The post-2015 development agenda

Ivorian fashion wins hearts and minds in Paris

What role for trade in the post-2015 development agenda?

Greenhouse kits prove a winner for Kenyan agri-entrepreneurs
Doing more, and doing better

ARANCHE GONzáLEZ, Executive Director, ITC

Playwright Tennessee Williams wrote in ‘The Glass Menagerie’ that ‘time is the longest distance between two places’. As 1 September marked a year since I was appointed Executive Director of the International Trade Centre (ITC) I instead offer the proposition that the distance of time can be a quick one when you are focused on results and building momentum towards delivering trade impact for good. It has been a challenging, but extremely rewarding year.

It has been a year where the ITC celebrated its 50th birthday: we committed to doing more and doing better. And we decided that for the first time in its history of our flagship event – the World Export Development Forum (WEDF) – that would be held in an African state, Rwanda. And it was a year where ITC has continued to realign itself with the changing landscape of trade, development and business. The agreement reached on trade facilitation in Bali, Indonesia, last December is one such example. While there is still much work to do to ensure that the deal is operationalized, at ITC we continue to work with our developing-country partners and small and medium-sized enterprises (SMEs) to ensure they benefit from the ease of moving goods and services across borders.

In the past year, I have had the opportunity to visit many of the countries in which ITC works and the people we support. I have met women coffee producers in Burundi, pashmina weavers in Nepal, agro-food producers in Benin, as well as women artisans in the Kibera district of Nairobi, Kenya, that we work with through the Ethical Fashion Initiative. In Zimbabwe, ITC launched the Zim-EBIC Business Centre, which will boost business links with the European Union. In Samoa, during the Third UN Conference on Small Island Developing States, we launched three projects to boost the economic empowerment of women. In Peru, we helped farmers increase their exports to the US. We have launched women’s economic empowerment projects in Palestine, tourism development in Myanmar and a multi-country SITA programme between India and five East African countries. National Export Strategies have been launched in Kyrgyzstan and Jordan, as well as in Liberia, which is now suffering from a health-care crisis that has a devastating impact on its already fragile business environment.

Closer to home ITC introduced its environmental mainstreaming strategy, fine-tuned its AIM programme to build capacities of Trade and Investment Support Institutions, enhanced cooperation with UNDP across the board, with UNWTO in the area of tourism services and increased our work with UNCTAD, WCO and many other organizations involved in supporting trade facilitation.

In all these countries that ITC works there is a common thread: driving development, creating jobs, strengthening SMEs and eradicating poverty. All want to create sustainable livelihoods and to use the development of their business sectors as a mechanism to do this.

Capacitating business – and particularly SMEs – is an important development policy tool. More and more developing countries have embraced trade as a vehicle to lift their people out poverty and many are benefiting from the increased trade and innovation driven by SMEs. But there is much more to do to increase the competitiveness of these SMEs and ITC remains committed to this.

Despite the limited role business – and indeed the concept of trade – were given when the Millennium Development Goals (MDGs) were formulated, it is clear to most policymakers today that the private sector is an essential partner in our collective goal to eradicate poverty.

Can business play a leading role in shaping a better and more sustainable and better world? In 2014 the answer is a resounding ‘yes’. Businesses, both large and small, need a space at the table. Unless we include business in policy-setting and as partners in delivering on capacity building we are not fully exploiting the potential for transformational impact.

Next year, the international community will decide on the goals that the world will seek to achieve once the MDGs have expired. In that post-2015 development agenda there is a space for business, entrepreneurship and trade. That many more business leaders have been invited to help shape the next development agenda bodes well for such a scenario. The insistence of the writers in this issue of Trade Forum only adds momentum to this sentiment. The fundamental premise is partnership. A partnership with shared goals and with one fundamental aim – to raise the standard of living of our global community.
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News Brief

US to extend long-standing trade deal with Africa

The United States of America invited the leaders of nearly 50 African nations for the first US-Africa Leaders Summit in Washington, DC, in August. The event was meant to reinforce economic ties and trade between the United States and Africa by extending the African Growth and Opportunity Act (AGOA). The accord gives exemptions on U.S. tariffs and quotas to boost trade and the economic growth of sub-Saharan African countries.

As China strengthens ties to Africa and the European Union (EU) negotiates its own free-trade agreement with Africa, the United States seeks to maintain its strong economic ties with the continent. While the act has not stimulated trade with Africa to the extent predicted, progress is being made. Non-oil AGOA trade rose to US$5 billion in 2013 from US$1.4 billion in 2001. The AGOA and other free-trade treaties give small and medium-sized enterprises (SMEs) greater opportunity to export with less tariff measures with which to comply. The act must be re-authorized by September 2015.

World Bank aims to light up six African countries

The World Bank Group has committed US$5 billion in new technical and financial support for energy projects in Ethiopia, Ghana, Kenya, Liberia, Nigeria, and Tanzania, countries that have partnered with U.S. President Barack Obama’s Power Africa initiative.

Making the announcement on the second day of the first U.S.-Africa summit, World Bank Group President Jim Yong Kim said that the new financial commitment was urgently needed to generate more electricity for the people of Africa, 600 million of whom have no access to it. This is despite the fact that Africa possesses some of the world’s largest hydropower, geothermal, wind and solar potential, as well as significant oil and natural gas reserves.

Canada, EU make strides toward finalizing free-trade deal

After months of deliberation Canadian and European Union negotiators have finalized the text of their free-trade deal. The agreement, which would eliminate virtually all tariffs on both sides, may take up to two years to come into effect. The 1,500-page agreement must still be translated into 23 languages, reviewed by lawyers and then ratified by the European Parliament and the European Commission.

Full implementation is set for mid-2016 and the agreement may undergo some changes before it is ratified. The free-trade agreement would help create jobs and economic opportunities in Canada and in Europe.
EBRD funds Barclays Bank Egypt’s US$20m project

The European Bank for Reconstruction and Development (EBRD) has announced support for the expansion of international trade in Egypt by providing US$20 million as a trade facility to Barclays Bank Egypt as part of the EBRD’s Trade Facilitation Programme (TFP). The facility will allow the EBRD to issue guarantees to international commercial banks covering political and commercial payment risk of the transactions taken by Barclays Bank Egypt.

The partnership indicates a positive outlook to the enormous potential of the trade industry in Egypt. Barclays aims to become the go-to bank and trade partner for its customers in Egypt. The partnership will allow Barclays to provide loans to local exporters, importers and distributors. The TFP currently includes more than 100 partner banks in 23 countries where the EBRD invests.

Thailand urged to regulate its international wildlife trade

The Convention on the International Trade in Endangered Species (CITES) has warned Thailand that it faces an international wildlife trade ban unless it reins in its ivory sector. CITES has set Thailand an August 2015 deadline to regulate the illegal ivory market. Thailand is now seen as the key offender of the ‘Gang of Eight’ countries that have faced scrutiny over the ivory trade. The seven other countries on that list are China, Kenya, Malaysia, the Philippines, Tanzania, Uganda and Viet Nam.

Failure to comply with CITES regulations could end in a ban in ivory exports and the suspension of all trade in the 35,000 species listed with CITES. This would restrict Thailand in trading orchids and exotic wood, both of which are significant export products for the Southeast Asian nation.

Chinese Taipei, Philippines work to further trade ties

Chinese Taipei and the Philippines, which have been working to strengthen economic relations for years, have continued to experience increasing amounts of bilateral trade. According to Chinese Taipei’s Ministry of Economic Affairs, trade between the two countries doubled from US$6.05 billion in 2009 to nearly US$12 billion in 2013.

Leaders from both countries joined in the Philippines-Taiwan Joint Economic Conference last November, where the Taiwan External Trade Development Council and the Philippines’ Center for International Trade Exposition and Missions signed a letter of intent to promote bilateral trade and investments. The two countries have also been discussing an agreement on maritime law enforcement cooperation to make trade and transportation between them more symbiotic.

International organizations reaffirm support to implement Trade Facilitation Agreement

Several international groups have stepped forward to confirm their commitments to the World Trade Organization’s (WTO) Trade Facilitation Agreement (TFA). The United Nations Conference on Trade and Development (UNCTAD); the International Trade Centre (ITC); the Organization for Economic Cooperation and Development (OECD); the UN Economic Commission for Europe (UNECE); the World Bank Group (WB) and the World Customs Organization (WCO) reaffirmed their support to developing, transition and least-developed economies in implementing the accord.

The organizations issued a joint statement on 22 July recognizing the potential benefits to developing economies from the TFA. The organizations plan to work in close collaboration with each other and the WTO in sharing information on trade facilitation to respond to gaps in technical assistance and capacity building. The statement came as a response to the needs of developing economies for technical assistance, capacity building and support in implement and reaping long-term benefits of the TFA.
Blending fashion and development

ANNA CLAUDIA MORI ZALESKI, Consultant, International Trade Centre

Spanning the globe in countries ranging from Ethiopia and Mongolia to Papua New Guinea to Peru, beneficiaries of the ITC Women and Trade textiles and garments project attended a capacity building workshop at Parsons The New School for Design in New York City on 18-27 June. Joined by Indian artisans from ITC’s Global Platform network, as well as representatives from partner institutions, talented women from the textile industry worked closely with faculty technicians, students and industry specialists to develop joint items, as well as individual collections. The collections will feature in the London-New York Festival (LDNY Festival) opening ceremony on 22 September, at parallel fashion shows in both cities.

1. A student, selected by the LDNY Foundation, discovers the prints and embroideries of the Indian enterprise DSIGN IDS.
2. Students at Parsons The New School for Design and Peruvian textile entrepreneurs discuss new collections.
3. Knowledge exchange between Cameron Russell, supermodel, and Anjali Sharma, designer and owner of French Curve, an Indian company.
4. A student presenting his fashion creation inspired by artisans participating in ITC’s Women and Trade programme to the judging panel of the LDNY Festival.
5. LDNY’s judging panel chooses the collections to be showcased at the fashion show in New York on 22 September.
6. A textile specialist from Parsons The New School for Design leads a workshop for ITC’s Women and Trade beneficiaries.
7. Alpaca product samples by Peruvian company Artesanias Sumac.
John Ndegwa of Kiambu County, central Kenya, sells water bottles for a living. He is now looking to use water to cultivate a different kind of business.

‘I got this piece of land about two or three years ago,’ says the 32-year-old, who is turning his hand to farming. ‘It had remained unused for that long and I thought, “why don’t I make use of this?” I thought what I can do is farming.’

His small plot of land, taking up barely 0.1 hectares about 40 kilometres north-east of Nairobi, is surrounded by stretches of arid, camel-coloured flatland. Digging a borehole to water the land would have been ‘very costly’, so Ndegwa decided on the more affordable option of drip irrigation. He bought a greenhouse kit earlier this year from Amiran Kenya, a self-described one-stop shop for agricultural products. It included a drip-irrigation system, greenhouse, seeds, fertilizers and chemicals. It also provided him with in-person training and on-site assistance.

Emma Wanjiru, one of Amiran Kenya’s agronomists, visited Ndegwa to check on the progress of his onion field and the Corazon tomatoes in the greenhouse. She was also on hand to provide advice and answer his questions.

‘You see, I can make a ball – there is enough water for them,’ Wanjiru tells Ndegwa, holding up two fistfuls of dirt from the field. ‘At the beginning, it’s good to give them enough water until they establish the roots.’

TRADITION MEETS TECHNOLOGY

Agriculture remains a major industry in Kenya, accounting for 30% of gross domestic product in 2012, according to the African Economic Outlook 2014 report on Kenya. The same report reveals that the sector recorded 8% and 5% output growth in the first two quarters of 2013 compared with 2% growth during the same period in 2012.

Throughout Africa, agriculture is a driver of economic growth, as smallholders ramp up production with the aid of public-
private partnerships and national agricultural policies, according to the Economist Intelligence Unit (EIU). The EIU reports that the Kenyan government, for example, is funding the US$ 42 million Galana-Kulalu Food Security Project to increase production of crops, livestock and fish for domestic consumption and export purposes.

And modern technology is playing an increasingly important role in this traditional sector. More than 60% of Kenyan households – now own a mobile phone.

To receive higher prices for their products and secure a steady income, farmers need to start producing value-added goods

‘Supposing I did not come,’ says Wanjiru, inspecting the rows of green tomatoes in Ndegwa’s greenhouse. ‘The farmer will just take some photos and send them to me on WhatsApp.’

The ease and speed of exchanging information helps farmers to receive answers and solve problems quickly. The resulting benefits are tangible.

‘Most of us think this person just put a seed in the ground and then it grew, so I’m going to offer this price,’ Ndegwa says. ‘No, no, no, when you have a good crop, you can have bargaining power on that to get the better prices.’

MOVING BEYOND THE USUAL

To receive higher prices for their goods and secure a steady income, farmers need to start producing value-added goods, says Wariko Waita, Director of External Relations and Resource Mobilization at the Kenya Red Cross. The organization works to ensure better livelihoods for smallholders.

‘A lot of them are coming back to us and the issue is not hunger, but where’s the market?’ Waita says. ‘They’re moving from dependency to sustainability and to production, so this is not just for survival. That’s why we’re really focused on looking at value addition.’

Value-added goods – such as dried fruits and vegetables, jams and sauces – sell at higher prices compared with fresh fruits and vegetables, which have a shorter shelf life and are less competitive in regional and global markets. Kenya is a member of several regional blocs, including the East African Community (EAC), the Common Market for Eastern and Southern Africa (COMESA) and the Intergovernmental Authority on Development (IGAD).

‘We would want to look beyond the traditional products. We don’t want to focus on tea and coffee – we have done so for so long,’ says Ambassador Nelson Ndirangu, Director of Economics and External Trade Affairs at the Kenyan Ministry of Foreign Affairs. ‘Now we need to move into non-traditional products, into high-end, high-value products.’

ENHANCING COMPETITIVENESS

The Kenyan government and private sector are working with the International Trade Centre on a trade-promotion project called ‘Supporting India’s Trade Preferences for Africa’. The programme is designed to increase exports to India from high-priority sectors in Kenya, Ethiopia, Rwanda, Uganda and the United Republic of Tanzania.

Such trade-promotion efforts are helping to improve Kenya’s global economic profile. The World Economic Forum’s most recent Global Competitiveness Index shows that Kenya moved up 10 slots to 96 out of 144 nations in 2013-2014.

GROWING NEW BUSINESSES

Ndegwa, for one, is hopeful about doing business in his country. He’s looking beyond selling vegetables to processing his tomatoes into sauces one day as a side business. For now, he’s focused on his first harvest.

‘I need to recover my costs,’ he says, having spent about 700,000 Kenyan shillings (US$ 8,000) to establish his farm. ‘I need to make money. So this is not the end of my farming here. Not yet.’

While there are still structures to be built and items to be fixed, the farm has come a long way since work began last year.

‘Of course there have been ups and downs,’ he says, standing near his onion field. ‘I want to get the outcome of this and build on it. If it was good, I want to make it better. If it was bad, I want to make it good. The result of this can only be told by how big my check will be.’

1. John Ndegwa examines his first crop of tomatoes, grown in a greenhouse using drip irrigation, on his farm located about 40 kilometres northeast of Nairobi.
2. Emma Wanjiru, an Amiran agronomist, provides tips on growing good-quality onions through proper irrigation.
3. Small-scale farmers can purchase greenhouse kits from Amiran Kenya to grow vegetables, such as tomatoes and peppers, for personal consumption and for business.
Beyond 2015: tackling inequality to help lift more people out of poverty

MEG JONES, Senior Officer, Millennium Development Goals, International Trade Centre

We believe that the central challenge we face today is to ensure that globalization becomes a positive force for all the world’s people.’ These were the words of heads of state enshrined in the Millennium Declaration, unanimously adopted at the United Nations General Assembly in 2000.

The ambition they represented was elaborated in the eight Millennium Development Goals (MDGs) that have guided the development community towards reaching agreed targets by 2015. As progress in achieving the MDGs has accelerated in recent years, parallel consultations have been taking place to design the next framework: the post-2015 development agenda. How will this programme successfully build upon MDG successes and move them forward to create a true global transformation? To do so there is a need to firmly embed economic and trade in the new agenda.

Globalization and economic development are intricately linked. The fact that the international community achieved the first target under the MDGs five years ahead of the 2015 target date is testimony to this.

Globalization and economic development are intricately linked. The fact that the international community achieved the first target under the MDGs five years ahead of the 2015 target date is testimony to this. Under the broader goal to ‘Eradicate extreme poverty and hunger’ (MDG 1) the target set in 2000 was to ‘reduce extreme poverty rates by half.’ The global poverty rate at US$ 1.25 a day fell to less than half the 1990 rate by 2010: 700 million fewer peo-
ple lived in extreme poverty than in 1990. Rapid economic development is largely attributable to gains from trade, which contributed to raising average incomes and slashed poverty rates. Within this period was the rise of the BRICS bloc – Brazil, Russia, India, China and South Africa – which played a significant role in raising measurements of global well-being.

It is not the first time trade has been central in tackling poverty: export earnings were critical in the sustained development in East Asia and Europe in the 20th century. What is different this time around is the growing awareness of inequality – between countries, between men and women, and between those living in urban

Trade considerations: adequately integrated in the proposed agenda?

Economic growth powered by trade did much to cut poverty rates by more than half under the MDGs. The proposed post-2015 development agenda has a more nuanced approach, which is required to ensure inequalities are also addressed. Entry points in the goals and targets proposed by the Open Working Group in July 2014 include the following:

**Proposed Goal 1: End poverty in all its forms everywhere** – measuring results for men, women and children;

**Proposed Goal 5: Achieve gender equality and empower all girls** – with reforms to give women equal rights to economic resources identified as one means of implementation. An indicator could be the number of new business registrations of companies owned, operated and/or controlled by women.

**Proposed Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all** – with a target to promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation and encourage formalisation and growth of micro, small, and medium-sized enterprises.

**Proposed Goal 17: Strengthen the means of implementation and revitalize the global partnership for development** – including a separate trade component to, among other things, “increase significantly the exports of developing countries, in particular with a view to doubling the LDC share of global exports by 2020.”

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1. Coffee beans being washed at a plantation in Costa Rica.
2. Women picking cotton.
At every stage we need to close the loop and capture the impact on poverty. For us to end poverty, in all its forms everywhere, we now know economic growth is not enough and rural areas. To reduce this growing inequality there is therefore a need to in the next agenda to better capture quantitative and qualitative data. Doing so will allow for strengthened analyses to better measure progress made towards ensuring that globalization becomes a real force for good for all.

THE THREE Es

Economic growth, while a worthy target, falls short of adequately dealing with the immediate concern of job creation as a source of income generation. This is why the International Trade Centre (ITC) focuses on improving the competitiveness of small and medium-sized enterprises (SMEs). In developed and developing countries, SMEs generate approximately 80% of jobs. Examining the constraints to success that SMEs face will allow the international community to proactively tackle them and foster entrepreneurship, generate jobs and contribute to economic growth. Whereas the MDGs contained no reference to entrepreneurship at all, there is growing consensus that economic growth has to play a strong central role in the new set of goals. ITC, for example, has been advocating a stronger focus on SME competitiveness in the post-2015 development agenda, with a particular focus on the three Es: entrepreneurship for employment and economic growth.

MORE STAKEHOLDERS

That there is a sea-change in awareness of the contribution economic development makes to poverty eradication is evident in the proposed list of objectives and targets developed by the Open Working Group of the General Assembly on Sustainable Development Goals.

In the post-2015 agenda, the social justice pillar, which was central to the MDGs to achieve sustainable development, has been complemented by parallel pillars of economic growth and environmental stewardship.

Going forward: Three Es and indicators

A ‘synthesis report’ by UN Secretary-General Ban Ki-moon presented to the General Assembly in September 2014, sets the stage for final negotiations in the run-up to the launch of the post-2015 development agenda at the end of 2015. The talks are expected to be centred on a refinement of goals and targets and the development of indicators and broader issues such as data collection, monitoring and accountability.

To date, several core issues have been discussed in parallel consultations on sustainable development financing, technology facilitation and at new High-Level Political Forum on Sustainable Development that has replaced the Commission for Sustainable Development.

Because the post-2015 development agenda recognizes that ‘people are at the centre of sustainable development’ it is important to include the man and woman on the street in the dialogue to ensure that their visions for the future are heard too. Trade Forum readers may wish to consider the taking up the call for the three Es, retaining or strengthening language in support of entrepreneurship in particular, in the next round of consultations. These will build on the intensive consultations that lead to the ‘A Million Voices – the World We Want’ report.

For the forthcoming consultations on indicators, ITC has identified the following as pertinent:

• Export diversification to measure the number of export products and the number of destination markets.

• Technological advancement to observe export patterns to make inferences about the technology used in the production processes of countries.

• Positioning in the global value chain to assess the share of goods exports at various processing stages and the share of service exports to learn about the position of a country in the global value chain.

• Country competitiveness to monitor the changing performance of countries in terms of market shares.

While it was the UN member states represented in the Open Working Group that deliberated over 13 sessions to arrive at 17 goals and 212 targets, much input was provided by civil society and the private sector. There was also active substantive support from 60 UN entities constituting a technical support team.

As a result, the proposed new agenda is much wider in scope, noting that the goals and targets are ‘global in nature and universally applicable’. This is a leap forward from the MDGs, where developing countries reported on progress and developed countries headlined how they helped. The post-2015 framework, meanwhile, proposes universally applicable goals and targets and universal reporting by both developing and developed countries. In effect this would allow each government to set its own targets guided by the global level of ambition while taking into account national circumstances. This flexibility suggests that trade groups, for example, would do well to mobilize resources to ensure that economic aspects are well integrated in national targets and plans to meet those targets, with a view to fostering entrepreneurship for employment and economic growth.

At every stage we need to close the loop and capture the impact on poverty. For us to end poverty, in all its forms everywhere, we now know economic growth is not enough. We need to take steps to ensure inequalities are addressed. In trade, we need to go beyond aggregate export earnings to examine the hands into which those earnings and incomes fall and ask ourselves who benefits. We need to improve our indicators to capture: is it men or women? At what stage of the value chain? When we have these answers we will unite two central concerns: that globalization becomes a positive force for all the world’s people and that it is harnessed to eradicate poverty. ☞
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Asia-Pacific ready to lead and shape sustainable trade and development

SHAMSHAD AKHTAR, Executive Secretary, United Nations Economic and Social Commission for Asia and the Pacific
The recent and striking success of Asia-Pacific countries in boosting growth and reducing poverty is testament to the importance of trade as a driver of growth. Rapid integration of Asia and the Pacific with the global economy through trade, investment and technology transfers has lifted an average of 42 million people in the region out of absolute poverty every year since 1990 (Asia-Pacific Regional MDGs Report 2012/2013 – Asia-Pacific Aspirations: Perspectives for a Post-2015 Development Agenda, ESCAP/ADB/UNDP, 2013).

Trade-led growth has not, however, benefited all people equally. Too many barriers to inclusion remain, especially for our poorest communities. In particular, least developed countries (LDCs), landlocked developing countries (LLDCs) and economies in transition still face daunting challenges to enhance their trade.

At the Rio+20 conference in 2012, global leaders recognized trade as a key means of implementation for sustainable development (The Future We Want, outcome document of the Rio+20 Conference on Sustainable Development). As the world now transitions from the Millennium Development Goals (MDGs) to a post-2015 development agenda anchored by sustainability, it is time to do more to harness and nurture trade for inclusive growth.

First, governments need to accelerate the building of an ‘open, rule-based, predictable, non-discriminatory trading system’ as originally envisaged in MDG 8. A global trading system that is open, equitable and accessible to all will be the single greatest contribution trade policy can make to the post-2015 agenda. A successful conclusion of the Doha Round of multilateral trade negotiations is a prerequisite to achieve these goals. Recent agreements in the so-called Bali Package concluded in December 2013 show that multilateral deals remain possible.

As a first step, the World Trade Organization has launched its Trade Facilitation Agreement Facility to help developing countries and LDCs reap the benefits of trade facilitation. Still, greater efforts will be needed to finalize the Doha Round, to boost global trade and to deliver real gains in market access for developing country exports.

Second, developing countries need more assistance to take advantage of the opportunities offered by the multilateral trading system and by regional trade agreements. Many Asia-Pacific nations face barriers to trade and LDCs and LLDCs in particular face large obstacles, both in the form of weak infrastructure and outdated policies. Trade costs for Asia-Pacific LDCs can be more than double those of other regional developing countries (Asia-Pacific Trade and Investment Report 2013, ESCAP, 2013). There is a pressing need to reduce these costs and eliminate unnecessary administrative burdens in trade and transit. This will require addressing behind-the-border obstacles, including simplifying customs procedures and wide-ranging trade facilitation measures.

Export-led growth needs to be supplemented by complementary measures and policies, not least by social protection and employment policies to make trade and investment more inclusive.

As part of the broader push to mobilize finance for development, Aid for Trade (the share of which may rise for developing countries), has been a somewhat effective vehicle in channelling assistance to tackle these problems. However, traditional assistance alone will not be enough: we need to find new ways of using aid to catalyze private capital to play a more significant role in economic diversification and achieving efficiency gains.

Third, trade-led growth needs the right supporting policies to ensure inclusive outcomes. Rising inequality in many countries is a major concern. While trade is a powerful engine of growth, export-led growth needs to be supplemented by complementary measures and policies, not least by social protection and employment policies to make trade and investment more inclusive. These are needed to limit rising inequality, widen access to opportunities and bring excluded groups in from the margins.

Trade must be mainstreamed into the post-2015 development agenda. Accompanied by effective access to appropriate technology and supported by intellectual capital and resources, as well as property rights, trade will help integrate local industries into global value chains and create far-reaching economic gains.

Getting our approach to trade right, ensuring more equitable gains from trade for less developed countries, holding G20 members to their promise of a standoff on protectionist measures, and structuring production networks to generate jobs will have positive impacts on poverty reduction, health and climate change, to name but a few possibilities. National sustainable-development strategies need to adopt sustainable infrastructure, competitive policy environments and efficient trade facilitation systems to achieve sustainable growth in trade.

Having stepped on to centre-stage of global trade, now is the time for Asia and the Pacific to lead the way in fostering multilateralism to ensure that trade helps to deliver the future we want.

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2. Trucks waiting for customs clearance at the Pakistan-Afghanistan border crossing in Chaman.
The adoption of the United Nations Millennium Declaration in 2000 was a turning point in international development. Since then, the Millennium Development Goals (MDGs) have served to mobilize international support for human development in a range of key areas.

Still, recent MDG progress reports have shown that much remains to be done, especially when it comes to trade and the economy. MDG 3, for example, to promote gender equality and empower women, is focused on education and leadership and less on the challenges women face as economic participants. The distribution of the benefits of trade has major implications for national economic growth.

The Organisation for Economic Co-operation and Development has found that the true beneficiaries of trade can be determined by the degree of trade openness, the nature and sequencing of trade policies, existing productive capacities and the structure of the economy (Trade and Gender: Issues and Interactions, 2005). MDG 8, meanwhile, identified discrimination as a constraint to inclusive trade but did not address gender inequality.

Governments, UN agencies, civil society, activists, academics and experts are joining forces to shape the post-2015 development framework. There is widespread agreement that unlocking the economic and political potential of women will be critical to the success of this new agenda.
Addressing the nature of global trade is essential. Recent studies by the United Nations Conference on Trade and Development (UNCTAD) on women and trade in Angola, the Gambia and Lesotho show that, while men are relatively evenly distributed across all sectors of the economy, women face an uphill battle thanks to the burden of unpaid care work and other domestic tasks (Trade policy and Gender Inequalities: A Country-Based Analysis, 2012). Women are overrepresented in low-value-added, low-productivity or subsistence-oriented work. They also suffer from a lack of access to training, credit and vital productive resources.

It is clear that discrimination has kept women clustered in particular sectors. These constraints make women less likely to enter non-traditional sectors, locking them out of high-growth trade opportunities. Gender wage gaps also increase women’s economic vulnerability. Women can be important players in global trade if these barriers are removed and they have access to the means and opportunity to participate.

The agency I head, UN Women, recently conducted a study that suggests that women informal cross-border traders could have a multiplier effect on poverty reduction, employment generation, intra-African trade and regional integration (Unleashing the Potential of Women Informal Cross Border Traders to Transform Intra-African Trade, 2011). The study found that women informal cross-border traders in Africa make an important contribution to economic growth and government revenue, contributing 64% of value-added in trade in Benin, 46% in Mali and 41% in Chad.

UN Women is working with African governments to address constraints keeping women from reaching their full potential. We supported the Ministries of Commerce in Benin, Burundi, Cameroon, Kenya, Niger, Nigeria, and South Africa in 2013 to develop and implement national cross-border strategies. This work has supported women informal cross-border traders and aims to protect them from violence and harassment while helping to facilitate their movement. It has led to increased access to foreign currency exchange, water and sanitation facilities. Infrastructure for the storage of goods and refrigeration of agricultural commodities in markets and transport facilities is now more readily available.

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At the regional level, UN Women supported women traders to participate in the Southern African Development Community (SADC) Civil Society Forum. We also partnered with SADC to ensure the inclusion of informal traders’ interests in economic and trade policies at national and regional level. These efforts and those of the International Trade Centre, the World Bank and others show how results can be achieved. However, to truly create an inclusive global economy, change must be more fundamental.

As the international community moves to adopt a new development framework, national and international trade and investment policies must focus on inclusion and equality. We must be clear about why we want to promote and accelerate trade liberalization in Africa and around the world: to grow and share the economic and social benefits of trade. It is to create a world where every woman, man, girl and boy can achieve their potential.

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1. A woman tends to her tomato plants at a UN Women-supported cooperative in Rwanda.
2. Participants in a UN Women-supported programme to promote women’s literacy, business skills, entrepreneurship and savings, transforming the lives of over 20,000 rural women in Liberia.
3. UN Women Executive Director Phumzile Mlambo-Ngcuka meets members of a women farmers group in Nathenje in the Lilongwe region of Malawi.
Supplementing development goals to boost economic growth

MIKE GIDNEY, Chief Executive Officer, Fairtrade Foundation
The SDGs are an opportunity to create an environment in which all actors – producers, traders, consumers and policy-makers – pull together. This unity of purpose is at the heart of Fairtrade: in contrast to an uncontrolled market, Fairtrade has sought to show that robust trade rules help by creating a more even playing field. Unless the ambition of the proposed SDGs is matched by a determined commitment by governments to enact legislation supporting them, a transformative opportunity will have been lost.

The SDGs will have succeeded if the farmers and workers who feed the world can feel confident about their futures and can also feed themselves; if the awful scandal of the Rana Plaza textile factory collapse, which killed more than 1,100 people, is never repeated; if companies seek truly to take account of their impacts; and if governments are prepared to regulate to ensure markets work for humanity, not the other way around.

The UN Millennium Development Goals (MDGs) have been significant for their striking successes as well as their failures. Since 2000, when they were agreed, there has been a reduction in the total number of people living in extreme poverty and a decline in maternal mortality rates. Still, there has been a lack of coherence among some of the goals and a marked unevenness of progress among developing countries. The MDGs have also offered an incredibly bold vision in trying to describe a truly global agenda for human development. For the Sustainable Development Goals (SDGs) and the years after 2015, this vision and ambition must be matched by bravery and commitment.

While the MDGs aimed to tackle some of the symptoms of global poverty, now is the time to tackle the causes. For this, the SDGs need to address the structures and power dynamics that keep people in poverty. They must challenge values that have long been held dear, particularly in the area of trade.

The 17 SDGs the UN will consider contain language that is certainly encouraging. For example, they propose ‘inclusive and sustained economic growth’ and ‘decent work for all.’ They would ‘reduce inequality,’ ‘promote sustainable agriculture’ and ‘encourage sustainable consumption.’ They seem to speak to fundamental problems at the root of much poverty and suffering and there is a focus on the importance of making trade fair.

For more than 25 years the Fairtrade movement has sought to address these challenges in the belief that trade – if done differently – can reduce poverty and boost sustainable development. The growth of Fairtrade is testament to how far these ideas have gained public and commercial support: more than 1.4 million farmers and workers in 70 countries now benefit from the clear terms of trade and commitment to social and environmental welfare at the heart of Fairtrade standards.

Moreover, it is possible to detect a changing narrative behind the proposed SDGs that many in the Fairtrade movement would acknowledge and applaud. This is a recognition that an unmanaged ‘free’ market – which puts profits before people and the planet, where companies are able to act with impunity, where they engage the public in driving up consumption for ever-decreasing prices while devaluing agriculture along the way – is far from sustainable and needs to be brought under control. The global financial crisis showed all too clearly how an unfettered free market can destroy livelihoods while it enriches a minority.

Still, the proposed SDGs could easily be undermined by the weakness of domestic and international market policy. In most developed economies there has been a reluctance to regulate markets. The assumption has been that cutting regulation boosts growth. Despite increasing knowledge of appalling poverty and exploitation at the sharp end of global value chains, the most marginalized and vulnerable people have very little support from domestic and international government and very little right of redress. Too often global trade seems to have been pulling one way while the MDGs, public opinion and initiatives such as Fairtrade have pulled another.

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1. A spice farm in Kerala, India. © Simon Rawles
2. A coffee plantation in Tanzania. © Matt Crossick

Too often global trade seems to have been pulling one way while the MDGs, public opinion and initiatives such as Fairtrade have pulled another.
Trade: the key to a sustainable post-2015 development agenda

CHRISTIAN FRIIS BACH, Executive Secretary, United Nations Economic Commission for Europe
To achieve sustainable development, there is a significant need for new ideas, products and technologies in each and every country in the world. This is why trade and transport are critical for sustainable development. If a new energy efficient water pump, solar panel or vaccine cannot cross a border without expensive delays and extra costs, then it will slow the transition to a greener and more sustainable economy. Increased trade brings efficiency gains, stimulates innovation and yields higher income growth. The importance of trade in bringing about sustainable economic growth cannot be overemphasized.

By integrating efforts towards human development, economic growth, environmental protection and peace, the post-2015 development agenda provides new avenues for leveraging trade to deliver broader sustainable development objectives. It also helps to ensure complementarity between trade and other economic policies. The challenge becomes how best to define and integrate trade-related targets or indicators across the sustainable development goals in a manner that allows for sequencing implementation according to regional and national circumstances.

The experience of the United Nations Economic Commission for Europe (UNECE) shows that enabling trade as a vehicle for sustainable development is not only about tariffs. It is just as important to target the non-economic factors embedded in institutions. These include norms, standards, regulations related to trade and the way they are enforced.

Examples of such factors can be found in UNECE studies of regulatory and procedural trade measures, which show how a country’s body of laws, regulations and procedures governing exports and imports can constitute a binding constraint to trade and development. They also show how efforts to encourage trade, investment and the creation of productive capacities can be effectively defeated at the implementation level under the weight of excessive and complicated documentary requirements and administrative procedures.

These generate additional costs (financial and time-wise) which are of greater significance than tariff barriers to trade. They act as disincentives for investors to create new enterprises and as disincentives to especially small and medium-sized enterprises to participate in trade and, thus, grow. Overcoming these obstacles through effective trade facilitation must be a priority development goal for many economies. If done in the right way, facilitating trade facilitates sustainable development.

The UNECE studies also highlight the need for creative mechanisms for ensuring broad-based participation in policy decisions on trade. This would ensure that policies meet the needs and concerns of both public- and private-sector actors involved in trade as well as the disparate and often conflicting priorities between the micro level of enterprise and the macro level of national policies. Here it is essential to build strong and efficient institutions to implement agreed upon solutions and capture the interdependencies between trade and other policy instruments.

By integrating efforts towards human development, economic growth, environmental protection and peace, the post-2015 development agenda provides new avenues for leveraging trade to deliver broader sustainable development objectives.

Keeping the above in mind, trade needs to be included in all national plans for sustainable development with an eye towards its capacity for generating spill-over benefits and contributing to overall sustainability. In other words, trade should be treated as a growth enabler. This is the main lesson emerging from the UNECE’s studies and capacity-building efforts aimed at assisting public- and private-sector organizations to address the non-economic trade factors and consultative mechanisms discussed above.

UNECE is uniquely placed to work with other international organizations and to assist countries in doing this through its internationally recognized recommendations, norms and guidelines in the areas of trade facilitation, regulatory cooperation and agricultural quality standards. This will be one of our most important contributions to the post-2015 development agenda.

1. A man sells melons at the bazaar in Shahrisabz, Uzbekistan.
However, the private sector cannot act alone. Governments have the main responsibility for providing the legislative and regulatory environment that enables businesses to play their part. Vital issues such as open trade policy, sound and stable governance, infrastructure investment, economic and monetary policy, tax and social protection structures, and the costs of doing business must be balanced by governments in a way that gives the private sector the ability and incentive to act.

Take job creation, one of the biggest development challenges anywhere in the world. To meet this challenge, more entrepreneurs are required – people with ideas, drive and a willingness to take risks. How helpful is the business and regulatory environment in your country when people take the decision to start a new business? How helpful is the legal process in registering and sustaining a business? How adapted is your education system in providing would-be entrepreneurs with the skill-set needed to be enterprise and employment creators?

In reality few countries do those things well and in Africa, South Asia, South East Asia and Latin America the environment is often quite hostile to such initiatives. If any of the sustainable development goals are going to have any kind of chance to deliver for our populations beyond 2015, the area of private-sector development and enterprise growth must also be supported by governments. Jobs are the best way out of poverty. We need good jobs – formal-sector jobs through formal sector enterprises, jobs that fit the needs of the modern economy, jobs that through their taxes contribute to the means of development in any country.

If one stands back and looks at the goals we set for our societies, the private sector is the main engine of economic growth. It is the base upon which social development, education, health care and social-security systems rely. Let the private sector do its job!
A step in the right direction for trade in sustainable development goals

ALICE TIPPING, Senior Programme Officer | KIMBERLEY BOTWRIGHT, Editor, Bridges Trade BioRes
International Centre for Trade and Sustainable Development

A UN open working group charged with developing a proposed set of global sustainable development goals (SDGs) wrapped up 18 months of discussion in mid-July, endorsing 17 suggested goals and 169 targets to replace the Millennium Development Goals (MDGs), which expire next year. In the MDGs, trade policy was included in Goal 8 – develop a global partnership for development – chiefly as an enabler of economic growth through improved market access for developing-country exports. Commentators involved in the SDG-debate over the past months have argued that the new framework should provide an opportunity for trade policy to be a more integral part of development plans. Roberto Azevêdo, Director-General of the World Trade Organization (WTO), recently stressed that trade’s role in the post-2015 agenda should ‘not be reduced simply to trade liberalization. Rather, trade should be recognised more broadly as a development policy instrument.’

To a degree, the recommended SDG framework (or post-2015 development agenda) reflects this more integrated approach to trade and sustainable development, as the proposed SDGs feature a number of trade-related objectives. Some are cross-cutting means of implementation (MoI) for the whole framework, including concluding the Doha Round and increasing developing country exports and market access for least-developed countries (LDCs). Other trade-related targets are placed under relevant goals across the framework.

For example, the proposed goal 8 on sustained, inclusive economic growth is supported by an MoI target for increasing Aid for Trade. This retains the idea reflected in MDG Indicator 8.9 about the proportion of overseas development assistance dedicated to trade capacity. The integration of trade-related targets under relevant goals, such as reducing harmful fisheries subsidies under the proposed goal regarding oceans and preventing trade restrictions in agricultural markets under the proposed goal on ending hunger, reflects the idea that a coherent policy framework including carefully designed trade-related policy can help integrate economic, social and environmental objectives.

With 95% of the global economy comprised of small and medium-sized enterprises (SMEs), such producers form the backbone of the global economy and are a core engine of growth in developing nations. A number of trade-related targets in the framework focus on ensuring that smaller producers have...
access to essential inputs, particularly natural resources, financial services and access to markets.

**ACCESS TO MARKETS**

Proposed goal 2 on ending hunger includes a target on doubling by 2030 the agricultural productivity and incomes of small-scale food producers through improving access to land and other inputs, financial services and markets for their products. Proposed goal 14 on the conservation and sustainable use of oceans and seas includes a specific MoI target devised around improved access to marine resources and markets for small-scale artisanal fishers.

Access to finance plays an essential role in the mechanics of world trade and has been cited by developing countries as one of the main constraints to global value chain participation (Aid for Trade at a glance: connecting to value chains, WTO/OECD, 2013). Proposed goal 8 on sustainable economic growth and employment lists a target meant to encourage the formalization and growth of SMEs, including access to financial services. The proposed goal 9 on resilient infrastructure, sustainable industrialization and innovation similarly includes a target to increase the access of developing countries’ small-scale enterprises to financial services, affordable credit and value chain integration.

While there is much to be welcomed in the proposed SDG framework on the trade front, some gaps remain. Two of particular relevance for SMEs are improving traders’ ability to physically move goods across borders and recognizing the importance of services in economic diversification and development.

**INFRASTRUCTURE FOR TRADE**

A previous version of proposed goal 9 included a target built around improving trans-border infrastructure to promote regional connectivity and facilitate trade. The proposed SDGs roll trans-border infrastructure into a broader target around developing high-quality, accessible infrastructure to support economic development. As trade can be an important engine of development, a specific reference to investing in infrastructure that eases the movement of goods across borders may be worth retaining.

While trade facilitation is useful to all traders, it is particularly helpful for small enterprises, which often have less capacity to absorb the costs imposed by poor infrastructure and excessive regulation. Furthermore, it would be a useful way to support their ability to use the access to markets provided under other SDG targets.

**SERVICES AND GROWTH**

While the proposed SDG framework rightly emphasizes the importance of financial services – as a key input for SMEs, the SDGs could underline the importance of export credit and trade finance for small exporters and more explicitly reflect the importance of services in the diversification and development of economies as a whole. This could in turn provide opportunities for small enterprises. Research by the World Bank sets out how growth in services is correlated with poverty reduction and contributes to employment (The Service Revolution, 2010). The International Trade Centre has also pointed out the importance of opportunities in service industries for SMEs, noting that Rwanda, Senegal and other African LDCs already have policies in place to support export of outsourced services.

While reference is made in the proposed goal 8 for economic diversification, the development of sustainable tourism and strengthening the capacity of domestic financial institutions, overall, the framework seems to put greater weight on diversification towards industrial sectors. Including an explicit reference to supporting economic diversification towards services more generally could help to more clearly integrate an important source of employment, poverty reduction and development into the framework.

A similar argument has been made by other commentators, including From the Millennium Development Goals to the Sustainable Development Goals: Learning the lessons from the trade diagnostic studies in the Pacific (Gay, Keane and Basnett, Overseas Development Institute, 2014). Services already account for two-thirds of world output and employment, and are projected to continue to expand at all levels of development. Successfully harnessing these modern engines of global growth should be an important part of a framework that seeks to provide a roadmap for international development for the next 15 years.

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1. Farmers use a threshing machine to remove grains from the panicle in Bac Son, Vietnam.
2. A monk takes a photo with his tablet in Sarnath, India. Services such as technology and tourism are spurring economic growth across the world.
Together on the trade route out of poverty for post 2015

RATNAKAR ADHIKARI, Executive Director, Executive Secretariat, The Enhanced Integrated Framework (EIF)

Thanks to Pashmina, things are getting better. Now we are getting food to eat and our children are also going to school. Of course, we are faced with a number of problems. While raising Chyangra goats, they get infected with disease, for which we need medicines. If we could add a few more goats, a few more, it would benefit us a lot.’ These are the words of Dhorje Gurung, a Pashmina farmer in Nepal’s Ghani village.

As does any farmer, small-scale producer or local trader benefiting from the Enhanced Integrated Framework (EIF), Dhorje has clear views about how trade has improved his living standards. A father of seven, he knows how to raise Chyangra goats in difficult terrain, but climate hardship combined with poor infrastructure, diseases, or access to credit or markets are some of the challenges that still prevent Dhorje from realizing his potential.

Dhorje’s situation, provides in a nutshell the purpose of the EIF partnership: using trade as a tool to lift people out of poverty and put communities on a path towards sustainable development. As in Dhorje’s case, it can yield positive impacts on other key development indicators such as food security, employment, health and education.

In Nepal, Pashmina – a cashmere wool – is regarded a priority sector, and the EIF’s Pashmina Enhancement and Trade Support (PETS) Project, neatly fits into the country’s strategy. In partnership with the Ministry of Commerce, the International Trade Centre (ITC) and the Nepal Pashmina Industries Association, the project was launched in March 2014 and aims to strengthen the competitiveness of Chyangra Pashmina through increased brand recognition and improved product quality.

REDUCING POVERTY THROUGH TRADE

The EIF is a unique global partnership among least-developed countries (LDCs), donors and international agencies. It is the only Aid for Trade programme exclusively dedicated to LDCs.

In the Gambia, for example, the EIF and its partners are working to improve the living standards of rural communities. This is done through support for the development of new drought-resistant crops and improved market opportunities for rural farmers. Home-grown agricultural produce such as cashew nuts and sesame are supporting the growing tourism sector and local products are increasingly sold to hotels and restaurants. The project targets a 3% increase in sales of cashews, groundnuts and sesame thanks to new export opportunities, product diversification, improved value addition, quality enhancement and strengthened sector support institutions.

TRADE IN THE POST-2015 AGENDA

As for most international organizations, the work of EIF has been guided by the goals set out in the Millennium Development Goals. The final outcome document of the Open Working Group on Sustainable Development emphasizes two concepts at the core of the work of the EIF partnership. These are the primary responsibility each country has for its own economic and so-
cial development and the role of national policies and strategies; and the paramount importance of the joined engagement of governments, civil society, private sector and international agencies to achieve sustainable development.

Among the sustainable development goals (SDGs) there are two that are of particular relevance to the work of the EIF: doubling the share of global exports from LDCs (SDG 17) by 2020; and the pursuit of sustained, inclusive and sustainable economic growth, fully and productive employment and decent work for all (SDG 8). To achieve these goals, the outcome document calls for an ‘increase of Aid for Trade support for developing countries, particularly LDCs, including through the Enhanced Integrated Framework for LDCs.’ Beyond the two SDGs with an explicit trade component, the EIF work aimed at increasing revenues for the poorest has the potential to make positive impacts on other development goals such as gender, education, health and food security. Cooperation among international agencies will remain crucial in achieving these goals.

Poverty eradication remains the greatest global challenge in the post-2015 development agenda. To achieve this, a transformative shift is being pursued in areas including addressing inequality, harnessing business, skill development, and increasing the use of technology. EIF partners are already active in these areas but can contribute further, especially through productive capacity-building work.

For example, in Cambodia the EIF and development partners including the European Union, the IFC and the private sector are supporting the milled rice sector and meet the government target of 1 million metric tons for export by 2015. The EIF support is part of a government’s programme on the development of SMEs in the agro-industry sector and aims at strengthening and diversifying products and milled rice export supply capacity. This adds value to paddy rice, which would in turn lead to creating jobs and bigger profits for everyone along the rice chain from farmers to millers. With the major improvements in milled rice quality, Cambodian fragrant rice won for the second year running the ‘World Best Rice Award’ for the second year running, at the 2013 Rice Traders World Rice Conference in Hong Kong.

OUTLOOK FOR THE FUTURE

Currently, the EIF is undergoing a comprehensive evaluation that will allow the partnership to determine the future of the programme beyond the current phase ending in 2015. If it is continued, the EIF must strengthen its contribution in areas vital for the full achievement of sustainable development in LDCs. Top of its priorities will be to plug LDCs into the global value chain, to ensure that these countries, too, can have a long-term and sustainable future. ©

1. Dhorje Gurung, Pashmina farmer, Ghani village, Nepal
2. Pashmina weaving, Nepal
3. Cashew processing in The Gambia
4. Price-winning Cambodian rice
AFRICA'S LEADING PRESS AND COMMUNICATION GROUP

1st

- JEUNE AFRIQUE
  Africa's leading international news weekly since 1960
  (Source: DSH OJD 2012)

- THE AFRICA REPORT
  The only media to have been awarded Media of the Year three times
  (Diageo Africa Business Reporting Awards in 2012, 2007 and 2006)

- JEUNEAFRIQUE.COM
  The leading pan African news website
  (Source: Alexa.com)

- THEAFRICAREPORT.COM
  The top-ranked pan African media website
  (Source: Alexa.com)

Jeune Afrique, weekly 800,000 readers per week
JeuneAfrique.com and TheAfricaReport.com More than 12 million pageviews per month
The Africa Report, monthly 450,000 readers per month
Trade by SMEs: Africa’s opportunity beyond 2015

FRANNIE A. LÉAUTIER, Partner and CEO, Mkoba Private Equity Fund
Team Africa’ is working hard to achieve the Millennium Development Goals (MDGs) by 2015. Its ability to do so depends on muscling up a number of critical sectors, primarily in agriculture, health services, transport and logistics, but also in energy and climate adaptation. And so far the team is winning in a number of competitions.

Fifteen of the top 20 countries making the best progress globally on the MDGs are in Africa. Still, many hurdles remain. The main issue is how to prepare Team Africa for its post-2015 performance. Much of that attention should go towards enacting policies that support small and medium-sized enterprises (SMEs) to deliver development results through trade and job creation. It should also aim at expanding choices available to consumers in health, nutrition, energy, and the environment.

Africa is on track regarding the goals related to primary education (MDG 2), gender equality and empowering women (MDG 3), combating HIV/AIDS, tuberculosis, malaria and other diseases (MDG 6) and global partnership for development (MDG 8). However, many challenges remain in the goals to eradicate poverty and hunger (MDG 1), reduce child mortality (MDG 4), improve maternal health (MDG 5) and ensure environmental sustainability (MDG 7) (The MDG Report 2013: Assessing Progress in Africa Toward the Millennium Development Goals, United Nations Development Programme).

The African countries that made it to the top 20 in terms of progress in meeting the MDGs succeeded mainly because they delivered sustained, equitable growth, with political stability and human development-oriented policies. Some of the solutions countries employed to achieve sustained and equitable growth included enhancing the performance of SMEs. This was done in domestic and regional economies, including their contribution to local consumption, jobs, trade and export income.

Food insecurity remains a grave challenge as it has consequences for health-related goals. Concerted efforts to improve agriculture, the cornerstone of many rural economies and most developing nations, could enhance opportunities for economic growth and employment creation. Enhancement of food distribution and nutrition, not only in rural areas but also in the fast-growing cities of Africa, could fast-track progress towards other MDGs. Adapting to climate-related shocks, particularly from extreme weather, could help Africa tackle risks of food insecurity. The good news is that food exports as a share of merchandise exports was high in most of the top performers on the MDGs, including Burundi (69%), Rwanda (51%), Kenya (48%), Côte d'Ivoire (47%) and Uganda (46%).

African countries depend on SMEs in the food sector and their performance is linked to important factors such as the productivity and sophistication of the agriculture sector. A number of countries have made tremendous progress in getting SMEs to register as formal businesses. In Botswana, nearly 94% of firms are formally registered when they start operations. Other top MDG performers do equally well in formalizing their SME sectors, including Kenya (91%), Rwanda (90%), Lesotho (87%) and Mozambique (86%). The rest of Africa needs to follow suit.

Research has shown that African countries that were dependent on agriculture but raised the level of sophistication of the sector and had better transportation and communication networks were more successful in creating jobs (Jobless Economic Growth: Is There a Role for Agriculture, Journal of African Development, Hanson and Léautier, 2013). The results show that key factors are central to the impact of agriculture on employment – the size of the sector and its potential to absorb large numbers of job seekers; the attractiveness of the sector to young educated people; and market-expanding opportunities that arise because of regional integration and trade policies.

Trade plays a critical role in delivering the opportunity for job creation in the agricultural sector and because of the breadth of the job types that can be created through trade, the inclusiveness of such job creation. This is because agriculture in Africa is mostly smallholder agriculture. To sophisticate the sector requires more use of scientific knowledge, fertilizer, mechanization, irrigation and transport. All these factors depend on services as well as merchandise trade.

Trade as a share of GDP exceeded 50% for nearly all of the top performers in progress towards achieving MDGs, including Lesotho (156%), Swaziland (135%), Botswana (115%), Mozambique (107%) and Côte d’Ivoire (105%). ‘Team Africa’ would have to focus attention on trade policies for trade to deliver inclusive growth, especially in relation to emerging countries like China, India and Brazil. Focus on regional integration policies would expand the space for increased intra-African trade and provide much needed market access for SMEs seeking to diversify geographically.

Regional integration policies and programmes need to better support entrepreneurial SMEs that can modernize agriculture through repeatable models. Those models should tap into regional export and import market opportunities, support creation of value chains that enhance the value added from agriculture, and excite youth to work in the sector. This includes activities critical for transforming the sector, such as supporting the modernization, productivity and growth of SMEs engaged in the agriculture and food value chains at the retail level, as well as growing regional and international trade in agricultural products and services.

The majority of these goods and services markets in Africa are provided by SMEs. Moreover, SMEs have shown they can take advantage of making consumer products accessible to broad swaths of the population, as is done so effectively through the vending of food products visible in all African markets and city neighborhood shops. If the sophistication and innovation that has gone into mobile banking and payment systems can be turned towards trade, the results could be tremendous.

With the growth of the African middle class, household disposable income has risen, presenting an opportunity for cross-border and national trade in consumer goods. Consider that household final consumption expenditure as a share of GDP is as high as 91% in Lesotho (World Bank, 2014). All countries in the top 20 performers in progress towards the MDGs post household consumption expenditure levels above 50% of GDP.
Since this statistic measures the market value of all goods and services, it is a powerful indicator of the potential for trade beyond the realm of food. Furthermore, durable goods such as cars and refrigerators are important contributors to food distribution and preservation and help expand the usability of perishable agriculture and food products. Most countries in Africa import their durable products and the vibrant installation and repair service around used merchandise run by SMEs creates much-needed semi-skilled jobs.

Supporting an SME-driven trade agenda would depend on the improvement in efficiency of public expenditures, especially from channeling investments to infrastructure needs of SMEs engaged in the agriculture and food value chain. Health diagnostic services are in high demand as the new risk profiles now include cancer and other ailments that come with development. Improving access to diagnostic clinics could avert many risks to women during childbirth and save the lives of many infants. All these services could contribute to the goals on maternal (MDG 5) and child health (MDG 4).

Investing in SMEs could also boost the chance of meeting the de-carbonization targets at the global level as SMEs in Africa are fast adopters, and adapters, of new technologies. Much progress can be seen in the customization of solar panels for domestic and small industrial use. In many parts of the world, solar and wind power are already at grid parity (A Message on Climate Change to World Leaders, www.unsdns.org/climate-letter).

There is room for investment in distributed energy systems that can serve clinics and diagnostic centers as well as mechanization of agriculture, all with important contributions to the MDGs of maternal health (MDG 4), child mortality (MDG 5) and food security (MDG 1). The partnerships that could be developed across countries to effectively de-carbonize would greatly enhance trade. Success in achieving such partnerships would depend on the policies related to debt markets and access to finance for SMEs, as well as strengthening local capital markets.

Private equity can be an effective instrument to provide much-needed finance to support the so-called ‘missing middle,’ the SMEs needing growth and expansion capital between US$1 and US$15 million. At Mkoa Private Equity Fund, which I lead, we believe the main challenges for Africa-based SMEs to access capital are grounded in:

1. Difficulties in accessing credit from the banks that remain concentrated in few markets;
2. Unaffordable interest rates and strong dependence on collateral for lines of credit by banks when made available to SMEs;
3. Too shallow domestic financial markets with insufficient capital for term and amount relative to SME needs; and
4. Concentration of private equity funds in a handful of markets, with limited on-the-ground presence in a large number of countries.

Many of the SMEs we seek to support have the potential to become regional players and are active in the import-export trade area in sectors like agribusiness and agro-processing, logistics, transport and health. Investment in SMEs in these sectors is important to realize the MDGs. But investment must come hand in hand with sound trade and regional integration policies. Therefore, the idea of transforming Africa one company at a time would be a good guiding principle for those countries seeking to develop a post-2015 development agenda. But it must go beyond the targets set for the MDGs to achieve the goals that ‘Team Africa’ has yet to realize.

<table>
<thead>
<tr>
<th>Country</th>
<th># Food exports (% merchandise exports)</th>
<th>Firms formally registered when operations started (% of firms)</th>
<th>Trade (% of GDP)</th>
<th>Household final consumption expenditure, etc (% of GDP)</th>
<th>Transport services (% of commercial service exports)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burkina Faso</td>
<td>1</td>
<td>38</td>
<td>88.9</td>
<td>61</td>
<td>83</td>
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<tr>
<td>Mozambique</td>
<td>2</td>
<td>16</td>
<td>79</td>
<td>79</td>
<td>36</td>
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<td>Namibia</td>
<td>3</td>
<td>28</td>
<td>103</td>
<td>65</td>
<td>16</td>
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<tr>
<td>Rwanda</td>
<td>4</td>
<td>51</td>
<td>103</td>
<td>83</td>
<td>16</td>
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<tr>
<td>Tanzania</td>
<td>6</td>
<td>38</td>
<td>103</td>
<td>79</td>
<td>16</td>
</tr>
<tr>
<td>Zambia</td>
<td>7</td>
<td>7</td>
<td>98</td>
<td>61</td>
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</tr>
<tr>
<td>Burundi</td>
<td>11</td>
<td>69</td>
<td>46</td>
<td>76</td>
<td>16</td>
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<tr>
<td>Côte d’Ivoire</td>
<td>12</td>
<td>47</td>
<td>105</td>
<td>74</td>
<td>23</td>
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<tr>
<td>Kenya</td>
<td>13</td>
<td>48</td>
<td>56.4</td>
<td>80</td>
<td>55</td>
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<tr>
<td>Lesotho</td>
<td>14</td>
<td>48</td>
<td>86.8</td>
<td>91</td>
<td>36</td>
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<td>Swaziland</td>
<td>15</td>
<td>21</td>
<td>135</td>
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<td>26</td>
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<tr>
<td>Uganda</td>
<td>16</td>
<td>46</td>
<td>56</td>
<td>77</td>
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<tr>
<td>Botswana</td>
<td>18</td>
<td>2</td>
<td>51</td>
<td>71</td>
<td>19</td>
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<tr>
<td>Cameroon</td>
<td>19</td>
<td>17</td>
<td>82.1</td>
<td>58</td>
<td>35</td>
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</tbody>
</table>

Source: Ranking on achieving the MDGs from UNDP (2013); The MDG Report 2013: Assessing Progress in Africa Toward the Millennium Development Goals. All other data are the most recent value as of July 2014 from the World Bank (2014): World Development Indicators.
Designing jobs through jewellery making

Nadia Dajani is a Jordanian designer whose eponymous business produces more than jewellery. When women approach her asking for money, the former architect offers them work instead.

‘I prefer to have them gain regular income and not just hand-outs, and also prefer for them to receive money that is well earned,’ Dajani says. ‘This motivated me to teach them basic skills and employ them.’

The company exists as a vehicle for job creation, Dajani says. Her workshop in Amman, Jordan, employs 18 women, all of whom have received training in the art of jewellery making. Their creations, inspired by Arabic culture, range from silver bracelets to copper-wire scarf necklaces and glass-beaded flower rings.

‘On the one hand the items are fashion statements, which have to relate to the human body, and on the other hand they are statements in themselves, seeking to relay messages and to stand on their own and in their own right,’ Dajani says.

Each item is accompanied by a printed card that tells a story. The Magic Square necklace, for example, features nine numbers arranged so that when they are added up in any straight line the total always comes to 15. The individual numbers symbolize things such as wealth, protection, life and stabilization.

These messages are in line with the work of the company, which enables its women artisans to provide better living conditions for their families.

‘The impact on the family is immediate,’ Dajani says. ‘The household spending money increases, as does the quality of nutrition. Children all go to school clean and properly attired.’

To reach a wider client base, the company participated in trade shows and identified locations where its products would fit. Those included the Louvre Museum’s gift shop in Paris, a placement worked out in cooperation with the International Trade Centre (ITC).

‘ITC was instrumental in assisting with the Louvre Museum and we are now targeting a couple of other museums with ITC too,’ Dajani says.

Dajani is looking to expand her business, overcoming challenges such as identifying the paperwork needed for exporting her products to different countries and understanding the tariffs in those locations. The simple skills taught to her employees are going a long way towards making a difference in their lives over time.

‘Most importantly, they get motivated seeing that hard work earns money, which raises the standard of living,’ she says. ‘Hopefully the mothers will set an example for future generations.’

1. Jewellery designer Nadia Dajani in front of her store in Amman, Jordan.
2. Some of the items produced by Nadia Dajani and the women she employs.
Rounding up 50 years of trade impact for good

SUSANNA PAK, Staff writer, International Trade Forum

While every year is important in an organization’s growth and development, 2014 is especially noteworthy for the International Trade Centre (ITC), which marked its 50th anniversary during the week of 10 June with a celebration in Geneva.

The event kicked off with a panel discussion at the World Trade Organization on the topic ‘ITC 50 Years of Trade Impact for Good: Where Next?’ Highlights included introductory remarks by Michael Møller, Acting Director-General of the United Nations Office at Geneva, and a keynote address by Hanna Tetteh, Ghana’s Minister of Foreign Affairs and Regional Integration. High-ranking government and trade officials, as well as two former ITC executive directors, spoke on the panel.

The discussion was followed by the launch of the anniversary publication 50 Years of Unlocking SME Competitiveness: Lessons for the Future, a compilation of contributions from policymakers and representatives of the business community.

Before the reception at the end of the day, ITC Executive Director Arancha González signed memoranda of understanding with representatives of German engineering and electronics company Robert Bosch GmbH, and the Government of Brazil and Apex-Brazil, the country’s trade and investment promotion agency. A letter of intent was signed with the World Economic Forum and global management-consulting firm Bain & Company.

ITC focused on women’s economic empowerment on 12 June, co-hosting an interactive discussion on ‘The Power of Empowered Women 2014’ with The Group of Women Ambassadors to the United Nations at the Palais des Nations in Geneva. At the high-level event, women leaders and entrepreneurs from around the world talked about how they overcame discrimination and transformed their communities.

For more information about ITC’s 50th anniversary, including client testimonials, photos and case studies, visit http://www.intracen.org/the-50th-anniversary-of-itc/.
Paris pop-up store provides tantalizing glimpse of Ivorian fashion

SOTEVY LX, Consultant, International Trade Centre

With a view towards shedding a stronger light on textile, fashion and home-decoration items from Côte d’Ivoire, the International Trade Centre (ITC) and Ivorian fashion producers took over a retailing space in Paris’s Rue d’Argout at the end of June. There, producers from the West African country held meetings with companies in the morning and sold their products to enthusiastic Parisians in the afternoon.

Represented in the Paris pop-up store – a shop that is present for a limited time as a promotional exercise – were 10 enterprises selected from participants in ITC’s Trade Support and Regional Integration Programme for the Côte d’Ivoire (PACIR). Since 2013 these enterprises have benefitted from support to improve their approach and access to international market development.

‘Among the surprising items on display we noticed necklaces or a selection of bags made with recycled scrap, sewn and embellished with the most original accessories,’ said Denise Broussan, a buyer for French fashion house Gérard Darel. ‘These are truly unique items.

‘Our eyes were also conquered by a range of children’s clothing in very bright and happy colours, finished to a high level of quality. I was particularly taken by the variety of colours and patterns of the traditional African ‘pagne’ used to decorate all sorts of articles, from earrings to bags, women’s dresses and also as a flamboyant touch of colour on an otherwise plain polo shirt.’

‘The PACIR project has focused on supporting the development of enterprises within priority sectors identified in Côte d’Ivoire’s new National Export Strategy,’ said James Howe, senior adviser of international marketing and branding at ITC. ‘ITC has already introduced Ivorian producers to potential buyers in Central and Southern Africa and prepared them with marketing strategies and support in handling commercial negotiations. We have also assisted the companies in designing branding strategies, in particular communications materials and websites, to better present their products to international buyers.’

Through the European Union-funded PACIR project, ITC has focused its support on the cashew nut, cassava, and fashion and...
textile sectors. So far it has been the cashew and cassava initiatives that have received the bulk of attention from the government, largely because of growing international demand for these products. The Ivorian fashion and textile sector has strong potential as well, not least because of the renowned creativity and distinctive

BUYER-SELLER MEETINGS

Visits to the pop-up store were organized in two phases: professional buyers were invited to the store in the mornings and evenings, while the general public visited the shop and purchased goods on display in the afternoons.

Ethnic motives are bringing a new source of inspiration and colour to clothing and accessories. Many of the professional buyers were quite enthusiastic about the products on offer.

Leekai Tang of French accessories maker Beracamy Paris was also attracted to what she saw. 'Côte d’Ivoire is a source of exuberant colours and patterns, making these highly refined clothing and accessories elegant and easy to wear,' she said. ‘It’s bright, exciting and full of creativity and imagination.’

For those who did not get a chance to visit the Paris pop-up store, there is now another opportunity to get the latest in Ivorian fashion. At the recently launched website IvoryMall.com, customers from around the world can buy products from the 10 Ivorian companies that excited Parisian shoppers last summer.

1. Nathalie Scippo, owner of the shop Lueurs d’Afrique and a client of the PACIR pop-up store.
2. Inside view of the pop-up store.
3. Ivorian items on display in the pop-up store.
4. Visitors browse for shirts.
5. Store front of the PACIR pop-up store.
6. Cristelle Marie from AFC discusses with Karine Tanoh (Etyka) and James Howe (ITC).

IVORIAN COMPANIES AND SPECIALITY:

<table>
<thead>
<tr>
<th>NAME</th>
<th>PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>YAHIMI</td>
<td>Men’s clothing, shirts</td>
</tr>
<tr>
<td>O’SEY</td>
<td>Men’s clothing, shirts</td>
</tr>
<tr>
<td>TSOUNG</td>
<td>Men’s clothing, shirts</td>
</tr>
<tr>
<td>CISS ST MOISE</td>
<td>Men’s clothing</td>
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<tr>
<td>PATHEO</td>
<td>Men’s and women’s clothing</td>
</tr>
<tr>
<td>YSAND</td>
<td>Women’s clothing, skirts and dresses</td>
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<tr>
<td>ALL IN ONE</td>
<td>Women’s clothing</td>
</tr>
<tr>
<td>AYAN</td>
<td>Women’s accessories</td>
</tr>
<tr>
<td>KORHA</td>
<td>Men’s clothing</td>
</tr>
<tr>
<td>MELABR COLLECTION</td>
<td>Household essentials</td>
</tr>
<tr>
<td>AKON CRÉATION</td>
<td>Women’s clothing</td>
</tr>
<tr>
<td>YALERRI</td>
<td>Children’s clothing</td>
</tr>
</tbody>
</table>

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### Upcoming ITC events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-17 September</td>
<td>ITC, in cooperation with the Rwanda Development Board, hosts the World Export Development Forum (WEDF) and Women Vendors Exhibition and Forum (WVEF), Kigali, Rwanda</td>
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</tr>
<tr>
<td>4-5 November</td>
<td>ITC, in cooperation with Dubai Export, hosts the 10th Trade promotion Organization (TPO) Network World Conference, Dubai, United Arab Emirates</td>
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### Key events in 2014

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>16 September - 1 October</td>
<td>United Nations General Assembly meeting, New York City, United States of America</td>
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<tr>
<td>21-22 September</td>
<td>Social Good Summit, New York City, United States</td>
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<tr>
<td>19-22 September</td>
<td>11th China-ASEAN Expo, Nanning, China</td>
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<tr>
<td>22 September</td>
<td>UN Global Compact. Food and Agriculture Business Principles: Partnerships to Achieve Global Food Security for Post-2015 Development, New York City, United States</td>
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<tr>
<td>22-23 September</td>
<td>UN World Conference on Indigenous Peoples, New York City, United States</td>
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<tr>
<td>23 September</td>
<td>UN Climate Summit, New York City, United States</td>
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<tr>
<td>23 September</td>
<td>UN Private Sector Forum (Global Compact), New York City, United States</td>
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<tr>
<td>27 September</td>
<td>World Tourism Day, celebrated every year on 27 September, is a global observance to highlight tourism’s social, cultural, political and economic value</td>
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<tr>
<td>28 September</td>
<td>World Economic Forum on the Middle East, North Africa and Eurasia, Istanbul, Turkey</td>
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<tr>
<td>1-3 October</td>
<td>World Trade Organization Public Forum: 'Why trade matters to everyone,' Geneva, Switzerland</td>
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<tr>
<td>10-12 October</td>
<td>Annual International Monetary Fund and World Bank meeting, Washington, United States</td>
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<tr>
<td>12-16 October</td>
<td>Ninth African Development Forum, Innovative Financing for Africa’s Transformation, Marrakech, Morocco</td>
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<tr>
<td>13-16 October</td>
<td>UNCTAD hosts the World Investment Forum 2014: Investing in sustainable development, Geneva, Switzerland</td>
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<tr>
<td>17 October</td>
<td>From GATS to TISA, Global Trade in Services Forum, Co-organised by Public Services International, Friedrich-Ebert-Stiftung and Our World Is Not For Sale network, Geneva, Switzerland</td>
<td></td>
</tr>
<tr>
<td>20-21 October</td>
<td>The Global African Investment Summit, London, United Kingdom</td>
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<tr>
<td>20-22 October</td>
<td>Conference: India in the International Trading System, New Delhi, India</td>
<td>Seychelles African Economic Congress, Victoria, Seychelles</td>
</tr>
<tr>
<td>20-24 October</td>
<td>Ninth Conference of African Union Ministers of Trade, Abuja, Nigeria</td>
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<tr>
<td>29-30 October</td>
<td>Seventh National Cluster Summit 2014 from CII, Scaling Up Clusters: Fostering Growth and Employment in SMEs, New Delhi, India</td>
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<tr>
<td>3-5 November</td>
<td>Second UN Conference on Landlocked Developing Countries: Addressing the Special Needs of LLDCs within a New Global Framework for Transit Transport Cooperation for Landlocked and Transit Developing Countries in 2014, Vienna, Austria</td>
<td></td>
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<tr>
<td>4-6 November</td>
<td>World Economic Forum on India, New Delhi, India</td>
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<tr>
<td>9-11 November</td>
<td>The Summit on the Global Agenda, Dubai, United Arab Emirates</td>
<td></td>
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<tr>
<td>11-14 November</td>
<td>Ninth Regional Conference on Women (Beijing+20), Addis Ababa, Ethiopia</td>
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<tr>
<td>15-16 November</td>
<td>G20 Leaders Summit, Brisbane, Australia</td>
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<tr>
<td>17-23 November</td>
<td>Global Entrepreneurship Week, Worldwide</td>
<td></td>
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<tr>
<td>29 November</td>
<td>15th la Francophonie summit – Femmes et jeunes: vecteurs de paix et de développement, Dakar, Senegal</td>
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<tr>
<td>1-3 December</td>
<td>UN Forum on Business and Human Rights, Geneva, Switzerland</td>
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<tr>
<td>1-12 December</td>
<td>20th session of the Conference of the Parties and the 10th session of the Conference of the Parties serving as the Meeting of the Parties to the Kyoto Protocol (COP 20/CMP 10, Lima, Peru)</td>
<td></td>
</tr>
</tbody>
</table>
ITC PUBLICATIONS
Resources on trade and export development for exporters, trade support institutions and policymakers

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SOCIAL MARKETING FOR SMALL BUSINESSES
Small firms in developing countries are using social media to find new clients and generate trade. This guide advises on how to develop a successful social media strategy with a tight budget. Using real business cases and the latest ways to measure the real-time impact of social media campaigns, the guide outlines how to build networks that boost business, rather than lead to disappointment. It emphasizes creating a strategy to support business goals and engaging the right human resources to manage accounts and online communities.

www.intracen.org/publication/Social-marketing-for-small-businesses/

CÔTE D’IVOIRE: COMPANY PERSPECTIVES – AN ITC SERIES ON NON-TARIFF MEASURES (FR)
Côte d’Ivoire exporters face more obstacles in the regional market than in global markets, reveals a recent ITC survey on non-tariff measures. Two-thirds of exporting companies encounter obstacles related to non-tariff measures. A main challenge is the delivery of certificates of origin to export in neighbouring countries. While several agreements are put into place to enhance trade integration and development, many barriers remain for their concrete application.

www.intracen.org/publications/ntm/CotedIvoire/

MEDICAL AND WELLNESS TOURISM: LESSONS FROM ASIA
With health tourism on the rise, this study draws upon four Asian countries - India, Malaysia, Thailand and the Philippines – to offer insight into how developing countries can attract a greater share in this industry. The study is relevant for all countries exploring market opportunities in medical and wellness tourism, with a global industry overview, country case studies and a summary of ITC assistance for market entry. It is the outcome of a study for Sri Lanka, which aims to quadruple its ‘high-spending tourists’ over six years, in part by building on its deep knowledge of ayurveda, as well as comparatively-priced ‘Western’ medical treatments.

www.intracen.org/Medical-and-Wellness-Tourism-Lessons-from-Asia/

New publication
To order online visit: www.intracen.org/about/e-shop

50 YEARS OF UNLOCKING SME COMPETITIVENESS: LESSONS FOR THE FUTURE
This ITC 50th anniversary publication explores new opportunities to connect small and medium-sized enterprises (SMEs) in developing countries to global markets, provides recommendations for trade assistance and presents a road map for ITC’s future work. New opportunities in international trade are driven by global supply chains; emerging markets as sources of demand; consumer preferences for higher value products; and lower costs due to innovations in transport and communication. Trade assistance can help raise competitiveness and better spread the benefits of trade. A review of trade trends and ITC’s role in trade development over the past 50 years, and essays with international business perspectives for the next 20 years, serve as a springboard to outline ITC’s way forward in its commitment to trade competitiveness for SMEs.

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