

CANADA

Statement of Canada to ITC Joint Advisory Group, 11 June 2014

Thank you Madam Chair, Merci M. le Président

C'est avec beaucoup de plaisir que nous prenons la parole aujourd'hui. Nous partageons notre voix avec autres pays pour apprécier le travail important du CCI, et nous avons l'honneur d'assister aujourd'hui et demain pour cette 48^e session du groupe consultatif commun. Merci and thank you to our chairs past ~~Sr. Franzisco Gordilla (Uruguay)~~ and present Mrs. Karen Pierce (UK). *Miriam Sala (Malaysia).*

We would also like to join with others in congratulating the ITC and celebrating its 50th anniversary. From its humble beginnings in 1964, with a staff of five, focussed on delivering trade intelligence, the ITC has grown into the effective and sophisticated institution it is today, supporting countries and businesses to engage in a new era of global commerce.

Canada recognizes the importance of trade as a key enabler of shared prosperity. When businesses reach new markets, they can grow, provide jobs and new incomes, and contribute to poverty reduction.

It is with pleasure then that we also welcome Executive Director Arancha Gonzalez. You take on the leadership of the ITC at an important time, both in terms of consolidating changes made over recent years, and in terms of renewal for the future. We are confident that you, your management team, and ITC staff will continue to deliver high-quality and demand-driven programming, helping developing countries practically towards sustainable development. We support you in your efforts to "do more and do it better" as you yourself put it, and to enhance the visibility of the organization and transparency of its results.

The Annual Report for 2013 records a wide range of progress. Initiatives across the ITC's six focus areas show results and a comprehensive approach to trade promotion for SMEs, from direct support to businesses themselves to reach new markets and integrate into value chains, to building the enabling environment through more capable trade support institutions and regional integration. Ensuring a focus on trade and environment and women in trade is also essential to poverty reduction and sustainability. We know that as women's incomes grow, they tend to invest more in their families leading to better outcomes for their children. We urge ITC to continue these efforts.

Operationally, we encourage ITC to continue its efforts towards larger programmes that can bring a more measurable and lasting impact. Multi-year programmes bring more sustained technical aid and promise sustainable impacts for beneficiaries. Canada has promoted and funded major multi-year programs,

including the Programme for Building African Capacity to Trade (PACT) and Export Development for Employment in Morocco.

On PACT, we are pleased with results in terms of strengthened capacity of the African private sector, including women entrepreneurs, Regional Economic Communities, and trade support institutions. The programme has ensured that its three partner Regional Economic Communities are now recognized players in trade integration and business development in Africa.

Following on the success of the EnACT initiative in Arab states, Canada is pleased to support the Export Development for Employment initiative in Morocco. Implementation has shown a promising start in 2013.

On the ITC evaluation, Canada is pleased with its quality. We look forward to considering the management response the evaluation and view it as a part of a discussion on the way forward for the ITC. We will work closely with other donor countries, with ITC client countries and with the ITC secretariat to help enable the organization to fulfill its mandate in an effective and efficient manner.

ITC has been responsive and flexible in order to stay relevant as a development partner in these highly dynamic times, and we commend them for this *and*

Thank you.