

ITC's Work in Creative Industries

Potential for Increased Collaboration among Development
Partners in supporting CARIFORUM's Creative Industries
Data Agenda

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ITC's Objective

- ITC is committed to **building export success for SMEs** in developing and transition countries, encouraging export development that assures **commercial viability** of individual companies, **empowers women economically**, and works towards **economic, social and environmental sustainability**.
- ITC thus contributes to **poverty reduction** through the enhancement of trade.

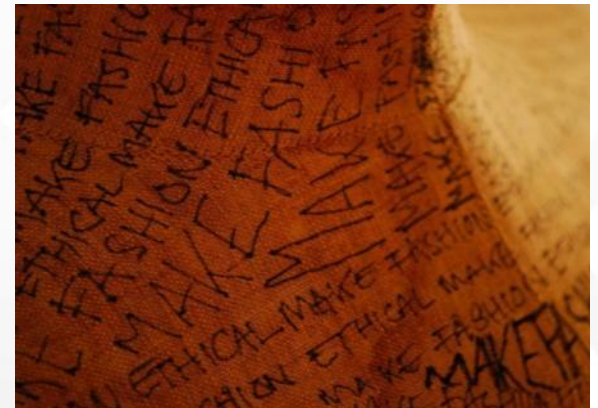
ITC Objectives:

- Make **enterprises** more competitive
- Strengthen **trade support institutions**
- Strengthen **policymakers** ability to integrate business into the global economy



What ITC can offer

- **Support to the Creative Industries Sector**
- Supported partners in: Sri Lanka, Cambodia, Bhutan, Mozambique, Mongolia, Vietnam, and East Africa (amongst others)
- **Capacity Building** of producers and exporters in identifying markets, linking exporters with buyers and upgrading products to meet international demands.
- Example: ITC's **Ethical Fashion Programme** in East Africa (next slide)



Case Study: Ethical Fashion

Marginalised communities, particularly women and micro producers producing major orders for international fashion houses and distributors (including Max Mara group, Fendi, and Unicoop Firenze).

Demand-led approach. Uses Aid for Trade to transform Corporate Social Responsibility business opportunities into sustainable business relations.

Outcomes:

- 7,000 new jobs
- At least 3.8 Million USD of exports (in 2010)
- Improved livelihoods, social impact indicators



What ITC can offer

- **Trade Support Institutions (TSI)**

Support to TSI, including sector associations, in providing an effective voice for the private sector, providing access to sector / market specific information and reducing the costs of doing business

- **National or sectoral export strategies**

Support in the formulation of national or sectoral export strategies. Anchored in strong public-private dialogue the strategies strengthen the links between export development and socio-economic growth.

- **Non-Tariff Measures**

Surveys on NTMs and NTBs of enterprises in developing countries and official data in major markets carried out.

Potential for Collaboration Among Development Partners

- Synergies between work of WIPO, WTO, UNCTAD and ITC
- Potential for greater exchange and collaboration in **Trade Statistics**
- Joint **Capacity Building activities for CARIFORUM**
- Collaboration benefits from strong **CARIFORUM leadership**

- **ITC Commitment:**
- Supports greater collaboration and **proposal for joint, inter-agency activities**