



International
Trade
Centre

TRADE IMPACT
FOR GOOD

International Trade Centre (ITC)

Partnering for Development results

A presentation to: ICO Partnership Fair

By: Rob Skidmore

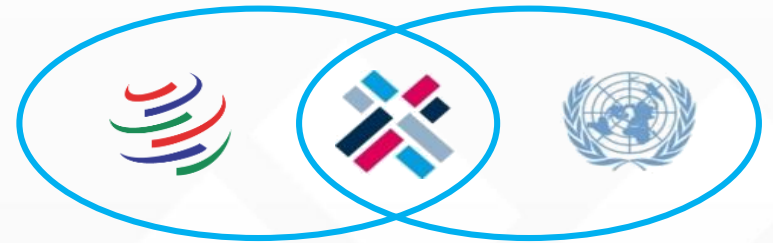
Date: 19 Sept 2018

About ITC

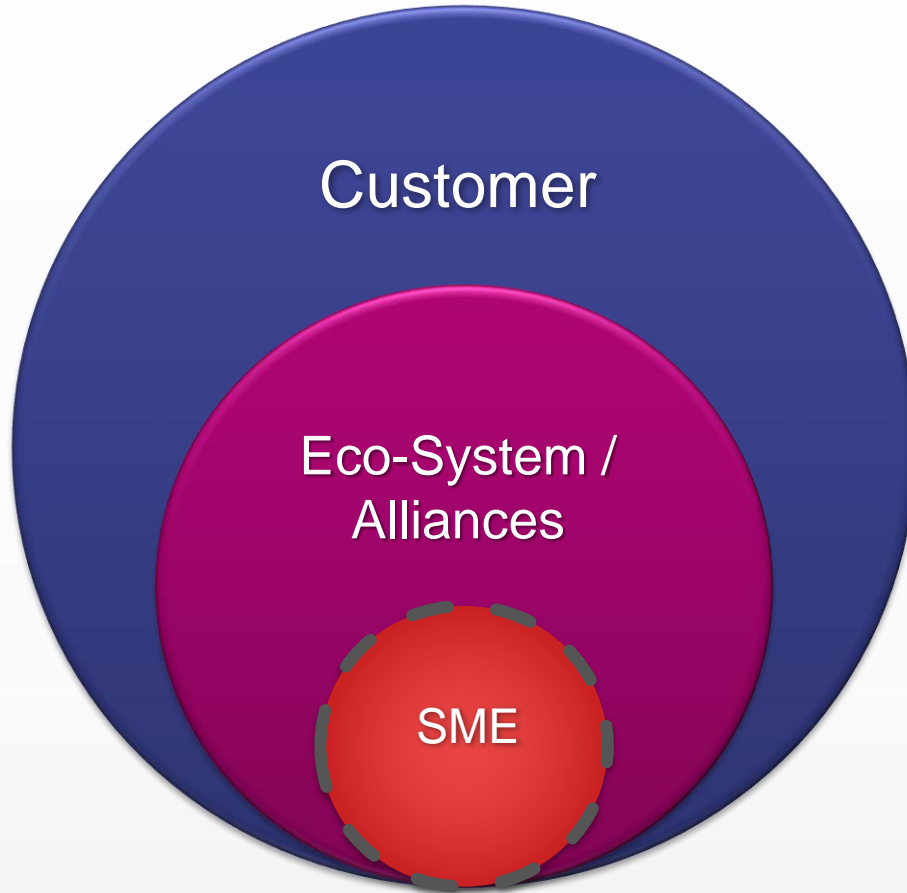
Joint agency of the United Nations (UN) and the World Trade Organization (WTO)

Helping SMEs compete in global markets through:

- Providing trade and market intelligence
- Building a business-friendly environment
- Strengthening trade and investment support institutions
- Connecting to international value chains
- Mainstreaming inclusive and green trade
- Supporting regional integration and South-South links



Challenge: Create and Retain Value



Relationship with the customer determines value

SMEs depend on Alliances / eco-system to enable value creation

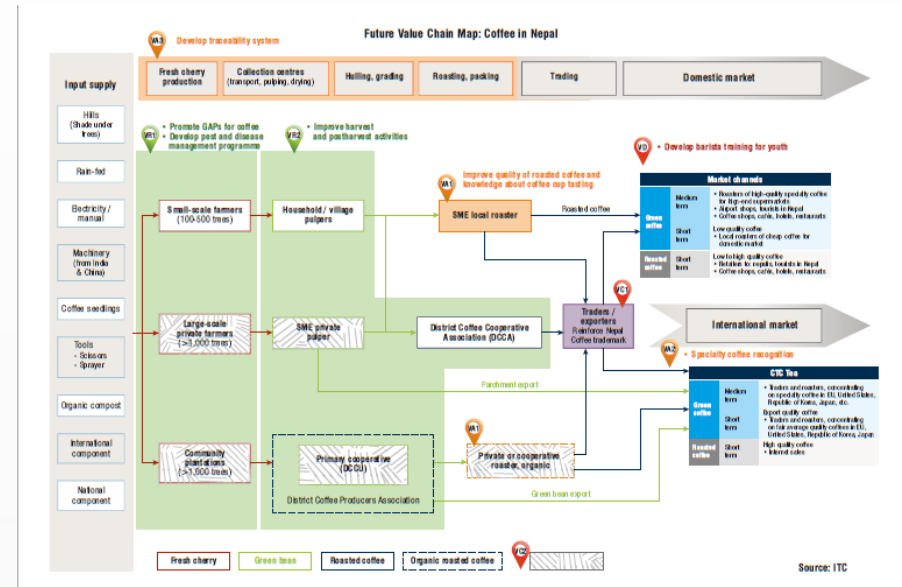
Value is generated by SMEs based on capabilities

How do we facilitate at all levels?

Value = jobs, livelihoods, sustainability, inclusion

Broad Eco-System Development

- Sector export strategy remains an anchor
- We're evolving on implementation:
 - ✓ 2010-2015 Sector Approach
 - ✓ 2015 - Alliances for Action
- From standard three tier model to more fluid alliances
- From one export crop to multi-product / multi-channel approach
- Example results: higher incomes, improved productivity, buyer relationships, investment



De-Commoditizing Coffee



- Product diversification
- Supporting E-Auctions such as AFCA taste of harvest
- Connecting SMEs to e-commerce platforms
- Building direct relationships between exporters and buyers
- Example results: 40x value, \$10m sales, price doubled

Creating value with SMEs

- Building knowledge of quality
- Assisting in managing producer relationships
- Creating buyer links and preparing to speak to buyers
- Brand and product development
- Price and risk management
- Example results: export sales +200%, price increases, volume of quality coffee increased, buyer relationships established, jobs created







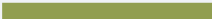
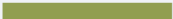
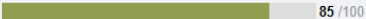
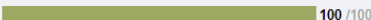
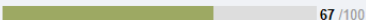
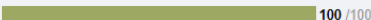



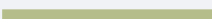
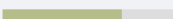
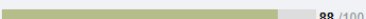
Empowering Women

- Empowerment training in buyer supply chains
- Building chapters of the International Women's Coffee Alliance
- Connecting women to Shetrades



Improving Transparency

- Trade for Sustainable Development – Transparency on Standards
- T4SD – Supply chain management tools

	 SAI Platform -- Farm Sustainability Assessment	 4C - CAS	 UTZ Codigo de Conducta para grupo y multi-grupos - Cafe
ENVIRONMENT	 67 /100	 46 /100	 77 /100
▸ Soil	 69 /100	 54 /100	 85 /100
▸ Forests	 100 /100	 67 /100	 100 /100
▸ Inputs	 83 /100	 83 /100	 76 /100
▸ Biodiversity	 69 /100	 38 /100	 88 /100

Partnering with ITC

- For what? Always around creating value. Ranges from broad sector development to small R+D.
- How? Through bilateral contribution agreements, contribution to ITC core funding, MOUs with private sector funders and informally.
- Where? ITC coffee work has primarily in East Africa with new opportunities in niche exporters for Nepal and women's empowerment in Indonesia.
- Immediate opportunities:
 - ✓ Leverage for work in EAC funded by the EU – esp Burundi
 - ✓ Join partnerships in Indonesia and Ethiopia
 - ✓ Co-fund pilots through Value Added to Trade
 - ✓ 2018-2019 update of coffee exporters guide

Blending Public and Private Funds

(based on alliances in cocoa and yam sectors in Ghana 2015 – today)

Partner	Role
ITC core funding	Managing sector platform, technical leadership and pilot funding
Large development NGO	Assistance to farmers, certification and market linkages
Farmer union / co-ops	Time and material of agronomic team and linkage to 30,000 members
Swiss retail chain	Reducing carbon in their supply chain
Nordic donor	Funding to expand model to more farmers
Swiss donor	Funding to leveraging private sector contribution for scale



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Questions?

skidmore@intracen.org

+41 22 730 0222