



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

ITC Assessment and Benchmarking Programme



ITC Joint Advisory Group
21-22 May 2012



Agenda

Part 1

- ITC Benchmarking Programme: principles and intended impact
- The assessment model and the system today
- Stages of the programme

Part 2

- Experience to date: testimonials

Part 3

- Programme proposal 2013-15
- Rationale and Strategy
- Expected impact
- M&E System

Background

Why institutional assessment and benchmarking

- The 2006 Client surveys expressed the need to develop a scheme to rank the performance of TPOs
- Specific requests also from TPOs to benchmark their practices for performance improvement
- Pressure on public sector to improve efficiency and measure performance (“value for money”)
- Interest and studies from World Bank and Regional Banks on the performance of TPOs
- Lack of methodology

Basic principles and intended impact

A management tool for TPOs and TSI

- An assessment of processes and performance
- Helps identifying strengths and weaknesses
- Identifying good practices as a basis for comparison and sharing
- Should lead to goals and plans for improvement

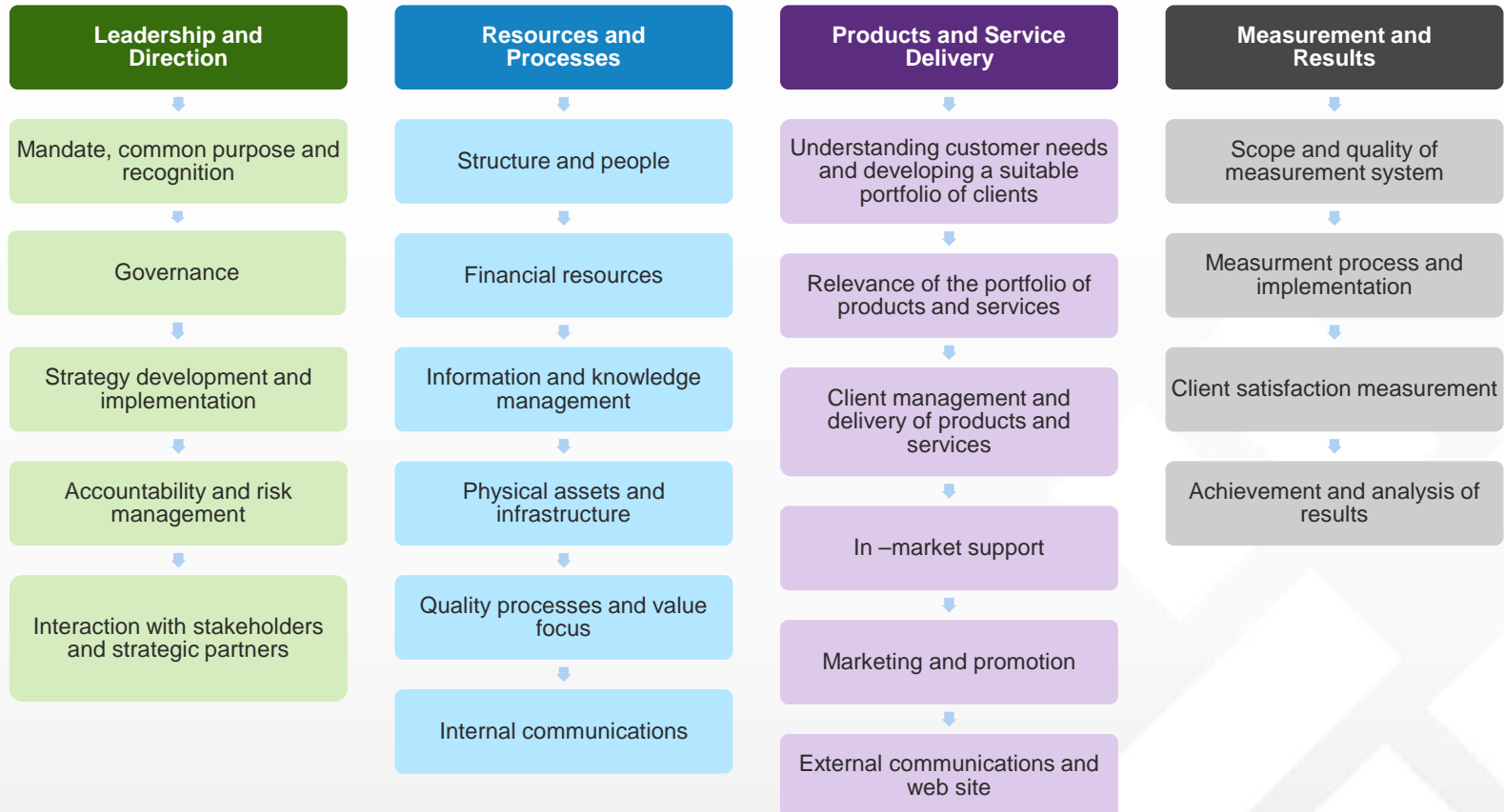
MORE EFFICIENT AND MORE EFFECTIVE TPOs and TSIs

EXPAND EXPORTS OF SMEs FROM LDCs and DCs

The Organizational Assessment Model:

Areas and themes of assessment

MATURITY BASED MODEL

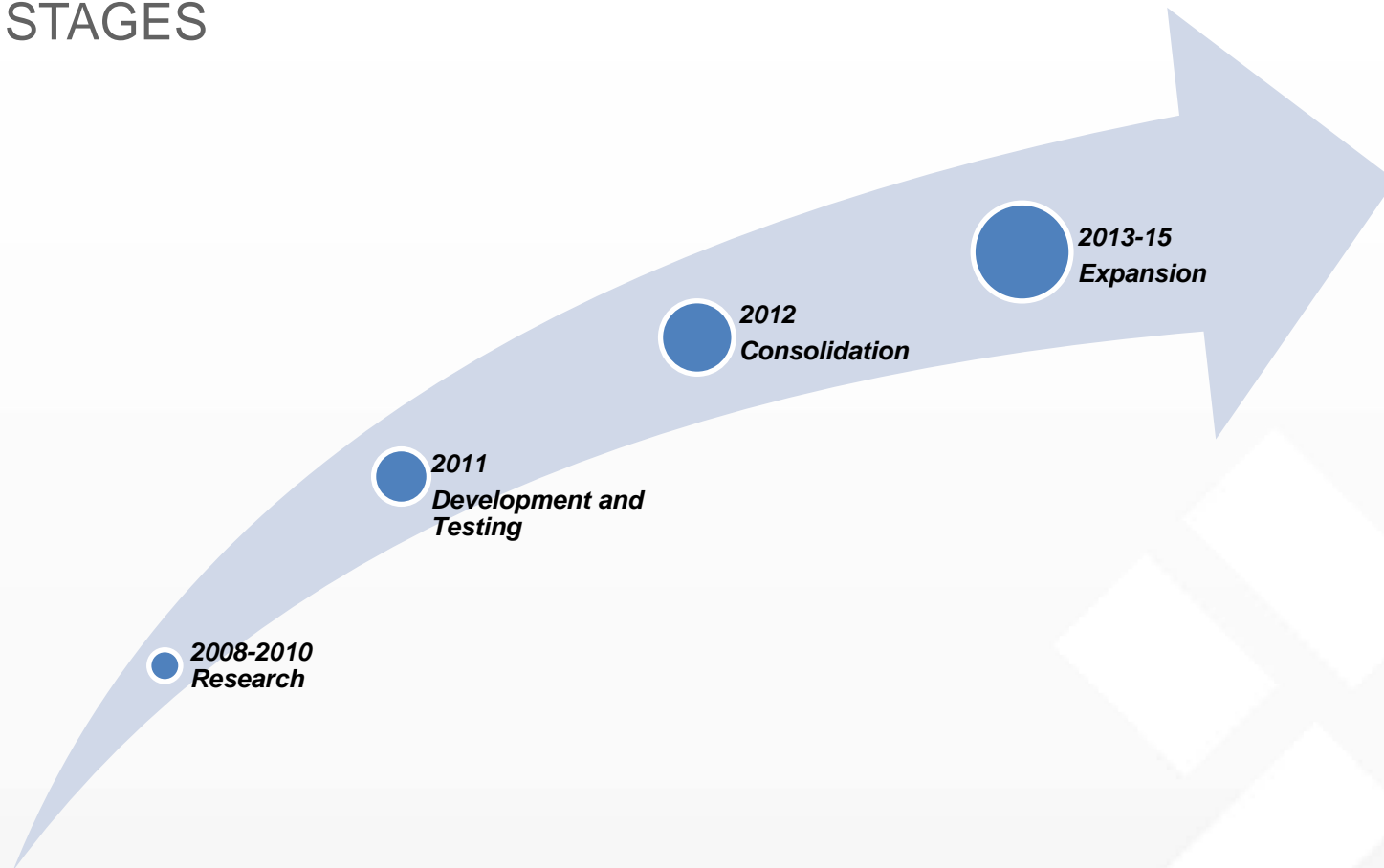


Benefits for TPOs

- Independent perspective on performance;
- Consistence between operations and strategy;
- Identifies strengths and weaknesses and areas for action;
- Benchmark against other good practices;
- Network sharing knowledge and experience

Benchmarking Programme

STAGES



Development and Testing Stage

Achievements during 2011

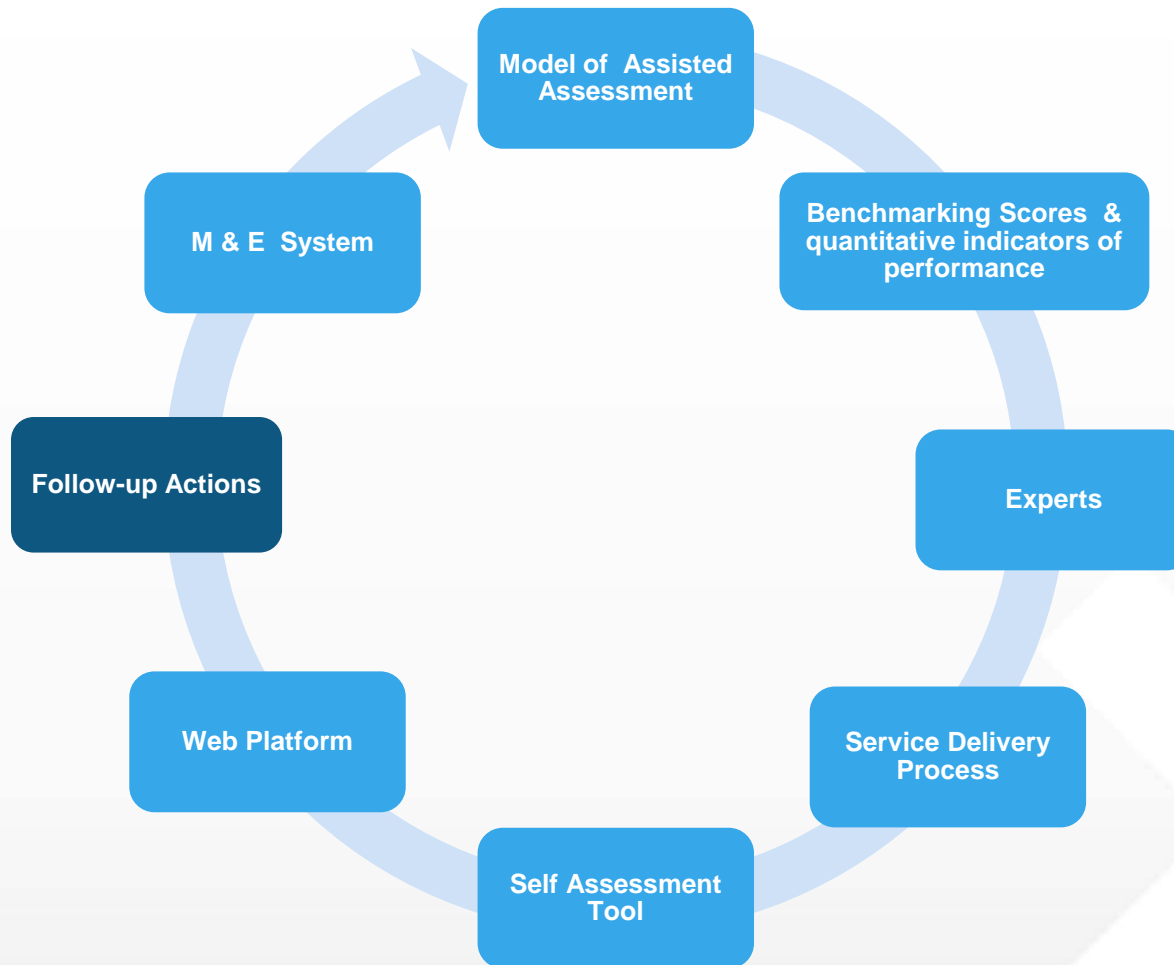
- **Partnerships:** with AUSTRADE, BEDIA, FINPRO MATRADE, PROEXPORT and UEPB
- **Model:** developed, applied, proven and improved
- **Endorsement:** from all six pilot TPO partners
- **Data processing solution:** to facilitate scoring and reporting
- **Report format:** developed and proven
- **Service delivery guidelines:** completed
- **Web platform:** design and guidelines completed
- **Experts:** ITC staff initiated in the methodology

Online - Learning and sharing platform

- Access to self assessment tool
- Access to benchmarking scores (AVG – MAX – MIN)
- Access to information on good practices
- Case studies
- Forum for exchange of experiences



Programme achievements at end-2012

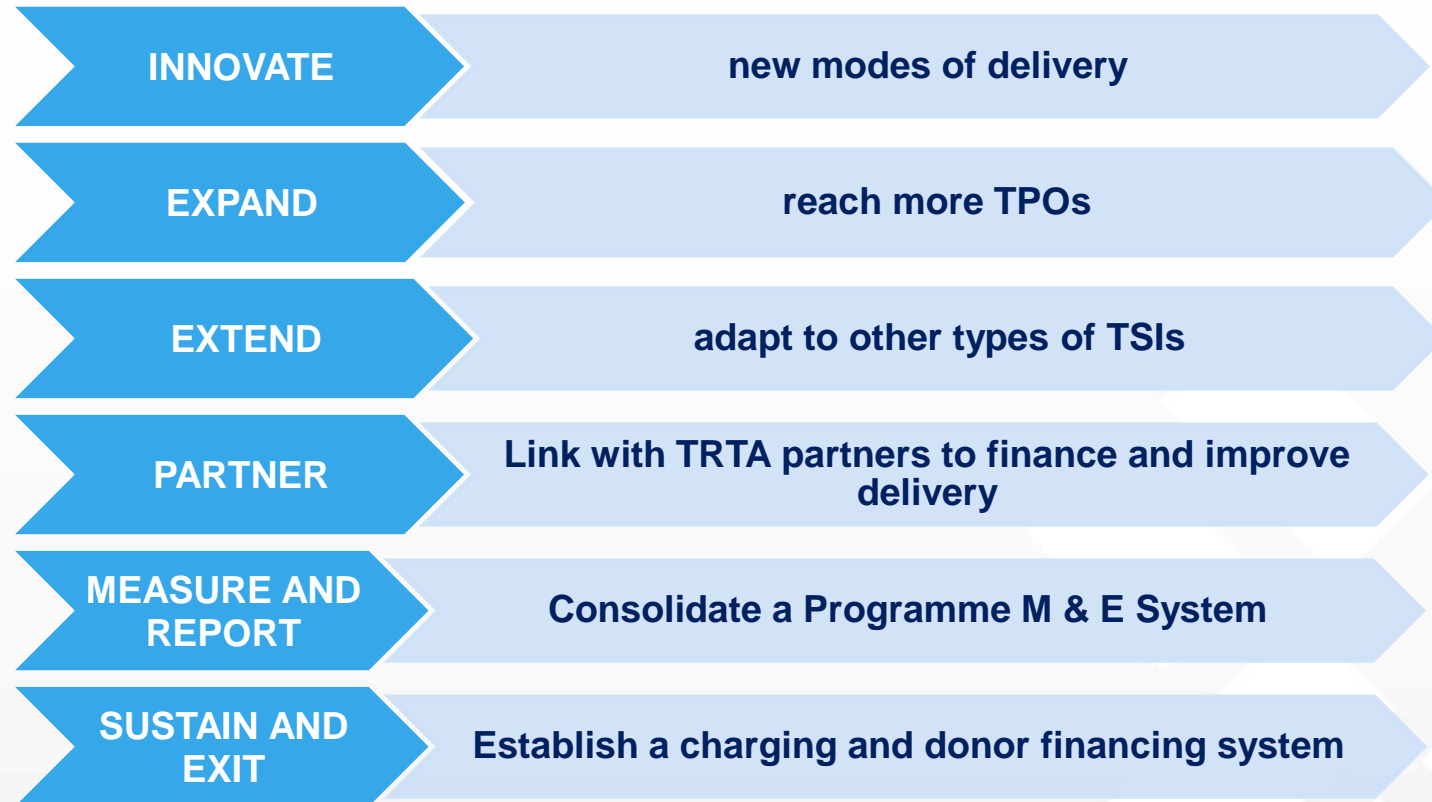


Programme rationale: multiplying effect

*A **10%** increase in TPO budget determines an expansion of exports by a **0.6%** to **1.0%***

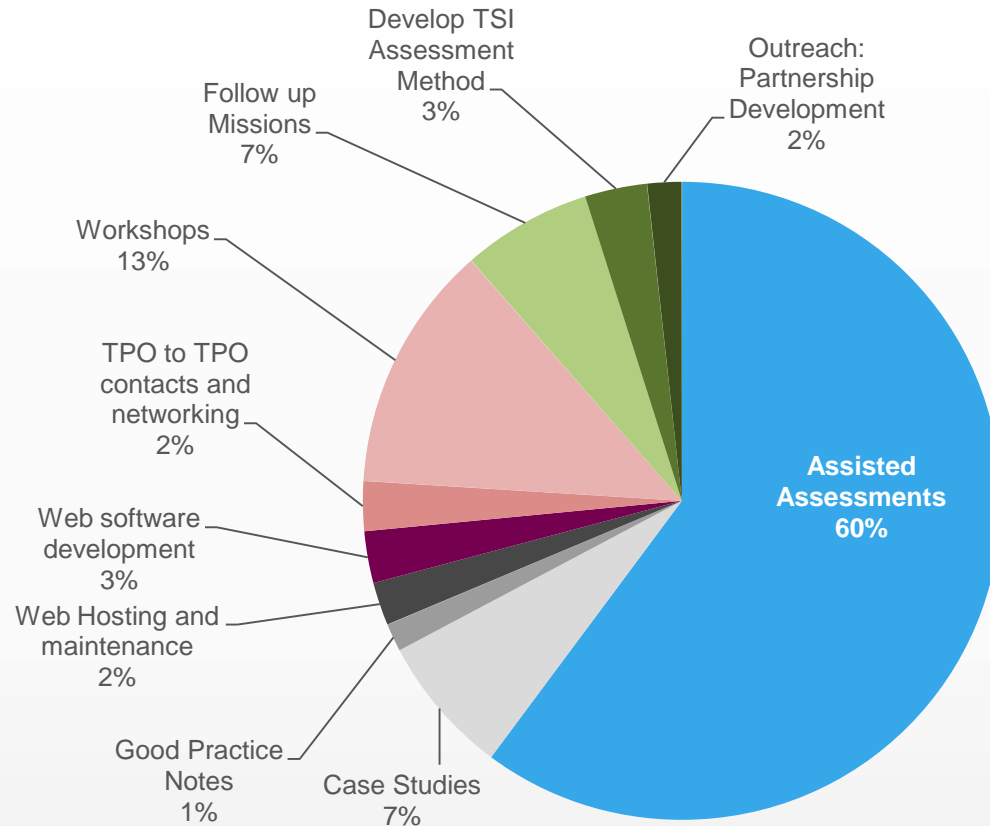
Daniel Lederman, Marcelo Olarreaga, Lucy Payton, Export Promotion Agencies: Do they work? (World Bank, 2010)

Programme strategy 2013-2015



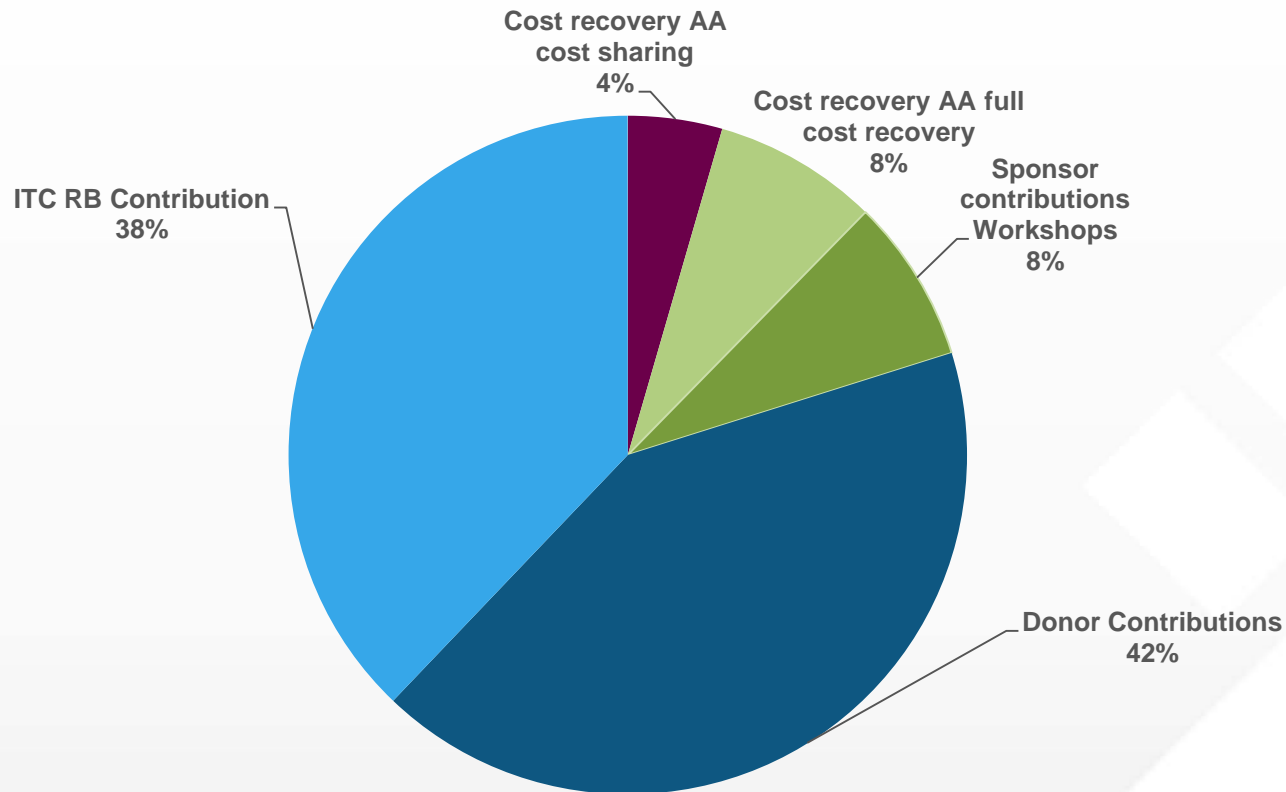
Share of Activities in Total Budget US\$ 4.0 million

TSI Assessment and Benchmarking Programme 2013-2015



Sources of Income of US\$ 4.0 million on three years

TSI Assessment and Benchmarking Programme 2013-2015



Programme expected impact

50 TPOs/TSIs
initiate performance
improvement plans
(40% of AA and
10% of SA)

10% increase in
productivity

**US\$ 860 Million
additional exports**

*More than US\$ 200 of additional exports
for each 1 US\$ invested in the programme*

Programme M&E system highlights

1. Collection system extending 3 years after completion
2. Strong support to improve result measurement systems
3. Dashboard for monthly and quarterly reporting, including *inter-alia*:
 - Number of TSIs assisted by programme activity
 - Number of TSIs engaging in performance improvement plans;
 - Number of TSIs improving Benchmarking scores over time;
 - Usage of web platform;
 - Number of services and other deliverables effectively delivered;
 - Estimated impact on exports (in collaboration with TRTA partners)

Why investing in this programme

- High potential impact on DC's SMEs capacity to benefit from trade
- Global public good: benchmarking system and learning platform
- Supports more efficient and effective TSIs
- Better knowledge of TSI needs for assistance
- Identifies actual TSI's absorption capacity
- Increases impact of TRTA: better TSI performance leads to more effective TRTA interventions



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THANK YOU

