



## ABOUT

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Awareness of opportunities associated with international trade is critical to business success. The provision of innovative and cutting-edge trade and market intelligence has been at the heart of the International Trade Centre's (ITC's) mandate since it was founded in 1964. ITC provides a comprehensive set of analytical tools, statistics, publications, databases, information sources and capacity-building support, including an online training academy, aimed at:

- Promoting **transparency in trade** and overcoming information asymmetries through global public goods and strengthening the skills of firms in effectively using trade and market intelligence to make sound business decisions;

- Facilitating evidence-based policy reform, with a focus on addressing **non-tariff obstacles** to trade in goods and services; and
- Working with trade and investment support institutions (TISIs) to improve their trade and market intelligence-related portfolio of services through **competitive intelligence**.

## SUPPORT REQUIRED TO MEET DEMAND

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- Expand the Export Potential Map to help TISIs and policymakers better monitor trade performance and identify trade diversification strategies
- Develop a methodology and pilot-test it to address non-tariff measures (NTMs) in services trade
- Roll-out a competitive intelligence programme with trade promotion organizations (TPOs) to provide advisory services and support the integration of small and medium-sized enterprises (SMEs) in West and Central African value chains