

WORLDWIDE



FOR GOOD

TRADE IMPACT

FOR GOOD



International
Trade
Centre



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ITC: DEDICATED TO THE SUCCESS OF SMALL AND MEDIUM BUSINESSES THROUGH TRADE

The International Trade Centre (ITC) is the only United Nations development agency fully dedicated to supporting the internationalization of small and medium-sized enterprises (SMEs).

SMEs represent more than 90% of enterprises in any country. They account for two thirds of private sector employment, and create the majority of new jobs.

ITC enables SMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people and poor communities.

ITC works with developing countries and economies in transition to achieve 'trade impact for good'. It provides trade and market intelligence, technical support and practical capacity building to policymakers, the private sector and organizations that support business — termed trade and investment support institutions (TISIs). ITC helps link SMEs to regional and international markets.

ITC partners with: governments, policymakers, development agencies, international and regional organizations, TISIs, trade promotion organizations, women business organizations, SMEs and other stakeholders in the public and private sectors. This coordinated support ensures that impact is both multiplied on the ground and is sustainable.

Established in 1964, ITC is the joint agency of the United Nations and the World Trade Organization.

ITC ADDRESSES THE NEEDS OF ITS CLIENTS THROUGH CUSTOMIZED SOLUTIONS

ITC's work is structured under six focus areas. Within each focus area, ITC provides a toolbox of solutions for countries and regions. Fifteen programmes implement activities that are tailored to the specific and evolving needs of ITC's clients.

FOCUS AREA 1 Providing Trade and Market Intelligence

- Transparency in Trade
- Non-tariff Measures in Goods and Services
- Competitive Intelligence

FOCUS AREA 2 Building a Conducive Business Environment

- Trade Development Strategies
- Trade Facilitation
- Supporting Trade Negotiations and Policy Reform

FOCUS AREA 3 Strengthening Trade and Investment Support Institutions

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FOCUS AREA 4 Connecting to International Value Chains

- Value Added to Trade
- E-Solutions: Enabling Trade through Digital Solutions

FOCUS AREA 5 Promoting and Mainstreaming Inclusive and Green Trade

- Empowering Women to Trade
- Empowering Poor Communities to Trade
- Youth and Trade
- Trade and Environment

FOCUS AREA 6 Supporting Regional Economic Integration and South-South Links

- Boosting Regional Trade
- South-South Trade and Investment



IMPROVING LIVELIHOODS



**INCLUSIVE
AND
SUSTAINABLE**

ITC'S MISSION IS TO FOSTER SUSTAINABLE AND INCLUSIVE DEVELOPMENT THROUGH TRADE

ITC prioritizes support to least developed countries, landlocked developing countries, small island developing states, sub-Saharan Africa, post-conflict countries and small, vulnerable economies. Seventy percent of ITC's interventions and delivery are focused on these countries.

For trade to contribute to the UN Global Goals for Sustainable Development, it must be inclusive and sustainable.

This is why ITC places particular emphasis on working with women-owned SMEs as well as youth, the poor, displaced persons and marginalized communities.

The [ITC Empowering Poor Communities to Trade Programme](#) helps these groups build economic resilience through trade, and thus supports global poverty reduction.

The [ITC SheTrades Initiative](#), launched in 2015, provides women entrepreneurs around the world with a unique platform to share information about their companies, increase visibility, expand networks and internationalize. SheTrades aims to connect one million women entrepreneurs to the market by 2020.

The [ITC Youth and Trade Programme's](#) Trade Accelerator model focuses on the internationalization and export growth of youth-owned start-ups by providing a full spectrum of acceleration services including training, coaching/mentoring, institutional support and facilitating access to finance.

The [ITC Trade and Environment Programme](#) promotes green trade and sustainable sourcing, supports adaptation to climate change, as well as its mitigation, and minimizes biodiversity loss related to trade.

ITC WORKS HAND IN HAND WITH THE PRIVATE SECTOR


The private sector is a critical partner in development, and a major driver of market opportunities, productivity, inclusive economic growth and job creation. ITC works with the private sector, for the private sector. The private sector contributes to ITC's work through co-investment, knowledge transfer and creation of market opportunities for SMEs. ITC leverages private sector support with development assistance to achieve a greater, sustained impact.

One such example is ITC's partnering with [Bosch GmbH](#), the German multinational engineering and electronic company, to train Kenyan agri-food SMEs in 'lean' production methodologies (addressing firms' manufacturing, internal logistics, and other supply chain processes to strip out inefficiencies). As a result, a group of Kenyan SMEs was able to nearly double the rate at which it packaged dried chillies and vegetables for export to Europe.

Another example is ITC's work with [DHL](#) on a programme of logistics advisory services and trade facilitation that helps SMEs speed up response and delivery times to customers, lower logistics costs, and improve human resource skills related to logistics and trade procedures.

Through its Ethical Fashion Initiative, ITC links the world's [top fashion enterprises](#) to marginalized artisans and connects them with the global fashion chain. The Initiative also mentors fashion designers from developing countries.





**INNOVATIVE
DEVELOPMENT
SOLUTIONS**

ITC CONSTANTLY INNOVATES

ITC constantly innovates to respond to the rapidly evolving world of business, trade and investment.

A new platform, the [Sustainability Network](#), was launched to foster inclusive and green value chains. The Sustainability Network allows SMEs to connect to global buyers through an online public profile that contains information on their activities, sustainability commitments and traceability through geolocation.

The [ITC Refugee Employment and Skills Initiative](#) aims to unlock the economic potential of refugees and displaced persons to generate income and improve their lives. Beneficiaries develop commercially viable skills that can facilitate economic resilience. The Initiative also delivers sustainable economic benefits to host countries, particularly local communities and SMEs.

The [ITC E-Solutions Programme](#) provides businesses in poorer countries with technical and logistical capacity to overcome barriers and tap into new opportunities offered by electronic trade in goods and services.

THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT ARE ITC'S GOALS

The Global Goals for Sustainable Development represent a universal, global development agenda for all United Nations member states and all development actors until 2030.

They consist of an integrated, interlinked set of 17 goals supported by 169 targets covering economic, social and environmental development dimensions. Trade is a tool to help achieve these goals.

ITC contributes to the Global Goals via its support to SME international competitiveness for inclusive and sustainable growth. Diversification, value addition, youth employment, women's economic empowerment and sustainability are all dimensions that ITC helps embed in trade.

ITC has systems in place to monitor results and impact, and assists the global community in tracking advances towards achievement of the Global Goals. A code of conduct guides ITC interventions.

ITC directly supports 10 of the Global Goals in the following ways.



GOAL 1

- Reduce proportion of men, women and children of all ages living in poverty.
- Create sound policy frameworks based on pro-poor and gender-sensitive development strategies.



GOAL 2

- Double productivity and incomes of small-scale food producers, in particular women.
- Provide access to knowledge, markets and opportunities for value addition.
- Ensure sustainable food production systems.



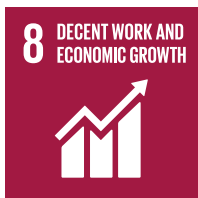
GOAL 4

- Ensure youth and adults have relevant skills for employment, decent jobs and entrepreneurship.



GOAL 5

- Ensure women's full and effective participation in business and trade and equal opportunities.
- Support women's equal rights to economic resources.
- Enhance use of enabling technology to promote the empowerment of women.



GOAL 8

- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation.
- Promote policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation.
- Encourage formalization and growth of micro, small and medium-sized enterprises.
- Implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
- Increase Aid for Trade support.



GOAL 9

- Ensure a conducive policy environment for industrial diversification and value addition.
- Increase access of SMEs to financial services and integration into value chains and markets.



GOAL 10

- Achieve income growth of the bottom 40%.
- Implement special and differential treatment for developing countries, in particular least developed countries, in accordance with WTO agreements.



GOAL 12

- Achieve sustainable management and efficient use of natural resources.
- Support companies in adopting sustainable practices and integrating sustainability information into their reporting cycles.



GOAL 16

- Support effective, accountable and transparent institutions at all levels.
- Ensure responsive, inclusive, participatory and representative decision-making.
- Ensure participation of developing countries in the institutions of global governance.



GOAL 17

- Ensure a universal, rules-based, open, non-discriminatory and equitable multilateral trading system under the WTO.
- Support significantly increased exports of developing countries, doubling the least developed countries' share of global exports by 2020.

ITC'S KEY PRODUCTS AND EVENTS SUPPORT PROGRESS

In 2015, ITC launched the *SME Competitiveness Outlook*, an annual flagship report that analyses the competitiveness of SMEs across countries and regions, and provides guidance on where best to concentrate reforms to boost the SME sectors of countries.

One of ITC's principal knowledge products is a suite of free online trade and market intelligence tools that businesses and other users around the world can utilize to explore promising trade and investment opportunities. Tools: www.intracen.org/itc/market-info-tools

Each year, ITC hosts the World Export Development Forum (WEDF), a premier global event for policymakers and business leaders to explore trade-related issues, identify best practices in increasing the competitiveness of SMEs and conclude business-to-business (B2B) deals.

It also hosts the Women Vendors Forum (WVEF), the Trade for Sustainable Development (T4SD) Forum and, every two years, the Trade Promotion Organization Network World Conference and Awards (WTPO).





MEASURABLE IMPACT

ITC IS HAVING REAL IMPACT

ITC's work focuses on areas where there is a clear need and its impact can be transformational. ITC's work is enabled by the generosity of its funders who provide international development assistance. ITC leverages this support with contributions from the private sector. Some results are as follows.

More than **US\$ 50 million of export opportunities** were generated for women entrepreneurs since 2010.

Half a million registered users have consulted ITC's suite of free market intelligence tools which have enabled trade of close to US\$ 300 million.

More than **10,000 persons** have benefitted from new or better income-earning opportunities through the ITC Empowering Poor Communities to Trade Programme over the past seven years.

ITC's SME Trade Academy reached **10,000 course enrolments** in 2016 in just over two years.

More than 3,000 additional clients indicated that ITC support provided in 2015 helped them understand the trading system and enabled decision makers to create an environment conducive to business.

More than **1,000 enterprises met potential buyers** in 2015 through ITC support and transacted business as a result.

Around **1,000 firms became export-ready** due to ITC training and coaching in 2015.

ITC training enabled almost **800 enterprises** to formulate sound international business strategies in 2015.

More than 300 TISIs reported that ITC support helped them improve managerial performance and/or support services for SMEs in 2015.

ITC's work with a number of SMEs on sector competitiveness has led to: a **70% increase in productivity** and a **50% rise in incomes** for Ugandan coffee producers; Bangladeshi IT companies' realization of **20% more sales** in Europe; and a **doubling of** Senegalese mango exports.

ITC delivered technical assistance worth **US\$ 103 million in 2015**, up from US\$ 50 million a decade ago. This was ITC's largest delivery ever.

ITC IS FIT FOR PURPOSE

ITC's headquarters, staffed by around 300 employees with some 80 nationalities, is located in Geneva, Switzerland. In addition, ITC employs local experts and works out of country-based project offices.

ITC is committed to diversity. The organization also aims to reach gender parity for staff at professional levels by 2020, and has set clear annual targets towards which it monitors progress. ITC has implemented an array of measures to transform ITC's organizational culture into an inclusive and gender-responsive environment which respects work-life balance.

ITC's dedicated staff brings expertise in international development, project and programme management, business administration, different areas of trade, economics, finance, law, statistics, communication, information systems, facilities management and human resources.

ITC's current Executive Director, Arancha González, has been leading ITC since September 2013.



**MOTIVATED
PEOPLE**

ITC WORLD



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