



Strengthening Trade and Investment Support Institutions



ABOUT

To deliver *trade impact for good*, the International Trade Centre (ITC) depends on a network of trade and investment support institutions (TISIs), such as trade promotion organizations, chambers of commerce, sector associations, enterprise development agencies, supply chain management organizations and others. TISIs are both recipients of technical assistance and vital partners in the delivery of the vast majority of ITC’s work. ITC’s work with TISIs focuses on three main areas:

- Improving the performance of TISIs through the **Assess Improve Measure (AIM)** for Results programme;
- Promoting **regional and international networks** between TISIs of various countries, including the promotion of South-South business linkages; and

- Strengthening **coalitions of services industries** to develop a coherent voice for the services sector and to facilitate industry growth, attract investment and grow trade in services.

SUPPORT REQUIRED TO MEET DEMAND

- Expand the AIM programme to 50 new countries through direct support to 50 institutions and web-based support to a further 200 institutions