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# *Annual Report 2005*

## *Add.1*

### *Summary Review*

### *of Technical Cooperation Projects*

### *Operational in 2005*

**Joint Advisory Group on the International Trade Centre UNCTAD/WTO**  
**Thirty-ninth session**  
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The information contained in this document complements the ITC Annual Report. It is intended to give the reader an overview of all ITC projects operational in 2005. More information on individual projects can be made available, upon request (please contact Ms. E. Bisson, Senior External Relations Officer, [bisson@intracen.org](mailto:bisson@intracen.org)).

The address of the corresponding website has been added for ease of reference where appropriate. This review shows a general description of each project as extracted from the latest project document available, emphasizing the main project objectives together with aspects related to the project's strategy.

It also shows a short summary of the results achieved by each project during the year. In line with ITC's results-based management approach, the summary is related, as far as possible, to the actual achievement(s) of the project in direct relation to its objective(s).

Where appropriate, the findings and conclusions of an evaluation exercise are also reported.

The geographical grouping of countries in this document follows the grouping adopted by UNDP.

## SUMMARY REVIEW OF TECHNICAL COOPERATION PROJECTS OPERATIONAL IN 2005

Project title, number and source of financing	Project description	Achievements to end 2005
<p><b>Window I.</b> Canada, Denmark, Finland, Ireland, Norway, Sweden and Switzerland.</p>	<p style="text-align: center;"><b>GLOBAL TRUST FUND</b> (see also document <a href="#">ITC/AG(XXXIX)/207</a>)</p> <p>Contributions to GTF Window I are for unspecified purposes. They are allocated by the ITC secretariat and reported to the GTF Consultative Committee post facto. They are used primarily to finance technical expertise and programme development activities in the priority areas agreed by JAG.</p>	<p>Window I financed activities to strengthen ITC's capacities in research and services delivery. The funds available allowed ITC to:</p> <ul style="list-style-type: none"> <li>• Meet requests from specific countries for needs assessments and project development assistance;</li> <li>• Maintain and enhance dialogues with partners;</li> <li>• Participate and convene expert meetings to enhance research and strategies on specialized issues; and</li> <li>• Complement research in specific areas.</li> </ul>
<p><b>Window II.</b> E-Trade Bridge for SMEs – phase I. INT/W2/08A. Germany, India, Norway and Switzerland.</p>	<p>The goal of the E-Trade Bridge Programme for SMEs was to create internationally competitive e-competent businesses, and to build national e-trade capacities within the institutions that support them. The modular programme features: country e-assessment reports; kick-off meetings; Winning With the Web (WWW); strategy trainers; and Enabling the SMEs (Training the trainers). Website: <a href="http://www.intracen.org/etradebridge">www.intracen.org/etradebridge</a></p>	<p>The main achievements of E-Trade Bridge phase I in 2005 can be summarized as follows:</p> <ul style="list-style-type: none"> <li>• Improving SME competitiveness through e-trade. National capacities were mobilized to pilot the Enabling SMEs component in three countries. Management-export and e-competence of 93 SMEs were improved.</li> <li>• Preparing E-Maps, E-Balance Sheets and Action Points. For all the 28 applicant countries a survey of e-policy environment, e-trade support infrastructure was completed. E-Maps, E-Balance Sheets and Action Points were printed and distributed (five national / four regional reports).</li> <li>• Training national programme developers and managers. Findings of e-policy and e-trade support surveys were debated for the construction of e-strategies in nine pilot countries. More than 300 national programme developers and managers were trained.</li> <li>• Capacity building by training trainers and counsellors. More than 80 trainers, business counsellors and consultants were trained in three pilot countries.</li> </ul>
<p><b>Window II.</b> E-Trade Bridge programme for SMEs – phase II. INT/W2/12A. Germany, India, Norway and Switzerland.</p>	<p>Based on the experience of phase I, while maintaining the original overall objective, phase II of the E-Trade Bridge programme concentrates on building capacities to bridge the 'use-divide'. This means focusing on working directly with SMEs to improve their competitiveness and creating best practice cases for dissemination. The programme has been developed to facilitate helping SMEs to bridge the 'use-divide'. E-Trade Bridge provides training and counselling directly to SMEs on management, export and e-readiness; such training is delivered by trainers and counsellors trained and certified under the programme. The methodology and focus of the programme is to empower SME managers to make rational decisions on where and when they should be</p>	<p>In addition to its achievements under phase I, the E-Trade Bridge contributed to the following results:</p> <ul style="list-style-type: none"> <li>• Objective 1. Management-export and e-competence of 75 SMEs were improved (enabled). Three hundred SME managers attended workshops on designing enterprise level strategy incorporating 'e' aspects of their businesses. Three e-trade training and counselling programmes delivered directly to SMEs.</li> <li>• Objective 2. More than 70 trainers, business counsellors and consultants were trained. Three new national centres were established.</li> <li>• Objective 3. Promotion of the 'use-divide' concept and ITC's solution for bridging the use-divide through seven international and regional forums for enterprise competitiveness: (1) E-Trade Bridge regional meeting – Philippines; (2) WSIS Thematic Meeting on Economic and Social Implications of ICT – Guatemala; (3) ETB workshop 'Bridging the Use-Divide' – Thailand;</li> </ul>

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<p><b>Window II.</b> South-South trade promotion – new cycle. INT/W2/09A. Germany, Netherlands, Norway, Sweden and Switzerland.</p> <p>South-South trade promotion (SSTP). INT/W2/14A – same donors.</p>	<p>using the digital tools for building competitiveness. Phase II of the programme has three specific objectives.</p> <ul style="list-style-type: none"> <li>Objective 1. To improve the international competitiveness of micro, small and medium sized enterprises by applying the benefits of information and communication technologies (ICTs) to management and business processes.</li> <li>Objective 2. To strengthen the distribution networks for the sustainable delivery of training and counselling programmes for enterprise competitiveness.</li> <li>Objective 3. To expand and strengthen the e-network for exchange of information and development and dissemination of e-facilitation tools.</li> </ul> <p>The second phase of the South-South trade promotion programme (INT/W2/14A) was launched during 2005 with the same objectives as phase I (INT/W2/09A). This is a transaction-oriented programme to generate new trading opportunities among developing countries and economies in transition. It aims at achieving four objectives:</p> <ul style="list-style-type: none"> <li>To put into place data sets providing information on trading opportunities in a regional and, selectively, interregional perspective;</li> <li>To introduce tailor-made methodologies and customized tools for SSTP;</li> <li>To generate new trade flows, and trade-related business arrangements;</li> <li>To institute specific strategies and programmes for SSTP, for eventual implementation with or without ITC assistance.</li> </ul> <p>Website: <a href="http://www.intracen.org/ssstp">www.intracen.org/ssstp</a></p>	<p>(4) Seminar on e-commerce for SMEs – Mongolia; (5) WSIS use-divide workshop – Tunisia; (6) WSIS ICTs in Economic Growth and Poverty Reduction Panel – Tunisia; and (7) ETB workshop ‘Bridging the Use-Divide’ – Kenya.</p>
<p><b>Window II</b> World Tr@de Net (business and the Doha Development Agenda). INT/W2/10A. Germany, Norway, Sweden, Switzerland and the United Kingdom.</p>	<p>The new phase of the World Tr@de Net programme (INT/W2/13A) was launched during 2005 with the same objectives as defined in its previous phase (INT/W2/10A). This programme aims to develop and strengthen the capacity of the business sector in developing and transition economies to analyse and address the changes in the international trading environment resulting from the implementation of the WTO Agreements. Within the context of the Doha Development Agenda, the World Tr@de Net aims to develop and strengthen the capacity of the business sector in developing and transition economies to:</p>	<p>In 2005, SSTP achieved:</p> <ul style="list-style-type: none"> <li>Eight trade flow analyses to identify priority sectors for subregional trade promotion in Africa and Asia;</li> <li>One product selection workshop for the Economic Community of Central African States (ECCAS) during which 11 TSI staff were trained on conducting market research and supply and demand surveys;</li> <li>52 supply and demand surveys carried out by national TSIs on horticultural and apicultural products, food and agro-processing food, pharmaceuticals and natural products, wood and wood products, and aid relief items;</li> <li>Eight buyers–sellers meetings, organized jointly with 42 national TSIs on services, horticultural and apicultural products, food and agro-processing food, pharmaceuticals and natural products, wood and wood products as well as aid relief items. A record number of 434 companies and 67 business associations in the South managed to conclude new business transactions worth US\$ 37.7 million, with a substantive impact on employment generation;</li> <li>Four training workshops on packaging, implementation of ISO 9001, implications of the TRIPS agreement and marketing, organized in Africa, Latin America and Asia.</li> </ul> <p>In 2005, the World Tr@de Net programme supported the following main initiatives:</p> <ul style="list-style-type: none"> <li>The programme expanded to 62 member countries (up from 51 in December 2004) with the insertion of Bolivia, Colombia, Côte d’Ivoire, Ecuador, Mexico, Morocco, Panama, Paraguay, Peru, the Russian Federation and Venezuela. At the request of network members, strong emphasis was given to strengthening business advocacy in support of the ongoing WTO Doha Negotiations.</li> <li>To nurture an informed public–private sector dialogue among network members and allow for meaningful contributions to the Doha Negotiations, business-relevant information and</li> </ul>

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<p>Business Advocacy for Trade (World Tr@de Net) – <i>operational since June 2005</i>. INT/W2/13A. Germany, Norway, Sweden, Switzerland.</p>	<ul style="list-style-type: none"> <li>Analyse and address the changes in the international trading environment resulting from the implementation of the WTO Agreements;</li> <li>Contribute meaningfully to the negotiations through dialogue with the public sector.</li> </ul> <p>Website: <a href="http://www.intracen.org/worldtradenet">www.intracen.org/worldtradenet</a></p>	<p>background materials were provided to World Tr@de Net members, for in-country use and dissemination through the networks.</p> <ul style="list-style-type: none"> <li>Networking activities were supported by the World Tr@de Net team. Nineteen member countries requested grant contributions to implement in-country activities, including the organization of seminars on WTO/MTS issues, dissemination of World Tr@de Net briefing materials and newsletters, workshops on trade in services, and assistance in the use of MacMap tools.</li> <li>Reflecting the priority interests indicated by each region, three regional networking events were held to assess the business implications of the ongoing Doha Negotiations: (a) in Guatemala City, for small economies in Central America; (b) in Dubrovnik, for countries in Eastern and South-Eastern Europe, the Caucasus and Central Asia; and (c) in Buenos Aires, for Latin American and Caribbean network members on the issue of 'Business advocacy and WTO negotiations on Agriculture'.</li> <li>As well as preparing information materials, the World Tr@de Net was instrumental in defining the specific agenda for 'Business for Development' meetings in 2005 (see related information under INT/74/01A).</li> </ul>
<p><b>Window II.</b> Export-led Poverty Reduction Programme. INT/W2/11A. Germany, Netherlands, Norway, Switzerland and the United Kingdom.</p>	<p>The United Nations General Assembly has set out to reduce the proportion of people living in extreme poverty by one half by the year 2015. To contribute to this goal, ITC formulated a strategy for harnessing trade as an engine for poverty reduction and is now launching the Export-led Poverty Reduction Programme (EPRP).</p> <p>EPRP methodology relies on matching labour-intensive products and services having strong prospects in international markets with groups of disadvantaged producers, often through partnerships with local exporters. EPRP builds the trade-related capacity of local institutions (including NGOs) to support these producer groups, while also taking into account gender and environmental factors.</p> <p>Projects are implemented in developing countries and economies in transition having an economic and political environment conducive for poverty reduction through exports. Work in LDCs falls under the overall coordination of the Integrated Framework.</p> <p>Website: <a href="http://www.intracen.org/eppp">www.intracen.org/eppp</a></p>	<p>In 2005, EPRP initiated new projects in Burundi, Colombia, Mauritania, Mozambique, Rwanda and Zambia.</p> <p>So far, the ongoing projects in 15 countries have benefited around 9,500 poor people by creating additional jobs and higher income. Salaries have gone up considerably, by 20%, up to 200% in some cases. Altogether, these projects generated estimated exports sales in excess of US\$ 1.3 million for poor communities.</p> <p>These first results have created more interest among developing country governments, as evidenced by requests from 15 additional developing countries. During the period under review, EPRP intensified its efforts for collaboration with related initiatives. The EPRP approach is being utilized by new joint projects with the Integrated Framework as well as other ITC technical cooperation projects.</p>
<p><b>Window II.</b> National export strategy design and management. INT/W2/15A. Germany, Norway, Sweden, Switzerland and the United Kingdom.</p>	<p>This initiative combines direct advisory support in the development of realistic national export strategies and related capacity development. It is designed to reinforce, through country-specific interventions, the best practice scenarios developed under the research and consultative activities of ITC's Executive Forum.</p>	<p>The main achievements of this new initiative were:</p> <ul style="list-style-type: none"> <li>National export strategies were designed and under implementation in Cambodia and Romania.</li> <li>In association with ITC's ongoing technical assistance initiatives, strategy design teams were established in Botswana, the Lao People's Democratic Republic, Malawi, Uganda, Viet Nam and Zambia. Initial competitiveness analysis was completed, to varying degrees, in all countries.</li> </ul>

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<p><b>Window II.</b> The ServiceExportNet Programme. INT/W2/I 6A. Germany, Norway, Sweden, Switzerland and the United Kingdom.</p>	<p>The ServiceExportNet programme serves as the umbrella for most of the technical assistance programmes delivered by the Trade in Services Section. It comprises a network of representatives of beneficiary countries who communicate their challenges, achievements and future needs. The technical assistance is modified to address needs identified. In 2005, the network grew to 22 members.</p>	<ul style="list-style-type: none"> <li>• In partnership with the Commonwealth Secretariat, strategy design teams were created in Belize, Grenada and St Vincent and the Grenadines, and initial parameters of national export development strategies were prepared.</li> <li>• Best practice scenarios were developed for eventual incorporation in national export strategies on: (a) export strategy in the services sector; (b) strategy management (based on the 'Balanced Score Card'); (c) the creation of quality assurance infrastructure; (d) industrial clustering; and (e) building a tourism 'destination cluster'. Publications were produced on (b), (c) and (d).</li> <li>• Comprehensive 'learning-by-doing' methodologies were reviewed and refined for national and sector-level strategy design. An online platform was developed (for introduction in 2006) for strategy design reference centre and help desk.</li> <li>• ITC's Executive Forum network was strengthened (in terms of knowledge, contacts and experience exchange), through direct involvement in programme consultations, e-discussions and debates.</li> </ul>
		<p>In 2005, the programme had the following achievements:</p> <ul style="list-style-type: none"> <li>• ServiceExportNet round table. Members of the network met in Geneva, and ITC was able to evaluate the progress and results of technical assistance received in each country. The momentum is sustained through the appointment of a 'services champion' in member countries.</li> <li>• New resources available from Window II facilitated a heightened awareness of trade in services and the potential to increase exports. Additional media coverage, creation of a 'brand', and development of new exhibit materials all contributed to increasing awareness through the network.</li> <li>• A new desktop guide for trade attachés posted abroad on assisting services exporters with market information was produced.</li> <li>• New technical assistance was developed to help developing countries with establishing and sustaining a services coalition.</li> <li>• The six-phase technical assistance programme to promote trade in services was expanded to three more countries in South America (Bolivia, Paraguay and Uruguay). In 2005, capacity studies were delivered and the three countries now have the ability to post profiles on the web portal <a href="http://www.serviceexport.com">www.serviceexport.com</a>.</li> <li>• A new programme was initiated to assist women entrepreneurs in forming an export network in Nigeria; and to organize a networking event for women in Arab States in 2006.</li> <li>• A large-scale networking event, 'Bridges Across Borders', took place in South Africa with the participation of TSIs representing nine sub-Saharan countries. The outcomes included sharing experiences, exchanging best practices and market information. One partnership has already emerged between the Africa Centre for Advancement in Malawi and the National Youth Chamber of Business in South Africa.</li> </ul>

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<b>COUNTRY AND REGIONAL PROJECTS</b>		
<b>AFRICA: Country projects</b>		
Côte d'Ivoire. Réforme des marchés publics – composante institutionnelle et développement. IVC/38/02A. Côte d'Ivoire.	<p>In September 2002 IPSM was contracted by the Ministry of Finance of Côte d'Ivoire to:</p> <ul style="list-style-type: none"> <li>• Propose an improved institutional framework to facilitate public procurement reform.</li> <li>• Analyse the newly drafted national public procurement regulation, and verify its compatibility with the improved institutional framework and the compatibility of its provisions with internationally recognized best practices.</li> <li>• Complement through a set of recommendations the existing public procurement regulation in order to take full advantage of newly established practices, especially in the field of public concessions.</li> </ul>	<p>A study tour for Ivorian senior public servant working at the Central Tender Board of Abidjan was organized in Tunisia in December. During two weeks, the Ivorian public servants were trained on the various aspects of public procurement tendering and supplier selection at the premises of the Tunisian Central Tender Board. ITC delivered two days of high-level training on the 'life cycle cost' approach to capital investment. Both Tunisian and Ivorian parties expressed their satisfaction at the end of the study tour.</p>
Ethiopia. Ethiopian coffee quality project. ETH/61/86A. Switzerland.	<p>The project originally had its focus on organic certification of coffee. Priorities were revised in early 2004 through a process of dialogue between Ethiopian partners and ITC.</p> <p>As a result, the focus is now on quality control by means of financial, technical and human support to seven new coffee cupping laboratories in coffee producing areas which are all far from Addis Ababa.</p>	<p>In April 2005, local authorities (MOARD and MOFED) approved the new project description. As a result, seven sites for the coffee laboratories were selected in the second half of 2005.</p> <p>Bids for foreign equipment were received from potential suppliers in December, enabling ITC and Ethiopian partners to place orders in first quarter of 2006.</p>
Ghana. PACT Ghana – phase II. GHA/20/94A. Canada.	<p>PACT Ghana is housed in the Ghana Export Promotion Council (GEPC), and provides technical assistance in the following areas:</p> <ul style="list-style-type: none"> <li>• Enhancing capacity for packaging design;</li> <li>• Exploiting new export opportunities for horticultural and handicraft products;</li> <li>• Developing management capacity for international market information through web-based channels;</li> <li>• Strengthening the capacity of Foreign Service officers to contribute to the country's commercial objectives and interests.</li> </ul>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• Improved packaging materials manufacturing by the target companies and improved awareness amongst packaging user exporters of the market access requirements pertaining to packaging in their target markets.</li> <li>• Certain major producers in horticultural and handicraft sectors followed up the contacts established and made significant new sales.</li> <li>• Stakeholders appreciated the potential of the trade and business information infrastructure that has been developed to contribute to export success.</li> </ul>
<p><b>Evaluation GHA/20/94A:</b> <i>Ghanaian stakeholders undertook a self-evaluation exercise, which allowed all partners to obtain their views on the relevance of the programme, its performance and its likelihood of success. The evaluation was positive.</i></p>		

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Guinea. Renforcement des capacités nationales de la Guinée pour une participation plus effective aux négociations commerciales multilatérales.</p> <p>GIN/05/018A. UNDP.</p>	<p>This project aims at reinforcing the capacity of the main actors in the field of trade development, to enable them to play a more active role in the multilateral trade negotiations and to better integrate this dimension into the context of trade development policy as an engine for growth and poverty reduction.</p> <p>This initiative takes place in the context of the Integrated Framework and flows from the diagnostic study of trade integration and the matrix of actions validated by all the stakeholders in the national seminar that took place in Conakry in October 2003. It is forecast that the national capability of Guinea will be reinforced at two levels:</p> <ul style="list-style-type: none"> <li>• At the decision-making level, a framework of activities will be carried out to sensitize political decision-makers and businesspeople about the content of the multilateral agreements and their implications for the development of Guinea's external trade.</li> <li>• At the analytical level, ITC will train technicians of the different ministries and in particular, the Ministry of Trade's National Directorate for Trade and Competition about the necessary tools for undertaking statistical analysis of the evolution of the country's external trade.</li> </ul>	<p>In 2005, Guinea obtained access to ITC's market analysis tools, notably TradeMap and Market Access Map. The principal actors have been trained in using these tools, enabling them to analyse Guinea's position on the world markets and undertake simulations to define Guinea's negotiating positions. In this framework, the group of people trained are acting as a pilot group for elaborating, under ITC's supervision, an analytical study of the state of access to international markets for Guinean products.</p> <p>In this context, Guinea, through the Ministry of Trade's National Directorate for Trade and Competition, was able to actively participate in several meetings in preparation for the Hong Kong Negotiations. This has allowed this country to adjust its negotiating position in relation to those of other African countries.</p> <p>Moreover, through several training sessions organized by resource people and UNCTAD, stakeholders in the public, private and academic sectors have acquired a better understanding of the WTO Agreements and their implications for the national economy.</p>
<p>Guinea. Renforcement du dispositif institutionnel pour le développement des exportations.</p> <p>GIN/05/159A. UNDP.</p>	<p>This project aims particularly, at reinforcing institutional and human capabilities, with the objective of improving and increasing the gains resulting from exports and rationalizing import operations. This initiative takes place in the context of the Integrated Framework and flows from the diagnostic study of trade integration and the matrix of actions validated by all the stakeholders in the national seminar that took place in Conakry in October 2003. In order to realize its objectives, the project will:</p> <ul style="list-style-type: none"> <li>• Rationalize and reinforce the institutional framework; and</li> <li>• Create a trade information system aimed at increasing the country's capacity to interact dynamically with the different sources of international trade information to support enterprises in their export efforts.</li> </ul>	<p>In 2005, the project focused on two intervention tracks:</p> <ul style="list-style-type: none"> <li>• The development of a consultation involving all stakeholders for the improvement of the support framework for exports and the designation of a focal point. The activities undertaken enabled the selection of the Information Centre of the Ministry of Trade as the focal point for the coordination of actions for the promotion and support of the development of exports at the national level. The focal point will be supported by a network of TSIs.</li> <li>• The implementation of a trade information system. A web platform was developed following similar standards to those used in the platform developed for CEMAC and WAEMU countries. This has enabled the country to benefit from the experience of these countries and should enable it to more easily access the data from other countries which are already available on the Internet.</li> </ul>
<p>Guinea. Développement de la commercialisation et de l'exportation de produits agricoles.</p> <p>GIN/05/492A. UNDP.</p>	<p>The project's objective is the sustainable development of agricultural products exports of the country. It takes place in the context of the Integrated Framework and flows from the diagnostic study of trade integration and the matrix of actions validated by all the stakeholders in the national seminar that took place in Conakry in October 2003.</p>	<p>A field mission covering the four natural regions of Guinea and targeting regions and subregions with a strong agricultural potential was conducted by two national agricultural experts.</p> <p>The results of the mission were analysed in an opportunity study identifying the winning products and the poor communities to be involved in the project as partners.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
	<p>It aims at contributing to the reduction of poverty in Guinea through the implementation of targeted actions for the improvement of the competitiveness and image of selected areas of the Guinean agricultural sector: The objective is to develop exports of new products and to reduce the dependency of the Guinean economy on traditional exports.</p> <p>The project will use a specific approach aimed at empowering poor rural communities to enter the value chain for certain products and to exploit new international trade openings.</p> <p>On the basis of the results obtained by this pilot project, the Guinean authorities will identify other projects on a larger scale that could be implemented during the following phases of the Integrated Framework</p>	
<p>Kenya. Linking Small and Micro-Enterprises to Export Markets. KEN/04/101A. UNDP.</p>	<p>The project has three immediate outputs in achieving its long-term outcome:</p> <ul style="list-style-type: none"> <li>• Enhanced competitiveness of exporters;</li> <li>• Better access to export markets including regional markets;</li> <li>• Improved linkages between small-scale producers and established exporters.</li> </ul>	<p>Activities in 2005 concentrated on two main areas:</p> <ul style="list-style-type: none"> <li>• Following the ITC buyers-sellers meeting methodology (a structured gathering of importers and exporters from different countries who, in a series of one-to-one consultations, explore business opportunities in one particular product sector, assisted by trade specialists) a business encounter was held in February in Dubai, bringing together Kenyan exporters of horticultural and apicultural products with importers from countries of the Gulf region. Business contacts were made between producers of flowers and honey in Kenya and end buyers in Dubai.</li> <li>• An export potential study for services was prepared, with particular focus on prospects of Kenyan business service providers in areas such as call centres and back office operations.</li> </ul>
<p>Lesotho. Product and Market Development of Agro-based Products. LES/04/713A. UNDP.</p>	<p>The project aims to undertake a market and production feasibility study for exports of mushrooms and peaches from Lesotho, and to build capacity for export product and market development in these two agro-based products. This includes training of village farmers (export production villages) and agro-based SMEs in the growing of export quality mushrooms and peaches. Involvement of village farmers is an integral component of the Government of Lesotho's poverty reduction strategies.</p>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• The market feasibility study on mushroom production and business development was completed and related market tours were conducted in South Africa. The feasibility assessment and market tours identified training requirements and led to development of a training programme. The project programme focused on use of local raw materials, poverty reduction needs in Lesotho, and greater participation of both peasants and business community in integrating trade into economic development.</li> <li>• Selected government employees were sent for a one-month training programme in South Africa and China. These people are now training others in the country.</li> <li>• Mushroom production equipment was procured for installation in Lesotho in early January 2006 and will be used for future training in the country.</li> <li>• The feasibility study on peach fruit business development was completed and a report was submitted to the Government. It was accepted and has since been used in developing a peach project submitted for further donor funding.</li> </ul>

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Nigeria. ITC/AIESEC Fellowship Programme. INT/90/01A. Hewlett Packard	The ITC/AIESEC International Fellowship Programme is sponsored by Hewlett Packard Switzerland. The purpose is to improve the professional capacity of the fellow to undertake the duties and responsibilities which will be entrusted to him when he returns to Nigeria.	The Fellowship Programme improved the professional capacity to undertake the duties and responsibilities to be entrusted to the fellow in Nigeria. The fellow was given the opportunity to become familiar with the tools and techniques of trade development, especially in the areas of business support and the relevant ITC initiatives, and to learn about a sample of macro, meso and micro level initiatives of ITC. The fellow was introduced to ITC Compendium of Tools and Services and specifically the EMDS portfolio relating to enterprise management development and exporting. The fellow also had the opportunity to tour the relevant sections of DTSS and DPMD to gain knowledge about support services, supply chain management and strategic market analysis.
Malawi. Technical Support for Improving the Standardization, Quality Assurance, Accreditation and Metrology (SQAM) Infrastructure. MLW/05/614A. UNDP	The objective of the project is the improvement of the quality of services provided by the Malawi Bureau of Standards to the business community with particular focus on standardization and accreditation services.	The project was kicked off with seminars held in Lilongwe and Blantyre in October on 'Improving and Maintaining Market Access through Standards and Conformity Assessment' with the participation of key private and public sector representatives. These were followed up by ongoing assessments by international consultants of the needs of the Malawi Bureau of Standards in various areas such as standardization, hazard analysis and critical control point (HACCP), and certification.
Mozambique. PACT – Mozambique. MOZ/20/04A. Canada.	PACT is a joint programme by ITC and the Trade Facilitation Office Canada (TFOC/Ottawa) developed as one of the initiatives under the Canada Fund for Africa. The programme, implemented through the Canadian International Development Agency (CIDA), is aimed at enhancing the capacity of Africa's private sector to conduct international trade.	To kick off the project's programming mission, ITC organized group-training sessions for government officials and representatives from the private sector and the donor community. The group had work sessions with members of international organizations, trade specialists and donors. The objective was to identify programme areas of focus and build synergies with projects currently being implemented in Mozambique. As a result, PACT Mozambique will focus on the following areas: <ul style="list-style-type: none"> <li>• Fostering cooperation among local TSIs to deliver sound market intelligence services, targeting selected commodities and products;</li> <li>• Strengthening of private sector TSI (chamber of commerce) through partnering with international counterparts (South Africa and Canada);</li> <li>• Strengthening of public sector TSI (IPEX) through outfitting of trade information service in Nampula;</li> <li>• Improving packaging in the agro-food sector;</li> <li>• Creating new business linkages in selected sectors through market exposure tours;</li> <li>• Business women exporter training and mentoring;</li> <li>• Enhancing the capacity of trade counsellors and officers in Mozambique's embassies and consulates to provide effective support services to Mozambican exporters and promote investment opportunities.</li> </ul> In addition to the definition of the programme's main focus areas, the kick-off work resulted in: <ul style="list-style-type: none"> <li>• An increased ownership of the programme by the national counterparts measured by the additional resources that the country will provide (e.g. Integrated Framework funds for the packaging content of the programme);</li> <li>• Synergies with other national projects/programmes e.g. the Swiss Import Promotion Programme (SIPPO) has agreed to organize a European market tour for the project.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
Mozambique. Towards an export development strategy in Mozambique. MOZ/35/05A. Ireland.	<p>The project aims to build capacity of the Institute for the Promotion of Exports (IPEX) in export strategy formulation, using wood manufacturing as a pilot sector. In phase II, the project will support IPEX and selected local partner institutions in implementing key elements of the strategy, by providing technical assistance in practical areas such as product adaptation, quality assurance and marketing, as well as the involvement of poor producers in the export value chain.</p>	<p>In 2005, the project focused on the following achievements:</p> <ul style="list-style-type: none"> <li>• The Mozambican Council of Ministers endorsed the wood sector strategy in June and an inter-ministerial group was formed to oversee its implementation.</li> <li>• The product range was successfully introduced in Europe through the Paris Ethical Fashion Show in October (<a href="http://www.ethicalfashionshow.com">www.ethicalfashionshow.com</a>) resulting in a call for the expansion of the project's production capacity.</li> <li>• Hence, the project has included six additional community groups increasing the number of direct beneficiaries from 20 to 45 people.</li> </ul>
Senegal. PACCIA Senegal – phase II. SEN/20/95A. Canada.	<p>PACT Senegal objectives are to enhance private sector capacity to participate effectively in international trade and to promote exports. Specific objectives are to:</p> <ul style="list-style-type: none"> <li>• Enhance Senegalese enterprises' capacity to export through: <ul style="list-style-type: none"> <li>– The availability of practical guides for exporting such as <i>Trade Secrets: The Export Answer Book</i>;</li> <li>– The development of a national brand for promoting priority products and services clusters; and</li> <li>– The organization of practical training on the 'export process'.</li> </ul> </li> <li>• Enhance the positioning of Senegalese products on the European and Canadian markets through the organization of missions to assess needs and identify potential trade partners. The programme is jointly implemented with the Ministry of Trade and ASEP (the trade promotion organization of Senegal).</li> </ul>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• The first draft of the adaptation of <i>Trade Secrets</i> was completed.</li> <li>• Two training workshops for exporting companies were organized in Saly. These workshops enabled participants to work out their export strategy and to better understand the management of export operations.</li> <li>• Two market tours, for the European market and for the Canadian market, were organized. Sixteen companies took part (9 in Europe and 7 in Canada). These visits enabled the participating companies to better know the requirements of export markets and gave them a concrete idea of the existing potential for profiting from them. Several companies were able to conclude agreements for future sales with purchasers in Europe and Canada.</li> </ul>
South Africa. PACT South Africa – phase II. SAF/20/96A. Canada.	<p>PACT South Africa focuses on strengthening the institutional capacity of Trade and Investment South Africa (TISA), the national trade promotion agency, based on the following technical assistance services:</p> <ul style="list-style-type: none"> <li>• Objective 1: Production of business guides under the Trade Secrets series;</li> <li>• Objective 2: Improvement of TISA's trade information system;</li> <li>• Objective 3: Supply-chain management training.</li> </ul>	<p>Main achievements can be summarized as follows:</p> <ul style="list-style-type: none"> <li>• Objective 1 – Completion and delivery of new trade information service publications.</li> <li>• Objective 2 – Launch of business matching system by the South African Ministry of Trade.</li> <li>• Objective 3 – Completion of supply chain management support to the cosmetics companies.</li> <li>• Objectives 5 and 6 – Preparatory and consulting mission by Canadian cosmetics marketing specialist.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
	<p>These ITC-managed components are complemented by the following Trade Facilitation Office Canada (TFOC)-managed components:</p> <ul style="list-style-type: none"> <li>• Objective 4: Development of a training programme for government trade representatives;</li> <li>• Objective 5: Networking opportunities for disadvantaged groups in the business community;</li> <li>• Market tour for selected South African firms and promotion of market linkages in Canada.</li> </ul>	<ul style="list-style-type: none"> <li>• Objectives 5 and 6 – Business contacts and export development trade mission of cosmetics exporters to Canada.</li> </ul>
<p><b>Evaluation SAF/20/96A:</b> <i>An interim self-evaluation of the programme was conducted early in 2005 by an independent consultant. National counterparts rated the results of the national PACT programme as highly satisfactory (ITC/TFOC rating was satisfactory). Notable successes emanating from PACT South Africa include use by South African exporters of the PACT enhanced trade information services and business matching system. Also, PACT has provided technical assistance to the South African cosmetics sector, addressing in particular the export readiness of participating companies. There was some immediate export success following the trade mission to Canada. An important lesson learned from PACT South Africa is that capacity building for export business development achieves better results when the beneficiaries (SMEs) are involved in setting out project expectations and objectives. The success of PACT South Africa was mainly driven by the enthusiasm of beneficiaries.</i></p>	<p>PACT Tanzania is housed in the Board of External Trade (BET) and provides technical assistance in the following areas:</p> <ul style="list-style-type: none"> <li>• Development of new export opportunities for horticulture and spices;</li> <li>• Training and advisory services for improved packaging design.</li> </ul> <p>These ITC-managed activities are complemented by the following Trade Facilitation Office Canada (TFOC)-managed components:</p> <ul style="list-style-type: none"> <li>• Enhancement of capacity in the handicrafts sector; and,</li> <li>• Development of management capacity in market information through web-based channels.</li> </ul>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• The final training programme in the United Republic of Tanzania was completed in November and resulted in country/company visits by importers of spices and horticulture from the EU, which resulted in the establishment of market linkages with these EU buyers.</li> <li>• Training in organized buying and selling systems was introduced and this assisted in the creation of the Tanzania Horticulture Association. There are now plans to form a similar organized buying system for the spices subsector in Zanzibar.</li> <li>• The Ministry of Agriculture developed good agricultural practice (GAP) training material for the spices and horticulture sectors. The University of Sokoine completed the seed improvement project for outreach training and dissemination in early 2006.</li> <li>• The initial training in Packaging for SMEs was completed, creating awareness of the need to engage the business community in export packaging skills development. The Small Industry Development Organization (SIDO) has taken over future local packaging training.</li> </ul>
<p><b>Evaluation URT/20/99A:</b> <i>The United Republic of Tanzania and South Africa undertook self-evaluation to ascertain the benefits of the programme activities. Findings indicated that the programme was helping beneficiaries reach export markets in Canada and the EU. The training activities were also reported as helping companies to improve export awareness and enhance competitiveness through better product and market development. In both countries, findings highlighted the need for additional support on creation of market opportunities and product development.</i></p>	<p>PACT Tanzania is housed in the Board of External Trade (BET) and provides technical assistance in the following areas:</p> <ul style="list-style-type: none"> <li>• Development of new export opportunities for horticulture and spices;</li> <li>• Training and advisory services for improved packaging design.</li> </ul> <p>These ITC-managed activities are complemented by the following Trade Facilitation Office Canada (TFOC)-managed components:</p> <ul style="list-style-type: none"> <li>• Enhancement of capacity in the handicrafts sector; and,</li> <li>• Development of management capacity in market information through web-based channels.</li> </ul>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• The final training programme in the United Republic of Tanzania was completed in November and resulted in country/company visits by importers of spices and horticulture from the EU, which resulted in the establishment of market linkages with these EU buyers.</li> <li>• Training in organized buying and selling systems was introduced and this assisted in the creation of the Tanzania Horticulture Association. There are now plans to form a similar organized buying system for the spices subsector in Zanzibar.</li> <li>• The Ministry of Agriculture developed good agricultural practice (GAP) training material for the spices and horticulture sectors. The University of Sokoine completed the seed improvement project for outreach training and dissemination in early 2006.</li> <li>• The initial training in Packaging for SMEs was completed, creating awareness of the need to engage the business community in export packaging skills development. The Small Industry Development Organization (SIDO) has taken over future local packaging training.</li> </ul>
<p><b>AFRICA: Regional projects</b></p>		
<p>Relaunching Subregional Economic Integration of Central African States (ECCAS). RAF/02/015A. UNDP.</p>	<p>This programme seeks to assist in relaunching the subregional economic integration of Central African States through the lessening of national barriers that impede the movement of persons, goods, services, capital and ideas within the subregion.</p>	<p>A subregional workshop validated studies on interregional trade promotion. As a result the selection of potential export products within the subregion was made, laying ground for the organization of a buyers–sellers meeting in 2006.</p>
<p><b>Evaluation RAF/02/015A:</b> <i>A joint evaluation was conducted by ITC and the ECCAS secretariat to assess the implementation and results of the programme. The evaluation was positive.</i></p>		

Project title, number and source of financing	Project description	Achievements to end 2005
<p>PACT GTI – Design Training Programme. RAF/20/98A. Canada.</p>	<p>As a preparatory element in the Regional Gender and Trade Initiative (ACCESS!) (see project RAF/20/01A below) this project facilitated the development of a training package for women entrepreneurs, combining the Canadian ‘Going Global’ Package with ITC’s Business Management System. Course development activities involve a series of review meetings by both ITC and Canadian experts, as well as resource people from Africa.</p>	<p>As part of the preparatory work in 2005, the training material for supporting the ACCESS! programme was developed and distributed to beneficiary countries.</p>
<p>GTI/ACCESS Implementation (English-speaking countries). RAF/20/01A. Canada.</p>	<p>ACCESS! is a regional gender and trade initiative that forms part of the joint ITC/TFOC Programme for Building African Capacity for Trade. It provides training, mentorship and networking support to women entrepreneurs in five English-speaking African countries (Ethiopia, Ghana, South Africa, Tanzania and Uganda). The programme builds on an innovative exporter training programme combining ITC’s Business Management System with the esteemed Canadian Going Global training package. ACCESS! involves the training of trainers, followed by delivery of a series of training sessions and business counselling for women exporters at national level. The training is complemented with a web-portal, facilitating business networking as well as access to information, links and contact details of interest to women entrepreneurs.</p>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• Focal points were appointed and locals were trained to undertake export training of women in all five countries.</li> <li>• All five countries developed national ACCESS! programme strategies, which were endorsed by ITC/TFOC.</li> <li>• Following the successful ‘Train the Trainer’ course conducted by ITC/TFOC, four countries successfully completed their first in-country training programmes.</li> <li>• Each of these countries is now able to identify women’s needs and priorities on export supply issues, undertake relevant training and provide basic export promotion assistance to women.</li> <li>• The training material developed under the PACT GTI – Design Training Programme (RAF/20/98A) is now being used and has been under evaluation since October 2005 to ascertain its relevance to the beneficiaries.</li> <li>• The Uganda ACCESS! representative was in Hong Kong to share with other WTO focused teams Uganda’s experiences and benefits of the ACCESS! programme.</li> </ul>
<p>Leatherline – African Platform. RAF/47/86A. Netherlands.</p>	<p>This project aims at promoting the African leather industry, through a web-based information platform that will increase awareness of the sector’s potential within and outside Africa, facilitate business matching, and improve communications. The African Leather Information Platform will be developed and hosted on the ‘Leatherline’ website, to take advantage of its large international audience. It will be developed under the project in cooperation with the Eastern and Southern Africa Leather Industry Association (ESALIA) with at least 10 countries cooperating in the network. Website: <a href="http://www.intracen.org/app12/leather/africanplatform">www.intracen.org/app12/leather/africanplatform</a></p>	<p>The African Platform was developed. It is a unique one-stop information shop for the African leather industry. At a workshop organized in cooperation with ESALIA in Nairobi, Kenya, 26–28 July, national experts (focal points) from Botswana, Ethiopia, Eritrea, Kenya, Malawi, Sudan, the United Republic of Tanzania, Uganda, Zambia, and Zimbabwe discussed and finalized the African Platform templates to promote the African leather sector. Research was then undertaken to prepare complete profiles of the industry, covering the following: general country information, livestock, industry, government policy, investment regulations, institutional support, trade statistics, cooperation projects, surveys and reports, company profiles, environment and social responsibility. The African Platform was presented and raised strong interest (e.g. Rwanda asked to immediately join in) during the Conference on Enhancement of African Trade in the Leather Sector at the Nairobi International Footwear and Leather Goods Expo held in Nairobi at the end of November. New African areas will progressively be added to the African Platform.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>TIS Capacity Building in Business Information for sub-Saharan Africa. RAF/47/90A. Netherlands.</p>	<p>This project aims at building information management capacities of TSIs in sub-Saharan Africa. Activities include:</p> <ul style="list-style-type: none"> <li>• Defining methodologies and tools based on ICT for market data collection, processing and dissemination;</li> <li>• Developing SMEs' databases and business resources; and</li> <li>• Organizing trade information workshops for TSI trade information managers and awareness enhancement seminars for SMEs.</li> </ul> <p>In 2005, beneficiary countries were Benin, Burkina Faso, Cameroon, the Central African Republic, Chad, the Congo, Ghana, Mali, Niger, Senegal and Togo.</p>	<p>In 2005, the main achievements were:</p> <ul style="list-style-type: none"> <li>• Priority sectors for regional trade expansion: <ul style="list-style-type: none"> <li>– Four priority sectors (food and agro-processing; fisheries; wood and wood products; and services) were identified and disseminated to national TSIs of 11 ECCAS countries.</li> <li>– Two priority sectors (food and agro-processing; and textiles and clothing) were identified for four countries (Comoros, Madagascar, Mauritius and Seychelles). The results of this analysis will be disseminated to the national TSIs in 2006.</li> </ul> </li> <li>• Export potential for relief items was analysed for 13 countries (Benin, Burkina Faso, Cameroon, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Gabon, Ghana, Guinea, Mali, Niger, Nigeria, and Senegal).</li> <li>• Business enterprise audits were conducted for 119 SMEs to assess their export potential capacity on relief items (Benin, Burkina Faso, Cameroon, Ghana, Mali, Niger, Nigeria, and Senegal). Six TSIs (Benin, Burkina Faso, Cameroon, Ghana, Mali and Senegal) and three national consultants (Chad, Niger and Nigeria) were trained on sector analysis and enterprise auditing.</li> <li>• Staff from 11 national TSIs were trained on ITC methodology for conducting market research and surveys (Angola, Burundi, Cameroon, Chad, Congo, Central African Republic, the Democratic Republic of the Congo, Gabon, Equatorial Guinea, São Tomé and Príncipe and Senegal).</li> <li>• National TSIs undertook 32 market surveys on the following priority sectors: <ul style="list-style-type: none"> <li>– Food and agro-processing, wood and wood products (Benin, Burkina Faso, Cameroon, Central African Republic, Côte d'Ivoire, Gabon, Guinea Bissau, Mali, Niger, Republic of Congo, Senegal and Togo).</li> <li>– Relief items (Benin, Burkina Faso, Cameroon, Ghana, Mali, Niger, Nigeria and Senegal).</li> </ul> </li> <li>• TSIs collected 558 company profiles which will be recorded in a national company database being developed. In addition, TSI staff from CAEMC and WAEMU countries were trained on the systematic collection of company profiles covering all sectors.</li> <li>• The institutional framework for trade information management and dissemination was defined in 14 CAEMC and WAEMU countries. Fourteen TSIs were selected and given the responsibility to act as focal point for their respective national business information network.</li> <li>• Methodologies on information collection, processing and dissemination were put in place in 15 TSIs from CAEMC and WAEMU countries.</li> <li>• The TSI facilities of Benin, Burkina Faso, Cameroon, Gabon, Mali, Niger and Senegal were strengthened to improve their information management and support services through the provision of ICT equipment. Thirty-one information managers were trained in preparing business plans for the development of their trade information services.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Integrated leather sector export development programme for Africa. RAF/47/72A. Netherlands.</p>	<p>This is an integrated programme for export development of leather and leather product from Africa, covering a number of complementary self-contained clusters of activities.</p> <ul style="list-style-type: none"> <li>• Preparation and implementation of the fourth 'Meet in Africa' (trade fair seminars, buyers-sellers meetings), Addis Ababa, 6–9 October 2004, as a way to boost intra-African trade and African exports to international markets. Strengthening the Internet site for African hides, skins and leather products.</li> <li>• Building and strengthening the capacity of sectoral institutions at national, subregional and regional level as well as promoting their networking, in particular of the African Federation of Leather and Allied Industries (AFLAI).</li> <li>• Creating awareness of trade potential among SMEs and developing enterprise competitiveness.</li> </ul> <p>Website: <a href="http://www.intracen.org/leather">www.intracen.org/leather</a></p>	<p>Upon completion of the Meet in Africa cycle with the trade fair in Addis Ababa in October 2004 and the handing over of the event to the African Federation of Leather and Allied Industries (AFLAI), the project's carried over funds allowed the research for maintaining and updating the leather-related website.</p>
<p>Information Management and Market Analysis for African TSIs. RAF/47/93A. Netherlands.</p>	<p>The project seeks to build the capacity of TSIs in sub-Saharan Africa to deliver business information and to undertake market analysis and surveys enhanced. Countries to be covered in 2005 include Burundi and Rwanda (with TSIs to be selected in conjunction with CBI in both these countries), Ethiopia (Ethiopian Export Promotion Department) and exceptionally in 2005 the Cebu Furniture Foundation of the Philippines to complete activities launched in 2004. TSIs in the CAEMC and WAEMU regions also benefit from support for the development of an intraregional trade information network.</p>	<p>In 2005, the project focused on the following achievements:</p> <ul style="list-style-type: none"> <li>• An assessment of trade information needs and services was completed in Burundi and Rwanda and work plans developed in conjunction with main counterparts for the development of appropriate information services in each country, the plans to be implemented in 2006.</li> <li>• Information services of the Ethiopian Export Promotion Department were strengthened through the deployment of information resources and equipment.</li> <li>• TSI information management capacity in Burundi, Madagascar, the Philippines and Rwanda was strengthened through specialized training programmes.</li> <li>• In Burundi and Rwanda, TSIs provided with access and training to up-to-date and reliable trade and market access data through the national versions of TradeMap and Market Access Map. Product Map is also now available to these two countries.</li> <li>• In Namibia, ITC's Market Analysis Tools were provided, with appropriate training for use by the public and private sector. The ITC national partner is the Namibian Chamber of Commerce and Industry.</li> <li>• A business information service was launched by the Cebu Furniture Industries Foundation for its business sector, following its development through training, information resources and software deployment.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p><b>ARAB STATES: Country projects</b></p> <p>Algeria. Appui aux réformes et à la reconstruction du secteur financier et bancaire. ALG/97/001A. UNDP.</p>	<p>The project provides assistance for the banking and financial sectors in their adaptation to the international business environment. It is framed within the context of the restructuring reforms jointly implemented by the Government and UNDP. The direct objectives are:</p> <ul style="list-style-type: none"> <li>• Access to financing international trade transactions; and</li> <li>• Enhancement of capacities to draft international contracts</li> </ul>	<p>In 2005, enterprise training was organized by ITC, in partnership with UNDP and the Ministry of Finance, on credit evaluation and the guide <i>How to Approach Banks</i>. The capacity of exporting firms and institutions to access export credit was reinforced.</p>
<p>Djibouti. Support for enhancing the capacities of MCIA, CCD and ANPL. DJI/04/621A. UNDP.</p>	<p>The project aims at enhancing the capacities of the Djibouti Government and the private sector to integrate external trade into the country's development planning. The focus is on improving the capacities of the institutions whose role is essential in the integration process:</p> <ul style="list-style-type: none"> <li>• The Ministry of Trade, Industry and Handicrafts;</li> <li>• The National Investment Promotion Agency; and</li> <li>• The Djibouti Chamber of Commerce.</li> </ul>	<p>The Djibouti institutions that are partners in the project have been provided with assistance from international and national consultants and ITC. To help them to better undertake their mission, tools have been put at their disposal in the field of trade information, the use of international trade databases and the procedures of external trade operations. They have also been equipped with computers. Moreover, the programme has enabled the development of partnerships with similar institutions in Mali, Tunisia and the United Arab Emirates for the benefit of the Chamber of Commerce and the National Investment Promotion Agency.</p>
<p>Djibouti. Projet d'appui au développement du secteur du tourisme. DJI/05/620A. UNDP.</p>	<p>This project aims to contribute to the economic growth of Djibouti through the promotion of the tourism sector, which has been identified as a key sector for the economic development of the country. The project will implement targeted actions to promote the tourism heritage of Djibouti abroad and to reinforce professional training in the tourism sector.</p>	<p>The capacities of the National Tourism Office in Djibouti have been reinforced through the development of promotional material and the work of an international consultant specialized in the field of tourism development. The development strategy for tourism is currently being developed. With a view to better implement its mission, the Tourism Office has benefited from data processing and office automation material.</p>
<p>Egypt. Egyptian Marketing Centre. EGY/66/01A. Egypt.</p>	<p>This project aims to build the capacities of the Egyptian Foreign Trade Training Centre (FTTC) through the creation of the Egyptian Marketing Centre (EMC/FTTC), to be hosted within the FTTC, to cater to the needs of the Social Fund for Development (SFD) in assisting SMEs to improve their international competitiveness.</p> <p>ITC will help FTTC to strengthen its capabilities to design, develop, deliver and manage training and counselling assistance to SMEs. Specifically, EMC/FTTC will be able to address business issues concerning marketing, and the supply chain, as well as managerial issues related to designing competitive strategies and using resources, particularly trade information and market analysis.</p> <p>To this end, ITC will deliver its tools, materials and methodologies for building enterprise competitiveness, certify the qualifying participants as well as the qualifying programmes and courses developed within the project, and will welcome EMC/FTTC as a member within ITC's networks of institutions.</p>	<p>Strengthening of FTTC's capability to manage trade information and offer related services is well under way with four people from SFD and FTTC having attended ITC's 10-day trade information seminar.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Egypt. HP–ITC Partnership for Micro Enterprise Acceleration. RAF/90/02A. Hewlett Packard.	Hewlett Packard (HP) has initiated a project entitled the Global Micro Enterprise Acceleration Project (MAP) to accelerate the growth and job creation potential of micro enterprises in underserved communities around the globe. Building capacities within micro enterprise development agencies (MEDAs) is an important step in supporting the international competitiveness and trade potential of these small companies. The aim of this project is to advance the use of ICTs by MEDAs and provide training and support to ensure that these agencies are able to use these resources effectively and efficiently. In this context, ITC identifies potential partners in developing and transition economies and manages the integration of technology, training and other resources to these partners working in cooperation with HP and its lead subcontractors.	<p>In 2005, ITC's activities concentrated on Egypt:</p> <ul style="list-style-type: none"> <li>• Selection criteria were established for identifying potential counterpart organizations.</li> <li>• Desk research was carried out to shortlist prospective Egyptian partners.</li> <li>• An advisory committee was established.</li> <li>• On the basis of consultations and site visits FTTC (Cairo) and the Alexandria Business Association were selected as MAP pilot centres.</li> </ul>
Jordan. ITC–JEA Joint Project on Creating a National Network of SME Trade Advisers in Jordan. JOR/89/01A.  ITC–JEA Joint Project on Creating a National Network of SME Trade Advisers in Jordan (phase II). JOR/89/02A. Jordan Exporters Association (JEA).	<p>JOR/89/02A is a follow-on and complementary project to the trade adviser-training programme funded by USAID and executed by the Jordan Exporters Association (JEA) in cooperation with ITC (JOR/89/01A). The project was implemented in two phases to accommodate USAID administrative procedures and the winding up of the Jordan–United States Business Partnership. The aim of the project is to create a national network of master trainers and trade advisers who can deliver sustainable business development services to SMEs within Jordan and the Middle East region. This phase of the programme features three workshops covering use of diagnostic tools, training and counselling skills, and pilot programme design.</p>	<p>The participants in the Certified Trade Advisor Programme (CTAP) presented six pilot programme designs during the final workshop in August. Seven master trainers and 18 trade advisers/associates were accredited, having successfully completed the training programme and fieldwork. The master trainers conducted a strategy workshop for 30 SME managers immediately following the accreditation ceremony. Since the programme finished, at least four of the participants have succeeded in securing fee-paying contracts based on what they learned. In addition, a number of the master trainers are being used by ITC to reduce the costs and extend the reach of its programmes within the region and elsewhere.</p>
Mauritania. Establishment of a Trade Information Centre. MAU/37/14A. Italy.	<p>The project aims at contributing to the country's economic development through better integration into the MTS. In particular, it aims to reinforce institutional and human capacities to improve export returns and rationalize import management. This global objective is to be achieved through the setting up of a trade information centre.</p>	<p>In 2005, CIMDET (Centre d'information pour le développement économique et technique) and the Chamber of Commerce entered into a strategic partnership following ITC recommendations. The personnel of the two institutions profited from advanced training in the management of commercial information. The website of the information centre was translated into Arabic to widen its use.</p>
United Arab Emirates. Dubai Export Development – phase II. UAE/78/02A. Department of Economic Development, Dubai.	<p>The objective of the project is to develop detailed proposal for the Department of Economic Development in Dubai on matters related to the establishment of the Export Development Centre in Dubai as recommended in the first phase of this project.</p>	<p>The establishment phase of the Export Development Centre was launched in Dubai. The vision, objectives, major functions, services and the organizational chart of the centre were defined. The beneficiary advised on staffing requirements, job descriptions of officers, training needs, budget requirements and on plan of action.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
United Arab Emirates. Trade Secrets and Export Quality Management Guides-UAE (Dubai). UAE/78/03A. Department of Economic Development, Dubai.	The objective of the project is to adapt ITC's <i>Trade Secrets</i> and the <i>Export Quality Management</i> guides to Dubai's business environment. This will enhance business support services in the country.	Business advisory services were enhanced to the benefit of SMEs and institutional capacity was created in trade development and quality management by the initiation of the adaptation of ITC tools..
<b>ASIA AND PACIFIC: Country projects</b>		
Bangladesh. Bangladesh Leather Service Centre for Export Development. BGD/37/17A. Italy.	The project was conceived in accordance with the priorities of the Government of Bangladesh for trade development and has its origins in the outcome of the round table on the Integrated Framework at which the export development of the leather sector was pointed out as a strategic consideration for reducing the risky dependence of the country's economy on the ready-made garments industry. The overall objective of the project is to increase exports of leather products, thus contributing to sustainable export diversification and consequent employment generation through trade-related capacity development. The pivotal element of the project is the creation of a 'Bangladesh Leather Service Centre' for the industry, focusing in particular on added-value products, such as footwear and leather goods. The Centre, under the aegis of the Leather Sector Business Promotion Council (LSBPC) will be run with a commercial orientation in order to ensure its self-sustainability. It will encompass a number of interlinked activity clusters, namely: product design and development, training, quality testing and certification, market information, international promotion and partnership development, and financial guidance. Pilot marketing actions will be undertaken which will lead to partnership development between Bangladeshi producers and overseas buyers/distributors. It is expected that the beneficiary exporting SMEs will expand their niche share in their existing markets and penetrate new markets. The objective of the project is also to assist small producers to gradually become direct exporters.	An inter-ministerial agreement was signed between the Ministry of Commerce and the Ministry of Education in order to establish the cooperation framework between the Leather Sector Business Promotion Council and the Bangladesh College of Leather Technology. The 'Bangladesh Leather Service Centre' will be hosted in the College; operational synergies need to be set up.

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Bangladesh. Development of the Supply and Exports of Leather. BGD/A1/01A. Asia Trust Fund.</p>	<p>The project addresses priority problems of the tanning sector that were identified by the IF-financed project (GLO/O2/G01) executed by ITC in 2002–2004. These problems include: insufficient skills in leather processing to compete internationally on quality and price; limited export marketing know-how; and lack of a comprehensive trade strategy to guide the export development of the tanning sector. It is expected that the project capacity building activities will lead to: an improvement of the output and quality of finished leather; an increase of exports by tanneries; a clear reference framework for decision-making on export development issues. The improved production of finished leather will extend its benefits to the whole sector as the tanneries will be able to supply the footwear and leather goods industry with locally made raw materials of better quality, thus increasing the added value of the finished products. The project will work with a selection of enterprises, but the impact will create awareness in the whole sector. Capacity building activities are at the core of the project, through on-the-job training and direct advice at company level. Business plans will be prepared by the beneficiary enterprises incorporating the acquired know-how and the business contacts established during the project. Tanneries will also develop an understanding of how working processes need to be adjusted for enhanced efficiency. This will help them to better plan for their forthcoming mandatory relocation from the densely populated area of Hazaribagh to the area assigned by the Government in Savar (Dhaka) to the tanning industry.</p>	<p>The first SHAPE workshop for the formulation of the trade development strategy for the leather sector took place in December with the participation of business community, stakeholders and government officials. As a result, a draft 'Trade Strategy for the Leather Sector in Bangladesh' was prepared. This will be assessed and completed by the local SHAPE sector team in preparation for the second workshop, scheduled for March 2006. Meanwhile two international consultants, for tanning operations and leather marketing respectively, audited the industrial processing and marketing operations of 12 selected tanneries and provided on-the-job coaching, with the purpose of improving and raising the added value of their products to match international demand.</p>
<p>Cambodia. Strategy Development for the Cambodian silk sector. CMB/49/02A. New Zealand.</p>	<p>The project aims at developing a bottom-up strategy for the Cambodian silk sector, to come up with a sector-wide strategy that can be presented to potential donors. The subsector groups of the value chain – sericulture, weaving, and product and market development – are preparing their respective subsector strategies with the facilitation of a national consultant. Once finalized, the sector-wide strategy will be agreed on and launched at a round table.</p>	<p>A sector-wide strategy for the silk sector was presented, agreed on and launched by its stakeholders at a second round table in October. The strategy, which feeds into the national export strategy, was officially presented to the government of Cambodia in November. First discussions with donors to finance implementation of the strategy have taken place. A donor coordination meeting regarding the financing of the silk sector development is foreseen for 2006. After a first round table early in the year, subsector strategy meetings took place at which the stakeholders developed and agreed on their respective subsector strategies.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Cambodia. Support to trade promotion and export development in Cambodia.</p> <p>CMB/61/87A. Switzerland.</p>	<p>The main objective of this project is to build up the trade promotion and export development capacities of Government, TSIs and exporting enterprises in Cambodia, in close technical cooperation with the Lao People's Democratic Republic and Viet Nam. Areas of technical cooperation are:</p> <ul style="list-style-type: none"> <li>• The development of export strategies at the national and sectoral levels;</li> <li>• The establishment of an operational trade support network at the national level between Government, TSIs, product associations and exporting enterprises, led by strengthened trade promotion organizations;</li> <li>• The improvement of knowledge, strengthening of skills and development of capacities of training institutions to provide training in trade promotion and export development to exporting enterprises;</li> <li>• The establishment of a trade information capacity at the national level servicing the specific needs of TSIs and exporting enterprises.</li> </ul>	<p>The project made major progress toward its main objective, mainly by providing technical support to both the Government and the business sector pursuant to the formulation of a national export strategy. This process entailed massive networking activities, which in turn advanced the project's progress towards its second objective. In addition a number of training activities, on-the-job training opportunities, national consultancies and advisory missions led to the strengthening of local support in areas such as market research, participation in fairs, and understanding of enterprise needs. Finally, an action plan for the development of trade information capacities was established for implementation mainly in 2006.</p>
<p><b>Evaluation CMB/61/87A:</b> <i>An external evaluation was carried out in November. This evaluation validated the project's relevance and recommended that its scope be extended (in terms of resources). Adjustments were also recommended, notably a shift towards a sector-driven approach.</i></p> <p>Cambodia. Support to Trade Promotion and Export Development in Cambodia:</p> <p>EMDS/DTSS.</p> <p>CMB/61/87B. Switzerland.</p>	<p>The objective of the project is to enhance trade and export capacities of Cambodia and strengthen SMEs' competitiveness.</p>	<p>The project conducted a human resources assessment, a workshop on needs and diagnostic assessment, and thematic workshops. A national action plan on strengthening TSIs is under way, to be completed by January 2006.</p>
<p><b>Evaluation CMB/61/87B:</b> <i>Assessment of phase I was conducted by seco and ITC at the end of 2005. Recommendations have been taken into account for the formulation of phase II (2006).</i></p> <p>Cambodia. Support to Trade Sector Wide Approach in Cambodia.</p> <p>CMB/A1/01A. Asia Trust Fund.</p>	<p>This project is designed to address Cambodia's need to take more effective ownership of the trade reform process through the formulation of a sector programme and coordinating the various donor interventions. The strategy of the project is to support the Government of Cambodia in its efforts by engaging an international expert skilled in the design of a trade sector development programme and the implementation of such programme by means of a sector-wide approach (SWAP).</p> <p>The project pursues a three-pronged approach:</p> <ul style="list-style-type: none"> <li>• Based on existing studies, most notably the Tokyo Road Map and</li> </ul>	<p>The required commitment for the SWAP clearly emerged in 2005.</p> <ul style="list-style-type: none"> <li>• Awareness was built through a stakeholders' meeting in August, during which the SWAP was presented to representatives of the Government, private sector and donor community. Consequently, the parameters for the Trade SWAP were elaborated, in close consultation with parties concerned.</li> <li>• A donor meeting was held in November to ensure buy-in from the donor community and solicit further inputs to the approach.</li> <li>• The next step is the government-led preparation of a trade development programme, to be completed early in 2006.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
China. Pilot project for the development of an export-oriented fresh apple industry in Tongchuan city, Shaanxi Province of China. CPR/22/04A. China.	<p>the diagnostic trade integration study, preparation of a trade sector development programme, and fostering of widespread support and commitment from the donor community, private sector and civil society for its ensuing implementation;</p> <ul style="list-style-type: none"> <li>• Assessment of the existence of the preconditions and capabilities required for the Government to effectively manage the implementation of the policy by means of the SWAP; and</li> <li>• Defining common approaches and working arrangements, institutionalizing regular consultations with relevant stakeholders, and defining mechanisms to enable the required donor coordination and harmonization.</li> </ul> <p>The project will help the Shaanxi Province of China to develop an export-oriented apple industry by:</p> <ul style="list-style-type: none"> <li>• Upgrading the quality and yield of fresh apples in Tongchuan City to enable exports to be increased;</li> <li>• Providing a model by which yields and quality of fresh apples in Shaanxi Province can be improved;</li> <li>• Promoting export of fresh apples to selected markets in Europe and the Russian Federation.</li> </ul>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• The apple farms participating in the project have become models in Shaanxi Province of China. The knowledge and skills they have acquired have been imparted to other farms in the province, leading to an increase of yield by 30% and of ratio of quality apples by 10% in one year.</li> <li>• Over 300 technicians have been trained and more than 6,200 farmers have participated in training conducted by international and national experts.</li> <li>• A handbook on EUREP-GAP was prepared. All the farms assisted have been accredited with EUREP-GAP certification.</li> </ul>
Indonesia. Understanding the Multilateral Trading System Rules and their Implications for Business Sectors. INS/A1/01A. Asia Trust Fund.	<p>The objective of the project is to enhance understanding among government officials, TSIs and business sector representatives of specific topics of the MTS as well as on their practical implications for the business community. The topics and issues selected reflect the immediate concerns expressed by the Government and the business community. They are addressed by the project to foster Indonesian trade capacity.</p> <p>The project's has three key outputs:</p> <ul style="list-style-type: none"> <li>• Improved understanding among trade officials and the business community of the interplay between free trade agreements (FTAs) and the MTS;</li> <li>• Improved understanding by government officials and business community experts of the Rules of Origin in the international legal framework and their implications; and</li> <li>• Improved knowledge by the members of the Anti-dumping Committee of Indonesia, trade officials and members of the business community of trade remedy rules and practices.</li> </ul>	<p>In the past, members of the private sector have not usually been trained on Rules of Origin issues but rather have learned from experience. This has resulted in serious misunderstanding and mistakes in their international trade practices in view of the internal legal framework. In 2005, the understanding of government officials and business community experts on the Rules of Origin was improved during a series of three two-day workshops organized in Jakarta, Bandung and Surabaya. Approximately 100 representatives from the business community and the government participated.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Lao People's Democratic Republic. Support to trade promotion and export development in the Lao PDR.</p> <p>LAO/61/89A. Switzerland.</p>	<p>The main objective is to build up the trade promotion and export development capacities of Government, TSIs and exporting enterprises in the Lao People's Democratic Republic, in close technical cooperation with Cambodia and Viet Nam, so that they in turn can induce expansion and diversification of exports. The project addresses four main areas of technical cooperation:</p> <ul style="list-style-type: none"> <li>• Export strategies development at national and sector levels;</li> <li>• Establishment of an operational trade support network at the national level between Government, TSIs, product associations and exporting enterprises, led by strengthened trade promotion organizations;</li> <li>• Improvement of knowledge, strengthening of skills and development of capacities of training institutions to provide training in trade promotion and export development to exporting enterprises;</li> <li>• Establishment of a trade information capacity at the national level servicing the specific needs of TSIs and exporting enterprises.</li> </ul>	<p>The project made major progress toward its main objective, mainly by providing technical support to both the Government and the business sector pursuant to the formulation of a national export strategy. This process entailed massive networking activities, which in turn advanced the project's progress towards its second objective. In addition a number of training activities, on-the-job training opportunities, national consultancies and advisory missions led to the strengthening of local support in areas such as market research, participation in fairs, and understanding of enterprise needs. Finally, an action plan for the development of trade information capacities was established for implementation mainly in 2006.</p>
<p><b>Evaluation LAO/61/89A:</b> An external evaluation was carried out in November. This evaluation validated the project's relevance and recommended that its scope be extended (in terms of resources). Adjustments were also recommended, notably a shift towards a sector driven approach.</p>		
<p>Lao People's Democratic Republic. Support to Trade Promotion and Export Development in the Lao PDR – EMDS/DTSS. LAO/61/89B. Switzerland.</p>	<p>The objective of the project is to strengthen trade and export promotion capacities in the Lao People's Democratic Republic and strengthen SMEs' competitiveness.</p>	<p>The project conducted a human resources assessment, a workshop on needs and diagnostic assessment, and thematic workshops. A national action plan on strengthening TSIs is under way, to be completed by January 2006.</p>
<p><b>Evaluation LAO/61/89B:</b> Assessment of phase I was conducted by <i>seco</i> and ITC at the end of 2005. Recommendations have been taken into account for the formulation of phase II (2006).</p>		
<p>Lao People's Democratic Republic. Support to Trade Promotion and Export Development in the Lao PDR.</p> <p>LAO/61/89F. Switzerland.</p>	<p>The 'mother project' (LAO/61/89) addresses four main areas, described above. This small component of the 'mother project' relates to the first area, and has as its objective: to formulate a national export strategy based on the Government development strategy, the export potential assessment ('supply/demand survey'), and produce sectoral export strategies including realistic objectives, targets, and trade supporting measures. Among the promising economic areas is the craft sector, particularly cotton and silk hand-woven textile products. The project component aims at providing the government, business sector, and business and trade support organizations with critical information on the Lao hand-woven cotton and silk textiles, to enable the stakeholders design an effective sector export strategy.</p>	<p>In 2005, the project delivered the following main achievements:</p> <ul style="list-style-type: none"> <li>• In cooperation with the Lao Handicraft Association, national consultants assessed the sector situation and briefed sector enterprises on the European market for silk products.</li> <li>• Two 'pilot companies' exhibited at the Bangkok International Gift Fair and closed deals, assisted by the project and the Thai Department of Export Promotion.</li> <li>• The experience of an international trade fair participation, buyers' requirements, needs and means of assisting the enterprises in exporting were shared at the Training Centre of the Ministry of Commerce with other enterprises of the sector, the Lao Trade Promotion Centre, Ministry of Commerce, Ministry of Industry and Handicraft, and the Lao National Chamber of Commerce and Industry.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
Mongolia. Creation of Geographical Indications in Mongolia. MON/A1/01A. Asia Trust Fund.	<p>The objective of the project is twofold:</p> <ul style="list-style-type: none"> <li>To facilitate an informed policy decision of the Mongolian authorities on its international position related to geographical indications (GIs) including the implementation of its obligations regarding GIs under the WTO framework, in particular the TRIPs agreement; and</li> <li>To familiarize relevant Mongolian interlocutors (Ministry of Industry and Trade, International Trade Research Centre, business associations, government agencies, interested companies, etc.) with the concept of geographical indications and build capacity so as to enable Mongolian industry and communities to use relevant GIs to their advantage.</li> </ul> <p>An international expert on GIs will consult relevant stakeholders, and build awareness on GIs through a training seminar. Following this training and consultations, two GI products that show good export potential will be chosen for further study, as strategic business cases. A second consultant will work on the legal documents for GI registration of the product identified. In parallel, ITC's Market Analysis Section will conduct a comprehensive study identifying Mongolian priority sectors for export promotion. A concluding round table meeting will be held in Ulaanbaatar to present the main findings, foster interest and commitment for GIs and discuss next steps.</p>	<p>Awareness of GIs among public and private sector representatives was built through a training seminar in June and a round table meeting in November. The round table meeting confirmed considerable interest and commitment towards GI application by Mongolian stakeholders. The meeting counted with participation from the Minister of Industry, EU member states, EC officials, UNDP, etc., and many private sector representatives from (in particular) the meat sector and wool and cashmere sector.</p> <p>It was acknowledged that the first steps towards GI creation and registration in Mongolia for two products were successfully made, i.e. the documents that detail the legal specifications and requirements for GIs on meat and camel wool. In addition, ITC completed an export potential study of selected sectors and presented this during the round table meeting, identifying priority actions for development of sectors concerned. The EC and Government expressed their satisfaction and interest in a follow-up project on GIs, to be managed by ITC under the Asia Trust Fund.</p>
Mongolia. Assistance to the International Trade Research Centre of Mongolia. MON/A1/01B. Asia Trust Fund.	<p>In support of the establishment of the International Trade Research Centre of Mongolia, this project will provide access to trade-related market information sources and build local skills in the area of market research and strategy formulation:</p> <ul style="list-style-type: none"> <li>Under this project, Mongolian trade-related institutions and enterprises will be able to access international trade information, sector-specific market intelligence and the most up-to-date sources of tariff and market access data, via ITC's suite of market analysis tools and wide range of information sources, notably TradeMap, Product Map, Country Map, Market Access Map and Investment Map.</li> <li>A series of capacity-building workshops will be organized, targeted at trade professionals, Ministry of Trade or foreign investment agency officers, members of sectoral or professional associations, academics and private entrepreneurs in order to develop local capacities and skills in market research, trade analysis and data interpretation and to facilitate the preparation of international trade development strategies at national, sectoral or enterprise level.</li> </ul>	<p>In August, the International Trade and Market Research Centre of Mongolia was launched and a first training workshop was held on applying market analysis tools for effective international market research.</p> <p>In November, the second workshop, Train the Trainer, was held, focusing on the Ministry of Industry and Trade, the Mongolian National Chamber of Commerce and Industry and the Foreign Investment and Foreign Trade Agency of Mongolia.</p> <p>An action plan due for March 2006 includes a course on market profiles for the same bodies.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Nepal. Nepal Window II Trade-Related Capacity Building. NEP/04/006A. UNDP.	<p>This project will establish an effective instrument to support Nepal's export-oriented enterprises, taking into account the needs of exporters, SMEs, the government and donors. An export challenge and matching grants scheme will be created, along with systems at the technical, operational and logistical levels. The project will also create a national information network aimed at reinforcing the understanding of the new credit scheme and creating awareness about it.</p>	<p>The project's activities were launched during the year. All consultants were selected, work started and their respective findings were assembled during December. During this phase consultants also held a number of meetings with local business groups and SMEs, including groups of women entrepreneurs, to create awareness of and skills for using matching grant schemes. Presentation of the overall implementation report to Nepalese authorities is planned between December 2005 and January 2006. Donor meetings are planned in January 2006 to raise the funds required for the export matching grant schemes. The Asian Development Bank has shown a concrete interest in supporting the fund.</p>
Pakistan. EC Trade-Related Technical Assistance in Pakistan. PAK/75/17A. European Commission.	<p>The purpose of the programme is to enhance awareness among government officials, the business sector and civil society about the implications of WTO Agreements for the economy of Pakistan and to assist the country in building the necessary capacity to address issues resulting from its participation in WTO. It consists of three components:</p> <ul style="list-style-type: none"> <li>• Building capacity on WTO issues;</li> <li>• Norms and standards (implemented by UNIDO); and</li> <li>• Intellectual property (WIPO).</li> </ul> <p>The EC has nominated ITC as the overall programme coordinator.</p>	<p>Enhanced access to trade-related data for the public and private sectors has been ensured by the establishment of two WTO reference centres in 2005, at the Lahore Chamber of Commerce and the Ministry of Commerce. These centres are equipped with ITC's MAS tools and received training in their use. Capacity on successful exporting of services has been built amongst officials of the Export Promotion Bureau (EPB), with a view to enhancing their service delivery to services exporters. Furthermore, a services export capacity study was completed and a services road map, indicating priority actions to improve the environment for exporting services, was developed. Further awareness and capacity on trade in services has been built through seminars in Pakistan, providing concrete advice and tools to services exporters and fostering linkages within and between sectors.</p> <p>Two training seminars, on services and agriculture, were organized at ITC, further building the expertise of officials from the Pakistani Government and Geneva Mission. Strategic advice on the establishment of a WTO cell at EPB was provided, incorporating the findings of a worldwide survey in this area. National and international studies on public-private sector consultation were conducted and presented and discussed during a round table meeting in Lahore, with a view to improving and institutionalizing a public-private consultation mechanism in Pakistan.</p> <p>Finally, the first steps towards the elaboration of five sectoral studies have been made. The studies will be completed in 2006, analysing current performance and providing recommendations to improve export potential, taking the possible impact of WTO Agreements into account.</p>
Pakistan. EC Trade-Related Technical Assistance in Pakistan – BAS. PAK/75/17C. European Commission.	<p>The purpose of the programme is to strengthen the WTO wing of the Ministry of Commerce together with other governmental departments and institutions involved in WTO negotiations, to better formulate trade policy and actively participate in multilateral trade negotiations. An institutional framework for a dialogue among government services, business sector and civil society will be strengthened on all matters related to WTO and other trade negotiations. The component will further provide international advisory services, training and support to EPB to become a channel for the capacity building of the business sector.</p>	<p>A public-private symposium on trade in services, in Karachi in May, supported by a national study, initiated a dialogue among stakeholders on trade impediments and the implications of GATS negotiations. A national study, together with an international comparative study on public-private consultation mechanisms kicked-off the discussions during a round table in Lahore on the design of a Pakistani consultation mechanism on WTO and trade policy issues. An international study on the role of export promotion agencies and WTO issues supported the drafting of a 'blueprint' for the establishment of a WTO cell within EPB, to help businesses and SMEs to better tap the opportunities brought about by Pakistan's membership of WTO.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Pakistan. EC Trade-Related Technical Assistance in Pakistan – MAS. PAK/75/17D. European Commission.	This project covers: <ul style="list-style-type: none"> <li>• Provision of TradeMap, Product Map and Market Access Map to the three WTO reference centres;</li> <li>• Providing launch and training events for the tools; and</li> <li>• Conducting training of trainers on the tools for interested stakeholders.</li> </ul>	The needs assessment mission was completed in Karachi and Lahore in April, followed by MAS tools launch and training on market analysis and research techniques for TPOs in Karachi, Lahore, Islamabad in May. Fifty-five participants attended the training. Password generation instructions were provided to EPB.
Pakistan. EC Trade-Related Technical Assistance in Pakistan – TSS. PAK/75/17E. European Commission.	A series of practical trade in services interventions will take place to enhance services exporting. These activities include: a team survey of the export potential of the services sector; the provision of advisory services and training for the establishment and initial operation of the new unit in EPB; special training events targeting trade bodies on how to promote service exports and the implications of the GATS; orchestration of a national workshop on successful services exporting in two cities, in cooperation with the EPB and relevant government agencies; preparation of special marketing materials to increase public awareness of trade in services; and the elaboration of a services export road map.	In 2005, achievements include: <ul style="list-style-type: none"> <li>• Services export training for EPB officials was held in June in Karachi, and for EPB officials as well as services associations and service firms in September in Karachi and Lahore.</li> <li>• A services symposium in May in Karachi resulted in identification of specific trade constraints for service firms.</li> <li>• A services capacity report was completed, including interviews with approximately 100 service firms on their business operations.</li> <li>• A GATS conference in November in Lahore with private sector attendance attracted 400 participants.</li> <li>• The creation of a service export road map has commenced.</li> </ul>
<i><b>Evaluation PAK/75/17E:</b> Each service export training activity in June and September included an evaluation report. It is clear from the initial training that more needs to be done to help EPB officials to improve their ability to present service export training modules and deepen their knowledge of the sectors. Greater links need to be created between EPB and other trade entities to further improve EPB's ability to work with the private sector.</i>		
Pakistan. EC Trade-Related Technical Assistance in Pakistan – MDS. PAK/75/17F. European Commission.	The project focuses on delivery of studies on the implications of the WTO Agreements for five sectors: automotive parts, footwear, furniture, pharmaceuticals, and sports goods.  The focus is on areas where action is needed by Pakistani enterprises for adaptation to WTO Agreements.	The five sectors were selected by Ministry of Commerce by July, and terms of reference were ready by December. The four consultants in Pakistan and the three in the EU were identified by the end of 2005. The timetable was agreed with parties involved, including workshops around May–July 2006 and seminars or other dissemination around October–December 2006.
Philippines. Promotion of Trade in Services through the Creation of a Services Coalition. PHI/A1/01A. Asia Trust Fund.	The objective is to promote trade in services in the Philippines by enhancing public–private sector consultation through the creation of a coalition of service industries. As a result of this project, a framework will be established to help increase exports of services from the country. Various studies, surveys and workshops will be undertaken in order to capture information on export capacity, and potential. Key stakeholders will undertake an awareness-building campaign and implement a strategy to promote exports of services and ensure market-driven trade negotiations.	A steering committee comprising senior-level stakeholders from the private, public, and academic sectors was established and worked together as an effective model for other countries. Activities included the near-completion of an ambitious list of research projects, including a survey and study of SME development organizations (SMEDOs), which will be capped with a road map for service export competitiveness.  The official launch of the coalition was held in May. The launch was well-attended by a good mix of the stakeholders in the service industry exports, coming from government, academe and the industry sectors. Service sector champions presented the known status of their industries and pointed the way to the preparation of the sectoral studies which are funded by the project.

Project title, number and source of financing	Project description	Achievements to end 2005
Philippines. Upgrading BFAR's Capability in Fish Inspection Services for the Philippines. PHI/A1/01B. Asia Trust Fund.	The objective of the project is to improve the effectiveness of inspection services in the Philippines for fishery exports and the quality and safety of fish supplies to meet the requirements of import markets. This would contribute to addressing the urgent deficiencies highlighted by the European Commission regarding fish inspection for export.	<p>The other major activity in the launch was the signing of the Declaration on the Development and Promotion of Philippine Services by the proponent institutions, together with other institutional stakeholders, witnessed by the identified sectoral champions.</p> <p>The website development component was negotiated directly with the National Computer Centre (NCC). Website development will take six months from MOU signing into 2006; NCC can host the site for three months while the site is being populated. After that, the project will have to look for another web host.</p> <p>Arrangements were made to coordinate the SMEDO survey with certain activities of the Philippine Chamber of Commerce and Industry, given the expense that would have been involved in having a research team travel to the Visayas and Mindanao to do the survey and the focus group discussions or key informant interviews.</p> <p>Initial responses of the private sector to the project have been positive, with the Asian Institute of Management holding a forum on the competitiveness of Philippine service industries in July. The Foreign Affairs Under-secretary for International Economic Relations was a guest speaker during the National Convention Franchise 2005 of the Philippine Franchise Association, and also participated in the Executive Forum and shared best practices with other countries interested in formulating a coalition.</p> <p>Main achievements in 2005:</p> <ul style="list-style-type: none"> <li>• More effective Bureau of Fisheries and Aquatic Resources (BFAR) monitoring and control processes, through an improvement in the communication and documentation systems, availability of draft procedures for certification and listing procedures.</li> <li>• Improved methods at BFAR for plant inspection and auditing, including a better understanding of the EU requirements, due to participation in hands-on training on good manufacturing practices (GMP) and hygiene, hazard analysis and critical control points (HACCP) systems, inspection procedures and auditing, etc. (50 inspectors were trained).</li> <li>• Improved knowledge of industry key players on food safety and good hygiene practices, GMP and HACCP systems, requirements of Philippines and EU markets, due to participation in hands-on training courses (51 people from the private sector were trained).</li> </ul>
Sri Lanka. EU-Sri Lanka Trade Development project. SRL/75/19A. European Commission.	<p>The purpose of the programme is to enhance awareness among government officials, the business sector and civil society about the implications of WTO Agreements for the economy of Sri Lanka, and to assist the country in building the necessary capacity to address issues arising from its participation in the WTO. The project consists of three principal components:</p> <ul style="list-style-type: none"> <li>• Building capacity on WTO issues through training for negotiators and market access analysts, and the establishment of a trade remedies unit in the Department of Commerce.</li> </ul>	<p>During the first year of implementation, the project trained over 200 government and private sector operators on WTO-related issues; on material sourcing in order to better tailor Sri Lankan textile exports to demands in EU markets; and, in the area of gems and jewellery, on improved value chain management, product development and marketing in EU markets. These activities have improved the ability of government trade analysts and negotiators to better formulate recommendations for trade policy development. Exporters have benefited by becoming more informed about the trends in EU markets, how to buy their raw materials accordingly, and how to improve their production process to enhance efficiency and competitiveness.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
	<ul style="list-style-type: none"> <li>Building the capacity of exporting firms involved in the gems and jewellery sector and textile sector to undertake appropriate measures to improve the supply and value chains, and developing effective marketing plans to increase exports to foreign markets for these products.</li> <li>Providing training to police and customs officers on intellectual property issues, and modernizing the business and administrative processes of the National Intellectual Property Office of Sri Lanka relating to trademark, patent and industrial design registrations. WIPO will cooperate in the implementation of this component of the project.</li> </ul>	
Sri Lanka. EU-Sri Lanka Trade Development Project – BAS. SRL/75/19B. European Commission.	<p>In order to participate in the Doha Development Agenda, the Government of Sri Lanka has expressed the need to have the understanding and capacity to analyse, assess and develop negotiating positions that fully reflect its specific concerns and the conditions of its economy. In the context of this project, in cooperation with WTO and interested national stakeholders, ITC will:</p> <ul style="list-style-type: none"> <li>Organize six two-week introductory courses on WTO Agreements in general and on broad WTO-related issues of relevance to Sri Lanka.</li> <li>Organize a one-week advanced course on WTO specific issues (e.g. trade in services).</li> <li>Improve the information and support capacity of the Department of Commerce in the fields of anti-dumping, countervailing measures and safeguards. A specialized unit will be established and its management system designed by the project.</li> </ul>	<p>In 2005, the first two objectives were addressed. The following workshops were delivered:</p> <ul style="list-style-type: none"> <li>Two two-week training courses on general WTO issues were organized in September in Colombo targeting representatives of the business community as well as government officials. There were 30 participants.</li> <li>A one-week workshop on services was organized in October in Colombo targeting representatives of the business community as well as government officials. There were 40 participants. Two reports on the services industry in Sri Lanka and the impediments encountered by local exporters are being prepared.</li> </ul> <p>In all these workshops, the number of participants requested in the project document was surpassed.</p>
Sri Lanka. Build Capacity within Trade Support Institutions to Promote Trade in Services. SRL/A1/01B. Asia Trust Fund.	<p>The objective of the project is to build capacity with TSIs in three locations in Sri Lanka to deliver export-related trade promotion programmes, including an implementation and follow-up programme.</p>	<p>Main achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>Two-day workshops were delivered in Colombo, Galle and Kandy in August. Over 100 TSIs participated and reacted favourably to the proposed new export promotion programmes that could be offered to member companies. Twenty have actively engaged in implementing some of these new ideas.</li> <li>Individual sector-specific consultations took place following the workshops and provided further technical assistance on implementation strategies.</li> <li>A database containing company and association profiles is under development and discussions are underway with the Export Development Board about specific activities in 2006 aimed at selected professional services sectors.</li> <li>Brief guides on specific aspects of the trade promotion activities are under development to facilitate implementation and build capacity.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
Thailand. Strengthening the Export Capacity of Thailand's Organic Agriculture. THA/A1/01A. Asia Trust Fund.	<p>There is strong potential for innovations in organic production and trade in Thailand. The constraints to realizing this export potential may be summarized as follows:</p> <ul style="list-style-type: none"> <li>• Lack of understanding of EU requirements related to organic production and imports among all stakeholders, including responsible government agencies;</li> <li>• Lack of coordination and synergies among the responsible agencies, leading to duplication and sometimes conflicting objectives;</li> <li>• Lack of long-term strategic plan on organic agriculture development.</li> </ul> <p>To overcome these constraints, the Asia Trust Fund will provide technical assistance in the following ways:</p> <ul style="list-style-type: none"> <li>• Facilitate the development of a national organic model for organic agriculture, whereby a consensus is reached on where public and private sector resources should be allocated to support growth of the sector;</li> <li>• Facilitate the coordination of relevant government agencies in the implementation of organic projects in a synergetic manner;</li> <li>• Strengthen Thailand's government control systems and requisites to prepare for application to the EU third country list (Article 11(1)).</li> </ul>	<p>Achievements for 2005:</p> <ul style="list-style-type: none"> <li>• Training of Ministry of Agriculture, Ministry of Commerce and accreditation agency staff in organic regulatory issues, accreditation and certification.</li> <li>• Drafting of a benchmark study of the Thai organic industry.</li> <li>• Organization of a two-day workshop for industry and Government to identify opportunities and constraints facing industry.</li> <li>• Drafting of an action plan for the Thai organic industry.</li> </ul>
Viet Nam. Support to Trade Promotion and Export Development in Viet Nam. VIE/61/94A. Switzerland and Sweden.	<p>The project seeks to strengthen national capacity in four main areas: strategy design, networking, human resource development and trade information. Vietrade is the main national counterpart.</p>	<p>The project made major progress toward its main objective, mainly by providing technical support to both the Government and the business sector pursuant to the formulation of a national export strategy. This process entailed massive networking activities, which in turn advanced the project's progress towards its second objective. In addition a number of training activities, on-the-job training opportunities, national consultancies and advisory missions led to the strengthening of local support in areas such as market research, participation in fairs, and understanding of enterprise needs. Finally, an action plan for the development of trade information capacities was established for implementation mainly in 2006.</p>
<p><b>Evaluation VIE/61/94A:</b> An external evaluation was carried out in November. This evaluation validated the project's relevance. Adjustments were also recommended, notably a shift towards a sector-driven approach. Stakeholders will discuss project execution modalities in 2006.</p>		
Viet Nam. Support to Trade Promotion and Export Development in Viet Nam – EMDS/DTSS. VIE/61/94B. Switzerland.	<p>The objective of the project is to strengthen the capacities of national institutions (in particular Vietrade) to enhance trade promotion and exports.</p>	<p>In 2005, the project conducted a series of short thematic workshops followed by clinics for SMEs. Jointly with the Government it was agreed that the six-month competitiveness programme would take place in 2006 (beginning in March) In addition, the project prepared a series of short manuals on the topics covered by the thematic workshops.</p>
<p><b>Evaluation VIE/61/94B:</b> The first phase was assessed by an ITC/seco evaluation mission. The recommendations of this mission are now being taken into account for the design of the activities of 2006.</p>		

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Viet Nam. Support to Trade Promotion and Export Development in Viet Nam – MDS/DPMD. VIE/61/94F. Switzerland.</p>	<p>The project intends to achieve an updated national export development strategy, an operational trade support network at the national level between Government, TSIs and exporting enterprises, and an effective trade information capacity serving the needs of Government, TSIs and export enterprises. One of the focus sectors is arts and crafts.</p>	<p>In 2005, national capacity was built for the development of arts and crafts exports through:</p> <ul style="list-style-type: none"> <li>• A workshop on export marketing for 30 selected craft enterprises already exporting or having export potential and Viettrade representatives;</li> <li>• Individual advice given by an international craft expert to selected companies during visits of the companies' production facilities;</li> <li>• Coaching of the national consultant to prepare the selected companies for exports.</li> </ul> <p>Two market survey missions – one to Europe, the other to the United States, to be implemented in spring 2006 for selected enterprises and Viettrade – have been planned.</p>
<p><b>ASIA AND PACIFIC: Regional projects</b></p>		
<p>Development of IPSM training and consultancy support capacities in ASEAN and South Asian countries. RAS/61/81A. Switzerland.</p>	<p>This project aims at developing sustainable training and consulting services in the area of international purchasing and supply management in 12 countries in South and South-Eastern Asia.</p> <p>The countries covered by this project are: Bangladesh, Cambodia, India, Indonesia, the Lao People's Democratic Republic, Malaysia, Nepal, the Philippines, Singapore, Sri Lanka, Thailand and Viet Nam</p>	<p>The network of institutions offering ITC's Modular Learning System (MLS) on International Purchasing and Supply Chain Management (IPSCM) was further consolidated and strengthened.</p> <ul style="list-style-type: none"> <li>• During 2005 more than 150 trainers were trained through 10 events organized in the context of the project. MLS based training is now being offered by 20 local institutions in 11 countries.</li> <li>• More than 1500 exams were taken in order to obtain the International Diploma in IPSCM supported by ITC in the countries covered by this project.</li> <li>• A number of reports have been collected demonstrating the impact of the training in a number of countries.</li> <li>• Cooperation between the participating institutions has begun successfully throughout the region (including exchanges of trainers).</li> </ul>
<p>Asia Trust Fund Coordination Unit. RAS/A1/01A. Asia Trust Fund.</p>	<p>The Asia Trust Fund (ATF) is a channel to provide quick delivery of short-term TRTA, in response to an immediate need identified by a national Government or regional organization. Support will be complementary to bilateral programmes and shall in particular be provided in the context of nationally and regionally owned trade development strategies, to be mainstreamed into national and regional development policies, including poverty reduction strategy papers. Typically, an ATF intervention would cover one or more of the following areas:</p> <ul style="list-style-type: none"> <li>• Support national efforts to benefit from WTO rules and agreements;</li> <li>• Reinforce public-private sector consultations on WTO related issues;</li> <li>• Prepare analytical studies on key business issues relating to the MTS;</li> </ul>	<p>The main features in 2005 were:</p> <ul style="list-style-type: none"> <li>• Nineteen ATF requests had been submitted by the end of 2005. Out of this total, 12 requests have been approved. 1 is still under consideration, and the EC has rejected 6 requests.</li> <li>• At the end of 2005, nine projects were in full implementation, and the remaining three should assume implementation early in 2006.</li> <li>• An ATF stakeholders' meeting was organized in Bangkok in November, reconfirming the interest in and commitment to ATF by EC officials and government focal points and providing clear recommendations for streamlining the submission and review of requests.</li> <li>• Countries have been encouraged to submit their ATF requests before end of March 2006.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
	<p><b>Project description</b></p> <ul style="list-style-type: none"> <li>• Organize workshops, discussion forums and conferences on WTO Agreements and issues;</li> <li>• Build capacity on TBT, SPS, standardization, quality assurance, and certification for the government and business sectors;</li> <li>• Provide capacity for training on WTO Agreements through technical workshops, distance learning and development of country and sector-specific training and information materials;</li> <li>• Provide advice on international trade law, contract negotiation and commercial arbitration;</li> <li>• Provide technical assistance to regional organizations to strengthen commercial integration at regional level (ASEAN, SAARC);</li> <li>• Strengthen TSIs in areas such as trade information, packaging and trade finance;</li> <li>• Deliver country-specific training programmes in market analysis and adaptation of tools for market research focusing on trade flow analysis, market intelligence and market access issues;</li> <li>• Advise on best practices in procurement and supply chain management to ensure cost-effective use of resources;</li> <li>• Provide tailor-made advice and support for product development and adaptation, promotion and market development covering priority sectors such as textiles and garments, wood and wood products, artisanal products, beverages, leather and leather products, organic products, fruit juices, fruit and vegetables, fibres and spices;</li> <li>• Develop trade in services including tourism and business and professional services;</li> <li>• Identify TRTA gaps and formulate appropriate priority projects.</li> </ul>	
<p><b>EUROPE AND CIS: Country projects</b></p> <p>Kazakhstan. Trade promotion in Kazakhstan – phase I. KAZ/61/90A. Switzerland.</p>	<p>The project objective is to strengthen the sustainable expansion and diversification of SMEs' exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven. Four immediate objectives were formulated:</p>	<p>Achievements in terms of immediate objectives were:</p> <ul style="list-style-type: none"> <li>• Objective 1: An in-depth audit of five Kazakh companies under cost-sharing agreement; introduction to HACCP;</li> <li>• Objective 2: A sector export strategy for the fruit and vegetable processing sector developed by all stakeholders with ITC guidance;</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
Kyrgyzstan. Trade promotion in Kyrgyzstan – phase I. KYR/61/91A. Switzerland.	<ul style="list-style-type: none"> <li>• Objective 1: To improve the export competitiveness of enterprises in the agro-processing sector, in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing).</li> <li>• Objective 2: To improve the business environment for exporters by strengthening the dialogue between stakeholders and the public sector in the course of preparing a trade strategy for the agro-processing sector.</li> <li>• Objective 3: To strengthen business support services organizations by increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive.</li> <li>• Objective 4: To strengthen Kazakhstan's SQAM (standardization, quality assurance, accreditation and metrology) institutions so that exporters can better meet foreign quality standard requirements.</li> </ul> <p>The project objective is to strengthen the sustainable expansion and diversification of SMEs' exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven and are built around three pillars formulated as immediate objectives:</p> <ul style="list-style-type: none"> <li>• Objective 1: To improve the export competitiveness of enterprises in two priority sectors (initially agro-processing) in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing).</li> <li>• Objective 2: To improve the business environment for exporters by strengthening the dialogue between stakeholders and the public sector in the course of preparing sector and national trade strategies.</li> <li>• Objective 3: To strengthen business support services organizations by increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive.</li> </ul>	<ul style="list-style-type: none"> <li>• Objective 3: Representatives of consulting companies trained through involvement in the company audit;</li> <li>• Objective 4: Analysis and advice on structure of the national accreditation system; audit of 10 labs and preparation of selected labs for application for international accreditation; publication and distribution of <i>Export Quality Management</i> jointly with Central Asian national standards bodies.</li> </ul>
		<p>Achievements in terms of immediate objectives were</p> <ul style="list-style-type: none"> <li>• Objective 1: In-depth audit of 6 Kyrgyz companies under cost-sharing agreement; introduction to HACCP; first exposure of companies to international trade fairs in Bangkok and Kabul leading to a deal.</li> <li>• Objective 2: Sector export strategy for the fruit and vegetable processing sector developed by all stakeholders with ITC guidance; draft of national export strategy developed – completion stopped due to Government changes.</li> <li>• Objective 3: Support to Association of Fruit and Vegetable Enterprises in their promotion activities; assistance to the National Institute of Standards and Metrology in obtaining correspondent membership of the International Organization of Legal Metrology and subscriber membership of ISO; assistance to the national accreditation body in operating according to international standards; audits of 10 labs and preparation of selected labs for application for international accreditation; publication and distribution of <i>Export Quality Management</i> jointly with Central Asian national standards bodies.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Romania. Sustainable Export Development in Romania. ROM/61/97A.</p> <p>Romania. Sustainable export development in Romania (project preparatory phase). ROM/61/97B.</p> <p>Switzerland.</p>	<p>The main objective of the project preparatory phase is to prepare a full-scale technical assistance project for Romania, aimed at reducing poverty in Romania through the creation of wealth by promoting sustainable export development. This will be done through:</p> <ul style="list-style-type: none"> <li>Assessing the demand for business development services of export-oriented companies in selected sectors (preliminarily identified as: garments, software, wood furniture and organic agro-businesses);</li> <li>Assessing the supply of the services demanded by the companies and identifying the existing gaps in supply; and</li> <li>Designing a set of specific activities and measures per sector that will be implemented during the full-scale project.</li> </ul>	<p>A workshop was conducted in May in Bucharest with the purpose of training a group of 15 experts on how to conduct the survey and use the tools in order to assess the gaps between demand and supply of business development services in Romania.</p> <p>A final symposium was organized in September in order to validate the results of the preparatory phase of the project. Private and public associations, together with all parties involved, participated in the symposium. The experts presented the extensive data collected during the survey, and results were shared with the audience. Gap analysis was carried out and reports with findings and conclusions were prepared and presented to stakeholders (including the donor community).</p> <p>Based on the results of the preparatory phase, a full-scale project document was prepared and sent to <b>seco</b> in November for consideration for financing.</p>
<p>Russian Federation. Support to Development and Implementation of Moscow-based System for Export and Investment Promotion (MEXI). RUS/05/652A. UNDP.</p>	<p>ITC has been entrusted by the Government of Moscow to contribute to the implementation of the MEXI project. The results of ITC's work will be:</p> <ul style="list-style-type: none"> <li>Development of a blueprint for the creation of the export promotion arm of Moscow Investment and Export Promotion Agency (MIEPA) to provide a number of crucial trade support services to Moscow enterprises, including trade information services; and</li> <li>Access to TradeMap and ProductMap (national licence), including related methodologies and training programmes, to be provided to MIEPA.</li> </ul>	<p>In 2005 the project realized the following achievements:</p> <ul style="list-style-type: none"> <li>A first preparatory visit to Moscow took place in November to make an assessment of the needs and requirements for the creation of the export promotion arm of MIEPA. First recommendations (in the form of end of mission note) were submitted to the Government of Moscow and UNDP. Next visit is scheduled for early 2006.</li> <li>TradeMap and Product Map were purchased by MIEPA; the design of customized websites for the tools and related training will be carried out in early 2006.</li> </ul>
<p>Tajikistan. Trade promotion in Tajikistan – phase I. TAJ/61/92A. Switzerland.</p>	<p>The objective is to strengthen the sustainable expansion and diversification of SMEs' exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven, and built around three pillars formulated as immediate objectives:</p> <ul style="list-style-type: none"> <li>Objective 1: To improve the export competitiveness of enterprises in two priority sectors (initially agro-processing) in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing).</li> <li>Objective 2: To strengthen business support services organizations through increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive.</li> <li>Objective 3: To improve the business environment for exporters by strengthening the dialogue between stakeholders and the public sector in the course of preparing sector and national trade strategies.</li> </ul>	<p>Achievements in terms of immediate objectives:</p> <ul style="list-style-type: none"> <li>Objective 1: In-depth audit of six Tajik companies; introduction to HACCP; first exposure of companies to international markets (international trade fairs in Bangkok, Kabul) leading to the establishment of distribution channels in Afghanistan.</li> <li>Objective 2: Support for the establishment of a national trade development centre; facilitation of the establishment of the Association of Exporters of the Agro-Industrial Complex; assistance to Tajik standard in setting up a website, obtaining ISO correspondent membership and in accessing ISO information online; publication and distribution of <i>Export Quality Management</i> jointly with Central Asian national standards bodies.</li> <li>Objective 3: Sector export strategy for the fruit and vegetable processing sector developed by all stakeholders with ITC guidance.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
Uzbekistan. Trade promotion in Uzbekistan – phase I. UZB/61/93A. Switzerland.	<p>The objective is to strengthen the sustainable expansion and diversification of SMEs' exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven and built around three pillars formulated as immediate objectives:</p> <ul style="list-style-type: none"> <li>• Objective 1: To contribute to the development of a sector trade development strategy, ensuring public and private sector participation in the process.</li> <li>• Objective 2: To strengthen business support services organizations through increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive.</li> <li>• Objective 3: To improve the export competitiveness of selected enterprises in two priority sectors (initially agro-processing) in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing).</li> </ul>	<p>Achievements in terms of immediate objectives:</p> <ul style="list-style-type: none"> <li>• Objective 1: Sector export strategy for the fruit and vegetable processing sector developed by all stakeholders with ITC guidance;</li> <li>• Objective 2: International accreditation of the Uzbek national certification body on ISO 9000; provision of recommendations and training in the field of metrology and laboratory accreditation body; publication and distribution of <i>Export Quality Management</i> jointly with Central Asian national standards bodies; support to Uzincomcentre (focal point for local trade and investment information) for development of a website.</li> <li>• Objective 3: In-depth audit of three Uzbek companies under cost-sharing arrangement; introduction to HACCP; first exposure of companies to international markets (international trade fairs in Bangkok, Kabul and Moscow) leading to deals.</li> </ul>
<p><b>LATIN AMERICA AND THE CARIBBEAN: Country projects</b></p> <p>Bolivia. Cooperación técnica multifuncional para el desarrollo y promoción de exportaciones. BOL/61/80A. Switzerland.</p>	<p>This project concentrates on:</p> <ul style="list-style-type: none"> <li>• Development and promotion of products for traditional and potential markets with the purpose of expanding exports from sectors identified as having major export potential, over the short or medium term;</li> <li>• Development of national capacity in the areas of enterprise management and foreign trade; and</li> <li>• Establishment or reinforcement of mechanisms for foreign trade promotion and development, comprising a network of public and private sector trade-related institutions.</li> </ul>	<p>Phase I of the project was completed in 2005.</p> <ul style="list-style-type: none"> <li>• The project worked with national counterparts in providing technical advice that allowed over 50 companies in Bolivia to increase their exports of non-traditional products. These products include quinoa, furniture, Brazil nuts, beans and jewellery.</li> <li>• In addition, the project built the capacity of national chambers of exporters, as well as of key universities, in areas related to enterprise competitiveness. In particular, a network of advisers was trained and is now operational.</li> <li>• Finally, the project worked with key TSIs, giving them institutional advice (e.g. in quality matters and trade information), and exposing them to international best practice in trade development and promotion.</li> <li>• The project is regarded as having made an important contribution to fostering the improvement of export competitiveness of Bolivian companies. A follow-up phase designed to enhance the sustainability of phase I achievements is envisaged.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Brazil. Enhancing the competitiveness of Brazilian companies through export and investment promotion. BRA/99/031A. UNDP.</p>	<p>The project aims to strengthen the international competitiveness of Brazilian enterprises, in particular SMEs, in order to increase their share of Brazilian exports, thus expanding the country's export supply base and enhancing relations with foreign buyers and investors in selected sectors.</p>	<p>During 2005, the project concentrated on three groups of activities (out of seven), with the following results:</p> <ul style="list-style-type: none"> <li>• Strengthening of BrazilTradeNet (BTN) (<a href="http://www.braziltradenet.gov.br">www.braziltradenet.gov.br</a>).</li> <li>– Incorporation of ITC's tools (databases) for strategic and operational market research in BTN, including Trade Map, Product Map, Market Access Map and Investment Map.</li> <li>– Adaptation and translation of some of Trade Map and Product Map for the Brazilian audience.</li> <li>– Initial work (systems analysis) for the customization of Product Map to give a sector-specific dimension to BrazilTradeNet.</li> <li>• Promotion of export products related to poverty-reduction: <ul style="list-style-type: none"> <li>– Development of a methodology to identify dynamic products in world markets with a positive impact on poverty reduction through trade.</li> <li>– Identification of 125 export products with a potential impact on poverty reduction.</li> <li>– Production of a World Directory of TSIs Involved in Poverty-Reduction. The focus of the directory is on TSIs that can be of help in bringing products of disadvantaged communities to international markets or organize their integration into domestic value chains. The directory will be delivered in the first quarter of 2006.</li> </ul> </li> <li>• Evaluation of the Brazilian Trade Promotion Network. <ul style="list-style-type: none"> <li>– The ITC team of consultants and advisers visited 33 organizations of the public and private sector, in Brazil and abroad, to form an opinion on the effectiveness and efficiency of the Brazilian Trade Promotion Network. Meetings were held with trade offices, Banco do Brasil branches and the Inter-American Development Bank in London, Madrid, New York and Washington.</li> </ul> </li> </ul>
<p>Haiti. Renforcement des capacités nationales pour l'exportation de fruits tropicaux et initiative pilote pour la réduction de la pauvreté par l'exportation de mangues. HAI/37/16A. Italy.</p>	<p>This project aims at:</p> <ul style="list-style-type: none"> <li>• Supporting the promotion of mango exports based on a better knowledge of the constraints and opportunities provided by national supply and international demand;</li> <li>• Providing technical support to the concerned parties so as to allow them to better grasp the inherent constraints and take better advantage of the opportunities in the external markets; and</li> <li>• Helping communities in need to organize and strengthen their production capacities according to export market quality standards and to negotiate better prices.</li> </ul>	<p>In 2005, a supply survey was undertaken and solutions were identified to key constraints regarding trade infrastructure. This information, along with further details regarding international markets (mainly in Europe) has been disseminated in the country. In addition, capacity was built within Haiti for strategic market research, with a specific focus on mangoes.</p> <p>Project objectives number two and three will be pursued in 2006 once agreement can be reached among all stakeholders regarding the next steps to be undertaken.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
<p><b>LATIN AMERICA AND THE CARIBBEAN: Regional projects</b></p> <p>Desarrollo empresarial en la zona fronteriza de Perú y Ecuador (fase I). PER/94/02A. Ecuador and Peru.</p>	<p>The objective of the project is to strengthen the local TSIs' capabilities to promote the creation of enterprises and the provision of support services to companies based in the territory, thus improving their export potential.</p> <p>Phase I will focus its intervention in the Departments of Piura and Tumbes (Peru) and intends to provide to selected institutions a solid knowledge in the area of enterprise management. This objective will be achieved by training a group of trainers and providing support to the institutions that will be in charge of the dissemination of that knowledge.</p> <p>In order to create a long-term impact exceeding the duration of the project, the provision of knowledge and tools to the TSIs in the region will be done from the very beginning of the project.</p> <p>Phase II will be designed during the execution of phase I, will include a more comprehensive approach and will tackle a bigger group of issues. Phase II will be implemented only if new funds are made available and could possibly include also the southern region of Ecuador.</p>	<p>Achievements in 2005:</p> <ul style="list-style-type: none"> <li>• The project built local capacity to promote the creation of enterprises and provide support services to companies by training consultants in the Piura and Tumbes regions (Peru) in the use of Enterprise Management Development Section (EMDS) diagnostic and benchmarking tools and by professionalizing the provision of technical assistance services.</li> <li>• Additionally, it trained professors of Piura University in the use of consulting tools so as to increase local institutional involvement in supporting companies in the Peru–Ecuador border region.</li> <li>• Phase I was completed in December 2005 and a proposal is being developed for a subsequent phase which will provide trade-related technical assistance to SMEs operating in the border region.</li> </ul>
<p>Trade-related human resources and enterprise development for foreign trade in Central America – phase II. RLA/81/01A. Norway and Sweden.</p>	<p>The objective of the project is to contribute to the development of a permanent capacity for supporting human resources and SME development in El Salvador, Honduras and Nicaragua. The project will develop a network of trainers and consultants in Central America and conduct a feasibility study for the formulation of an export-led poverty reduction pilot project for small and medium-sized coffee producers in Guatemala.</p>	<p>Over 40 trainers were trained, training materials were developed and over 50 companies were trained by local counterpart</p>
<b>INTERREGIONAL AND GLOBAL PROJECTS</b>		
<p>PACCIA/PACT Phase II Umbrella Project. INT/20/97A. Canada.</p>	<p>This umbrella project covers the overall coordination of the PACT Programme, as well as programming activities relating to the PACT Gender and Trade Initiative (ACCESS!).</p>	<p>Main achievements for 2005:</p> <ul style="list-style-type: none"> <li>• The programme supported development of implementation plans in five countries: Ethiopia, Ghana, South Africa, Uganda and the United Republic of Tanzania.</li> <li>• Country operational plans and strategies were developed and financed to commence implementation in early June 2005. Country resources distribution was completed for the five countries and resources now being used in local programme activities implementation under ACCESS!.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Companion volumes to the Business Guide. INT/23/01A. Commonwealth Secretariat.</p>	<p>This project covers the drafting of joint ITC/Commonwealth Secretariat publication on trade remedies as a companion volume to the <i>Business Guide to the World Trading System</i>.</p>	<p>Achievements in 2005 were:</p> <ul style="list-style-type: none"> <li>• Joint publication by the Commonwealth Secretariat and ITC of a technical paper on the WTO Agreement on Anti-Dumping Practices, which updates the information in the <i>Business Guide to the World Trading System</i> by providing an overview of the problems and issues that have arisen in the implementation of the Anti-Dumping Agreement and of the proposals that have been made on the modification of its provisions.</li> <li>• Preparatory work in relation to the second companion volume to the <i>Business Guide to the World Trading System</i> on countervailing measures and subsidies.</li> <li>• Revision of selected chapters of the <i>Business Guide to the World Trading System</i> on customs valuation and pre-shipment inspection.</li> </ul>
<p>Legal aspects of foreign trade. INT/27/07A. France.</p>	<p>The project has the following aims:</p> <ul style="list-style-type: none"> <li>• Systematic dissemination through national trade institutions of legal texts, model contracts, dispute resolution services, etc. on international trade law;</li> <li>• Design of worldwide model contracts for SMEs where needed;</li> <li>• Optimization of the role of commercial arbitration centres with particular regard for small disputes;</li> <li>• Assistance in regional harmonization of trade laws;</li> <li>• Assistance in trade law reform of specific countries where this is urgently required by the business community;</li> <li>• Advice and assistance to national business communities and Governments in updating their ratification of essential international trade treaties relating to commerce;</li> <li>• Enabling business lawyers' associations.</li> </ul>	<p>In 2005, the project realized the following achievements:</p> <ul style="list-style-type: none"> <li>• Lega Carta: <ul style="list-style-type: none"> <li>– Various analytical tools (general legal analysis, country analysis, world analysis) in English and French were completed;</li> <li>– The public website was launched;</li> <li>– Working relationships with various international organizations dealing with trade law instruments were established</li> <li>– Trial applications were initiated;</li> <li>– Lega Carta was integrated into ITC projects (JITAP and others).</li> </ul> </li> <li>• Juris International: The Juris International database shifted to Linux and its viability was ensured for the ensuing years with a readership of 40,000 unique visitors per month. Arbitration and contracts databases were expanded.</li> <li>• Publications finalized: <ul style="list-style-type: none"> <li>– <i>ITC Incorporated Joint Venture Model Contracts</i>;</li> <li>– Joint WIPO/ITC publication – <i>Exchanging Value – Negotiating technology licensing agreements</i>;</li> <li>– Organisation for the Harmonisation of Business Law in Africa (OHADA) Guide – <i>Guide juridique de l'entrepreneur OHADA</i> generic version.</li> </ul> </li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Conseiller en gestion des approvisionnements importés. INT/27/08A. France.</p>	<p>The project aims at:</p> <ul style="list-style-type: none"> <li>• Enhancing export readiness of SMEs by improving their purchasing and supply chain management skills and competencies through training and counselling.</li> <li>• Improving the efficiency of public procurement operations to obtain 'value for money' through the dissemination of good practices and subsequent training and counselling of public buyers.</li> </ul>	<p>Key achievements in 2005:</p> <ul style="list-style-type: none"> <li>• Needs assessment activities were carried out in Western Africa (Benin, Burkina Faso, Ghana and Senegal) and training activities took place in Djibouti.</li> <li>• A technical paper on supply chain management for export delivery was completed; it will be used for training SMEs in developing countries.</li> <li>• New project activities in purchasing and supply chain management are scheduled in 2006 in Bangladesh, Kuwait, Lesotho and the Republic of Moldova.</li> </ul>
<p>Expansion du commerce intra- et interrégional entre les pays de la CEMAC et de l'UEMOA (phase II). INT/28/06A. Agence internationale de la francophonie.</p>	<p>The project's objective is to increase the level of intra- and interregional trade between CAEMC and WAEMU through:</p> <ul style="list-style-type: none"> <li>• The identification of trade constraints and opportunities;</li> <li>• The delivery of direct technical and operational support to national trade support organizations and to the subregional economic Communities;</li> <li>• The organization of two training seminars and the launch of the project;</li> <li>• The creation of platforms for conducting commercial transactions; and</li> <li>• The proposition of a series of priority actions for following up TRTA.</li> </ul> <p>Framed as a continuation of project INT/28/05, implemented in 2002–2003, the forecast activities will focus on the implementation of an electronic portal for trade information and the management of business opportunities and the organization of two buyers–sellers meetings focusing on two groups of products: food products, and wood products and derived products.</p>	<p>In 2005, activities implemented through the project made the following contributions:</p> <ul style="list-style-type: none"> <li>• The organization of two buyers–sellers meetings on food products (Bamako, Mali, in March) and on wood products and derived products (Libreville, Gabon, in October), which generated an commercial transactions totalling US\$ 1.5 million between 99 participating enterprises;</li> <li>• The organization of two training seminars about the management of trade information provided to 30 trade information services managers from the national trade promotion organizations of beneficiary countries;</li> <li>• The implementation in each beneficiary country of a national network for trade information and the management of business opportunities;</li> <li>• The increasing ownership by national trade promotion organizations of a methodology for collecting, treating, managing and diffusing trade information;</li> <li>• The development in each beneficiary country of a national strategic plan for the management and diffusion of trade information.</li> </ul>
<p>Review of international wooden furniture (market). INT/33/06A. International Tropical Timber Organization (ITTO).</p>	<p>The project objective is the preparation of a market survey to identify the future outlook for wooden furniture, characteristics of 17 biggest import markets and major changes in international trade. Case studies and recommendations to assist producers in developing countries are to be included.</p>	<p>The book was published and translated into French and Spanish.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Mediterranean 2000: supporting SME competitiveness and access to trade finance. INT/37/13A. Italy.	<p>This is a joint UNCTAD, ISO and ITC programme aimed at stimulating SME competitiveness in 10 developing countries of the Mediterranean Basin and Horn of Africa. The ITC contribution focuses on improving SMEs' competitive capacity and access to finance. Through training and use of specifically designed tools, it assists SMEs to correctly address trade credit issues and access bank credit; it adapts practical guides such as <i>Trade Secrets</i>, <i>How to Approach Banks</i> and <i>Secrets of Electronic Commerce</i> at country level; and it enhances bank capacity to analyse and meet trade credit requests by SMEs. The programme includes capacity-building activities for entrepreneurs in finance, competitiveness and e-commerce.</p>	<p>Planned activities had been completed in all countries of the programme, except Morocco. Finally, the Federation of SME Exporters was identified as ITC's networking partner and a series of seminars were jointly organized during the first quarter of 2005 in Marrakesh and Casablanca. More than 100 entrepreneurs learned how to improve their relationship with banks and optimize the use of available financial products. They also identified one of the major constraints as insufficient transparency in low approval processes. The bankers present agreed to try and improve the situation.</p>
Innovative trade-related finance for SMEs. INT/37/15A. Italy.	<p>The projects carries out analysis on how to improve access to trade-related finance by SMEs in developing countries and transition economies through innovative programmes and tools. More specifically, it includes:</p> <ul style="list-style-type: none"> <li>• A report on the main weaknesses of existing programmes and mechanisms as well as recommendations on specific innovative ways to provide concrete support to SMEs.</li> <li>• A publication on procedures and mechanisms in operation by 'best' performing institutions in order to improve and complete the offer of effective trade finance schemes to facilitate access to finance by SMEs.</li> </ul>	<p>Based on research published in the first report and further work from a group of regional consultants, the material for the publication was assembled and used for a series of seminars and peer reviews. Finally the technical paper was issued and some innovative instruments were presented for introduction in a few countries. In Asia in particular, work under the project led to the signature of an MOU with the Association of Development Finance Institutions in Asia and the Pacific (ADFIAP) and the Association of Development Finance Institutions in Malaysia (ADFIM) and to the creation of a tripartite SME finance initiative that will become the centre of excellence for specialized SME banking.</p>
Market intelligence follow-up to improve the market information system of selected TPO. INT/47/73A. Netherlands.	<p>Following the identification of the strengths and weaknesses of the trade information capacity of institutions that participated in CBI's Market Intel Seminar Programme series (2000–2004), the project responds to the participating institutions' requests for follow-up assistance to strengthen their information management and information service capacity.</p>	<p>In 2005, the project focused on the following achievements:</p> <ul style="list-style-type: none"> <li>• The information service of the Cebu Furniture Industry Foundation (the Philippines) was strengthened through the deployment of information management software and supply of business information resources.</li> <li>• The Export Promotion Department of the Ministry of Trade (Ethiopia) was strengthened through deployment of information resources and the provision of advisory inputs on the development of their information service.</li> </ul>
PACKit – The Integrated Export Packaging Information Kit for Developing Countries. INT/47/75A. Netherlands.	<p>The objective is to provide partner institutions with a set of PACKit information modules, ready to be used by packaging institutions and trade support providers. The Kit is made up of stand-alone profiles that can be combined in different ways to suit the interests of specific user groups. The modular profiles present packaging information in four categories: products and their packaging needs; different packaging materials; target market requirements; and profiles of the packaging industry in developing countries and transition economies.</p>	<p>Main achievements in 2005:</p> <ul style="list-style-type: none"> <li>• Production of PACKit module on printing;</li> <li>• Translation of PACKit modules into French;</li> <li>• Website update;</li> <li>• Dissemination agreements signed with partners network.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Capacity building among SMEs, TSIs and Government to promote export of services from selected African Countries.</p> <p>INT/47/78A. Netherlands.</p>	<p>This programme is designed to study services sector capacity and demand, build export capacity among SMEs, provide train-the-trainer workshops to services associations and SMEs; assist Governments in promotion of services; and conduct activities to foster networking among services providers and intraregional trade</p>	<p>A multi-subsector networking event with representatives from over 70 services associations and professional associations from 9 sub-Saharan countries took place as the final activity for this project. Many of the participant associations participated in a second networking event in November.</p>
<p>Project to Promote Trade in Services in selected African Countries.</p> <p>INT/47/87A. Netherlands.</p>	<p>Promotion of service sector exports provides a means of diversifying trade from traditional goods exports and, based on ITC work in 16 sub-Saharan African countries, there is significant potential to increase service exports and South-South trade.</p> <p>This project will initiate, in an additional three African countries, ITC's six-phase technical assistance programme to increase exports of services. As a follow-on to the regional networking event of services sector associations (phase V), which fosters partnering among the participants, the three new countries will be engaging in consortium development.</p>	<p>Capacity studies were conducted in the three beneficiary countries, and a first draft was submitted. Selected service associations were invited to attend training workshops organized in October/November. These training workshops were also organized for SMEs and government officials. In South Africa, an extra workshop was organized for commercial attachés posted abroad. It was intended to teach these country representatives how to spot opportunities in services for South African providers. A Bridges Across Borders networking event was organized in Johannesburg for the three participating countries and another six countries that have already benefited from the project in previous years. It was comprehensive, including a conference on specific opportunities in the region, such as in construction, transportation, business process outsourcing and tourism. The event was supported by the SADC secretariat, which sent a representative to present the status of services negotiations within the region. Over 120 service associations representing more than 300,000 members benefited from the programme.</p>
<p><b>Evaluation INT/47/87A:</b> Evaluation forms collected at the end of the event indicated that most participating service sector associations require assistance on skills development (e.g., business management and the project cycle). They have also indicated that further networking is necessary and that there is a need for technical assistance on developing services recognition and sponsorship programmes. To monitor, counterpart institutions in participating countries have been instructed to follow up with respective delegations on the outcome from first contacts made at the event. Wide media coverage of the event contributed to a realization of untapped opportunity in the services sector on the continent. Many e-mails from a variety of African countries have been recorded by ITC.</p>		
<p>Partners for Packaging: Reinforcing the network.</p> <p>INT/47/91A. Netherlands.</p>	<p>The objective of this project is build on the networks developed under the PACKit project, with a view to reinforcing and extending work within and between packaging organizations on a number of levels. Activities will be reinforced through the use of online resources, national and regional events, and continuing dissemination of packaging materials through partner networks.</p>	<p>ITC has been invited to work closely with the World Packaging Organization (WPO) to build up a joint education curriculum for developing countries. Joint publication agreements were signed with the network to ensure wide scale dissemination of the PACKit knowledge base through the network. Three regional events took place, as well as national training weeks (Cuba, Malawi, Senegal and South Africa).</p>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Providing Sector Specific Market Intelligence to TSIs through ITC's Market News Service (MNS). INT/47/92A. Netherlands.</p>	<p>The project involves the development and dissemination of market news service reports to TSIs in sub-Saharan Africa. The MNS reports feature products and sectors of particular importance to sub-Saharan Africa: fruit and vegetables, spices, fruit juice, floriculture, pharmaceutical starting materials, and medicinal plants. In addition to monthly price reviews, the floriculture report and fruit and vegetables report feature short market surveys and 'product snapshots' outlining the opportunities and challenges faced by these industries in Africa. The programme will allow free distribution of MNS reports to all sub-Saharan Africa TSIs in ITC's database and/or recommended by CBI.</p>	<p>In 2005, ITC launched a programme for disseminating MNS reports to sub-Saharan African countries:</p> <ul style="list-style-type: none"> <li>• Trade promotion organizations, TSIs in the public, private and non-profit sectors, small business enterprises, importers and exporters, enterprise development associations, etc. have been targeted as major potential recipients of the MNS reports.</li> <li>• Approximately 250 TSIs have been identified in 48 sub-Saharan African countries as potential beneficiaries of the MNS reports. These recipients will have free access to the following MNS reports: fruit and vegetables; medicinal plants; pharmaceuticals and medicaments; spices and culinary herbs; fruit and vegetable juices; and, cut flowers and ornamental plants.</li> <li>• These recipients have been provided via mail with hard copy information about the CBI programme for free access to the MNS reports and with sample copies of each of the reports. Importantly, all recipients have been provided with a unique username and password to access the reports via the Product Map information portal (<a href="http://www.p-maps.org">www.p-maps.org</a>).</li> </ul>
<p><b>Evaluation INT/47/92A:</b> <i>The project was reviewed with CBI in October 2005, and adjustments to the MNS reports will be implemented from January 2006. The focus will continue to be on making the reports available to TSIs in sub-Saharan Africa, on adjusting content, with more focus on trends and qualitative information. The frequency of reports will be changed to monthly or quarterly (flowers), and emphasis will be on ensuring that the reports are made available to end-users (e.g. flower growers and traders in sub-Saharan Africa). CBI will assist in this regard by providing contact lists.</i></p> <p>Joint ITC-CBI interactive workshops – 2005 WSIS parallel events. INT/47/93A. Netherlands.</p>	<p>This is a joint initiative between ITC and CBI to provide for travel and accommodation for 25 participants to attend the ITC-CBI parallel events at the World Summit on the Information Society (WSIS) as well as other Summit activities in Tunis, Tunisia, in November 2005. The objective is to promote e-trade and business dimensions of the digital economy and bring the voice of SMEs from developing countries into the global ICT policy-making during the WSIS. The theme of the 2005 parallel events will be 'Bridging the Use Divide and e@Work'. It addresses directly critical issues of application of ICT by business communities of developing and transition economies in their daily operations. The event contributes to bridging the 'digital divide' by enhancing the leading role of the private sector, fostering transparency in the formulation of sound e-commerce strategies and by developing information and business networks. Lessons learned and best practices on e-business strategy, e-competence building, e-marketplaces and e-business tools will serve as practical guides in the formulation of constructive responses to new global information technology challenges.</p>	<p>Two interactive parallel events at WSIS 2005 were organized jointly by ITC and CBI with content contribution from <b>seco</b> and CCAT (Centre de conciliation et d'arbitrage de Tunis). A total of 23 participants (6 of whom were women), sponsored by CBI, attended and enhanced their understanding of recent development of ICT and its impact on business and export growth. A new global network of e-business focal points in Africa, Asia-Pacific, Latin America, and South Eastern Europe was initiated to facilitate expansion of e-trade at country and regional level. An e-trade forum was created for this purpose on the ITC website. A number of case studies were presented as practical solutions on e-business for SMEs by the participants (Burkina Faso, Pakistan, Sri Lanka and Tunisia).</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Capacity building among SMEs, TSIs and Governments to promote exports of services from selected Francophone African countries. INT/50/45A. Norway.	This project studies services sector capacity and demand, build export capacity among SMEs. It provides train the trainer workshops to associations; assists governments in promotion of services and conduct activities to foster networking and intraregional trade	A mission to Cameroon took place in May to identify potential follow up activities within services associations in terms of promotion of services in Cameroon. As a result, Cameroon participated for the first time in ServiceExportNet 2005 in order to share ideas and best practices related to the promotion of trade in services in Africa and other regions.
ITC – participation of Malawi and Zambia in ITC's Executive Forum 2005. INT/50/46A. Norway.	The project ensures the provision of travel and accommodation costs to enable strategy design teams from Malawi and Zambia to participate in the Executive Forum 2005 global debate on 'Export of Services: Hype or High Potential – Implications for Strategy-Makers'.	Work plan was agreed and under implementation for completion of national export strategy in each country. Finalization is expected in early 2006 .
Executive Forum on National Export Strategies – 2004. INT/61/95A. Switzerland.	The project involves the design of software to introduce online reference centre and helpdesk to strategy design teams.	Software designed and testing begun.
Coffee Guide Website. INT/61/96A. Switzerland.	This project involves creation of a website with the entire text of the 330-page coffee guide, which is ITC's most-requested publication in recent years. The website is user-friendly, with 500 text boxes on international coffee trade (statistics, markets, contracts, logistics, financing, certifications, quality). The website includes a Q&A service where users can ask questions. A panel of coffee experts respond, typically within 8–10 days. Priority is given to users from developing countries. The entire website is in English, French and Spanish: <ul style="list-style-type: none"> <li>• <a href="http://www.thecoffeeguide.org">www.thecoffeeguide.org</a></li> <li>• <a href="http://www.leguideducafe.org">www.leguideducafe.org</a></li> <li>• <a href="http://www.laguiaedelcafe.org">www.laguiaedelcafe.org</a></li> </ul>	Achievements in 2005: <ul style="list-style-type: none"> <li>• The coffee website opened in March (Q&amp;A service in July).</li> <li>• Live presentations were done at the International Coffee Organization (ICO) in London in May 2005 and at the World Coffee Conference in Brazil, September (invited by ICO).</li> <li>• Over 60 answers had been posted in the Q&amp;A archive by the end of 2005.</li> <li>• Growing number of visitors (1,400 unique visitors in November) including many from coffee producing countries.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Services capacity assessment. INT/72/03A. United States of America.</p>	<p>The GATS project is designed to build services trade expertise in the client country, provide comprehensive information about the client's services market, and identify trade negotiating options in consultations with service experts. The project builds capacity by engaging a national consultant to examine services trade through research and a survey of associations, firms, and trade-enabling ministries.</p>	<p>Achievements in 2005:</p> <ul style="list-style-type: none"> <li>• In Kenya, 60 services firms were interviewed on trade obstacles, a study was produced, and a confidential brief was prepared. The national representative also came to Geneva for discussions on the study and brief as well as consultations with WTO. Follow-up in Kenya has been requested.</li> <li>• In Bangladesh, 60 services firms were interviewed on trade obstacles, a study was produced, and a confidential brief was prepared. The national representative also came to Geneva for discussions on the study and brief as well as consultations with WTO.</li> <li>• In Rwanda, 20 services firms in the tourism and travel, transport, and communications sectors were interviewed on trade obstacles, a study was produced, and a confidential brief was prepared.</li> <li>• In Indonesia, the study is ongoing.</li> <li>• Evaluation activities will take place in first quarter of 2006.</li> </ul>
<p>Business for Development. INT/74/01A. United States of America.</p>	<p>ITC's Business for Development (B4D) initiative aims to promote the basic objective of the Doha Declaration, which has placed economic development at the heart of the work programme. This purpose cannot be achieved without the strengthening of the multilateral trading system (MTS) and the closer integration of developing countries into it. Therefore, the initiative wishes to make a contribution to the urgent revival of the WTO negotiations.</p> <p>B4D aims to achieve its objective by conducting regional meetings in Southern and Eastern Africa, Western Africa, Asia, Latin America and the Caribbean, and Central and Eastern Europe. Country teams consisting of two business leaders and one government strategy-maker are invited to the events. The agenda of the meetings is adapted to the specific priorities and concerns of business in each region, including regional and bilateral aspects of trade relations. All meetings address the most important outstanding issues in the Doha Development Round; review the basic position taken by countries in the region from a business point of view; and provide a platform for voicing specific interests of business in resuming the talks and strengthening the MTS.</p>	<p>In 2005, this budget contributed to the organization of three B4D meetings:</p> <ul style="list-style-type: none"> <li>• Guatemala: 34 representatives from 8 countries;</li> <li>• Macao (China): 120 representatives from 15 countries;</li> <li>• Hong Kong (China): 124 representatives from 49 countries.</li> </ul> <p>These meetings, which were organized in the context of the B4D capacity-building initiative carried out for the last two years, enabled the participants to be exposed to and exchange views on the best practices of business advocacy as it is carried out in developing and developed countries, to better involve academia and researchers in the policy-making process, and to address the specificities of small States.</p> <p>The meetings featured synergies and cost-sharing with other international organizations (such as UNESCAP and AITIC), as well as <i>pro bono</i> participation of business leaders from developed and developing countries. They also enabled the inclusion of participants in their national official delegation to the WTO Hong Kong Ministerial Conference, who, without ITC assistance, would have not been able to be there.</p>
<p>ITC Technical Assistance Programme to Promote Trade in Services. INT/75/18A. European Commission.</p>	<p>The trade in services technical assistance programme adapted to the five recipient countries (Colombia, Ecuador, Djibouti, Mozambique and Peru) includes export capacity studies, inclusion of each country in a services promotion portal, and delivery of services train-the-trainer modules aimed at SMEs, services associations and Government.</p>	<p>Training on various topics related to trade in services was delivered to over 500 services SMEs, services associations and government officials in Colombia, Peru and Ecuador. Five services export capacity studies were undertaken with emphasis on multilateral trade negotiations, and four government officials participated in a seminar organized in collaboration with WTO related to GATS.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>Seminar/Workshop for Formulating a Road Map for Jute Industry with Focus on Diversified Products. INT/77/14A. International Jute Study Group.</p>	<p>The purpose of the project is to develop a road map for the jute sector.</p>	<p>The road map was drafted in 2005.</p>
<p>Consultancy Assignment for the Integrated Framework for Trade-Related Technical Assistance to the Least-Developed Countries. INT/80/91A. Sweden.</p>	<p>The project aims at identifying all TRTA projects and activities implemented, funded or planned in the 14 LDCs participating in the Integrated Framework (IF) that had validated their diagnostic trade integration study (DTIS) by the end of June 2005 (Burundi, Cambodia, Djibouti, Ethiopia, Guinea, Lesotho, Madagascar, Malawi, Mali, Mauritania, Mozambique, Nepal, Senegal and Yemen).</p> <p>While IF implementation is important to all IF stakeholders, the information currently available on TRTA activities flowing from DTISs is sporadic. For this reason such information needs to be collected and analysed thoroughly to provide the international community with a clearer picture of the benefits that LDCs are gaining from the IF initiative.</p>	<p>Main activities in 2005:</p> <ul style="list-style-type: none"> <li>• TRTA activities undertaken, funded or planned by development partners in the 14 selected LDCs were identified.</li> <li>• Fourteen tables, listing the TRTA projects and examining their correspondence with the DTIS action matrices, were assembled.</li> <li>• All information collected was shared, discussed and finally validated by an extensive list of donors and by the country's IF focal points.</li> <li>• Field verification missions in Mali and Senegal, and a validation mission in Brussels (European Commission) were conducted.</li> <li>• A reader-friendly text was produced, containing the information provided in the tables and aggregated data collected, enabling stakeholders to get a clear understanding of the benefits that LDCs are gaining from the IF initiative.</li> </ul>
<p>Market News Service for pharmaceutical raw and essential drugs. INT/85/01A. World Health Organization.</p>	<p>This service promotes transparency in the markets for pharmaceutical starting materials and helps producers of essential drugs in developing countries to import raw materials at affordable prices.</p>	<p>The service published and disseminated monthly reports providing up-to-date prices and supporting commercial data on 330 pharmaceutical starting materials used in the production of essential drugs. By providing current, credible information, the reports increased transparency and improved competition in price and quality for the benefit of all market players, especially those in developing countries. Participants from developing countries and the 264 WHO regional offices received access free of charge and disseminated the information widely to market players. The reports were also disseminated through the MAS web-based Product Map for Pharmaceuticals and Medicaments, which includes a range of quantitative and qualitative market information, such as market briefs and information on business contacts. This expanded access to a number of new audiences including more than 35 Product Map country partners. The MNS expert for pharmaceuticals also provided substantive support to and participated in the buyers-sellers meeting on pharmaceutical and natural products in Singapore organized by ITC's South-South Trade Promotion Programme and provided backstopping assistance to a number of other programmes on substantive matters related to pharmaceuticals.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Revolving fund for IPSM training materials. INT/R1/01A. Revolving Fund – IPSMS.	<p>The revolving fund serves to develop technical tools allowing developing countries and transition economies to achieve a more cost-effective use of the foreign exchange resources invested in the purchasing and supply of imported goods and services. Tools comprise training packs, computer-based simulations, books, periodicals, audio-visual materials, etc., especially the Modular Learning System (MLS). A new component, SHAPE, has been added, including developing sector and company cluster strategies. This tool aims at helping countries develop strategies which will help them integrate more easily into international value chains. On the public sector side, the fund continues to respond to specific training requests for the Public Procurement Training System.</p>	<p>The fund has gone on helping developing countries to build their capacity in the field of international purchasing and supply chain management through the use of the MLS. The MLS network is growing: 10 institutions were added in 2005. Interest in the MLS certification programme is constantly rising: from 480 exams taken in 2002, to 944 in 2003, to 1219 in 2004 and 1941 in 2005. Income generated by sales of MLS materials and/or participation in exams in 2005 reached to US\$ 66,600. SHAPE has been used in a series of situations: from diagnostic workshops in Botswana, Malawi, Mali and Mauritania to adoption of country strategies (e.g. for the processed fruit and vegetables sectors in four Central Asian countries). Positive feedback on the tool has been provided by Latin American countries. SHAPE has been used to support various ITC projects. Its financial direct contribution to the fund 2005 was US\$ 64,000.</p>
Revolving fund for trade flow analysis and market research. INT/R2/01A. Revolving Fund – MAS.	<p>The revolving fund was created to support development and dissemination of ITC's suite of market analysis tools and services. This includes development and maintenance of the web-based market analysis portals TradeMap and Product Map, and the CD-based tools Market Access Map and PC-TAS. The fund also supports extensive capacity building for users on application of the tools to trade promotion, trade strategy development, marketing, business strategy and other areas. Finally, the fund supports single-client studies focusing on areas of specific interest such as identifying priority sectors for trade promotion, analysing market access conditions for individual countries, assisting donors in better targeting technical assistance and analysing the effects of trade preferences.</p>	<p>The MAS Revolving Fund had the following achievements in 2005:</p> <ul style="list-style-type: none"> <li>• Further expansion of TradeMap country partners to 57.</li> <li>• Dramatic expansion of Market Access Map to an online tool with over 50 national partners, and a database providing 2005 coverage for over 70 countries – acknowledged by key partners to be leading the world.</li> <li>• Over 50 (of MAS's total of 56) capacity-building events worldwide in use of the market analysis tools and in the process of analysis.</li> <li>• Numerous contributions to world forums on trade measurement, market analysis, market access conditions and other areas.</li> <li>• A number of specific studies for clients on market access conditions and other areas.</li> <li>• Numerous product development efforts. Measured in terms of impact, the fund funded training of 1,400 participants (of MAS's total of 1588) with overwhelmingly positive evaluations, and has enabled increasing access to market analysis data as evidenced by usage statistics of the tools worldwide including 16,500 monthly visits to TradeMap, over 4,500 visits to Market Access Map per month at the end of 2005, and use of one or more of the MAS tools in 140 countries in 2004–2005.</li> <li>• The fund also supported the development and launch of the first generation of Investment Map with UNCTAD.</li> </ul>
Revolving fund for trade information system. INT/R3/01A. Revolving Fund – TIS.	<p>The objective of the fund is to strengthen the information management skills of TSIs in ITC partner countries. This is achieved through the provision of coaching, training and access to information management tools and information resources, the latter including Product Map.</p>	<p>The number of clients of Product Map increased to 202 in more than 80 countries. This includes 76 focal points in several countries, accessing and disseminating all 72 Product Maps, and 65 individual clients. Special access to MNS reports through Product Map was provided to 71 TSIs in sub-Saharan Africa. The average number of visits per month reached 20,000 in 2005. The interface was translated from English into Spanish, Chinese, French and Portuguese. In terms of capacity building, the fund supported three Geneva-based seminars on trade information management (one each in English, French and Spanish). Thirty-three information managers participated in these events, with positive feedback received and an expectation that the managers could deliver improved information services to their respective client bases.</p>

Project title, number and source of financing	Project description	Achievements to end 2005
Revolving fund for South-South trade promotion. INT/R6/01A. Revolving Fund – SSTP.	This is a dedicated window for unbundled projects, that is, those involving specific segments of SSTP's three-step methodology, such as matchmaking services and product selection workshops.	Under the partnership between ITC, the Omani Centre for Investment Promotion and Export Development and the Tanzanian Board of External Trade (BET), the project provided technical support aimed at increasing exports from Oman to the United Republic of Tanzania. In this context, a buyers-sellers meeting took place in Dar-Es-Salaam in September in cooperation with BET. The 38 participating enterprises reported business transactions estimated at US\$ 1 million.
Revolving fund for enterprise competitiveness tools and related support services. INT/R7/01A. Revolving Fund – Enterprise Competitiveness.	The BAS revolving fund on 'tools for trade' sells tools and supports new research and development work related to increasing the trade competitiveness of partners. As new tools are developed, they are made available to partners and revenue generated is added to the fund. The fund can also contribute to capacity-building activities of partners by supporting the application of tools developed under the fund.	Main applications in 2005: <ul style="list-style-type: none"> <li>Partnership with ExpoLink of Egypt leading a team of 42 general managers from the food and packaging industry in Egypt through the INTERPACK show and providing assistance throughout the trade show to increase understanding of global packaging issues, participate in INTERPACK events, develop business opportunities and enhance networks.</li> <li>Translation of the <i>Road Map for Standardization, Quality Management, Accreditation and Metrology (SQAM)</i> into French and Spanish for distribution to partners.</li> </ul>
Meet in Africa. INT/S1/01A. Special Account – 'Meet in Africa'.	This project is funded through the revenues generated by the Meet in Africa events. It supports the operations of the African Federation of Leather and Applied Industries (AFLAI) to become the regional sectoral representative entity and in view of Meet in Africa 2006, to be held in Cairo, Egypt. AFLAI has been designated as the organizer of Meet in Africa. The project will help the functioning of the secretariat in Addis Ababa and of the five subregional focal points, and will assist in preparation of business plans and other planning instruments.	An MOU for a grant – based on the revenues generated by Meet in Africa – from ITC to AFLAI was signed in March 2005 with the purpose of supporting the creation and activities of a secretariat in Addis Ababa and the establishment and operations of regional focal points in Cameroon, Egypt, Kenya, Mali and South Africa. AFLAI was registered under Ethiopian law, after the move from Tunis to Addis Ababa, and consultations took place within AFLAI on revising the statute and bylaws, preparing a strategic plan and business plan, and defining the role and activities of the secretariat and focal points through respective master plans. Consultations took also place between AFLAI and Egyptian authorities and professional associations with a view to organizing Meet in Africa 2006 in Cairo, as mandated by the AFLAI general assembly held in Addis Ababa in October 2004.
Joint Integrated Technical Assistance Programme (JITAP) II – coordination unit. RAF/D2/50A. Common Trust Fund (phase II).	JITAP is a multi-country, multi-agency capacity building programme in the field of the multilateral trading system (MTS). After a successful first phase of JITAP (1998–2002), a second phase was launched in February 2003. The programme objectives are to build capacity and to strengthen national knowledge base on MTS in partner countries with a view to: <ul style="list-style-type: none"> <li>More effective participation in the trade negotiations, implementing the WTO Agreements, formulating related trade policies and negotiation strategies and positions;</li> <li>Improved supply capacity and market knowledge of exporting and export-ready enterprises, to derive benefit from business opportunities resulting from better market access under the MTS.</li> </ul> Website: <a href="http://www.jitap.org">www.jitap.org</a>	In 2005, MTS capacity building under JITAP gained real momentum in all spheres of intervention: <ul style="list-style-type: none"> <li>Inter-institutional committees are fully operational and engaged in the Doha Negotiations, through preparation and adoption of negotiating strategies and priorities with clear linkages to poverty alleviation plans.</li> <li>Because of JITAP, countries completed national preparations for the WTO Hong Kong Ministerial Conference in December with significant involvement of all local stakeholders. The programme contributed, by way of technical facilitation, to the elaboration of the countries' negotiating strategies.</li> <li>Trade policy review and adaptation, including thorough impact assessment of the WTO Agreements, have been launched.</li> <li>Reference centres and national enquiry points were established, strengthened and operationalized through the provision of computers, software, training and documentation in Benin, Burkina Faso, Côte d'Ivoire, Ghana, Kenya, Tunisia, Uganda and the United Republic of Tanzania.</li> </ul>

Project title, number and source of financing	Project description	Achievements to end 2005
<p>JITAP II – ITC Component of JITAP. RAF/D2/53A. Common Trust Fund (phase II).</p>	<p>Programme activities are implemented jointly by ITC, UNCTAD and WTO in five modules:</p> <ul style="list-style-type: none"> <li>• MTS institutional support, compliance, policies and negotiations (module 1);</li> <li>• Strengthening MTS reference centres and national enquiry points (module 2);</li> <li>• Enhancing MTS knowledge and networks (module 3);</li> <li>• Goods and services sector strategies (module 4);</li> <li>• Networking and programme synergy (module 5).</li> </ul> <p>The objective of JITAP is to build and strengthen the capacity of selected African countries to integrate into the MTS. More specifically, enterprise capacity building in partner countries aims to develop and enhance the supply capacity and market knowledge of exporting and export-ready enterprises to derive benefit from business opportunities presented by trade liberalization under the emerging MTS.</p> <p>In pursuit of the objectives of the programme, ITC has the lead responsibility for implementing module 4 of JITAP, namely 'goods and services sector strategies', which aims to assist entrepreneurs and policy-makers in the concerned countries to formulate strategies for specific sectors (goods and services) that have a high potential for exports. ITC contributes to the implementation of the other four modules of the programme to ensure involvement of the business community in all relevant JITAP activities.</p>	<ul style="list-style-type: none"> <li>• Assessment of the needs for the establishment of information points on MTS in Botswana, Cameroon, Malawi, Mali, Mauritania, Mozambique, Senegal and Zambia was completed in readiness for full implementation in 2006.</li> <li>• Over 360 professionals were trained and acquired deeper knowledge and negotiating skills on the MTS through 14 specialized workshops and 2 videoconferences.</li> <li>• Supply capacities in new products have been strengthened and exports are being promoted via the implementation of sector strategy actions. A commodities diversification guide is available for testing and dissemination.</li> <li>• Dialogue among the trade and development community in the countries has improved markedly, facilitated by JITAP institutions such as the national steering committees and the inter-institutional committees. Networking among institutions and stakeholders will be further sustained by the JITAP Multiportal, whose feasibility study and templates are now available for implementation to start soon.</li> </ul> <p>In 2005, the project focused on the following achievements:</p> <ul style="list-style-type: none"> <li>• Priority actions identified in sector strategies developed under JITAP I were implemented in Benin, Burkina Faso, Ghana, Kenya and Uganda.</li> <li>• Training on Market Analysis tools was provided to Benin, Burkina Faso, Ghana, Mali and Tunisia, and subscription to the tools has been ensured for all JITAP countries.</li> <li>• In Côte d'Ivoire an updated matrix of priority products and markets was completed and an in-depth analysis of market access conditions was undertaken.</li> <li>• Sector strategy development work was initiated in Botswana, Cameroon, Malawi, Mali, Mauritania, Mozambique, Senegal and Zambia.</li> <li>• Sector strategies and related action plans were developed and launched in Benin for the cassava sector, in Burkina Faso for the meat sector, and in Uganda for services, art and crafts, and commercial insects.</li> <li>• ITC participated in the establishment or strengthening of reference centres and national enquiry points in Benin, Burkina Faso, Ghana, Mali, Tunisia, Uganda and the United Republic of Tanzania. A selection of ITC publications has been sent to all these information points.</li> <li>• Under the lead of ITC, four subregional workshops were organized; on TBT in Lilongwe, Malawi in June and Bamako, Mali, in November; and on SPS in Lusaka, Zambia in July and in Cotonou, Benin, in September.</li> <li>• Resource people from technical sections participated in a series of subregional workshops on MTS negotiating skills, services, NAMA, agriculture including cotton, and customs and trade facilitation, and in two videoconferences on textiles and clothing.</li> </ul>

# ITC: Your Partner in Trade Development

The International Trade Centre (ITC) is the technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for operational, enterprise-oriented aspects of trade development.

ITC supports developing and transition economies, and particularly their business sectors, in their efforts to realize their full potential for developing exports and improving import operations.

ITC works in six areas:

- ▶ Product and market development
- ▶ Development of trade support services
- ▶ Trade information
- ▶ Human resource development
- ▶ International purchasing and supply management
- ▶ Needs assessment, programme design for trade promotion



## International Trade Centre

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