The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC is the only United Nations development agency fully dedicated to supporting the economic transformation of MSMEs, with a focus on developing countries.

ITC assists MSMEs in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development as part of the UN Sustainable Development Goals.

For trade to contribute to these Goals, it must be inclusive and sustainable. This is why ITC places particular emphasis on working with women-owned MSMEs as well as youth, the poor, displaced persons and marginalized communities.

ABOUT ITC

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC is the only United Nations development agency fully dedicated to supporting the economic transformation of MSMEs, with a focus on developing countries.

ITC assists MSMEs in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development as part of the UN Sustainable Development Goals.

For trade to contribute to these Goals, it must be inclusive and sustainable. This is why ITC places particular emphasis on working with women-owned MSMEs as well as youth, the poor, displaced persons and marginalized communities.

KEY ACHIEVEMENTS

Trade policy advisory support within the country’s Aid for Trade agenda

- Support to Myanmar’s Trade Policy Review
- Gap analysis for compliance with ASEAN Trade in Goods Agreement
- Strengthened investment promotion and strategies for states/regions

Increasing trade competitiveness, value addition and incomes along sector value chains

- +769% increase in international tourist arrivals to Kayah State
- 150% market share increase for Kayah State
- +$35,000 income for village service providers
- +$650,000 revenue for tourism businesses
- $1.4 million worth of new business for local MSME tourism suppliers
- 100 local community members created direct jobs in Kayah State
- 80 international tour operators sell Kayah Community-based tourism tours
- 11 new cultural and agro-tourism tours offered by local communities in Shan State
- +500 stakeholders trained on sustainable and inclusive tourism in Shan State

Improving food safety and SPS compliance

- Myanmar honey approved for exports to EU on 29 July 2020
- A pool of national trainers and counselors on food safety established across Myanmar
- Training of trainers on food safety, G.A.P., GHP and HACCP
- 500+ farmers and processors in Mandalay, Sagaing and Mawpya coached on quality management and food safety in oilseed sector
- 178 farmers received G.A.P. certification
- Oilseed farmer groups increased sales revenue thanks to new market linkages
- Oilseed companies obtained international certification on food safety system

COVID-19 RESPONSE

ITC provided support during COVID-19 and for post-COVID economic recovery:

- Survey on the effects of COVID-19 on Myanmar export sectors
- Integration of COVID-19 response in investment promotion strategies
- Advisory support to the Myanmar COVID-19 Economic Recovery Committee
- Personal protective equipment for inspectors at border points
- Biosafety and COVID-19 prevention posters and pamphlets for the food sector
- Analysis of Myanmar trade commitments integrating post COVID-19 safeguards
- E-commerce guidelines for exports
- COVID-19 safety guidelines and manuals for tourism businesses
- Tourism crisis communication through social media.

MYANMAR

Accelerating inclusive and sustainable trade-led growth

For more Trade Intelligence on Myanmar: www.intracen.org/country/myanmar

Learn more about our projects in Myanmar: www.intracen.org/itc/projects/

ITC offices in Myanmar

ITC has offices in Nay Pyi Taw, Yangon, Mandalay, Loikaw, Dawei. ITC is also represented in the SECO-UN Cluster project office in Taunggyi.
NATIONAL DEVELOPMENT AGENDA

ITC has been supporting the private sector in Myanmar since 1999 as part of its regional South-South Trade Promotion, generating business for micro, small and medium-sized enterprises (MSMEs) in Asian and ASEAN markets.

Currently, ITC is implementing various projects in Myanmar as part of its programmatic approach, designed jointly with public and private sectors, to support the country’s trade development and ASEAN integration agenda.

ITC’s trade-related technical assistance to Myanmar supports the implementation of the Myanmar Sustainable Development Plan 2018-2030.

ITC IN MYANMAR

ITC’s support contributes to inclusive and sustainable trade-led growth in the country by:

- Providing trade-policy advisory support within the country’s Aid for Trade agenda
- Advising, coaching and training government and institutional country partners in designing export and investment strategies, coordinating and monitoring implementation.
- Increasing MSME trade competitiveness, value addition and incomes along sector value chains to take advantage of market opportunities
- Strengthening exports in the agricultural sector while promoting trade diversification in services and fostering backward linkages between agriculture and tourism.
- Improving food safety and SPS compliance
- Building the capacities of trade support institutions and MSMEs to understand and comply with market requirements.

ITC applies these principles throughout project design and implementation: country ownership, policy dialogue, integrated and market-led value chain development approach, strong institutional and capacity-building focus.

PARTNERSHIPS

ITC coordinates closely with other development partners to support Myanmar’s broader development agenda. ITC is a member of:

- The Myanmar Development Partners Group
- The Myanmar Job Creation Working Group, Trade and Tourism sub-groups
- The Private Sector Development Group
- The Enhanced Integrated Framework (EIF)
- The United Nations Inter-Agency Cluster on Trade and Productive Capacity
- The United Nations Country Team in Myanmar

FEATURED PROJECTS

Trade Diversification and Regional Integration

The European Union (EU)-funded Myanmar ARISE Plus project contributes to trade diversification and integration, regionally and internationally with a focus on market-led value chains. It supports greater connectivity and economic integration between Myanmar and ASEAN in line with the ASEAN Economic Community Blueprint 2025.

The project assists MSMEs to explore business opportunities in ASEAN, European and global markets. It also addresses compliance with SPS measures as well as provides trade policy formulation and implementation assistance for Myanmar to meet regional and international commitments, thereby addressing non-tariff barriers along value chains.

Inclusive Tourism

ITC’s Inclusive Tourism projects create jobs and boost socioeconomic development by working with local communities, promoting local tourism products and service providers.

Starting out in four traditional ethnic villages in Kayah State between 2014 and 2017, ITC expanded community-based tourism support in Kayah, Tanintharyi and Shan States, with the funding support of the Netherlands and the State Secretariat for Economic Affairs (SECO) of Switzerland.

The projects have contributed to increased tourist arrivals and revenues for local communities. MSMEs, regional and community tour guides, government representatives and state-level tourism associations improved service delivery.

Food providers have improved local sourcing, quality and safety. Myanmar inbound tour operators linked up with international business partners.

Marketing and branding guidelines supported Myanmar as a sustainable tourism destination.

ITC provides advisory support to monitor the implementation of the Strategy.

Food Safety and SPS Compliance

ITC has provided support to improve food safety, both for exports and the tourism market, with funding of the WTO Standard and Trade Development Facility (STDF), the EU under the ARISE Plus project, and the Netherlands and Switzerland under the Inclusive Tourism projects.

ITC has trained inspectors and extension officers, farmers, processors, exporters and local communities on product quality management and compliance with international standards to strengthen their testing capacities.

ITC has coached farmers and processors on G.A.P. and HACCP which led to increased product safety and quality. Myanmar’s Commodity Exchange Centre started testing food safety compliance. National advisers, Food and Drug Administration inspectors and extension officers were trained to support farmers on sanitary and phytosanitary (SPS) measures. ITC assists hotels and restaurants to implement hygiene and food safety standards.

FEATURED PROJECTS

National Export Strategy

ITC advised Myanmar in its National Export Strategy, the country’s first five-year export development plan, launched in March 2015, with funding from Germany.

The Strategy provides a decision-making framework to guide the country’s trade development and boost its export competitiveness in seven sectors and four cross-functions.

A participatory process enabled national public and private stakeholders to jointly design the Strategy under the lead of the Ministry of Commerce.

ITC provides advisory support to monitor the implementation of the Strategy.

Trade and Investment

The Myanmar Trade and Investment Project (TIP) is funded by the United Kingdom.

The project supports sustainable economic growth by enhancing Myanmar trade competitiveness, updating and implementing the National Export Strategy, and promoting inward investment.

The project works across industries and sectors as well as seven states and regions in the country.