Real impact for
REAL PEOPLE
The International Trade Centre (ITC) works to help small businesses in developing countries become more competitive and connect to international markets. Behind every successful business are people who are dedicated, hard-working, skilled and ready to learn more.

This year, ITC asked some individuals it works with, including business owners, farmers and workers, to share their experience and the results of their work with ITC.

The 20 images in this brochure show how inclusive, open and sustainable trade benefits small businesses and the people involved. See how a tour guide from Indonesia, a displaced woman from the Syrian Arab Republic and an artisan from Mali boosted their businesses with ITC support.

Better skills, greater productivity and efficiency, higher and more stable income for workers lead, for example, to children being able to receive an education and big dreams for the future.

ITC is gratified that, as it works with partners towards the achievement of the Sustainable Development Goals, it is making a difference in the lives of the people it serves.

Enjoy their stories!
ITC’s work is supported by the generosity of its funders and partners who provide international development assistance.

**Funders**
- Australia
- Canada
- China
- Enhanced Integrated Framework (EIF)
- European Union
- Finland
- Foundation for the Global Compact
- Germany
- India
- Ireland
- Japan
- Netherlands
- Norway
- Sweden
- Switzerland
- United Kingdom
- United States
- World Trade Organization (WTO)-Standards and Trade Development Facility (STDF)

**Partners**
- African Guarantee Fund (AGF)
- Barbados Investment and Development Corporation (BIDC)
- Caribbean Development Bank (CDB)
- Common Market for Eastern and Southern Africa (COMESA)
- Costa Rica Investment Promotion Agency (CINDE)
- DHL
- Expertise France
- Export and Development Foundation, Argentina
ITC leverages this support with valuable contributions from the private sector. In addition, it utilizes resources provided by beneficiary countries and international organizations.

Food and Agriculture Organization (FAO)
German Corporation for International Cooperation GmbH (GiZ)
Hungary
Indonesia
Islamic Centre for Development of Trade
Islamic Development Bank (IsDB)
International Labour Organization (ILO)
International Organisation of La Francophonie (OIF)
Ministry of Environment and Food, Denmark
National Graduate Institute for Policy Studies, Japan
National Metrology Institute of Germany
PepsiCo
Procórdoba Agency
Promperú
Public Authority for Investment Promotion and Export Development, Oman
Republic of Korea
South Africa
Sustainable Agriculture Initiative (SAI)

Swisscontact
TradeMark East Africa (TMEA)
United Nations Office for Project Services
West African Economic and Monetary Union (UEMOA)
Western NIS Enterprise Fund, Ukraine/United States
World Bank

**Fellowships, secondments**
Finland
Germany
ICEX, Spain
Italy
Japan
Mo Ibrahim Foundation
Netherlands
Republic of Korea
With ITC’s support, I have established a new partnership with a major travel agency in India, which is a new market for my business.

Rose, Entrepreneur, Kenya
I began working for an ITC-led cooperative in 2007 as a dyer, and now I am a weaver. This job allows me to pay school fees for my seven children.

Rosalie, Weaver, Burkina Faso
Through ITC training, I learned how to provide service to tourists. This job allows me to receive extra income and contribute more to the community.

Htwe, Tourism Coordinator, Myanmar
The Bogolan we produce together with ITC is of very high quality. It is made out of a medicinal plant, so it disinfects the skin and kills microbes. Bogolan helps promote better livelihoods in Mali.

Sidiki, Artisan, Mali
ITC helped me to take my business global. I met new international partners and clients and have been able to introduce the magical Komodo National Park to the world.

Shana, Entrepreneur, Indonesia
The greenhouses provided by ITC allow us to grow crops that meet the requirements of hotels and supermarkets in Tanzania. Our sales have grown significantly.

Zuma, Greenhouse Owner, United Republic of Tanzania
Innovative, promising and ambitious – this is how I can describe our work with ITC. ITC helped us improve packaging and develop an e-commerce platform to sell our products internationally.

Nabila, Trade Expert, Morocco
Since working with ITC, we have been able to improve the quality of our products and attract more buyers. We are now moving into the high-end market.

Kindyihun, CEO of Farmers Cooperative, Ethiopia
I have learned a lot during the four years I have been working with ITC. I became a professional seamstress and now I earn a good salary. This job allows me to be completely independent and provide for my kids.

Umeda, Seamstress, Tajikistan
I learned a lot from ITC’s training on coconut water processing, and developed a plan to improve alliances within the value chain to increase my business profits and efficiency.

Swaby, Farmer-Entrepreneur, Jamaica
ITC has helped me widen my business network and strengthen my business model. I am confident that I will reach new business heights with ITC support.

Charitha, Hotel Owner, Sri Lanka
ITC provided training in negotiations, exporting and best practices for IT companies, which has helped my company move to the next level.

Marie Claire, IT Company Owner, Rwanda
Thanks to ITC’s support, our management re-distributed the work and developed a plan to improve work productivity. As a result, we were able to increase our productivity by 20%.

Anarbek, Garment Worker, Kyrgyzstan
I am happy to be a beneficiary of the ITC project on shea butter. This job has enabled me to enrol my four children in school and it is giving me greater freedom.

Awabu, Shea butter Producer, Ghana
When my farm was flooded, the coconut trees survived. With support from ITC and the Banelino Farmers Association, I will be able to diversify production, supplement my income, and secure my family’s well-being.

Maria, Organic Coconut and Banana Farmer, Dominican Republic
The youth project in the Gambia has a lot of potential. It can benefit our economy, boost the competitiveness of small businesses and create more job opportunities for young people.

Mohammad, Poultry Farmer, the Gambia
ITC taught me how to better manage a greenhouse and increase yields. The greenhouse protects my crops from bad weather and provides me with a stable income throughout the whole year.

Matabo, Greenhouse Owner, Lesotho
My income has tripled since we joined the ITC project. I no longer worry about where to sell my avocados because we found a market for them. With the extra money I make, I want to open a small grocery shop.

Samuel, Farmer, Kenya
Thanks to ITC’s support, I have better exposure to international markets to sell my bilum products.

Florence, Bilum Weaver, Papua New Guinea
What ITC offered us is much more than numbers or business deals. It has offered us hope, when there wasn’t any. It provides us with solutions, when all we had were problems.

Rania, Entrepreneur, Syrian Arab Republic
The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

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