



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

Commercial Agriculture & Market Access

***“ Value over Volume: Cold-Chain for
Market Access ”***

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Who is International Trade Centre (ITC)

The International Trade Centre UNCTAD/WTO (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) for business aspects of trade development.

Target: *Export Impact for Good*



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How ITC Provides Technical Assistance

ITC contributes by assisting

- ***Trade Support Institutions*** to support
- ***Small and Medium-sized Enterprise*** by
 - building their international competitiveness***
 - supporting their access to new markets***



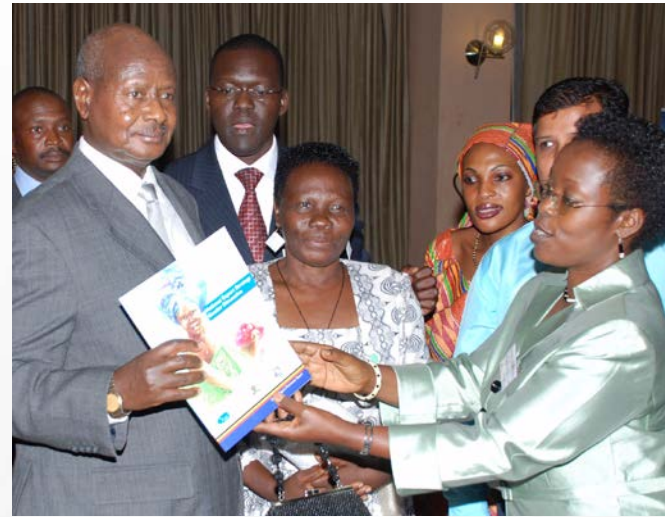
ITC Approach

1. Building capacity to ***design and implement regional and national strategies*** for facilitating business partnerships in Cold Chain management ***within*** and with international counterparts in the agro-industry areas
2. Enhance the capacity of agro-producers (***SMEs***) to ***deal with commercial operations in the cold-chain and supply chain systems***

Policy Support and TSI Leadership



Consultative solutions in VC,
WTO, Geneva, 2008



Full endorsement of strategies by
national/sectoral leadership
Kampala, October 2009

Africa is ITC priority

Regional trade integration

- Reduce regional costs of doing business
- Private sector business partnership development
- Strengthening intra-regional private sector institutions

Sector: Agribusiness Cold Chain Development

- Develop knowledge on sector value chain management
- Building expertise and sharing knowledge across sectors
- Training SMEs on product/market competitiveness
- Improve FFVs exports through better Cold Chain Management

Emphasized Targets: Women and Youth.

- Linking vulnerable communities to global market chains

Perishable home processed products: for Hotels & Supermarkets



Bumper Harvest: Good basis for Poverty Reduction in Africa



Focused on Value Addition, Quality & Volume: Mushrooms



Lets head for the Market



End-product: Dried packed vegetables from an SME in Zambia



Where is Value in Food? Dried African Food Customs Story

- *A traveller had dried food impounded by customs officer believing it was some contraband-drugs. This traveller argued that this was his own food and not drugs. After the DEA completed their own tests on this dried food this is what they reported:*
- **Weight: 10kgs**
- **Drug content: zero**
- **Medicinal Value: zero**
- **Nutritional Value: zero**
- **Customs Valuation: €15**

What is the ITC Future Agenda

- Focus on **projects that involve global Retail Organizations** seeking business linkages with Africa Producers
- **Deliver mentorship programmes** that will link current SMEs to an international business mentorship initiative with target markets, which will include technological and business investment in the targeted African entities
- **Consolidate Agro-industry strategy development assistance** towards making Cold-Chains an integration part of the supply/value chain in Africa
- **Strengthen role of TSI and IPAs to anchor and partner with ITC** in future delivery of capacity building support to the agriculture sector.

Thank You!!

Merci Beaucoup!!!



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