



International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

# How can we help you better?

The Role of multi-lateral trade promotion agencies



A presentation to: COMCEC

By: Robert Skidmore, Chief, Sector Competitiveness

Date: June 2013



# Agenda

- Present ITC's approach
- Listen to you about whether ITC objectives line up with your needs and trade promotion in the future
- Keep you awake (!)

# ITC strategic objectives

- Improve the availability and use of trade intelligence
- Enhance trade support institutions and policies
- Increase enterprise competitiveness
- Mainstream inclusiveness and sustainability

# Improving Availability and Use of Trade Intelligence

Global public goods, non-tariff measures, trade information and publications

# Market analysis: Trade statistics, tariffs, investment



## TRADE MAP

Trade statistics for international business development

Home Selection Menu Investment Market Access Reference Material My Account FAQ

Product: ... 080450 - Guavas, mangoes and mangosteens, fresh

World Country: All

Partner: All

other criteria: Exports Trade indicators by country

Data Availability  
Data Sources  
Corresponding Product Codes  
Developing Countries  
Developed Countries  
Glossary

the selected product: Guavas, mangoes and mangosteens, fresh

Table Graph Map Companies

Export in

HS8	Exporters	Trade				
		Value exported in 2012 (USD thousand) ▼	Trade balance in 2012 (USD thousand) ⓘ	Quantity exported in 2012	Quantity Unit	Unit (USD)
	World	1,574,680	-323,556	1,585,191	Tons	
+	<a href="#">Mexico</a> ⓘ	255,107	249,031	297,295	Tons	
+	<a href="#">Netherlands</a> ⓘ	177,158	-26,870	98,360	Tons	
+	<a href="#">India</a> ⓘ	166,858	166,138	214,640	Tons	
+	<a href="#">Brazil</a> ⓘ	137,925	137,892	127,132	Tons	
+	<a href="#">Thailand</a> ⓘ	128,139	127,780	196,441	Tons	
+	<a href="#">Peru</a> ⓘ	118,403	118,403	97,865	Tons	



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# Strategy map: Global database to export strategies

The screenshot displays the ITC Policy Makers website interface. At the top left is the ITC logo. The main header reads "POLICY MAKERS". Below this, a navigation menu includes "ABOUT ITC" and "POLICYMAKERS". The left sidebar lists various sections: "ASSISTING WITH WTO ACCESSION", "BUSINESS VOICE IN POLICY MAKING", "EXPORT STRATEGY DESIGN" (with sub-links for "Export strategy map", "What and why?", "Feedback", "Public-private dialogue", "National export strategy", "Sectoral export strategies", and "National Strategy on Trade Treaties"), "WORLD EXPORT DEVELOPMENT FORUM", "MARKET DATA AND INFORMATION", "CURRENT PROJECTS", and "PUBLICATIONS". The main content area features a blue banner for "EXPORT STRATEGY MAP". Below the banner is a search bar labeled "Search within export strategy map" and three dropdown menus for "Select a country", "OR a sector", and "OR a document type". A filter table below the search bar has columns for "Country", "Sector", and "Document Type". The central part of the page is a world map with numerous red location pins, primarily concentrated in Asia and Europe. The map includes a "Map" dropdown menu, zoom controls, and a "Terms of Use" link at the bottom right.

# Lega Carta: Multi-lateral trade treaties

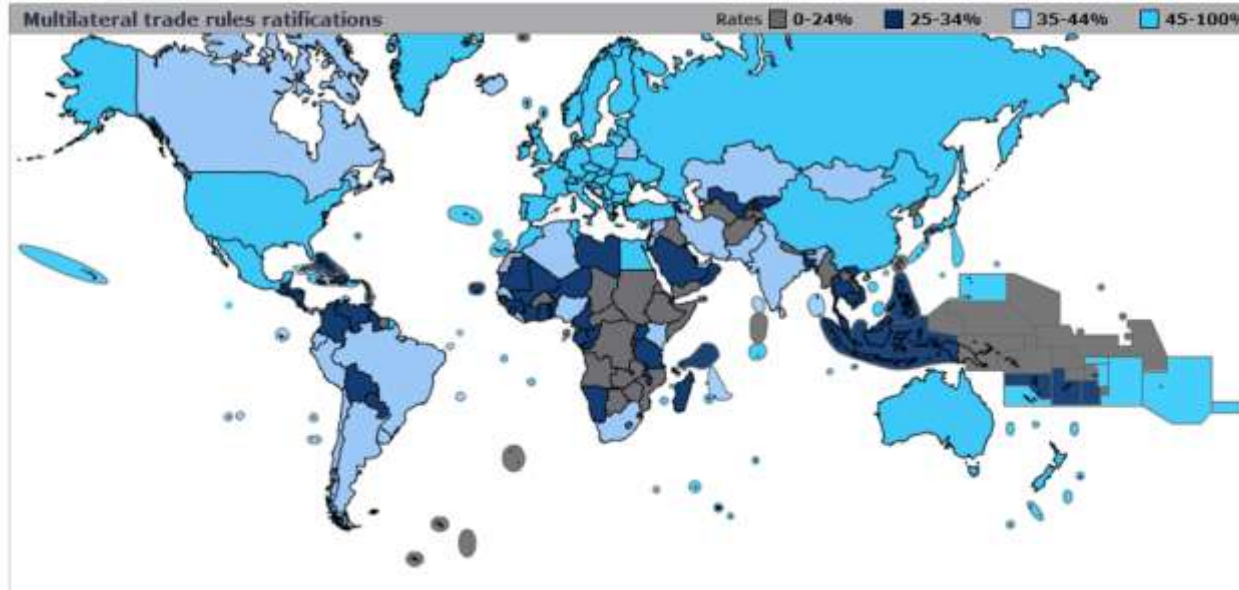


HOME LEGACARTA COUNTRIES MULTILATERAL TRADE RULES REGISTER

## LegaCarta The Comprehensive Multilateral Trade Rules Database

Providing access to a core group of some 250 multilateral trade instruments with references to approximately 450 amendments and protocols, in addition to legal maps, ratification tables, accession statistics and country analysis and technical assistance tools, LegaCarta offers national authorities, trade promotion organisations and educational institutions a truly global picture of the multilateral rules that impact trade.

Map mode:



# ITC's non tariff measure programme

## NON-TARIFF MEASURES

### Understanding non-tariff measures

Non-tariff measures (NTMs) are policy measures other than ordinary custom tariffs that have the potential to affect the international trade in goods. The effect of NTMs on trade may either be the primary goal of the policy (for example quotas and prohibition), or only the by-product of another policy objective (for example quality control and packaging requirement).

According to WTO agreements, the use of NTMs is allowed under certain circumstances. Examples of this include the [Technical Barriers to Trade \(TBT\) Agreement](#) or the [Sanitary and Phytosanitary Measures \(SPS\) Agreement](#), both negotiated during the Uruguay Round. These agreements are meant to allow governments to pursue legitimate policy goals even if this can lead to increased trade costs. However, NTMs are sometimes used as a mean to circumvent free-trade rules and favour domestic industries at the expense of foreign competition. In this case they are called non-tariff barriers (NTBs). It is very difficult, and sometimes impossible, to distinguish legitimate NTMs from protectionist NTMs, especially as the same measure may be used for several reasons.



[Impact of non-tariff measures](#)  
[Non-tariff measures classification \(2012\)](#)



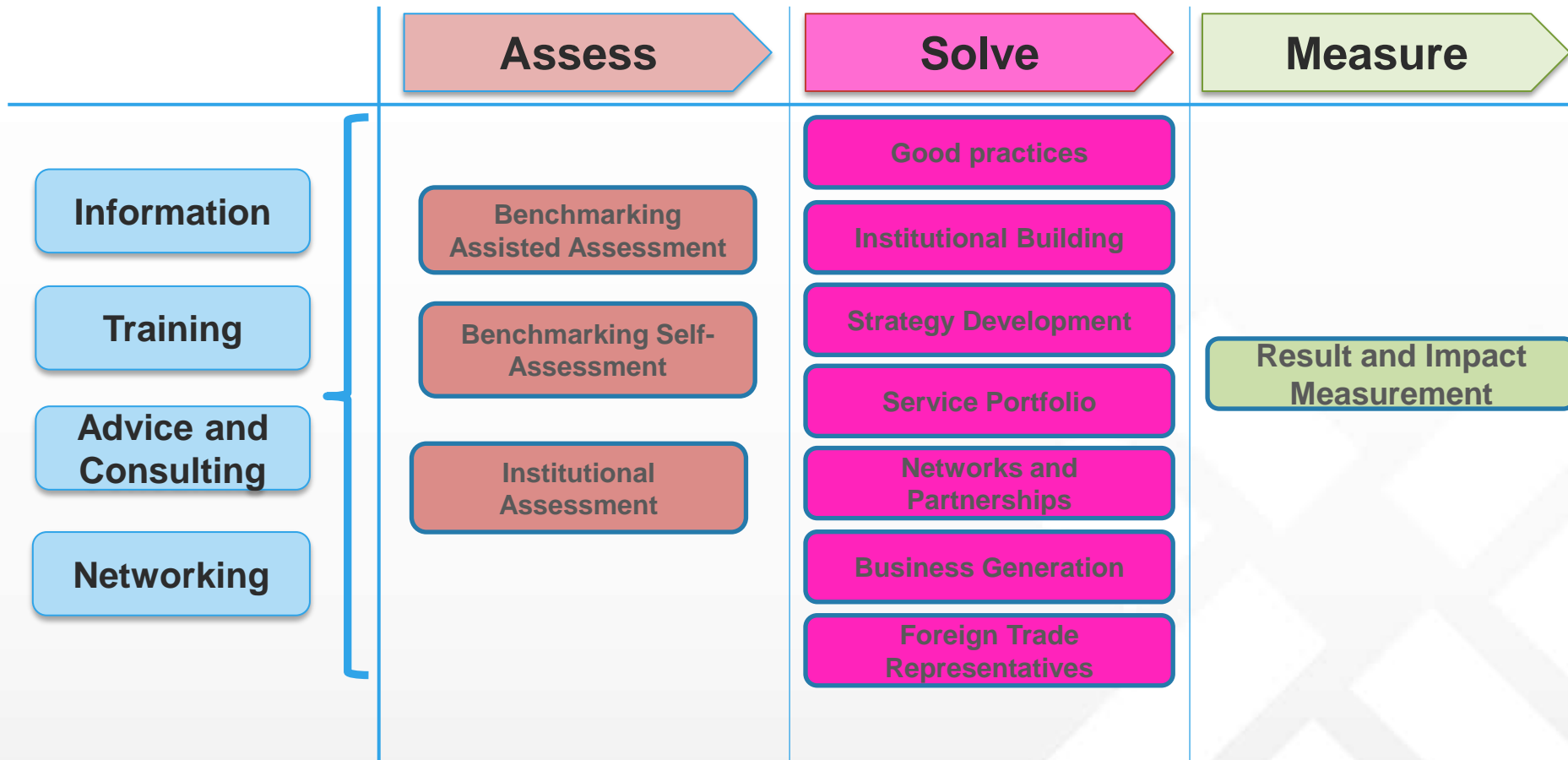
# Trade information and publications

- Providing model portals and technical assistance to trade information units
- Market insider: Sectoral trade information developed with and by in-country experts and networks
- Competitive intelligence: helping early identification of risks and opportunities in the market before they become obvious.
- Publications: Coffee exporters guide, carbon footprinting, trade policy for export success

# Enhancing trade support institutions and policies

TSI strengthening, expert networks and export strategy

# ITC TSI strengthening: Portfolio of Main Services



# Categories of Trade Support Institutions (TSIs)

## General

- TPOs –Trade Promotion Organisations
- Ministries (with an interest in export development)
- Chambers of Commerce and Industry
- Economic Development Agencies (with export focus)
- Foreign Trade Representatives/ -- Attachés/ -- Offices
- Regional Economic Groupings (with export focus)

## Sector-Specific

- Exporters Associations
- Trade Associations
- Chambers (Agriculture: and other sector-specific --)
- Sector-based (industry and services) Bodies

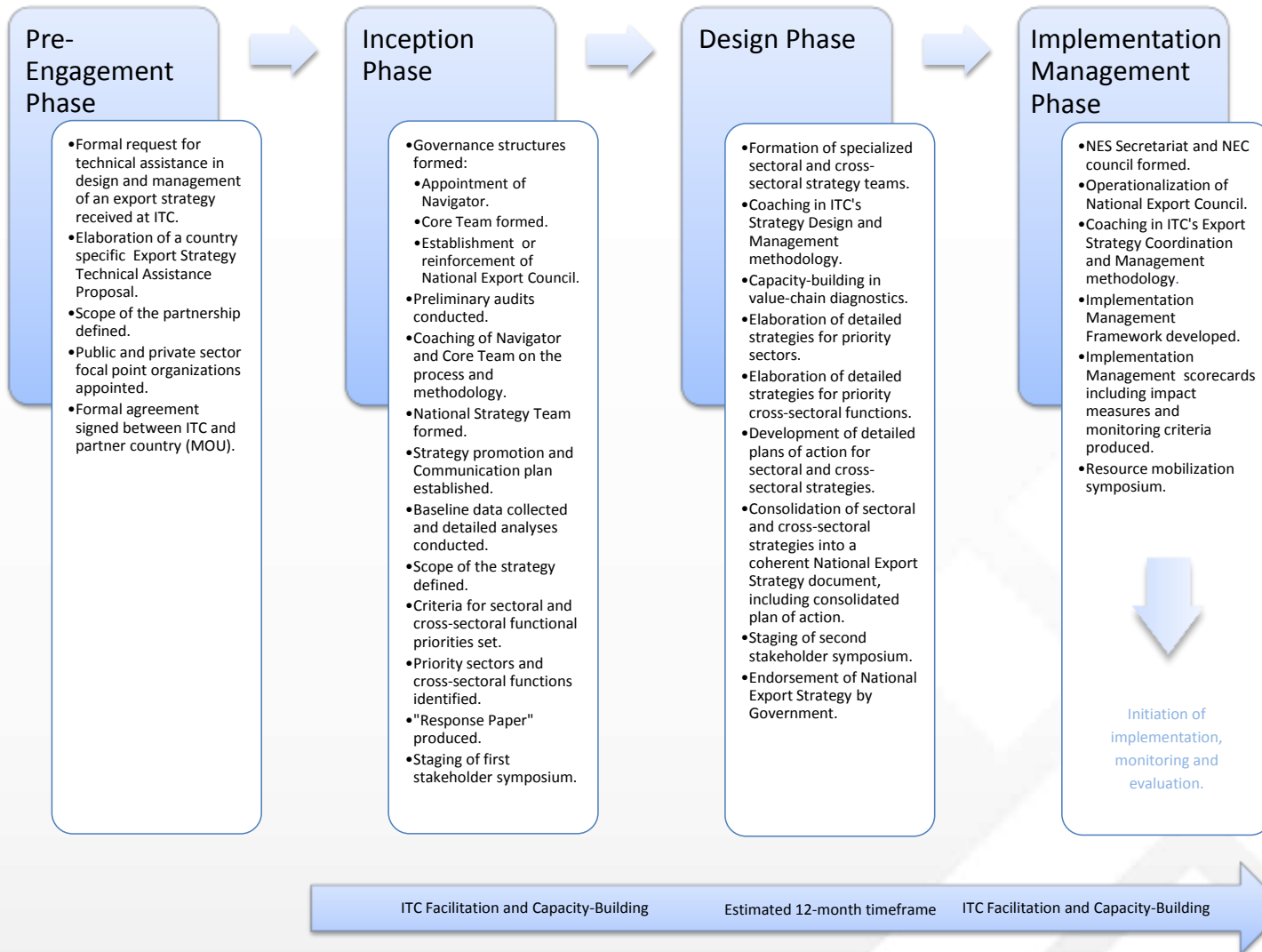
## Function-specific

- Export Credit and Financing bodies
- Standard and Quality Agencies
- Export Packaging Institutes
- Intl purchasing and supply chain managt bodies
- Training institutions
- Trade law and arbitration bodies

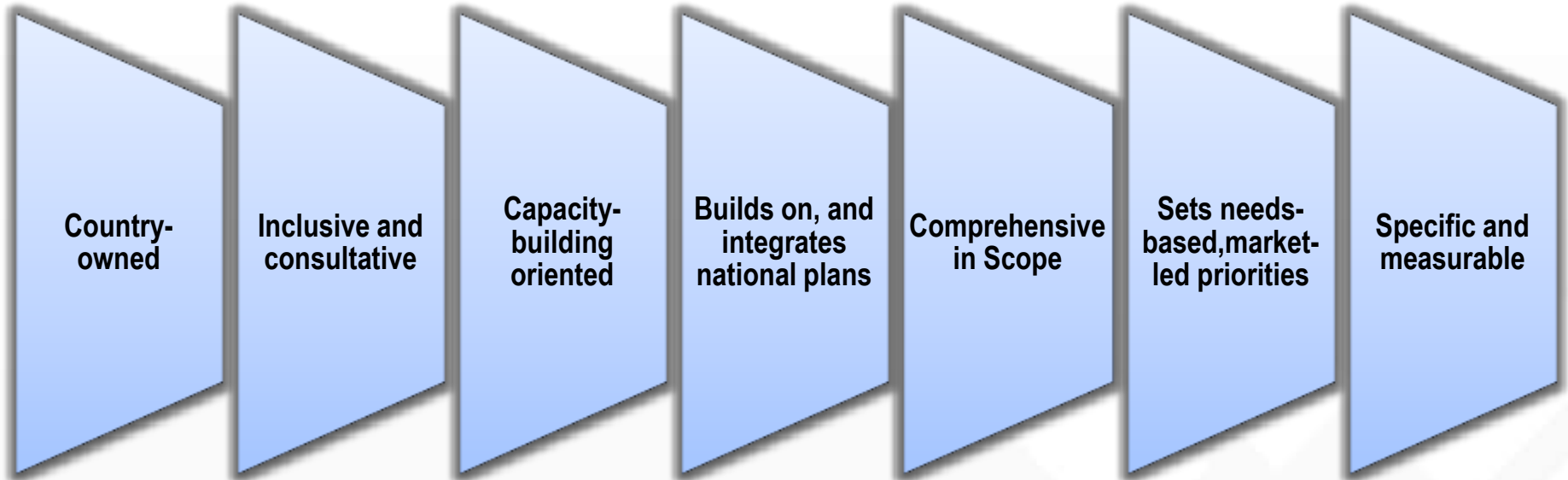
# TSI support: Building expert networks

- Modular learning system for developing expertise in supply chain management
- Expert networks in packaging and quality
- Certified trade advisor programme

# Export Strategy: Design and Management



# Export Strategy: ITC's Approach



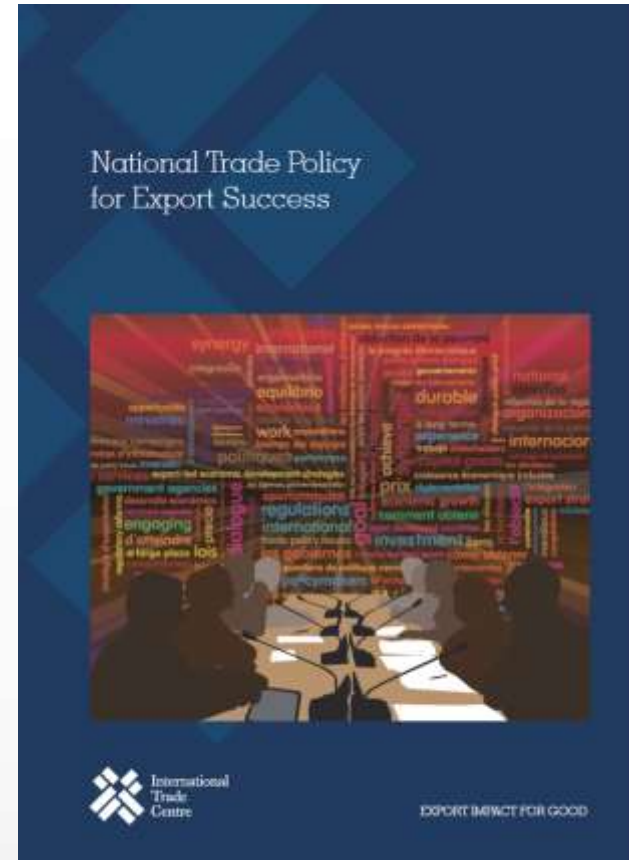
# Export Strategy: Participatory planning processes





# Public private dialogue and policy support

- Explaining WTO and trade rules to business
- WTO accession support
- Supporting public / private dialogue to ensure the voice of the private sector is heard
- Assistance in regulatory reform



# Increasing enterprise competitiveness

Working on the ground to improve performance of  
companies and sectors

# Building exporter competitiveness

- Competitive exporters sell goods and services in a way which ensures long term viability of their businesses.
- Improving long-term competitiveness can only be done by focusing in an integrated way on the range of conditions affecting companies:

• Capacity of companies	• Quality of supporting services
• Dynamic between companies	• Human capital
• Business environment	• Investment

- Why? Increased long-term competitiveness leads to sustainable economic development through generating employment, increasing income and creating opportunities for economic empowerment.
- Why ITC? We can be an impartial integrator and architect

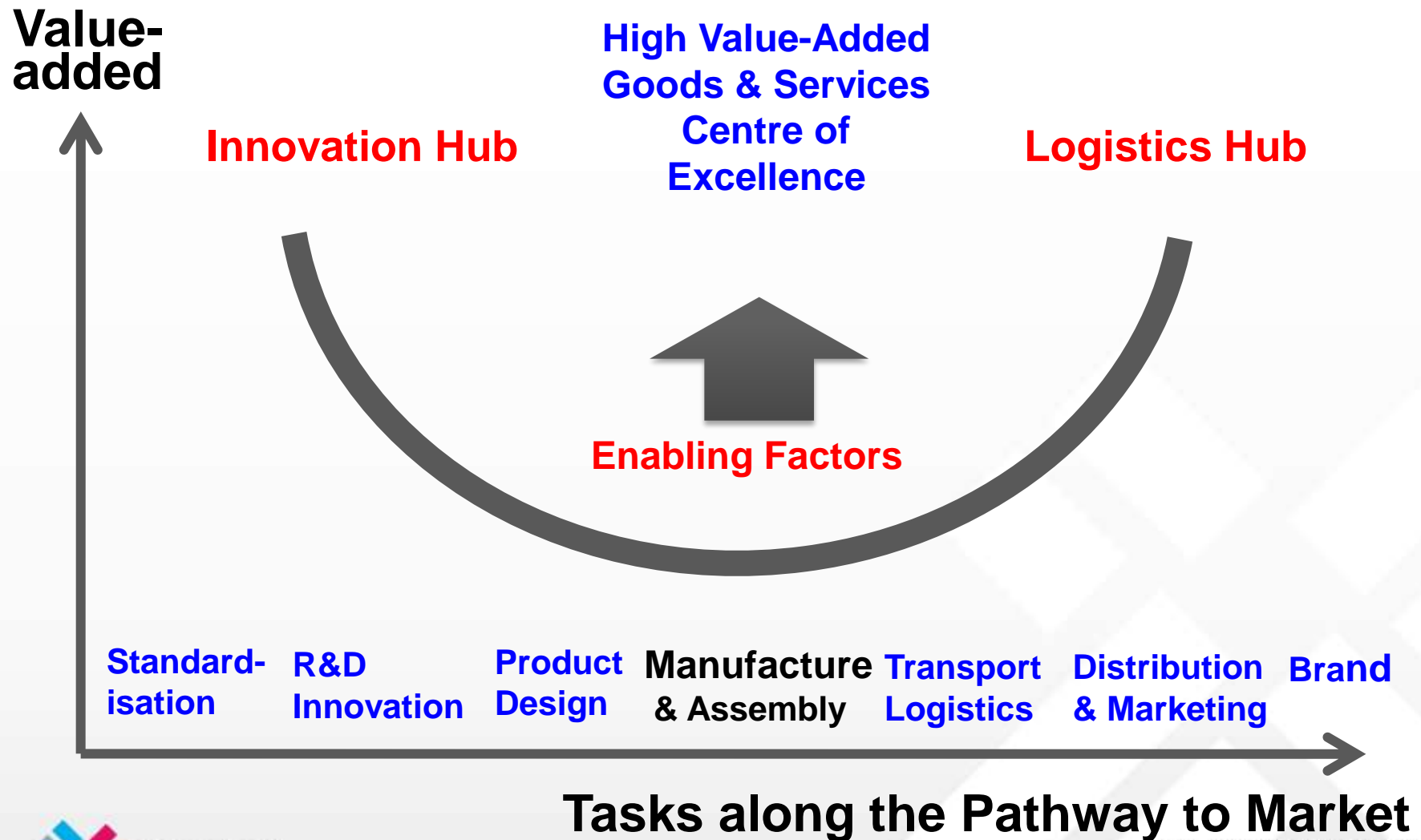
# Exporter competitiveness approach

Annex I Objective	<b>Improved export competitiveness of XX sector in [country or sub-region of country]</b> Impact indicators: Prospective Impact measures include: Increase in exports at a sector/national/regional level; Increase in enterprise exports, number of markets, turnover or new export products; Number of jobs created / supported;		
Outcomes	<b>1. IDENTIFY OPPORTUNITIES &amp; PLAN</b> Validated plan for sector and enterprise development in place and owned by local stakeholders	<b>2. UPGRADE EXPORTER CAPACITY &amp; SUPPORT SERVICES</b> Enterprises are export ready and benefit from improved support services	<b>3. ACTIVATE MARKET OPPORTUNITIES</b> Exporting enterprises develop new contacts, conduct transactions, increase exports and enter new markets.
<b>Outputs</b>	1.1 Participatory stakeholder platform established; 1.2 Market opportunities identified; 1.3 Upgrade opportunities in value chain identified; 1.4 Support services mapped, gaps identified; [TSI Protocol Assess and Plan] 1.5 Plan for sector and enterprise development defined and validated	2.1 Coordination platform for sector development established and/or strengthened; 2.2 New sector TSI planned (if needed): 2.2.1 Feasibility study carried out to define the strategic priorities for the creation of a new sector TSI; [TSI Protocol Assess and Plan] 2.2.2 Action plan for the creation of a new Sector TSI validated and endorsed; [TSI Protocol Solve and Improve] 2.3 TSI capabilities to support enterprises in the sector strengthened: 2.3.1 Institutional development programme to improve managerial and operational performance of TSIs; [TSI protocol Solve and Improve] 2.3.2 Building trade promotion and export development services; [TSI protocol Solve and Improve] 2.4 Enterprises / producers assisted in forming groups (if needed); 2.5 Trainer and expert networks capacitated to provide assistance to sector institutions and enterprises; 2.6 Enterprise and institutional capacity in product development improved; 2.7 Sector differentiation and positioning assistance delivered; 2.8 Enterprise training and assistance delivered: Quality, branding, packaging, supply chain, export management; 2.9 Exporters access to finance increased 2.10 Sustainability assistance delivered: Climate change adaptation; green opportunities	3.1 Collaboration developed with emerging markets: Investment, buying, technical collaboration, sourcing 3.2 Enterprises positioned / promoted in target markets 3.3 Market linkages facilitated: Buyer / seller meetings, trade show assistance, others 3.4 Inward investment facilitated 3.5 E-commerce developed
	1.5.1 ITC interventions validated as part of the overall sector plan	<div style="border: 1px solid black; padding: 5px; display: inline-block;">             Link to export strategy           </div>	

# Examples: Assistance adapted to needs on the ground

- Improving competitiveness of Uganda coffee exporters through improving productivity and quality
- Linking agri-food exporters in Fiji to international markets through integrated sector development
- Preparing auto-parts producers in South Africa to connect to global value chains
- Linking exporters of IT enabled services in Bangladesh with European buyers through targetted business match-making

# Services value chains



# Mainstreaming inclusiveness and sustainability

Women and trade, trade and environment, poor communities and trade

# Women and Trade

## The Global Platform for Action on Sourcing From Women Vendors





# Trade and Environment



# Trade and Poor Communities



## ETHICAL FASHION



# How can ITC better support you?

- Challenges:
  - Youth
  - Changing trade concentration to emerging markets
  - Technology
  - Massive data
- Do ITC's objectives make sense?
- What are the issues MPTAs like ITC should address to help you most?
- What will trade look like in 20 years?

THANK YOU!

Discussion



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