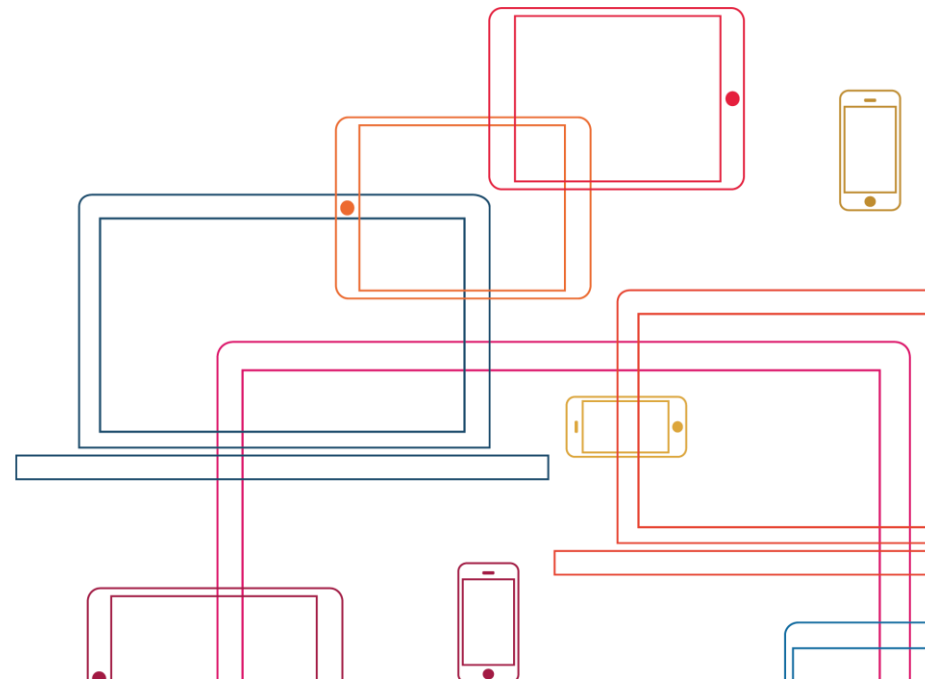


# Outline of ITC's Strategic Plan 2022-2025

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## What difference will ITC make?

We will help build economies that are

- **prosperous**
- **inclusive** and
- **sustainable**

*through MSME trade competitiveness*

## For whom, and where?

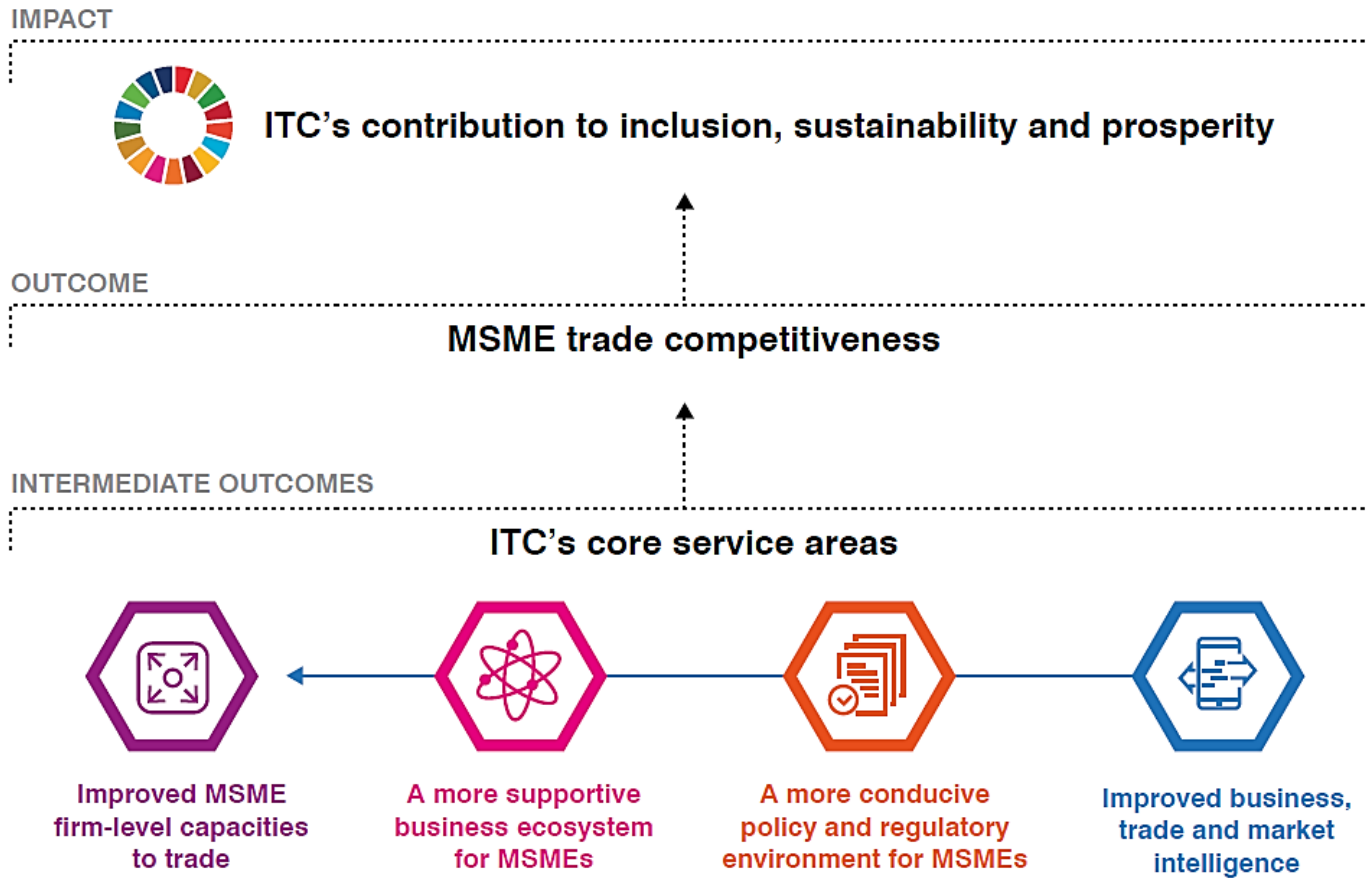
- Population groups

- Achieving and sustaining income growth of the bottom 40% of the population (SDG 10)
- Specific focus on the empowerment of women, youth and poor communities

- Countries

- All developing countries and economies in transition
- Aim for a 45% share for least developed countries and 80% for priority countries, including LDCs, LLDCs, SIDS, SVEs, sub-Saharan Africa and conflict affected countries

# ITC's core services for MSME competitiveness







## Impact areas for prosperity, inclusion and sustainability – where we will do more

- Sustainable and resilient value chains
- Inclusive trade: women, youth and vulnerable groups
- E-commerce
- Green trade
- Regional integration and South-South trade and investment

# A matrix approach

How four core services areas interact with impact areas

	Example - tools and methodologies that support specific objectives and can be mainstreamed			
Sustainable & resilient value chains				
Inclusive trade				
E-commerce				
Green trade	Sustainable packaging	Green Hubs; BSO environmental benchmarking	Green Trade Strategy; investment facilitation	Sustainability Map
Regional integration & S-S trade & inv.				
	 <p>Improved MSME firm-level capacities to trade</p>	 <p>A more supportive business ecosystem for MSMEs</p>	 <p>A more conducive policy and regulatory environment for MSMEs</p>	 <p>Improved business, trade and market intelligence</p>

## Priorities for ITC's operations

- Deeper country engagement and partnerships
- Internal operational performance: walk the talk on inclusion and sustainability and maintain our core strengths
- Resource mobilization: enhance our capacity to be responsive through sustainable, predictable and flexible funding

## Next steps

- Develop the final Strategic Plan (by end-November)
- Publish ITC's Strategic Plan 2022-25 (December)



Thank you

