



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

Commercial Agriculture & Market Access

“Value over Volume”

20-21 January 2011

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Who is International Trade Centre (ITC)

1. The International Trade Centre UNCTAD/WTO (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) for business aspects of trade development.
2. ITC contributes by assisting trade support institutions to support small and medium-sized enterprise exporters to benefit from new trading opportunities in global markets by building their international competitiveness and also supporting their access to new markets

Capacity Building for Commercial Agriculture

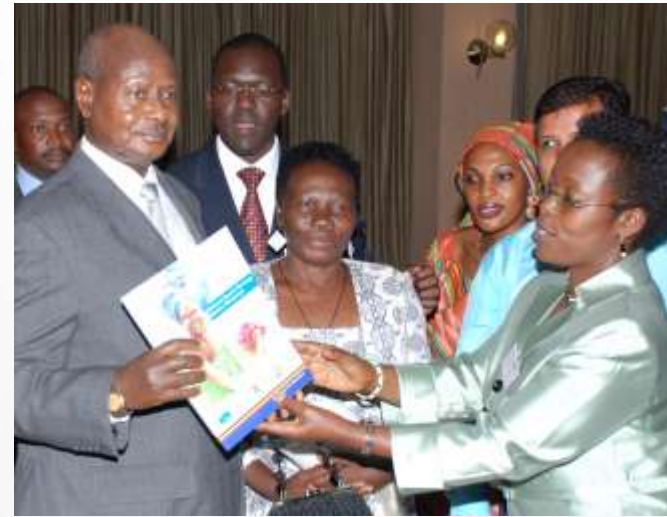
ITC Approach

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

Examples of type of Assistance



Consultative solutions in VC,
WTO, Geneva, 2008



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

Making the Poor part of the Commercial VC

“Empower women in the international coffee VC to enable them achieve commercial results and sustainable lives; and to encourage and recognize investment opportunities in all aspects of the coffee industry.”



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



Product specifications and packaging is critical



End-product: Shea Butter for Cosmetic Industry & final consumers



ITC generated trade intelligence and information

- ***Market News Services (MNS)***
- ***Market Analysis and Research Services***
<http://www.intracen.org/marketanalysis/>

Trade Map

Market Access Map

Investment Map

Trade Competitiveness Map

Product Map



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MNS Reports by ITC

MNS regularly produces and disseminates reports on the following 10 sectors



- ***Weekly and monthly***

- Cut Flowers & Tropical Ornamental Young Plants
- Fresh Tropical and Off-Season Fresh Fruit and Vegetables

- ***Bi-monthly***

- Pharmaceutical Starting Materials and Essential Drugs
- Fruits, Vegetables & Herbs
- Spices & Culinary Herbs
- Agro-based Organic Products (Coffee & Cocoa, Essential Oils and Oleoresins, Fruits & Vegetables, Fruit Juices, Spices)

- ***Quarterly***

- Precious and semi-precious stones
- Gum Arabic & Gum Resins (*English and French editions*)
- Fruit Juices
- Medicinal Plants & Extracts
- Essential Oils & Oleoresins

- The reports cover market trends, price information, country and product profiles, industry news and upcoming events.

INFORMATION FROM MNS REPORTS- SAMPLE (1/5)

The graph presents price evolution of Avocado in the French market.

Variety: Hass

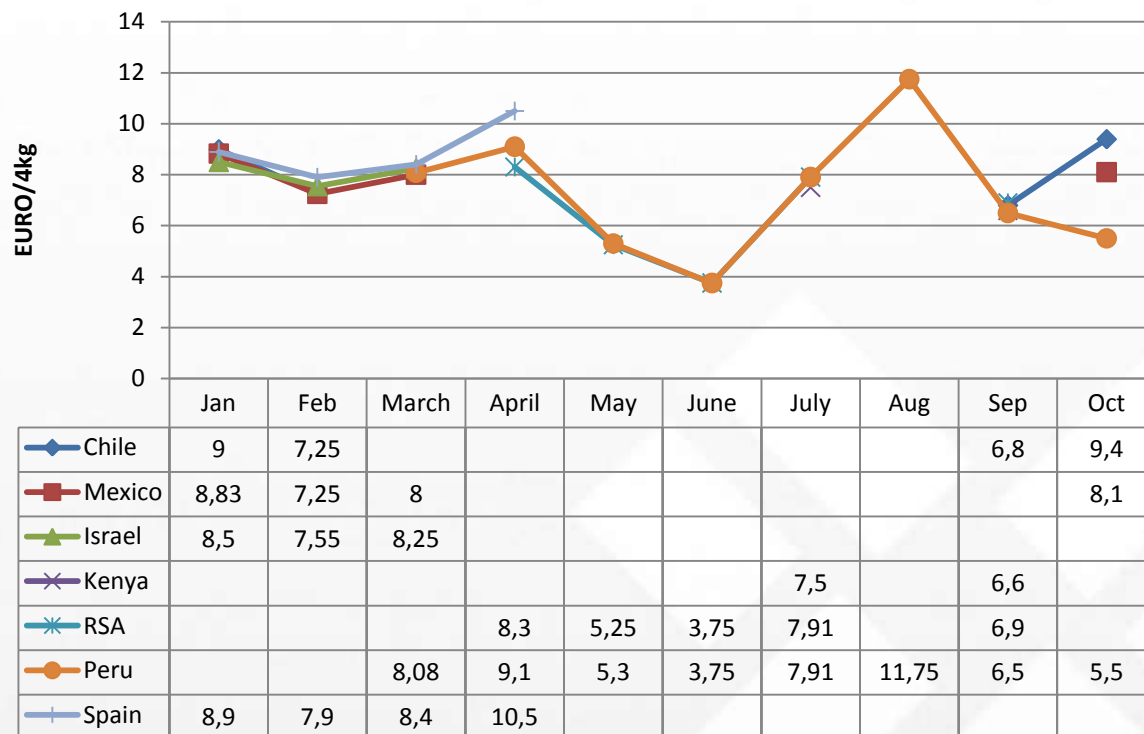
Packaging: 4kg

Mode of Transportation:

By sea

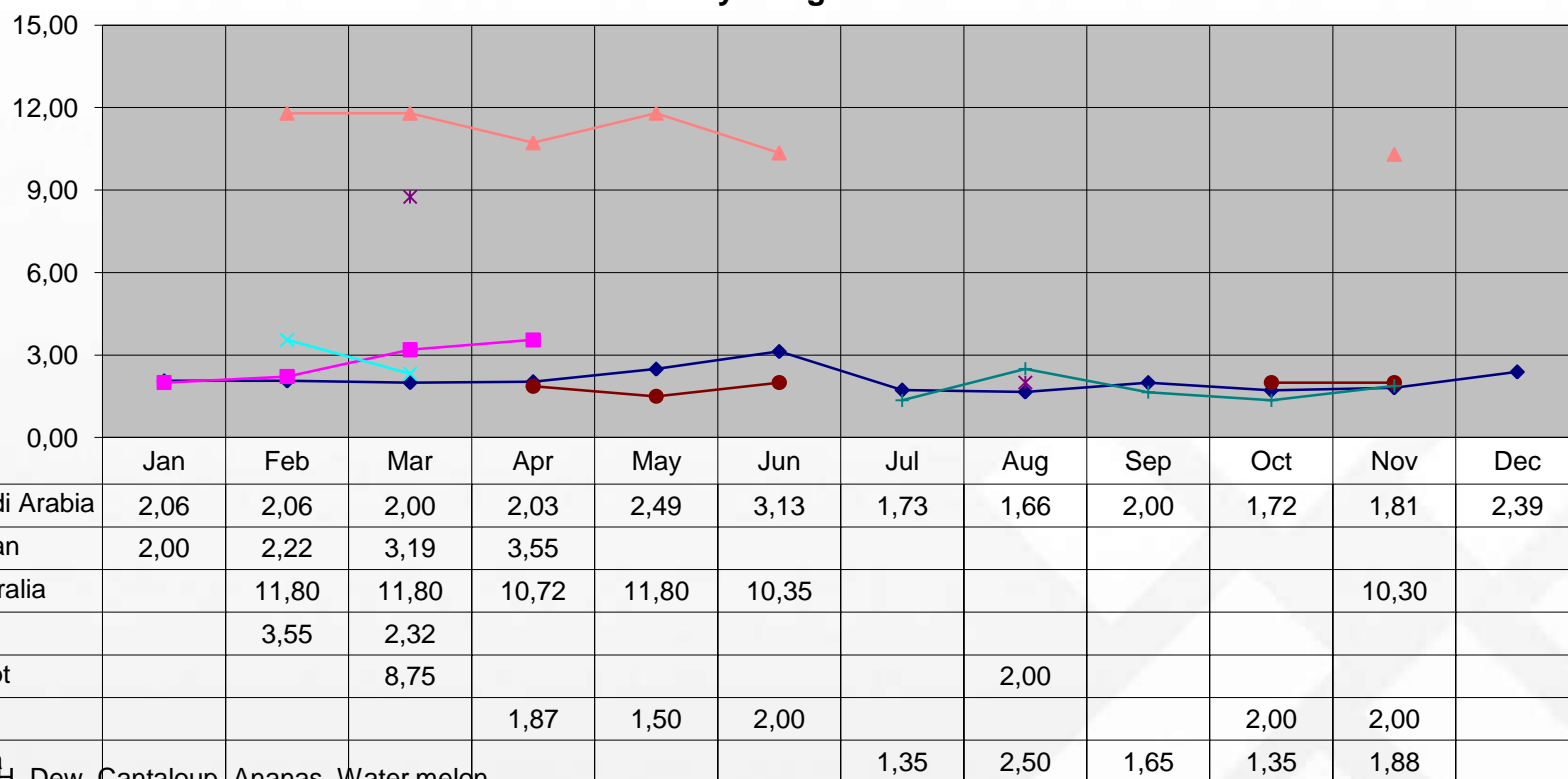
Varieties of Avocado on the market: Bac,ett, fue, hass, nabal, pin, ryan, trop, zut, trop (Dominican Republic), fue (Morrocco)

France



INFORMATION FROM MNS REPORTS- SAMPLE (2/5)

**SAUDI ARABIA
MELONS***
Monthly Average Wholesale Prices
January-December 2009
in riyals/kg



* Include: H. Dew, Cantaloup, Ananas, Water melon

Market Analysis and Research Services

- **Trade Map**: provides on-line access and presents indicators on export performance, international demand, alternative markets;

Market Access Map: covers customs tariffs (import duties) and other measures applied by [185 importing countries](#), on [239 countries and territories](#).

Investment Map: assist investment promotion agencies (IPAs) in defining priority sectors for investment promotion, identifying potential investors in a given sector, identifying competitor countries for inward investment, and defining opportunities for bilateral investment (ITC, UNCTAD, WIAPA, MIGA collaboration).

Trade Competitiveness Map: provides country market analysis profiles for around 240 countries and territories

Product Map: presents extensive international trade data and market analysis tools specifically designed for organizations active in international trade.

What is the Future Agenda

- Focus on **projects that involve global Retail Organizations** seeking business linkages with Africa Producers
- **Deliver mentorship programmes** that will link current SMEs to an international business mentorship initiative with Swiss and other EU based business, which will include technological and business investment in the targeted African entities
- **Finalization of the Agro-industry strategy** in ITC towards consolidating our work and making agro-oriented Forums such as the EMRC and other initiative a key part of market creation component of our technical assistance
- **Promote local TSI and IPAs to anchor and partner with ITC** in future delivery of capacity building support to the agriculture sector.

Thank You!!

Merci Beaucoup!!!



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