

# ITC's Role in Aid for Trade

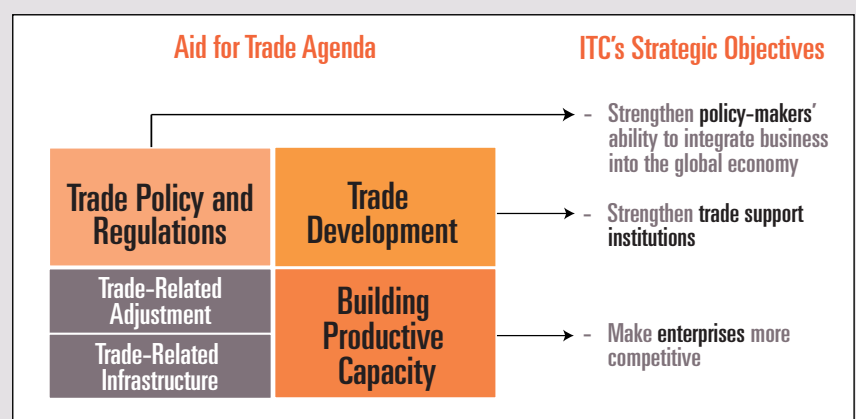
## ITC is 100% Aid for Trade

### ITC's role in Aid for Trade

ITC's three main strategic objectives correspond exactly to three of the five items on the Aid for Trade agenda.

ITC's primary aim has always been to assist enterprises

- by helping to make the policy environments more friendly for export business
- by strengthening the institutions which provide services to exporters
- by helping small export enterprises to become more competitive



The International Trade Centre in Geneva is  
 the largest multilateral team dedicated entirely to trade-related technical assistance

"We reaffirm the priorities established in paragraph 38 of the Doha Ministerial Declaration for the delivery of technical assistance and urge the Director-General to ensure that programmes focus accordingly on the needs of beneficiary countries and reflect the priorities and mandates adopted by members. ... In particular, we encourage all Members to cooperate with the International Trade Centre, which complements WTO work by providing a platform for business to interact with trade negotiators, and practical advice for small and medium-sized enterprises (SMEs) to benefit from the multilateral trading system."

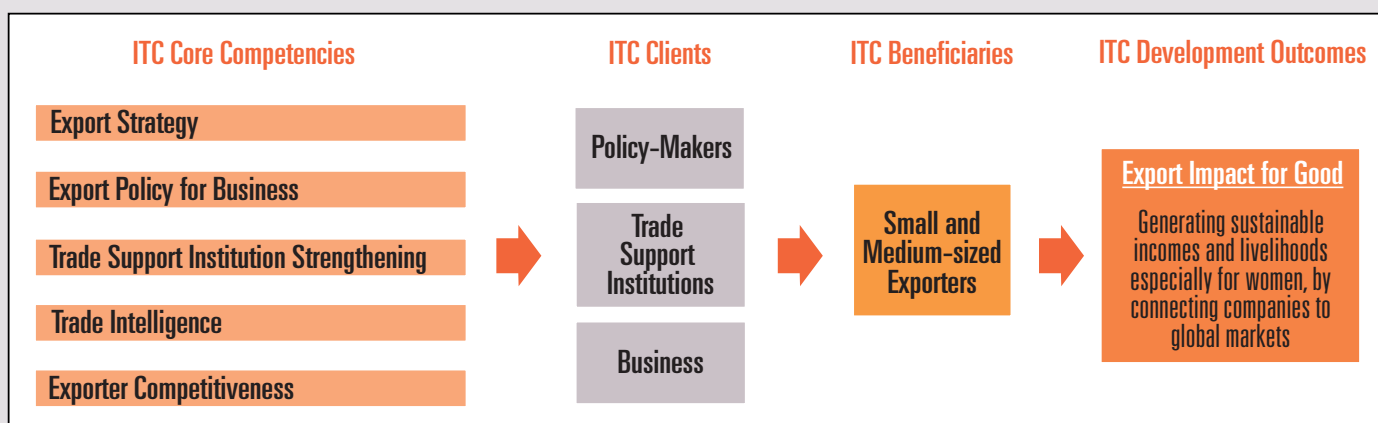
*WTO Ministerial Declaration, Hong Kong, 2005*

# ITC's Contribution to Aid for Trade

## ITC's Mission

ITC enables small business export success in developing countries by providing, with partners, trade development solutions to the private sector, trade support institutions and policy-makers.

## ITC's Methodology



### Export Strategy:

Providing methodologies and tools for designing and implementing export strategies

### Export Policy for Business:

Assisting decision-makers to establish institutional frameworks and mechanisms that improve the business and trade environment

### Trade Support Institution Strengthening:

Developing the capacity of trade support institutions to support small and medium export business

### Trade Intelligence:

Building capacities in trade information services; providing market analysis and intelligence

### Exporter Competitiveness:

Assisting small enterprises and communities to reach global markets with products and services

# International Trade Centre Aid for Trade Information Resources

## ITC Speaks on Aid for Trade

### Aid for Trade: A Wider Scope

<http://www.tradeforum.org/news/fullstory.php/aid/1091>

### Advocacy for Aid for Trade

<http://www.tradeforum.org/news/fullstory.php/aid/1092>

### Aid for Trade: We Can Do Better

<http://www.tradeforum.org/news/fullstory.php/aid/1090>

### Getting the Framework Right

<http://www.tradeforum.org/news/fullstory.php/aid/1089>

### Africa: The FDI Opportunities are Local

<http://www.tradeforum.org/news/fullstory.php/aid/1129>

### Countries Bring Trade into Development Projects

<http://www.tradeforum.org/news/fullstory.php/aid/1128>

For more articles, visit Trade Forum's Aid for Trade page:  
<http://www.tradeforum.org/news/categoryfront.php/id/869>



The screenshot shows the website interface for the 'Aid for Trade Partnerships' article. At the top, there's a navigation bar with 'Home', 'About Trade Forum', 'Français', 'Español', 'English', 'Contact Us', and 'ITC web site'. Below this is a 'RECENT TOPICS' section with a link to 'Aid for Trade Partnerships'. The main content area features the article title 'Aid for Trade Partnerships' with a sub-headline 'Who's Doing Business in Africa? Changing "Brand Africa"'. The article text begins with 'Aid for Trade Partnerships are the third in the series of stories about Changing "Brand Africa" to be featured on the Trade Forum site.' Below the article, there are sections for 'COMMENTS' and 'Aid for Trade Partnerships' with a sub-headline 'Africa: The FDI Opportunities are Local'. There are also small images and captions related to the article, such as 'Sierra Leone's export development authorities are working to revitalize the ginger industry...' and 'Africa has traditionally not been on the radar screen of foreign direct investors...'. The page also includes a sidebar with 'SECTORS/COUNTRIES' and 'ABOUT ITC' sections.

## Aid for Trade Success Stories

### Sri Lanka Has Designs on New Markets for Jewellery

<http://www.tradeforum.org/news/fullstory.php/aid/1066>

### Cambodia's Silk Road to Poverty Reduction

<http://www.tradeforum.org/news/fullstory.php/aid/1023>

### ITC-China Partnership Evolves

<http://www.tradeforum.org/news/fullstory.php/aid/1086>

### "Yellow Jersey" for Kazakh Firm

<http://www.tradeforum.org/news/fullstory.php/aid/922>

### Reducing Poverty Through Trade: Spicing Up Rural Life

<http://www.tradeforum.org/news/fullstory.php/aid/789>

### Pepper from Viet Nam: Quality Makes a Difference

<http://www.tradeforum.org/news/fullstory.php/aid/782>

### Beyond the Sunset: A New Dawn for Jute

<http://www.tradeforum.org/news/fullstory.php/aid/780>

### Cut Flowers: A Multi-million Dollar Industry Blooms in Rural China

<http://www.tradeforum.org/news/fullstory.php/aid/786>

### Packaging Power

<http://www.tradeforum.org/news/fullstory.php/aid/779>

### The ABCs of a Market Economy

<http://www.tradeforum.org/news/fullstory.php/aid/774>

For more information on ITC, visit:  
<http://www.intracen.org>

# The Development Partner for Export Success



## **International Trade Centre**

**UNCTAD / WTO**

The International Trade Centre (ITC) is the technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO).

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