



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

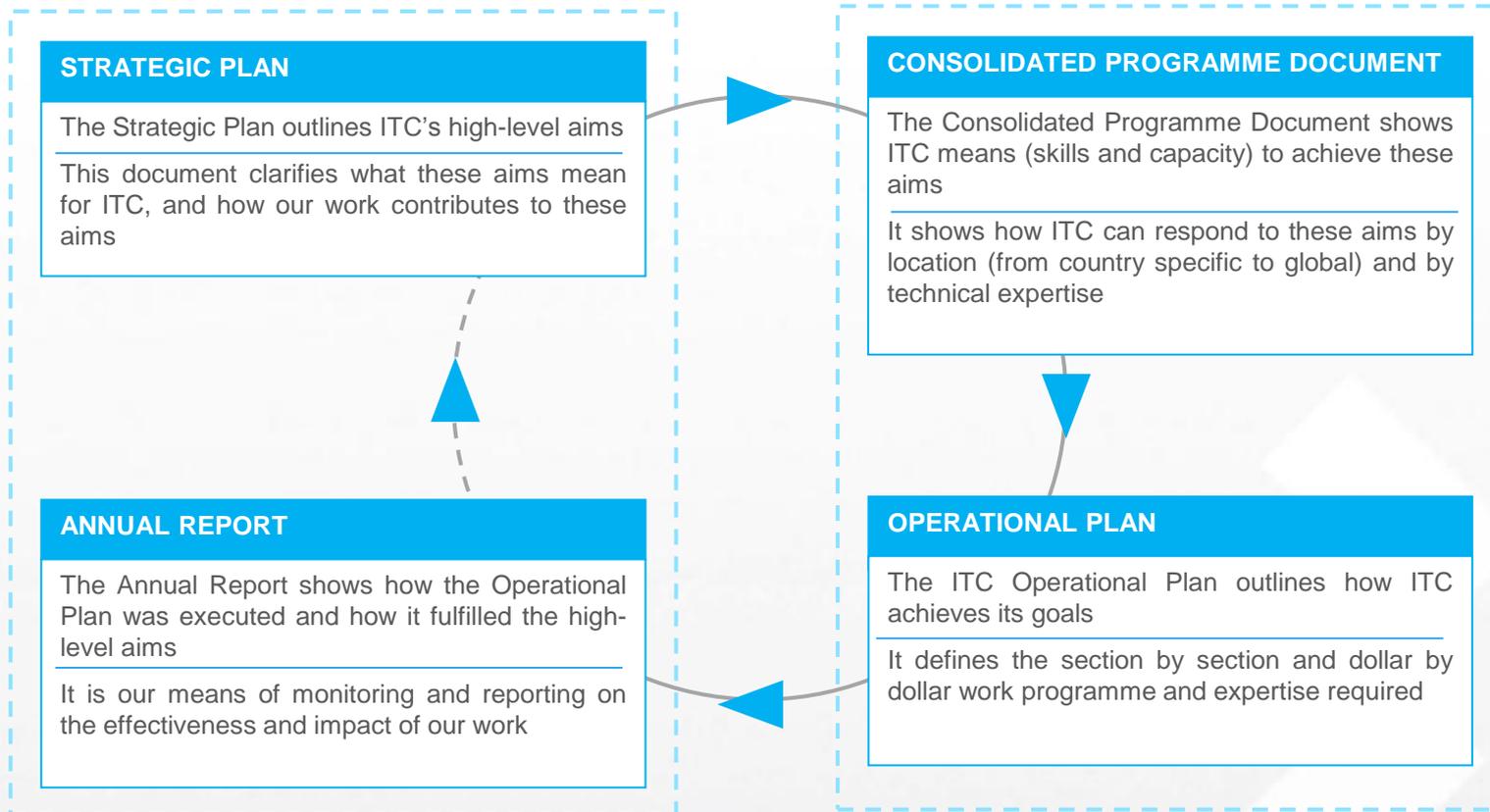
CONSOLIDATED PROGRAMME DOCUMENT FOR 2012-2013

MR. FRIEDRICH VON KIRCHBACH

DIRECTOR, DIVISION OF COUNTRY
PROGRAMMES, ITC



The CPD in ITC's Strategic Planning Cycle



Structure of the presentation

1. Our approach to the five regions and the work we are planning to do
2. Our principal project delivery approaches, with an overview of pipeline projects for which we aim to secure funding

1. Approaches to the regions



Africa



Key Impact Areas for Sub-Saharan Africa

Advancing regional integration and interregional trade in Africa

- Regional organizations' capacity to lead regional trade development (PACT2 *and planned successor*)
- Improvement of conditions for regional trade from Côte d'Ivoire (PACIR)
- Women cross-border traders initiative (East African Community)

Focus on the particular needs of LDCs and support to the EIF

- Building expertise in National Implementation Units (NIUs) and supporting NIUs in project formulation (e.g. Benin, Chad, Comoros, Lesotho, Uganda, Zambia)

Tourism-driven poverty reduction

- Linking small producers and services providers with the tourism sector (Tanzania, Mozambique, Gambia, *Uganda*)

Employment and youth development

- Ethical fashion (Kenya, Uganda, Ghana)
- Sector export competitiveness (Senegal – mangos; Kenya – tree fruit; Uganda – coffee; South Africa – rooibos and automotive parts; Gambia – groundnuts, sesame, cashew)
- Women business owners (ACCESS - Pan-African, 19 countries; East Africa – Women's coffee associations)



Note: in italics – planned projects

EXPORT IMPACT
FOR GOOD

Arab States



Key Impact Areas for the Arab States

Improving capacities in trade and competitive intelligence

- Analysis of intra-Arab trade flows and free trade agreements
- *Regional trade intelligence platform for the Arab States*
- *Non-tariff measures surveys in the region*

Strengthening trade support institutions and establishing regional networks

- Regional business networks (Jordan, Tunisia, Morocco, Egypt, Algeria)
- Sector and national export strategies (oPT, Jordan)
- *Pan-Arab trade promotion network*

Poverty reduction and employment creation through sector development

- Supporting women and youth entrepreneurs (Jordan, Tunisia, Morocco, Egypt, Algeria)
- *Connecting rural entrepreneurs with global markets (Tunisia)*

Asia and the Pacific



Key Impact Areas for Asia and the Pacific

Poverty reduction through linking vulnerable communities to global markets

- Inclusive tourism (Lao PDR)
- Artisanal industries (Cambodia, Vietnam)
- *Agri-Processing (Fiji)*

Facilitating regional integration and South-South trade

- Non-Tariff Measure surveys (Cambodia, *Indonesia, Lao PDR, Malaysia*)
- WTO accession/implementation of accession commitments (Lao PDR, Samoa, Vietnam)
- *Asia – Africa trade linkages (agri-commodities, international trade law)*

Promoting sector-specific export diversification

- Enhancing sector and enterprise-level competitiveness (Bangladesh-IT&ITE, *Nepal-Pashmina*)
- Institutional capacity building for export development services (Pakistan, Vietnam)
- *Sector strategy and implementation (Cambodia-silk)*



Note: in italics – planned projects

EXPORT IMPACT
FOR GOOD

Eastern Europe and Central Asia



Key Impact Areas for Eastern Europe and Central Asia

Enhancing SME's competitiveness through vertically integrated sector development

- SME export diversification in the textiles and clothing sectors and skills enhancement in key business processes (Kyrgyz Republic, Tajikistan)

Improving the quality management infrastructure

- Establishment of National Inquiry Points on SPS and TBT and alignment of the national Standards, Quality, Accreditation and Metrology (SQAM) infrastructure with WTO requirements (Kyrgyz Republic, Tajikistan)

Enhancing institutions' capacities to provide high-quality trade support services

- Selective capacity building services (Kazakhstan – benchmarking; Kazakhstan, Belarus, Kyrgyz Republic, Russia and Turkey – supply chain management training for trainers; *Albania – market intelligence*)
- Guide on non-tariff-barriers in the EU market for selected food products (Belarus, Russia, Kazakhstan)

Facilitating public-private dialogue for trade development

- WTO accession process support (Tajikistan)
- Business implications of WTO accession (Belarus, Kazakhstan, Russia)
- *National Export Strategy (Kyrgyz Republic)*

Latin America and the Caribbean



Key Impact Areas for Latin America and the Caribbean

Strengthening trade support service providers

- Trade support services at sub-national level (North Peru – agribusiness sector)
- Institutional assessments (El Salvador, Caribbean - Caribbean Export; *Mexico*)
- Supply chain management (Argentina, Bolivia, Chile, Colombia, Ecuador, Peru)

Enabling SMEs to join global supply chains

- Empowering Women Business Enterprises (Mexico - jewellery; Peru – alpaca)
- *Various initiatives – Haiti: DTIS formulation support; trade regulatory framework reform; Ethical Fashion, a.o.)*

Improving availability and use of trade intelligence

- Trade for Sustainable Development – capacity building on knowledge about private standards (Brazil, Colombia, Peru)
- *Trade Information services at the Ministry of Trade (St. Lucia)*
- *Competitive intelligence of the Ministry of Foreign Affairs (Uruguay)*

Enhancing our presence in the region through the ITC office in Mexico



Note: in italics – planned projects

EXPORT IMPACT
FOR GOOD

2. Programmatic approaches and large project pipeline



ITC project pipeline and the CPD

- Commitment to develop large projects with beneficiaries.
- CPD: presentation of planned programmes and projects according to ITC strategic priorities and by region.
- 5 programmatic approaches for large projects: bringing together related project ideas and underlying expertise into large, impactful sets of interventions around key impact areas identified in the CPD.

1. Trade transparency and best practices in trade development

- **What:** Availability of key trade intelligence and other “global public goods” to all ITC clients.
- **Why:** information asymmetries between countries and companies hurt competitiveness of developing country exporters, SMEs.
- **How:** filling in critical information gaps, based on client requests, feedback and market analysis; integrate related data from additional sources; develop and maintain dissemination channels and capacity building, adapted to our clients.

1. Trade transparency and best practices in trade development

Pipeline:

Development of market intelligence tools (on-line trade, investment, trade treaties and standards databases, sector-specific portals, trade library, publications such as market studies, case studies and exporters guides); and dissemination and capacity building channels.

Specific demand:

- Translations into Arabic and Russian;
- Competitive trade intelligence (early signal analysis);
- Further development of online courses;
- Dissemination of methodologies and good practice in mainstreaming MDGs into trade policy agendas;
- Transparency and trade (TNT);
- Capacity building in market research and analysis;
- Mobile solutions for market intelligence dissemination.

2. Mainstreaming trade development in national policy agendas

- **What:** Recognition of trade as a key development driver and inclusive private sector participation in trade policy making and strategy formulation.
- **Why:** Inclusive private sector involvement leads to more effective policy and strategy decisions, setting the foundation for increased competitiveness, export growth and development impact.
- **How:** Facilitating assessments of trade issues; public-private dialogues on trade policy and export strategy; building stakeholder confidence in policy reforms; building inclusive private sector capacity to influence negotiations and strategy implementation.

2. Mainstreaming trade development in national policy agendas

Pipeline:

Country-level engagement of private sector, key opinion makers, civil society and policy makers in discussing, designing and implementing inclusive trade policies and strategies.

Specific demand:

- National Export Strategy development support (14 countries, incl. 9 LDCs) and implementation support;
- Capacity building for countries acceding to WTO (South Sudan, Liberia);
- Post accession support (Samoa).

3. Strengthening trade support institutions and their networks

- **What:** Institutional capacity and effective trade support networks.
- **Why:** A competitive export sector requires services that only effective trade support institutions, working as networks, can provide.
- **How:** Customized coaching, mentoring and skills development programmes based upon structured institutional assessments and benchmarking.

3. Strengthening trade support institutions and their networks

Pipeline:

Comprehensive, multi-year development of institutional capacity to provide export support services, tailored to a country's trade structure and strategy.

Specific demand:

- TSI network development in SPECA region;
- TSI capacity building - Ecuador, Mexico, Dominican Republic, Cuba;
- Good practice in foreign trade representation;
- Quality management infrastructure building – CIS;
- Certified Trade Advisor Programme;
- Training of trainers in supply chain management.

4. Sector-focused employment and income generation

- **What:** Inclusive SME participation in global supply chains and their movement up the value chain.
- **Why:** When resources are tightly focused on a specific sector with significant export potential, impact in terms of employment and income generation tends to be higher.
- **How:** Select sectors with high development impact potential; identify the most significant internal and external bottlenecks affecting export competitiveness and design a coherent set of interventions, in coordination with other development actors, to address them at multiple levels.

4. Sector-focused employment and income generation

Pipeline:

Multi-year integrated sector development projects.

Specific demand:

- Increasing food security in West Africa through trade;
- Integrating women-owned SMEs in the tourism supply chain in the Pacific;
- Trade in Services;
- Supporting the leather industries in the Arab LDCs;
- Coconut and coconut products from the Pacific.

5. Regional integration and South-South trade

- **What:** Integration between neighbouring economies and developing regions.
- **Why:** Regional integration leads to greater competitiveness, due to lower barriers and economies of scale. South-South trade leads to export diversification and increased opportunities for SMEs.
- **How:** Reduction of trade barriers through improvements in policy, implementation, services and access to information; facilitating South-South learning & cooperation; South-South marketing, sourcing and investment.

5. Regional integration and South-South trade

Pipeline

Multi-year interventions, supporting the decision-making of policy makers, trade support institutions and the private sector at regional and national level.

Specific demand:

- Regional integration in Africa (PACT3, PAFTRAC);
- Mekong-UEMOA-EAC-SADC trade development;
- Arab States regional integration project;
- Trade and cooperation between LDCs and emerging economies along the cotton to clothing value chain;
- Harmonization of trade law at regional level (Africa).