



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*

# 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

# 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](#)



## KENYA

ROAD MAP FOR DEVELOPING  
& STRENGTHENING THE PROCESSED  
MANGO SECTOR

DECEMBER 2014





# 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

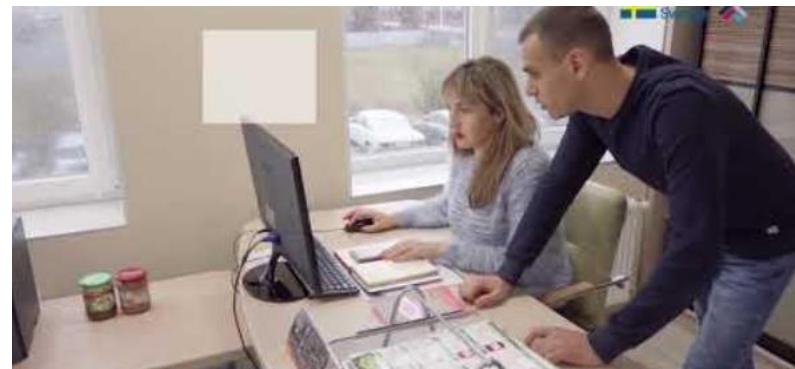
Promoting project  
beneficiaries involved in  
nuts and dried fruits  
production



## 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

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...

# 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

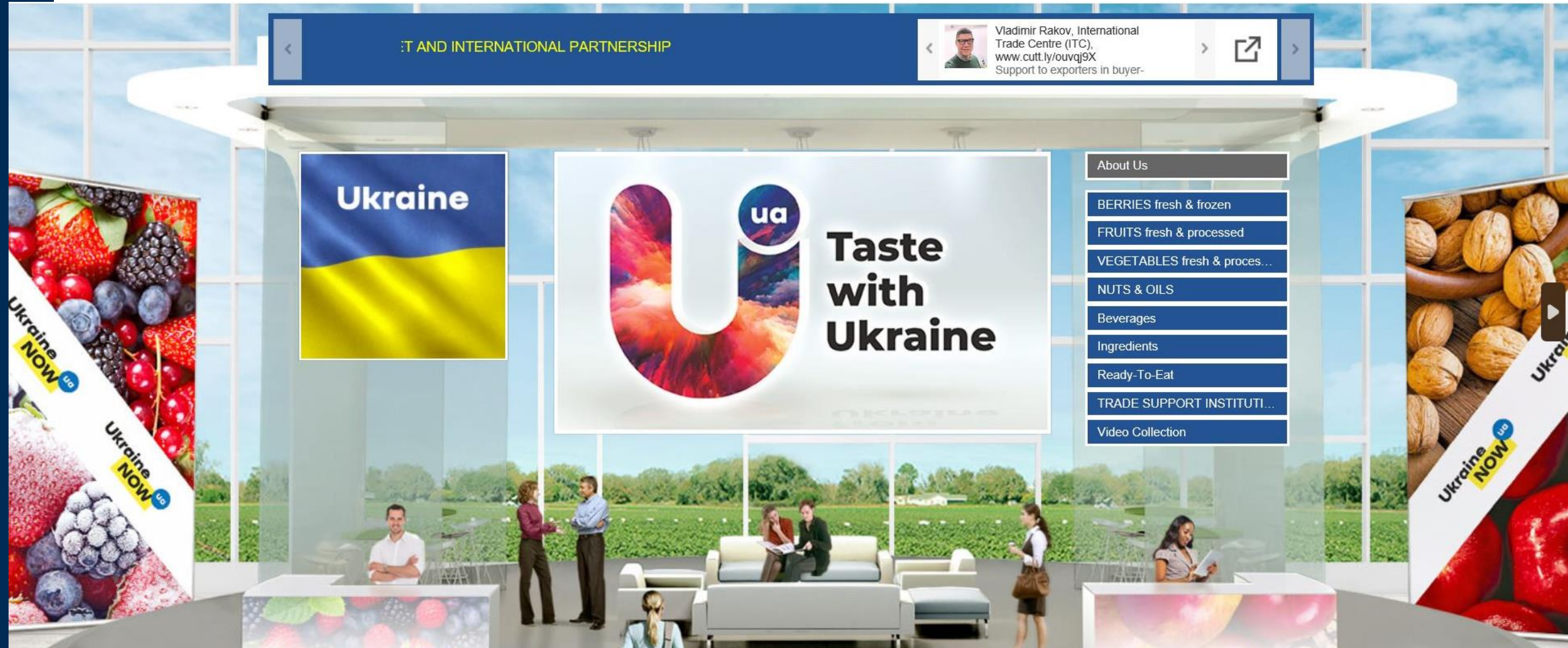
## 1

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 Frédérine 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](mailto:derlot@intracen.org)

Linkedin Group [Connecting Agri Businesses](#)

Internet: [www.intracen.org](http://www.intracen.org)



Thank you for your  
attention!