



60
YEARS

International Trade Centre

Supporting small businesses through trade

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



Joint agency of the United Nations and the World Trade Organization.
Established in **1964** in Geneva, Switzerland.

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



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

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



** 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



Gender



Youth



Digital



Green

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.

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

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

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

500+ improvements in institutional performance

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

MARKET OPPORTUNITY STUDY ON THE EU FRESH AVOCADO MARKET

For the benefits of Myanmar public and private stakeholders



September 2021

Example of sector roadmaps

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

FINAL
VERSION

- 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

STRATEGIC ORIENTATION
DOCUMENT FOR MANGO
VALUE CHAIN IN THE ECONOMIC
COMMUNITY OF WEST AFRICAN
STATES (ECOWAS).



Export handbooks to guide MSMEs on export quality

République de Guinée



Ministère de l'Agriculture

NORMES D'EXPORTATION DES ANANAS VERS L'UNION EUROPEENNE

Manuel dédié aux producteurs de Guinée

REPUBLIQUE DU BENIN

Renforcement des capacités productrices et commerciales
Des exportateurs d'ananas et d'anacarde

(Projet du Cadre Intégré Renforcé, catégorie 2)



GUIDE SUR LE PROCESSUS D'EXPORTATION AU BENIN

A l'intention des exportateurs d'ananas et d'anacarde



17 May 2021
Version 2

Horticultural Products Export Procedures Guide for SMEs in Rwanda



Co-funded by the
European Union



With support from
East African Community

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...



Baronne de Guinée : Relance de la filière et opportunités d'exportatio...

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



In partnership with



Value-added Initiative
to Boost Employment



Value-added Initiative to Boost Employment for Women-led Businesses

Apply for the UK-Rwanda Trade Mission

Open to UK-based companies interested in connecting with Rwandan women-led businesses in horticulture, including both raw and processed products. 10 selected participants will attend networking and business-to-business meetings in Rwanda on 28 – 31 May 2024.

APPLY BY 21 APRIL 2024

Market Linkages 2



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

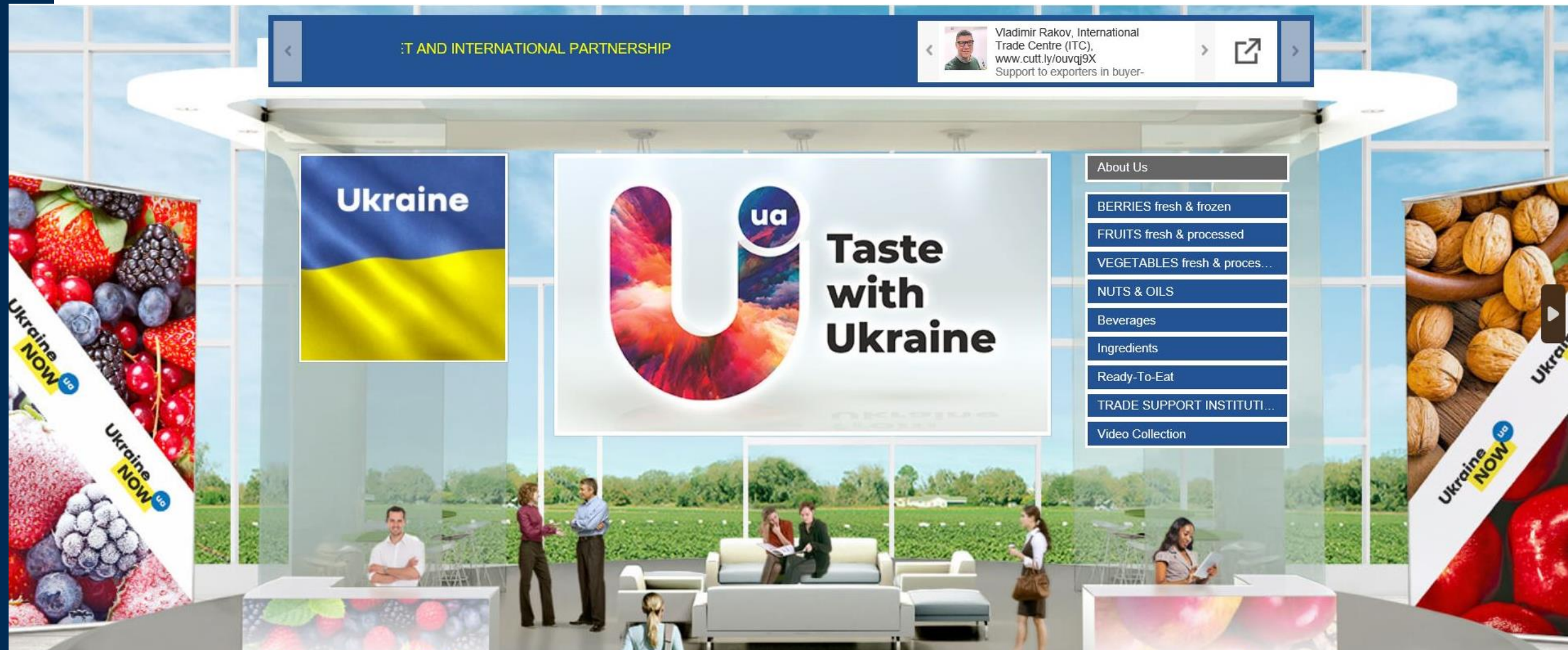




Market Linkages 3



Virtual & hybrid trade fair participations



IT AND INTERNATIONAL PARTNERSHIP

Vladimir Rakov, International Trade Centre (ITC), www.cutt.ly/ouvqj9X
Support to exporters in buyer-



- About Us
- BERRIES fresh & frozen
- FRUITS fresh & processed
- VEGETABLES fresh & proces...
- NUTS & OILS
- Beverages
- Ingredients
- Ready-To-Eat
- TRADE SUPPORT INSTITUTI...
- Video Collection



Market Linkages 4

Physical trade fair participations



For 2023 = **52 Million USD sales achieved**
502 exporters were successfully trained
(inclus 153 women entrepreneurs)



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**Thank you for your
attention!**