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# Facilitating LDC Services Exports

WTO Workshop  
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# Importance of services for LDCs

## **For sustainable economic development** (55% of Africa's GDP)

- Export diversification
- Value chain participation
- Innovation and bridging “digital gap”

## **For SMEs**

- Less capital intensive, and agility matters
- Greater spill-over effect (soft skills)

## **For sustainability and inclusiveness**

- Women's participation in services accounts for 41% of the total female employment.
- Women-owned companies 2X as many in e-commerce than offline

→ Increasing demand for TRTA in services trade

# LDCs services export face challenges

## **Firm-level capacity**

- Informality, scaling up, fragmentation
- Export capacity (skills, information, finance)

## **Business ecosystem**

- Infrastructure, e.g. transportation, ICT, payment, finance
- Institutional support, e.g. services export promotion
- Skill development programmes

## **Policy environment**

- Domestic: awareness, regulatory capacity, inter-agency coordination, ease of doing business, taxation, competition
- International: visa, qualification, technical standards, travel warning, access to platforms

# ITC technical assistance in services trade

## Trade and market intelligence

- Integrating waiver notifications into i-tip
- Identifying services trade barriers through business surveys
- Assessing services export potential (e-commerce data)

## Conducive policy environment

- Bring SME perspective to policy discussions (PPDs, publications)
- Developing strategies: National Export Strategies; ICT, BPO, software, creative industries etc.)
- Capacity building for policymakers (Diplo course)

## SMEs competitiveness

- Capacity development (know-how, management, SME Trade Academy)
- Connect to global markets (CIFTIS, CIIE, GES)

## Strengthening Trade Support Institutions

- Improving performance of TSI and business associations
- Enhancing export promotion (branding and marketing, events, festivals, videos, social media)

## Mainstreaming inclusiveness and sustainability

- SheTrades
- Youth projects
- Environment

# Tourism

## Gambia, Myanmar, Liberia, Djibouti, Tanzania

### Conducive policies

- Improving tourism **statistics** and produce annual tourism report (Myanmar)
- Setting up inter-agency **coordination** mechanism (National Tourism Task Force, including Ministry of Information, Culture and Tourism, and Liberia National Tourism Association)
- Public-Private Dialogues(**PPD**) and training for PPDs
- Assessment of **visa** cost and Visa Upon Arrival (Liberia)
- Conduct **pilot** tourism projects (Kayah and Robertsport)

### TSI strengthening

- Develop and implement Marketing and Branding **strategies**
- Facilitate TSI organize export **promotion** and B2Bs
- Improve tourism **ecosystem**: e.g. set up Tourism Information Booth at airports
- **TVET** Roadmap and centers (Gambia): Sector Skills Councils, Apprenticeship pilot

### SME capacity development

- Develop/revise/market tourism **products** to match international demand: cultural/community/creative tours
- Gap **analysis** of the compliance with hygiene, safety and quality requirements (i.e. hotels, restaurants, catering services, bottle waters, market vendors, slaughter houses, community producers)
- **Trainings** (e.g. handle and repair surfing equipment, market surfing lessons and conduct emergency and life-guard training), food safety, e.g. HACCP based certification
- SME participation in global tourism fairs and **B2B** with international operators and platforms
- Develop bankable business plan and assist to mobilize **funds**

### Mainstreaming sustainability and inclusiveness

- Sustainability **code of conduct** for responsible tourism

# IT and ITeS

Uganda, Senegal

## Conducive policies

- Survey/mapping and research on Uganda/Senegal IT & ITES industry
- Develop/updating of national BPO/ITeS sector strategy, through broad stakeholder consultation

## TSI strengthening

- Value propositions, branding concept
- Institutional assessment and performance improvement roadmaps for ICTAU, ATIS, OPTIC

## SME capacity development

- Train and advice startups on their value proposition/business model/sales pitches and marketing materials with a focus on international markets
- Linking SMEs with buyers and investors

## Mainstreaming sustainability and inclusiveness

- Launch SheTrades platforms and support women-led IT businesses
- Advice companies on CSR

# E-commerce

Rwanda, Qatar, Global

## Conducive policies

- Publications, e.g. Global survey of SME challenges in e-commerce
- Training/e-learning for policymakers and delegates

## TSI strengthening

- Pilot an "E-Commerce Service Center" in Kigali (physical center)
- Build a network of e-commerce coaches (Rwanda)
- Ecosystem development: support to local Rwandan e-commerce platform
- Mapping of Rwandan logistics market, forecast projections, developing action plans, with help of DHL

## SME capacity development

- Improve access to platforms (Analyze access requirements)
- SME trainings: product listings and management, packaging for e-commerce, customer services and product return, logistics processes
- Develop solutions, e.g. tools for list management and last mile delivery

## Mainstreaming sustainability and inclusiveness

- SheTrades

# Guinea: Building a logistics hub for youth employment

## Logistics hub

- Setting-up of a **logistics incubator** for young entrepreneurs in the sector in partnership with Globe Trans a local logistics operator in Conakry;
- Promoting entrepreneurship by providing work space, coaching, sharing of best practices, facilitating administration and exploring partnership and franchise opportunities with other companies;
- **Customized face to face** as well **Helpdesk** with up-to-date information on national and international logistics, administration requirements and fiscal advice;
- Online trainings on logistics management;
- Training of trainers programme with 30 logistics practitioners trained by ITC in partnership with DHL, Air France Cargo and Globe Trans;



## Urban logistics (Last mile logistics)

- Training and coaching of young entrepreneurs in urban logistics with a focus on **delivering goods from the transportation hub to the final delivery destination or consumer**;
- Using ICT to improve logistics and deliver the goods as fast as possible i.e. mobile apps;
- Supporting youth that work as moto taxi or delivery services on motorbikes;
- Equipping the entrepreneurs with insulated delivery bags;
- Partnership with IOM to **support returning migrants**.





# Rwanda: Enabling the future of e-commerce

**1. Understanding the market requirements:** customers needs, wants, purchasing behaviors and demographics (20-30 years old middle to upper class)

Final output: Rwanda E-Commerce Strategy Development

**2. Development of a business ecosystem** (IT companies, communication agencies, logistics network, E-commerce service Centre/warehouse, coaches) to better support MSMEs

Final output: E-commerce actors platform to join forces to deliver E-commerce solutions

**3. Support to SMEs in terms of training and advisory services to better promote their products**

Final output: training modules

**4. 2 official online market places have been developed** (1 for the domestic market and 1 for international markets)

## Outcomes:

- Trained **265 SMEs**
- Partnership with DHL
- Partnership with ECOBANK (payment through mobile and credit card)
- Partnership with Rwanda Post Office
- Partnership with E-Commerce foundation (a trust mark)

# Senegal: Developing export of IT and ITeS

In Senegal, ITC supports 53 start-ups

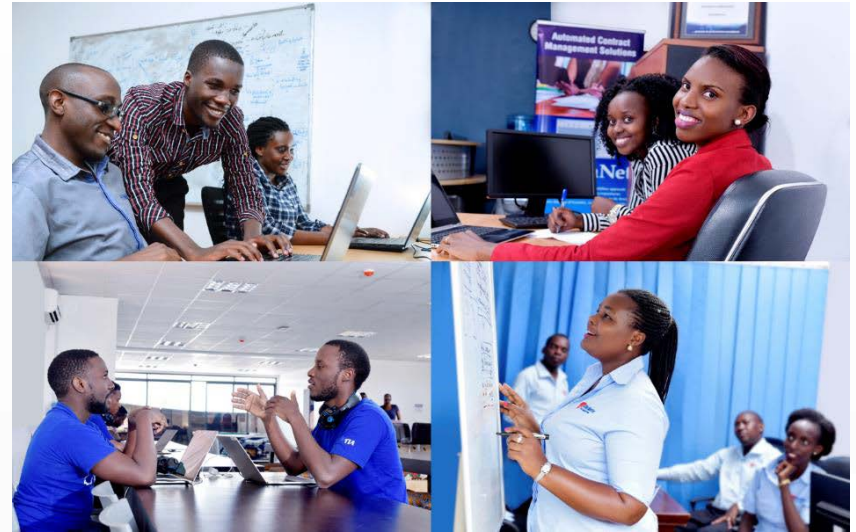
- An IT & ITeS export-development strategy, and positioning of Senegal on the global IT & ITeS market;
  - Strengthening OPTIC as a provider of export advisory and training benefiting its current and future members;
  - Building training capacity in export marketing planning and sales; mobilizing the Senegalese network of foreign trade representatives (FTR) to promote IT & ITeS trade opportunities to complement the work done in the area of investment promotion
  - Connecting Senegalese tech entrepreneurs with lucrative market opportunities in Africa and in Europe



- 10 international and domestic B2B organized
- 8 new markets explored by the project beneficiaries
- 130+ market linkages between beneficiaries and potential buyers/investors
- 9 deals secured by companies
- 8 trainings and advisory sessions organised
- 69 female participants at trainings/webinars
- 30+ ideas pitched in front of start-ups experts and investors
- 2 local institutions supported (Optic, Asepex)

## Uganda : Developing export of IT and ITeS

- 10 international and domestic B2B organised
- 9 New markets explored by the project beneficiaries
- 130+ market linkages between beneficiaries and potential buyers/investors
- 10 deals secured by companies
- 11 training and advisory sessions organised
- 340 participants at trainings/webinars
- 105 female participants at trainings/webinars
- 60+ ideas pitched in front start-ups experts and investors
- 2 local IT supported (ICTAU, ATIS)
- 5 sponsored events
- 2 performance improvement roadmap



# Summary: Lessons learned

## Improving data collection and analysis

- Trade flow/actual barrier/sector-specific features/SME survey
- Market information and export potential analysis

## Inter-agency coordination

- e.g. tourism + culture + customs → festivals, filmmaking, import of equipment
- e.g. tourism/ICT/transport/education/professional + trade → services export through FTAs
- capacity building for policymakers

## Regional integration

- Integrating regional market (e.g. island-hopping in the Caribbean)
- AfCFTA opportunity

## Facilitating services

- Easy of doing business, e.g. registration, licensing, qualifications
- Infrastructure, taxation, programmes and incentives (e.g. creative industries)

## Supporting SMEs

- Training and technical assistance
- Connect to markets (e.g. trade fair, B2B)

## Strengthening Trade Support Institutions

- Public-private dialogues
- Services export promotion

# THANK YOU

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