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

Supporting small businesses through trade
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.
What do we do for the sector and its stakeholders?

• ITC endeavors to improve the quality and quantity of dried 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 support businesses and production to increase volume of their export quality supply

• We support businesses with export quality management (certification, trainings etc)

• We support businesses to increase their export capacity and export competitiveness, their branding, market visibility

• We support businesses by creating export opportunities through market linkages activities etc

Supporting small businesses through trade
Here are some examples of market study work

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

Market study on the fresh & processed mango in Europe

Market study on the fresh & processed mango market in Morocco

Market study on dried chili for Kenyan exporters

European market for fresh and processed fruits and vegetables for Ukrainian exporters
Example of sector roadmaps (dried fruits & nuts)

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

- Ukrainian nut roadmap
- Kenya roadmap for developing & strengthening the bird eye chili’s sector
- Uzbekistan dried fruits roadmap - work is ongoing
Capacity building – Technical training

Trainings & Export Coaching

- Training on dried fruit processing for Ukrainian processors, Tajik, Uzbek and Armenians
- Developed a training module on dried fruit technology / ITC SME Academy
- Trained TOT in February 2024 in Armenia for a delegation of Armenian, Uzbek and Tajik dried fruit processors & exporters
- One-to-one company visit and coaching for dried fruits processors and exporters

1. Advantages of drying fruit
2. What fruit can be dried
3. Dried fruit production
4. Dried fruit processing
5. Quality assurance
6. New product development
7. Knowing your market
Capacity building – Improving export capacity

Trainings & Export Coaching

- Training on trade fair preparation and participation
- Training on exporting dried fruits to the European market
- Training on how to talk to buyers
- Training on sales negotiation

How a Gambian food business is growing and greening

ITC boosts Tajik apricot branding and marketing to access global markets
Promoting the sectors / videos

Ukraine Fruit Logistica Participation

Promoting project beneficiaries involved in nuts and dried fruits production

Nut of the Black Sea Coast
YouTube
ITC is implementing a technical assistance project funded by the Swedish Embassy in Ukraine, the project supports Ukrainian exporters of fresh and processed fruits and vegetables in the South of Ukraine to link them to domestic and international value chains. Here is a series of 6...

Nash Produkt
YouTube
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Capacity building – Study Tour South Africa
March 2024

Study tours for a delegation of Armenian, Uzbek and Tajik dried fruit exporters

From ancient Armenia to modern South Africa: mastering the secrets of dried fruit

Frédérine Derlot (She/Her) • You
MSC, Market Linkages Expert at the ITC - United Nations Geneva
2mo

With the support of ITC’s Trade Promotion East project, funded by SECO, a delegation of Armenian, Tajik and Uzbek exporters are taking part in a study tour to discover and learn from the South African dried fr ...see more
Market Linkages

Trade fair participations Europe & Middle East = B2B & B2C

Supporting small businesses through trade
Market Linkages 2
Virtual & hybrid trade fair participations
Market Linkages 4

Physical trade fair participations
What’s next?

For 2023 = facilitated 28 Million USD sales on dried fruits

3 ongoing projects on dried fruits for 2024 onwards

Armenia
Tajikistan
Uzbekistan
Ms Frédérique Derlot
Programme Officer Fresh Fruits & Vegetables
Section Sector & Entreprise Competitiveness
Division for Entreprise Competitiveness & Institutions

International Trade Centre
Palais des Nations, 1211 Geneva 10, Switzerland
Tel. +41 22 730 04 71
E-mail: derlot@intracen.org
Linkedin Group Connecting Agri Businesses
Internet: www.intracen.org

Thank you for your attention!