



Building a Conducive Business Environment



ABOUT

Policy and regulatory choices have a significant impact on small and medium-sized enterprise (SME) competitiveness and play a crucial role in determining whether they are able to link to value chains. The International Trade Centre (ITC) supports developing countries in fostering a business environment that is conducive to trade growth by facilitating the inclusion of the private sector perspective into the policymaking process. The agency assists in institutionalizing public-private dialogue for the formulation of trade strategy and policies at national and regional level by:

- Assisting public and private sector partners to develop **trade strategies** and implementing management plans to make these strategies a reality;
- Supporting policymakers, trade and investment support institutions (TISIs) and the private sector to implement the World Trade Organization (WTO) **Trade Facilitation Agreement (TFA)**; and

- Facilitating the development of a stronger private sector voice in policy-making processes, through public-private partnerships, including in the **WTO accession process**.

SUPPORT REQUIRED TO MEET DEMAND

- Support countries to implement the TFA through categorization and notification to the WTO of TFA obligations and ratification, as well as implementing Category C projects, with a particular focus at regional level
- Assist partners in designing and implementing 20 trade development strategies and roadmaps over the next three years