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

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
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
- **Adaptability** and **agility**
- Operates at government, Trade and Investment Support Institutions (TISIs) and SME levels to promote trade
ITC 2014 in numbers - Overview

- **50 years** of trade impact for good
- **427,269** registered users of Market Analysis Tools
- **35** export development strategies endorsed by national counterparts
- **957** enterprises met potential buyers and transacted business as a result of ITC support
- **25,546** participants (42% women) in 497 capacity-building workshops
- **306** ITC staff representing 79 nationalities (31 Dec. 2014)
- **88.7 million** ITC’s total expenditure (gross), in US$
- **1.2 million** visitors to ITC’s website
- **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
Our response – Integrated solutions in 6 focus areas

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

4. Strengthening trade and investment support institutions

5. Promoting and mainstreaming inclusive and green trade

6. Building a conducive business environment
ITC’s 6 focus areas

FOCUS AREAS

- 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 investment support institutions
- Promoting and mainstreaming inclusive and green trade
- Building a conducive business environment

WHAT WE DO

- 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 investment support institutions
- Promoting and mainstreaming inclusive and green trade
- Building a conducive business environment

IMPLEMENTATION OF SOLUTIONS

- Strengthened integration of business into global economy
- Improved trade competitiveness of SMEs
- Improved international reach of SMEs
- Improved trade support institutions
- Improved trade integration of SMEs
- Improved trade facilitation of SMEs
- Improved trade competitiveness of SMEs
- Improved trade support institutions
- Improved trade integration of SMEs
- Women’s economic empowerment
- Improved trade facilitation of SMEs
- Improved trade competitiveness of SMEs
- Improved trade support institutions
- Improved trade integration of SMEs
- Women’s economic empowerment

TRADE IMPACT FOR GOOD

- More jobs
- More diversified economies
- Improved sustainability
- Women’s economic empowerment
- Improved trade facilitation of SMEs
- Improved trade competitiveness of SMEs
- Improved trade support institutions
- Improved trade integration of SMEs
- Women’s economic empowerment
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- Improved trade integration of SMEs
- Women’s economic empowerment
Key programmes & initiatives
Programmatic approach

- Competitive Intelligence
- Non-Tariff Measures in Goods & Services
- Transparency in Trade
- Boosting Intra-African Trade
- Promoting South-South Links
- Value Added to Trade
- e-Solutions: Linking Businesses to Markets
- Assess Improve Measure (AIM) for Results
- Building Coalitions of Services Industries
- Supporting Youth Entrepreneurship and Trade
- Empowering Women to Trade
- Empowering Poor Communities to Trade
- Trade and Environment
- National and Sector Export Strategies
- Trade Facilitation
- Supporting Trade Negotiations
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
World Export Development Forum 2015

Sustainable trade: Innovate, invest, internationalize

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

20-21 October, Doha
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

5th Global Review of Aid for Trade
30 June - 2 July, Geneva
ITC’s sessions on integrating developing countries into the global economy
Thank You
Q. A.