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**Services and trade policies from MSME perspective:
What we learned from ITC technical assistance in services trade?**

by

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.



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Services and trade policies from MSME perspective

What we learned from ITC technical assistance
in services trade ?

By: Aicha Pouye,
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Date: 20 July 2017



Outline

- ITC's support to MSMEs trading in services
- What we have learned on the policy side?
- How we address policy issues through technical assistance?

ITC helps MSMEs export services

Tourism

- Strategic partnership between ITC and UNWTO
- Tourism projects in Myanmar and Gambia improve livelihood along the value chain

IT and IT-enabled services

- NTFIII project helped over 100 IT and ITeS companies in Bangladesh, Kenya and Uganda connect to global market

E-commerce

- “e-solutions” and “Virtual Market Places” projects take MSMEs in Jordan, Morocco, Rwanda, Senegal, Tunisia by hand and guide them through the e-commerce process chain

What we have learned on the policy side?

Tourism

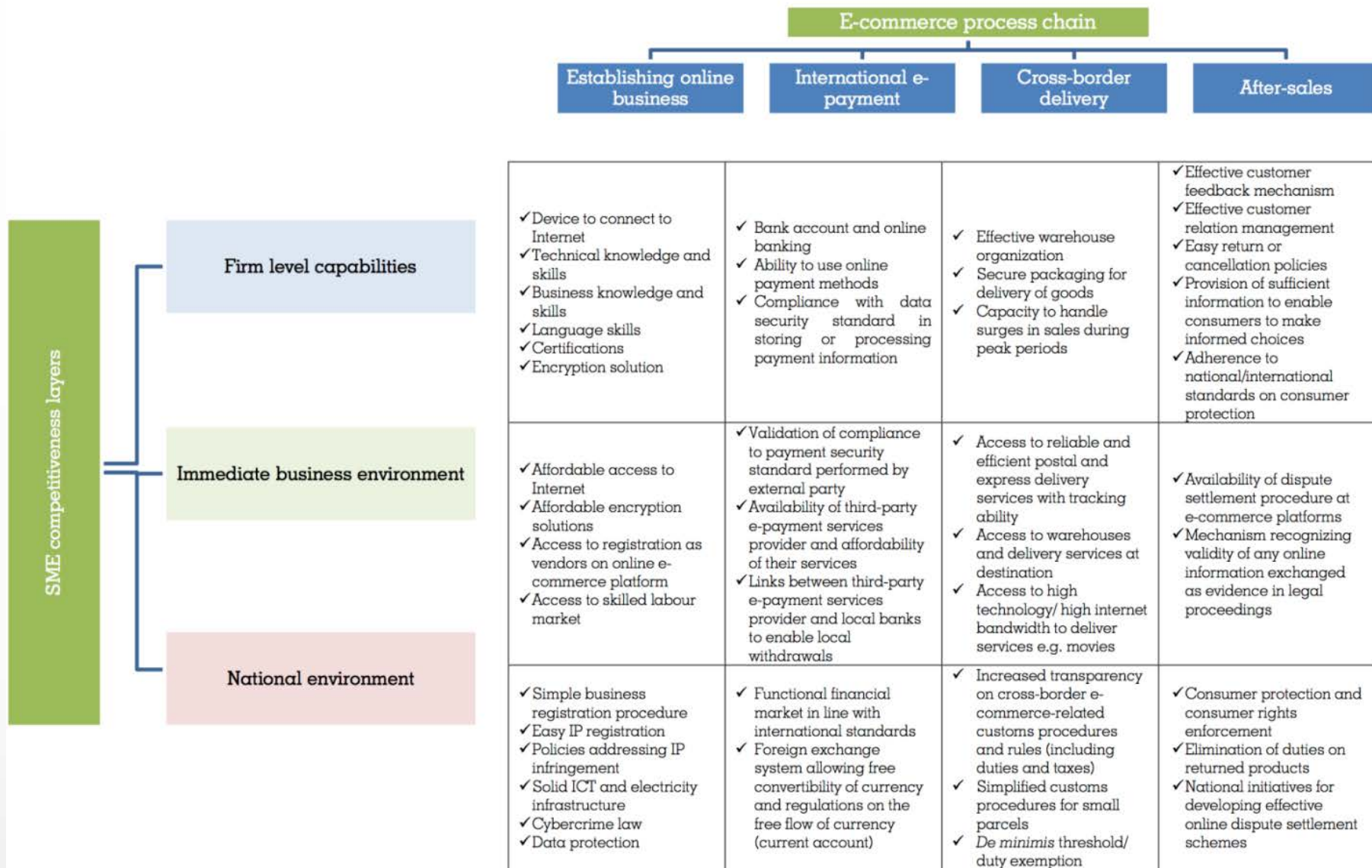
- Infrastructure, visa openness and open sky agreements, travel facilitation, investment policies for hotels and resorts, regulations for tour operators, etc.

IT and IT-enabled services

- Temporary movement of professionals, recognition of education and qualifications, data regulations, privacy and cybersecurity

E-commerce

- A comprehensive framework and checklists to analyse e-commerce policy issues
- SME E-commerce Survey to gather first-hand information on the challenges for SMEs and link them to policy discussions



SME e-commerce survey

- Cost of **logistics** in the final price of e-traded goods: as twice high in developing than in developed countries
- Lack of access to **international e-payment** solutions
- Difficulty to predict whether and which duties will be applied on **returned products**
- Lack of technical knowledge, **language skills** & weaknesses to raise **visibility** of their offering for consumers abroad
- **Female** owned companies getting stuck earlier in the process

How we address policy issues through technical assistance

- **Trade Intelligence:** trade map, investment map, services snapshots, firm-level competitiveness survey
- **National Export Strategies:** blueprints for actionable measures on services policies
- **Building knowledge and negotiation capacity** for policy makers: e-learning courses on services trade, e-commerce, ICT and digital trade, seminars on LDC services waiver negotiation
- **Strengthening capacity of TISIs:** help Coalitions of Services Industries conduct industry mapping and organize public-private dialogues
- **Targeted technical assistance for MSMEs** in Tourism, IT & e-comm.
- **Bridging gender digital gap:** She Trades initiative connects one million women entrepreneurs to market by 2020 !!!

Global partnership



OECD

promote policies

The OECD logo features a blue globe with green and black stylized arrows pointing upwards and to the right. Below the logo is the text 'OECD' and 'promote policies'.

G20 GERMANY 2017
HAMBURG

global governance

The G20 logo shows a stylized infinity symbol or knot made of colorful lines (red, blue, yellow, green). Below it is the text 'G20 GERMANY 2017 HAMBURG' and 'global governance'.

PRIVATE SECTOR

private sector alliances

The logo features a blue background with a white banner that says 'PRIVATE SECTOR' and silhouettes of people in the background. Below it is the text 'private sector alliances'.



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Thank you!

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