International Trade Centre Update

Marcos Vaena
Chief, Sector and Enterprise Competitiveness Section, ITC

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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
ITC’s Focus Areas

FOCUS AREAS

Providing trade and market intelligence

Building a conducive business environment

Strengthening trade and investment support institutions

Connecting to international value chains

Promoting and mainstreaming inclusive and green trade

Supporting regional economic integration and South-South links

TRADE-RELATED NEEDS

Trade and investment support institutions

Small and medium-sized enterprises

Policymakers

SME international competitiveness
The Global Goals are ITC’s Goals
How ITC projects link to the individual SDGs

- Decent Work and Economic Growth: 25%
- No Poverty: 17%
- Gender Equality: 9%
- Partnerships for the Goals: 19%
- Zero Hunger: 30%

ITC
Trade Impact for Good
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)
- **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 \rightarrow $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; 3500 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 1500 enrollments
- 1331 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 to ratify the WTO Trade Facilitation Agreement
- 11 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

**100%** of TISIs surveyed would recommend ITC support to peer institutions

**90%** of TISI participants said ITC e-learning courses taught them new operational and managerial skills they can apply in their institutions

**$280 million** in estimated additional exports resulting from ITC’s intensive support to 18 TISIs

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**$87 million** of additional exports & **$384 million** increase in GDP

additional $1 spent on EXPORT PROMOTION generates
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

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.
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
- Connection to markets, information, training and adapted technology
- Access to market, buyer and finance information
- Clean water and food safe system
- Infrastructure and support policies
- 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
Ensure safe and nutritionnal food

Favorise rural hubs
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 in 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:
ITC – FAO Joining forces

“Improving food packaging in Small and Medium sized Agro-Entreprises 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!
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
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
THANK YOU

Marcos Vaena: vaena@intracen.org
+41 22 730 0173