



# MAKING TRADE HAPPEN IMPLEMENTING FOR RESULTS



International  
Trade  
Centre



# WHY MY COUNTRY NEEDS TO TAKE ACTION ON IMPLEMENTATION MANAGEMENT?

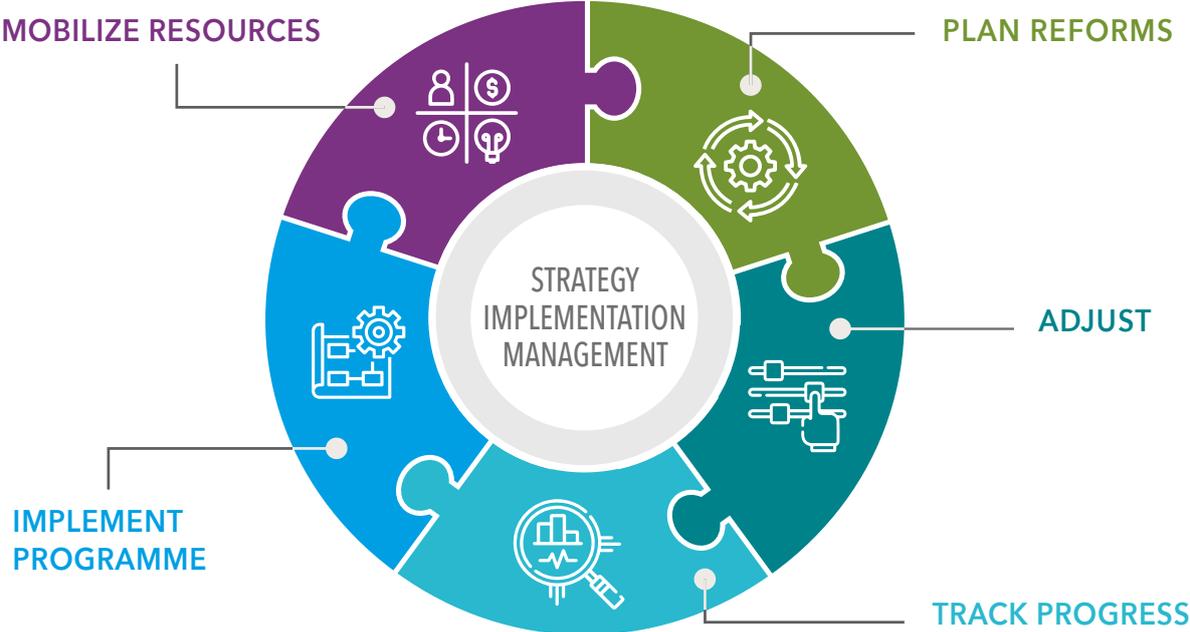
A good strategy is one that gets implemented and achieves results. Without implementation, even the best-designed plan remains a piece of paper.

A trade development strategy facilitated by the International Trade Centre (ITC) is a country-led framework and course of action. It responds to current and emerging market needs and opportunities to improve trade performance, increase foreign exchange earnings and stimulate job creation. It does so through targeted actions at the policy, institutional and enterprise levels.

The successful implementation of trade development plans often depends on the ability of public and private stakeholders to mobilize resources and implement recommended activities.

Transitioning a strategy, and the regulatory reforms it recommends, into action achieves both immediate economic gains and long-term development goals. Small and medium-sized enterprises (SMEs), which account for 90% of all firms globally, become more economically resilient and competitive through improved productive capacities, greater preparedness to enter markets and a more conducive business environment.

ITC provides tailored capacity building, technical and advisory support services, and specialized tools to strengthen institutions, manage limited resources, and coordinate and track implementation.



# WHY WORK WITH ITC TO MANAGE IMPLEMENTATION?

ITC provides support at every step, from design to implementation, bringing more than 50 years of international trade and development experience, including export strategy work since 2003.

Implementing a trade development strategy requires a 'whole of country' approach, where government, private sector, business support organizations and civil society work together to achieve results.

ITC's implementation management support can be tailored to a partner country's needs.

## Effective Structures

Ensuring coordination and clear links of responsibility amongst practitioners and decision makers is critical for meaningful implementation.

ITC provides advice on appropriate structures to ensure that the strategy is managed, implemented, monitored and measured.

## Building Capacities

Targeted and specialized training on a range of topics critical to effective strategy implementation.

Capacity-building is flexible and tailored to the specific needs of the country. It is provided through field and distance support to ensure maximum responsiveness to partners' needs.

## Advisory Support

Guidance and advice to partner countries to achieve the expected results in the most efficient and effective manner based on ITC's experience.

In this area, ITC can also draw on its vast network of strategy partners and practitioners to identify the best solutions to challenges.

## Specialized Tool

Customizable tool to effectively plan, coordinate, measure and prioritise the strategy implementation process.

The **Strategy Implementation Management Tool (SIMT)** serves as a single window for organizing, tracking and measuring implementation activities within a country.





## WHAT WILL MY COUNTRY GAIN?

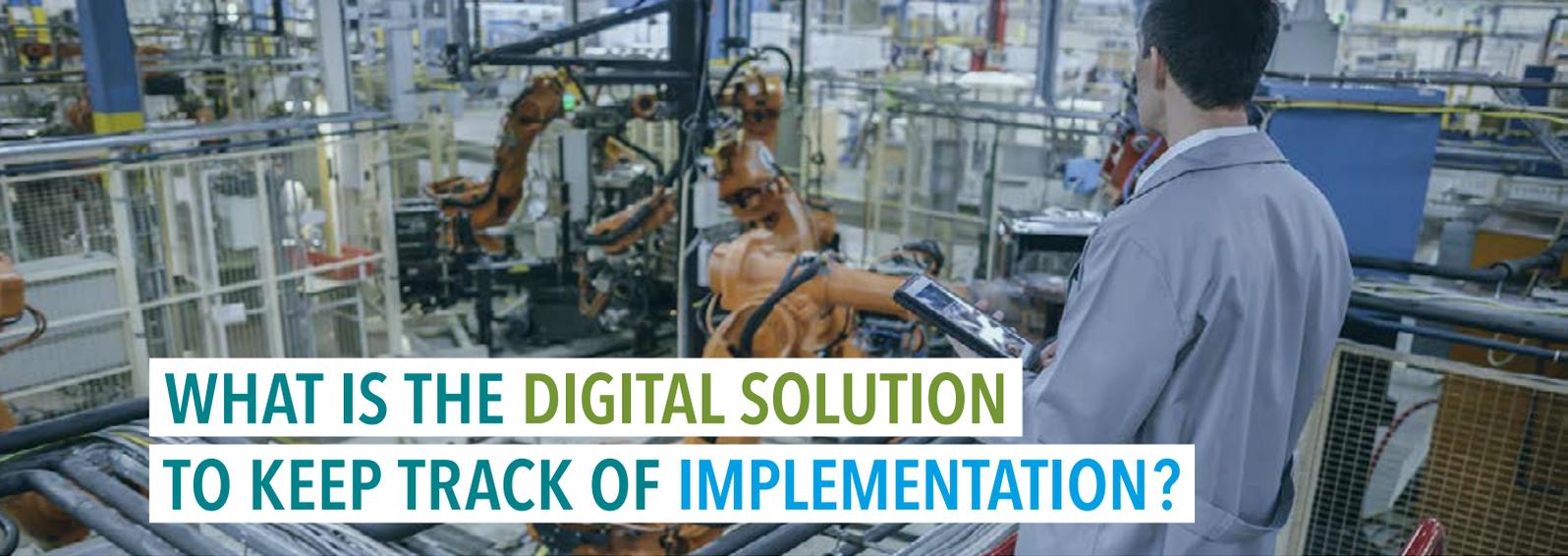
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Without a coherent management framework, implementation can be fragmented, limiting the capacity of a country to meet trade development targets.

Successful strategy management and coordination ensures that the activities and resources of all relevant institutions and partners are synchronized towards timely achievement of quality results.

### ITC's implementation management support enables a partner country to:

- **Set up effective structures and systems** for stakeholders to collaborate and coordinate activities, resolve issues and keep the trade strategy current to respond to changing market dynamics, in a way that promotes accountability and transparency. Building strong coordination among all key stakeholders reduces gaps and duplication of effort, and channels resources to implement strategy priorities. Required structures include a:
  - » **National Export Council**, or an equivalent public-private body that drives overall trade development in the country, that is tasked to manage, monitor and measure implementation of actions and reforms
  - » **Secretariat**, the operational arm of the Council that coordinates implementation among institutions, tracks the results, and follows up on the Council's decisions
- Mobilize the skills and resources needed to manage implementation, through **capacity building, and technical and advisory support**. Capacity building delivered by ITC in-person and online is flexible and tailored to the needs of the country. Advisory support is based on ITC's global expertise and best practices, including those drawn from its vast network of partners and practitioners. Training module topics include:
  - » Enabling public-private dialogue and coordination;
  - » Resource planning and mobilization;
  - » Data collection, tracking results and reporting progress;
  - » Sensitization, communications and outreach.
- Use a customizable tool to plan, coordinate, measure and prioritize aspects of the implementation process. ITC provides a web-based application called the **Strategy Implementation Management Tool** ([tradestrategy.org](http://tradestrategy.org)), which builds on and complements existing tracking and monitoring tools in the country, creating conditions necessary for transparency, accountability and accuracy.



# WHAT IS THE DIGITAL SOLUTION TO KEEP TRACK OF IMPLEMENTATION?

'Keeping the Strategy on track' means taking a proactive approach to ensuring the Strategy implementation is moving along smoothly. This requires a consistent follow-up on Strategy progress focusing on the priority actions.

The **Strategy Implementation Management Tool (SIMT)** offers ITC partner countries with a powerful tool to stay on top of their Strategy's implementation processes. It enables coherence between a country's strategic objectives and its various policies, programmes and initiatives.

SIMT is a web-based application providing key functions required to translate Strategic plans into measurable results. It builds on, and expands on other tracking tools, creating the conditions necessary for transparency, accountability and accuracy.

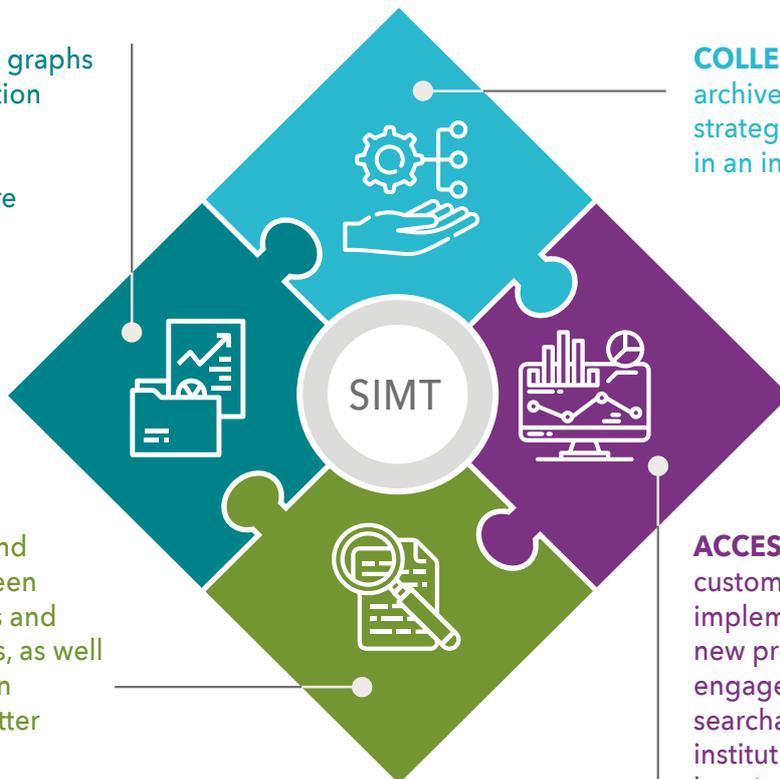
The SIMT enables partners in ministries, institutions, sector associations and development agencies to:

**CREATE** reports, graphs and communication materials on implementation progress, to share with the public.

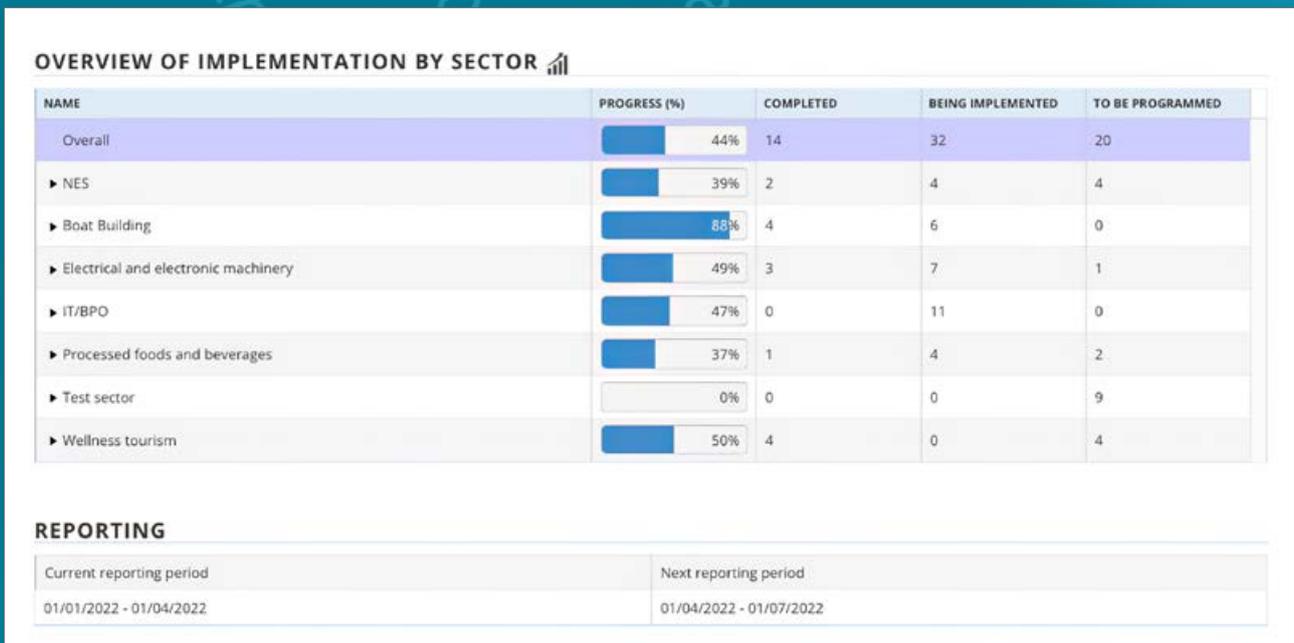
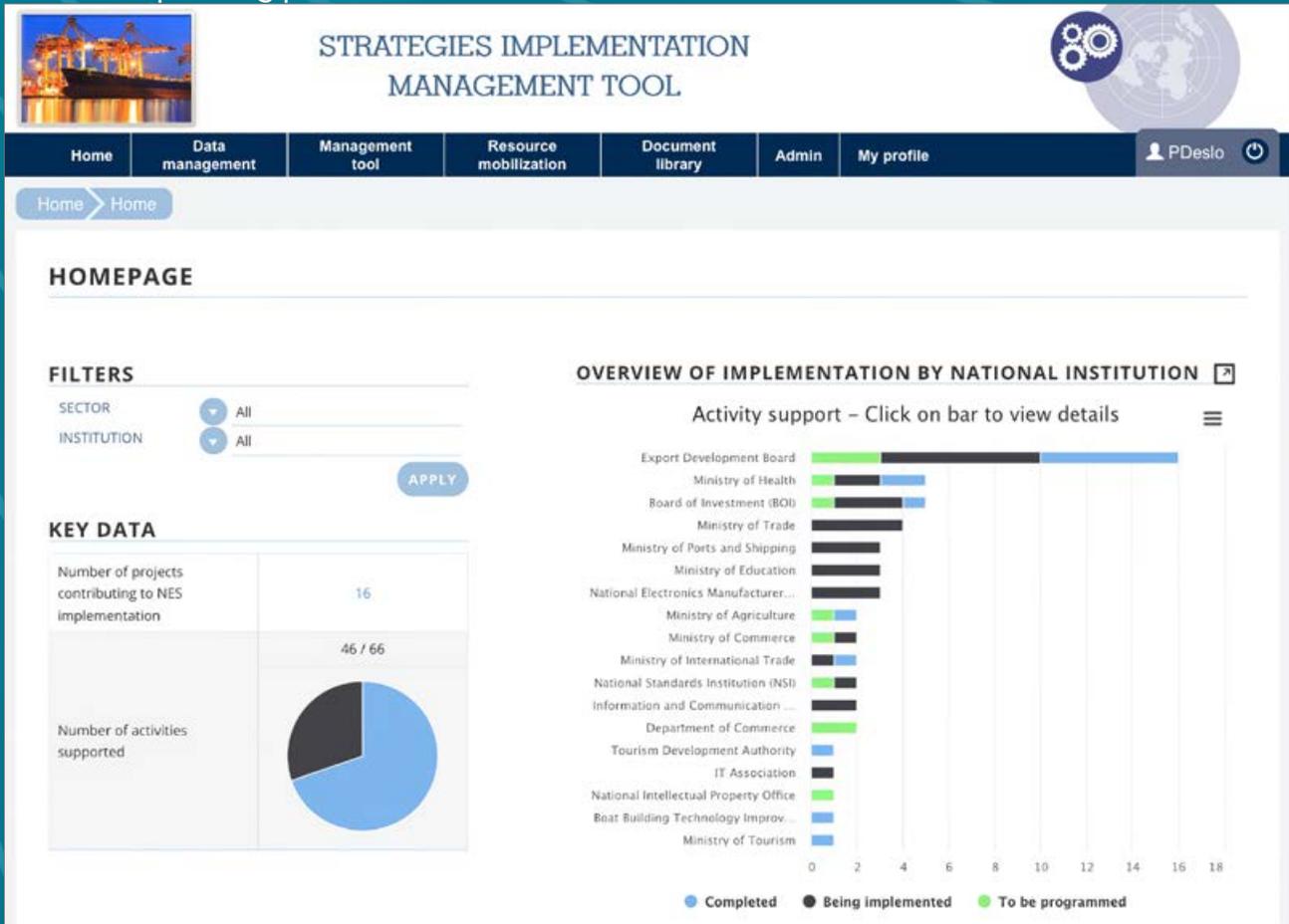
**COLLECT**, share and archive information on strategy implementation in an interactive way.

**IDENTIFY** gaps and duplication between existing initiatives and strategic priorities, as well as implementation bottlenecks to better direct efforts and resources.

**ACCESS** up-to-date and customized data on implementation progress, new projects and engagement modalities, searchable by donor, institution or geographic location.



The right visuals are key to helping stakeholders make smarter, data-driven decisions. The SIMT brings multiple visuals together onto a dashboard. It allows to track the Strategy progress at any point of time, analyze the performance, adjust ongoing activities, and take control of upcoming processes.





Algeria  
Afghanistan  
Belize  
Botswana  
Bhutan  
Burkina Faso  
Cambodia  
Cameroon  
Cote D'Ivoire  
Curaçao  
Dominica  
Ethiopia  
Ecuador  
Fiji  
Ghana  
Gambia  
Guinea  
Grenada  
Iran  
Iraq  
Jamaica  
Jordan  
Kenya  
Kazakhstan  
Kyrgyzstan  
Qatar  
Laos  
Lesotho  
Mauritius  
Mali  
Micronesia  
Mongolia  
Morocco  
Mozambique  
Myanmar  
Nepal  
Pakistan  
Palestine  
Romania  
Rwanda  
Samoa  
Liberia  
Senegal  
Solomon Island  
South Sudan  
Sri Lanka  
Saint Lucia  
Saint Vincent and the Grenadines  
Swaziland  
Tajikistan  
Tunisia  
Tanzania  
Uganda  
Ukraine  
Uzbekistan  
Vietnam  
Yemen  
Zambia  
Zimbabwe

**+100**  
Trade Strategies

**+50**  
Sectors

**+60**  
Countries

## CONTACT

**Charles Roberge**  
Senior Officer, Export Strategy, ITC

International Trade Centre  
54-56 Rue de Montbrillant  
1202 Geneva, Switzerland  
Phone: +41 22 730 0588  
Email: [roberge@intracen.org](mailto:roberge@intracen.org)

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