

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