
PRESS RELEASE: GENEVA

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ITC STATEMENT ON AID FOR TRADE ON THE OCCASION OF THE THIRD GLOBAL REVIEW OF AID FOR TRADE

Date: 18 and 19 July

Location: WTO, Geneva

Aid for Trade is critical to sustainable development and poverty reduction efforts. It is the link between trade and development.

The International Trade Centre (ITC) is 100% Aid for Trade, bringing the private sector voice to trade development. ITC partners with the private sector to ensure that Aid for Trade leads small and medium enterprises to global markets. Within this framework, ITC facilitates the three important roles of the private sector: advocates; partners; and beneficiaries.

The private sector is an **advocate** in trade policy-making and for creating a business-friendly environment. ITC works, for example, with businesses to provide an understanding of the implications of domestic policy and regulatory reforms as their governments bid for membership to the World Trade Organization (WTO).

The private sector serves as an important role as partner in training. One example is ITC's supply-chain management training. ITC has worked with partners to create a global certification programme and training support network, working with partner organisations and local institutions to leverage and increase skills in supply chain management. ITC also partners with large corporations to connect them to women-owned vendors through the Platform for Action on Sourcing from Women.

The private sector also **benefits** from Aid for Trade, overcoming supply side constraints and taking advantage of opportunities of trade liberalization. ITC supports businesses to increase competitiveness through services including:

- Trade intelligence and market access information
- Supplying training in the areas of quality compliance, SPS standards, packaging requirements, customs procedures, Rules of Origin, and more.
- Business planning, including product and market diversification, innovation, and product upgrading
- Access to export financing



- Facilitating entry to markets including business match-making and trade fair participation

ITC is participating in the Third Global Review of Aid for Trade (18 – 19 July 2011, WTO, Geneva, Switzerland) through a panel discussion, press conference, case stories, videos and side events.

18 July, 11.15 – 11.45 Transparency in Trade Press Conference in partnership with the African Development Bank, United Nations Conference on Trade and Development, and the World Bank

ITC Executive Director, Ms. Patricia Francis, will speak

18 July, 16.30 – 18.00 Session 5, Aid for Trade: Accessing Global Private Sector Value Chains

ITC Executive Director, Ms. Patricia Francis, is a panelist

18 July, 18.15 – 19.30 Side event: The role of voluntary standards in global value chains

Hosted by German government, Swiss government and ITC

ITC Executive Director, Ms. Patricia Francis, is a panelist

19 July, 13.00 – 15.00 ITC Luncheon: Empowering women, powering trade: integrating women into global value chains

ITC Executive Director, Ms. Patricia Francis, will speak

ITC has prepared six case stories for the Third Global Review of Aid for Trade: African Cotton Development Initiative; Ethiopian Coffee Quality Improvement Project; The Ethical Fashion Programme - Not Charity, Just Work; Aid for Trade and Export Performance: A business perspective, Uganda; Modular Learning System – Supply Chain Management; Market Analysis Tools and Capacity Building for LDCs and Developing Countries. These case stories and ITC's videos demonstrating Aid for Trade projects can be found at <http://www.intracen.org/about/aid-for-trade/>.

ITC is the joint agency of WTO and the United Nations and is devoted to helping SMEs in developing countries become more competitive in global markets and thus to speed up sustainable economic development and contribute to the achievement of the Millennium Development Goals.

For more information:

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