



International
Trade
Centre

TRADE IMPACT
FOR GOOD

ITC Update

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Senior Trade Training Officer, ITC

DCED Annual Meeting
Copenhagen, 18 June 2015



Agenda

1

Overview of ITC

2

Key programmes and initiatives

3

Key events

Overview of ITC



Our mission

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

Our goals



ITC is a unique development agency



Has a **clear focus** on helping SMEs internationalise



Operates under the **joint mandate** of the UN and WTO

100% Aid for Trade (A4T)

Universal **membership** and **neutrality**



Works with the **private sector** to support private sector development



Operates at government, Trade and Investment Support Institutions (TISIs) and SME levels to promote trade

Adaptability and **agility**



What makes ITC unique



50 years
of trade impact for good

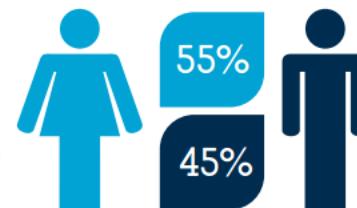


25 546
participants (42% women)
in 497 capacity-building
workshops

427 269
registered users of
Market Analysis Tools



306
ITC staff representing
79 nationalities
(31 Dec. 2014)



35
export development
strategies endorsed by
national counterparts



88.7 million
ITC's total expenditure
(gross), in US\$

957
enterprises met potential buyers
and transacted business as a
result of ITC support



1.2 million
visitors to
ITC's website



ITC 2014 in numbers - Overview



104
active projects in 96
countries

ITC 2014 in numbers - Results

Integrating SMEs into the global economy through trade intelligence and enhanced policy support

154 863



additional users of trade intelligence saying ITC support helped decision makers integrate trade into national development strategies
(target: 76 500)

4 023



additional clients indicating that ITC support helped them understand the trading system and enabled decision makers to create an environment conducive to business
(target: 1 000)

220



additional instances in which ITC analysis and support enabled decision makers to incorporate business sector views into their positions in trade negotiations
(target: 63)

Enhancing trade and investment support institutions (TSIs) and policies

416



TSIs indicated ITC support helped them improve managerial performance and/or support services for SMEs
(target: 60)

53



institutions reported improvements resulting from membership in ITC-supported networks
(target: 43)

48



institutions reported ITC contributed to improved trade promotion and export development policies
(target: 43)

Strengthening SMEs' export capacity

517



additional enterprises indicated ITC training enabled them to formulate sound international business strategies
(target: 650)

1 001



additional enterprises became export-ready through ITC training
(target: 950)

957



additional enterprises met potential buyers through ITC support, and transacted business as a result
(target: 800)

362



additional women-owned enterprises ITC helped to improve export-related skills or connect to new potential new buyers
(target: 350)

Innovative

Responsive

Our approach

Market-led

The partner

1

Trade and market
intelligence for SME
competitiveness

2

Supporting regional
economic integration
and South-South
links

3

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

Our response – Integrated solutions in 6 focus areas

4

Strengthening trade
and investment
support institutions

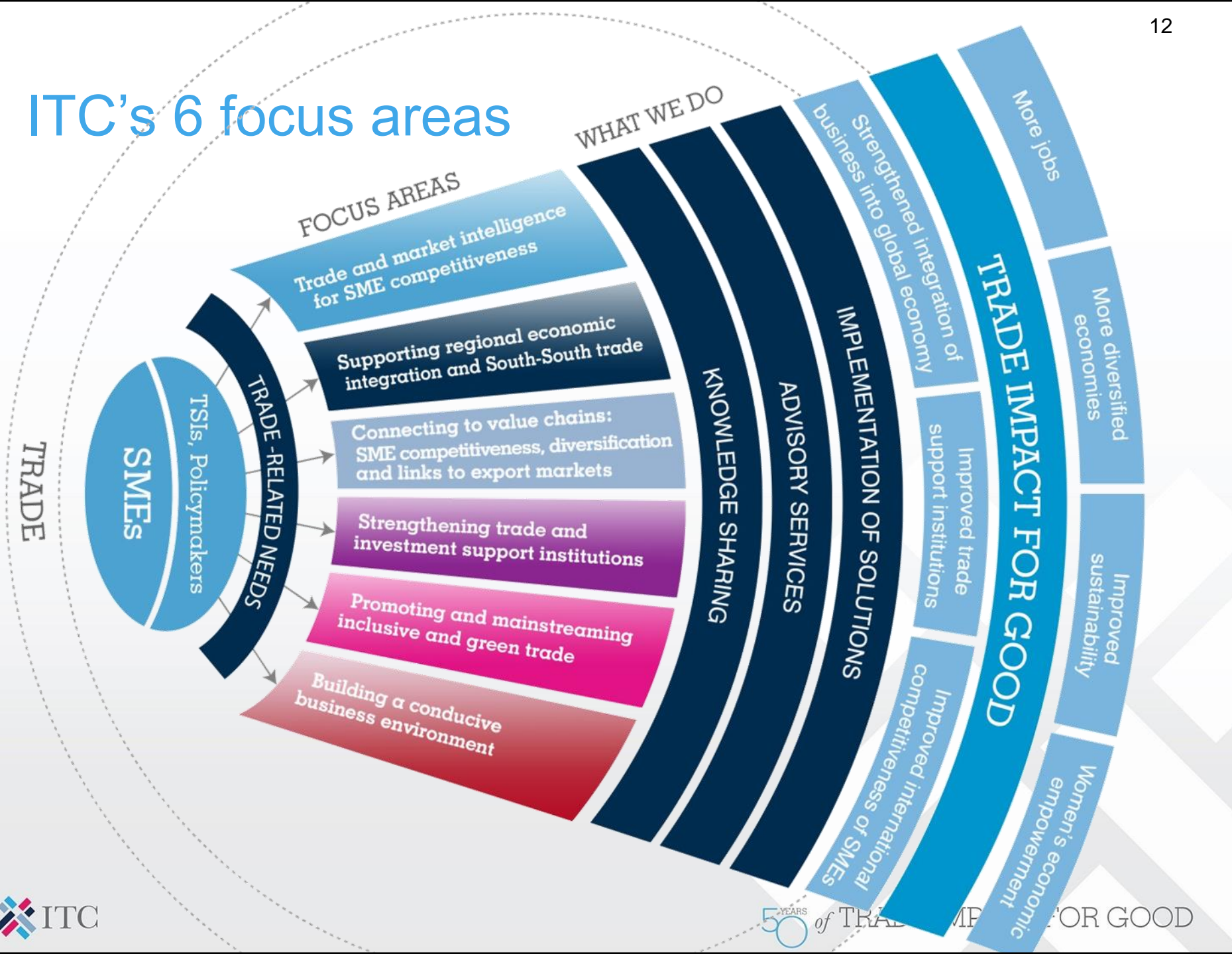
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Promoting and
mainstreaming
inclusive and green
trade

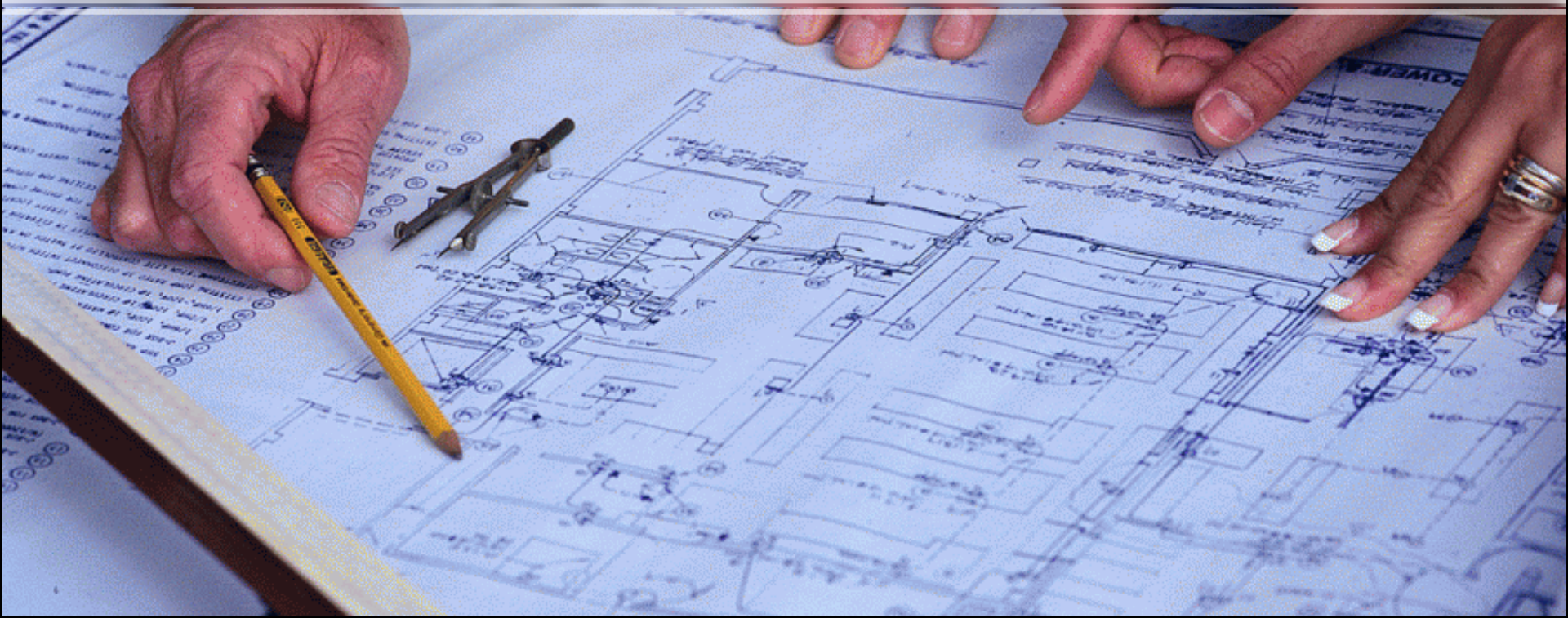
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Building a conducive
business
environment

ITC's 6 focus areas



Key programmes & initiatives



Programmatic approach



Connecting SMEs to global value chains through private sector partnerships

- Adding value through supplier development, better logistics & lean management (Bosch & DHL, Kuehne Foundation)
- Linking women's business enterprises from the Pacific to International Trading Companies (Olam International)
- Linking women's business enterprises in East and Central Africa to the coffee value chain (Illy Coffee)



Supporting regional economic integration and south-south trade

- **Supporting India's Trade Preference for Africa (SITA)** – Building trade capacities of 5 East African countries linking them with India's expertise through sharing of knowledge, technology and lessons learnt

Promoting and mainstreaming inclusive and green trade

- **Women & Trade** – CALL TO ACTION to take 1 million WBEs to market by 2020 (Sao Paulo, 1 September 2015)
- **Youth & Trade** – Youth entrepreneurship & incubators (pilot Trade Accelerator in Morocco, 2015)
- **Ethical Fashion Initiative** – Connecting artisans in poor communities to global fashion chains
- **Green Trade** – Sustainability of sourcing, climate-smart agriculture for export value chains, Green Technologies
- **Working with Refugees** – Linking refugees in Dadaab, Kenya to market opportunities through IT-related work

Innovation and new technology

- **Expanding e-commerce in Africa (IvoryMall)** – Enabling SMEs to trade online
- **Virtual marketplaces** – Enabling SMEs in Tunisia, Morocco and Jordan to connect to VMPs. Partnering with the World Bank (2014)
- **Export potential methodology** – Helping countries identify sectors and markets offering promising prospects for export success
- **SME Trade Academy** – Pragmatic online courses for skills development on trade-related topics



Key events





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QDB

بنك قطر للتنمية
QATAR DEVELOPMENT BANK



Key Topics

- **SME competitiveness outlook** – Launching of new ITC flagship publication
- **Technological innovations & entrepreneurship**
- **Innovative funding** to internationalize SMEs
- The **role of FDI** in trade and sustainable development
- **Trade in services** – Potential of tourism

World Export Development Forum 2015

20-21 October, Doha

**Sustainable trade:
Innovate, invest, internationalize**

ITC's Women Vendor Exhibition & Forum

2-3 Sept., Sao Paulo

Linking women vendors to markets through training and buyer-seller meetings



International Conference on Financing for Development

July 2015, Addis Ababa

Side event on Leveraging Public & Private Funds for Inclusive Economic Growth and Social Impact: case of Fashion Value Chain

WTO

5th Global Review of Aid for Trade

30 June - 2 July, Geneva

ITC's sessions on integrating developing countries into the global economy



A close-up photograph of a person's hand holding a small, rectangular, yellow sticky note. The hand is positioned in the center of the frame, with the thumb and index finger gripping the edges of the note. The sticky note is held flat, displaying the words "Thank You" written in a black, cursive script. The background is a soft, out-of-focus light gray, suggesting an indoor setting. The lighting is even, highlighting the texture of the skin and the smooth surface of the sticky note.

Thank
You

