

**Statement by Jamaica**  
**58th Session of the Joint Advisory Group of the International Trade Center (ITC)**  
**Room W , World Trade Organization (WTO)**  
**Tuesday, 25th June 2024**

Thank you, Madam Chair, for giving me the floor.

Jamaica congratulates you Ambassador Hend Abdulrahman Al- Muftah on your appointment to serve as Chair of the 58th Session of the Joint Advisory Group (JAG) and extends commendations to Ambassador Nadia Theodore of Canada for serving as the Chair of the 57th Session.

My delegation would also like to place on record our appreciation for the remarks delivered by the Director General of the World Trade Organization (WTO), Dr. Ngozi Okonjo-Iweala and the Secretary General of UN Trade and Development (UNCTAD), Ms. Rebeca Grynspan. As the three key international institutions focusing on trade in Geneva, deliberate and strategic collaboration and partnership among the ITC, UNCTAD, and the WTO remain vital in helping developing countries to achieve the Sustainable Development Goals (SDGs), particularly, the trade-related targets.

Madam Chair,

The ITC has continued to deliver on its mandate and deliver value to its stakeholders and clients, notwithstanding the challenges and crises in the global economy. The Annual Report 2023 and the remarks of the Executive Director, Ms. Pamela Coke Hamilton confirm that, throughout 2023, the ITC's work remained impactful and results oriented, delivering trade impact for good through its range of innovative and transformative initiatives that support the development aspirations of many of our countries and MSMEs. The invaluable contribution of the donors and other development partners to the regular and extra budgetary resources must also be emphasized and encouraged to ensure that the ITC remains responsive to the demands and needs of members.

Jamaica commends the ITC for its unwavering support and dedication to developing countries, particularly Small Island Developing States (SIDS), in fostering inclusive and sustainable economic growth through trade. In this connection, Jamaica acknowledges the active

participation of the ITC at the recently concluded 4th International Conference on Small Island Developing States, which took place in Antigua and Barbuda. The support of the ITC will be invaluable in implementing the Antigua and Barbuda Agenda for SIDS (ABAS) to tackle the unique challenges that SIDS face, including vulnerability to economic shocks, limited market access, and the impact of climate change.

Jamaica has experienced firsthand the commitment of the ITC in building resilience in SIDS through the 'Alliances for a bluer, greener Caribbean (Ridge to Reef)' project, which has supported local farmers and collectives such as the Alligator Head Foundation in Portland, Jamaica, to develop climate-smart agricultural techniques, in developing new sources of income from eco-tourism, and to support MSMEs in Jamaica in processing coconuts and their by-products. The issue of food security is of paramount importance to Jamaica and the Caribbean region, and we, therefore, look forward to the upcoming ITC project to improve regional food security in support of the CARICOM 25 by 2025 Initiative.

Our partnership with the ITC continues to be robust, and we welcome continued support in the creative industry. The cultural and creative industries are hallmarks of the Jamaican brand and identity. There is, however, room for further development of these industries. In this regard, Jamaica appreciated the songwriting camp organized by the ITC at the Tuff Gong Studios in Kingston early this year to support creating musical content for promotion and distribution in overseas markets.

Madam Chair,

The theme of this year's JAG meeting, "*Making Digital Trade Work for Small Business*" is timely and relevant. Digital trade and e-commerce represent the new frontier of global trade, but unfortunately, MSMEs in many developing countries are at risk of being left behind. MSMEs will require the support of the ITC to be better prepared to utilize and fully participate in digital trade. Equally important is the need for MSMEs to be able to use digital technologies, such as artificial intelligence, to increase productivity, efficiency and output. Jamaica commends the ITC for the proactive steps being taken to support MSMEs with digital trade and using digital technologies, including through the Digital Moonshot project, Switch ON, and the recent publication titled "*Living with the Genie: Artificial Intelligence in Content Creation for Small Business in Trade*".

Digital transformation is a key priority for Jamaica, and we will continue to engage the ITC in advancing that objective.

Madam Chair,

In closing, on behalf of the Government and people of Jamaica, I wish to congratulate the ITC on its diamond anniversary. As the Organization celebrates this important milestone, its impactful contributions over the past six decades have not gone unnoticed. Jamaica reaffirms its commitment to continue working closely with the ITC and further strengthening our collaboration and partnership over the next 60 years.

Thank You.