

SECTOR COMPETITIVENESS

Strengthening value chains, improving livelihoods





What is one of the most effective ways of supporting the private sector in developing countries while promoting socially and environmentally sustainable business practices?

The answer *starts* with the value chain.

Well-coordinated value chains provide an opportunity for developing country enterprises, including those from poor communities, to participate in and benefit from international trade. Developing and integrating value chains offers a private sector led, pro-poor, approach to share the benefits of trade by creating more employment opportunities, higher incomes and sustainable livelihoods.

ITC has completed sector competitiveness projects around the world, particularly in least developed countries (LDCs) and small island developing states (SIDS), with field experience in more than 70 product and services sectors:

- Food and agribusiness
- Manufactured goods
- Trade in services
- Environmental exports

Our focus is on market-led development. We assist product and service sectors, linking enterprises to market opportunities, strengthening value chains and the enabling environment to improve sector performance.

OUR "CONSUMER-TO-SUPPLIER" APPROACH

Value chains are at the core of our approach because they represent how business is done and how people and processes should be integrated for successful development.

Taking a holistic and market-driven view of the entire value chain from "consumer-to-supplier" creates the right environment for sector-wide development.

With sound information and good policies, enterprises can decide for themselves how to make improvements that differentiate their products and services and allow them to capture the gains in domestic and international markets, including greater participation in global value chains.

1. We guide stakeholders through market orientation and a sector development planning approach that emphasizes market-pull, or "consumer-to-supplier" (e.g. Fork-to-farm) instead of supplier push (e.g. Farm-to-fork).
2. We then provide technical assistance, coaching and mentoring to help sector stakeholders comply with market requirements. We also facilitate linkages to new markets and buyers.

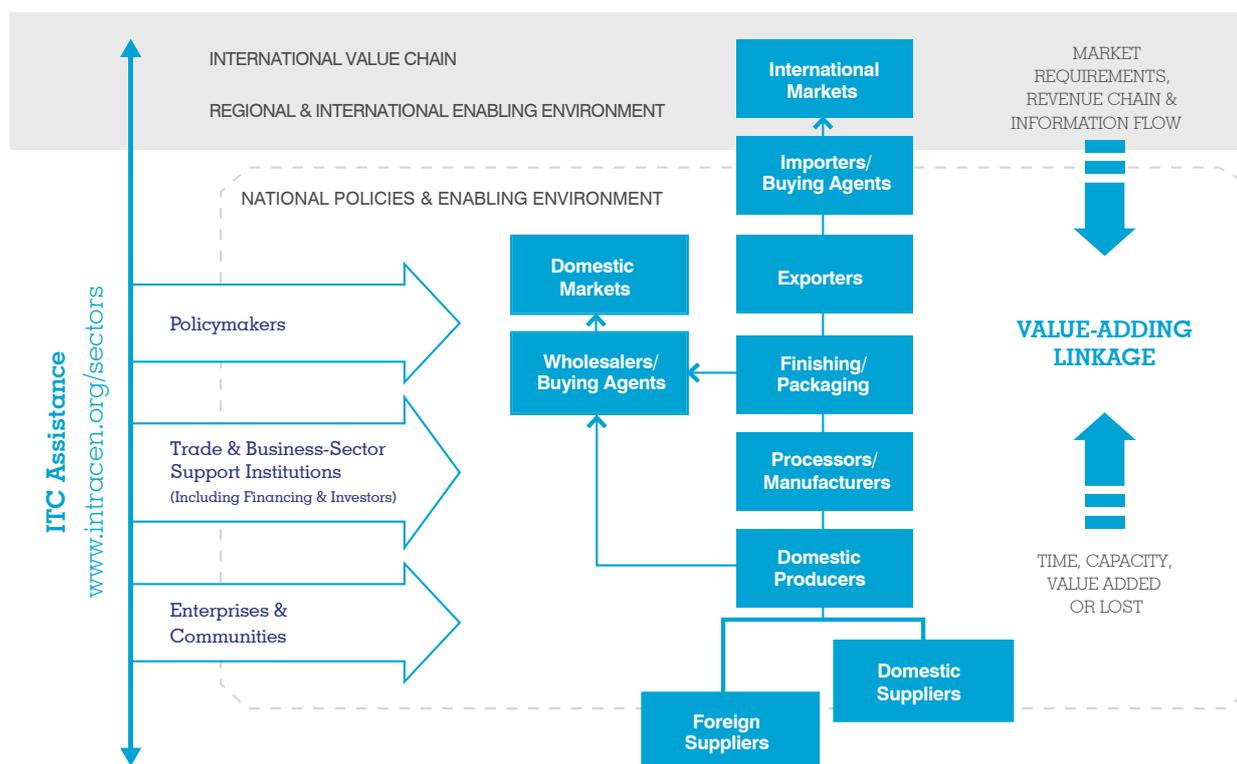
Market Orientation and Sector Roadmapping

Technical Assistance, Coaching and Mentoring

Facilitating Linkages with Markets and Buyers

Activation of Opportunities for Benefit of VC Stakeholders

Sector Value Chain Development Model



OFFERING SOLUTIONS FOR PARTNER AND BENEFICIARY NEEDS

Because sector-level stakeholders, particularly enterprises, know best their own challenges and needs, we work closely across diverse stakeholder groups - producers, suppliers, providers in service sectors, buyers and policymakers - to ensure an inclusive approach and outcome. ITC helps these stakeholders optimize sector value chain performance by findings ways to:

- **Turn market opportunities** into real, new and sustainable business;
- **Empower beneficiaries** to make informed decisions, coordinate development activities and interact constructively with policymakers;
- **Facilitate access to buyers and new markets;** and,
- **Accelerate the adoption of innovation** and appropriate technologies to meet market requirements and boost productivity.

This assistance involves bringing together stakeholders at each stage of the value chain so that they understand market requirements, see their role in meeting them and define pragmatic solutions based on sound information.

A commitment to improving the competitiveness of a sector produces a multiplier effect that responds to a range of development priorities such as poverty reduction, food and nutritional security, rural development, women's empowerment, youth employment, and environmental sustainability.

HOW TO WORK WITH US

By helping developing country enterprises in a sector enhance what and how they source, produce, and connect to markets, our work directly improves livelihoods and business, social, and environmental sustainability. Contact us to partner or learn more about our market-led value chain development approach.



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