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JOINT PRESS RELEASE: 27.05.2013

## ITC to reveal new services-trade promotion programme

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The International Trade Centre (ITC) will reveal its new services-trade promotion plan to boost exports of developing countries, resulting in job creation, increased exporter income and empowerment of women and youth, at the second annual China International Fair for Trade in Services (CIFTIS) on 30 May.

ITC and the China Chamber of Commerce of Foodstuffs and Native Produce (CFNA) will co-host an event as part of an ITC-featured day, called, 'The development impact of services in international trade', with the aim of introducing businesses to the latest trade-related technical assistance tools and familiarizing them with marketing data analysis. To boost services exports of developing countries, ITC develops services-export strategies, builds the capacity of trade-support institutions and facilitates small businesses' access to regional and global value chains. The seminar will take place from 9 a.m. at the Fashion and Design Pavilion in the Exhibition Hall of the China National Convention Center in Beijing as part of the larger event from 28 May to 1 June.

Highlights of the ITC-themed day include presentation of its new services-trade promotion programme for enterprises and cities in developing countries; signing of a memorandum of understanding (MOU) between ITC and CFNA and an exchange of letters between ITC and China West Household Textile City (Chengdu). The event is jointly sponsored by CFNA and ITC. Leaders from the Chinese Ministry of Commerce (MOFCOM) and the People's Government of Beijing Municipality are scheduled to attend the meeting where ITC Deputy Executive Director Mr. Jean-Marie Paugam and representatives of the CFNA, World Trade Organization and the Netherlands Centre for the Promotion of Imports from Developing Countries (CBI) will speak.

Speakers, including Mr. Paugam, will be available for one-on-one media interviews at the end of the programme.

Invited guests will then participate in a working lunch focusing on the role that chambers of commerce play in building trade competitiveness of service sectors.

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small- and medium-sized enterprises in developing and transition economy countries to become more competitive in global markets, contributing to sustainable economic development within the frameworks of the Aid for Trade agenda and the Millennium Development Goals.

Contact: Jarle Hetland  
ITC Media Officer  
P: +41 22 730 0145  
E: [hetland@intracen.org](mailto:hetland@intracen.org)

Contact: Chen Jingsheng  
ITC National Consultant  
P: +86 13 50 1205937  
E: [ccc\\_china2011@163.com](mailto:ccc_china2011@163.com)