
Training

Young entrepreneurs are trained on a range of export business topics through e-learning via the ITC SME Trade Academy and face-to-face workshops delivered by ITC experts. The course modules include:

- Considering international markets
- Selecting international markets
- Competitiveness, export business definition and strategy
- Setting up an export marketing strategy
- Generating export business
- Accessing finance for exports

Coaching and Mentoring

Young entrepreneurs receive coaching and mentoring support from trade experts and experienced entrepreneurs. The support areas include:

- Competitiveness and export business strategy
- Strategy planning
- Business model and business planning
- Peer entrepreneurship advice

Institutional Support

Young entrepreneurs are provided with individually tailored services of individual experts and trade and investment support institutions (TISIs). The support areas include:

- Advice on customs procedures, quality and packaging requirements, export marketing
- Access to trade intelligence
- Access to networks and trade missions
- B2B events

Facilitating Access to Finance

Young entrepreneurs' access to financial resources is facilitated with support from the Trade Accelerator's eco-system in the form of:

- Contacts with networks of funders
- Linkages to banks and other financial actors
- Business plan enhancement
- Pitch to impact investors events (B2I events: Business to Investors)

“The world cannot afford to let a generation of youth go without decent employment and livelihoods. Investing in SME competitiveness is a key ingredient towards this goal.”

*Arancha González,
Executive Director
International Trade Centre*

ABOUT ITC

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and least developed countries to become more competitive in global markets, thereby contributing to sustainable economic development.

ABOUT ITC YOUTH AND TRADE PROGRAMME

ITC Youth and Trade Programme seeks to improve income opportunities of young entrepreneurs through connecting to international markets.

FOR MORE INFORMATION

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Trade Accelerator for Young Entrepreneurs



YOUTH ENTREPRENEURSHIP

Entrepreneurship is a pathway to harness the great potential of youth by turning their energy and ideas into businesses that can contribute to economic growth and social improvement.

Through entrepreneurship young people improve their financial independence and shift from being a job seeker to becoming a job creator. Stimulating young people to explore and consider entrepreneurial careers contributes to developing new technologies, adopting new business models and driving the emergence of new business clusters.

Today's youth are internationally minded and their enterprises easily look beyond the local economy and aspire to go international. The steady increase in international trade is an engine to increase business opportunities, generate employment and improve livelihoods. Young people connecting to international markets and value chains can therefore reach higher economic benefits.

Yet many young entrepreneurs who have recently established enterprises struggle to grow or internationalize and are in need of an acceleration boost. Targeted effective business support services, such as those provided by incubator and accelerator programmes, can improve the performance and growth of youth-owned small and medium-sized enterprises (SMEs).



TRADE ACCELERATOR FOR YOUNG ENTREPRENEURS

The Trade Accelerator for young entrepreneurs is an innovative and sustainable approach to foster the integration of youth-owned SMEs into international markets.

In line with the overall objective of enhancing SME competitiveness, the Trade Accelerator specifically targets young entrepreneurs with recent enterprises who want to successfully internationalize or shift from being an occasional exporter to becoming a regular exporter.

In partnership with a host institution, the Trade Accelerator model installs in the country an ecosystem of trainers, advisers, mentors, institutions and other actors to support youth-owned SMEs with tailored services as a springboard to access international markets.

WHAT IS A TRADE ACCELERATOR?

Approach

- Focus on startup internationalization and export growth
- Offer a full-spectrum of acceleration services, covering common and specific needs of each participating young entrepreneur
- Install a platform for the ecosystem that pools together the efforts and expertise of institutions and relevant actors

Principles

- Participation of the enterprise in the identification of problems and **comprehension** at all stages,
- Choice and implementation of solutions and **personalisation** of services according to identified needs,
- Coaching** of enterprise activities,
- Relentless search for elements favouring **competitiveness** and sustainability.

Beneficiaries and Expected Results

- Youth-owned SMEs have better access to international markets, grow their exports and become regular exporters
- Trade and Investment Support Institutions (TISIs) offer trade acceleration services to young entrepreneurs



TRADE ACCELERATOR BUSINESS SUPPORT PILLARS

The Trade Accelerator model provides tailored services to young entrepreneurs to access international markets under the following business support categories:

- Training
- Coaching and mentoring
- Institutional support
- Facilitating access to finance

