ITC Strategic Plan (2022-2025)
CCITF Update

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A world where trade builds inclusive, sustainable and prosperous economies

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The strategic context: A world transformed
  The global landscape
  The trade development environment and priorities

The value we bring
  Our vision, mission and principles
  Our framework for MSME competitiveness

What we aspire to do
  Our clients
  Core services
  Impact areas
  Responding to country needs
  Engaging with the WTO and the UN
  Partnering for purpose
  Leading the global conversation

How ITC will be managed
  Purpose-driven identity
  Organizational strengths
  Resource mobilization

Annex: ITC’s results framework and corporate indicators
2022-2025 at a glance

To help build a world where economies are inclusive, sustainable and prosperous, one where the recovery from COVID-19 reduces poverty and creates resilience.

WHERE
Developing countries and economies in transition, particularly LDCs, LLDCs, SIDCs, SVEs, countries in armed conflict or at risk of lapping into conflict and sub-Saharan Africa.

FOR WHOM
People and communities who need sustainable incomes and decent jobs, especially women, youth and people in vulnerable situations.

FOCUSED ON
Sustainable and resilient value chains

HOW
Improved MSME firm-level capacities to trade
Inclusive trade
A more supportive business ecosystem for MSMEs
A more conducive policy and regulatory environment for MSMEs
Regional integration and South-South trade
E-commerce

WHAT
To boost the competitiveness of MSMEs
to realize trade opportunities by helping them compete, connect and change for the benefit of people and the planet

Improved business, trade and market intelligence (public goods)
Operations

- Country needs
- UN / WTO
- Partnerships
- Communication
- Internal Management
Themes of importance to ITC member states

- SDGs
- Focus
- Client-centric approach
- Mainstreaming
- Partnerships

Key additions
- Resource mobilisation
- Strategic context
- Lessons learnt
- Indicators / Results framework

Consultation
- Consultative Survey
- Consultative Document
- JAG & Draft Strategic Plan
- TODAY – «Final Draft» discussion