
SUNDAY, 22 APRIL 2012, 18:00-19:00
EAST FOYER, QNCC

ITC COCKTAIL AT UNCTAD XIII

For many developing countries the private sector can be a powerful engine of economic growth, productivity, innovation and employment. It is, however, often confronted with substantial challenges which hinder its international competitiveness with adverse effects on trade and employment. Such challenges include weak productive capacities, weaknesses in the domestic business environment, lack of institutional support and limitations in key areas of trade competitiveness such as packaging, branding, quality, certification and marketing.

The cocktail event hosted by ITC aims at showcasing solutions to overcome these obstacles to trade, including the Enhancing Arab Capacity for Trade (EnAct) programme which focuses on support for women and youth in the Arab region.

Welcome remarks

Ms. Patricia Francis, Executive Director, ITC

ITC support for women and youth-owned and operated firms to reach export markets

Ms. Samar Habayeb, Owner, Silsal, Jordan

