

ITC

STRATEGIC  
FRAMEWORK

2010 - 2011

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## ITC's Revised Strategic Framework for the Biennium 2010-2011

The International Trade Centre UNCTAD/WTO is the joint technical cooperation agency of the United Nations and the World Trade Organization for operational, enterprise-oriented aspects of trade promotion and export development. The UN and the WTO fund ITC's regular budget in equal parts. Within the UN Secretariat Strategic Framework approach, UNCTAD and ITC are responsible for the implementation of Programme 10 "Trade and Development". ITC is dealing with subprogramme 6 "Operational aspects of trade promotion and export development".

The current logical Framework for the biennium 2008-2009 was elaborated in 2006. Since then, the organization has gone through a period of restructuring whereby its technical offering has been completely remodelled around five business lines which currently shape its new organizational structure. This process reconfirmed and strengthened the capacity-building focus of the organization. ITC provides capacity-building services to its clients aimed at developing and improving their (a) knowledge, (b) competencies and (c) behaviours to meet trade promotion and export development operational requirements.

The proposed revised Strategic Framework provides:

- A sharper focus on its mandate through a **revised Objective** which sets out:
  - The ultimate expected objective of the organization: export success
  - The beneficiary target group: the small business exporting sector;
  - The importance of delivering sustainable value to clients through trade development solutions;
  - The focus on development-led capacity building activities: sustainability and inclusiveness; and,
  - The delineation of ITC clients: the business sector, trade support institutions and policymakers.
- **Revised expected accomplishments** which cover its capacity building and intention to support sustainable impact with expected accomplishments organized in rank order, from least complex to most complex:
  - Transmission of information and knowledge;
  - Development of competencies; and
  - Empowerment to change behaviour.
- **More easily measurable indicators of performance**, which will facilitate monitoring and performance improvement. The indicators:
  - Can be measured easily;
  - Are relevant to project design and management;
  - Collectively provide an adequate summary of the outputs of ITC for stakeholders; and,
  - Are capable of aggregation for all of ITC's clients/counterparts (enterprises/trade support institution/government agency).

## ITC's REVISED STRATEGIC FRAMEWORK

**Objective:**

To enable small business export success in developing countries by providing, with partners, sustainable and inclusive trade development solutions to the business sector, trade support institutions and policymakers.

Expected accomplishments:	Indicators of performance:
(a) The business sector, trade support institutions and policymakers are enabled to access export-related information and good practice to create a knowledge base for export awareness and building competencies;	(a) (i) Number of individuals having registered as web-users and having downloaded ITC information products;  (ii) Number of organizations having been provided by ITC with a customized analytical report, which they have accepted;
(b) Building on export knowledge, the export-related competencies of the business sector, trade support institutions and policymakers are developed to secure export readiness;	(b) (i) Number of individuals having successfully completed an examination related to ITC training module;  (ii) Number of organizations having developed a business or an action plan which fulfils ITC compliance criteria;
(c) Building on export readiness, the business sector, trade support institutions and policymakers are enabled to extend, improve, consolidate competitiveness and grow exports.	(c) (i) Number of individuals having successfully replicated ITC training or provided advisory services based on previous ITC support;  (ii) Number of organizations having implemented a business or an action plan, which was previously developed with ITC support.

*For ease of reference, the current Strategic Framework, which will be replaced by the above, can be found at page 7 of the 2007 ITC Annual Report, available on:*

<http://www.intracen.org/docman/ANNR12084.pdf>

**The Joint Advisory Group is recommended to confirm/endorse the revised Strategic Framework so that it can be presented to Coordination of Programmes Committee in 2009 and it will underpin the budget submission for the next biennium, 2010–2111.**

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