



ITC

Your partner
in trade
development

Technical Assistance for Trade in Biodiversity Products

ITC's Proposed Contribution to BTFP II



ITC takes a *sectoral development approach* working at three levels

- Government
Support national trade development strategies
- Trade Support Institutions
Strengthen key trade support services
- SMEs
Improve competitiveness in poverty sensitive sectors



ITC and Biodiversity Products

Organics Trade Development Programme

- Policy support
- Provision of market information
- Training in standards and export marketing

South South Trade Programme

- LatinPharma

Quality Assurance in Spices



Case study of request for ITC technical assistance Humboldt Institute, Colombia, December 2006



- Sectoral expertise (market development and research) in natural products
- Product web portals (organics, leather, coffee)
- Market news, information sources
- Value Chain methodologies
- Export Poverty Reduction Programme
- E-commerce



Trade Information Development Programmes

- I. Advisory Services
- II. Training programmes
- III. Information support



Setting up trade information services

- Diagnosis of needs and existing capacities (national/regional)
- Selection and procurement of information material
- Effective information processing, management, dissemination via:
 - Business Information Platform (BIP)
 - Development of Web portal
 - Trade portal evaluation tool
 - Development of Web Index
 - Inquiry/reply services
 - Networking and promotion



Establishing / operating an information service

Market research

- Searching information efficiently
- Preparing market profiles

Identifying and using relevant information sources on

- Market access
- Trade statistics and prices
- Market characteristics and trends
- Trade contacts and opportunities



Publications

- Trade information awareness bulletin
- Selected Information Sources on CD-Rom (sector or subject specific)
- Selective Market Research on CD-Rom
- Directories of Trade Promotion Institutions, Importers Associations, Fair Trade Organizations

Databases and online services

- Market News Service - market trends and price information
- Leatherline, Textileline, Organic link, Creative Industries
- Trade@hand - Price Information via Mobile Technologies
- ITC's Trade Information Reference System
- Product Map
- Market Briefs covering selected markets and products

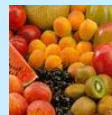


Current MNS Sectors

- Cut Flowers & Ornamental Plants



- Fruit & Vegetables



- Fruit Juices



- Medicinal Plants & Extracts



- Pharmaceutical Starting Materials



- Spices



- Organics





Medicinal Plants & Extracts



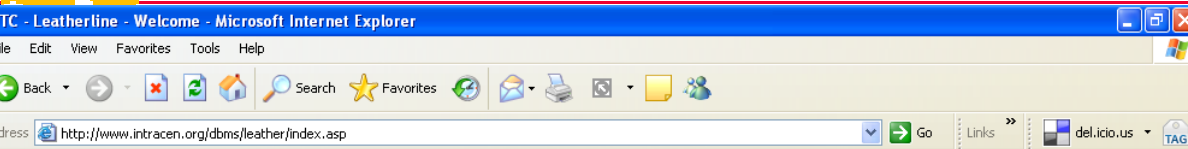
Information →

- Supply and demand overview
- Price information
- Market news
- Botanical product specifications
- Meetings and trade shows
- MNS global herb trade association directory
- Special features (e.g. companies profile, regulations)

Products → Over 100 natural products

Coverage → North America, India, China, Europe and Africa

Frequency → Quarterly



International Trade Centre
UNCTAD/WTO

Home Products & Services Countries Business Support Partners & Networks ITC Search

Leatherline Home

Marketplace

- Business Contacts
- Offers and Demands
- Fair Calendar

Special Features

- African Platform
- Bookshop
- Leather Guidebook
- Analysis Tools

Standards

- Standard References
- Standard Bodies

Support Services

- Professional Associations
- Training and Research Institutes

Market Trends

- Trade Statistics
- Business News

Information Sources

- Environment
- Leather Portals

Leatherline

2936 companies in our business contact database

around 100 countries

each month

over 20 years

Special Features

African Platform
One-stop window on the African leather industry

Leather Guidebook
Free content guide for the leather industry.

Marketplace

Business Contacts - New entries

- ANET Leather Company, (Poland)
- Arness, (Turkey)
- VK Exports, (India)
- Steorra International, (Bangladesh)
- Best Leather Company, (Pakistan)

Search our database

Free registration of your company

Organic Products Home

Market Place

- Importers
- Exporters
- Fair Calendar

Support Services

- Certification Bodies
- NGOs and Training & Research Institutes

Standards & Regulations

- Standards
- Regulations

Information Sources

- Business News
- Directories
- Market Research
- Useful Links

Special Features

- Product Focus
- Country Focus

ITC Technical Assistance

- Publications
- Projects

International Trade Centre
UNCTAD/WTO

Home Products & Services Countries Business Support Partners & Networks ITC Search

Organic Link

1881 companies in our Importers & Exporters database

Unrivalled sources of information on the organic sector

This website helps exporters and importers of organic products to find each other through its easy-to-access database of business contacts. It is also an unrivalled source of information about organic products and markets.

Market Place

Business Contacts - New entries

- Sevenfruits, (Philippines)
- A.Irit, (Israel)
- Apinec Agro Industry Plc., (Ethiopia)
- Meadowlake Farm Honeybee Products LLC., (United States of America)
- Garden Citi, (China)

Free registration of your company

Upcoming events

- Organic Chain Development, Participative Networking Workshop, Adis Ababa, Ethiopia - 24/05/2007-25/05/2007
- East Africa Organic Conference, Dar Es Salaam, Tanzania, United Republic of - 28/05/2007-01/06/2007
- BioFach China 2007, Shanghai, China - 31/05/2007-02/06/2007
- Bio Marché 2007, Zofingen, Switzerland - 22/06/2007-24/06/2007

Access our Fair Calendar

Special Features

Country Focus

ITC Publications



Summary

- ITC can provide trade related technical assistance at three levels
- Early indication from Humboldt that there is demand for services from ITC relating to several areas
- This can be extended to other countries



Thank you for your attention!