



Permanent Mission of the Islamic Republic of Iran
to the United Nations Office and other International
Organizations

**Statement by Mr. Alireza JEYRANI HOKMABAD,
Minister, Permanent Mission of the Islamic Republic of Iran
to the UN Office and other International Organizations in
Geneva**

**At the ITC 58th Joint Advisory Group and 60 th
anniversary of ITC establishment
25 June 2024-Geneva**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**Your Excellency Dr. Hind Abdulrahman Al Muftah,
Permanent Representative of the State of Qatar,
Ms. Pamela Coke-Hamilton, Executive Director of the
International Trade Center,
Distinguished colleagues,**

I am honored to join my esteemed colleagues in extending warm congratulations to Your Excellency Dr. Al Muftah on your appointment as the new chair. I also wish to convey my heartfelt felicitations to Her Excellency Ms. Coke-Hamilton and her dedicated team on the auspicious occasion of the International Trade Center's (ITC) 60th anniversary.

This remarkable milestone epitomizes six decades of steadfast commitment to fostering inclusive and sustainable economic development through trade. The ITC's unwavering efforts in empowering small and medium-sized enterprises, particularly in developing nations, have been pivotal in

generating opportunities, spurring innovation, and propelling economic growth across the globe.

Under Her Excellency Ms. Coke-Hamilton's astute leadership, the ITC has demonstrated remarkable adaptability and efficacy in addressing the evolving challenges of the global trade landscape. The organization's initiatives in women's economic empowerment, digital trade, and sustainable value chains have been particularly impactful and praiseworthy.

Madam Chair,

I am pleased to report on the lasting impact of the EU-funded Trade Assistance project implemented by the ITC in Iran. Despite its formal conclusion, the project's effects continue to reverberate throughout our economy and beyond.

The project's success is exemplified by the establishment of a robust network of over 50 trained trainers and associations, who have orchestrated 164 workshops, reaching more than 4,200 entrepreneurs. Notably, over one-third of these participants—exceeding 1,400—are women entrepreneurs, underscoring our unwavering commitment to gender inclusivity in economic development. The geographical scope of these trainings extends beyond Iran's borders, encompassing neighboring countries such as Turkey, Azerbaijan, and Afghanistan, thereby fostering regional cooperation and business linkages.

The integration of ITC's trade intelligence tools into Iran's Trade Promotion Organization (TPO) has markedly enhanced our companies' access to precise trade data, facilitating more informed decision-making processes.

Our National Export Strategy, developed through an inclusive, bottom-up approach, has been successfully incorporated into ministerial work plans with allocated budgets for priority implementation. While acknowledging the progress

made, we recognize the need for continued efforts to fully realize the strategy's roadmap, particularly in integrating the perspectives of SMEs, especially those led by women and youth.

Madam Chair,

The project's trade accelerator programs, focusing on youth entrepreneurship, continue to flourish within our Business Support Organizations (BSOs). These accelerators provide tailored services to youth-owned SMEs, bolstering their export capabilities and ensuring sustainable support beyond the project's lifecycle.

A notable highlight of the project was the study tour to Germany, involving 20 Iranian MSMEs from diverse sectors. This initiative culminated in 75 B2B meetings and, impressively, 17 business deals with German buyers, three of which amount to over EUR 14.5 million.

On behalf of the SMEs, particularly those led by women and youth, who have benefited and continue to benefit from the project's multiplier effects, Iran expresses its profound gratitude to the ITC for delivering such high-quality and sustainable interventions.

In conclusion, Madam Chair, this project stands as a testament to the transformative power of targeted, well-executed trade assistance in fostering economic growth, regional cooperation, and sustainable development. We eagerly anticipate further collaboration with the ITC, building upon these successes and strengthening our international trade capabilities.

I extend my sincerest wishes to Your Excellency and your esteemed colleagues for continued success in your future endeavors. May the ITC continue to thrive and make meaningful contributions to global trade and development for many decades to come.

Thank you, Madam Chair.