



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Leveraging Private Investment for SME Competitiveness



A presentation to: CCITF
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Evolution of ITC's Investment Focus

- From investment matching initially to a wider offering
- ITC covers the whole investment process
 - Intelligence & Country Strategies
 - Investment Promotion and Facilitation
 - Investment Catalyzation
 - Customized Aftercare
- Distinct approaches working towards the same goals



KPR Mill Limited Video

<https://youtu.be/Un8vfGg4Klk>

SITA & PIGA in Action

Supporting Indian Trade and Investment for Africa

- **1** investment methodology & **3** sector case studies on investment facilitation produced
- **8** Strategies and value chain roadmaps adopted by Governments
- **15** Investment profiles developed and disseminated
- **17** outbound investment promotion seminars organized
- **20** inbound investment visits facilitated
- **\$90m** investment flows from India facilitated in 5 countries
- **4** investments worth **\$58m** catalyzed in Ethiopia, Uganda and Rwanda

Partnership and Investment for Growth in Africa

- **33** investment leads worth approximately USD 310 million generated by PIGA
- **110** million of trade leads generated
- **2,230** companies and institutions Network
- **220** African companies trained
- **475** TSI representatives trained
- **1,885** Chinese potential investors informed about investment opportunities in the 4 PIGA countries

Investment Strategies

Investment Strategy = necessary complement to National Trade Development Strategies

Trade and Investment Roadmap (TIR)

What?

- Distinct investment focus incorporated into National Export Strategy Methodology

Where?

- Piloted in Mongolia

Result?

- Detailed action roadmap for reform, capacity augmentation, coordination, targeted investment promotion

Gender Focused Impact Investing

SheTrades Invest

- **Goal:** an alliance of patient and development friendly impact investors and DFIs to commit funding to women led businesses
- **Investment commitment:** EUR 10 million from 1 impact investor to invest in women enterprises
- **# Country target:** 14 countries
- **# SMEs identified:** 571 SMEs
- **# SMEs meeting investors' criteria:** 80 SMEs
- **# SMEs in negotiation with investor:** 40 SMEs
- **Training & Coaching:** 6 countries



Investment Facilitation and Strategies

- Fed back into structured discussions on WTO Investment Facilitation for Development
- ITC recognized in WTO's Astana Statement on investment facilitation in 2018

1. Transparency & Predictability

- Investment guides
- Tax compliance guides for foreign investors

2. Simplification of administrative procedures

- Identification of investment procedures
- Elimination of inefficiencies
- Advocacy for reforms

Way Ahead

- Investment Generation Contributes to our Common Goal – Achieving SDGs
- SMECO 2019 – “BIG MONEY FOR SMALL BUSINESS”
- How? More:
 - Products
 - Projects
 - Services













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THANK YOU



ITC in the Larger Landscape

	1 Investment environment	2 Stakeholder preparation	3 Matching	4 Value addition & growth	Highlights
 OECD	✓				<ul style="list-style-type: none"> - PFI Toolkit - Proposals on policy considerations in the use of inv. Incentives in the MENA region
 WORLD TRADE ORGANIZATION	✓	✓			<ul style="list-style-type: none"> - WTO Business Focus Group 2: Trade in Services and Investment facilitation (2017)
 UNITED NATIONS UNCTAD	✓	✓			<ul style="list-style-type: none"> - International Investment Facilitation programme
 MIGA <small>Multilateral Investment Guarantee Agency</small> <small>WORLD BANK GROUP</small>		✓			<ul style="list-style-type: none"> - Investment promotion toolkit - Small Investment Program - Private Equity Fund Insurance
 IFC <small>International Finance Corporation</small> <small>WORLD BANK GROUP</small>	✓	✓	✓	✓	<ul style="list-style-type: none"> - IDA 18 IFC-MIGA Private Sector Windows
 World Association of Investment Promotion Agencies	✓	✓			<ul style="list-style-type: none"> - Investment Facilitation Workshop with ILO
 UNIDO	✓	✓	✓	✓	<ul style="list-style-type: none"> - Investment Monitoring Platform - AfriPANet - Investm. Learning Centre / COMFAR - ITPO Network
 ITC		✓	✓	✓	<ul style="list-style-type: none"> - Consolidated offering for SMEs growth through SEC and IPAs - Experience in facilitating deals closure