



# International Trade Centre

UNCTAD / WTO

## ITC

The  
development  
partner for  
export  
success

# Compendium of Services, Tools, Products and Information Sources

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UNCTAD CNUCED



WTO OMC

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## Contents

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<b>ITC's mission, objectives and interventions</b>	<b>1</b>
<b>Objective 1. Strengthen the international competitiveness of enterprises</b>	<b>3</b>
Enable enterprises to formulate sound international business strategies	3
Services .....	3
Tools and products.....	4
Information sources.....	5
Enable enterprises to match supply-side requirements to destination market requirements	7
Services .....	7
Tools and products.....	7
Information sources.....	9
Enable enterprises to convert commercial opportunities into actual business by strengthening export marketing	11
Global programmes.....	11
Services .....	11
Tools and products.....	11
<b>Objective 2. Develop the capacity of trade service providers to support businesses</b>	<b>13</b>
Enable Trade support institutions (TSIs) to provide services that meet the needs of client enterprises	13
Global programmes.....	13
Services .....	13
Tools and products.....	15
Information sources.....	20
Enable TSIs to formulate and implement export development strategies incorporating business interest	24
Tools and products.....	24
<b>Objective 3. Support policy-makers in integrating the business sector into the global economy</b>	<b>25</b>
Enable decision-makers to develop effective trade development programmes and policies	25
Global programmes.....	25
Services .....	25
Tools and products.....	26

Enable decision-makers to integrate the business dimension into trade negotiations	28
Global programmes.....	28
Services .....	28
Tools and products.....	28
Information sources.....	28

## ITC's mission, objectives and interventions

The International Trade Centre (ITC) supports the business sectors of developing and transition economies, helping them to realize their potential by sharpening their ability to compete in the international marketplace, thus making a difference to the lives of their people. ITC is the joint technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for business aspects of trade development.

ITC's mission: ITC enables small business export success in developing countries by providing, with partners, trade development solutions to the private sector, trade support institutions and policy-makers.

ITC's strategic objectives focus at three levels:

1. **Enterprises** – to strengthen the international competitiveness of enterprises.
2. **Trade support institutions** – to develop the capacity of trade service providers to support businesses.
3. **Policymakers** – to support policymakers in integrating the business sector into the global economy.

Within ITC's **Consolidated Programme Document**, these three objectives have been disaggregated into sub-objectives to allow tangible outcomes to be measured.

ITC offers a range of global programmes, advisory and training services, tools and products, and information sources, which are delivered in an integrated manner to achieve these objectives:

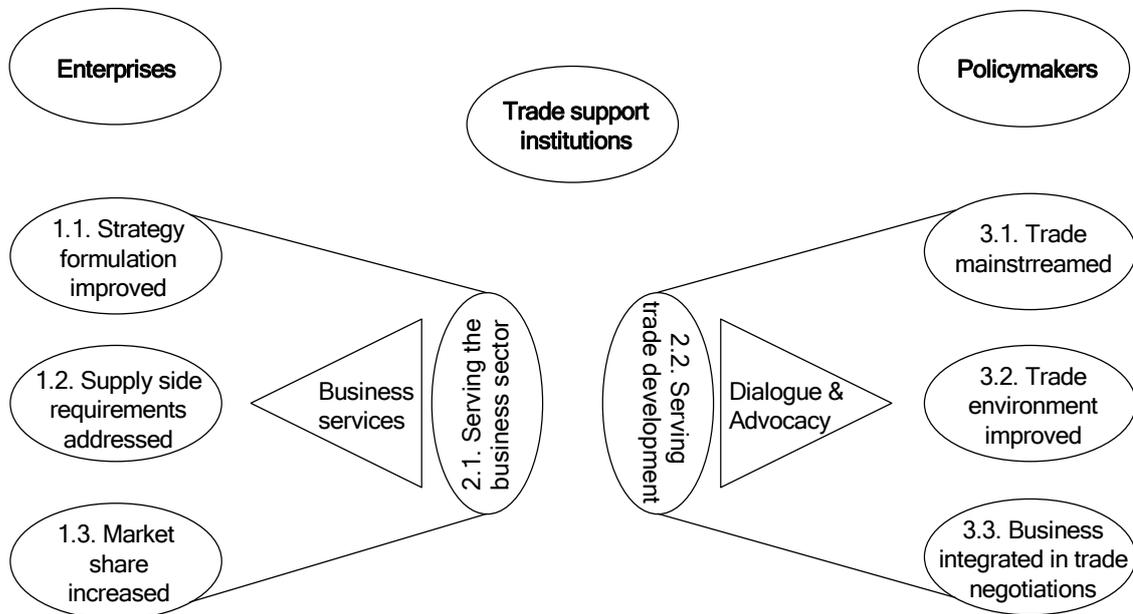
- **Global programmes** – respond to the needs of partners in all regions. They are based on proven ITC methodologies, and incorporate advisory services, tools and products. Global programmes are replicable and adaptable, and have a perceptible time-proven impact. ITC also participates in major trade-related multi agency programmes.
- **Advisory and training services** – are offered in key areas of international trade. Needs assessment, tailor-made advisory activities and customized training are designed and delivered to build capacity in partner countries in close cooperation with trade support institutions.
- **Tools and products** – support, sustain and improve the delivery of trade support services through partner institutions. They include practical guides that can be adapted to local requirements, methodologies and approaches for the development or review of trade support services, training materials, benchmarking and assessment tools.
- **Information sources** – for international trade and business development are largely accessible through the Internet.

ITC's global programmes, advisory and training services, tools and products, and information sources are principally directed at the three strategic levels of intervention identified above – at the enterprise (SME), trade support institution (TSI) or policy- or strategy-maker level. ITC believes it is necessary to apply a holistic and comprehensive approach to addressing trade development issues that takes into account the complexity and interrelatedness of trade and development. Such an integrated approach to ITC's technical assistance will help provide sustainability by building trade capacity at all levels.

Although the key thrust of ITC's technical assistance remains trade capacity building, this is done by building bridges and partnerships between the private sector, government institutions and civil society organizations, all of whom have an important role to play in trade development. The bulk of ITC's assistance will be directed towards building the capacity of TSIs to provide effective business support services to their clients and represent the business sector in strategy- and policy-making at national level. In addition, ITC will promote the integration of the business dimension in the design and delivery

of trade related technical assistance (TRTA), in particular within the context of Aid for Trade and the Enhanced Integrated Framework for Trade Related Technical Assistance.

The different levels of ITC interventions are reflected in the diagram below.



ITC's global programmes, advisory and training services, tools and products, and information sources, are summarised below by its objectives and sub-objectives.

For more information on ITC's tools and services, contact:

Elisabeth Piskolti-Caldwell, Business Advisory Services Officer  
 Tel. +41 22 73 00 393, Fax +41 22 73 00 576, Email [piskoltie@intracen.org](mailto:piskoltie@intracen.org).

## Objective 1. Strengthen the international competitiveness of enterprises

### Enable enterprises to formulate sound international business strategies

#### Services

##### **Capacity Building in Strategic Market Analysis**

A service designed to support export-oriented managers and analysts in conducting effective market analysis. Training programmes cover the use of ITC's market analysis tools, strategic analysis, preparation of Market Profiles, Training of Trainers, Business Clinics, mentoring on export potential assessment and market access review. Capacity building can also be customized to a partner's specific needs. Available in English, French and Spanish.

Information: <http://www.intracen.org/mas/capacity.htm>

Contact: [mas@intracen.org](mailto:mas@intracen.org)

##### **Diagnostics and Programme Design Competency**

A certification programme designed to strengthen the competency of Business Development Service Providers (BDSPs) to assess SMEs' resource planning and management skills and to design need-based programmes. The programme provides access to a methodology and a collection of tools and materials to help BDSPs design programmes for SME managers by analyzing the gaps between business needs, demand and the adequacy of the current service supply. At the end of the programme, participants are certified and able to assess needs and design needs-based programmes. Available in English, French and Spanish.

Information: <http://www.intracen.org/emds>

Contact: [emds@intracen.org](mailto:emds@intracen.org)

##### **Export Management Competency**

A certification programme designed to strengthen the competency of Business Development Service Providers (BDSPs) to offer training and consulting programmes to SMEs concerning managerial competence for export. The tools and materials address three major components in export: obtaining international orders, the ability to fulfil these orders and getting paid. At the end of the programme, participants are certified and able to assist SMEs in being export-ready. Available in English, French and Spanish.

Information: <http://www.intracen.org/emds>

Contact: [emds@intracen.org](mailto:emds@intracen.org)

##### **Management and Strategy Design Competency**

A certification programme designed to strengthen Business Development Service Providers (BDSPs) to offer training and consulting programmes to the SMEs concerning the design of competitive business strategies. The programme provides access to a methodology, software tools and materials to design strategy and develop resource planning skills. At the end of the programme, participants are certified and able to assist SMEs in designing and implementing competitive strategies. Available in English, French and Spanish.

Information: <http://www.intracen.org/emds>

Contact: [emds@intracen.org](mailto:emds@intracen.org)

**Market Analysis and Strategic Market Research**

A market research and trade analysis service for exporters, importers and trade support institutions. Upon request, tailored studies are conducted for governments, trade support institutions, international organizations, research institutions and the business community. Available in English, French and Spanish.

Information: <http://www.intracen.org/mas>

Contact: [mas@intracen.org](mailto:mas@intracen.org)

**Production and Marketing Competency**

A certification programme designed to strengthen the competency of Business Development Service Providers (BDSPs) to offer training and consulting programmes to SMEs concerning production and marketing capabilities. The programme explains strategy design for prioritizing production and marketing tasks. Software tools and materials are used to discuss relevant topics such as: enterprise competitiveness, strategy design and resource planning, producing at the desired cost, quality, quantity and time and relevant marketing requirements such as communicating the message and distributing the products. Available in English, French and Spanish.

Information: <http://www.intracen.org/emds>

Contact: [emds@intracen.org](mailto:emds@intracen.org)

**Trade in Services**

A technical assistance programme to promote exports of services aimed at trade support institutions, governments and firms in the services sector. Includes studies, training of trainer kits, workshops and networks. Available in English, French and Spanish.

Information: <http://www.intracen.org/serviceexport/welcome.htm>

Contact: [services@intracen.org](mailto:services@intracen.org)

**Training and Consulting Competency**

A certification programme designed to strengthen the competency of Business Development Service Providers (BDSPs) to design training and consulting services in order to address SME management problems, and manage the administration, logistics and financing of these services. Training materials are used to discuss relevant topics such as: enterprise competitiveness, designing, developing and delivering training and consulting interventions. At the end of the programme, participants are certified and able to design, develop and deliver sustainable trade-training programmes for SMEs. Available in English, French and Spanish.

Information: <http://www.intracen.org/emds>

Contact: [emds@intracen.org](mailto:emds@intracen.org)

**Tools and products****Investment Map**

An interactive tool that allows analyses by country, partner and industry on foreign direct investment (FDI), international trade and market access statistics. Investment Map also includes information on the location, sales, employment and parent company for around 70,000 foreign affiliates located in developing countries and economies in transition. Available in English, French and Spanish.

Information: <http://www.investmentmap.org>

Contact: [investmentmap@intracen.org](mailto:investmentmap@intracen.org)

**Market Access Map** An interactive database containing the tariffs and market access conditions applied at the bilateral level by over 184 importing countries to the products exported by over 240 countries and territories. Most trade agreements at the bilateral, regional and multilateral level are covered and products are described at the national tariff line level. MACMap allows users to simulate the impact of tariff reductions as well as analyse protection at the different levels of sectoral and regional aggregation. Available only in English, interface also in French and Spanish.

Information: <http://www.macmap.org>

Contact: [macmap@intracen.org](mailto:macmap@intracen.org)

**Market Access Map Online Training** Market Access Map web application offering 3 free online training courses in understanding customs tariffs and market access analysis. The courses are Market Access Map for: Importers & Exporters, Trade Negotiators, and Trade Support Institutions. Users can create their own student user account and do the quizzes at the end to test their knowledge. Available only in English.

Information: <http://www.macmap.info>

Contact: [macmap@intracen.org](mailto:macmap@intracen.org)

**Product MAP** A web portal presenting business information and intelligence in a product context for 72 product clusters. Product MAP includes market studies, price indicators in certain sectors, links to product information, trade data and over 20,000 companies and organisations. Companies can also create their own basic web site, which is hosted on the portal. Available only in English.

Information: <http://www.p-maps.org>

Contact: [pmaps@intracen.org](mailto:pmaps@intracen.org)

**TradeMap** An online database of global trade flows of goods and services, and tariff barriers for international business development and trade promotion, providing detailed export and import profiles and trends for over 5,300 products in 200 countries and territories. It supports the analysis of market and product diversification opportunities. Available in English, French and Spanish.

Information: <http://www.trademap.org>

Contact: [trademap@intracen.org](mailto:trademap@intracen.org)

## Information sources

**Country Market Analysis Profiles (Country Map)** Profiles 184 countries and territories with benchmarks of their national and sectoral trade performance and competitiveness. Available only in English.

Information: <http://www.intracen.org/countries>

Contact: [mas@intracen.org](mailto:mas@intracen.org)

- JURIS International** A multi-language (English, French, Spanish) collection of trade-related information on international law (including multilateral trade agreements, more than 250 model contracts with practical interest for international commercial transactions and networks of business lawyers) aimed at business lawyers and SMEs. Provides affordable legal information and strengthens the user's position in contract negotiations. JURIS International is also available on CD-Rom. Available in English, French and Spanish.  
Information: <http://www.jurisint.org>  
Contacts: [bourque@intracen.org](mailto:bourque@intracen.org) or [vittori@intracen.org](mailto:vittori@intracen.org)
- Market Briefs** Market Briefs are concise market reports, presenting information on market and product characteristics, market access conditions, packaging and labelling issues, trade contacts, and market opportunities. They cover export markets and products of interest to developing countries. Market Briefs are available through Product MAP. Available in English and French.  
Information: <http://www.intracen.org/mas/mb>  
Contact: [mb@intracen.org](mailto:mb@intracen.org)
- Market News Service** Weekly/monthly reports, provided through Product MAP, containing market intelligence on selected primary and semi-processed products. Information is gathered directly from manufacturers and traders. Sectors include: Fresh Fruit & Vegetables; Cut Flowers & Ornamental Plants; Fruit Juices; Spices; Pharmaceutical Starting Materials/Essential Drugs; and Medicinal Plants & Extracts. Available only in English.  
Information: <http://www.p-maps.org/mns>  
Contact: [mns@intracen.org](mailto:mns@intracen.org)
- Trade at hand** The Trade-at-hand pilot service directly connects buyers and sellers nearly instantly via the mobile phone network. The pilot programme disseminates daily market information in the form of text messages to fruit and vegetable exporters in Burkina Faso and Mali from France, their main foreign customer. The services will be expanded to additional African countries and business sectors as well as connected to more international market sources. Available in English and French.  
Information: <http://www.intracen.org/trade-at-hand>  
Contact : [dard@intracen.org](mailto:dard@intracen.org)
- Trade Information Reference system** Online access to the ITC's bibliographical databases, providing references and, where applicable, direct links to over 16,000 selected trade information sources. Interface in English, sources in English, French and Spanish.  
Information: <http://www.intracen.org/tirc>  
Contact: [hebboul@intracen.org](mailto:hebboul@intracen.org)
- World Tr@de Net Business Briefing** Monthly newsletter containing news on important WTO meetings and their business implications, dispute settlement cases, relevant ITC publications and events of interest to partners in ITC's World Tr@de Net programme. Available only in English by email or online.  
Information: <http://www.intracen.org/mts/welcomewtn.htm>  
Contact: [worldtradenet@intracen.org](mailto:worldtradenet@intracen.org)

## Enable enterprises to match supply-side requirements to destination market requirements

### Services

#### International Purchasing and Supply Chain Management

A service to strengthen purchasing and supply management capabilities in the private and public sectors. It supports governments, business communities and institutions in applying best practices in procurement and supply chain management to promote enterprise competitiveness, improve overall trade performance and ensure cost-effective use of resources. Available in English, French and Spanish.

Information: <http://www.intracen.org/ipsms>

Contact: [ipsms@intracen.org](mailto:ipsms@intracen.org)

#### Product and Market Development by Sector

Tailor-made advice and support for product development and adaptation, promotion and market development. It covers priority sectors, such as textiles and garments, wood and wood products, artisanal products, coffee, leather, organic products, fruit juices and spices. Available in English, French and Spanish.

Information: <http://www.intracen.org/mds>

Contact: [knappe@intracen.org](mailto:knappe@intracen.org)

#### Value Chain Approach

A service based on the analysis of value chains extending from supply of inputs through to the delivery of finished goods and services to consumers. It enables the formulation of national export strategies, trade support services and enhances sector trade performance. Available only in English.

Information: <http://www.intracen.org/ipsms/tsd>

Contact: [sayers@intracen.org](mailto:sayers@intracen.org)

### Tools and products

#### Compete

Compete is a technical assistance package designed to help groups of product or service sector enterprises to plan approaches and strategies to supply new markets, optimise their value chains for export delivery and develop business plans. Participation in Compete is normally limited to about 10 participating companies at one time. Used in English, French, Spanish ... and any other language, on request.

Information: <http://www.intracen.org/ipsms/tsd>

Contact: [tsd@intracen.org](mailto:tsd@intracen.org)

#### Discover

Discover is a value chain diagnostics and action planning tool with a training package for trade support organisations. It is designed to help businesses to analyse their value chains for current trade performance, diagnose problems, identify opportunities for value addition, develop prioritised action plans and organise their implementation. Discover is suitable for groups of up to 80 participants at a time. Used in English, French, Spanish ... and any other language, on request.

Information: <http://www.intracen.org/ipsms/tsd>

Contact: [sayers@intracen.org](mailto:sayers@intracen.org), [tsd@intracen.org](mailto:tsd@intracen.org)

- ISO 9001 Fitness Checker** A software-based, easy-to-use checklist designed to help SMEs assess their readiness for ISO 9001 certification. Questions cover various aspects of the setting-up, implementation and certification of a quality management system according to ISO 9001:2000. The checklist is available in English, French and Spanish.  
Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- Market Access through Standards and Conformity Assessment** A modular information pack accessible through trade support institutions designed for the export-oriented business community on how to improve/maintain market access using the benefits resulting from the WTO Agreements on TBT and SPS. Available in English, French and Spanish.  
Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- Product Costing and Pricing - Artisan as Entrepreneur** A module for producers of artisanal products featuring exercises and case studies, including strategies and formulas to calculate costs and determine prices. Available in English, French and Spanish.  
Information: <http://www.intracen.org/creativeindustries>  
Contact: [hauswirth@intracen.org](mailto:hauswirth@intracen.org)
- The Competitive Edge** A software-based benchmarking tool that enables an enterprise to assess its international competitiveness. The Edge provides an analytical basis to identify strengths and weaknesses in enterprise performance, and helps participating enterprises prioritise areas of action to improve international business performance. Available only in English.  
Information: <http://www.intracen.org/ec>  
Contact: [piskoltie@intracen.org](mailto:piskoltie@intracen.org)
- The FiT** A software-based benchmarking tool designed for small and medium-sized enterprises (SMEs) in the garments sector. The FiT compares and positions the enterprise performance of one firm with respect to a group of other national and international firms on a completely confidential basis. It provides an analytical basis for identifying strengths and weaknesses in the global performance of an enterprise. Available only in English.  
Information: <http://www.intracen.org/textilesandclothing/>  
Contact: [knappe@intracen.org](mailto:knappe@intracen.org)
- Transport Packaging Fitness Checker** A software-based, easy-to-use checklist designed to help SMEs run a quick check on the enterprise's export packaging readiness and, in particular, that of transport packaging. It enables enterprises to identify possible weaknesses and strengths as they prepare to enter a foreign market. Available in English, French, and Spanish.  
Information: <http://www.intracen.org/ep>  
Contact: [packit@intracen.org](mailto:packit@intracen.org)

## Information sources

### **Export Quality Management: An Answer Book for Small and Medium-Sized Exporters**

A guide providing SME managers with answers to their most frequently asked questions on standards and conformity assessment. Each question is also accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.

Information: [www.intracen.org/eqm](http://www.intracen.org/eqm)

Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)

### **Exporting Automotive Components: An Answer Book for Small and Medium-Sized Enterprises**

A guide answering SMEs' frequently asked questions on various aspects of exporting in the automotive components sector. It covers the fundamentals of exporting, sector-specific information sources on industry trends, suppliers and buyers, and explains ISO 9001:2000, ISO 14000, and ISO/TS 16949. Answers are accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.

Information: <http://www.intracen.org/ec>

Contact: [menon@intracen.org](mailto:menon@intracen.org)

### **How to Approach Banks**

A guide containing practical information on how to obtain trade credit, designed to be adapted by national partner institutions. The guide is aimed at SMEs as well as financial institutions that want to train loan officers to meet the needs of entrepreneurs. Available in English, French and Spanish.

Information: <http://www.intracen.org/tfs>

Contact: [financefortrade@intracen.org](mailto:financefortrade@intracen.org)

### **International Trade Rules: An Answer Book for Small and Medium-Sized Exporters**

A guide answering SMEs' questions on WTO Agreements, addressing issues such as the implementation and enforcement of Agreements, the WTO dispute settlement mechanism, the WTO itself, and the implications for international trade of open markets. Answers are accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.

Information: <http://www.intracen.org/ec>

Contact: [matile@intracen.org](mailto:matile@intracen.org)

### **Secrets of Electronic Commerce: A Guide for Small and Medium-Sized Exporters**

A guide answering the questions foremost in the mind of small businesses related to e-commerce. It identifies SME issues and constraints related to e-commerce. Answers to each question are accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.

Information: <http://www.intracen.org/ec>

Contact: [menon@intracen.org](mailto:menon@intracen.org)

### **Secrets of Intellectual Property: A Guide for Small and Medium-Sized Exporters**

Co-published with World Intellectual Property Organization, the guide contains questions and answers dealing with intellectual property issues, aimed at small and medium-sized exporters and trade support institutions. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.

Information: <http://www.intracen.org/ec>

Contact: [menon@intracen.org](mailto:menon@intracen.org)

**Trade in Services: An Answer Book for Small and Medium-Sized Exporters**

The guide provides answers to questions commonly asked by services suppliers located in developing and transition economies. It furnishes practical advice, strategies, and references to help enterprises in the services sector improve their export performance or enter new markets. Answers to each question are also accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.

Information: <http://www.intracen.org/ec>

Contact: [services@intracen.org](mailto:services@intracen.org)

**Trade Secrets: The Export Answer Book for Small and Medium-Sized Exporters**

The Export Answer Book is a unique, practical reference guide to exporting, which is designed to be customized by partner institutions. The book is designed for small businesses engaged in exporting. It provides a comprehensive overview of the export transaction from an operational point of view. Adapted versions feature answers to around 100 of a country's most frequently asked questions. Available in English, French and Spanish.

Information: <http://www.intracen.org/ec>

Contact: [emds@intracen.org](mailto:emds@intracen.org)

## Enable enterprises to convert commercial opportunities into actual business by strengthening export marketing

### Global programmes

#### South-South Trade Promotion

A programme that promotes intra- and inter-regional trade transactions. It methodically identifies and quantifies missed trade opportunities, and helps realize their potential by organizing buyers-sellers meetings to bring together potential business partners in identified sectors. Available in English, French and Spanish.

Information: <http://www.intracen.org/sstp>

Contact: [south-south@intracen.org](mailto:south-south@intracen.org)

#### World Tr@de Net

A programme designed to strengthen the business community's effective participation in the world trading system. It reinforces private-public sector consultations on WTO-related issues and provides training and information on the business implications of the WTO Agreements. It facilitates experience and information exchange through country networks. Available in English, French and Spanish.

Information: <http://www.intracen.org/mts/welcomewtn.htm>

Contact: [worldtradenet@intracen.org](mailto:worldtradenet@intracen.org)

### Services

#### e-Trade Bridge - e-Trade Management Competency

A certification programme designed to build the capacity of Business Development Service Providers (BDSPs) to offer training and consulting programmes to SMEs on e-utilization and potential in order to improve their international competitiveness by developing their e-trade capabilities. The programme emphasises why, where and when "e" should be used for the purpose of meeting the business objectives as part of the business strategy. At the end of the programme, participants are certified and able to assist SMEs in becoming e-ready. Available in English, French and Spanish.

Information: <http://www.intracen.org/etradebridge>

Contact: [etradebridge@intracen.org](mailto:etradebridge@intracen.org)

#### Standards and Quality Management

A service designed to strengthen support to SMEs on quality-related issues. It helps enterprises to meet standards, technical regulations and sanitary and phytosanitary measures in their export markets. It strengthens the capacities of organizations dealing with standardization, quality assurance, accreditation and metrology to provide improved services to enterprises. Available in English, French and Spanish.

Information: <http://www.intracen.org/eqm>

Contact: <http://www.intracen.org/eprp/welcome:gujadhur@intracen.org>

### Tools and products

#### Export-Readiness Diagnostic Tool for Services Firms

A tool designed to assess the competitiveness, resources and expectations of services firms, and suggest strategies. Available only in English.

Information: <http://www.intracen.org/serviceexport/tools.htm>

Contact: [services@intracen.org](mailto:services@intracen.org)

**Leatherline**

Leatherline provides SMEs in developing countries with market information and business matchmaking. It is a comprehensive web portal providing a wide spectrum of data and links on different aspects of the leather industry and trade, and free access to analysis tools. Leatherline is also a virtual market place, where offers and demands can be posted. Available only in English.

Information: <http://www.intracen.org/leatherline>

Contact : [leatherline@intracen.org](mailto:leatherline@intracen.org)

**Successful Services  
Exporting -  
Training Modules -  
Service Exporter  
Participants**

Modules for trainers that address 12 strategies for successful services exporting. Topics include: relationship marketing, effective networking, back office operations, and leveraging cyberspace. Available only in English.

Information: <http://www.intracen.org/servicexport/tools.htm#6>

Contact: [services@intracen.org](mailto:services@intracen.org)

## Objective 2. Develop the capacity of trade service providers to support businesses

Enable Trade support institutions (TSIs) to provide services that meet the needs of client enterprises

### Global programmes

#### South-South Trade Promotion

A programme that promotes intra- and inter-regional trade transactions. It methodically identifies and quantifies missed trade opportunities, and helps realize their potential by organizing buyers-sellers meetings to bring together potential business partners in identified sectors. Available in English, French and Spanish.

Information: <http://www.intracen.org/sstp>

Contact: [south-south@intracen.org](mailto:south-south@intracen.org)

### Services

#### Capacity Building in Strategic Market Analysis

A service designed to support export-oriented managers and analysts in conducting effective market analysis. Training programmes cover the use of ITC's market analysis tools, strategic analysis, preparation of Market Profiles, Training of Trainers, Business Clinics, mentoring on export potential assessment and market access review. Capacity building can also be customized to a partner's specific needs. Available in English, French and Spanish.

Information: <http://www.intracen.org/mas/capacity.htm>

Contact: [mas@intracen.org](mailto:mas@intracen.org)

#### Capacity Building of Trade Support Institutions

A service designed to strengthen national institutions supporting trade development, such as trade promotion organizations, chambers of commerce, industry/exporters associations and other trade support institutions. It provides expert advice on national export strategy formulation, institutional infrastructure and the design and delivery of trade services to SMEs. Available in English, French and Spanish.

Information: <http://www.intracen.org/instasptp>

Contact: [TSl@intracen.org](mailto:TSl@intracen.org)

#### Capacity Building for WTO Reference Centres and National Enquiry Points

A tailor-made package of methods and information resources for Reference Centres (RCs) and National Enquiry Points (NEPs), including a detailed checklist of (160) optional coaching activities; an operational plan template; a guide on how to operate a RC; a guide on how to operate a NEP; a resource guide for RCs and NEPs, available as a bookmark of Internet links; and a "LibraryThing" Web catalogue of (220) essential documents published by WTO, ITC, and UNCTAD. Available in English, French and Spanish.

Information: <http://www.intracen.org/tis/welcome.htm>

Contact: [monrozier@intracen.org](mailto:monrozier@intracen.org)

#### Competitiveness Tools Fair

Presentation and demonstration of ITC tools in the form of a "Trade Fair", including two to five stands for PC- and internet-based presentations of major tools, display materials, publicity and information hand-outs about ITC's competitiveness tools and services. Available in English, French and Spanish.

Contact: [piskoltie@intracen.org](mailto:piskoltie@intracen.org)

- Export Packaging** A service designed to strengthen support to SMEs on packaging-related issues. It assists institutions to provide information on commercial, technical and regulatory aspects of packaging. It helps the staff of export promotion organizations and industry associations to advise and train SMEs in the use of appropriate export packaging. Available in English, French and Spanish.
- Information: <http://www.intracen.org/ep>  
Contact: [packit@intracen.org](mailto:packit@intracen.org)
- Finance for Trade** An advisory service designed to facilitate access to finance for trade for SMEs. It strengthens the ability of private and public financial institutions, dealing with export finance, credit insurance and guarantees to provide better services to SMEs. It builds up the capacity of entrepreneurs and credit officers to deal with trade credits and manage financial risk. Available in English, French and Spanish.
- Information: <http://www.intracen.org/tfs>  
Contact: [financefortrade@intracen.org](mailto:financefortrade@intracen.org)
- International Purchasing and Supply Chain Management** A service to strengthen purchasing and supply management capabilities in the private and public sectors. It supports governments, business communities and institutions in applying best practices in procurement and supply chain management to promote enterprise competitiveness, improve overall trade performance and ensure cost-effective use of resources. Available in English, French and Spanish.
- Information: <http://www.intracen.org/ipsms>  
Contact: [ipsms@intracen.org](mailto:ipsms@intracen.org)
- Market Analysis and Strategic Market Research** A market research and trade analysis service for exporters, importers and trade support institutions. Upon request, tailored studies are conducted for governments, trade support institutions, international organizations, research institutions and the business community. Available in English, French and Spanish.
- Information: <http://www.intracen.org/mas>  
Contact: [mas@intracen.org](mailto:mas@intracen.org)
- Standards and Quality Management** A service designed to strengthen support to SMEs on quality-related issues. It helps enterprises to meet standards, technical regulations and sanitary and phytosanitary measures in their export markets. It strengthens the capacities of organizations dealing with standardization, quality assurance, accreditation and metrology to provide improved services to enterprises. Available in English, French and Spanish.
- Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- SupportNet** A multi-lingual, dynamic, model web site and database application with public and secure private features that support the promotion, management and development of professional trade support institutions. The website proposes automatic e-mail notifications and drop-down HTML formatting tools to improve communication and coordination and reduce administrative overhead. It can be easily configured in an institution's own style and scheme. Available in English, German, Slovak, Czech and can be customized for any other language.
- Information: password on request  
Contact: [sayers@intracen.org](mailto:sayers@intracen.org)

**Trade Information Management**

Support services aimed at strengthening the business information management capabilities of trade support institutions to enable them to provide efficient information services to the business community. Advisory inputs are supported by a range of methodologies and tools as well as by training programmes, through national or regional workshops. Available in English, French and Spanish.

Information: <http://www.intracen.org/tis>

Contact: [kelly@intracen.org](mailto:kelly@intracen.org)

**Trade in Services**

A technical assistance programme designed to promote exports of services, aimed at trade support institutions, governments and firms in the services sector. Includes studies, training of trainer kits, workshops and networks. Available in English, French and Spanish.

Information: <http://www.intracen.org/serviceexport/welcome.htm>

Contact: [services@intracen.org](mailto:services@intracen.org)

**Tools and products****Arbitration and Alternative Dispute Resolution**

A practical guide accessible through trade support institutions to help enterprises consider an alternative to court proceedings, to prevent or settle international business disputes. The guide can be used by SMEs, business lawyers and as a training resource. Available in English, French and Spanish.

Information: <http://www.intracen.org/laft>

Contact: [bourque@intracen.org](mailto:bourque@intracen.org)

**Business Information Review**

A needs assessment methodology aimed at institutions offering trade information services. It allows assessment of the trade information needs of target users, and analysis of the supply of trade information services in a given country/constituency, by means of field surveys using detailed questionnaires; gaps and duplications are identified through matching the demand and the supply; ideas for corrective action are triggered by the process, and can be translated into specific Business Information Development Programmes. Available in English, French and Spanish.

Information: <http://www.intracen.org/tis/welcome.htm>

Contact: [monrozier@intracen.org](mailto:monrozier@intracen.org)

**Compete**

Compete is a technical assistance package designed to help groups of product or service sector enterprises to plan approaches and strategies to supply new markets, optimise their value chains for export delivery and develop business plans. Participation in Compete is normally limited to about 10 participating companies at one time. Used in English, French, Spanish ... and any other language, on request.

Information: <http://www.intracen.org/ipsms/tsd>

Contact: [tsd@intracen.org](mailto:tsd@intracen.org)

**Discover**

Discover is a value chain diagnostics and action planning tool with a training package for trade support organisations. It is designed to help businesses to analyse their value chains for current trade performance, diagnose problems, identify opportunities for value addition, develop prioritised action plans and organise their implementation. Discover is suitable for groups of up to 80 participants at a time. Used in English, French, Spanish ... and any other language, on request.

Information: <http://www.intracen.org/ipsms/tsd>

Contact: [sayers@intracen.org](mailto:sayers@intracen.org), [tsd@intracen.org](mailto:tsd@intracen.org)

- e-Commerce Legal Kit** The kit contains legal tools, information and training materials on the operational legal aspects of e-commerce. The kit features three printed guides in a Q&A format (Volume 1: Global e-commerce law, Volume 2: e-Commerce contracting, Volume 3: Case studies), an e-law reference library, sample contracts and PowerPoint presentations on a CD-Rom. Available at present only in English.  
Information: <http://www.intracen.org/laft>  
Contact: [bourque@intracen.org](mailto:bourque@intracen.org)
- Export Fitness Checker** A software-based export-readiness assessment tool, the Export Fitness Checker gives an enterprise the opportunity to run a quick check on its export readiness by identifying possible gaps before entering a foreign market. The checklist is available in English, French and in Spanish.  
Information: <http://www.intracen.org/ec>  
Contact: [menon@intracen.org](mailto:menon@intracen.org)
- Export Quality Management: An Answer Book for Small and Medium-Sized Exporters** A guide providing SME managers with answers to their most frequently asked questions on standards and conformity assessment. Each question is also accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.  
Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- Exporting Automotive Components: An Answer Book for Small and Medium-Sized Enterprises** A guide answering SMEs' frequently asked questions on various aspects of exporting in the automotive components sector. It covers the fundamentals of exporting, sector-specific information sources on industry trends, suppliers and buyers, and explains ISO 9001:2000, ISO 14000, and ISO/TS 16949. Answers are accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and in Spanish.  
Information: <http://www.intracen.org/ec>  
Contact: [menon@intracen.org](mailto:menon@intracen.org)
- How to Approach Banks** A guide containing practical information on how to obtain trade credit, designed to be adapted by national partner institutions. The guide is aimed at SMEs as well as financial institutions that want to train loan officers to meet the needs of entrepreneurs. Available in English, French and Spanish.  
Information: <http://www.intracen.org/tfs>  
Contact: [financefortrade@intracen.org](mailto:financefortrade@intracen.org)
- Institution Manager's Briefcase** Contains pragmatic and focussed advice for the management of training and professional support institutions, covering all business processes from business planning, establishing an institution and day-to-day management up to business development. For each stage, a variety of online support tools, checklists, examples and resource links are provided. The briefcase is available on CD-Rom and online. Available only in English.  
Information: <http://www.intracen.org/ipsms/webhelp/helpfile.htm>  
Contact: [ipsms@intracen.org](mailto:ipsms@intracen.org)

- International Trade Rules: An Answer Book for Small and Medium-Sized Exporters** A guide answering SMEs' questions on WTO Agreements, addressing issues such as the implementation and enforcement of Agreements, the WTO dispute settlement mechanism, the WTO itself, and the implications for international trade of open markets. Answers are accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.  
Information: <http://www.intracen.org/ec>  
Contact: [matile@intracen.org](mailto:matile@intracen.org)
- Leatherline** Leatherline provides SMEs in developing countries with market information and business matchmaking. It is a comprehensive web portal providing a wide spectrum of data and links on different aspects of the leather industry and trade, and free access to analysis tools. Leatherline is also a virtual market place, where offers and demands can be posted. Available only in English.  
Information: <http://www.intracen.org/leatherline>  
Contact : [leatherline@intracen.org](mailto:leatherline@intracen.org)
- Manual for Trade Representatives** A manual providing information and practical advice on the role and services of Foreign Trade Representatives. It forms the basis of a package of technical assistance, including diagnosis and recommendations, head office training, coaching in the field, preparation of customized country-specific manuals. Available in English and Spanish.  
Information: <http://www.intracen.org/instaspt/welcome.htm>  
Contact : [TSI@intracen.org](mailto:TSI@intracen.org)
- Market Access Map Online Training** Market Access Map web application offering 3 free online training courses in understanding customs tariffs and market access analysis. The courses are Market Access Map for: Importers & Exporters, Trade Negotiators, and Trade Support Institutions. Users can create their own student user account and do the quizzes at the end to test their knowledge. Available only in English.  
Information: <http://www.macmap.info>  
Contact: [macmap@intracen.org](mailto:macmap@intracen.org)
- Improving and Maintaining Market Access through Standards and Conformity Assessment** A modular information pack accessible through trade support institutions designed for the export-oriented business community on how to improve/maintain market access using the benefits resulting from the WTO Agreements on TBT and SPS. Available in English, French and Spanish.  
Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- Modular Learning System (MLS) for International Purchasing and Supply Chain Management** A comprehensive training programme in purchasing and supply management, composed of 12 core modules covering the competencies required by private enterprises throughout all stages of the supply chain. Designed for use by business training institutions, it promotes the competitiveness of enterprises through better purchasing and supply management. Available in English and Spanish.  
Information: <http://www.intracen.org/ipsms>  
Contact: [funder@intracen.org](mailto:funder@intracen.org)

- Operating a Trade Information Service**
- A manual for managers of trade information services that discusses the influence of new technologies on information management and the role of librarians and information officers; reviews technical processing and analysis procedures of information materials; addresses various information services and their promotion; and includes a core list of trade information sources. Available in English, French and Spanish.
- Information: <http://www.intracen.org/tirc>  
Contact: [hebboul@intracen.org](mailto:hebboul@intracen.org)
- PACKit**
- A modular information kit about export packaging, to provide packaging advisers and support institutions with the practical knowledge needed by SMEs. Information modules on packaging materials, packaging requirements for products, and packaging regulations in import and export markets can be used on their own or combined to suit specific user groups. Available in English, French and Spanish.
- Information: <http://www.intracen.org/ep>  
Contact: [packit@intracen.org](mailto:packit@intracen.org)
- Preparing Market Profiles**
- A course to build the capacity of trade advisers and marketing analysts to write custom-designed short reports, prepared in a few days, on the export potential of selected products to specific target markets. This responds to general inquiries, addresses the requests of client companies and provides useful background for interested exporters. Available in English, French and Spanish.
- Information: <http://www.intracen.org/mas/capacity.htm>  
Contact: [cordon@intracen.org](mailto:cordon@intracen.org) ou [cordobes@intracen.org](mailto:cordobes@intracen.org)
- Road Map for Quality: Guidelines for Review of National Standardization, Quality Management, Accreditation and Metrology (SQAM) Infrastructure**
- A guide providing a framework for assessing Standardization, Quality Management, Accreditation and Metrology (SQAM) infrastructure and identifying gaps in SQAM services to satisfy exporters' needs. The guide discusses major elements of the SQAM system and their attributes and provides assessment guidelines in the form of a questionnaire containing the questions as well as the evaluation criteria and comments. Available in English, French and Spanish.
- Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- Secrets of Electronic Commerce: A Guide for Small and Medium-Sized Exporters**
- A guide answering the questions foremost in the mind of small businesses related to e-commerce. It identifies SME issues and constraints related to e-commerce. Answers to each question are accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.
- Information: <http://www.intracen.org/ec>  
Contact: [menon@intracen.org](mailto:menon@intracen.org)
- Secrets of Intellectual Property: A Guide for Small and Medium-Sized Exporters**
- Co-published with World Intellectual Property Organization, the guide contains questions and answers dealing with intellectual property issues, aimed at small and medium-sized exporters and trade support institutions. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.
- Information: <http://www.intracen.org/ec>  
Contact: [menon@intracen.org](mailto:menon@intracen.org)

<b>Successful Services Exporting - Training Modules - Trade Support Institutions and Associations</b>	<p>Modules that assist associations in promoting member capabilities, helping members make global contacts, advocating for sectoral export interests, and supporting e-trade initiatives. Available only in English.</p> <p>Information: <a href="http://www.intracen.org/servicexport/tools.htm#6">http://www.intracen.org/servicexport/tools.htm#6</a>  Contact: <a href="mailto:services@intracen.org">services@intracen.org</a></p>
<b>The SPS Agreement: A Business Perspective</b>	<p>A pack designed for trainers on the business implications of the WTO Agreement on the Application of Sanitary and Phytosanitary Measures (SPS). Contains Participant's Pack - Slides and Notes, and Supporting Documents Pack. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.intracen.org/worldtradenet">http://www.intracen.org/worldtradenet</a>  Contact: <a href="mailto:gujadhur@intracen.org">gujadhur@intracen.org</a></p>
<b>The TBT Agreement: A Business Perspective</b>	<p>A pack designed for trainers on the business implications of the WTO Agreement on Technical Barriers to Trade (TBTs). It contains a Presenter's Pack, Participant's Pack - Slides and Notes. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.intracen.org/worldtradenet">http://www.intracen.org/worldtradenet</a>  Contact: <a href="mailto:gujadhur@intracen.org">gujadhur@intracen.org</a></p>
<b>Thesaurus of International Trade Terms</b>	<p>The thesaurus aims at providing partner institutions in developing countries – and more particularly trade information services – with a standardized vocabulary on all functional aspects of trade, to be used to describe information resources for ease of storage and retrieval. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.intracen.org/tirc">http://www.intracen.org/tirc</a>  Contact: <a href="mailto:hebboul@intracen.org">hebboul@intracen.org</a></p>
<b>Trade Credit Evaluation</b>	<p>A training pack designed to make credit analysis easier for bank credit officers. It includes the Credit Scorecard and a credit risk analysis tool. Available in English and French.</p> <p>Information: <a href="http://www.intracen.org/tfs">http://www.intracen.org/tfs</a>  Contact: <a href="mailto:financefortrade@intracen.org">financefortrade@intracen.org</a></p>
<b>Trade Information Management Toolkit</b>	<p>A CD-ROM-based tool designed to help trade support institutions develop and operate trade information services effectively. It comprises a set of methodologies that encompass the information management process from users' needs analysis to planning, implementation, monitoring and evaluation. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.intracen.org/tis">http://www.intracen.org/tis</a>  Contact: <a href="mailto:kelly@intracen.org">kelly@intracen.org</a></p>
<b>Trade in Services: An Answer Book for Small and Medium-Sized Exporters</b>	<p>The guide provides answers to questions commonly asked by services suppliers located in developing and transition economies. It furnishes practical advice, strategies, and references to help enterprises in the services sector improve their export performance or enter new markets. Answers to each question are also accompanied by references to explore the topic in greater detail. The guide is designed to be adapted by national partner institutions. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.intracen.org/ec">http://www.intracen.org/ec</a>  Contact: <a href="mailto:services@intracen.org">services@intracen.org</a></p>

- Trade Secrets: The Export Answer Book for Small and Medium-Sized Exporters** The Export Answer Book is a unique, practical reference guide to exporting, which is designed to be customized by partner institutions. The book is designed for small businesses engaged in exporting. It provides a comprehensive overview of the export transaction from an operational point of view. Adapted versions feature answers to around 100 of a country's most frequently asked questions. Available in English, French and Spanish.  
Information: <http://www.intracen.org/ec>  
Contact: [emds@intracen.org](mailto:emds@intracen.org)
- Trade Support Institution Index** A positioning and diagnostic tool designed to help trade support institutions identify their strengths and weaknesses. Available in English, French and Spanish.  
Information: <http://www.intracen.org/instasptp>  
Contact: [TSl@intracen.org](mailto:TSl@intracen.org)
- Trade Support Services Checklists** A series of practical checklists to help private and public trade development managers of trade support institutions assess the strengths of their strategies and services. Checklists are available on: national trade strategy development; market information services; foreign trade representation; matching grant schemes; and results-based management. Available only in English.  
Information: <http://www.intracen.org/instasptp>  
Contact: [TSl@intracen.org](mailto:TSl@intracen.org)
- Undertaking Supply and Demand Surveys** A practical guide for trade promotion organizations on how to undertake in-depth field research, describe sector characteristics, and document business practices in a specific region. Available in English, French and Spanish.  
Information: <http://www.intracen.org/sstp>  
Contact: [south-south@intracen.org](mailto:south-south@intracen.org)

## Information sources

- Country Market Analysis Profiles (Country Map)** Profiles 184 countries and territories with benchmarks of their national and sectoral trade performance and competitiveness. Available only in English.  
Information: <http://www.intracen.org/countries>  
Contact: [mas@intracen.org](mailto:mas@intracen.org)
- Database of Importers' Associations** An interactive database that includes profiles of over 500 associations, mainly from developed countries. Searchable by sectors and/or products, the database aims at assisting exporters and export promotion bodies from developing countries to identify potential trade partners. The database is available in print and online. Available in English, French and Spanish.  
Information: <http://www.intracen.org/tradinst>  
Contact: [hebboul@intracen.org](mailto:hebboul@intracen.org)
- Database of Trade Promotion Organizations** An interactive database that includes profiles of over 1,200 trade support institutions worldwide. The database is available in print, CD-ROM and online. Available in English, French and Spanish.  
Information: <http://www.intracen.org/tradinst>  
Contact: [hebboul@intracen.org](mailto:hebboul@intracen.org)

- Export Packaging Bulletins** Bulletins covering topics of interest to export packaging trade professionals, trade support institutions and SMEs interested in packaging for exports. Published bi-monthly in English, French and Spanish. Bulletins are available in printed format or online. Available in English, French, and Spanish.  
Information: <http://www.intracen.org/ep>  
Contact: [packit@intracen.org](mailto:packit@intracen.org)
- Export Quality Bulletins** Bulletins focusing on specific export quality topics, such as “ISO 9000:2000”, “Hazard Analysis and Critical Control Point (HACCP)” and “Information Retrieval on Standards, Technical Regulations and Conformity Assessment Procedures”. Issued in English, French and Spanish. The bulletins are available in printed format or online. Available in English, French and Spanish.  
Information: <http://www.intracen.org/eqm>  
Contact: [gujadhur@intracen.org](mailto:gujadhur@intracen.org)
- Finance for Trade Press Abstracts** Quarterly abstracts containing finance-related press abstracts, contact information for export credit agencies and information about ITC’s trade financing activities. The abstracts are available in printed format or online. Available only in English.  
Information: <http://www.intracen.org/tfs>  
Contact: [financefortrade@intracen.org](mailto:financefortrade@intracen.org)
- Investment Map** An interactive tool that allows analyses by country, partner and industry on foreign direct investment (FDI), international trade and market access statistics. Investment Map also includes information on the location, sales, employment and parent company for around 70,000 foreign affiliates located in developing countries and economies in transition. Available in English, French and Spanish.  
Information: <http://www.investmentmap.org>  
Contact: [investmentmap@intracen.org](mailto:investmentmap@intracen.org)
- JURIS International** A multi-language (English, French, Spanish) collection of trade-related information on international law (including multilateral trade agreements, more than 250 model contracts with practical interest for international commercial transactions and networks of business lawyers) aimed at business lawyers and SMEs. Provides affordable legal information and strengthens the user’s position in contract negotiations. JURIS International is also available on CD-Rom. Available in English, French and Spanish.  
Information: <http://www.jurisint.org>  
Contacts: [bourque@intracen.org](mailto:bourque@intracen.org) or [vittori@intracen.org](mailto:vittori@intracen.org)
- LegaCarta - Multilateral Treaties affecting Trade** Developed by ITC in cooperation with several international organizations that oversee multilateral trade treaties, LegaCarta provides assessment and technical assistance activities relating to the main multilateral treaties affecting trade. These include a core group of some 230 treaties and other instruments (such as model laws and trade usages), plus an additional approximately 450 referenced amendments and protocols. Available in English, French (and partly only in Spanish).  
Information: <http://www.legacarta.net>  
Contacts: [bourque@intracen.org](mailto:bourque@intracen.org) or [vittori@intracen.org](mailto:vittori@intracen.org)

<b>Market Access Map</b>	<p>An interactive database containing the tariffs and market access conditions applied at the bilateral level by over 184 importing countries to the products exported by over 240 countries and territories. Most trade agreements at the bilateral, regional and multilateral level are covered and products are described at the national tariff line level. MACMap allows users to simulate the impact of tariff reductions as well as analyse protection at the different levels of sectoral and regional aggregation. Available only in English, interface also in French and Spanish.</p> <p>Information: <a href="http://www.macmap.org">http://www.macmap.org</a> Contact: <a href="mailto:macmap@intracen.org">macmap@intracen.org</a></p>
<b>Market Briefs</b>	<p>Market Briefs are concise market reports, presenting information on market and product characteristics, market access conditions, packaging and labelling issues, trade contacts, and market opportunities. They cover export markets and products of interest to developing countries. Market Briefs are available through Product MAP. Available in English and French.</p> <p>Information: <a href="http://www.intracen.org/mas/mb">http://www.intracen.org/mas/mb</a> Contact: <a href="mailto:mb@intracen.org">mb@intracen.org</a></p>
<b>Market News Service</b>	<p>Weekly/monthly reports, provided through Product MAP, containing market intelligence on selected primary and semi-processed products. Information is gathered directly from manufacturers and traders. Sectors include: Fresh Fruit &amp; Vegetables; Cut Flowers &amp; Ornamental Plants; Fruit Juices; Spices; Pharmaceutical Starting Materials/Essential Drugs; and Medicinal Plants &amp; Extracts. Available only in English.</p> <p>Information: <a href="http://www.p-maps.org/mns">http://www.p-maps.org/mns</a> Contact: <a href="mailto:mns@intracen.org">mns@intracen.org</a></p>
<b>Product MAP</b>	<p>A web portal presenting business information and intelligence in a product context for 72 product clusters. Product MAP includes market studies, price indicators in certain sectors, links to product information, trade data and over 20,000 companies and organisations. Companies can also create their own basic web site, which is hosted on the portal. Available only in English.</p> <p>Information: <a href="http://www.p-maps.org">http://www.p-maps.org</a> Contact: <a href="mailto:pmaps@intracen.org">pmaps@intracen.org</a></p>
<b>TPO Net</b>	<p>An electronic medium designed for the exchange of information among trade promotion organizations through newsletters, bulletin boards, group discussions and e-conferences. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.tpo-net.com">http://www.tpo-net.com</a> Contact: <a href="mailto:TSl@intracen.org">TSl@intracen.org</a></p>
<b>Trade Information Awareness Bulletin</b>	<p>Quarterly bulletin providing references to publications and electronic information newly acquired by ITC's Trade Information Reference Centre. The bulletin aims at assisting trade support institutions identify and select relevant trade information sources. Can also be used as a reference guide by Trade Information Services to develop their information resources. Available in English, French and Spanish.</p> <p>Information: <a href="http://www.intracen.org/tirc">http://www.intracen.org/tirc</a> Contact: <a href="mailto:hebboul@intracen.org">hebboul@intracen.org</a></p>

**Trade Information Reference system**

Online access to the ITC's bibliographical databases, providing references and, where applicable, direct links to over 16,000 selected trade information sources. Interface in English, sources in English, French and Spanish.

Information: <http://www.intracen.org/tirc>

Contact: [hebboul@intracen.org](mailto:hebboul@intracen.org)

**TradeMap**

An online database of global trade flows of goods and services, and tariff barriers for international business development and trade promotion, providing detailed export and import profiles and trends for over 5,300 products in 200 countries and territories. It supports the analysis of market and product diversification opportunities. Available in English, French and Spanish.

Information: <http://www.trademap.org>

Contact: [trademap@intracen.org](mailto:trademap@intracen.org)

**World Tr@de Net Business Briefing**

Monthly newsletter containing news on important WTO meetings and their business implications, dispute settlement cases, relevant ITC publications and events of interest to partners in ITC's World Tr@de Net programme. Available only in English by email or online.

Information: <http://www.intracen.org/mts/welcomewtn.htm>

Contact: [worldtradenet@intracen.org](mailto:worldtradenet@intracen.org)

## Enable TSIs to formulate and implement export development strategies incorporating business interest

### Tools and products

#### **Organizing Buyers-Sellers Meetings**

A practical guide for trade promotion organizations on how to organize buyers-sellers meetings, with samples of invitation letters, reports and checklists to prepare business events. Available in English, French and Spanish.

Information: <http://www.intracen.org/sstp>

Contact: [south-south@intracen.org](mailto:south-south@intracen.org)

#### **Successful Services Exporting - Training Modules - Trade Support Institutions and Associations**

Modules that assist associations in promoting member capabilities, helping members make global contacts, advocating for sectoral export interests, and supporting e-trade initiatives. Available only in English.

Information: <http://www.intracen.org/serviceexport/tools.htm#6>

Contact: [services@intracen.org](mailto:services@intracen.org)

## Objective 3. Support policy-makers in integrating the business sector into the global economy

### Enable decision-makers to develop effective trade development programmes and policies

#### Global programmes

##### World Export Development Forum

A corporate initiative designed to share best practice in national export strategy design and management and to support global and regional networking among public sector strategy-makers and leading representatives of the export community. The Executive Forum provides field-level assistance in strategy design at the national and regional levels. Available in English, French and Spanish.

Information: <http://www.intracen.org/wedf/welcome.htm>

Contact: [wedf@intracen.org](mailto:wedf@intracen.org)

##### Export-led Poverty Reduction

A programme designed to integrate poor communities into the export value chain. It supports the development of export production capabilities in identified sectors and links them to export opportunities. It also addresses quality, financing, human resource development and other support services while taking into account gender and environmental considerations. Available in English, French and Spanish.

Information: <http://www.intracen.org/poverty-reduction/en/welcome.htm>

Contact: [eprp@intracen.org](mailto:eprp@intracen.org)

##### Integrated Framework (IF)

ITC, in partnership with five other agencies (IMF, UNCTAD, UNDP, World Bank and WTO), participates actively in the implementation of the Integrated Framework initiative, which aims at both the mainstreaming of trade and linking it to poverty reduction. Available in English and French.

Information: <http://www.integratedframework.org>

Contact: [geoffroy@intracen.org](mailto:geoffroy@intracen.org)

##### JITAP (Joint Integrated Technical Assistance Programme)

JITAP, implemented jointly by ITC, UNCTAD and WTO, aims at strengthening the capacity of selected African countries to integrate into the multilateral trading system (MTS). Its primary objective is to build capacity to understand and derive economic benefits from the MTS. ITC has the coordinating role to ensure a smooth and effective delivery of the programme. Available in English, French and Spanish.

Information: <http://www.jitap.org>

Contact: [jitap@intracen.org](mailto:jitap@intracen.org)

#### Services

##### International Purchasing and Supply Chain Management

A service to strengthen purchasing and supply management capabilities in the private and public sectors. It supports governments, business communities and institutions in applying best practices in procurement and supply chain management to promote enterprise competitiveness, improve overall trade performance and ensure cost-effective use of resources. Available in English, French and Spanish.

Information: <http://www.intracen.org/ipsms>

Contact: [ipsms@intracen.org](mailto:ipsms@intracen.org)

**Trade in Services**

A technical assistance programme to promote exports of services aimed at trade support institutions, governments and firms in the services sector. Includes studies, training of trainer kits, workshops and networks. Available in English, French and Spanish.

Information: <http://www.intracen.org/servicexport/welcome.htm>

Contact: [services@intracen.org](mailto:services@intracen.org)

**Tools and products****Manual for Trade Representatives**

A manual providing information and practical advice on the role and services of Foreign Trade Representatives. It forms the basis of a package of technical assistance, including diagnosis and recommendations, head office training, coaching in the field, preparation of customized country-specific manuals. Available in English and Spanish.

Information: <http://www.intracen.org/instaspt/welcome.htm>

Contact : [TSl@intracen.org](mailto:TSl@intracen.org)

**Market Access Map Online Training**

Market Access Map web application offering 3 free online training courses in understanding customs tariffs and market access analysis. The courses are Market Access Map for: Importers & Exporters, Trade Negotiators, and Trade Support Institutions. Users can create their own student user account and do the quizzes at the end to test their knowledge. Available only in English.

Information: <http://www.macmap.info>

Contact: [macmap@intracen.org](mailto:macmap@intracen.org)

**National Export Strategy Template**

ITC provides technical assistance in national export strategy design and management, simultaneously addressing multiple sectors and cross-sectoral support services. The national export strategy process involves participation of key stakeholders from both the public and the private sectors, and results in a detailed national export strategy, including an implementation management framework and a specific plan of action. ITC also provides assistance in the development of gender-sensitive export strategies. Available only in English. Short guidelines available in French and Spanish.

Information: <http://www.intracen.org/wedf/welcome.htm>

Contact: [wedf@intracen.org](mailto:wedf@intracen.org)

**Sector Export Strategy (Products and Services)**

ITC provides a complete technical assistance package designed to support the development of sector level strategies and implementation plans to improve export performance and sector-wide competitiveness. Participants formulate the contents of their own strategies within a framework provided by ITC and based on an evaluation of their international value chains. This methodology can be applied to any product or services sector. Available only in English. Short guidelines available in French and Spanish.

Information: <http://www.intracen.org/wedf/welcome.htm>

Contact: [wedf@intracen.org](mailto:wedf@intracen.org)

**Successful Services  
Exporting -  
Training Modules -  
Government Participants**

A training package designed to offer practical information to help government officers support and promote exports of services. The material provides advice on raising awareness of service exports, supporting services exports, as well as aligning local policies to support service exporting and representing services exporters in trade negotiations. Available only in English.

Information: <http://www.intracen.org/serviceexport/tools.htm#6>

Contact: [services@intracen.org](mailto:services@intracen.org)

## Enable decision-makers to integrate the business dimension into trade negotiations

### Global programmes

#### World Trade Net

A programme designed to strengthen the business community's effective participation in the world trading system. It reinforces private-public sector consultations on WTO-related issues and provides training and information on the business implications of the WTO Agreements. It facilitates experience and information exchange through country networks. Available in English, French and Spanish.

Information: <http://www.intracen.org/mts/welcomewtn.htm>

Contact: [worldtradenet@intracen.org](mailto:worldtradenet@intracen.org)

### Services

#### Trade Law

A service designed to provide a better understanding of, and access to, international trade law and practice. It provides training and advice on key multilateral treaties affecting trade, model contracts and contract negotiation, out of court disputes resolution services (business arbitration and mediation). Available in English, French (and partly only in Spanish).

Information: <http://www.intracen.org/laft>

Contacts: [bourque@intracen.org](mailto:bourque@intracen.org) or [vittori@intracen.org](mailto:vittori@intracen.org)

### Tools and products

#### GATS Consultation Kit

An online kit designed to help obtain detailed private sector feedback on the domestic impact of GATS, to assess the national schedules of commitments in relation to the needs of the service industry in a particular country, and to identify the concessions service exporters want from trading partners. Available only in English.

Information:

[http://www.intracen.org/mts/publications/publications\\_services.htm](http://www.intracen.org/mts/publications/publications_services.htm)

Contact: [worldtradenet@intracen.org](mailto:worldtradenet@intracen.org)

### Information sources

#### LegaCarta - Multilateral Treaties affecting Trade

Developed by ITC in cooperation with several international organizations that oversee multilateral trade treaties, LegaCarta provides assessment and technical assistance activities relating to the main multilateral treaties affecting trade. These include a core group of some 230 treaties and other instruments (such as model laws and trade usages), plus an additional approximately 450 referenced amendments and protocols. Available in English, French (and partly only in Spanish).

Information: <http://www.legacarta.net>

Contacts: [bourque@intracen.org](mailto:bourque@intracen.org) or [vittori@intracen.org](mailto:vittori@intracen.org)

**World Tr@de Net  
Business Briefing**

Monthly newsletter containing news on important WTO meetings and their business implications, dispute settlement cases, relevant ITC publications and events of interest to partners in ITC's World Tr@de Net programme. Available only in English by email or online.

Information: <http://www.intracen.org/mts/welcomewtn.htm>

Contact: [worldtradenet@intracen.org](mailto:worldtradenet@intracen.org)