

MSMEs ITC support programmes

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ITC at a glance: What makes us unique



The joint agency of the **United Nations** and the **World Trade Organization** established in 1964



A **clear focus** on helping M/SMEs internationalization



Working with the **private sector**



Nimble, adaptable and innovative



Experience **operating coherently** at government, support institutions and MSMEs level

3 Strategic Goals

- **Strengthen the integration of the business sector of developing countries and economies in transition into the global economy**
- **Improve the performance of trade and investment support institutions for the benefit of SMEs**
- **Improve the international competitiveness of SMEs**



ITC's new Strategic Plan 2022-2025

ITC has launched its new Strategic Plan 2022-2025 ([link](#)) after extensive stakeholder consultation processes

Priorities:

- Sustainable and resilient value chains
- Inclusive trade
- Green trade
- E-commerce / digital trade
- Regional integration and South-South trade



Highlights of ITC Corporate Results 2021

Consensus / Policy



- **>90 cases of trade-related policies, strategies, regulations** introduced or changed in favor of MSME competitiveness, with business sector input

MSME Action



- **>25,500 MSMEs improved competitiveness** as a result of ITC support
- **>5,500 MSMEs transacted international business** as a result of ITC support

Gender



- **35% share of MSMEs owned or operated by women** that improved competitiveness
- **>3 million women connected to international markets** through the SheTrades initiative (2018-21, cumulative)

E-Learning programme : SMEs Trade academy : ITC SME Trade Academy (intracen.org)

- E-learning programme and its **platform SMEs Trade Academy** aim to provide staff in trade support institutions, enterprises (in particular SMEs) and trade policy specialists with access to pragmatic, topical, online courses and learning material in support of skill development.
- Open, free courses
- Deliver advisor certification in many trade related courses.
- Example of courses: standards and sustainability, E-commerce, developing sustainable business models for business support organization, digital transformation, circular economy, access to finance, etc.



Sustainability Map: Mainstreaming Inclusive and Green Trade

Sustainability Map is a source of information and methodologies for sustainability standards to help SMEs become more sustainable and to access to new markets

- **260+ organizations** share their information, maintaining and updating ITC Standards Map as a global public good
- **370,000+ Sustainability Map users across 192 countries**
- We have **trained 4500+ public & private sector beneficiaries** since 2013
- **~4000 SMEs** reporting improved sustainability practices



Scan this QR Code



«Sustainability Map gives us more visibility and puts Nepal tea on the global market. We can now reach the international buyers and tell them the story behind our tea”. »

John Doe, Himalayan Shangri-La


Impact examples in selected South Med Countries :

1- Export Development for Employment Creation (EDEC) in Morocco

Funded by Canada, focused on (1) building capacities of 3 priority sectors: agri, fish and leather, (2) diversify export markets, (3) mainstream women in business.

Results include

- **600 beneficiaries** capacitated on quality development, packaging, enterprise strategies, marketing and branding, etc.
- More than **1'500 indirect beneficiaries**;
- **200 SMEs** improve their competitiveness;
- **23 institutions** benefited from the program;
- **5 new markets** opened for Moroccan products (Seafood, agro and leather)

 Development new niche: halal products



2. Strengthening Competitiveness of the Value Chain of the Textile and Clothing Sector (COM-TEXHA) in Tunisia

Funded by Switzerland, focused on co-creation moving up the value chain, vocational training, diversify export markets, strengthen local integration

Salient results achieved to date:

- **38 SMEs**, more than **12 TISIs** and training institutions and more than **250 trainees** benefited from closer collaboration, aligning training curriculum to needs to industry, harness skills of youth, identify new supply sources and new export markets
- A **partnership and cooperation platform** established between SMEs from the coast and interior regions;
- **Better supply and sourcing** identified and operationalized
- **17 SMEs** developed new collections and connected to international buyers, **18** connected to virtual markets.



3. Digitalization, online marketing and matchmaking in Palestine

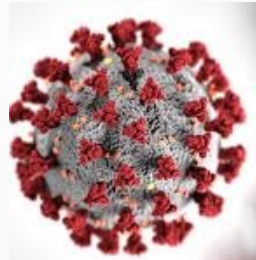


Adjustments and Achievements



Original Plan

The project initially involved research, a study tour and visits to international trade fairs at which business matchmaking events were planned (**targeting 10 businesses**)



New reality

A survey on the impact and a risk mitigation plan led to the decision to switch the project to online and virtual activities.

- **25 SMEs are coached** in managing their online marketing functions, and to connect with buyers through virtual platforms and channels.
- A **team of 10 local and international experts** was formed to work on digital marketing and quality aspects with the SMEs (instead of 2 planned originally). Travel budget was reallocated.
- **A matchmaking platform** is being developed@ Palstinianfood.net
- Photographers and copy writers are supporting SMEs to **develop professional content** for their website and social media campaigns.
- Knowledge of the Palestinian exporters improved in **market requirements and commercial opportunities** through webinars and distance coaching.
- Virtual study tours and **online matchmaking events replace trade fairs.**

4. E-Commerce for Women Entrepreneurs (Lebanon and Tunisia)

Developed by ITC and the World Bank and aiming to strengthen the capacity of women entrepreneurs in Lebanon and Tunisia to develop their exports through the effective use of VMPs.

- **40 e-commerce experts**, mostly women, certified to act as e-commerce export advisors
- **120 SMES in Tunisia and 80 SMEs in Lebanon** witnessed a high number of searches on both B2B and B2C platforms, reaching new buyers in local and global markets.



5. SheTrades Egypt and Morocco

- The **SheTrades** Initiative provides women entrepreneurs and women-owned SMEs with a unique network and platform to connect to markets and value chains, to learn, to share and to do business on a global scale.
- **4 Trade support institutions in each country** upgraded their service portfolio in order to better answer the needs of women-owned SMEs and provide the required advisory services and technical guidance to penetrate new markets
- **25 women-owned SMEs in the agri-business sector in Morocco and 50 SMEs in the handicraft sector in Egypt** equipped with the required skills in quality management, packaging, labelling and pricing needed in order to meet buyer requirements



6. Regional value chains and textile sector integration (GTEX/MENATEX) : Egypt, Jordan, Morocco & Tunisia

Promote the region as a future sourcing destination for major buyers; enhance exchanges and cross-learnings, facilitate joint participation in regional and national trade fairs.

- Tunisia** : Capacity of CETTEX enhanced, 1 sourcing consortium developed in Monastir, 15 companies improved their production processes and product lead time, 18 designers enhanced their capacities, realization of 4000 Euro of export to Morocco due to a designer participating in Casablanca Fashion Week, 9 SMEs improved production processes thanks to the training.
- Egypt**: Improved capacity of 7 BSOs on quality management, access to finance, 23 companies indicated having made 58 changes to their business operations, Increase in export value of supported companies of 3.7 million USD in 2021 with an additional 5.83 million of confirmed orders for 2022, 21 new contracts signed and 1125 new buyers leads generated, 212 new jobs created of which 105 are women.
- Morocco**: 15 of the targeted SMEs reported improved competencies in lean manufacturing and quality management; 6 SMEs will be able to achieve significant savings over the coming year, expected to be more than 250,000 Euro per SME, 11 SMES implemented more than one RECP measure (36 measures had been implemented), 21 SMEs enhanced their capacities in selling techniques and efficient trade fair participation.
- Jordan**: 39 SMEs benefitted from new service provided by the GSC. The companies reported additional sales of USD 172,000 as a direct results of project activities in 2021, 1 SME reported being able to sustain their company only thanks to the project, several companies reported savings in expenditures, & time saving in production due to project activities, 748 jobs were retained in all companies and 8 new jobs (all women)



Thank you / Q&A

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