BUILDING A CONDUCIVE BUSINESS ENVIRONMENT

Conducive business environment

Policy implementation

Advocacy

Competitive SMEs

Challenges and need for support

Strong trade support institutions

Information and advice

Advisory services
Training
Publications
Technical material

FOCUS AREA 1

FOCUS AREA 2

FOCUS AREA 3

FOCUS AREA 4

FOCUS AREA 5

FOCUS AREA 6

International competitiveness of MSMEs

ITC's contribution to the SDGs

Policymakers integrate business interests

TIs better support MSMEs

MSMEs introduce changes in their operations

Market Partners open up value chains

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Afghanistan: An illustration of ITC assistance to building a conducive business environment
Advancing Afghan Trade

**Impact**
Enhanced trade and regional trade integration of the Islamic Republic of Afghanistan as a lever for confidence building, economic and human development and poverty reduction

**Outcome**
The Government formulates and implements better informed trade policy and a strategic vision to support trade competitiveness within the region

**Priority Areas**
- Design of a National Export Strategy (NES)
- Implementation of NES with focus on quality, SPS, regulatory cooperation
- Trade policy capacity building & PPDs
- Trade facilitation
Challenges encountered

Weak governance

- Institutional and human resource capacity
- Lack of coherency in decision-making processes

Fragile security situation
Priority Output 1: National Export Strategy (NES) development

Year-long Stakeholder consultative process:

- Over 500 Afghan industry leaders, small business owners and public sector officials consulted;
- NES stakeholder consultations held in Kabul, Mazar-i-Sharif and Kandahar;
- Factory supply chain assessments in key priority sectors;
- Business meetings with key regional and international buyers;
- Three donors round tables held throughout the process;

Endorsed by Council of Ministers and High Economic Council
Priority Output 2: Trade Policy Capacity Building

ITC has supported Afghanistan’s implementation of their WTO membership commitments though:

- Development of Afghanistan National Trade Policy (2018 – 2023)
- Regular trainings on WTO acquis

Benefiting from international trade:

- Addressing NTMs in the regional context
Priority Output 3: Quality for Trade

Strengthening Quality and SPS institutional infrastructure
• 5-year plan of action to implement Quality and SPS strategy
• Development of procedures and trainings on standards development, voluntary certification, food control system, legal metrology and calibration, testing etc.

Implementation of WTO membership TBT and SPS Agreements commitments
• Strengthening National Enquiry Points and Focal Points for Codex, OIE, IPPC

SMEs producing to comply with standards / technical regulations
• Enhancing understanding and implementation capacity of technical requirements with focus on saffron as priority sector
Priority Output 4: Trade Facilitation

Afghanistan has made swift progress in implementing the WTO Trade Facilitation Agreement (TFA). ITC has:

- Supported Afghan government:
  - to categorize TFA commitments
  - plan and prioritize implementation of reforms

- Strengthened National Trade Facilitation Committee through:
  - increased private sector involvement
  - technical training
  - the promotion of inter-agency collaboration

Afghan SMEs and the private sector will reap the benefits of TF reforms:

- enhanced capacity to comply with new rules
- development of export management guides for carpets, dried fruits & nuts, fresh fruits and vegetables, saffron, handicrafts
Leveraging conducive business environment for enhanced international trade

Specific objective 1.
Social enterprises (SE) hubs manage production and trade for returnees, IDPs, poor, marginalized communities and informal producers (fashion, interiors).

Specific objective 2.
SMEs in dried fruits/nuts and saffron sector apply ethical and sustainable practices in production and commercialization operations.

Specific objective 3.
International buyers undertake commitments to source and purchase products through program’s SEs while impact investors evaluate investment in SEs.

The project has completed the inception phase in April 2018.

NES key identified sectors: Dried fruits and nuts; Fresh fruits and vegetables; Saffron; Carpets; Marble and granite; precious stone and jewellery
Thank you

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