A Regional Perspective

2012 Highlights & Outlook 2013

JAG, 6 May 2013
Friedrich von Kirchbach, Director DCP
ITC’s Country Portfolio
Sub-Saharan Africa
ECOWAS – From fragmentation to regional VCs
ETHIOPIA – Eco-tourism
MOZAMBIQUE  – Packaging skills
CÔTE D’IVOIRE – trade policy
Africa: Outlook 2013

• **Support AU’s plan for boosting intra-African trade:** facilitate regional integration encompassing support to AUC, COMESA, ECOWAS, ECCAS, SADC and EAC
  - TSI networks for sustained business partnerships
  - Facilitating informal cross border trade
  - Partnership approach to implement national programmes

• **Promote an integrated approach of all stakeholders:** deliver as one in the context of country UNDAPs, support to LDCs under the Enhanced Integrated Framework
Arab States
JORDAN – Traditional jewelery (EnACT)
EnACT – “Halal” and processed food
Niche markets: converting potential to transactions
STATE OF PALESTINE – Strenghtening PalTrade
Arab States: Outlook 2013

- Focus on job creation through export development
- New projects will be launched in Morocco and Tunisia with focus on the creation of jobs for women and youth
- ITC will deliver its component of the multi-agency Aid for Trade for Arab States initiative with focus on building trade intelligence capacities and institutional strengthening
TAJIKISTAN – Harnessing trade policy for enterprise competitiveness
KYRGYZSTAN & TAJIKISTAN – Textile and clothing
NATIONAL EXPORT STRATEGY OF THE KYRGYZ REPUBLIC

"Sustainable and competitive export-driven growth for a prosperous and renowned Kyrgyzstan"

STRATEGIC OBJECTIVES:

- To generate export-led socio-economic development for all the citizens of Kyrgyzstan
- To establish and promote Kyrgyzstan as a regional champion in the quality of the business environment
- To strengthen the capacity of exporting enterprises to meet international market demand in terms of quality, quantity, cost and time

PRIORITY SECTORS:

- fruits and vegetables
- milk and dairy products
- clothing
- bottled water
- tourism
- raw and processed meat

CROSS-SECTORS:

- Quality management
- Trade finance
- Trade information and promotion
- Trade facilitation

HIGH LEVEL ENDORSEMENT:

"We need to stimulate adding value to exports, to create the proper enabling export environment and to strengthen the capacities of enterprises to develop our export into sustainable market. This will result in new jobs, economic growth and prosperity for the Kyrgyz Republic. This is the focus of the MFO, which we are developing in partnership with the private sector and under the guidance and support of the World Bank and USAID."

PRIVATE SECTOR SUPPORT:

"The MFO process helped us to clearly identify the issues that arise from the existence of export opportunities in emerging economies as well as in OECD economies. It provides an excellent platform for grantees to test new financial supply requirements as well as to involve domestic and foreign investors. The involvement of funding partners and buyers into the process increases the overall success of the project and helps in securing implementation."
Eastern Europe & Central Asia: Outlook 2013

- **Support integration into the global economy**: post WTO-accession (Russia/Tajikistan) and WTO accession (Belarus and Kazakhstan)

- **Facilitate regional integration**: mutual recognition of standards, trade facilitation and TSI networks (SPECA, Customs Union)

- **Enhance SME export competitiveness**: integration into global value chains (T&C, agribusinesses, services including IT and tourism)

- **Support institutional development**: market information and intelligence, strengthening TSIs (Kazakhstan, Moldova, Albania)

- **Build PPP for export development**: export strategies (Moldova, Kazakhstan, Ukraine, Russia)
Asia and the Pacific
Bangladesh Beckons
An emerging destination for IT/ITeS outsourcing
January 2012

BANGLADESH – IT & ITES: Leapfrogging to 21st century technologies
CAMBODIA – Silk
LAO PDR – Sustainable tourism, clean production & export capacity
VIET NAM – Green Production
Asia and the Pacific: Outlook 2013

• **Linking vulnerable communities to markets**: inclusive tourism, artisanal industries, economic empowerment of women (Fiji, Lao, South Pacific, Vietnam)

• **Supporting sector development and SME competitiveness** (Bangladesh – IT&ITES, Cambodia - silk, Nepal - Pahsmina)

• **Promote regional integration and South-South trade**: developing inter and intra regional trade linkages and addressing NTMs (ASEAN)

• **Post-WTO accession**: facilitating public-private dialogue and fulfillment of WTO commitments (Lao, Samoa, Vanuatu, Viet Nam)
Latin America and the Caribbean
PERU – Boosting exports from the northern Amazonian corridor
MEXICO – Women Vendors Exhibition and Forum
NTM surveys – Breaking down the barriers
REGIONAL – Green market intelligence and biodiversity
Latin America and the Caribbean: Outlook 2013

- **Institutional development**: strengthen service portfolio and capacities of business development service (BDS) providers
- **ITC Public Goods**: increase access to trade intelligence tools
- **Enhance exporter competitiveness**: focus on inclusiveness including women and poor communities
- **Trade policy**: identifying and addressing NTMs
- **Project design**: capitalize on existing assessments for integrated solutions customized to the region (content, implementation modalities, language, cost efficiency)