
Business Generation: Promoting South-South Trade

A programme aimed at generating new trade and investment transactions between enterprises in developing countries and transition economies.

What is it?

A set of tools designed to identify trade and investment opportunities and translate them into business transactions by bringing importers and exporters together.

The tools are assembled in a customized mix to suit the specific requirements of partner enterprises, organizations and countries. The main tools are:

- **Trade flow analyses** that identify import, export and related investment opportunities across groups of countries;
- **Supply and demand surveys** that document market characteristics and identify opportunities and potential beneficiaries through field research on a product and country basis; and
- **Buyers/sellers meetings** which serve as platforms for companies to conduct business transactions and take advantage of the identified opportunities.

Follow-up action, at enterprise, institutional and government level, aims at sustaining south-south business links. Special applications of the programme include linking developing country enterprises with international aid agencies operating in their region; and facilitating backward and forward linkages in the creation of regional value chains.

Who is it for?

Business associations and national, regional and inter-governmental organizations promoting economic linkages among developing countries and transition economies.

National, regional and subregional trade promotion organizations, as well as chambers of commerce and professional associations, require practical tools to service the trade promotion needs of their constituents. Inter-governmental organizations include secretariats of economic integration groupings, regional development banks and associations of development finance institutions that play an active role in the promotion of trade and investment in their member countries.

Where is it used?

The ITC methodology has been extensively used in Africa, where it contributed to an accelerated expansion of intra-African trade. It is currently operational in all developing regions and in many transition economies such as South-East Asia, Central Asia and Latin America. It is constantly being adapted to the evolving requirements of the regional trading environment where it is applied.

For more information:

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