Strategic Setting

- Multilateralism has survived the financial crisis
- Major shifts in the global trade landscape
- SMEs spreading the benefits of trade
- Trade increasingly seen as a vehicle for delivering wider goals
- Aid for Trade as a partnership platform
ITC as a unique development agency

No other international development agency:

• Operates under the joint mandate of the UN and the WTO

• Operates at government, TSI and SME level to promote trade

• Has as clear a focus on helping SMEs internationalise.

• Is 100% Aid for Trade.

• Works with the private sector to support private sector development
Our Vision, Goals and Approach

Our vision

To foster inclusive and sustainable growth and development through trade and international business development
Our Vision, Goals and Approach

Three outcomes

Strengthen the **integration of the business sector** of developing countries into the global economy

Improve the **performance of trade support institutions** for the benefit of SMEs

Improve the **international competitiveness** of SMEs
ITC in 2017

Building on our strengths to be even more:

Innovative

Universal

Market-led
Trade and market intelligence for SME competitiveness

Supporting regional economic integration and South-South trade

Connecting to value chains: SME competitiveness, diversification and links to export markets

Building a conducive policy and business environment through public-private partnerships

Promoting and mainstreaming inclusive and green trade

Strengthening trade and investment support institutions
Greater effectiveness for transformational impact

1. Further embedding results-based management
2. Increasing efficiency
   • Investment in e-learning
   • Improved project cycle management
   • Better financial management
   • Streamlining administration

3. Strengthening Partnerships
4. More investment in expertise
5. Raising visibility
We need your input

Consultation opens Monday – for 4 weeks

Consultation discussions

Responses to strategicplan@intracen.org

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