International Trade Centre

Supporting small businesses through trade

By: Mrs Frédérine Derlot, ITC Programme Officer for Fresh Fruits & Vegetables

Only international agency fully dedicated to supporting small businesses as they engage in international trade.

Pamela Coke-Hamilton
Executive Director
Who do we work with?

ITC promotes trade to create jobs, reduce poverty and support peace, working with:

- **Small businesses**
  We help you compete in international value chains and connect to global markets.

- **Funders**
  We share a belief that the economic empowerment of sustainable and inclusive small businesses can change the world.

- **Policymakers**
  We bring the voice of business into decision-making processes.

- **Business support organizations**
  We help you with your performance.

- **International buyers**
  We help include small businesses from developing countries in your supply chains.

- **Professors, researchers & students**
  We offer evidence-based trade data, along with tools to help you understand international trade better.
2022 at a glance

HQ in Geneva with project offices in partner countries

~400 staff members
94 nationalities
59% women

Clear geographic focus with country-specific interventions:
>70% in priority countries*
>39% in Least Developed Countries (LDCs)

Reach beyond Geneva:
delivered $152.9 million in technical assistance in 134 countries.

* ITC priority geographies are LDCs, Landlocked developing countries (LLDCs); Small island developing states (SIDS); Small, vulnerable economies; Sub-Saharan Africa; and Post-conflict states.
Shooting for the moon: 2022-2025

We’re aiming higher by prioritizing four key areas that will ensure small businesses can engage in trade and reap the benefits for their communities.

Gender
Youth
Digital
Green

Each of our moonshots is aligned to our strategic plan and grounded in ITC’s core expertise of delivering trade-related technical assistance.

Learn more about the moonshots and ITC’s Strategic Plan 2022-2025.
We deliver!

Our partners trust our impact.

Supported 9,600+ small businesses to transact international business, out of which 3,000 led by women

520,000+ users of ITC’s trade and market intelligence tools

500+ improvements in institutional performance

58 cases of trade-related policies, strategies, regulations introduced or changed

27,000+ MSMEs improved their competitiveness

Source: Annual Report 2022
**What do we do for the sector and its stakeholders?**

ITC endeavors to improve the quality and quantity of fruits and vegetables exported by developing countries. We create strategic development plans outlining the status of the fruit and vegetable market in a country and how to overcome the challenges of reaching export goals. We work with farmers, exporters, importers, trade support institutions and policymakers, and provide them with training and advice.

We work in Ukraine, Georgia, Armenia, Guinea, Kenya, Tanzania, Myanmar, Viet Nam, Laos and the East African Community (EAC), the Economic Community of West African States (ECOWAS) and the Association of Southeast Asian Nations (ASEAN) regions.

We provide training and capacity building on GlobalGap Certification as well as ISO/Hazard Analysis and Critical Control System (HACCP) Certification, designed to protect food safety and guarantee the safety of the global food chain.

At the trade level, we provide training on export market requirements as well as physical and virtual trade fair preparations, targeted at sector associations and individual exporters.

For micro, small and medium-sized enterprises (MSMEs) we provide:

- Training on export market requirements targeted at exporters
- Training, organization and support on trade fair preparations
- Organization of study tours
- Organization of inward buyers’ tours
- Organization of B2B for supported exporters
Here are some examples of the market study work

Report + training local public & private stakeholders results of the studies

Report on the fresh avocado market in Europe
Report on the fresh mango market in Europe
Report on the fresh pineapple market in Europe
Report on the Moroccan fresh mango market
Report on the Mali mango market
etc
Example of sector roadmaps

Value chain analysis + International market study = Action plan for the sector

- Kenya fresh avocado roadmap
- Kenya passion fruit commodity business plan
- Kenya avocado commodity business plan
- Kenya bird eye’s chilli roadmap
- Tanzania fresh avocado roadmap
- Ukraine fresh and processed fruits & vegetable roadmap
Export handbooks to guide MSMEs on export quality

République du Benin

Renforcement des capacités productrices et commerciales des exportateurs d’ananas et d’anacarde

(Projet du Cadre Intégré Renforcé, catégorie 2)

Horticultural Products Export Procedures Guide for SMEs in Rwanda
Capacity building

Trainings & Export Coaching

• Training on European market requirements
• Training on trade fair preparation and participation
• Training on exporting fresh fruits & vegetables to the European & Asian markets
• Training on how to talk to buyers
• Training on sales negotiation
• etc
Promoting the sectors and trade fair participations / videos

Ukraine Fruit Logistica Participation
SIAL Myanmar Participation
Guinea promotion video launch of a new pineapple variety on international markets
Disseminating tool Gambian groundnut value chain study tour to Malawi & South Africa
Etc...
Market Linkages 1

Study Tours / Inward buyer tour

Study tours for

- Senegalese mango exporters to Morocco
- West African mango exporters to Brazil
- Guinea pineapple exporters to Morocco
Market Linkages 2

Trade fair participations Europe / Asia / Africa / USA = B2B & B2C

Supporting small businesses through trade
Market Linkages 3
Virtual & hybrid trade fair participations
Market Linkages 4

Physical trade fair participations
For 2023 = **52 Million USD sales achieved**

**502 exporters** were successfully trained

(inclus 153 women entrepreneurs)
Thank you for your attention!

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