

# EXPORT IMPACT FOR GOOD

ACHIEVING SUSTAINABLE, INCLUSIVE DEVELOPMENT  
BY INTEGRATING BUSINESSES INTO THE GLOBAL ECONOMY



# SUPPORTING DEVELOPING AND TRANSITION COUNTRIES TO ACHIEVE SUSTAINABLE HUMAN DEVELOPMENT THROUGH EXPORTS

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## FOCUSING ON TRADE TO SUPPORT THE MILLENNIUM DEVELOPMENT GOALS

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The world development agenda is guided by the targets set for the Millennium Development Goals (MDGs). They emerged from the Millennium Declaration signed by world leaders at the largest summit meeting ever assembled at the UN General Assembly in September 2000.

The MDGs are critical benchmarks for ITC in its efforts to reduce poverty and enhance the competitiveness of enterprises in poor communities by promoting their integration into global value chains.

Exports can have an immediate and tangible impact on people's lives, in long-established trading countries and in emerging economies. Exports generate employment and better incomes, contribute to women's empowerment and bring environmental benefits.

ITC is the only international organization focused solely on increasing exports from developing and economies in transition. We apply our knowledge, products and people to create — along with our partners — lasting development outcomes.

# ENABLING SMALL BUSINESS EXPORT SUCCESS IN DEVELOPING AND TRANSITION-ECONOMY COUNTRIES



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## CHANNELING THE BENEFITS OF GLOBAL TRADE ... FOR GOOD

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Since 1964, the International Trade Centre (ITC) has worked to expand participation by the least-developed and developing economies in global trade, expanding trade in order to increase jobs, alleviating poverty and creating greater economic and social empowerment. To this end, ITC provides direct assistance, training, tools, facilitation and other support to small- and medium-sized businesses, trade support institutions and policymakers.

A joint agency of the World Trade Organization (WTO) and the United Nations (UN), ITC puts those organizations' regulatory, research and policy strategies into practice — through partnership and local engagement — to achieve practical development outcomes.

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## IMPLEMENTING THE AID FOR TRADE AGENDA

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Aid for Trade has become the main vehicle for governments to galvanize stakeholders in order to achieve their development aspirations through trade policy and investment. A multilateral initiative begun by the WTO and coordinated in large part through the Enhanced Integrated Framework (EIF), it is primarily a vehicle for enabling developing countries, particularly the least-developed countries (LDCs), to integrate better into the international rules-based trading system.

ITC's mandate aligns wholly with Aid for Trade. We contribute the business perspective, offering solutions to supply-side constraints that prevent developing countries from participating more fully in world trade.

# WORKING WITH BUSINESSES, TRADE SUPPORT INSTITUTIONS AND POLICYMAKERS TO ACHIEVE EXPORT IMPACT FOR GOOD

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## CREATING A FRAMEWORK FOR THE PRIVATE SECTOR TO GROW AND THRIVE

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ITC works with developing and economies in transition to achieve sustainable development through exports — activating, supporting and delivering projects with an emphasis on achieving competitiveness. It does this by providing trade-related technical assistance to the private sector, trade support institutions and policymakers, and by working with national, regional and international bodies.

ITC HAS FIVE STRATEGIC OBJECTIVES:

- **Building awareness** – addressing market failures caused by the lack of trade information and transparency in developing and transition economies
- **Strengthening TSIs** – providing support to trade support institutions (TSIs) to deliver services to the private sector that will help them to export better
- **Enhancing policies** – advising countries on developing an environment that is conducive to exports
- **Supporting enterprises** – enabling enterprises' access markets with the right products that meet international standards
- **Mainstreaming inclusiveness and sustainability** – generating economic value in an equitable way, with a particular focus on women



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## ■ BUILDING AWARENESS AND UNDERSTANDING MARKET CONDITIONS

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Access to trade intelligence and awareness of the opportunities and threats associated with international trade are critical elements to assist developing countries and economies in transition to benefit from exports. Since ITC's foundation, these goals have been at the heart of the organization's work. ITC's work in the trade intelligence field addresses four main areas: maintaining, improving and providing access to ITC global public goods; building the capacity of TSIs to analyse, process and disseminate trade intelligence to small and medium enterprises (SMEs) in order to expand exports; using trade intelligence to guide export policy development; and building awareness on issues related to trade and sustainable development.



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## ■ BUILDING CAPACITY OF TRADE SUPPORT INSTITUTIONS TO ASSIST EXPORTERS

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TSIs such as government administrations, trade promotion organizations, chambers of commerce and sector organizations are priorities for ITC's technical assistance activities. ITC relies on the sizeable network of TSIs to instill sustainable good export practices at the country and regional levels. TSIs are, therefore, recipients of technical assistance and vital partners in the delivery of the vast majority of work carried out by ITC. ITC's work with TSIs focuses on four main areas: developing targeted global public goods for TSI development; providing tailor-made support for overall TSI performance; providing specialized support for targeted TSI services; and facilitating a holistic approach to the export development infrastructure in a sector, country or region by promoting export networks at national, regional and global levels.

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## ■ MAINSTREAMING INCLUSIVENESS AND SUSTAINABILITY

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Trade is widely recognized as an important contributor to economic growth. However, export growth does not automatically translate into human development: it is not an end in itself. ITC actively integrates human development objectives into its technical assistance activities with particular emphasis on gender, poor communities and environment. ITC's work on poor communities seeks to establish mechanisms to link producers into global supply chains while its work on the environment is focused on building awareness and demonstrating how good environmental practices can be positive for trade and development.



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## ■ ENHANCING POLICIES

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ITC supports policymakers to integrate their business sector into the global economy by targeting improved policy effectiveness for export development and trade promotion. ITC's approach affects change in a particular sector, country or region through strategic, integrated initiatives involving stakeholders from the public and private sectors to identify a common vision, determine the strategic requirements, and manage the implementation. ITC's work with policymakers focuses on four main areas: export development strategies, bringing private sector interests and perspectives into the policymaking process, increasing capacity for trade policy formulation which is inclusive; and building the private sector voice into the WTO accession process.

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## ■ STRENGTHENING EXPORTER COMPETITIVENESS

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Contributing to sustainable development by enabling SMEs in developing countries to export is the purpose of ITC. Its approach to supporting enterprises is divided between tailor-made initiatives focused on export-led enterprise development, integrated sector development, and indirect support to TSIs in developing countries to broaden ITC's reach. Directly supporting SMEs to achieve export success is a key component of a number of ITC projects. This is done in conjunction with TSIs in partner countries to ensure outcomes continue to be realized after our projects end.

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## MEASURING EXPORT IMPACT FOR GOOD

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Through its work, ITC ensures that international trade is an important engine of development and poverty reduction, contributing to economic growth, job creation and entrepreneurial opportunities. ITC uses a number of measures to monitor its impact, particularly when it comes to gender. Measurements include:

- Enterprises generating additional exports as a result of ITC assistance
- Jobs supported as a result of ITC assistance
- Institutions and enterprises reporting enhanced environmental sustainability in their export-related operations as a result of ITC assistance

Measuring the results of its activities helps ITC to continuously improve the delivery and impact of its work.



EXPORT IMPACT FOR GOOD



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