

Connecting to International Value Chains



ABOUT

With 80% of world trade taking place within value chains, and around 60% of world merchandise trade referring to intermediate goods, big opportunities await small and medium-sized enterprises (SMEs) that can boost their international competitiveness. The International Trade Centre (ITC) takes a market-led approach to foster competitiveness and connect businesses to value chains in priority sectors such as agri-business, services (including tourism) and light manufacturing. The emphasis is on diversification, new and better linkages in higher value-added segments of the chains, and on investment promotion. ITC's Value Added to Trade programme provides modular and sector-specific solutions based on the following objectives:

- Fostering compliance with **technical and quality requirements**, such as standards, technical regulations, sanitary and phyto-sanitary (SPS) measures, after-sales services and internationally recognized certification;

- Improving **logistics and supply chain management** to meet customers' product or service requirements;
- Promoting export **marketing**, including branding, innovative product and service design, and packaging solutions; and
- Fostering market links by identifying adequate distribution channels and modes of entry into foreign markets and activating new business opportunities through **e-solutions**.

SUPPORT REQUIRED TO MEET DEMAND

- Expand Quality for Trade (Q4T), which focuses on implementing measures that help SMEs meet quality and regulatory requirements, as well as productivity improvements to support their international competitiveness
- Launch Supplier Competitiveness (ESCOM) by providing a new generation of supply chain management
- Expand e-solutions through scaling up a model of community-owned business platforms; attracting partnerships with technology vendors and payment platforms; and providing guidance to trade and investment support institutions (TISIs) on integration of e-commerce policy into national export strategies