A TRADE STRATEGY SOLUTION FOR YOU

As part of its mandate of fostering sustainable development through increased trade opportunities, ITC offers a suite of trade-related strategy solutions that allow policymakers to choose their preferred level of engagement. ITC-facilitated roadmaps and strategies are oriented to the trade objectives of a country or region, and can focus on individual sectors or trade support functions.

To translate strategy into tangible results, ITC also provides tools and support in strategy implementation management.

SPOTLIGHT ON YOUTH

1.3 billion
youth in the world today

More than 1 billion
youth in the developing world

More than 500 million
youth underemployed worldwide

73.4 million
youth unemployed worldwide

FOR MORE INFORMATION

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. Our aim is for businesses in developing countries to become more competitive in global markets, speeding economic development.

As part of this aim, ITC facilitates trade development roadmaps and strategies to help the private sector achieving their international ambitions while contributing fully to broad-based income growth domestically.

Contact person: Anton Said, Chief, Export Strategy
E-mail: said@intracen.org
Telephone: +41 22730 0588
Internet: www.intracen.org
A Youth and Trade Roadmap (YTR) provides partner countries with more than a piece of paper. It establishes a home-grown solution which provides specific answers to a critical development issue. Enhancing the ability of youth to engage in trade increases the economic opportunities available to them, their families and entire communities. Addressing drivers of youth unemployment, such as a structural skills gap, can deliver long-term payoffs for national competitiveness as youth become the main pillar of tomorrow’s workforce.

Based on ITC’s inclusive approach, an YTR combines top-down and bottom-up approaches to trade strategy to facilitate a truly national vision, one developed for the country, by the country and with extensive stakeholder inputs throughout. An YTR provides specific, market-based solutions to a country’s competitiveness constraints. It details high-level activities, targets and impact measures, indicating what needs to be done, by whom, within what time frame and with what resources.

The result is a coherent, youth-focused national outlook that delivers sustainable socio-economic growth through improved trade performance by placing youth firmly at the center, one that both partner countries and development partners can find valuable.

Every day, countless young people risk their lives in the hope of finding economic opportunities. ITC’s Youth and Trade Initiative is a concrete response to the global youth employment challenge by supporting youth entrepreneurship through trade along value chains. With our Youth and Trade Strategies, we help governments to integrate youth-related considerations into their export strategies.

A Youth and Trade Roadmap (YTR) provides policymakers an opportunity to identify rapidly growing sectors where youth can contribute positively. As part of ITC’s range of trade strategy solutions, YTRs create a strategic framework that allows countries to attract young people to existing value chains and to identify emerging sectors with high potential for youth participation.

TODAYS YOUTH, TOMORROWS WORKFORCE

A Youth and Trade Roadmap (YTR) provides partner countries with more than a piece of paper. It establishes a home-grown solution which provides specific answers to a critical development issue. Enhancing the ability of youth to engage in trade increases the economic opportunities available to them, their families and entire communities. Addressing drivers of youth unemployment, such as a structural skills gap, can deliver long-term payoffs for national competitiveness as youth become the main pillar of tomorrow’s workforce.

Based on ITC’s inclusive approach, an YTR combines top-down and bottom-up approaches to trade strategy to facilitate a truly national vision, one developed for the country, by the country and with extensive stakeholder inputs throughout.

An YTR provides specific, market-based solutions to a country’s competitiveness constraints. It details high-level activities, targets and impact measures, indicating what needs to be done, by whom, within what time frame and with what resources.

The result is a coherent, youth-focused national outlook that delivers sustainable socio-economic growth through improved trade performance by placing youth firmly at the center, one that both partner countries and development partners can find valuable.

"Every day, countless young people risk their lives in the hope of finding economic opportunities. ITC’s Youth and Trade Initiative is a concrete response to the global youth employment challenge by supporting youth entrepreneurship through trade along value chains. With our Youth and Trade Strategies, we help governments to integrate youth-related considerations into their export strategies." - Arancha González, Executive Director, International Trade Centre, August 2015

A PROVEN PROCESS THAT WORKS

Youth and Trade Roadmaps, typically developed in three months, help coordinate youth-focused development efforts by defining the strategic orientation of a country/region. They help partner countries to:

- Generate "quick wins", increase trade competitiveness and better integrate youth by attracting them to high-potential value chains and activities at the national regional and international levels that best leverage the countries comparative and competitive advantages.
- Identify decent and productive opportunities for young people through trade and address skills gaps in identified value chains in order to increase competitiveness.

ITC’s trusted strategy design process is built around a powerful public-private dialogue platform which brings together a diverse range of stakeholders to address issues important to both the public and private sectors.

The strategy design process then combines extensive public-private dialogue with the use of ITC’s in-house strategy design tools and processes, which help to identify the main competitiveness constraints hindering trade development as well as opportunities for addressing these constraints.

Once these constraints and opportunities are identified, ITC helps partners countries design country-specific solutions to these constraints, culminating in the form of a high-level Plan of Action that outlines the steps that can be quickly taken within a country in order to address the issues relevant to each sector identified in the roadmap from a youth and trade perspective. The Plan of Action helps countries at three levels, namely by:

- Helping policymakers increase trade-led growth by tackling youth under- and unemployment;
- Assisting Trade and Investment Support Institutions to provide relevant, new and improved services to SMEs tailored specifically to the needs of young people;
- Allowing SMEs to access a range of new markets for the products and services and increasing their access to reliable and efficient support services whilst also integrating youth in their respective value chains.

The Youth and Trade Roadmap Process