TISI Strengthening Programme
Window 1 funding update and AIM for Results 2017

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Intervention logic

Good TISIs mean that:
• more businesses decide to export
• more businesses succeed at exporting
• successful businesses grow exports faster

SMEs that internationalise deliver significant direct and indirect benefits to the economy
Modes of engagement

- Advocacy
- Assessment
- Performance improvement
- Business generation
- Networks
- Sharing and learning

Research, e.g. ETPO study
Benchmarking CUBED, Institutional Mapping
Managerial Leadership, Processes, Measurement, Services
Operational Market information and analysis, SME competitiveness, B2B, Inclusiveness
Special events and projects
50+ TISIs benchmarked so far
AIM for Results: An integrated approach at the core of the programme
2017 Results so far and contribution to ITC’s Corporate Indicator B1

Corporate Indicator B1:
Number of institutions reporting improved operational and managerial performance as a result of ITC support

TISI Programme... ...of which AIM

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Building institutional capacity through e-learning
Evaluation of Results

73% valued the report as excellent (38%) or good (35%) in terms of its usefulness to facilitate the process of change and improvement in their organization.

100% would recommend it to other institutions.

Three most demanded areas of intervention:

1. Client and account management / relationship management/segmentation
2. Client needs analysis
3. Performance and results measurement / dashboards

2/3 Re-Benchmarked institutions have become long term partners with the section.

3/3 Would like to be benchmarked again after 2-3 years.

100% considered the applied methodology was useful framing and addressing the main challenges and issues of the organization fully addressed issues (46%), addressed most issues (54%)

92% valued the professional capacity of ITC experts who facilitated the definition of the PIRM as excellent (61%) or very good (31%)

100% of the institutions would like to make changes to improve its managerial performance.

As a result of the workshop, 82% Participants rated as very good (33%) and good (49%) the ideas shared and connections made with peers from other organizations during the workshop.

Performance Dashboard Monitoring & Continuous improvement
Growing networks and sharing best practice

- WTPO
- Formal Regional networks for trade facilitation
- Informal clusters
- Advisory Board
- Benchmarking website
Delivering innovation and building knowledge

- Deepening our knowledge of TISIs to create intellectual assets for ITC
- Building innovative tools and methodologies that support W2 fundraising
2018 Way Forward: TISI Programme

- Expand our client-portfolio in Asia
- Deepen focus on membership-based organisations, with a sector-specific approach aligned with ITC’s priority sectors
- Build on synergies with other ITC programmes
- Provide support to TVETs and Incubators
- Continue toolkit development on Investment Promotion
- Pilot a standardised approach for demonstrating impact by TIPOs
- New partnership models for delivery
- Deliver thought leadership on Business Support Ecosystems
- Continue to learn and innovate
Window 1 funding makes a difference

- Provides planning certainty
- Permits retention and development of key people
- Supports responsiveness and adaptability
- Supports innovation
- Funds public goods
- Delivers results and trade impact for good!

Thank you to all our WINDOW 1 funders!