The International Trade Centre (ITC) is fully dedicated to supporting the internationalization of micro, small and medium-sized enterprises (MSMEs).

ITC enables MSMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people and poor communities.

MSMEs represent more than 90% of enterprises in any country. They account for two thirds of private sector employment, and create the majority of new jobs.

ITC works with developing countries and economies in transition to achieve ‘trade impact for good’. It provides trade and market intelligence, technical support and practical capacity building to policymakers, the private sector and trade and investment support institutions (TISIs). ITC helps link MSMEs to regional and international markets.

ITC partners with: governments, policymakers, development agencies, international and regional organizations, TISIs, trade promotion organizations, women business organizations, MSMEs and other stakeholders in the public and private sectors. This coordinated support ensures that impact is both multiplied on the ground and is sustainable.

Established in 1964, ITC is the joint agency of the United Nations and the World Trade Organization.
ITC ADDRESSES THE NEEDS OF ITS CLIENTS THROUGH CUSTOMIZED SOLUTIONS

ITC’s work is structured under six focus areas. Within each focus area, ITC provides a toolbox of solutions for countries and regions. Fifteen programmes implement activities that are tailored to the specific and evolving needs of ITC’s clients.

**FOCUS AREA 1
Providing Trade and Market Intelligence**
- Transparency in Trade
- Non-tariff Measures in Goods and Services
- Competitive Intelligence

**FOCUS AREA 2
Building a Conducive Business Environment**
- Trade Development Strategies
- Trade Facilitation
- Supporting Trade Negotiations and Policy Reform

**FOCUS AREA 3
Strengthening Trade and Investment Support Institutions**
- Strengthening Trade and Investment Support Institutions

**FOCUS AREA 4
Connecting to International Value Chains**
- Value Added to Trade
- E-Solutions: Enabling Trade through Digital Solutions

**FOCUS AREA 5
Promoting and Mainstreaming Inclusive and Green Trade**
- Empowering Women to Trade
- Empowering Poor Communities to Trade
- Youth and Trade
- Trade and Environment

**FOCUS AREA 6
Supporting Regional Economic Integration and South-South Links**
- Boosting Regional Trade
- South-South Trade and Investment
IMPROVING LIVELIHOODS
INCLUSIVE
AND
SUSTAINABLE
ITC’s mission is to foster sustainable and inclusive development through trade

ITC prioritizes support to least developed countries, landlocked developing countries, small island developing states, sub-Saharan Africa, post-conflict countries and small, vulnerable economies. Eighty-five percent of ITC’s interventions and delivery are focused on these countries.

For trade to contribute to the UN Global Goals for Sustainable Development (2030 Agenda), it must be inclusive and sustainable.

This is why ITC places particular emphasis on working with women-owned MSMEs as well as youth, the poor, displaced persons and marginalized communities.

The ITC Empowering Poor Communities to Trade Programme helps these groups build economic resilience through trade, and thus supports global poverty reduction.

The ITC SheTrades Initiative, provides women entrepreneurs around the world with a unique platform to share information about their companies, increase visibility, expand networks and internationalize. SheTrades aims to connect one million women entrepreneurs to the market by 2020.

The ITC Youth and Trade Programme’s Trade Accelerator model focuses on the internationalization and export growth of youth-owned start-ups by providing a full spectrum of acceleration services including training, coaching/mentoring, institutional support and facilitating access to finance.

The ITC Trade and Environment Programme promotes green trade and sustainable sourcing, supports adaptation to climate change, as well as its mitigation, and minimizes biodiversity loss related to trade.
ITC WORKS HAND IN HAND WITH THE PRIVATE SECTOR

The private sector is a critical partner in development, and a major driver of market opportunities, productivity, inclusive economic growth and job creation. ITC works with the private sector, for the private sector. The private sector contributes to ITC’s work through co-investment, knowledge transfer and creation of market opportunities for MSMEs. ITC leverages private sector support with development assistance to achieve a greater, sustained impact.

ITC’s partnership with Bosch GmbH, the German multinational engineering and electronics company, provided training to Kenyan agri-food businesses. More efficient production methodologies allowed a group of these businesses to nearly double the rate at which it packaged dried chillies and vegetables for export to Europe.

ITC collaborates with eBay to promote the availability of goods from ITC project companies through its platform, using dedicated web spaces and campaigns to drive awareness. The firm also offers access to its market information on pricing for e-commerce goods, and is facilitating easier access to the eBay platform for small firms and women entrepreneurs in selected developing countries.

ITC’s work with DHL resulted in a programme of logistics advisory services and trade facilitation that helps businesses speed up response and delivery times to customers, reduce logistics costs, and improve human resource skills related to logistics and trade procedures.

Through its Ethical Fashion Initiative, ITC links the world’s top fashion enterprises to marginalized artisans and connects them with the global fashion chain. The Initiative also mentors fashion designers from developing countries.
INNOVATIVE DEVELOPMENT SOLUTIONS
ITC constantly innovates to respond to the rapidly evolving world of business, trade and investment.

**Sustainability Map** is an online gateway providing access to information related to sustainability initiatives and standards, allowing businesses to deploy better sustainability practices. Users can share their business and sustainability profiles and connect with traders, buyers, standards organizations, financers and others across the value chain.

The **ITC E-Solutions Programme** provides businesses in poorer countries with technical and logistical capacity to overcome barriers and tap into new opportunities offered by electronic trade in goods and services.

**Export Potential Map** is an online tool that assists developing countries in ramping up their exports, advising specifically on which sectors and markets to target. This is the latest knowledge product in ITC’s suite of free online trade and market intelligence tools that businesses and other users around the world can utilize to explore promising trade and investment opportunities. Market intelligence tools: [www.intracen.org/itc-market-info-tools](http://www.intracen.org/itc-market-info-tools)
THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT ARE ITC’S GOALS

The Global Goals for Sustainable Development represent a universal, global development agenda for all United Nations member states and all development actors until 2030.

They consist of an integrated, interlinked set of 17 goals supported by 169 targets covering economic, social and environmental development dimensions. Trade is a tool to help achieve these goals.

ITC contributes to the Global Goals via its support to MSME international competitiveness for inclusive and sustainable growth. Diversification, value addition, youth employment, women’s economic empowerment and sustainability are all dimensions that ITC helps embed in trade.

ITC has systems in place to monitor results and impact, and assists the global community in tracking advances towards achievement of the Global Goals. A code of conduct guides ITC interventions.

ITC directly supports 10 of the Global Goals in the following ways.
GOAL 1
- Reduce proportion of men, women and children of all ages living in poverty.
- Create sound policy frameworks based on pro-poor and gender-sensitive development strategies.

GOAL 2
- Double productivity and incomes of small-scale food producers, in particular women.
- Provide access to knowledge, markets and opportunities for value addition.
- Ensure sustainable food production systems.

GOAL 4
- Ensure youth and adults have relevant skills for employment, decent jobs and entrepreneurship.

GOAL 5
- Ensure women’s full and effective participation in business and trade and equal opportunities.
- Support women’s equal rights to economic resources.
- Enhance use of enabling technology to promote the empowerment of women.

GOAL 8
- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation.
- Promote policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation.
- Encourage formalization and growth of micro, small and medium-sized enterprises.
- Implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
- Increase Aid for Trade support.

GOAL 9
- Ensure a conducive policy environment for industrial diversification and value addition.
- Increase access of MSMEs to financial services and integration into value chains and markets.

GOAL 10
- Achieve income growth of the bottom 40%.
- Implement special and differential treatment for developing countries, in particular least developed countries, in accordance with WTO agreements.

GOAL 12
- Achieve sustainable management and efficient use of natural resources.
- Support companies in adopting sustainable practices and integrating sustainability information into their reporting cycles.

GOAL 16
- Support effective, accountable and transparent institutions at all levels.
- Ensure responsive, inclusive, participatory and representative decision-making.
- Ensure participation of developing countries in the institutions of global governance.

GOAL 17
- Ensure a universal, rules-based, open, non-discriminatory and equitable multilateral trading system under the WTO.
- Support significantly increased exports of developing countries, doubling the least developed countries’ share of global exports by 2020.
- Realize timely implementation of duty-free and quota-free market access on a lasting basis for all least developed countries.
ITC’S KEY PRODUCTS AND EVENTS SUPPORT PROGRESS

The 2016 ITC flagship report, *SME Competitiveness Outlook*, provided recommendations to businesses, trade and investment support institutions and government policymakers on how to build the capacity of MSMEs to comply with standards and connect to new markets. The 2017 edition focuses on regional trade, given that regionalization is a stepping stone for businesses to gradually increase their competitiveness, join international value chains and reach global markets.

Each year, ITC hosts the World Export Development Forum, a premier global event for policymakers and business leaders to explore trade-related issues, identify best practices in increasing the competitiveness of MSMEs and conclude business-to-business (B2B) deals.

It also hosts the SheTrades Global event, the Trade for Sustainable Development Forum and, every two years, the Trade Promotion Organization Network World Conference and Awards.

ITC leads on advocacy for the annual United Nations MSME Day which was agreed by UN member states in recognition of the important contribution MSMEs make to sustainable development.
MEASURABLE IMPACT
ITC’s work focuses on areas where there is a clear need and its impact can be transformational. Its work is enabled by the generosity of its funders who provide international development assistance. ITC leverages this support with contributions from the private sector. Some results from 2016 are as follows.

More than US$ 70 million of export opportunities were generated for women entrepreneurs since 2010.

More than 650,000 registered users have consulted ITC’s suite of free market intelligence tools, which have enabled trade of close to US$ 300 million.

Through the ITC Empowering Poor Communities to Trade Programme, artisans in Haiti increased their incomes by 216% and in Burkina Faso and Mali by 400%.

ITC’s SME Trade Academy reached 22,000 course enrolments since its launch in 2014.

More than 6,500 additional enterprises were supported to improve their international competitiveness or to meet buyers with whom they subsequently transacted business.

More than half of enterprises supported in 2016 were owned, operated and controlled by women.

An estimated US$ 685 million were added to the export and investment value of clients as result of ITC market intelligence, business connections and support to TISIs.

Signatories to ITC’s SheTrades Initiative pledged to connect more than 600,000 women entrepreneurs to international markets by 2020.

More than 170 TISIs reported that ITC support helped them improve managerial performance and/or support services for MSMEs.

ITC’s work with a number of MSMEs on sector competitiveness has led to:
- a doubling in exports of avocados from Kenya; Bangladeshi IT companies’ realization of 20% more sales in Europe; a 35% growth in international sales volumes for eight Senegalese mango exporters; and US$ 60,000 of sales were generated by ITC’s ‘E-Commerce Caravan’ for MSMEs from Côte d’Ivoire, Ethiopia, Morocco, Senegal and Syria.

ITC delivered technical assistance worth US$ 85.4 million, up from US$ 50 million a decade ago.
ITC is committed to diversity. The organization aims to reach gender parity for staff at professional levels by 2020, and has set clear annual targets towards which it monitors progress. ITC has implemented an array of measures to transform ITC’s organizational culture into an inclusive and gender-responsive environment which respects work-life balance.

ITC’s dedicated staff brings expertise in international development, project and programme management, business administration, different areas of trade, economics, finance, law, statistics, communication, information systems, facilities management and human resources.

ITC’s current Executive Director, Arancha González, has been leading ITC since September 2013.
MOTIVATED PEOPLE