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Summary Review

of Technical Cooperation Projects

Operational in 2004

Joint Advisory Group on the International Trade Centre UNCTAD/WTO
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The information contained in this document complements the Annual Report. It is intended to give the reader an overview of all ITC projects operational in 2004. More information on individual projects can be made available, upon request (please contact Ms. E. Bisson, Senior External Relations Officer, bisson@intracen.org). The address of the corresponding project website has been added for ease of reference where appropriate.

The present addendum includes a complete list of all ITC technical cooperation projects by region that were implemented during the year.

This review shows a general description of each project as extracted from the latest project document available, emphasizing the main project objectives together with aspects related to the project's strategy.

It also shows a short summary of the results achieved by each project during the year. In line with ITC's results-based management approach, the summary is related, as far as possible, to the actual achievement(s) of the project in direct relation to its objective(s) and with less emphasis on activities and outputs.

Where appropriate, the findings and conclusions of an evaluation exercise are also reported.

The geographical grouping of countries in this document follows the grouping adopted by UNDP.

SUMMARY REVIEW OF TECHNICAL COOPERATION PROJECTS OPERATIONAL IN 2004

Project title, number and source of financing	Project description	Achievements to end 2004
GLOBAL TRUST FUND (see also document ITC/AG(XXXVIII)203)		
Window I. Canada, Denmark, Finland, Norway, Sweden, Switzerland and the United Kingdom	Contributions to GTF Window I are for unspecified purposes. They are allocated by the ITC secretariat and reported to the GTF Consultative Committee post facto. They are used primarily to finance technical expertise and programme development activities in the priority areas agreed by JAG.	Window I financed activities to strengthen ITC's capacities in research and services delivery. The funds available allowed ITC to: • Meet requests from specific countries for needs assessments and project development assistance; • Maintain and enhance dialogues with partners; • Participate and convene expert meetings to enhance research and strategies on specialised issues; and, • Complement research in specific areas.
Window II. E-Trade Bridge for SMEs.INT/W2/08A. Germany, India, Norway and Switzerland	The goal of the E-Trade Bridge Programme for SMEs is to create internationally competitive e-competent businesses, and to build national e-trade capacities within the institutions that support them. The programme modular features: country e-assessment reports, kick-off meetings, Winning With the Web (WWW), strategy trainers, and Enabling the SMEs (Training the trainers). Website: www.intracen.org/etradebridge	In 2004 the main achievements can be summarized as follows: • E-Preparedness reports of 19 countries (Bolivia, Cambodia, Ecuador, El Salvador, Guatemala, Honduras, India, Kazakhstan, Kenya, Kyrgyzstan, Philippines, Romania, South Africa, Tajikistan, Uganda, United Republic of Tanzania, Trinidad and Tobago, Turkey, Viet Nam) have been published. • Reports on five countries (Barbados, China, Costa Rica, Jamaica, Uzbekistan) are in the process of being published and those for two countries (Bangladesh, Mongolia) are being prepared. • Extensive desk research was carried out on 14 countries. The research results are made available on an E-Business Resource DVD and Book that contains thousands of e-business links in those countries. Winning With the Web (WWW) component has been implemented in Trinidad and Tobago and 10 'best practice cases' have been identified. • An 'assessors training' programme and a network meeting were organized in Geneva. • The WWW/E-Nabling SMEs programme was launched in El Salvador, the Philippines and the United Republic of Tanzania with a total participation of 90 SMEs.
Window II. South-South trade promotion – new cycle. INT/W2/09A. Germany, Netherlands, Norway, Sweden and Switzerland	A transaction-oriented programme to generate new trading opportunities among developing countries and economies in transition. It aims at achieving four objectives: • To put into place data sets providing information on trading opportunities in a regional and, selectively, interregional perspective; • To introduce tailor-made methodologies and customized tools for SSTP; • To generate new trade flows, and trade-related business arrangements; • To institute specific strategies and programmes for SSTP, for eventual implementation with or without ITC assistance. Website: www.intracen.org/sstp	In 2004, the South-South Trade Promotion programme: • Produced nine regional, subregional and interregional trade flow analyses; • Subcontracted 33 supply and demand surveys to national trade support institutions and national consultants and • Organized nine buyers-sellers meetings and other networking events, in which 694 firms from 63 developing countries and transition economies – including 26 LDCs – participated and reported direct transactions for more than US\$ 20.2 million. • Apart from the training seminars held during each buyers-sellers meeting, three trade promotion workshops were held in northern and western Africa and the Himalayan countries.

Project title, number and source of financing	Project description	Achievements to end 2004
Window II. World Tr@de Net (Business and the 'Doha Development Agenda'). INT/W2/10A. Germany, Norway, Sweden, Switzerland and the United Kingdom	The programme aims to develop and strengthen the capacity of the business sector in developing and transition economies to analyse and address the changes of the international trading environment resulting from the implementation of the WTO Agreements. Within the context of the Doha Development Agenda, the World Tr@de Net aims to develop and strengthen the capacity of the business sector in developing and transition economies to: - Analyse and address the changes of the international trading environment resulting from the implementation of the WTO Agreements; - Contribute meaningfully to the negotiations through dialogue with the public sector. Website: www.intracen.org/worldtradenet	The programme helped public-private networks of stakeholders in 51 member countries to analyse and address the changes for business operations brought about by the evolving WTO regulatory framework for international trade. Strong emphasis was given to strengthening business advocacy in the preparation of trade negotiations under the Doha Work Programme. Activities in the first half of the year concentrated on putting the WTO negotiations back on track after the failure in Cancun in 2003, work in the second half reflected the breakthrough for negotiations reached with the 'July package' after the WTO General Council Decision of 1 August 2004. Nigeria joined the network in April 2004. Business-relevant information and background materials were prepared and provided to World Tr@de Net members, for in-country use and dissemination through the networks. Information materials included a monthly newsletter, bi-annual progress reports on six key areas of ongoing negotiations, case studies and training/briefing materials. Technical papers and publications were prepared on trade remedies, textiles and clothing, business advocacy and trade facilitation. Eleven member countries requested grant contributions to implement their activities. Initiatives included the organization of information sessions and dissemination of World Tr@de Net briefing materials and newsletters, as well as business advocacy, networking for trade negotiations, participation in e-discussions and team preparation for contributions to regional events. Three regional networking events were held to assess business implications and exchange experiences among network members: 'Textiles and Clothing' (Guatemala) for Latin America, 'SPS' (Egypt) for Africa, and 'Textiles and Clothing' (Sri Lanka) for Asia. In addition to the preparation of up-to-date background materials, the World Tr@de Net set the region-specific agenda for five 'Business for Development' meetings in 2004 (see information under this initiative).
Window II. Export-led Poverty Reduction Programme INT/W2/11A. Germany, Netherlands, Norway, and Switzerland	The United Nations General Assembly has set out to reduce the proportion of people living in extreme poverty by one-half by the year 2015. To contribute to this goal, ITC formulated a strategy for harnessing trade as an engine for poverty reduction and is now launching the Export-led Poverty Reduction Programme (EPRP). EPRP methodology relies on matching labour-intensive products and services having strong prospects in international markets with groups of disadvantaged producers, often through partnerships with local exporters. EPRP builds the trade-related capacity of local institutions (including NGOs) to support these producer groups, while also taking into account the gender and environmental dimensions. Projects are implemented in developing countries and economies in transition having an economic and political environment conducive for poverty reduction through exports. Work in LDCs falls under the overall coordination of the IF. Website: www.intracen.org/eprp	In 2004, the programme initiated new pilot projects in Ethiopia (spices) and Mongolia (wooden products). EPRP is now working in nine countries (three in Africa, three in Asia and three in Latin America). In Brazil, Cambodia and El Salvador the programme approach is proving that the possibilities for replication either at national or sector levels are genuine. Another five requests for EPRP technical support were received during 2004, thus increasing the number of countries to 19 in the waiting list for future technical cooperation, provided funds are made available.

Project title, number and source of financing	Project description	Achievements to end 2004
COUNTRY AND REGIONAL PROJECTS		
AFRICA: Country projects		
Côte d'Ivoire. Réforme des marchés publics – composante institutionnelle et développement IVC/38/02A. Côte d'Ivoire	In September 2002 IPSM has been contracted by the Ministry of Finance of Côte d'Ivoire to: - Propose an improved institutional framework to facilitate public procurement (PP) reform. - Analyse the newly drafted national PP regulation; verify its compatibility with the improved institutional framework and its provisions with the internationally recognized best practices. - Complement through a set of recommendations the existing PP regulation in order to take full advantage of newly established practices, especially in the field of public concessions. A six section report addressing all these issues has been drafted and was sent to the Ivorian counterpart at the end of the first quarter of 2003.	The active part of this project was completed at the end of 2003. The remaining funds were to be used in December 2004 for the training of a senior staff member of the 'Direction des marchés publics de Côte d'Ivoire' in Geneva and in Tunisia. With the end of public procurement activities at ITC, this study tour is likely to be cancelled and the remaining funds will be returned to Côte d'Ivoire.
Ethiopia. Ethiopian coffee quality project. ETH/61/86A. Switzerland	The project aims at improvement of coffee quality and related marketing efforts. Its scope includes organic certification, GPS registration and packaging.	Project preparation and implementation commenced in early 2004. Local partners (Ministry of Agriculture) and ITC completed the project description by June 2004. Practical implementation (purchase of laboratory equipment etc.) should commence in 2005.
Ghana. PACT Ghana Phase II. GHA/20/94A. Canada	PACT Ghana is housed in the Ghana Export Promotion Council (GEPC), and provides technical assistance in the following areas: - Enhancement of capacity for packaging design; - Exploitation of new export opportunities for horticultural and handicraft products; - Developing management capacity for international market information through web-based channels; - Strengthening the capacity of Foreign Service officers to contribute to the country's commercial objectives and interests.	Main achievements in 2004 were: - The horticultural export expansion activities were mostly completed during the past seven months with very positive results. - A packaging design course was delivered via the recently formed Institute of Packaging Ghana. - The development of a trade information portal for Ghanaian exporters and buyers was under way.

Project title, number and source of financing	Project description	Achievements to end 2004
Kenya. Linking Small and Micro-enterprises to Export Markets. KEN/04/101A. UNDP	The project has three immediate outputs to achieve the long-term outcome: - Enhanced competitiveness of exporters; - Better access to export markets including regional markets; - Improved linkages between small-scale producers and established exporters.	The feasibility study covering the economic viability of the project was completed together with supply surveys on the horticultural and apicultural sectors in Kenya. A training seminar was held in Nairobi in November 2004 for small and medium-sized producers in these sectors as preparation for a buyers-sellers meeting with importers from the Persian Gulf region to take place in February 2005 in Dubai.
Lesotho. Product and Market Development of Agro-based Products. LES/04/713A. ITC as Executing Agency for UNDP Administered Trust Funds	The project aims to undertake a market and production feasibility study for exports of mushrooms and peaches from Lesotho, and to build capacity for export product and market development in these two agro-based products. This includes training of village-farmers (export production villages) and agro-based SMEs in the growing of export quality mushrooms and peaches. Involvement of village-farmers is an integral component of the Government of Lesotho's poverty reduction strategies.	Main achievements in 2004 were: - Planning for project implementation was completed; and - Launching of the feasibility study and preparations for the market orientation tour by Government of Lesotho representatives was started in December 2004.
Mauritius. Review of the role and organizational structure of the Mauritius Standards Bureau. MAR/55/01A. Mauritius	The main objective of the project is to review the structure of the Mauritius Standards Bureau and consider the possibility of privatizing its commercial activities with a view to making it more effective and efficient.	A report on the review of the role and organizational structure of the Mauritius Standards Bureau was finalized in October 2004 and sent to the Ministry of Industry, Financial Services and Corporate Affairs. The recommendations contained in the report are being implemented in Mauritius.
Mozambique. Towards an export development strategy in Mozambique. MOZ/35/05A. Ireland	The project aims to build capacity of the Institute for the Promotion of Exports (IPEX) in export strategy formulation, using wood manufacturing as a pilot sector. In phase II, the project will support IPEX and selected local partner institutions in implementing key elements of the strategy, by providing technical assistance in practical areas such as product adaptation, quality assurance and marketing, as well as the involvement of poor producers in the export value chain.	In 2004, the project focused on the following achievements: - The environmental impact assessment was completed; - The collection of woodcraft jewellery and artefacts was designed; - A series of training sessions were conducted for the Dondo woodcraft cooperative, based on new illustrated training manual, resulting in pool of artists trained to produce jewellery products; - Stocks of products were built up for Christmas sales; and - Commercial contacts were built up with retailers and tourist outlets in South Africa.
Nigeria. ITC/AIESEC Fellowship Programme. INT/90/01A. Hewlett Packard	The purpose of the ITC/AIESEC International Fellowship Programme is to improve the professional capacity of the Fellow to undertake the duties and responsibilities which will be entrusted to him when he returns to Nigeria.	The Fellow was: - Given the opportunity to familiarize himself with the tools and techniques of trade development especially in the areas of business support and the relevant ITC initiatives; - Given the opportunity to learn about a sample of macro-, meso- and micro-level initiatives of ITC; - Introduced to the ITC Compendium of Tools and Services and specifically the EMDS portfolio relating to enterprise management development and exporting; - Given the opportunity to tour the relevant sections of DTSS and DPMD to gain knowledge about support services, supply chain management and strategic market analysis.

Project title, number and source of financing	Project description	Achievements to end 2004
Senegal. PACCIA Senegal Phase II. SEN/20/95A. Canada	PACT Senegal aims to enhance private sector capacity to participate effectively in international trade and to promote exports. There are two specific objectives. - Enhance Senegalese enterprises capacity to export through: - The availability of practical guides for exporting, such as <i>Trade Secrets: The export answer book</i>. - The development of a national brand for priority products/services clusters to be promoted. - The organization of practical training on the export process. - Enhance the positioning of Senegalese products on the European and Canadian markets through the organization of missions to assess needs and identify potential trade partners. The programme is jointly implemented with the Ministry of Trade and ASEPEX (the trade promotion organization of Senegal).	Main achievements in 2004 were: - A joint agreement for the publication and the adaptation of the manual <i>Trade Secrets: The export answer book</i> was signed. The adaptation has started and should be completed by mid 2005. - Preparatory work for the organization of the first training workshop for exporting enterprises has been initiated. A national consultant was recruited to identify enterprises performing in the selected priority sectors that will participate in the training. These enterprises will be selected on the basis of pre-defined criteria and a questionnaire elaborated by ITC. The first training workshop will be held in February 2005.
South Africa. PACT South Africa – Phase II. SAF/20/96A. Canada	PACT South Africa focuses on strengthening the institutional capacity of Trade and Investment South Africa (TISA), the national trade promotion agency, based on the following technical assistance services: - Production of business guides under the Trade Secrets series; - Improvement of TISA's trade information system; - Supply-chain management training. These ITC-managed components are complemented with the following Trade Facilitation Office Canada (TFOC)-managed components: - Development of a training programme for government trade representatives; - Networking opportunities for disadvantaged groups in the business community; - Market tour for selected South African firms and promotion of market linkages in Canada.	Main achievements can be summarized as follows: - An assessment and recommendations were made on strengthening TISA information services; - A plan was developed for integrated information services in the Department of Trade and Industry bringing together different reference units under one roof; 10 South African cosmetics companies underwent supply chain management training workshop, organized in partnership with TISA, the South African Cosmetics Export Council and the South African Productivity and Inventory Control Society. Training complemented with company audits and production of company improvement plans, for implementation prior to market mission to Canada (in early 2005, facilitated TFOC module of PACT South Africa). Altogether, a highly practical and effective initiative, rated by South African Export Council as best ever offered by TISA.

Project title, number and source of financing	Project description	Achievements to end 2004
Uganda. Follow up of trade round table: pilot phase of the integrated framework. GLO/02/GO4A. UNDP	The project aims to assist exporters to integrate the multilateral trading system, and strategy makers to mainstream trade, in development plans and poverty alleviation strategies. The main focus is to assist in the preparation of sector export strategies for products having good export potential applying a ‘coaching’ and ‘do-it-yourself’ approach followed by a national export strategy. It also aims to provide assistance for strengthening the Inter-Institutional Committees and the network of trainers established under JITAP.	The project has provided technical assistance during the year to develop a first outline for the national export strategy as well as for undertaking value chain analysis for key export products. The main focus of activities during the year was on the preparation of a national export strategy and on developing a successor programme for the development of the silk sector. The formulation of the national export strategy is expected to make a direct contribution to the mainstreaming of trade in the country’s development plans.
United Republic of Tanzania. PACT Tanzania – Phase II. URT/20/99A. Canada	PACT Tanzania is housed in the Board of External Trade (BET) and provides technical assistance in the following areas: • Development of new export opportunities for horticulture and spices; • Training and advisory services for improved packaging design. These ITC-managed activities will be complemented with the following Trade Facilitation Office Canada (TFOC)-managed components: • Enhancement of capacity in handicraft sector; • Development management capacity in for market information through web-based channels.	Under the PACT Tanzania programme: • A one-day training workshop for spice exports was held in Zanzibar in November 2004; • A two-day training workshop on horticulture and spice exports was held in Dar-es-Salaam in November 2004; • A one-week joint ITC/TFOC packaging seminar was organized during the same week (all events were hosted by BET); • A directory for SME spice and horticulture producers was produced, as a sales publication for BET; • Training materials on good agricultural practices for selected spices and horticultural products were produced by the Ministry of Agriculture.
United Republic of Tanzania. Concept paper for a diagnostic study on the United Republic of Tanzania’s integration into the world trading system. URT/61/88A. Switzerland	The project aims to assist the United Republic of Tanzania’s integration into the world trading system by establishing a sound foundation for a trade-related technical assistance (TRTA) framework for the country that could be utilized by IF partners as a basis for coordinating TRTA in the United Republic of Tanzania. This approach is expected to ensure national ‘ownership’, build research and analytical capacity within the country and result in a concrete and effective follow-up in implementing the findings of the study.	The draft concept paper (preliminary diagnostic trade integration study) was completed in early 2004 and discussed at a national symposium in March 2004. Praise was expressed for its home-grown nature and the use of predominantly local experts. Stakeholders highlighted gaps in the analysis (macro-economic analysis, sector analysis of non-traditional exports, institutional assessment of trade promotion agencies) and suggested complementary work. In May 2004, the United Republic of Tanzania became an IF member, and was able to launch a full-fledged diagnostic trade integration study, currently under preparation by the World Bank.
AFRICA: Regional projects		
Relaunching Subregional Economic Integration of Central African States (ECCAS). RAF/02/015A. UNDP	This programme seeks to assist in relaunching the subregional economic integration of Central African States through the lessening of national barriers that impede the movement of persons, goods, services, capital, and ideas within the subregion.	The workshop to raise awareness of the movement of businesspeople within the subregion was held in August 2004. The programme also focused on the preparation of a buyers–sellers meeting to be held in 2005 in one of the Economic Community of Central African States (ECCAS) countries to be selected by partner countries.

Project title, number and source of financing	Project description	Achievements to end 2004
Joint ITC/TFOC Programme for building African Capacity for Trade (PACT). RAF/20/91A. Canada	This programme, financed under the Canada Fund for Africa, combines technical assistance services of ITC and the Trade Facilitation Office Canada (TFOC), for export promotion and competitiveness enhancement in seven African countries. Phase I of the project includes programme design work in four pilot countries (Ghana, Senegal, South Africa and the United Republic of Tanzania), together with the implementation of quick impact activities. Phase II will include three additional country programmes, plus the development and implementation of a regional gender and trade initiative.	Three Trade Secrets publications were finalized, one of which (<i>Export Handbook for SMEs</i>) has been printed and is available through Trade and Investment South Africa (TISA). Trade Secrets publication on Electronic Commerce and Quality will go into print in early 2005.
PACT GTI-Design Training Programme. RAF/20/98A. Canada	As preparatory element of the Regional Gender and Trade Initiative (ACCESS), this project facilitates the development of a training package for women entrepreneurs, combining the Canadian Going Global package with ITC's Business Management System in a gender-sensitive and African context. Course development activities involve a series of review meetings by the course development team comprising ITC and Canadian experts, and resource people from Africa and the private sector. Once the final draft of the training package is completed (expected in second quarter 2005), the course will be delivered in the form of a 'training of trainers' to be held in a regional hub, before being introduced by national trainings in each of the selected African countries.	A first meeting of the ITC/TFOC course development team in Geneva in June 2004 generated a course outline and course development guidelines for the Regional Gender and Trade Initiative (ACCESS) programme. A second meeting of the course development team took place at the end of October. By end 2004, approximately 70% of the ACCESS course materials had been finalized. It is expected that the entire package will be ready for the first Training of Trainers by April 2005.
Intra African Trade Promotion Programme. RAF/47/51A. Netherlands	This project aims at identifying intra-African trading opportunities and providing assistance to African enterprises in taking advantage of these opportunities. It applies ITC's methodology for the promotion of intraregional trade, systematically identifying intra-African market opportunities through trade flow analysis and supply and demand surveys, and assists African enterprises to take advantage of these opportunities by organizing buyers-sellers meetings. Website: www.intracem.org/iatp	The programme contributed to the organization of five events promoting intraregional trade within the African continent: • A workshop on trade information and market analysis for TSIs (Abidjan, Côte d'Ivoire – February); • Two buyers-sellers meeting on the printing and publishing industry in Côte d'Ivoire for West African Economic and Monetary Union (WAEMU) member countries (Abidjan – May) and Central African Economic and Monetary Community (CAEMC) member countries (Brazzaville – July); • A business negotiation platform at the Africa Economic Summit (AES) (Maputo – June); • A buyers-sellers meeting on food, water and sanitation, shelter and household items (Midrand, South Africa – October); • A specific workshop entitled 'The Perfect Match' for selected Kenyan exporters of horticultural and apicultural products to prepare them for their participation in the buyers-sellers meeting on horticultural and apicultural products to be held in Dubai in February 2005. The buyers-sellers meetings have gathered 159 companies from 27 African countries and have had an impact in the following areas: • Establishing cross-border business linkages in Africa across a range of product sectors; • Improving the operational performance of participating companies and their competitiveness.

Project title, number and source of financing	Project description	Achievements to end 2004
Subregional trade expansion in Southern Africa. RAF/61/71A. Switzerland	This is a project to expand South African market opportunities for products originating in Southern African countries (Angola, Botswana, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, Swaziland, the United Republic of Tanzania, Zambia and Zimbabwe) to counter current trade imbalances.	The project focused on assessing the export capacity of Madagascar, Mozambique, Namibia, South Africa, Swaziland and Zambia in product sectors that are relevant for development aid organizations. It also conducted the validation of the website of the Ministry of Trade of Madagascar.
PACCIA/PACT Phase II Umbrella Project. INT/20/97A. Canada	This umbrella project covers overall coordination of the PACT Programme, as well as programming activities relating to the PACT Gender and Trade Initiative (ACCESS).	Programme implementation of all PACT-related activities progressed smoothly, as evidenced in latest progress report submitted in December and positive feedback by donor: • All four pilot country projects are operational; • Strategy document for progress monitoring and evaluation, including self-assessment questionnaires, was prepared and endorsed by donor; • The PACT website was uploaded; • The programme document for ACCESS (Regional Gender and Trade Initiative) was finalized; • Situation analysis was carried out in all ACCESS countries. Country-specific implementation arrangements were ascertained, following validation missions.
Expansion of regional trade between member States of the Economic and Monetary Union of Central Africa and the West African Economic and Monetary Union. INT/28/05A (Phase I) and INT/28/06A (Phase II). Agence intergouvernementale de la francophonie	The project aims at increasing the intra- and interregional trade fluxes between the States of the Central African Economic and Monetary Community (CAEMC) and the West African Economic and Monetary Union (WAEMU) through: • Identifying trade constraints and opportunities; • Providing technical and direct operational support to national trade support organizations and to the subregional economic communities; • Organizing two training and kick-off workshops; • Creating a platform for commercial transactions; • Proposing a series of priority actions for trade-related technical assistance follow up.	The project is developed in the perspective of the implementation of a regional trade information and business management network. It has allowed for the completion of 14 studies on: • The knowledge and use of information technology for trade promotion; • The formulation of a training plan for editing sector enterprises. In addition, activities have focused on the organization of the three following events: • A workshop on trade information and market analysis for the benefit of 57 representatives of national trade support institutions from CAEMC and WAEMU member States (Abidjan, Côte d'Ivoire – February); • Two buyers-sellers meetings on publishing and distributing school books (Abidjan, Côte d'Ivoire – May – and Brazzaville, Congo – July). These meetings have generated a global amount of US\$1.9 million in terms of commercial transactions concluded between the 46 participating enterprises.
Capacity building among SMEs, TSIs and Government to promote exports of services from selected African countries. INT/47/78A. Netherlands	The programme is designed to study services sector capacity and demand, build export capacity among SMEs, provide train-the-trainer workshops to associations, assist governments in the promotion of services, and conduct activities to foster networking and intraregional trade.	Export capacity studies being developed and train-the-trainer workshops have been delivered in Botswana, Lesotho, Malawi, Namibia, Swaziland and Zambia.

Project title, number and source of financing	Project description	Achievements to end 2004
National Export Strategy Project in Malawi, Zambia, Gambia, Swaziland and Uganda. INT/47/83A. Netherlands	To prepare national export strategies for the five countries participating in the project and to build capacities to manage these strategies.	Commitment meetings were held in Malawi, Zambia and Swaziland where the National Export Strategy Template (NEST) was introduced and strategy-making teams from the private and public sectors were created. Road maps for the completion of the national export strategies were prepared.
ARAB STATES: Country projects		
Algeria. Support to reforms and reconstruction of the financial and banking sector. ALG/97/001A. UNDP	The project provides assistance for the banking and financial sectors in their adaptation to the international business environment. It is framed within the context of the restructuring reforms jointly implemented by the Government and UNDP. The direct objectives are: • Access to financing international trade transactions; • Enhancement of capacities to draft international contracts.	In 2004, the guide <i>How to Approach Banks</i> was finalized. It constitutes the basis for the organization of a training session for enterprises.
Algeria. Establishment of a trade information network. ALG/O2/001A. UNDP	The project's objective is to integrate Algeria into the MTS, especially by strengthening its capacity to participate in international trade networks. The project primarily creates a national network of trade information offering information on external markets and conditions of access to Algerian economic operators.	Promex, which became Algex following an institutional change, has continued to receive technical inputs from international consultants and from ITC, particularly, during three trade information days, which took place in Algiers, Oran and Ghardia.
Djibouti. Support for enhancing the capacities of MCIA, CCD and ANPI. DJI/04/621A. UNDP	The project aims at enhancing the capacities of Djibouti Government and the private sector to integrate the external trade dimension into the country's development planning. The focus will be on the improvement of the capacities of the institutions whose role is essential in the integration process: • The Ministry of Trade, Industry and Handicrafts; • The Investment Promotion National Agency; and • The Djibouti Chamber of Commerce.	The project was approved in December 2004 and will be implemented in 2005.

Project title, number and source of financing	Project description	Achievements to end 2004
Jordan. ITC-JEA Joint Project on Creating a National Network of SME Trade Advisers in Jordan. JOR/89/01A. Jordan Exporters Association (JEA)	The overall aim of the project is to create a national capacity to provide training and advisory services to improve the international competitiveness of Jordanian SMEs. The project will give trade advisers the skills and know-how to diagnose and solve the problems facing enterprise managers in relation to management, exporting and the application of information and communication technology (ICT) to trade. The objective is to generate a critical mass of master trainers and trade advisers with the skills to carry on training and advisory services on a sustainable basis. The programme will strengthen the private sector capacity to offer quality-assured business services to enable SMEs to participate fully in the multilateral trading system. This pilot phase will stimulate the development of a national trade adviser network.	ITC launched the Certified Trade Advisers Programme (CTAP) in cooperation with the Jordan Exporters Association (JEA), the Jordan–United States Business Partnership (JUSBP) and USAID during a kick-off meeting held in July in Amman. The kick-off meeting was followed immediately by the first workshop for 29 prospective trade adviser candidates on the subject of the EMDS Business Management System. Demand for the programme appears high and JEA believe that it will be possible to conduct a second programme soon. The European Union programme in Jordan is also interested in becoming a sponsor of the programme or providing training to its staff.
Mauritania. Establishment of a Trade Information Centre. MAU/37/14A. Italy	The project aims at contributing to the country's economic development through better integration into the MTS. In particular, it aims to reinforce institutional and human capacities to improve export returns and rationalize import management. This global objective is to be achieved through the setting up of a trade information centre.	In 2004, CIMDET and the Chamber of Commerce were strengthened by the inputs of national and international consultants as well as training, IT and office equipment, and the provision of complementary information sources. The trade information centre website was finalized.
Mauritania. Assistance to the Direction de la promotion du Commerce Extérieur (DPCE) in the implementation of the Action Plan of the review on Competitiveness and Commercial Integration. GLO/03/G02A. UNDP	The project aims at strengthening government capacities to integrate external trade dimension into the country's development planning. The focus is on the improvement of the capacities of the Department for the Promotion of External Trade (DPCE) whose fundamental role is to realize this integration and to negotiate and follow up on international trade agreements.	During the past year the project enabled DPCE to establish partnerships contacts with trade export promotion entities in the Maghreb and France. The project has also benefited the DPCE through the inputs of national and international consultants, training and IT and office equipment in order to better meet private sector expectations.
Morocco. Strengthening of capacities to assist enterprises to export (preparatory assistance). MOR/61/70A. Switzerland	The project aims at strengthening the technical competencies of staff from the Centre marocain du commerce extérieur (CMPE) and professional federations by setting up technical assistance programmes for enterprises. It also supports practical actions aimed at the export development of enterprises from the metallurgical, mechanical, electrical and electronic sectors.	In 2004, The Association marocaine de consultants à l'exportation was strengthened through the acquisition of some IT and office equipment and through the provision of information sources. An external consultant whose conclusions were quite favourable evaluated this pilot project. During the closure ceremony, the national counterparts advocated for a second phase of the project.

Project title, number and source of financing	Project description	Achievements to end 2004
United Arab Emirates. Dubai Export Development – Phase I. UAE/78/01A. Department of Economic Development, Dubai	The objective of the project is to undertake a study on Dubai Export Development. The study will: - Review the existing situation in Dubai and define the needs for export development in the areas of export development; and, - Define, in a result oriented approach, specific projects, programmes and policies to be implemented in order to overcome inadequacies.	The main output of the project was the preparation of a study on the Export Development in Dubai, which provided clear recommendations on actions to be taken by the Government of Dubai in order to promote exports. Based on these recommendations, a decision was made at the high level of the authorities in Dubai to create an Export Promotion Centre.
ASIA AND PACIFIC: Country projects		
Bangladesh. Trade related technical assistance: pre Cancún package. BGD/75/15A. European Commission	The purpose of this project is to assist trade negotiators, policy makers, the business community, and the civil society in Bangladesh to participate as effectively as possible in the international trading system and, especially, in trade negotiations, in view of: - Strengthening Bangladesh's capacity to act as coordinator in trade negotiations for the LDCs group; - Improving Bangladesh's participation in the ongoing WTO negotiations according to the Doha work programme; - Addressing the long-term needs of Bangladesh in the area of human and institutional development on trade policy issue; - Enhancing the capacity of the business community to reap the benefit of the multilateral trading system.	Main activities developed in 2004 were: - Two round table meetings with DCCI and CCCI in Dhaka and Chittagong. The discussants, 120 business leaders and senior government officials reviewed the outcome of the Cancún meeting and the increasing focus on bilateral and regional agreements. - Two workshops on anti-dumping and trade remedy measures in key export markets, business advocacy and networking, textiles and clothing and technical barriers to trade were jointly organized with DCCI and CCCI. - Two training workshops on textiles and clothing were held in Dhaka and Chittagong. These two-day training workshops focused on competitor analysis and challenges in understanding trade remedies. The second part of the workshop involved group work based on application of SHAPE, an ITC tool. This was coupled with training on another ITC tool, The FIT. - Two training workshops on SPS were held jointly with DCCI and CCCI in Dhaka and Chittagong.
Bangladesh. Marketing skills development scheme for the leather sector. GLO/02/GO1A. UNDP	The project aims at raising awareness among leather sector entrepreneurs of global market opportunities and at building their capacity in international marketing, product design and quality management. Improved access to trade information and market intelligence as well as developed promotional skills and tools will allow entrepreneurs to establish contacts with business partners in international markets. As a result, the project will contribute to the export development of the leather sector, with special attention given to ensuring that the project's activities take into account the likely impact on the poor.	The project was in its wrapping up phase. Upon specific request of the Ministry of Commerce, the project supported the building and installation in Dhaka, Chittagong and Sylhet of three static flaying frames (SFF), an innovative, low-cost and locally made device that helps to consistently improve the quality of hides and skins.

Project title, number and source of financing	Project description	Achievements to end 2004
Cambodia. Capacity building for Pro-Poor trade reforms. CMB/02/G01A. UNDP	This IF project addresses appropriate policy and related national capacity needs in the context of ongoing trade reforms and poverty reduction and human development challenges. It has three priority objectives: • To promote a broader national constituency on trade and poverty; • To enhance opportunities for effective allocation of ODA towards trade, through strengthened supply side responses in three sectors (diversified agriculture and agro-business, fresh water fisheries and handicrafts); and • To further elaborate on linkages between poverty reduction, human development and trade expansion.	A monitoring matrix document on IF in Cambodia was prepared to improve the coordination of donor assistance to Cambodia under IF.
Cambodia. Support to trade promotion and export development in Cambodia. CMB/61/87A. Switzerland	The main objective of this project is to build up the trade promotion and export development capacities of Government, trade support institutions and exporting enterprises in Cambodia, in close technical cooperation with the Lao People's Democratic Republic and Viet Nam. Areas of technical cooperation will be: • The development of export strategies at the national and sectoral levels; • The establishment of an operational trade support network at the national level between Government, trade support institutions, product associations and exporting enterprises, led by strengthened trade promotion organizations; • The improvement of knowledge, strengthening of skills and development of capacities of training institutions to provide training in trade promotion and export development to exporting enterprises; • The establishment of a trade information capacity at the national level servicing the specific needs of trade support institutions and exporting enterprises.	Achievements for 2004 were: • The process for the formulation of a national export strategy was launched; • Exporters of medicinal plants were trained in quality control; • The trade support framework of the country was assessed; • Exporters and producers of garments were trained in better sourcing and supply management; • A trade information needs assessment took place; • Proposals for the strengthening of the Cambodian Silk Forum were prepared; and • A draft manual for Cambodian trade representatives was prepared.

Project title, number and source of financing	Project description	Achievements to end 2004
China. Pilot project for the development of an export-oriented fresh apple industry in Tongchuan City, Shaanxi Province of China. CPR/22/04A. China	The project will help the Shaanxi Province of China to develop an export-oriented apple industry by: • Upgrading the quality and yield of fresh apples in Tongchuan City to enable exports to be increased; • Providing a model by which yields and quality of fresh apples in Shaanxi Province can be improved; • Promoting export of fresh apples to selected markets in Europe and the Russian Federation.	Main achievements in 2004 were: • The average yield increased 37%; • The average superior fruit rate increased to 65%; • The implementation of EUREP-GAP made great progress (unifying standards, quality control, sprayers health, ecology protection and sustainable development).
China. Development of an export-oriented floriculture industry in Yunnan province of China. CPR/61/75A. China and Switzerland	The project objective is to develop an export-oriented floriculture industry in the Yunnan Province of China by: creating a central flower market in Kunming to regulate the sales and distribution of the Province's products; strengthening the existing support infrastructure; and developing a core group of leading exporters as model enterprises and farmers.	Main achievements in 2004 were: • Two flower shipping managers received in-service training in the Netherlands; • The flower project was showcased as a success story during ITC's 40th anniversary commemoration at JAG.
India. Empowerment of rural communities to export organic spices of India. IND/95/06A. World Bank	The project objective is to use producer-owned export production villages (EPVs) as a mechanism to organize smallholder Indian spice producers, build capacity through partnerships with local NGOs, and ultimately provide access for rural villages to higher-value export markets.	The project was successfully completed in March 2004. • Thirty project stakeholders were trained in the Export-led Poverty Reduction Programme (EPRP) principles to ensure sustainability to the experience, in the preparation of business plans and in the design of bankable projects. An Indian Association of Exporters of Organic Spices was also established. The exports of organic spices to Europe from the project sites that started already in 2001 (97 tons), shot up to 220 tons in the season 2003/04. • After three years of activity, the project achieved convincing results: an initial 335 families in four project areas, previously surviving on subsistence farming, improved their business capacities and adopted organic farming methods. Reduced production costs and higher export prices helped to increase monthly family income from US\$ 10 before the project to US\$ 50 today. The success attracted 1,800 more families to join the project progressively. Some 50% of the beneficiaries were women, a considerable number of them belonging to tribal groups. • Encouraged by these very positive results, the Indian Government has taken steps to build basic local infrastructure, such as roads, electricity and clean water supply. The project also triggered the adoption of legislation supporting organic certification.

Project title, number and source of financing	Project description	Achievements to end 2004
Lao People's Democratic Republic. Support to trade promotion and export development in the Lao PDR. LAO/61/89A. Switzerland	The main objective is to build up the trade promotion and export development capacities of Government, trade support institutions and exporting enterprises in the Lao People's Democratic Republic, in close technical cooperation with Cambodia and Viet Nam, so that in turn they could induce the expansion and diversification of exports. The project addresses four main areas of technical cooperation: • Export strategies development at national and sector levels; • Establishment of an operational trade support network at the national level between Government, trade support institutions, product associations and exporting enterprises, led by strengthened trade promotion organizations; • Improvement of knowledge, strengthening of skills and development of capacities of training institutions to provide training in trade promotion and export development to exporting enterprises; • Establishment of a trade information capacity at the national level servicing the specific needs of trade support institutions and exporting enterprises.	Main achievements for 2004 were: • The process for the formulation of a National Export Strategy was launched. • Exporters of medicinal plants were trained in quality control. • The trade support framework of the country was assessed. • A trade information needs assessment took place. A study for the assessment of the export potential of the country was launched. • Exporters and producers of garments were trained in better sourcing and supply management.
Pakistan. EC-Trade Related Technical Assistance in Pakistan. PAK/75/17A. European Commission	The purpose of the EC TRTA programme in Pakistan is to enhance awareness among government officials, the business sector and the civil society about the implications of WTO agreements on the economy of Pakistan and to assist the country in building the necessary capacity to address issues resulting from its participation in WTO. It consists of three components: • The first one on building capacity on WTO issues; • The second on norms and standards (implemented by UNIDO); and • The third on intellectual property (WIPO). The EC has nominated ITC as the overall programme coordinator.	One launching mission and five expert advisory missions were conducted (WTO, UNCTAD and ITC) which resulted in fine-tuning work plans for 2004 and training programmes for 2004 and 2005 which matched up-to-date needs of the recipient country. A WTO Reference Centre was successfully set up in Karachi in 2004 at the Export Promotion Bureau (EPB) premises and training on WTO databases was conducted along with introductory MAS training on ITC trade tools. The expert missions also identified the need to develop an operational work plan for the WTO Reference Centres, initially not planned under the project. Therefore, January/February 2005 will be devoted to visiting WTO RFC to draw up a realistic operational plan for all three planned WTO Reference Centres.

Project title, number and source of financing	Project description	Achievements to end 2004
Viet Nam. Support to Trade promotion and Export Development in the Socialist Republic of Viet Nam. VIE/61/94A. Switzerland and Sweden	The project strengthens VIRTRADE's capacity to respond to the needs of exporting enterprises and to provide trade related training, trade information and counselling services to trade support institutions and exporting enterprises on a substantial basis.	In 2004, the project delivered the following main achievements: • The process for the formulation of a national export strategy was launched; • Exporters and producers of garments were trained in better sourcing and supply management; • A comprehensive export potential assessment study was initiated; • A trade information needs assessment took place; • An export strategy for footwear and an export marketing plan were prepared.
ASIA AND PACIFIC: Regional projects		
Development of IPSM training and consultancy support capacities in ASEAN and South Asian countries. RAS/61/81A. Switzerland	This project aims at developing sustainable training and consultancy capacities in international purchasing and supply management (IPSM) in the ASEAN and South Asia regions. It involves the development of training and consultancy skills of local IPSM specialists, as well as the implementation of national professional certification programmes. This work is supported through the transfer to local training institutions of the generic versions of ITC's IPSM Modular Learning System (MLS). Local specialists adapt these tools and develop additional materials to meet specific regional and national requirements.	The network of institutions offering ITC's MLS on international purchasing and supply management was further consolidated and strengthened: • During 2004, more than 180 trainers and consultants were trained through 11 events organized in the context of the project. • Twelve local institutions in nine countries and institutions are now offering MLS based training. In addition, three countries are preparing to start offering such programmes in 2005. • The number of exams taken in order to obtain the International Diploma in international purchasing and supply chain management (IPSCM) supported by ITC exceeded 1,200 in 2004 in the countries covered by this project. • A number of success stories have been collected demonstrating the impact of the training in a number of countries. • Two regional workshops including all 12 countries as well as China were organized for trainers as well as consultants in 2004. • Cooperation across the participating institutions has now started successfully throughout the region.
Asia Trust Fund Coordination Unit. RAS/A1/01A. European Commission and ITC/GTF	The Asia Trust Fund (ATF) is a channel to provide quick delivery of short-term TRTA, in response to an immediate need identified by a national government or regional organization. Support will be complementary to bilateral programmes and shall in particular be provided in the context of nationally and regionally owned trade development strategies, to be mainstreamed into the national or regional development policies, including poverty reduction strategy papers.	Since the launch of ATF in September 2004, the stakeholders concerned have been informed of this new facility for TRTA. A network comprising EC and national focal points was established shortly thereafter. By December 2004, a six requests for ATF support had been received.

Project title, number and source of financing	Project description	Achievements to end 2004
EUROPE AND CIS: Country projects Kazakhstan. Trade promotion in Kazakhstan – Phase I. KAZ/61/90A. Switzerland	The objective is to strengthen the sustainable expansion and diversification of SME exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven. Four immediate objectives were formulated: • Objective 1: To improve the export competitiveness of enterprises in the agro-processing sector, in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing); • Objective 2: To improve the business environment for exporters by strengthening the dialogue between stakeholders and the public sector in the course of preparing a trade strategy for the agro-processing sector. • Objective 3: To strengthen business support services organizations through increasing the quality and range of their services, which can assist potential and actual exporters in becoming more export competitive. • Objective 4: To strengthen Kazakhstan's SQAM institutions so that exporters can better meet foreign quality standard requirements.	Achievements in terms of immediate objectives: • Objective 1: Enterprise surveys and enterprise audits for the fruit and vegetable processing sector were carried out, resulting in a definition of priority needs; • Objective 2: Start of a sector export strategy development process for the fruit and vegetable processing sector with sector data collection and a first sector strategy workshop at which all stakeholder groups participated; • Objective 3: Contacts and information on business services providers were established; • Objective 4: The law on technical regulation was amended following ITC recommendations, a technical workshop evoking high interest was held, and a SQAM study tour to Slovakia and the United Kingdom took place.
Kyrgyzstan. Trade promotion and export development. KYR/61/74A. Switzerland	The project objective is the expansion and diversification of exports through concentrated product and market development efforts in the processed food sector, including preliminary activities to set up a pilot trade information service.	With ITC and other donors' support the Association of Fruit and Vegetable Processors developed a branding strategy and marketing materials.

Project title, number and source of financing	Project description	Achievements to end 2004
Kyrgyzstan. Trade promotion in Kyrgyzstan – Phase I. KYR/61/91A. Switzerland	The objective is to strengthen the sustainable expansion and diversification of SME exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven and are built around three pillars formulated as immediate objectives: - Objective 1: To improve the export competitiveness of enterprises in two priority sectors (initially agro-processing) in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing). - Objective 2: To improve the business environment for exporters by strengthening the dialogue between stakeholders and the public sector in the course of preparing sector and national trade strategies. - Objective 3: To strengthen business support services organizations through increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive.	Achievements in terms of immediate objectives: - Objective 1: Enterprise Surveys and Enterprise Audits for the fruit and vegetable processing sector were carried out, resulting in a definition of priority needs; - Objective 2: Start of a sector export strategy development process for the fruit and vegetable processing sector with sector data collection and a first sector strategy workshop in which all stakeholder groups participated; development of a national export strategy is close to finalisation; - Objective 3: Contacts and information on business services providers were established; assistance and training activities in the fields of TBT and SPS were provided.
Romania. Strengthening Romania's export capacity. ROM/00/001A. Switzerland and UNDP	The project objective is to develop and diversify Romania's exports through assistance to the Romanian Foreign Trade Centre (RFTC) in, <i>inter alia</i>, trade information and market analysis as well as through export product and market development (textiles and garments and wooden furniture sectors). It includes strengthening the capacity of two specialized multiplier organizations and direct assistance to selected enterprises. It is also contributing to the Government's preparation of a promotional scheme for SMEs by carrying out a study of such schemes in other countries.	Main achievements in 2004: - The capacity of the Romanian Foreign Trade Centre was strengthened through an improved website (ongoing). - Enterprises from the textiles and garments sector had the opportunity to present their new designs developed under the project to representatives of international buyers. - The furniture-testing laboratory in the National Institute of Wood has been equipped with modern testing technology and staff have been trained in using it. It is now able to test furniture according to EU standards.
Evaluation ROM/00/001A: <i>This 4-year project enhanced the knowledge and improved the capacity of the two sector institutions (IMOD and INL) as well as of the Romanian Trade Promotion Center to provide export development services to the business community. It also helped garment and wooden furniture companies to diversify their product range, enter new markets and increase export sales. The achievements of this project served the basis for the development of a new ITC export development project for Romania. As a result of this project evaluation conducted in September 2004, it became apparent that only with continuity and consistent follow-up can tangible results – at both enterprise and service providers levels – can be achieved.</i>		

Project title, number and source of financing	Project description	Achievements to end 2004
Tajikistan. Trade promotion in Tajikistan. Phase I. TAJ/61/92A. Switzerland	The objective is to strengthen the sustainable expansion and diversification of SME exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven, and built around three pillars formulated as immediate objectives: - Objective 1: To improve the export competitiveness of enterprises in two priority sectors (initially agro-processing) in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing). - Objective 2: To strengthen business support services organizations through increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive. - Objective 3: To improve the business environment for exporters by strengthening the dialogue between stakeholders and the public sector in the course of preparing sector and national trade strategies.	Achievements in terms of immediate objectives: - Objective 1: Enterprise Surveys and Enterprise Audits for the fruit and vegetable processing sector were carried out, resulting in a definition of priority needs; - Objective 2: A feasibility study for a national trade centre was conducted; establishment of the organization in Dushanbe was endorsed by the National Government, and that of a mirror body by the province government of Khujand; legal and financial arrangements for setting-up were undertaken by the Government; training activities on SQAM for enterprises and staff of the national standardization body were conducted in the capital and provinces; a SQAM study tour to Slovakia and the United Kingdom took place; - Objective 3: Start of a sector export strategy development process for the fruit and vegetable processing sector with sector data collection and a first sector strategy workshop at which all stakeholder groups participated.
Turkey. ITC-TTN Capacity Building. INT/69/01A. Turkish Exporters Assembly Trade Points A.S. (TTN)	The overall aim of the project is to create a national capacity to provide training and consulting services to improve the management-export and e-readiness of Turkish Exporters and enterprises. This capacity will be mobilized to deliver know-how and skills to improve the competitiveness of Turkish products and services in world markets. The project will proceed in three phases and will last a total of two years: - During Phase 1, the ITC project team will establish the institutional structure, provide management and technical training to enterprise management development experts and help develop training programmes to train TTN affiliated trainers and consultants. - During Phase 2, ITC and the experts trained during Phase 1 will train management development advisors and pilot the programs for the provision of training and consulting services to the exporters. - During Phase 3 ITC and the trainers (both experts and advisers) will train the managers of enterprises.	The project focused on the following achievements: - Capacity-building programme was conducted. Twenty trainers and consultants were trained. - Five workshops have taken place to transfer know-how and supporting tools to assess management, export and e-potential of enterprises. - A series of interventions were recommended to the enterprises based on the participants' assessment of companies using the evaluation tools. Given the satisfactory results of the first phase, a proposal for second phase is being developed.

Project title, number and source of financing	Project description	Achievements to end 2004
Uzbekistan. Trade promotion in Uzbekistan – Phase I. UZB/61/93A. Switzerland	The objective is to strengthen the sustainable expansion and diversification of SME exports. The project provides a comprehensive and holistic technical cooperation response to priority needs identified in cooperation with the Government during the preparatory phase for this project. Interventions are demand driven and built around three pillars formulated as immediate objectives: • Objective 1: To contribute to the development of a sector trade development strategy, ensuring public and private sector participation in the process. • Objective 2: To strengthen business support services organizations through increasing the quality and range of their services that can assist potential and actual exporters in becoming more export competitive. • Objective 3: To improve the export competitiveness of selected enterprises in two priority sectors (initially agro-processing) in areas where export competitiveness is determined by activities at the enterprise level (such as in product design, quality management or marketing).	Achievements in terms of immediate objectives: • Objective 1: Start of a sector export strategy development process for the fruit and vegetable processing sector with sector data collection and a first sector strategy workshop at which all stakeholder groups participated. • Objective 2: The law on technical regulation was amended following ITC recommendations; a technical workshop evoking high interest was held; SQAM study tour to Slovakia and the United Kingdom took place; contacts and information on business services providers were established. • Objective 3: Enterprise surveys and enterprise audits for the fruit and vegetable processing sector were carried out, resulting in a definition of priority needs.
EUROPE AND CIS: Regional projects OECD-Workshop. RAF/57/01A. OECD	The project in collaboration with the OECD aims to train TSIs and SMES in seven economies in transition.	Training for government and services firms were delivered in Albania, Bosnia and Herzegovina, Bulgaria, Croatia, the Republic of Moldova, Romania, and Serbia and Montenegro.
LATIN AMERICA AND THE CARIBBEAN: Country projects Bolivia. Multifunctional technical Cooperation for the development and Promotion of Exports. BOL/61/80A. Switzerland	This project concentrates on: • Development and promotion of products for traditional and potential markets with the purpose of expanding exports from sectors identified as having major export potential, over the short or medium term; • Development of national capacity in the areas of enterprise management and foreign trade; and • Establishment or reinforcement of mechanisms for foreign trade promotion and development, comprising a network of public and private sector trade-related institutions.	The project has substantially increased national capacity for: • Trade-related human resource development; • Trade information management; • Export packaging and quality; • Institutional aspects of export promotion; and • International marketing.

Project title, number and source of financing	Project description	Achievements to end 2004
Brazil. Enhancing the competitiveness of Brazilian companies through export and investment promotion. BRA/99/031A. UNDP	The project aims to strengthen the international competitiveness of Brazilian enterprises, in particular SMEs, in order to increase their share of Brazilian exports, thus expanding the country's export supply base and enhancing relations with foreign buyers and investors in selected sectors.	The project provided access to TradeMap, Investment Map and Market Access Map to all subscribers of Brazil TradeNet and access to Product Map to the network of the Brazilian Ministry of External Relations.
Haiti. Strengthening of national capacities to export tropical fruits and pilot initiative to reduce poverty through exporting of mangoes. HAI/37/16A. Italy	This project aims at: - Supporting the promotion of mango exports based on a better knowledge of the constraint and opportunities provided by the national supply and the international demand; - Providing technical support to the concerned parties so as to allow them to better grasp the inherent constraints and take better advantage of the opportunities in the external markets; and, - Helping the communities in need to organize and strengthen their production capacities according to export market quality standards and to negotiate better prices.	Implementation started in late November 2004. As a first step, a supply survey has already been undertaken. This survey has confirmed the relevance of project activities and provided valuable inputs for the project's 2005 work plan. Finally, both a national steering committee and a project office have been constituted.
Haiti. Follow-up to the Round Table on Trade: Pilot Phase of the IF. GLO/02/GO3A. UNDP	Institutional strengthening (legal framework, trade information) supply survey, export promotion strategy, trade policy formulation. (UNCTAD and WTO associated.)	The project has set the stage for the reform of the national business law and to harness the market potential of mangoes in order to further develop exports. It has helped mobilize resources for a new national project on mango export development (see project HAI/37/16). This project also contributed to develop national capacity in areas such as trade information and strategic market research.
LATIN AMERICA AND THE CARIBBEAN: Regional projects		
Peru-Ecuador Bilateral Fund – Needs Assessment.	This project carries out needs assessment in northern Peru and Southern Ecuador and is funded by the <i>Fondo Binacional para la Paz y el Desarrollo</i> of Ecuador and Peru.	A project proposal has been formulated and circulated to potential funding sources.
PER/94/01A. Ecuador and Peru		

Project title, number and source of financing	Project description	Achievements to end 2004
Improvement of international purchasing and supply management in Bolivia, Colombia and Peru. RLA/58/06A. Spain	Train future trainers in purchasing and supply management, create local training capacities in purchasing and supply management to serve the business community, and assist in setting up national purchasing and supply management associations in the countries covered.	International purchasing and supply management training capacities were developed at two institutions in Peru, three in Bolivia and four in Colombia.
Trade related human resources and enterprise development for foreign trade in Central America – Phase II. RLA/81/01A. Norway/ Sweden	Contribute to the development of a permanent capacity for supporting human resource and SME development in El Salvador, Honduras and Nicaragua. Development of a network of trainers and consultants in Central America and a feasibility study for the formulation of an export-led poverty reduction pilot project for small and medium-sized coffee producers in Guatemala.	A certification programme for consultants was developed in El Salvador. The regional hub has attained self-sustainability. ExportPyme programmes continue without financing from ITC.
INTERREGIONAL AND GLOBAL PROJECTS		
Project to promote fuller participation of developing nations in the GATS. INT/20/93A. Canada	The project aims to undertake studies to assess services sector capacity in the 10 recipient countries as well as train government officials about the implications of GATS.	The programme provided technical assistance to promote greater participation of developing nations in WTO GATS negotiations. Services sector capacity studies were undertaken in 10 developing countries in consultation with services stakeholders. As a result, confidential, country-specific reports were delivered to the recipient countries. The reports articulated current service exports, domestic capacity for services exporting, and services challenges and support needs. A workshop in Geneva was then held to consider the findings in the reports and discuss GATS issues. In the ITC post-project survey, recipients said the initiative was worthwhile and of direct help to their participation in the negotiations. They emphasized that an important result of the project was their enhanced knowledge of their services economy.
Companion volumes to the Business Guide. INT/23/01A. Commonwealth Secretariat	This project covers the preparatory work for a joint ITC/Commonwealth Secretariat publication on trade remedies.	Main achievements for 2004: • Drafting of companion volume to the Business Guide to the World trading System on trade remedies. • Organization of Interagency Workshop on Access to Medicines and Pharmaceutical Products/Generic Drugs for Commonwealth Developing Countries with No or Insufficient Manufacturing Capacities, October 2004, Geneva.
Export development of organic products from LDCs and other low income DC's. INT/24/83A. Denmark	This project provides technical assistance to LDCs and other low-income developing countries, including networks (regional groups) of developing countries, enabling them to build up a sustainable export business in organic products, in particular food and beverages. This involves capacity building in certification; export marketing, market research and marketing intelligence, making the maximum use of electronic communication systems including the Internet.	Exporters were trained in producing organic spices. Substantial exports were achieved and products made complying with market requirements.

Project title, number and source of financing	Project description	Achievements to end 2004
Coffee Guide: Web-site and Promotion. INT/24/84A. Denmark	Development of an inter-active coffee website with Q&A service.	Main achievements in 2004: • The Coffee Guide (late 2002, French/Spanish 2003) was sponsored by Denmark. It was ITC's most demanded publication in 2003 and demand remained high in 2004 where significant promotion of the guide took place. • The guide text forms basis for development of ITC's coffee website with a Q&A service (this project). • Funds have been used mainly for payment of consultants who have adapted and updated the text (almost 500 topic text boxes) in three languages. • The coffee website is scheduled to open in March 2005, financed by Switzerland (seco).
Legal aspects of foreign trade. INT/27/07A. France	The project has the following aims: • Systematic dissemination through NTIs of legal texts, model contracts, dispute resolution services, etc. on international trade law; • Designing world-wide model contracts for SMEs where needed; • Optimizing the role of commercial arbitration centres with particular regard to small disputes; • Assist efforts in regional harmonization of trade laws; • Assist in trade law reform of specific countries where this is urgently required by the business community; • Advising and helping the national business communities and Governments in up-dating their ratification of essential international trade treaties relating to commerce; • Enabling business lawyers' associations.	In 2004, the project realized the following achievements: • Lega Carta (Multilateral trade Treaties technical assistance database): launched with interinstitutional meeting in Geneva (UNCITRAL, Hague Conference on Private International Law, WTO, UNIDROIT, UNCTAD at the Director Level); presented at the JITAP management meeting (module 5) in Geneva, and at the World Bank, MIGA and ICSID institutions in Washington. Greatly enhanced database and multilateral treaties section. Cooperation with various other institutions in progress. Presentation of Lega Carta at the 6th Law and Internet International Conference. • Juris International (trade law website): Google No. 1 for international contracts in French, English and Spanish. Expanded readership in Spanish-speaking countries. • <i>ITC Contractual Joint Venture Model Agreements</i> published in French and English. • Arbitration and mediation services: in a first for arbitration and mediation ITC brought together more than 60 directors of centres from 50 developing and developed countries at a symposium on how to strengthen their services, in Chamonix, France (September 2004). In addition to many new centres, some of the world's foremost institutions in the field were present, including the International Chamber of Commerce; the International Federation of Commercial Arbitration Institutions; and the United Nations Commission on International Trade Law. Following the meeting, a network for south-south cooperation has been created and first cooperation projects held concerning the South-African region. Two new co-publications of the arbitration handbook. Finance and arbitration for the Arab countries. International symposium held with the Tunisian Arbitration Centre (May 2004). 350 participants from Middle East and Maghreb countries. • Haiti Business Law Reform: resumption of work with finalization of the General Commercial Law and arbitration sections. Meetings with IDB and Ministry of Trade of Haiti for continuation of project. • Regional harmonization of trade law in the Maghreb: strategy defined with first meeting of experts from Algeria, Morocco and Tunisia (Geneva). • Public-private partnerships: in preparation for the Montreux Executive Forum, drafting of a model legal framework for setting up a national export council (model law and commentary) and presentation at Montreux (September 2004). • E-Law: organization of ITC's participation in the Asia E-Law forum in Thailand. • Articles published in the two last issues of ITC's <i>International Trade Forum</i> magazine.

Project title, number and source of financing	Project description	Achievements to end 2004
Adviser on the management of imported supplies. INT/27/08A. France	The project aims at: - Enhancing export readiness of small and medium enterprises by improving their purchasing and supply chain management skills and competencies through training and counselling. - Improving the efficiency of public procurement operations to obtain 'value for money' through the dissemination of good practices and subsequent training and counselling of public buyers.	Successful design and implementation of IPSM training and counselling projects deployed in East European economies in transition and African and Asian (Indochina) developing countries. Design and implementation of IPSM components included in ITC projects.
Fond d'intégration des pays moins avancés (PMA) de la francophonie. INT/28/04A. Agence intergouvernementale de la francophonie	The project aims at facilitating the participation of LDCs in the Integrated Framework (IF). Its main objectives are to: - Integrate LDCs into the multilateral trading system; - Integrate trade into the national development plans of LDCs; and - Formulate technical assistance tied to trade.	Thanks to this project a large number of Francophone LDCs, in particular Burundi, Djibouti, Guinea, Madagascar, Rwanda, São Tomé and Príncipe, Senegal, could benefit from the IF initiative. A number of follow-up projects are under formulation and implementation.
Mediterranean 2000: supporting SME's competitiveness and access to trade finance. INT/37/13A. Italy	A joint UNCTAD, ISO and ITC programme aimed at stimulating SME competitiveness in 10 developing countries of the Mediterranean Basin and Horn of Africa. The ITC contribution focuses on improving SME competitive capacity and access to finance. Through training and use of specifically designed tools, it assists SMEs to correctly address trade credit issues and access bank credit; it adapts practical guides such as <i>Trade Secrets</i>, <i>How to Approach Banks</i> and <i>Secrets of Electronic Commerce</i> at country level; and it enhances bank capacity to analyse and meet trade credit requests by SMEs. The programme includes capacity building activities for entrepreneurs in finance, competitiveness and e-commerce.	The preparation of training tools planned was completed in English and French: - Entrepreneurs and finance (access to bank credit and business plan preparation) - Banks and financial institutions (credit evaluation and credit scoring) - Credit insurance and guarantees (setting up an institution, risk management, building up a portfolio, re-insuring a portfolio). This module is available in English only, for the moment. The two capacity-building events planned in Tunisia took place and drew considerable attention. In the area of credit insurance, a committee grouping all African institutions active in this area was created at ITC initiative under the umbrella of the African Insurance Organisation. Networking has started also in Morocco, and two workshops on finance for trading entrepreneurs were organized and launched for February 2005.

Project title, number and source of financing	Project description	Achievements to end 2004
Innovative trade-related finance for SMEs. INT/37/15A. Italy	Analysis on how to improve access to trade-related finance by SMEs in developing and transition countries through innovative programmes and tools. The project includes: • A report on the main weaknesses of existing programmes and mechanisms as well as recommendations on specific innovative ways to provide concrete support to SMEs. • A publication on procedures and mechanisms in operation by 'best' performing institutions in order to improve and complete the offer of effective trade finance schemes to facilitate access to finance by SMEs.	Research work and contributions from regional consultants were received, reviewed and incorporated in the main document. The manuscript was completed and final editing and formatting well underway. Final checks with editorial committee are taking place and publication of the book entitled <i>Finance for Trade</i> will be done during the first quarter 2005.
Market news service for cut flowers and tropical ornamental plants. INT/47/49A. Netherlands	Market News Service (MNS) contributes to the development of market intelligence for the Product Map application on a weekly, bi-weekly or monthly basis for cut flowers and tropical ornamental plants, pharmaceutical starting materials, fresh tropical off-season fruit and vegetables, medicinal plants, spices, spice herbs and seeds, and fruit juice. Information provided for each product includes prices prevailing in target markets, description of evolving market requirements, industry news, important trade shows, and targeted analysis of trade flows. Information is specifically tailored to assist key stakeholders in developing and least developed countries including trade support institutions, producers, exporters and traders.	The project has been expanded to cover not only cut flowers and tropical ornamental plants (60% of funding), but also medicinal plants, pharmaceutical materials, and fruit and vegetables (together 40% of funding). The output of the project has been prolific – over 120 issues on cut flowers for the United States, European Union and Asian markets alone (United States was discontinued during 2004 because it is now covered by other sources) – and continues to be a key reference for credible price and market information for developing country producers and industry specialists worldwide. Market News Service consultants have also provided significant support to ITC technical cooperation projects, and continued the partnership with WHO on key issues related to generic pharmaceuticals. The integration into the Product Map market intelligence portal has increased access to all the reports, with the fruit and vegetables and cut flowers among the top five most visited of the 72 portals.
Market intelligence follow-up to improve the market information system of selected TPO. INT/47/73A. Netherlands	Following the identification of the strengths and weaknesses of the trade information capacity of institutions that participated in CBI's Market Intel Seminar Programme series (2000–2004), the project responds to the participating institutions' requests for follow-up assistance to strengthen their information management and information service capacity.	A range of support comprising advisory services, training programmes and information resource development were delivered to the 6 beneficiary organizations selected for the project in 2004. Training and advisory services were delivered to IOBS (Bangladesh), Expolink (Egypt), the Ethiopian Export Promotion Department, and the Cebu Furniture Industries Foundation (Philippines). The information resources of the latter two organizations were strengthened. Information officers from the Ghana Export Promotion Council and the Centre for Business Information of Kenya also benefited from participation at an ITC training programme in information management.
PACKit – The Integrated Export Packaging Information Kit for Developing Countries. INT/47/75A. Netherlands	The objective is to provide partner institutions with a set of PACKit information modules, ready to be used by packaging institutions and trade support providers. The Kit is made up of stand-alone profiles that can be combined in different ways to suit the interests of specific user groups. The modular profiles present packaging information in four categories: products and their packaging needs; different packaging materials; target market requirements; and profiles of the packaging industry in developing countries and transition economies.	PACKit modules were produced on: health, safety and the environment, transport, marketing, design, fish and seafood, oilseeds, furniture, food products, herbs and spices, and natural products.

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Follow up to the business sector round table: preparation of exporter road map for LDC enterprises. INT/47/76A. Netherlands	The project aims to prepare techno-economic profiles of two product sectors, fish and horticulture, with a view to providing guidance to enterprises seeking to produce and export products in these sectors.	The two generic versions of the Road Maps have been completed.
Strengthening the design and Implementation of Trade Development Strategies in Sri Lanka, Ethiopia and Jordan. INT/47/81A. Netherlands	The project is designed to develop the capacity of Sri Lanka, Ethiopia and Jordan's trade support institutions to undertake market analysis in support of international trade development. The project facilitates access by these countries to two of ITC's market analysis tools, TradeMap and Product Map, which have been designed to assist in the analysis of international trade flows, in research on market access issues and in the collection of sectoral market intelligence. Training activities in these countries allow local partners and the business sector to make effective use of market analysis tools and build local capacity in the following areas: benchmarking of national trade performance, identification of priority market and sectors for trade promotion, assessment of bilateral trade potential and analysis of market access barriers.	In 2004, the project set up and launched TradeMap Sri Lanka and provided a training workshop for users in coordination with the Ceylon Chamber of Commerce. The project established a relationship with the Addis Ababa Chamber of Commerce in Ethiopia, signed the MOU to make them a partner, and scheduled the launch and workshop. The project has already identified and initiated the process of establishing TradeMap and Product Map partners in Jordan (the Jordan Exporters' Association and JEDCO).
Capacity Building among SMEs, TSIs and Governments to promote Exports of Services from Selected Francophone African Countries. INT/50/45A. Norway	This project studies services sector capacity and demand, builds export capacity among SMEs, provides train the trainer workshops to associations, assists governments in promotion of services, and conducts activities to foster networking and intraregional trade.	In 2004, the three beneficiary countries (Cameroon, Morocco and Tunisia) joined the ServiceExportNet and reported on their activities, achievements and needs related to promoting trade in services in their respective countries. This analytical material is being used for the development of tailor-made solutions and tools for these countries.
Executive Forum on National Export Strategies – 2004. INT/61/95A. Switzerland	Organization of Executive Forum 2004 on the theme 'Competitiveness through Public-Private Sector Partnership: Successes and Lesson Learned, plus the overhaul of the Executive Forum website including the introduction of a Web-based facility for the application of Executive Forum tools and the provision of a help-desk.	On the one hand, the programme has consolidated more than 40 strategy teams familiar with export strategy 'best practice' in areas of public-private sector partnership building: sector-level strategy design and export clustering. On the other, national level strategy design initiatives were advanced (Belize, Cambodia, Dominican Republic, Kyrgyzstan, Lao People's Democratic Republic, Romania, Saint Lucia, Uruguay, Viet Nam).

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Business for Development. INT/74/01A United States of America	ITC's 'Business for Development' initiative wishes to promote the basic objective of the Doha Declaration, which has placed economic development at the heart of the Work Programme. This purpose, however, cannot be achieved without the strengthening of the multilateral trading system and the closer integration of the developing countries into it. Therefore, the initiative wishes to make a contribution to the urgent revival of the WTO negotiations. The 'Business for Development' initiative aims to achieve its objective through the conduct of regional meetings in Southern and East Africa, West Africa, Asia, Latin America and the Caribbean and Central and Eastern Europe. Country teams consisting of two business leaders and one government strategy maker will be invited to the events. The agenda of the meetings is adapted to the specific priorities and concerns of business in the concerned region, including regional and bilateral aspects of trade relations. All meetings address the most important outstanding issues in the Doha Development Round, review the basic position taken by countries in the region from a business point of view, provide a platform to voice specific interests of business in resuming the talks and strengthening the MTS.	In 2004, four regional meetings were successfully held in: • East and Southern Africa (Nairobi, Kenya – March); • Central and Eastern Europe (Sofia, Bulgaria – May); • Latin America and the Caribbean (Rio de Janeiro, Brazil – June); and • Asia and Middle East (Manila, Philippines – October). Discussions focused on the business implications of WTO negotiations in: • Agriculture; • Non-agricultural market access (NAMA); • Services, • Textiles and clothing; • Special and differential treatment; • Trade facilitation; • Interaction between bilateralism/regionalism and MTS; and • Business advocacy. For all these meetings, participants prepared country papers on MTS-related subjects in their areas of expertise. The four 'Business for Development' meetings brought together some 200 business leaders, 100 government decision-makers, and key trade negotiators from 69 developing countries and transition economies. The World Tr@de Net's networking platform, as well as its team expertise and tailor-made documentation constituted the foundation for these meetings.

Project title, number and source of financing	Project description	Achievements to end 2004
Development and Pilot Implementation of a Methodology for Performance Assessment in Public Procurement. INT/95/09A. World Bank	The OECD Development Assistance Committee (DAC) and the World Bank launched an important initiative aimed at developing better tools and techniques to enhance procurement capacities in developing countries at a Round Table meeting held at the OECD headquarters in Paris in January 2003. Four working groups were organized with the following aims: • How to mainstream public procurement in the developing world, i.e. make it a more strategic component at the centre of the broader expenditure management and governance domains; • How to develop more effective and sustainable procurement capacity building tools and techniques; • How to establish benchmarks or standards that can be used to measure the adequacy of existing procurement systems; and • How to ensure that ongoing procurement activities can be effectively monitored and evaluated over time to provide comfort to governments and donors that the quality of procurement continues to meet the desired standard. During a second round table held in Kampala in February 2004, the participants agreed on assigning to ITC the task of developing a public procurement monitoring and evaluation methodology in the framework of the fourth working group.	With co-financing from the World Bank, and in the context of the OECD/DAC–World Bank Round Table Initiative on Strengthening Procurement Capacities in Developing Countries, ITC developed – jointly with three partner countries (Madagascar, Morocco and Uganda) – a pilot methodology for measuring and monitoring procurement performance in the public sector. This methodology was adapted and integrated into the broader framework of the proposals and recommendations issued by the third and final OECD/DAC–World Bank Roundtable undertaken within the framework of this initiative, and is expected to lead to in-country pilot applications of the methodology.
Revolving fund for IPSM training materials. INT/R1/01A. Revolving Fund. IPSMS	The Fund serves to develop technical tools allowing developing and transition economies to achieve a more cost effective use of the foreign exchange resources invested in the purchasing and supply of imported goods and services. Tools comprise training packs, computer-based simulations, books, periodicals, audio-visual materials, etc., especially the Modular Learning System (MLS) and the Public Procurement Training System.	In 2004, the International Purchasing and Supply Management (IPSM) Revolving Fund supported the process of refining SHAPE – ITC's methodology for sector strategy development based on the value chain approach, complementing other project funding. It also served to supply technical and training materials to ITC Modular Learning System (MLS)–International Purchasing and Supply Chain Management (IPSCM) network partner institutions, thus contributing to the implementation of training programmes in this area around the world. An input was also made to the organization of the first international MLS–IPSCM network round table in Cairo, as well as to the development of the IPSCM LearningNet website supporting this network.

Project title, number and source of financing	Project description	Achievements to end 2004
Revolving fund for trade flow analysis and market research. INT/R2/01A. Revolving Fund – MAS	The Revolving Fund for Trade Flow Analysis and Market Research was created to support development and dissemination of ITC's suite of market analysis tools and services. This includes development and maintenance of the web-based market analysis portals TradeMap and Product Map, and the CD-based tools Market Access Map and PC-TAS. The Fund also supports extensive capacity building for users on application of the tools to trade promotion, trade strategy development, marketing, business strategy and other areas. Finally, the Revolving Fund supports single-client studies focusing on areas of specific interest such as identifying priority sectors for trade promotion, analysing market access conditions for individual countries, assisting donors in better targeting technical assistance, and analysing the effects of trade preferences.	The MAS Revolving Fund provides funding (with complementary funding from other projects) for the development, maintenance and dissemination of the suite of MAS market analysis tools: TradeMap, Product Map and Market Access Map. The MAS Revolving Fund had the following outputs for 2004: • Further expansion of TradeMap country partners to 45; • Consolidation of Product Map Country Dissemination Partners at 25; • Launch on-line (with Window I funding) of Market Access Map, a database of tariff information now acknowledged by key partners to be leading the world; • Over 79 (of MAS's overall 87) capacity-building events worldwide in use of the market analysis tools and in the process of analysis; • Numerous contributions to world fora on trade measurement, market analysis, market access conditions and other areas; • A number of specific studies for clients on market access conditions and other areas; • Numerous product development efforts. Measured in terms of impact, the Revolving Fund has funded training of 2,200 participants (of MAS's overall 2,600), and has enabled increasing access to market analysis data as evidenced by usage statistics of the tools worldwide including 4,500 monthly visits to trademap.org and trademap-usaid.org combined (with many more on country sites), 8,500 visits to Product Map per month, and use of one or more of the MAS tools in 128 countries. The Revolving Fund also supported the development and launch of the first generation of Investment Map with UNCTAD.
External evaluation of ITC Programme 'Strategic of Operational Market Research': <i>This external evaluation of MAS was finalized in 2004. It recognized that the products and services developed by MAS facilitated the integration of developing economies into the world trading system and increased the transparency of trade and market access information. The evaluation recommended MAS to continue enabling firms and agencies to access market analysis data and to broaden its reach with new tools, including Market Access Map and Investment Map.</i>		
Revolving fund for trade information system. INT/R3/01A. Revolving Fund – TIS	The revolving fund is aimed at enabling: • The production and sales of information tools of common interest; • The production of tailor-made training materials and information products (including WEB sites and CD ROMs); • The organization of training events on request on trade information management and sources.	Main applications in 2004: • TPO software was revised/updated and CD-ROMs were sold; • New training programme was designed and implemented; • Tailor-made services were rendered on request and financed by partner organizations (cash contributions) or projects (funds transfers).

Project title, number and source of financing	Project description	Achievements to end 2004
BAS Revolving Fund on the World Trading System. INT/R5/01A. Revolving Fund – Business Information on the WTS	To support network members in the design and the delivery of up-to-date and relevant business services on the quickly changing regulatory framework, ITC has developed, updated and disseminated under technical cooperation programmes a wide range of information, reference and training materials on WTO-related issues. The Fund supports the continuation of research in this area, the regular updating and the dissemination of business information on the world trading system.	The BAS Revolving Fund on the World Trading System had the following outputs for 2004: • Preparation of a <i>Business Guide to Trade Remedies in Brazil: Anti-dumping, anti-subsidy and safeguards legislation, practices and procedures</i>; • Update of the <i>Business Guide to Trade Remedies in the European Community: Anti-dumping, anti-subsidy and safeguards legislation, practices and procedures</i>; • Update of the <i>Business Guide to Trade Remedies in the United States: Anti-dumping, countervailing and safeguards legislation, practices and procedure</i>.
Revolving fund for the South-South trade promotion. INT/R6/01A. Revolving Fund – SSTP	A dedicated window for unbundled projects, in particular, those projects involving specific segments of South-South trade promotion three-step methodology, like matchmaking services and product selection workshops.	In 2004, the mobilization of the Revolving Fund for the Promotion of South-South Trade was instrumental to SSTP's strategy to provide unbundled services to trade support institutions, government agencies, inter-governmental organizations and other institutions, both public and private, including matchmaking services, buyers-sellers meetings, product selection workshops, training seminars, tailored publications, etc. A first matchmaking project in Jordan took place in 2004; three others are expected to take place in 2005.
Meet in Africa INT/S1/01A. Special Account – 'Meet in Africa' and Integrated leather sector export development programme for Africa. RAF/47/72A. Netherlands	The programme has two main components: Meet in Africa and Leatherline. It covers a number of complementary self-contained clusters of activities: • Preparation and implementation of the fourth Meet in Africa meeting to boost intra-African trade and African exports to international markets. • Strengthening the Internet site for African hides, skins and leather products. • Building and strengthening the capacity of sectoral institutions at national, subregional and regional level as well as promoting their networking, in particular of the African Federation of Leather and Allied Industries (AFLAI). • Creating awareness of trade potential among SMEs and developing enterprise competitiveness. Website: www.intracen.org/leather	Meet in Africa (MIA) took place in October 2004 in Addis Ababa. The trade fair welcomed over 270 exhibitors coming from 20 different countries, including 55 international exhibitors. This 4th MIA attracted around 2,200 professional visitors coming from more than 30 different countries, from Africa, Europe as well as from the Americas. To explore the full potential of the meeting, participants were provided with a schedule of appointments and a 'Trade Leads Line-up', i.e. the complete list of potential business partners. A book containing the relevant information and 225 company profiles was distributed to every participant. A survey conducted among more than one third of the exhibitors shows that overall business valued at US\$ 25 million was negotiated as a result of the trade fair and the buyers-sellers meetings. The event hosted also the General Assembly of the African Federation of Leather and Allied Industries (AFLAI), which marked a turning point in the history of the Federation: a new top management was appointed and decisions were taken concerning a new Secretariat and a strategy/business plan to be completed in six months. This is done with the view of AFLAI becoming responsible for organizing the next Meet in Africa to be held in Cairo, Egypt, in 2006. Leatherline has recorded over 110,000 visits during the year with a constant and steep increase in popularity, reaching more than 30,000 visits in one month only (December). Users from developing countries have expressed their high satisfaction with the website that has filled in a significant information gap and are demanding an expansion to cover more market intelligence.
Evaluation RAF/47/72A: This evaluation included two phases and it was completed in the year: Phase I, which was subcontracted to the African Federation of Leather and Allied Industries (AFLAI), consisted of a field study to assess the impact of Meet in Africa till now; the present and future role of AFLAI; the conditions to make the event Africa-owned and self-sustainable. The report has been delivered by AFLAI. During Phase II an international and independent evaluator validated and complemented the results of the AFLAI study, and presented his final report.		

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Joint integrated technical assistance programme (JITAP) II – coordination unit. RAF/D2/50A. Common Trust Fund (Phase II)	JITAP is a multi-country, multi-agency capacity-building programme in the multilateral trading system (MTS). After a successful first phase of JITAP (1998–2002), a second phase was launched in February 2003. The programme objectives are to build capacity and to strengthen national knowledge based on MTS in partner countries with a view to enhance: • More effective participation in the trade negotiations, implementing the WTO agreements, formulating related trade policies and negotiation strategies and positions; • Improved supply capacity and market knowledge of exporting and export-ready enterprises, to derive benefit from business opportunities resulting from better market access under the MTS. Website: www.jitap.org	In 2004, the organizational structure was consolidated and considerable headway made in delivering the tool kits to the countries under three of the five programme modules: • National steering committees (NSCs) have been put into operation in the countries that joined for the second phase; • All 16 project documents were prepared locally and approved enabling NSCs to formulate TRTA projects and to take ownership of the initiative; • Twelve of the 16 project documents have been signed; • Reference centres and national enquiry points have been put in place in all countries and strategy counterpart teams to guide the process of sector strategy formulation have been set up. • Two progress reports were prepared in 2004 (available on www.jitap.org).
JITAP II – ITC Component of JITAP RAF/D2/53A. Common Trust Fund (Phase II)	The objective of JITAP II is to build and strengthen the capacity of selected African countries to integrate into the multilateral trading system (MTS). More specifically, capacity in partner countries is to be built or strengthened in three main areas: • Trade negotiations, implementation of WTO agreements, and related trade policy formulation • National knowledge base on MTS • Supply capacity and market knowledge of exporting and export-ready enterprises to derive benefit from business opportunities presented by trade liberalization under the emerging MTS.	In 2004, the project focused on the following achievements: • The tool kit for module 4 on ‘Sector strategy development’ was finalized by ITC. Two subregional workshops were organized to launch the tool kit and to train participants on its use: in Nairobi, Kenya, in May and in Cotonou, Benin, in July for respectively Anglophone and Francophone countries. At each workshop, country teams with representatives from government, private sector and civil society participated. They will act as catalysts for the dissemination of the tool kit to the relevant national stakeholders. • Market analysis tools for the identification of priority sectors including the training on the use of these tools have been provided to Botswana, Cameroon, Ghana, Mali, Malawi, Mauritania, Tunisia and Zambia. • A study on the conditions for international market access of Tunisian products has been conducted and launched in Tunisia.

Project title, number and source of financing	Project description	Achievements to end 2004
	In pursuit of the objectives of the programme, ITC has the lead responsibility for implementing module 4 of JITAP, namely product and services sector strategies, which aims to assist entrepreneurs and policy-makers in the concerned countries to formulate strategies for specific sectors (goods and services), which have a high potential for exports. The activities under this module are expected to enhance supply capacities and market knowledge of export-ready enterprises to derive benefit from business opportunities presented by trade liberalization under the emerging MTS in the medium term. In addition, ITC will contribute to the implementation of the other four modules of the programme to ensure involvement of the business community in all relevant JITAP activities.	• Sector strategies and related action plans have been developed and finalized in Kenya for the coffee sector and in the United Republic of Tanzania for the leather sector. • Implementation of priority action identified in the sector strategy for the oilseeds developed under JITAP I in Burkina Faso. • <i>Trade Secrets: An Export Answer Book for Small and Medium-Sized Exporters</i> has been adapted by Zambia. • Resource persons from World Trade Net programme made contributions to various JITAP events, such as videoconferences and subregional workshops. • Representatives from some JITAP countries were invited to participate in the Executive Forum 2004. • ITC participated in the subregional workshops on launching the tool kit of Module 2 and in the implementation mission to Kenya. On-the-job training on information management and dissemination as well as on the on-line statistical databases of ITC was provided. A number of publications have been selected by ITC for distribution to the reference centres for the business community.
Eco-Expanding Intraregional. RAS/97/761A UNDP	Expansion of intraregional trade by identifying the untapped trade potential within the Economic Cooperation Organisation (ECO) region, putting into place the mechanisms to exploit that potential, and formulating a regional trade expansion strategy. This project forms part of a coherent approach to assist the ECO secretariat and includes assistance provided under the ITC South-South Trade Programme. Some funds have been made available by the ECO secretariat.	The programme contributed to enhancing intraregional trade through the following achievements: • The large information deficit of enterprises in the ECO region, about business conditions in other ECO member States was reduced; • For the pharmaceuticals sector, the results of nationally conducted, targeted supply and demand surveys for Azerbaijan, Kazakhstan, Pakistan, Tajikistan, Turkey and Uzbekistan were provided to decision makers in this sector. • 37 companies from the ECO region accomplished intraregional sales worth approximately US\$ 1.5 million during a buyers-sellers meeting in Istanbul in December 2004.

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- ▶ Development of trade support services
- ▶ Trade information
- ▶ Human resource development
- ▶ International purchasing and supply management
- ▶ Needs assessment, programme design for trade promotion



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