Making sustainability a lifestyle rather than a philosophy

ARANCHE GONZÁLEZ, Executive Director, International Trade Centre

We are truly entering the age of the consumer. Across the world consumers are increasingly aware of the impact their purchasing decisions can have on how goods are produced. And there is growing awareness among producers that value chains that are inclusive and support sustainable production can be an attractive proposition for this new and influential generation of 'woke consumers' for whom ethical consumption is more a lifestyle than just a philosophy.

How do we support truly sustainable consumption and production patterns? How do we integrate this within the rising concerns of climate change and biodiversity loss. How can we facilitate whole of economy shifts to the green and blue economy (see Pages 12-13). Part of the explanation is in the United Nations Sustainable Development Goals, which are an integrated compass that places a key focus on this issue through Goal 12, sustainable consumption and production.

Ensuring sustainable consumption and production patterns is not easy. Challenges are multifaceted. Poor governance, weak property rights and lack of capacity to enforce environmental and labour protection are just some of the challenges.

While niche market standards offer a real opportunity to improve environmental management, it can also be costly, especially for developing countries, least developed countries, small island developing states or small vulnerable economies, whose farmers and producers are often isolated from markets, have challenges accessing finance and face high costs of certification.

At the International Trade Centre we have been keen to shine a spotlight on voluntary sustainability standards (VSS), which are supplementary to mandatory standards and can facilitate market access and longer-term contacts with premium buyers.

Much of ITC’s work in value chains is linked to providing support to farmers and exporters to obtain quality certifications allowing them to export their goods. In Kenya, for example, ITC provided support along the avocado value chain, ensuring compliance with the GLOBAL G.A.P. standard (see Pages 23-25). As result, farmers are now receiving four times the price per avocado, whereas exporters have boosted sales and are employing more people.

This is a win-win for all involved: consumers in Europe or the Middle East can purchase avocados that are produced and handled according to high health and safety standards; and farmers and producers get a premium price.

Sustainable production can be influenced by sustainable consumption, a significant shift in consumer behavior and the purchasing power behind it.

The question remains: is this applicable across many different markets? That is indeed a challenge: changing the disposable mindset for a reusable one and with a personal call for us to do our own ‘personal’ audits, to take stock, and make impactful and lasting changes that can affect our world.
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PHOTO FEATURE

STITCHING BETTER EXPORTS
Improving the competitiveness of textile producers in Kyrgyzstan is improving livelihoods.

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News Brief

Ghana’s Ofori wins Young Social Entrepreneurs competition

Charles Ofori of Dext Technology, a Ghanaian start-up, won the Young Social Entrepreneurs pitching competition at the World Export Development Forum, which was organized by the International Trade Centre (ITC) and Zambia’s Ministry of Commerce on 11 and 12 September in Lusaka, Zambia. Ofori and Dext Technology took home the grand prize of $5,000 provided by Huawei.

Ofori won the award with his pitch for his company’s ‘Science Set’, a miniaturized laboratory that enables children to perform science experiments at school. All finalists in the competition aimed to demonstrate real contributions to United Nations Sustainable Development Goals 4 and 8 (quality education and decent work and economic growth). The competition was organized by the International Trade Centre’s Youth and Trade Programme in collaboration with Impact Hub’s Accelerate 2030 Programme and Nyamuka Zambia.

Business Guide to AfCFTA launched at WEDF Zambia

The International Trade Centre (ITC) released a business guide on 11 September that will help the private sector and policymakers better understand and navigate the recent African Continental Free Trade Area Agreement (AfCFTA). Aimed in particular at benefiting Africa’s business community, the guide supports private-sector stakeholders in their efforts to effectively engage in advocacy and public-private dialogue mechanisms and play a key role in negotiating and implementing reforms resulting from the agreement.

Launching the report, ITC Executive Arancha González reiterated the importance of the AfCFTA to all stakeholders, saying it would play a crucial role in boosting African competitiveness.

Visit intracen.org/AFCFTAbusinessguide to download the guide.

ILO launches fourth global media competition on labour migration, fair recruitment

The International Labour Organization (ILO) will launch the fourth global media competition starting from 14 September until 31 October 2018, encouraging quality reporting on labour migration and recruitment-related issues. Applicants are encouraged to highlight the positive contributions made by the migrants to their countries of origin, transit, and destination, as well as how fair and transparent recruitment practices can contribute to make migration a positive experience for all.

The competition will facilitate the UN Together campaign, which calls for global action in encouraging non-discrimination policies and addressing the rising xenophobia against refugees and migrants.

Visit ilo.org for further information.
G20 emphasizes training in skills for challenges posed by the future of work

The declaration of the G20 Education and Employment Ministerial Meeting, held on 6 September, stressed the importance of corresponding training and education policies when facing the challenges posed by the technological development on the future of work. G20 ministers make 22 proposals in an appendix to the declaration to promote necessary skills such as entrepreneurship, critical thought, creativity, problem-solving, communication, flexibility, and collaboration. All are needed for the work in the future. Ministers also emphasize the importance of the inclusion of women at all levels of education, especially in programmes meant to develop STEM skills.

New report finds voluntary sustainability standards on the rise

Voluntary sustainability standards (VSS) are experiencing significant growth across the world in response to consumer, buyer and producer demands, according to ‘The State of Sustainable Markets 2018: Statistics and Emerging Trends’ report.

The report outlines data on global production volumes and areas, as well as certified producers, for 14 major VSS. These standards, which provide consumers assurances that their purchases support sustainability, can enhance market connections and price premiums for producers, but potentially come with substantial compliance costs.

The report shows that agricultural land on which certified commodities are grown continues to increase. For some products, such as coffee and cocoa, more than 20% of global cultivation is certified as sustainable. Certified cotton is witnessing the highest growth rate, with the area under cultivation trebling between 2011 and 2016. Certified cocoa also almost trebled in area; while oil palm and tea-certified areas more than doubled during the same five-year span.

Swedish, ITC announce programme to support textile and clothing exports from Arab states

The Government of Sweden and the International Trade Centre (ITC) announced a new programme aimed at strengthening the international competitiveness of textiles and clothing producers in Egypt, Jordan, Morocco and Tunisia, which promises to boost exports, create jobs and raise incomes across the Middle East and North Africa region.

The three-year programme is intended to support the four countries to build sustainable export-oriented sectors with increased sales to traditional markets in Europe and North America along with new markets in sub-Saharan Africa. Creating long-term and better-paid work, especially for women and young people, is a key goal of the project. Another goal will be to strengthen regional economic integration among the four countries under the Agadir Agreement, their 14-year old trade accord.

To achieve lasting improvements in the sector’s export competitiveness, the project will focus on bolstering the capacities of national institutions such as textile and clothing business associations and training centres to help better support local businesses to export. This will involve improving internal management processes and service portfolio development. The project will also work directly with domestic enterprises, providing advisory services, training and coaching designed to help firms move up the value chain from cutting and sewing to fabric sourcing, product and design development and branding.

The project ‘Strengthening the International Competitiveness of the Textile and Clothing Sector in selected Middle East and North African Countries’ (MENATEX), is funded with SEK 42 million ($4.63m) from the Swedish government and will be implemented by the Geneva-based ITC in close collaboration with the Swedish International Development Cooperation Agency (Sida).
Stitching better exports

EKATERINA BAGLAeva, Assistant Editor, International Trade Centre

Handmade embroidery and quality stitching is what makes Kyrgyz textiles go global.

‘When we started working our main markets were Russia and Kazakhstan. Now we export to more than 10 countries, including Germany and the United State,’ says Larisa Popkova, the owner of Larisa Fashion, a sewing company in Bishkek, the capital of Kyrgyzstan. Flowery fashion dresses she produces sparkle in the daylight.

However, it is not all flowers and sparkles for the Kyrgyz garment industry. Accounting for almost 30% of gross domestic product and more than 200,000 jobs, the industry faces many challenges and tough international competition is one of them.

Kyrgyz textile companies, usually small in size, find it difficult to compete against textile giants in China, India and Turkey. Together with Kyrgyz trade and investment support institutions, the International Trade Centre (ITC) helps textile companies improve the quality of their production. By investing in staff education and better machinery, small companies in Bishkek are now able to receive orders for more complicated designs and even start working with well-known fashion houses.

‘We are a small family company,’ says Iman Kurazarlik of Aziar. ‘Through trainings and participation in international fairs, with the help of ITC, we found new customers. We are growing fast, employing more people.’

In Kyrgyzstan, ITC is working to boost the competitiveness of the textile industry

1. A garment worker at Aziar factory.
2. A fashion designer at work.
3. The owners of Aziar.
4. Close-up of the stitching process.
5. A factory worker pressing textiles.
6. A seamstress shows a selection of threads.
7. A garment worker at work.
8. Employees at the Barkhat factory.
9. The owner of Larisa Fashion displays her creations.
How migrant networks boost trade

CHRISTOPHER PARSONS, Associate Professor, University of Western Australia, and PIERRE-LOUIS VÉZINA, Lecturer in Economics at King’s College London

Evidence from the Vietnamese boat people suggests that massive immigration by those escaping conflict leads to increased economic activity

Millions of refugees are being forcibly displaced from war zones and failed states and most rich countries prefer to keep them out as opposed to hosting them. This is a humanitarian disaster and an epic failure to learn from the past about the effect of refugee waves. As Philippe Legrain writes in his 2016 report, ‘Refugees Work: A Humanitarian Dividend That Yields Economic Dividends’, refugees are an investment that yield economic dividends. Refugees bring complementary skills that make firms more productive, create businesses and pay taxes.

More than just skills, refugees also boost exports, focusing on the case of the Vietnamese boat people.

Economists have posited for years that immigrants foster international trade by reducing trade costs, mostly those associated with information and bureaucratic friction. Immigrants may lower such frictions through their knowledge of their home country’s language, regulations, market opportunities and informal institutions.


However, causality from migration to trade has yet to be conclusively established. Studies almost ubiquitously uncover a positive correlation between migration and trade but doubts persist as to whether trading partners’ cultural affinity or bilateral economic policies might be driving the observed positive correlations (Migration, International Trade and Capital Formation: Cause or Effect?, Felbermayr et al 2015; International Migration and Economic Development: Lessons from Low-Income Countries, Lucas 2005; International Migration and the Developing World Hanson 2010). These doubts are valid, not least since the estimated impacts of immigration on trade are quantitatively large, therefore representing an important economic channel through which migrants might lead to substantial gains from trade.

A NATURAL EXPERIMENT

We use the exodus of the Vietnamese boat people to the US as a natural experiment to establish a clear causal effect from Vietnamese immigration to American trade with Viet Nam.

The exodus started in April 1975 following the fall of Saigon (today Ho Chi Minh City) to the communist North
Vietnamese, when the US military evacuated around 130,000 refugees from what was then South Vietnam. A major part of this evacuation was Operation Frequent Wind, the largest boat and air lift in refugee history. This first wave of refugees was dispersed throughout the United States as U.S. policymakers, drawing on the lesson from the agglomeration of Cubans in Miami 10 years earlier, were keen to avoid the development of a similar Vietnamese refugee agglomeration. The U.S. government and voluntary agencies oversaw their resettlement and in most cases decided their destinations. The dispersion gave rise to Vietnamese communities in places such as New Orleans; Oklahoma City; Biloxi, Mississippi; Galveston, Texas; and Kansas City, Missouri, which had previously received few immigrants from Asia (Growing Up American: How Vietnamese Children Adapt to Life in the United States, Zhou and Bankston 1998). It constituted the first of many waves as subsequently hundreds of thousands of Vietnamese refugees fled Viet Nam to escape protracted persecution in re-education camps and agricultural collectives.

Between 1975 and 1994, around 1.4 million Vietnamese refugees were resettled in the United States. Figure 1 plots the waves of Vietnamese immigration to the US (dotted line), with three spikes corresponding to the fall of Saigon, the Sino-Vietnamese War and later the introduction of US policies designed to welcome additional waves of Vietnamese refugees. These massive immigration shocks occurred while the U.S. imposed a trade embargo on Viet Nam under the auspices of the Trading with the Enemy Act. The opening up of trade with Viet Nam in 1994 led to a rise in US exports to Viet Nam (bold line) that was particularly pronounced in the late 2000s.

Our natural experiment thus combines a large immigration shock of Vietnamese refugees to the United States – the first wave of which was dispersed across US states – in tandem with a lasting trade embargo. These events constitute an ideal setting to test the causal link from Vietnamese immigration on US exports to Viet Nam following the lifting of the trade embargo in 1994.

**HIGHER EXPORTS**

Our results show that the share of US exports going to Viet Nam over the period 1995-2010 – i.e. following the lifting of the trade embargo in 1994 – was higher and more diversified in those states with larger Vietnamese populations, themselves the result of larger refugee inflows two decades beforehand. We find that states with larger Vietnamese populations as measured in number of Vietnamese or as shares of state populations, total migrant stocks or Asian migrant stocks, are associated with greater exports to Viet Nam, whether expressed as shares of state GDP or total exports. Our results, which are robust to controlling for sincome per capita, remoteness from US customs ports and export structure, suggest that a 10% increase in Vietnamese migrants raises the ratio of exports to Viet Nam over GDP by 2% and the share of total exports going to Viet Nam by 1.5% (see Figure 2).

Abundant anecdotal evidence also suggests the overseas Vietnamese take an active role in fostering trade between the United States and Viet Nam. One particularly poignant example is that of David Tran, once a major in the South Vietnamese army, who fled from Viet Nam in 1979 following the Sino-Vietnamese war. After time in a United Nations refugee camp, he arrived in the US in January 1980. After settling in Los Angeles, he established Huy Fong Foods, naming his company after the Vietnamese army, who fled from Viet Nam. Chief among Huy Fong Foods’ products is Sriracha sauce, a global brand, which totalled sales of $60 million in 2012. Strikingly, 80% of these sales were exports to Asia.

Many Vietnamese businesses provide information and business services to U.S. multinationals wishing to do business in Viet Nam and help them navigate a multitude of legal hurdles. For example, the first companies that established long-distance telephone and flight services to Viet Nam after 1994, drastically reducing information barriers between the two countries, were founded by Vietnamese migrants.

**STRENGTHENING TRADE TIES**

By drawing lessons from one of the largest refugee waves in recent history, our paper provides cogent evidence of a causal link from immigration to exports. Our results lend further support to the idea that immigrants’ ties with their home nations, maintained by a common language and regular flows of information, bring nations closer together and represent an important channel through which immigrants, or in our case refugees nurture long-run development.

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1. Vietnamese refugees leaving for the United States in the 1970s.
Barbados is the most easterly island in the Caribbean island chain. It is a beautiful island that is 34 kilometres long and 23 km wide, totaling only 432km². While many countries claim to be small – and are small in comparison to larger developed countries – Barbados is small even in comparison to other Small Islands Developing States (SIDS) like itself.

Notwithstanding its size, Barbados could never legitimately be accused of thinking small. Indeed, in 2002, the late Kofi Annan, the former Secretary-General of the United Nations, associated the island with the capacity to punch above its weight.

But now Barbados is at crossroads and is facing a tough economic environment. It must determine for itself where it wishes to go and how it intends to get there. It must then navigate the difficult economic terrain without any economic blueprint or bequeathed leadership strategy.

The country must find its own way. The new government led by the Prime Minister Mia Mottley has chosen to do just that and is determined to face its many challenges head-on with an ambitious but inspiring agenda to transform Barbados.

CHALLENGES

This is important as Barbados is faced with traditional challenges pertaining to its limited diversification, fiscal frailty and susceptibility to the impact of hurricanes and other forces of nature.

For Barbados, this maritime space represents a potential of opportunity that could and should be utilized in a sustainable way to advance the economic interest of the country.

The pervasive nature of a lingering recession demanded that the government be more strategic in its programs and policies.

Recent times have seen the emergence of new and more potent threats related to climate change and the ferocity of its consequences, including the influx of sargassum seaweed on many of the islands’ beaches. This has reinforced the need to think blue.
In response to this and other related challenges, the prime minister, two days after winning the general election in May, announced the creation of a Ministry of Maritime Affairs and the Blue Economy.

Despite its small land space, Barbados's maritime space is over 400 times bigger, covering 183,436 km². For Barbados, this maritime space represents a potential of opportunity that could and should be utilized in a sustainable way to advance the economic interest of the country, while at the same time protect the environment. In a nutshell, this is what we aim to do through our efforts to build a blue economy in Barbados.

Despite that certain aspects of the blue economy, for example fishing and seaport services, have traditionally been part of Barbados’s socio-economic landscape, the blue economy as an economic sector remains underdeveloped, fragmented and unexplored.

REVERSING FRAGMENTATION
The government is now seeking to consolidate the blue economy to give it a status of important economic significance, underpinned by a philosophy that the ocean matters. In fact, for the first time the island can tackle its many challenges led by a single ministry committed to reversing the fragmented approach that previously existed.

The new approach has resulted in the design of an action plan for Barbados's maritime sector to tackle, an issue raised by the International Maritime Organization (IMO), which has identified several areas of concern that needed to be addressed.

We are now working to address challenges in the fisheries sector, including the introducing of much needed legislation, improving value-added in the maritime sector, utilizing available technologies, and making advances in the use of aquaponics. This will be supported by an ongoing program to monitor and map fish stocks and other marine life, to study migratory patterns, and to assess economic benefits that can be derived from utilizing marine species that are not traditionally harvested.

For the island’s main port, we are exploring the separation of cargo and cruise tourism, which would allow it to have the technology needed for modernization and make it more competitive.

The blue economy would also allow Barbados to elevate its Coastal Zone Management Unit. The idea is to ensure it has a more strategic role in the planning processes to utilize the information and expertise it has to incorporate the risk vulnerability and hazard maps. This again would allow it to better assist the sustainable development of the coast and ensuring coastal protection given the undeniable truth that the sea is rising.

OPPORTUNITIES
A blue economy also brings with it significant opportunities. Above all, it allows Barbados to set about determining a baseline for what exists in its ocean and assign economic values.

Furthermore, it will allow Barbados to create marine-managed areas (MMAs) to restore marine life – from plankton and fish to plants and reefs – which has suffered dramatically as a result of human activity. The aim is to restrict activity in these areas and to allow for marine research and the conservation of marine resources and ecosystems.

The blue economy will enable Barbados to forge technical cooperation with other more advanced blue economies and learn from best practice, which would make the country more competitive. It also offers the potential to deepen partnerships with the international community and organizations to strengthen the joint effort to preserve life under water.

Development of Barbados’s coastline, by adding new berths and jetties, will help increase trade and other activities. We will also look at the strengthening and creation of new industries such as boat building, net making, fish processing, aquaculture, pharmaceuticals and marine-based cosmetics.

In addition, in partnership with the private sector, Barbados is currently exploring the construction of islands offshore to generate new sources of revenue for the country.

It is envisioned that such infrastructural developments will not only serve to enhance the coastal landscape of the island, but will help further develop the country’s tourism offering, boost tax revenues and stimulate foreign direct investment.

CLEAN ENERGY
The creation of a blue economy is central to another goal of the current government: ensuring that Barbados is a fossil-fuel free country by 2030. The ultimate focus is to harness alternative energy that can be derived from the ocean, the wind and the sun.

There is no doubt that blue economy provides Barbados with a platform on which to build new industries, increase job opportunities for residents and improve gross domestic product.

Focusing on the blue economy will serve to ensure that there is economic growth in Barbados while valuing two of its most valued resources: the ocean and the people who survive on it. ☀
How sustainability standards contribute to SDG 12

ANA PATRICIA BATALHONE, Associate Sustainability Expert, and DELPHINE CLEMENT, Green Economy Consultant, International Trade Centre

Business as usual is not an option anymore, neither in the medium or long-term, to achieve the Sustainable Development Goals by 2030

As economic growth accelerates, unsustainable consumption and production patterns exacerbate inequality and natural resource depletion. Business as usual is not an option anymore, neither in the medium or long-term, to achieve the Sustainable Development Goals by 2030. The time has come to urgently transition to an inclusive green economy, an economic model that focuses on resource efficiency and the sustainable management of ecosystems as a building block.

Environment degradation undermines long-term economic growth and human development. SDG 12 on responsible consumption and production, the cornerstone of the green economy concept, aims at doing more and better with less by suggesting breaking the vicious cycle of resource use and waste generation. It is relevant for all countries, both developed and developing.

The transition to an inclusive green economy entails joint efforts in stimulating sustainable lifestyles, scaling up sustainable consumption and production (SCP) and encouraging green entrepreneurship. Through the advancement of eco-innovations, the facilitation of resource efficiency, and the mainstreaming of conscious consumer behaviour, new jobs are expected to be created in the renewable energy and recycling sectors, among others, without compromising existing employment. A significant reduction of carbon emissions, waste and other forms of pollution can also be achieved.
Businesses, governments and consumers are central players in driving these changes. Demand for improved information and communication on product sustainability, sustainable public procurement practices and new products and services with lower environmental impact are some examples of how consumers, governments and companies are acting in this area.

CHALLENGES RELATED TO SUSTAINABLE PRODUCTION

Businesses play a pivotal role in society’s shift towards SCP. On one hand they are consumers of products, commodities or natural resources overall, while on the other they set rules, standards and practices at market level. Voluntary sustainability standards can be effective tools for achieving environmental objectives and strengthening demand for sustainable products. These can also be supplemented by eco-labelling and certification schemes. This means that in addition to the standard, information is provided to the buyer indicating the product’s environmental impact.

However, businesses are often confounded by the complexity of the sustainability landscape. The proliferation of regulations, standards, codes of conduct and similar initiatives creates challenges for global value chain actors, particularly micro, small and medium-sized enterprises (MSMEs) in developing countries. Complex standards can risk discriminating against MSMEs, which often lack adequate technical and financial resources to comply with them and demonstrate their compliance. Moreover, the sheer number of standards can generate confusion among MSMEs and producers while increasing implementation costs and becoming de facto non-tariff measures.

CHALLENGES RELATED TO SUSTAINABLE CONSUMPTION

Product sustainability information makes data about the product, service or facility available to different users. This information can take many forms, including labels or logos, written claims or declarations, corporate reporting, or rating schemes. It can be mandatory or voluntary, life-cycle based, multi-sectoral or apply to a single sector.

Product sustainability information is useful for a wide range of stakeholders. Governments take it into account when developing, measuring and monitoring policies. Businesses can use it to manage supply chains and adopt best practices, while final consumers can base purchasing choices on this information.

With the growth of markets for sustainable products, consumers are faced with an increasing volume of information on product sustainability, which may be imprecise or confusing and therefore mislead their choices. Diverging or unchecked product sustainability information can affect the reputation of credible standards, labels and claims while resulting in mistrust and confusion among consumers, business and government.

NAVIGATING THE SUSTAINABILITY LANDSCAPE

As a response to the increasing complexity of the sustainability landscape for businesses, the International Trade Centre’s (ITC) Trade for Sustainable Development Programme (T4SD) has developed the Sustainability Map (www.sustainabilitymap.org) to enable users, regardless of their position in the value chain, to better understand the sustainability initiatives and to connect with business partners.

In Colombia, for example, T4SD, Swisscontact and the National Cocoa Network (Red Cacaotera) have been supporting cocoa producers in understanding and complying with international sustainability standards in the sector and ultimately with connecting to potential buyers. By learning how to comply with international voluntary sustainability standards through an online tool developed by ITC and adopting more sustainable business practices, Colombian producers are a step closer to tapping into international markets.

This project, funded by the Swiss Secretariat for Economic Development (SECO), makes use of Sustainability Map to enable direct linkages between cocoa producers from Colombia and potential international buyers. As a direct result of the project, Colombian producers were connected with Swiss and additional international buyers willing to pay a premium for sustainable cocoa. This is a good example of how local businesses can engage in sustainable consumption and production worldwide.

On the other hand, effective sustainability claims on products empower consumers, enabling them to make more informed sustainable choices. One response to this is the Guidelines for Providing Product Sustainability Information jointly produced by UN Environment, the UN 10YFP Consumer Information Programme and ITC. These guidelines are applicable to all regions and company sizes. Collaborations for knowledge exchange are also crucial for enabling the creation of business models aligned with the SDGs.

One example on how to raise awareness about how purchasing decisions can affect the environment and livelihoods of people in other countries is the EU Cities for Fair and Ethical Trade Award, launched by the European Commission and its Directorate-General for Trade (DG Trade) in partnership with ITC. The award aims to recognize and celebrate cities’ achievements and positive impact in the areas of social, economic and environmental sustainability in international trade. (See Pages 14-15.)

THE WAY FORWARD

Guidance and transparency on voluntary sustainability standards are key to enabling all value chain actors, from farmers in the developing world and intermediate processors and traders to ultimate buyers such as retailers and brands, to harness the opportunities from the adoption of VSS. Informed decisions need to be made given the context of increased complexity and proliferation of sustainability standards.

SDG 12 occupies a pivotal position within the SDG landscape. It sits as a balance between achieving the social goals (those aimed at greater consumption and therefore worsening environmental impacts) and achieving the environmental goals (those focused on transformation, which demand, amongst many other actions, a dramatic reduction in consumption of natural resources).

Voluntary sustainability standards can offer a roadmap for sustainable production and consumption. Providing more transparency and support for understanding this roadmap, and thus fostering collaboration for SDG 12 implementation, is at the core of T4SD’s mission.
Cities are home to half of the world’s population and 80% of global economic output. As their influence on the global economy expands, so does their impact on economic development and social and environmental sustainability. Trade is a means of creating unique and – if done right – sustainable opportunities. Actions that city governments take are vital in determining the effects trade will have on global consumption and production.

As part of its 2015 Trade for All trade and investment policy, the European Commission launched the European Union (EU) Cities for Fair and Ethical Trade Award, The aim was to raise awareness about fair, ethical and sustainable trade schemes at EU level in collaboration with local authorities and other stakeholders.

On 27 June the Belgian city of Ghent walked away with a stylish trophy and financial support valued at €100,000 ($134,000) from the Commission for a Ghent – and the International Trade Centre (ITC) – led fair and ethical trade project in the global South. Ghent not only sets the standard through a profound procurement policy, it also creates a climate in which entrepreneurs, knowledge institutions and civil organizations invest in fair trade.

Ghent does not only want to purchase in a sustainable manner. It also strives to impact the market positively.

SUSTAINABLE PROCUREMENT

The structural integration of fair and ethical trade into the city’s procurement policy is deeply rooted. A key step was taken with a master project on sustainable procurement in 2008, when the procurement policy was raised to a strategic level. From then onwards purchasing power contributed to the achievement of strategic goals.
The choices made resulted in a sustainable policy based on seven goals including the minimization of the ecological footprint throughout the entire lifecycle; and the integration and guarantee of international labour standards and fair trade principles throughout the supply chain.

However, Ghent does not only want to purchase in a sustainable manner. It also strives to impact the market positively. The purchasing power of public buyers provides strong leverage here. Therefore, Ghent joined an EU-funded programme to boost the sustainability of workwear contracts. The priority was on ethical standards and the principles of fair trade in the production of raw materials and in the manufacturing phase.

The final step was a pilot purchase by the city where the supplier signed a legally binding contract, in which it committed to working transparently and continuously improving compliance with labour rights, human rights and the payment of a living wage. As a result, the focus shifts from naked purchasing figures to a process striving for alternatives in the market. The developed multilingual toolbox for socially responsible workwear shares lessons learned and gives public purchasers a concrete tool to apply these principles.

The road ahead is long. Achieving transparency in the supply chain is a great challenge for suppliers as well as purchasers. Both parties must make an additional effort while taking into account international standards and complex lines of argumentation used by several actors.

Achieving transparency in the supply chain is a great challenge for suppliers as well as purchasers. Both parties must make an additional effort while taking into account international standards and complex lines of argumentation used by several actors.

RESPONSIBLE CONSUMERS
Ghent makes clear choices in terms of its own procurement policy. Ghent Fair Trade – the result of collaboration between government and civil society – has set in motion the rest of the city. The project aims to raise awareness among citizens, support entrepreneurs and bring local stakeholders together. It is the driving force behind the city’s fair trade initiatives. Its aim is to ‘increase the consumption of fair products substantially (volume) and sustainably (long-term).’ Within this scope, Ghent focuses on consumers on the one hand and providers on the other to stimulate and connect the demand for – and supply of – fair trade products.

Mapping the current providers and their needs was a logical first step to take. Research into fair textile trade revealed the potential of campaigns and gave a better insight in the sustainability of purchasing behaviour. As a result of this process an innovative textile platform was established: During the Fair Fashion Labs, entrepreneurs, researchers and civil organizations meet up, share experiences and focus on a specific topic. Ghent-based entrepreneurs interested in scrutinizing their supply chains may join.

The next step was addressing the audience. Numerous activities for the general public aimed to boost the demand for fair trade products and highlight availability. Initiatives such as a Fair Fashion Fest and the Fair Trade Walks make sure the available product range is highlighted in a fresh and original way. The past three editions of the Fair Fashion Fest welcomed a total of about 10,000 visitors. Launched in 2014, the Fair Trade Walks have already reached about 16,000 people. One of the driving forces behind the success of these initiatives is the broad support base. Under the motto ‘Fair trade in good company,’ Ghent collaborates with all possible stakeholders and succeeds to mainstream the fair trade story.

1. Fair fashion success.
2. A view of Ghent.
3. Exploring the way ahead.
Reducing risks, increasing returns

GUY HOGGE, Global Head of Sustainability, Louis Dreyfus Company

Working toward a safe and sustainable future, and providing sustenance for a growing population

There is no doubt that there is an inextricable link between the trade and flow of agricultural goods and the sustainable development of supply chains. This is core to our vision at Louis Dreyfus Company, as a global merchant, which is to work toward a safe and sustainable future while contributing to the global effort of providing sustenance for a growing population. It must also include the development of a robust and thriving farm sector.

While operating on a global scale, Louis Dreyfus Company’s influence and ability to transform supply chains is limited to the company’s own activity. However, the importance of working in concert with a wide range of stakeholders – be they our peers, customers, suppliers, non-governmental organizations, banks or governments – to facilitate change at scale, is something we are acutely aware of and have significantly focused on over the past few years.

More equitable distribution of costs related to agricultural extension services would allow the private sector to flourish, while ensuring that farmer yield and livelihood improvements remain a key focus.

HEALTHY FARMING

While sustainable development and a healthy farming community are essential to the future supply of food, our investments...
and operations also need to provide a positive return in order to achieve the desired ‘win-win’ result. We face many challenges and often difficult choices to achieve our own goals around environmental, social and economic parameters.

Louis Dreyfus Company’s Zambian cotton operation provides good examples of the challenges that investors can encounter.

As the owner and operator of cotton ginning capacity in Zambia, Louis Dreyfus Company engages with tens of thousands of smallholder cotton growers in various regions across the country. Being able to effectively service their needs while managing a successful ginning and exporting operation requires us to operate a significant structure at considerable cost. The nature of the farming community in Zambia requires Louis Dreyfus Company to provide considerable pre-finance in the form of cottonseeds and agricultural inputs, recouping these loans in the form of harvested cotton at the end of the growing cycle.

Given the significant oversupply of ginning capacity in Zambia, competition for harvested cotton for processing is considerable. Farmers are often tempted to default on their loans and sell their cotton to other gin operators who offer to pay more, and who do not have the cost burden of a comprehensive structure, like Louis Dreyfus Company and some of our peers. In addition, our focus on cotton yield improvement, both as a means to increase farmer revenues and to secure cotton supply for processing at our gins, can often be undone if farmers are encouraged to sell their harvest elsewhere.

**ADDING SOCIAL VALUE**

Ultimately, if the cost of owning and operating gins, and all the ancillary operations and services that Louis Dreyfus runs to support our farmer network, outweighs the resultant revenue from selling the cotton, we – like others before us – would need to consider the viability of our presence in countries such as Zambia. Given the benefits that our presence brings to the community in terms of education on good agricultural practices and marketing, and of the various community initiatives that we support around health, schooling and social welfare, the loss of this operation would be keenly felt by many.

Collaboration with the government and other stakeholders, especially in the NGO and finance sectors, to look at innovative ways to reduce the financial burden currently carried by the private sector, would be a significant step in the right direction. Similarly, more equitable distribution of costs related to agricultural extension services would allow the private sector to flourish, while ensuring that farmer yield and livelihood improvements remain a key focus.

Looking beyond Louis Dreyfus Company’s Zambian cotton operations and experiences, valuable learnings around effective sustainable development in agricultural supply chains can be gleaned from elsewhere. Various projects, for example, in key origination regions such as the coffee-growing countries of East Africa, have sought to improve revenues for farmers through yield and quality improvement, while also addressing key issues around deforestation, gender empowerment, diet and income diversification.

These projects often involve the expertise and guidance of local implementing partners, working in concert with government ambitions around agricultural development in their respective countries, while providing appetite and enthusiasm on the part of private sector actors like Louis Dreyfus Company to invest and commit to supply chain participation and development. Louis Dreyfus Company’s coffee business is currently engaged in numerous projects of this type in various key origins, from Indonesia and Vietnam to Ethiopia, Columbia, Kenya and Uganda.

**EMPOWERING FARMERS**

The Louis Dreyfus Foundation, working in partnership with Louis Dreyfus Company, also works across the developing world to support projects that focus on sustainable agriculture, food security, education and women farmers. Empowering smallholder farmers to move out of poverty through improvements in their own food security and the generation of commercial surplus have been key features of projects to date. The Foundation has so far worked in this capacity with more than 88,000 individual farmers, which in turn has benefited approximately 400,000 people.

Working with knowledgeable and capable local partners in each country has allowed the Foundation and Louis Dreyfus Company to demonstrate that a collaborative approach is the best way to leverage expertise, and maximize benefits for local communities.
Sustainably produced commodities are growing on consumers

GREGORY SAMPSON, Adviser, International Trade Centre

Meeting voluntary standards helps producers reach new markets while conserving environmental assets

Access to natural resources is already - and will continue to be - a major challenge for sustainable development far into the future. Fortunately, many opportunities exist along international supply chains to meet resource shortfalls.

Voluntary sustainability standards (VSS) are no longer a novelty serving niche markets. Over the past decade and more, they have increasingly found their way into mainstream markets. They are enabling sustainable consumption and production as well as partnerships for sustainable development, effectively contributing to the fulfillment of several of the United Nations’ Sustainable Development Goals.

The market for sustainable commodities, as defined by products that are demonstrably compliant with internationally recognized standards, is growing at a pace that outstrips markets for conventional commodities.
The Research Institute of Organic Agriculture (FiBL), the International Institute for Sustainable Development (IISD) and the International Trade Centre (ITC) have produced a report evaluating market size for sustainably produced and certified commodities. These include bananas; cocoa; coffee; palm oil; soybeans; cane sugar; tea; and forestry. The report, ‘The State of Sustainable Markets 2018’, provides data on compliant areas, production volumes and actors who are certified or are engaged across 14 major standard-setting organizations.

The current report, which presents information for the year 2016 where available as well as previous years, draws three main conclusions.

STANDARDS GAIN GROUND
The amount of agricultural land on which certified commodities is grown continues to rise and in some cases surpasses the 20% mark in some commodities.

The expansion of sustainable consumption choices enabled by VSS – usually developed by businesses or non-governmental organizations – makes consumers more aware of sustainability. This is true whether they are individuals shopping for their day-to-day needs or corporate procurement decision makers purchasing tons of materials for their businesses, creating a virtuous cycle of demand for more sustainable products.

The continuous increase in certification over the past decade reflects a demand among consumers, buyers and producers to address common environmental and social concerns. Those issues span several important sectors.

For example, the banana industry, the world’s second-largest consumer of agrochemicals after cotton, faces such challenges as low wages; worker health and safety; child labour; and lack of biodiversity. The cocoa market is confronted by an unorganized production base systemic poverty and child labour. The cotton market’s reputation is affected by high water use, volatile prices and worker exploitation. The increasing consumption of sugarcane is having a major impact on biodiversity amid concerns over abusive labour practices. For the tea market, challenges include forest removal; soil erosion; chemical inputs; and worker protection.

By providing assurances for purchases that support sustainability, VSS connect consumers and producers via transactions that involve more sustainable products. As VSS continue tackling more complex sustainability challenges, the partnerships they nurture between entities and consumers committed to sustainable consumption and production will become increasingly important.

There are many reasons for the growing adoption of these standards. For some producers and suppliers, adherence to a set of recognized principles for sustainable practice represents a stepping-stone to implementing best practices within supply chains. For others, compliance with a given standard may offer a strategy for managing reputational or supply risks, or may be a requirement imposed by their buyers.

Regardless of the reasons, the trend is clear: the market for sustainable commodities, as defined by products that are demonstrably (for example, third-party verified) compliant with internationally recognized standards, is growing at a pace that outstrips markets for conventional commodities.

The amount of agricultural land on which certified commodities is grown continues to rise and in some cases surpasses the 20% mark in some commodities.

For the third consecutive year, the Research Institute of Organic Agriculture (FiBL), the International Institute for Sustainable Development (IISD) and the International Trade Centre (ITC) have produced a report evaluating market size for sustainably produced and certified commodities. These include bananas; cocoa; coffee; cotton; palm oil; soybeans; cane sugar; tea; and forestry. The report, ‘The State of Sustainable Markets 2018’, provides data on compliant areas, production volumes and actors who are certified or are engaged across 14 major standard-setting organizations.

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At least a quarter of the world’s land dedicated to coffee, for example, is now certified. But the real share may be closer to half of the world’s coffee areas. This minimum and maximum range for each product is given in the chart above, because many producers have multiple certifications. The coffee sector boasts the highest compliance rate, with the organic coffee area up 24% since 2011. The Cotton made in Africa (CmiA) certified area currently represents 26% of the entire cotton area in Africa. Palm oil, a major driver of deforestation, is now among the fastest-growing VSS-compliant sectors.

Three standards now certify production of sugarcane, the world’s largest source of sugar, while 13% of the world’s tea area is now VSS certified. The forestry sector, which accounts for 1% of global GDP, is paving the way for voluntary standards worldwide, posting a 37% increase in the certified timber area since 2011.
CONTINUED GROWTH

In terms of expansion, the growth rates experienced in previous years have slowed, with some sectors undergoing either stagnation or significant drops. Between 2015 and 2016, substantial declines were noted for oil palm (11.5% less than in 2015) and sugarcane (7.9% less). The year 2016 saw a double-digit growth in the certified areas of coffee (24% of the global coffee area), cocoa (23%), tea (13%) and oil palm (12%). The certified area for cotton experienced the highest growth rate, increasing at least threefold between 2011 and 2016. Cocoa also almost tripled in area; and oil palm and tea-certified areas more than doubled during the same five-year span.

SINGLE-SECTOR STANDARDS

All standards covered by the report showed growth in their compliant areas between 2011 and 2016. The Roundtable on Responsible Soy (RTRS) underwent the greatest jump, with the certified area expanding almost sevenfold. The Better Cotton Initiative (BCI) area increased nearly five times, while that of CmiA trebled. Similarly significant growth of their certified area was also reported by 4C and Rainforest Alliance (RA/SAN).

The certified forest area expanded by 57% between 2008 and 2016. The Forest Stewardship Council (FSC) area almost doubled to 196 million hectares while that of the Programme for the Endorsement of Forest Certification (PEFC) rose 39% to over 301 million hectares in the same period.

WHAT NEXT?

Voluntary sustainability standards offer explicit strategies to link trade with better practices. Better data will improve understanding of the state of sustainable markets, while better reporting will help round out the picture of sustainable supply chains.

In a context where access to sustainable markets tends to be concentrated in more developed economies, policymakers, producers and businesses need improved information to facilitate strategic planning.

It remains difficult to report a global total for individual sectors as many producers are certified by more than one standard. There are not enough reliable data on the share of these multiple certifications. For the purposes of this report FiBL, IISD and ITC agreed that the best approach was to provide the minimum, maximum and average of the area or production volume.

Better quality and more transparent data are needed for prices and markets, trade, consumption, expansion of reporting and transparency requirements for certified producers, expansion of the Harmonized System coding system, expanded corporate reporting and sustainable consumption at the national level.
Reaping the benefits of Kenya’s green gold

JARLE HETLAND, Editor, International Trade Forum

Ensuring quality certification has led to a boom in Kenya’s avocado industry, creating jobs and raising incomes

Touted as a superfood and loved by hipsters from Tokyo to San Francisco, the humble avocado has in recent years become one of the world’s favourite foods. For farmers in rural Kenya and in the country’s export sector this ‘green gold’ has helped boost incomes and job creation.

In fact, Kenya overtook South Africa as the biggest African exporter of avocados, export data for 2017 showed. It exported 51,507 tons of avocados that year worth an estimated $78 million, according to the International Trade Centre’s (ITC) TradeMap. Another victory for Kenyan farmers was South Africa’s decision to lift its import ban on their avocados.

The hype around superfood and hipsters aside, the secret behind Kenya’s avocado success can be summed up on one word: quality.

To tap into foreign markets – especially lucrative ones such as major European supermarket chains – avocados need to be formally certified for quality. The most prevalent certification for the European market is GLOBALG.A.P., a private standard which sets out requirements for farming processes and food safety. Complying – and proving compliance – costs money and is time-consuming, but the financial returns are well worth it.

As a community we have gained a lot from participating in the ITC project. Our farmers are very happy, we are creating employment for our young people and we have increased membership in the cooperative to 50.
‘What this project has realized is tangible,’ said John Mwaniki Gitau, chairman of the Gaichanjiru Avocado Farmers Cooperative in Muranga county. ‘The volumes of avocados reaching markets – especially the European Union, have gone up, meaning higher incomes. As a community we have gained a lot from participating in the ITC project. Our farmers are very happy, we are creating employment for our young people and we have increased membership in the cooperative to 50.’

Indeed, the sector appears to be growing by leaps and bounds. From 2014, when ITC started the Netherlands Trust Fund III (NTF III) project for the Kenyan avocado sector, until 2016, exports for participating companies doubled from 6,143 tons per year to 12,141 tons. In addition to practical and theoretical training towards achieving GLOBALG.A.P. certification, this was also achieved through participation at trade fairs and business-to-business events across Europe and in the Middle East.
In the old days we were selling avocado for about three shillings each. But now we get between 18 and 20 shillings per avocado and the best in class can fetch around 22 shillings apiece.

‘The price of avocados in the market has gone up and that cascades down to the farmers who grow, so they also get good prices,’ said Hossein Machuki, chief executive officer of the Fresh Produce Exporters Association of Kenya. ‘That has resulted into the phrase that avocado is becoming the “green gold”.’

That good fortune is reflected the prices that farmers now command per avocado sold, Gitau said.

‘In the old days we were selling avocado for about three shillings each,’ he said. ‘But now we get between 18 and 20 shillings per avocado and the best in class can fetch around 22 shillings apiece.’

For the many farmers across Kenya now benefiting from participation in a global food chain, the impact has been significant. For Caroline Murungi, a farmer and member of the Gachocho Mixed Farming Farmers Project, also in Muranga county, participation in the NTF III project has been life-changing.

‘Coffee was the major cash crop but when prices dropped we were not able to send our kids to school,’ she said. ‘Thanks to avocado trees that my father planted we were able to participate in the ITC project, which means that we now have higher income and kids are able to attend school.’

SCALING UP

In response to the sudden growth in demand, several of the companies that participated in the NTF III project invested and upgraded their packing facilities, adding cold rooms, grading machines in response to growth. They also invested in the farmer groups, providing support to build sheds, storage and other facilities that helps improve quality and meet GLOBALG.A.P. requirements.

So while the future looks bright for the Kenyan avocado industry, there are still risks of setbacks. Among them is climate change. Much of Kenya suffered from drought the first half of 2018, which is certain to have implications volumes and incomes. Despite this, optimism is what prevails among farmers and exporters.

‘The best thing about avocado is that, one, it’s a quality fruit,’ said Patrick Kagumba Muchemi, a field operations coordinator for exporting company Mavuno Organics. ‘So as a company we benefit from doing avocado and hope to continue getting good returns so we can continue transferring those returns to the farmers we work with.’

Mwaniki Gitau, too, has expectations for the future: ‘We are hoping for the best!’

Stepping up

Following the success of the NTF III Avocado – Kenya project, ITC is expanding its work in the East African avocado sector. As part of the European Union-funded MarkUp project, avocado farmers and exporters in Kenya and Tanzania will be benefiting from ITC’s expertise in standards and exports. The new project will focus its interventions based on lessons learnt from the NTF III project, but also on a 2015-25 roadmap developed for the sector. The project aims to continue boosting job creation and will have a strong focus on diversifying export destinations for Kenyan and Tanzanian avocado exporters.

1. Faces of Kenya’s avocado industry.
Biodiversity conservation is necessary as well as profitable

LIKA SASAKI and LORENA JARAMILLO CASTRO, Economists, United Nations Conference on Trade and Development

Protecting the natural order can not only provide social and environmental benefits but also can lead to economic gains.

In the wake of the sustainability movement, many companies are now striving to change their business models to minimize their ecological footprint. Nevertheless, biodiversity conservation tends not to be among their top priority. This is a dilemma as halting biodiversity loss is a global priority that is directly referenced in United Nations’ Sustainable Development Goals 14 and 15 (life below water and life on land), but also in other SDGs.

Today over 4.4 billion people depend on biodiversity (including forestry, agriculture, and fisheries) for their livelihoods. Moreover, the loss of biodiversity can have significant impact on business operations. There is every reason for businesses to play a bigger role in conservation efforts and in supporting local livelihoods. The big question is how companies can be more proactive in incorporating biodiversity conservation in their businesses.

SOUND BIODIVERSITY = PROFITS

Companies need to realize that and assess how biodiversity loss can be detrimental to their businesses. According to a study by Sustainable Food Trust, biodiversity loss is costing companies over $16 billion in externalities in the United Kingdom of Great Britain and Northern Ireland alone.

On a brighter note, safeguarding biodiversity can lead to bigger company earnings and cost savings, enhancing their

Once companies realize the importance of biodiversity and define its objectives, they need to strategize on how to adapt their existing practices through assessing priorities, risks, and opportunities.

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While business can be a significant driver of biodiversity conservation, government and industry must work together to reverse the current state of biodiversity degradation.

Competitiveness and addressing consumer trends. While the concept of biodiversity conservation being profitable may sound outlandish, current market trends prove this is the case. A 2014 study published by the Global Environment Change found that services and products from nature are valued at as much as $145 trillion per year. There is still more room for expansion: A study from the Development Bank of Latin America shows that biodiversity-related products have a potential annual growth of 19% until 2020.

Moreover, companies must play a role in fostering sustainable consumption and production that favours biodiversity. According to a survey by the Union for Ethical BioTrade (UEBT), 79% of global consumers believe that companies have a moral obligation to have a positive impact on biodiversity.

**DEVELOP CAPACITY, ENHANCE BIODIVERSITY**

Once companies realize the importance of biodiversity and define its objectives, they need to strategize on how to adapt their existing practices through assessing priorities, risks, and opportunities. This enables continuous improvement through measuring and mitigating various impacts, and clearly defined responsibilities and creating accountabilities within the company and along its supply chains.

To implement these strategies, guidelines, tools, and capacity-building programmes and funding are needed.

Through its BioTrade Initiative, the United Nations Conference on Trade and Development (UNCTAD) has since 1996 been creating guidelines and implementing programmes that link livelihoods, biodiversity conservation and sustainable use, and market opportunities. The BioTrade Principles and Criteria assure sustainability and enhance competitiveness of companies’ services and products. They are in line with the objectives of the Convention on Biological Diversity (CBD) and promote conservation of biodiversity through sustainable commercial and investment activities.

Today the principles and criteria are utilized and implemented in 46 countries jointly with partners and serve as the basic guidelines for BioTrade-related tools such as the guidelines for business plan development, management plans and resource assessments for wild collected species, UEBT verification and certification, and access and benefit sharing guidelines.

Assessing a company's supply chains is also crucial. For example, Natura Cosmetics, a global cosmetics company based in Brazil, developed an ethical sourcing system for its natural ingredients, which was certified by UEBT. Natura assures traceability along the supply chains and shares benefits with local communities. As such Natura achieves its biodiversity objectives, while optimizing efficiency and contributing to livelihoods in sourcing areas.

**SAFEGUARDING BIODIVERSITY**

While business can be a significant driver of biodiversity conservation, government and industry must work together to reverse the current state of biodiversity degradation. This partnership is essential to designing and implementing biodiversity-friendly policies and incentives.

UNCTAD and its BioTrade partners have been promoting enabling policy environments for the development of sustainable biodiversity-based businesses. In tandem, they are building knowledge and capacity for stakeholders including government officials to address policy gaps that limit the development of biodiversity-endorsing activities. Inclusive approaches also bring together different actors to formulate regulations that incentivize and contribute to safeguarding nature. For example, under the Peruvian BioTrade Programme partners worked to export oil made from sacha inchi, a nut native to the Amazon region, into the European Union (EU) region. They collaborated with policymakers, academia, development agencies and the private sector to jointly submit an application required by the EU Novel Foods Regulation. The case was approved in 2014, a breakthrough achievement for the product that allowed it to be sold in the highly lucrative and sustainable EU market.

**NEXT STEPS**

Approximately 40% of the world’s economy and 80% of the needs of the poor derive from direct use of biodiversity, according to The Economics of Ecosystems and Biodiversity, a global initiative focused on recognizing, demonstrating and capturing the value of nature. Mainstreaming biodiversity into all businesses – including those that are non-biodiversity based – and incentivizing them to incorporate biodiversity-friendly business practices is essential. At the same time, aligning actors including government, civil society and intergovernmental organizations is also needed. Only with the collaboration and cooperation of all the players can we halt biodiversity loss and enhance the business case for biodiversity.

In response to this challenge, a four-year Global BioTrade programme was launched by the BioTrade Initiative in May 2018. Funded by the Swiss State Secretariat for Economic Affairs SECO, this programme focuses on coordinating and connecting BioTrade partners at the local, national, and international levels to enhance the collaborative efforts to achieve the biodiversity related goals in the United Nations Sustainable Development Goals.

1. Members of the BioTrade steering committee.
2. Making the case for biodiversity.
Zambia’s trade ambitions abuzz – with honey

DEANNA RAMSAY, Communications and Outreach Officer, Enhanced Integrated Framework

From improved quality to better sales connections to streamlined processing, a range of efforts means more income

There are not a lot of opportunities for income in rural Zambia, a sad fact that is especially true for women.

To earn extra money, approximately 30,000 Zambians practice a traditional form of beekeeping. This is done mostly by men as the customary bark hives are placed high in trees and require climbing to harvest.

But now, after the Zambian government identified honey as a priority sector to diversify an economy largely dependent on copper exports, there are a host of new income opportunities for women and small businesses. Export figures indicate that the country’s honey exports have increased by 700% over the last five years.

‘In the honey sector in Zambia there was a lot of space to make an impact as beekeepers weren’t producing as much as they could, and were less connected to buyers,’ said Enhanced Integrated Framework (EIF) coordinator Simon Hess, who manages EIF’s work with the country’s honey sector. ‘On the other side, local processors needed support with food safety requirements and access to export markets.’

Following complementary supply and marketing efforts by EIF and the International Trade Centre (ITC), respectively, beekeeper productivity increased, honey quality improved, food safety certifications (HAACP) were obtained and new international buyers were secured.

‘This is pro-poor work that benefits women, small businesses and the environment as well,’ said ITC’s Kevin Musa, who managed ITC’s interventions in Zambia.

Once production increases, markets can be found more easily, which results in greater income and profits for processors and the suppliers.
Our efforts on the marketing side, with the complementarity of EIF’s on the supply end, addressed the entire honey value chain for best results, and the path is set.’

A HIVE OF ACTIVITY

Over five years the Government of Zambia, EIF and SNV, a Dutch non-governmental organization, worked around 6,000 beekeepers, or approximately 20% of the estimated total beekeepers in the country.

One crucial goal was to increase the amount of honey being produced. To do so, 5,000 harvesting buckets were distributed to address a collection challenge. In addition 1,139 modern hives were supplied to beekeepers together with training programmes, resulting in improved honey quality and quantity.

Armed with modern hives that don’t require an arduous climb to harvest them, women can now fully participate in beekeeping activities.

The partnership supported the creation of the Kabule Women’s Group, a cooperative of female beekeepers in Kapiri Mposhi, a town north of the capital Lusaka. Kabule received 150 modern hives and went from producing 45 buckets of honey to 300.

‘With the new hives and training, the Kabule group quickly increased the amount of honey they had to sell and we saw similar success with the other beekeepers we worked with,’ Hess said. ‘The Kabule women are now talking of branching out into creating their own honey products, so they are really inspired.’

NO HONEY, NO MONEY
Farther along the honey path, another point of intervention addressed the trifold issues of storage, transportation and sales.

The solution was 18 collection centres constructed across the country to house freshly collected honey, offer a point of purchase between beekeepers and processors and alleviate the sometimes prohibitive cost of getting honey from rural areas to those who want to buy it.

In addition, new connections were forged between honey sellers and buyers. For the Kabule women, that translated into their entire harvest selling to Lusaka-based Luano Honey, which gained high-quality honey directly from the source.

Another processor, Adcom Investments, is now connected to 4,000 honey suppliers throughout Zambia as a result of its work with ITC.

‘Once production increases, markets can be found more easily, which results in greater income and profits for processors and the suppliers,’ ITC’s Musa said. ‘We focused on standards and creating market linkages so processors were exposed to international buyers.’

BEE BUSINESS

To ease that point along honey’s journey to stores across the globe, ITC, through its project financed by the Government of Finland, worked with Zambia’s honey processors, small businesses that had previously been focusing only on the local market.

‘We saw that a major barrier was food safety certification, so we offered trainings so processors could obtain them as they are necessary for export,’ Musa said.

Adhering to strict requirements on storage and handling, six small businesses in Zambia have received HAACP food-safety certification as a result of ITC’s efforts. Some have new buyers in the European Union and South Korea because of it.

They also have contemporary packaging materials and links to the patent office to register trademarks so their honey brands are prepped and ready for supermarket shelves.

From newly empowered beekeepers to stronger links to small business buyers to branding primed for the international market, the people making honey in Zambia are in business and the country’s honey export growth indicates as much.

ITC and EIF recently launched a new partnership in Zambia as part of ITC’s SheTrades initiative and the results of these mutual honey-sector efforts will inform the work, with the goal to support and empower more Zambian women to participate in business and trade.

‘This work to support Zambian honey has shown how effective collaboration and coordination can result in benefits along the entire supply and demand path,’ EIF’s Hess said. ‘The outcomes are clear.’

1. A member of the Kabule Women’s Group inspects a hive.
2. Members of the Kabule Women’s Group.
3. AdCom Investment is exporting its Ubuchi honey to Europe and Argentina.
New technologies and tools are providing companies have new ways of doing business – and new challenges

The digital revolution has already transformed our economies and our society. New technologies and tools have entered our daily lives, companies have new ways of doing business. Digital platforms now provide services that used to be the bread and butter of retailers, travel agents, banks and many others. Though these changes are creating immense opportunities for many, they pose risks to economic growth and inclusiveness where the business ecosystem is not set up to harness the power of new technological possibilities.

Exports and investment of small and medium-sized enterprises (SMEs) can be a case in point. New technologies can ease some difficulties typically faced by SMEs when exporting, such as matching sellers and buyers. They can also pose new challenges in terms of access to and adoption of technologies as well as increased risks or vulnerabilities.

Trade and investment promotion organizations (TIPOs) have traditionally played an important role in helping SMEs export. They have done so by providing market information, matching buyers with sellers, supporting access to new markets and promoting investment. Because of the increased use of information technologies, it is possible that soon many of these services

There is scope for TIPOs to offer more powerful and effective services by linking with data platforms, since they are capturing information on firms’ activities and performance at a scale never before seen.

Revamping trade and investment promotion organizations in business ecosystem 4.0

MARION JANSEN, Chief Economist, and CECILIA HEUSER, Consultant, International Trade Centre
New technologies can ease some difficulties typically faced by SMEs when exporting, such as matching sellers and buyers. They can also pose new challenges in terms of access to and adoption of technologies as well as increased risks or vulnerabilities.

will be offered by platform providers. TIPOs could then become obsolete.

In theory, platforms can provide many of the services traditionally offered by TIPOs and are therefore likely to have a profound impact on TIPO business models. It is uncertain, however, whether they have the incentive to do so and whether their results can match those of TIPOs. They do not aim to brand a country or enhance its exports, nor are they necessarily perceived as a third party that can grant quality or reliability.

These differences, combined with the difficulties SMEs still face in accessing data and adopting new technologies, signal the continued relevance of TIPOs. The following points discuss some of the dimensions TIPOs should consider to become effective players in this new context.

VALUING DATA AND TECHNOLOGY
TIPOs can use new technologies to learn more about clients; offer tailored information about partners in their networks; provide training and other services; and modernize their traditional matchmaking services.

For instance, the Australian Trade and Investment Commission has developed an online tool that helps SMEs assess their readiness to export, complementing face-to-face interactions. The Swiss export promotion agency, Switzerland Global Enterprise, created Export Digital, a platform to help exporters acquire useful information about consumer behaviour in foreign markets.

Hong Kong’s Support and Consultation Centre for SMEs (SUCCESS), for example, is an e-platform that offers free advisory services for SMEs. In Latin America, connectamericas.com, an initiative of the Inter-American Development Bank, was set up with the support of online search provider Google, logistics firm DHL, credit-card company Visa and online retailer Alibaba. It provides access to communities of clients, suppliers and investors worldwide.

Similarly, the West African Economic and Monetary Union (UEMOA) recently launched connectuemoa.com, a platform offering information about business opportunities within the region and providing a directory of relevant companies for members to network with potential partners.

FORGING INNOVATIVE PARTNERSHIPS
There is scope for TIPOs to offer more powerful and effective services by linking with data platforms, since they are capturing information on firms’ activities and performance at a scale never before seen.

With online platforms providing an increasing array of services, the potential of such partnerships goes well beyond traditional TIPO services. For instance, export promotion agencies may want to seek partnerships with logistics or financial service providers to offer a package of services to exporters. Platforms developed by TIPOs in Sri Lanka (EDB eMARKETPLACE) and Malaysia (eWTP) in collaboration with private sector agents such as DHL and Alibaba offer multiple business services such as shipping quotes, online promotion, cloud computing and talent training.

Additionally, partnerships with existing digital platforms could allow for on-demand in-market services such as warehousing, logistics, e-payments and credit and insurance services at a low overhead costs for TIPOs.

TAKING CALCULATED RISKS
In this rapidly changing environment, TIPOs must manage uncertainty and risks associated with the choice of technology, tools and partners. Embracing technology requires investments in time and money and involves risks as to the timing and selection of technologies. The same is true when it comes to selecting partners, since it can also have a lock-in effect. TIPOs can also have a role in helping SMEs assess and manage these risks.

CREATING TRUST
The role TIPOs can play in generating trust is multi-layered and should not be underestimated. They can, for example, help their clients to make best use of the platforms that are relevant to their business. This can include providing information on such platforms and their reliability as well as training on how to use them. TIPOs can also generate trust in their country’s economy by helping foreign investors, buyers or international platforms find reliable local partners. They can create their own platforms that showcase the products and services of potential exporters to signal quality, reliability and creditworthiness of companies. By offering explicit TIPO backing the TIPO then becomes a third-party quality signaler.

In addition, TIPOs can support the development and maintenance of a favourable regulatory environment for new technologies and data use.

In sum, new technologies have the potential to greatly enhance and expand the services traditionally provided by TIPOs along multiple dimensions. This calls for revamping TIPOs to match the challenges and leverage the opportunities of the business ecosystem 4.0.

This article is based on ITC flagship publication SME Competitiveness Outlook 2018: Business Ecosystems for the Digital Age, accessible free at www.intracen.org/SMEOutlook.

1. Trade moving through the port of Valparaiso, Chile.
2. Can future generations take better advantage of new technologies?
The Rules of Origin Facilitator: a new tool for increasing trade

DZMITRY KNIAHIN, Market Analyst, and ANNA JERZEWSKA, Consultant, International Trade Centre

A joint initiative by the ITC and the WCO helps micro, small and medium-sized enterprises (MSMEs) benefit from international trade opportunities

The Rules of Origin Facilitator is a new online tool which makes navigating the complex landscape of trade agreements easier. It allows micro, small and medium-sized enterprises (MSMEs) to find opportunities to benefit from preferential duty rates and learn about the conditions they would need to fulfil.

There are currently over 400 free trade agreements and preferential trade arrangements in place worldwide. They allow importers to claim a lower rate of customs duties provided certain conditions are met. Origin requirements are a highly complex area of trade. Many companies, particularly smaller ones, are not aware of trade agreements and related tariff preferences; if they are, they do not know how to take advantage of the low duty rates available for their product.

For importers, not taking advantage of such opportunities leads to overpayment of customs duties in cases where goods are eligible for preferential rates. For exporters,

This new Rules of Origin tool will improve transparency in global trade. It will generate more trading opportunities for MSMEs, which will be able to profit from benefits offered by trade agreements, by making complicated trade rules more transparent and easily accessible through the new tool.

This means losing comparative advantage over competitors. According to International
The tool shows basic information for all trade agreements in force, such as the difference between the preferential and the most favoured nation (MFN) duty rates as well as the date of entry into force and type of agreement.

Currently the tool covers more than 90 trade agreements applied by 115 countries as well as non-preferential regimes of the European Union, the United States of America and Switzerland. ITC is continuously increasing the coverage with the aim of encompassing all existing trade agreements. The Rules of Origin Facilitator covers the entire spectrum of traded goods, ranging from raw agricultural commodities to sophisticated machinery and electronics.

The tool allows comparing the MFN and preferential duty rates. A comprehensive glossary enables the user to understand each of the provisions.

Trade Centre (ITC) business surveys on non-tariff measures in over 60 countries, rules of origin and related certification requirements are among the most frequently cited trade obstacles for MSMEs.

The Rules of Origin Facilitator is the first global searchable database on trade agreements, preferential tariffs and origin requirements. The tool, developed by ITC and the World Customs Organization (WCO), was unveiled in mid-2018.

Launching the tool, ITC Executive Director Arancha González said: ‘This new Rules of Origin tool will improve transparency in global trade. It will generate more trading opportunities for MSMEs, which will be able to profit from benefits offered by trade agreements, by making complicated trade rules more transparent and easily accessible through the new tool.’

WCO Secretary-General Kunio Mikuriya said: ‘WCO is pleased to team up with the ITC for this new, joint initiative to increase transparency and knowledge in trade and make the subject of rules of origin more easily accessible for Customs officers, companies, trade policymakers, and trade institutions.’

Available online at findrulesoforigin.org, the Rules of Origin Facilitator contains information on trade agreements and applicable tariff rates at the detailed product level. The database includes product-specific rules of origin as well as provisions on origin certification, cumulation, audit trail, shipment and invoicing. Necessary documentation such as certificates of origin and links to local authorities’ websites are also provided.

Reference material available on the website, including articles and examples, provides further clarity on the different types of rules and related provisions. An information button next to each provision allows the user to access a comprehensive glossary with definitions of the provisions and simple examples of how they can be applied.

The tool is easy and intuitive to use. In order to check origin requirements for a given product the user simply selects a country or countries of export, the destination market and product of interest, using either the Harmonized System (HS) customs classification code or the keyword search.

The results view lists all available trade agreements corresponding to the selected parameters. The tool allows filtering between agreements already in force and those which will be implemented in the future. It also allows filtering out the agreements where detailed rules of origin are not yet available – agreements already in force but not yet included in the fully functional part of the tool.

The tool shows basic information for all trade agreements in force, such as the difference between the preferential and the most favoured nation (MFN) duty rates as well as the date of entry into force and type of agreement.

For the over 90 agreements for which ITC has already processed the data, the user can access further details including the exact wording of the rule, cumulation provisions, possible shipment requirements and information on the origin certificate (for example, issuing authority and validity).

Reference material available on the website, including articles and examples, provides further clarity on the different types of rules and related provisions. An information button next to each provision allows the user to access a comprehensive glossary with definitions of the provisions and simple examples of how they can be applied.

The Rules of Origin Facilitator is a unique tool designed to provide vital market access information to MSMEs via a simple search. It also allows comparing requirements across agreements. The tool is free of charge, thereby reducing information costs and allowing users to seize available trade opportunities. This contributes to reducing trade obstacles associated with rules of origin as well as to increasing utilization of preferences under trade agreements.
Let it flow: the global trade in wine

HANNE KNOCKAERT, Consultant, International Trade Centre

Though European countries remain the world’s top wine exporters, other countries are catching up

Vineries across the Northern Hemisphere these days are full of grape pickers. Despite problems caused by climate change, many are hoping for a bumper harvest as a result of this summer’s hot weather. Probably the most popular beverage in the world after water, the global wine trade was worth more than $35.5 billion in 2017. Europe accounted for 69% of exports, led by France, Italy and Spain.

Wines from other continents are also doing well in international markets.

Australia, for example, exported $2.1 billion worth of wine in 2017 in 2016, and, its exports grew at a steady 3% rate between 2013 and 2017.

Its main markets were China, the United States and the United Kingdom of Great Britain and Northern Ireland, importing $655 million, $359 million and $279m worth of wine respectively. Still, according to the International Trade Centre’s Export Potential Map, Australia, which ranked first among non-European nations, has room for growth with $153.8m in unexplored wine export opportunities.

Chile has become a serious competitor to Australia since this decade began, surpassing the latter’s wine exports between 2013 and 2016 and exporting $2 billion worth of wine in 2017. In addition, it is targeting similar markets. The top three destinations for Chilean wine in 2017 were China, the US and Japan, with exports to those nations of $323m, $248m and $207m respectively.

Europe aside, the country with the most untapped wine export potential is South Africa. This is despite its not being among the world’s top 10 wine exporters, trailing other so-called ‘new world wine’ exporters such as New Zealand and Argentina. Currently South Africa exports $717m worth of wine but has $273m worth of opportunities to explore, according to Export Potential Map.

**WINE IMPORTS**

The biggest markets for wine are the United States and the United Kingdom, importing $6.2 billion and $4.1 billion respectively, followed by Germany and China.

China, together with Hong Kong, in 2013-17 experienced steady growth in wine imports of 18% and 12% respectively.

**Top 10 exporters of wine in 2017 (million USD)**

- France: 10,281.9
- Italy: 6,761.3
- Spain: 3,255.2
- Australia: 2,052.3
- Chile: 2,018.1
- United States: 1,481.9
- New Zealand: 1,198.3
- Germany: 1,147.7
- Portugal: 879.3
- Argentina: 806.8

**Top 10 importers of wine in 2017 (million USD)**

- United States: 6,172.1
- United Kingdom: 4,118.9
- Germany: 2,877.445
- China: 2,797.6
- Canada: 1,885.5
- Japan: 1,616.7
- Hong Kong: 1,534.3
- Netherlands: 1,302.2
- Switzerland: 1,163.4
- Belgium: 1,064.7

Chile has become a serious competitor to Australia since this decade began, surpassing the latter’s wine exports between 2013 and 2016 and exporting $2 billion worth of wine in 2017.

This could partly be a result of China lowering its tariffs on wine from certain countries considerably in the past decade, setting it on course to become the second-largest importer after the US.

Visit TradeMap.org for more data on trade flows, MacMap.org for data on tariffs and export potential. intracen.org to discover trade opportunities.

1. An image of a girl in the grape harvest.
Environmental awareness begins at the office

TEAM GI, Interns, International Trade Centre

Drive to make ITC’s workplace more sustainable comes from within

The International Trade Centre (ITC) has long been part of the global movement to protect the environment. For example, mainstreaming of environmental issues is a requirement for the development of new programmes and projects. Since the spring of 2017, the organization has moved a step ahead with the launch of the ITC Greening Initiative (GI).

What started as the Waste Initiative in 2017, initiated by a group of motivated interns, has grown to become one of the most active intern initiatives at ITC. Through the initiative, interns are working to make the organization more environmentally aware in its daily operations. This includes reducing ITC’s waste and environmental impact, but also providing alternatives to lessen its ecological footprint.

The GI’s vision places ITC staff at the core of its activities. It is therefore important for those involved in the initiative to understand the reasoning behind people’s environmental behaviour (choices and decision-making) and how we can encourage and motivate our fellow workers to be more conscious of their actions. Thus, the GI is not meant to judge but to raise awareness on more sustainable behaviour and to provide concrete alternatives and solutions.

With three different working groups constantly active under this initiative, the GI covers a plethora of spheres when it comes to sustainability in the workspace. Its umbrella encompasses the Office Team (saving power, reducing printing etc.), the Waste Team (separation of trash, disposal of batteries etc.) and the Cafeteria Team (for example, reducing plastic and paper in the cafeteria). With weekly meetings and regular events, the GI has commanded a strong presence in ITC within the last year. To add to its many achievements, as of August 2018, the GI became part of ITC’s Innovation Lab, thereby no longer making it solely an intern initiative but an organization-wide initiative.

Since 2017, the GI has set up bins for paper waste in offices; posted reminder stickers to switch off bathroom lights; donated old office supplies to charitable organization; conducted awareness campaigns; and taken stands on issues such as the impact of paper cups, coffee capsules and energy consumption. The team is constantly brainstorming on how to improve the ITC ecosystem and hence has projects including introduction of alternatives to plastic in the cafeteria; food waste management; reduction of printing; and improved system of trash separation in the pipeline.

Adding one more feather to its cap, the GI recently introduced bamboo cups in the cafeteria as a replacement for paper cups.

What started as the Waste Initiative in 2017, initiated by a group of motivated interns, has grown to become one of the most active intern initiatives at ITC.

The first sale of the cups was organized on Wednesday 26 September at ITC and the entire stock was sold out within the first hour. Due to very high demand, the GI will organize at least one more sale for which it has already placed its second order with ITC’s cafeteria provider.

Remember to always #thinkgreen! 😊

1. Members of the Greening Initiative team.
SHETRADES: PROMOTING SME COMPETITIVENESS IN SRI LANKA

Using data from the International Trade Centre (ITC) SME Competitiveness Survey, this report suggests encouraging more women to be part of the services sector in Sri Lanka. Ensuring that women-led enterprises have better access to quality certifications, digital and computer knowledge, marketing opportunities and intellectual property systems is also among its recommendations.

www.intracen.org/publication/shetrades-srilanka/

PROMOTING SME COMPETITIVENESS IN THE GAMBIA

The Gambia’s young entrepreneurs can contribute significantly to the country’s growth through innovation. This is the key message emerging from Gambian firms that participated in the ITC Competitiveness Survey, which addressed youth recruitment and the occupational skills gap in the Gambia as part of its analysis. The results show young entrepreneurs fare well in information and communications technology and intellectual property while lacking basic assistance in international certification and access to finance. In addition, stronger links between the private sector and educational institutions can help reduce the skills gap.

www.intracen.org/publication/Promoting-SME-competitiveness-in-the-Gambia/

TRADE IN VICUÑA: IMPLICATIONS FOR CONSERVATION AND RURAL LIVELIHOODS

Once overhunted and on the brink of extinction, the vicuña species is thriving again in South America’s Andes region. The decision to grant usufructuary rights to communities to shear and sell vicuña fibre increased their economic incentive to sustainably manage and protect the species. As a result, vicuña populations have recovered and trade has grown by 78% since 2007. This study maps the value chain, assesses the factors that have helped the species recover and identifies current challenges facing the vicuña fibre trade.

www.intracen.org/publication/trade-in-vicuna/

THE COMOROS: COMPANY PERSPECTIVES – AN ITC SERIES ON NON-TARIFF MEASURES

Exports of cloves and vanillas from the Comoros, two of the country’s key products, are extremely limited by trade barriers according to an ITC business survey on non-tariff measures. Overall, regulatory and procedural obstacles to trade affect nearly three-quarter of exporters in the Comoros. Taxes and lack of infrastructure affect the competitiveness of small businesses. The report suggests streamlining the tax system, strengthening certification and testing institutions, and improving information transparency.

This report is only available in French.

www.intracen.org/publication/ntm-comores/
World Tariff Profiles 2018

Jointly published by ITC, WTO and UNCTAD, this annual report presents tariff-based market access conditions for goods imposed by 164 WTO Members and other countries. The focus of this year’s special topic is on how least developed countries make use of reduced tariffs offered by trade partners under non-reciprocal preferential trade arrangements. ITC’s Market Access Map database is the main source of the applied tariff data in the report.

Languages: English and French.

www.intracen.org/publication/World-Tariff-Profiles-2018/

FastCustoms, Faster Trade: Using Technology for Trade Facilitation

Produced in cooperation with Huawei Technologies, the report offers policy advice to explore synergies between the WTO Trade Facilitation and Information Technology Agreements. These agreements reinforce each other, and can boost trade. Used well, policymakers can set in motion technology-based national trade facilitation reforms, especially for customs processes.

www.intracen.org/publication/faster-customs-faster-trade/

Making Regional Integration Work - Company Perspectives on Non-Tariff Measures in Arab States

This publication offers insights into the main challenges to trade in the Arab States region, and shares the perspectives of exporters and importers, captured through business surveys conducted in Egypt, Morocco, the State of Palestine, and Tunisia. The surveys are part of an ITC series of developing-country projects on non-tariff measures. This is the first such publication to examine country surveys in a regional context.

Language: Arabic.

www.intracen.org/publication/NTM-Arab-States-Arabic/

SME Competitiveness Outlook 2018: Business Ecosystems for the Digital Age

The report combines data analysis, academic insights, thought leader views and case studies to guide policymakers, businesses, and trade and investment support institutions in designing the business ecosystem that is necessary for small businesses to embrace and benefit from industry 4.0.

Executive Summaries are available in French, Spanish and Chinese.


Promoting SME Competitiveness in Francophone Africa: Standards Open Doors to Trade

Companies in 16 French-speaking African countries are more likely to export when they comply with international standards, according to a joint survey of 9,000 firms by ITC and the Permanent Conference of African and Francophone Consular Chambers (CPCCAF).

Languages: English and French.

www.intracen.org/publication/SME-Competitiveness-Francophone-Africa/

Promoting SME Competitiveness in Africa: Data for De-Risking Investment

This report uses ITC data on small and medium-sized enterprise (SME) competitiveness at macro, meso and micro-level to de-risk investment decisions. Survey results show: high-tech potential among youth; fast logistics development making a difference; export certification importance; and a financial literacy role for institutions.

www.intracen.org/publication/SME-Competitiveness-in-Africa/

The State of Sustainable Markets 2018: Statistics and Emerging Trends

This third global report provides new insights into the evolution of certified agriculture and forestry. ITC has teamed up once more with the Research Institute of Organic Agriculture (FiBL) and the International Institute for Sustainable (IISD) to provide data about 14 major sustainability standards for bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products.


Open Doors to Trade - Company Perspectives on Non-Tariff Measures in Kyrgyzstan

A survey of over 300 companies on non-tariff measures found 58% of Kyrgyz exporters to be facing challenges with various regulatory and procedural obstacles to trade. Inadequate testing and certification facilities in the country is a major challenge making compliance with technical requirements difficult. The report recommends upgrading domestic infrastructure, enforcing quality compliance, streamlining procedures and diversifying export portfolio.

Languages: English and Russian.

www.intracen.org/publication/NTM-Kyrgyzstan/
Agenda

from 5 November 2018

Upcoming events

5 - 7 November  Global SME Finance Forum, Madrid
5 - 9 November  Geneva Peace Week, Geneva
5 - 10 November China International Import Fair
20 November  Africa Industrialization Day
1 December  World AIDS Day
5 December  International Volunteer Day for Economic and Social Development
7 December  Summit on Sustainable Finance 2018, Geneva
10 December  Human Rights Day
3 - 14 December  24th Conference of Parties to the UN Convention on Climate Change, Katowice
10 - 14 December  Africa e-Commerce week, Kigali
11 - 17 December  Intra-African Trade Fair (IATF) hosted by the Government of Egypt, Cairo

22 - 25 January  World Economic Forum Annual Meeting, Davos, Switzerland
28 February  The Economist’s Asia Trade Summit, Hong Kong
20 - 22 March  High-level UN Conference on South-South Cooperation, Argentina
25 - 26 March  Africa CEO Forum, Kigali, Rwanda
5 - 6 April  World Economic Forum on the Middle East and North Africa, Jordan
8 - 12 April  WSIS Forum 2019
2 - 5 May  Asian Development Bank, Fiji
3 - 6 June  Women Deliver Conference, Vancouver, Canada
12 - 14 June  World Chambers Congress, Rio de Janeiro, Brazil
27 June  World MSME Day

Connecting one million women entrepreneurs to market by 2020

1 Champion. Quality data
2 Enact. Fair policies
3 Secure. Government contracts
4 Strike. Business deals
5 Enable. Market access
6 Unlock. Financial services
7 Grant. Ownership rights

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