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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