



Business support organizations and the mechanisms for trade

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Strong business support organizations **make a difference**

Under the right conditions, BSOs deliver :

ITC projects benefit from

- ✓ Scale
- ✓ Reach
- ✓ Amplification
- ✓ Long lasting impact

100 x
multiplier impact



20%
resilience premium

Engaged with business support organizations



Share of firms with employee growth (%)

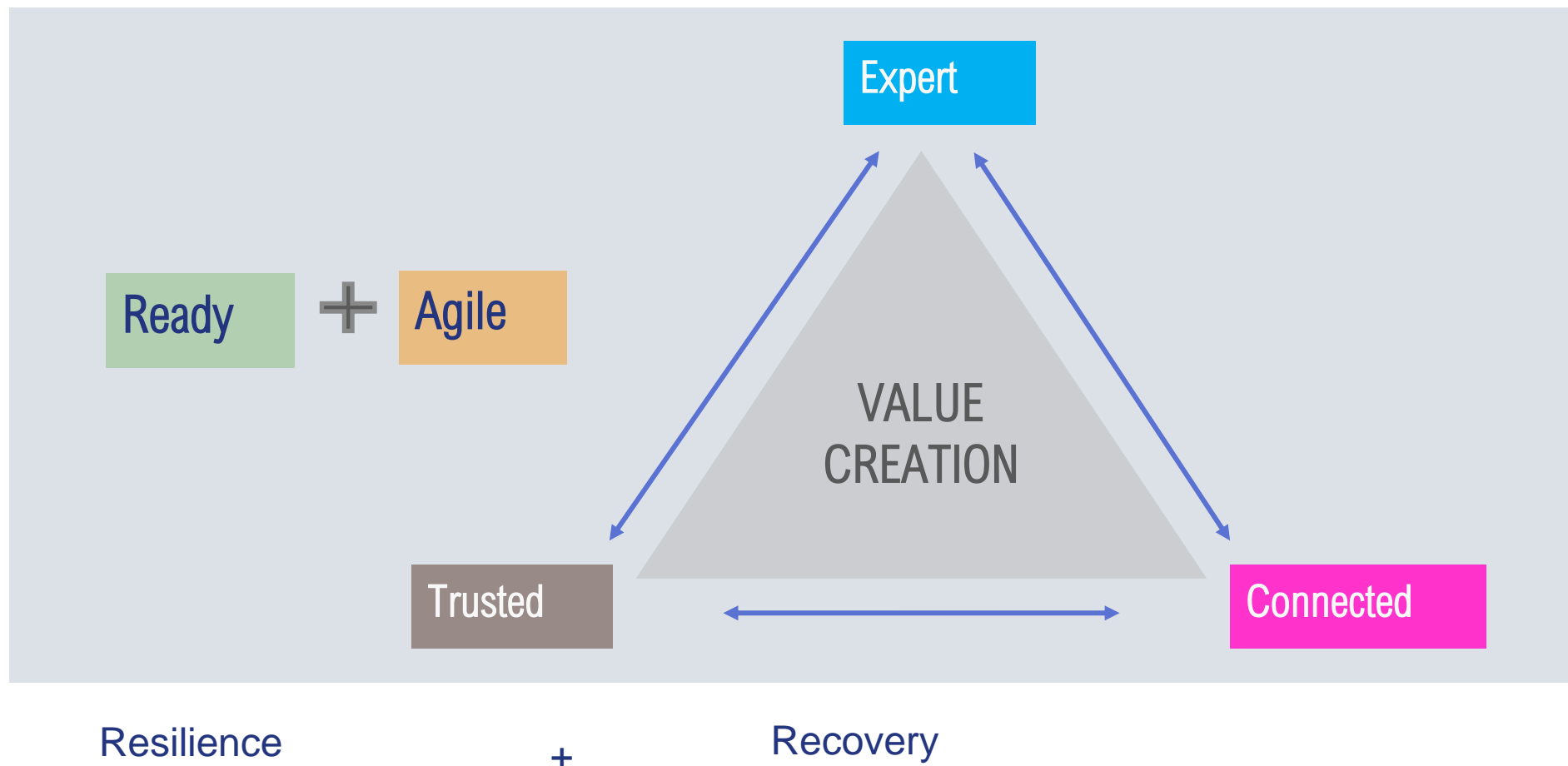


Credible bridge-builder between public and private sector



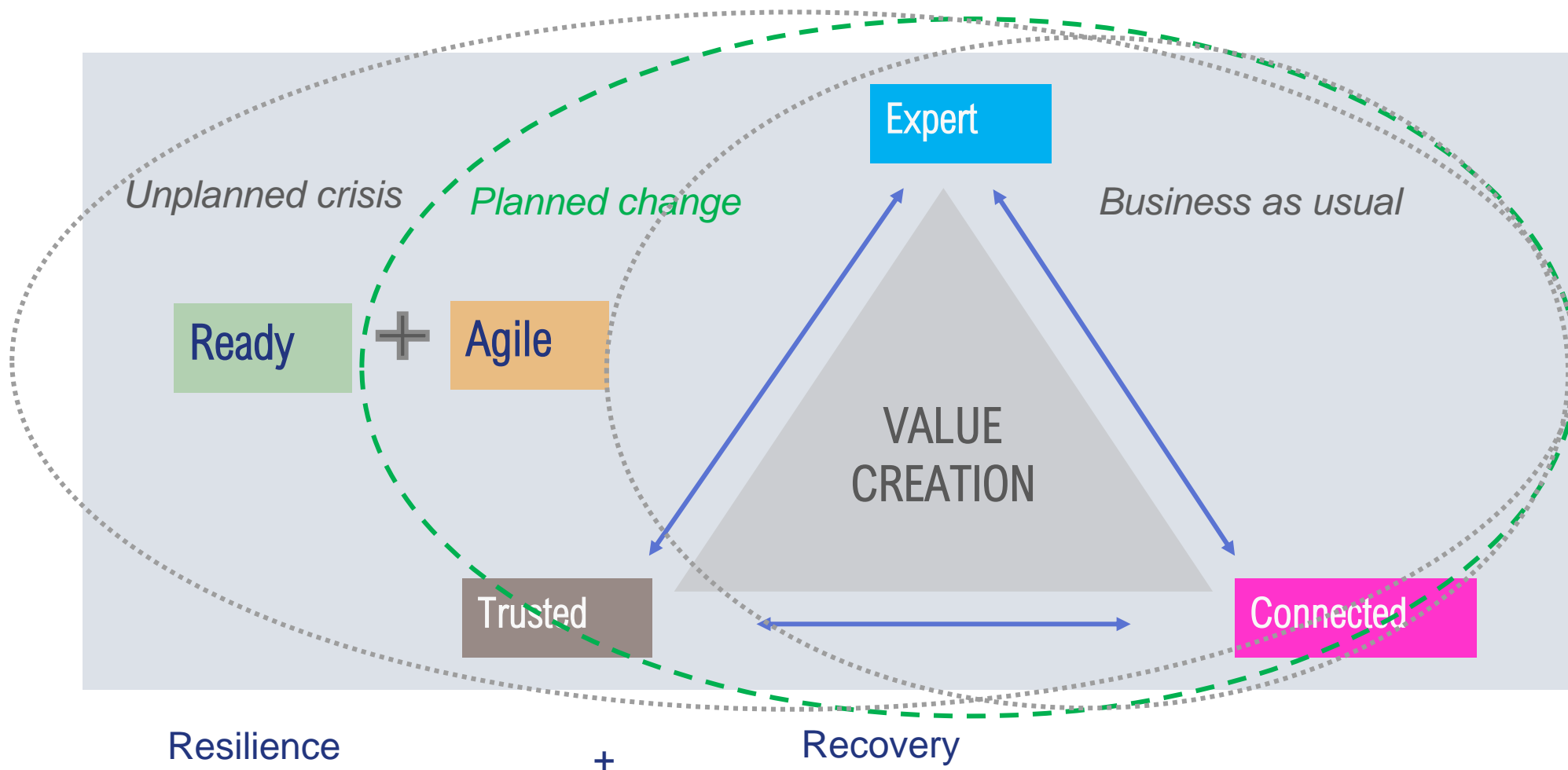
The foundations of value – the “how”

REACT



The foundations of value – the “how”

REACT



BSOs and the mechanisms for trade:

*Before and after the
ink has dried...*

- Consultation
- *Information*
- *Implementation*
- Review



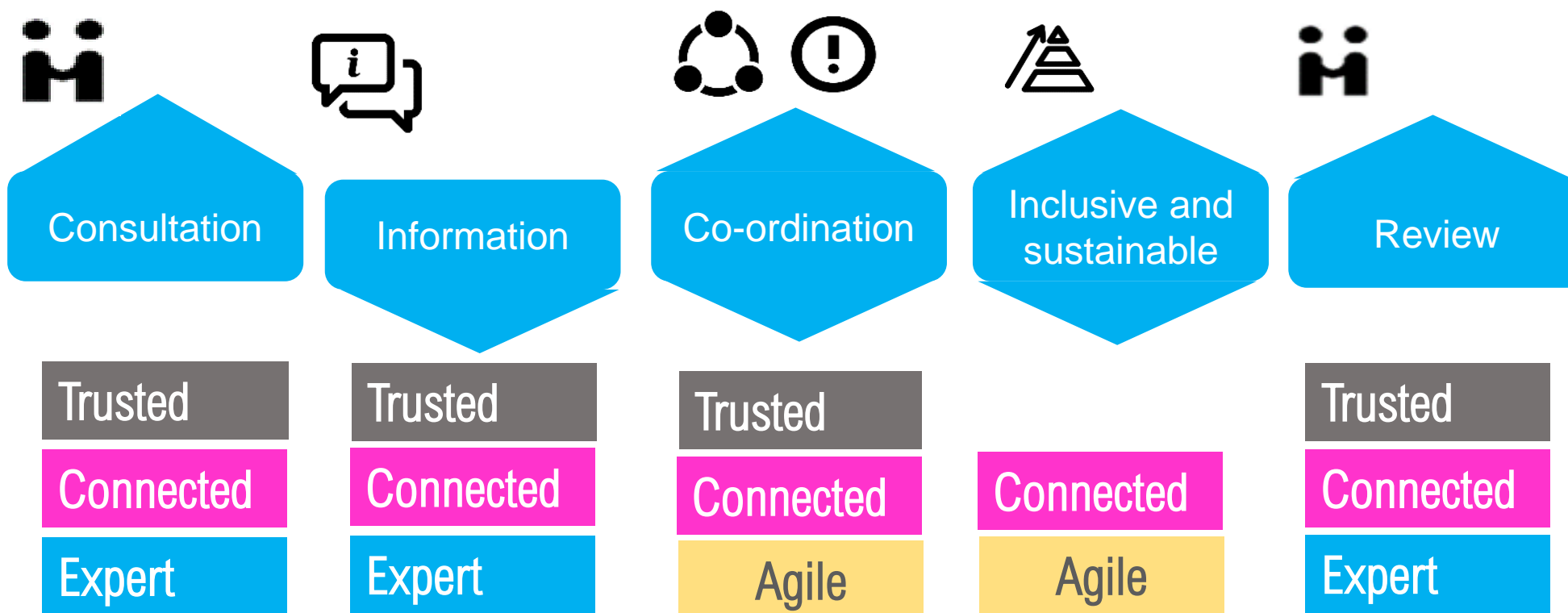
A deep dive: BSOs and the mechanisms for trade

Governments, Organizations design trade mechanisms that work



A deep dive: BSOs and the mechanisms for trade

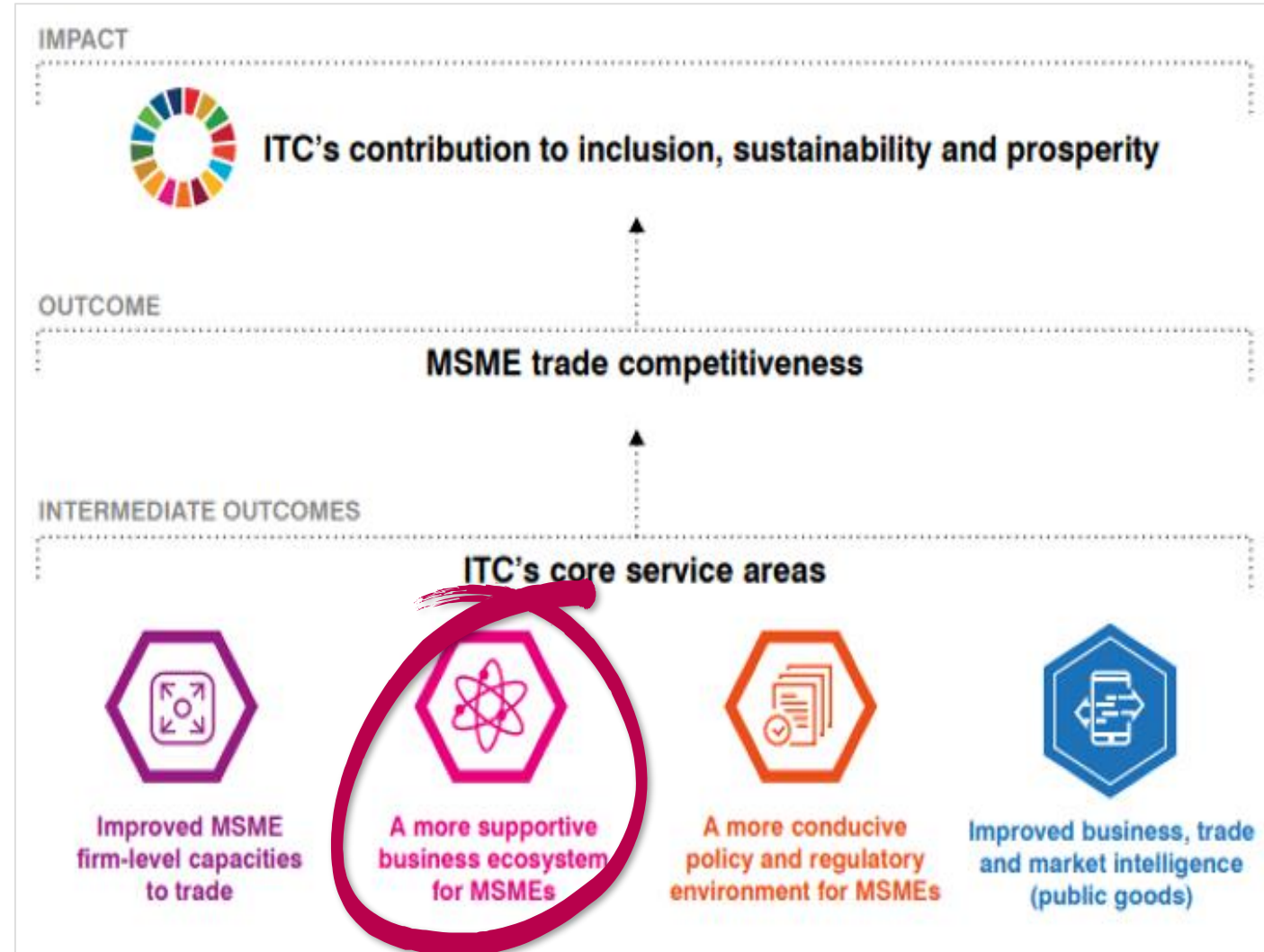
Governments, Organizations design trade mechanisms that work



Small business benefit from trade mechanisms

ITC and Business Support Ecosystems

Within the International Trade Centre, the **Institutions and Ecosystems (IE) Section** focuses on building more supportive ecosystems for small businesses to boost their resilience and competitiveness. Primarily working with business support organizations from developing countries and economies in transition, the IE Section helps these organizations with experts, digital tools and proven methods, to offer solutions for small businesses, facilitating inclusive and sustainable trade for prosperity, people and planet.





Our impact



We work with **21 BSO types**, customizing our assistance to fit their performance improvement needs.

WE HAVE HELPED

658 BSOs

FROM

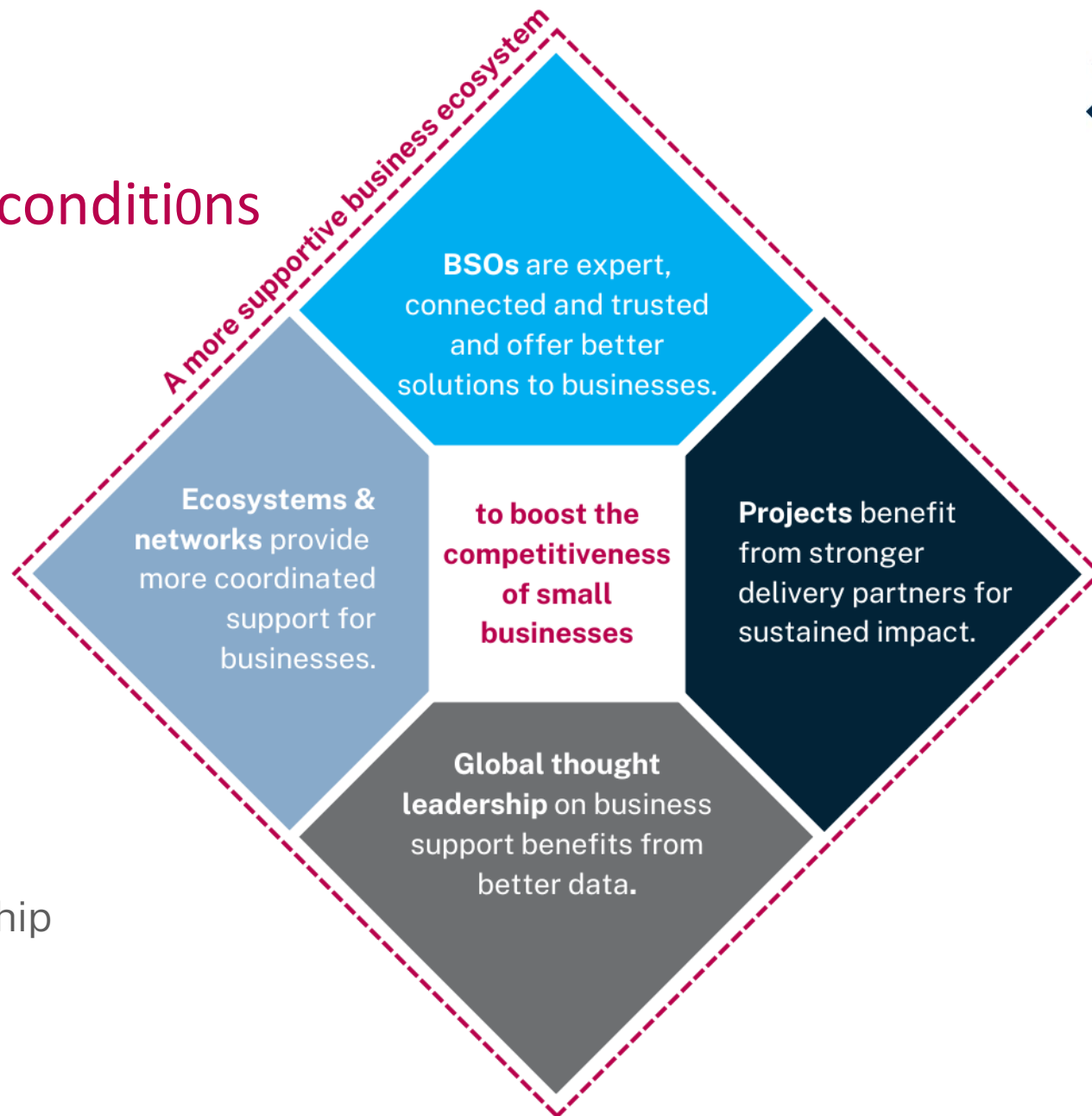
159 countries

SUPPORTING

1.7M small businesses

4 areas of intervention to create the right conditions

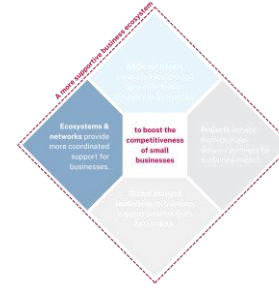
- ◆ for ecosystems and networks
- ◆ for business support organizations (BSOs)
- ◆ for trade projects
- ◆ for global thought leadership



Our services

> for ecosystems & networks

The IE Section reinforces business support **ecosystems and networks** for more coordinated and coherent solutions. We map the current state of an ecosystem and implement recommendations, from improving linkages to building new BSOs. New networks of like-minded organizations foster strategic partnerships around collective learning, innovation or advocacy.



Mapping and diagnostics

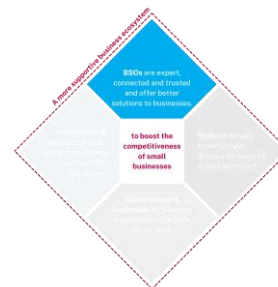
Implementing recommendations

Establishing new BSOs

Building and supporting networks

Our services > for BSOs

The IE Section assesses and strengthens **business support organizations'** capacities to offer better solutions to businesses. We adapt our approach to a diverse range of BSOs, help them understand the specific needs of businesses and facilitate peer to peer learning. With our support, BSOs deliver increased value by being **expert, connected** and **trusted**.



Facilitating peer to peer learning

events and shared capacity building • bespoke connections

Assessing and guiding

self assessments • cohort reports • expert benchmarking • sustainability, inclusiveness and digital readiness reviews

Building core & specialist capacity

leadership & direction • resources & processes • products & services • measurements & results • specialist subject areas (climate risk, IP, gender...)

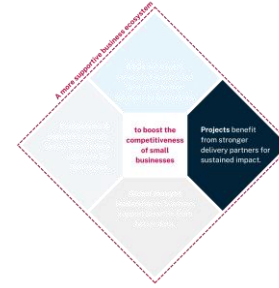
Service design coaching

SME diagnostic tool certification • practical service design (learning by doing)

Our services

> for trade projects

The IE Section maximizes the sustained impact of **trade related technical assistance projects**, by identifying and building BSO delivery partners. Baseline data and project closure assessments demonstrate project impact on business support actors. Strong BSOs improve the number of small businesses reached and the sustainability of initiatives over time.



Selecting BSO delivery partners

readiness, risk and roles

Measuring BSO performance evolution

base line and improvement data

Managing ITC partners' relationship

Providing transitional support to BSOs

Our services

> for global thought leadership

The IE Section influences **global thought leadership** on business support by providing data-driven and experience-based insights that help to shape policy and projects that better serve the needs of businesses. Global good practice, innovation and BSO challenges are captured by our platform and experts and fed into the discussion, efficiently amplifying the voice of BSOs.



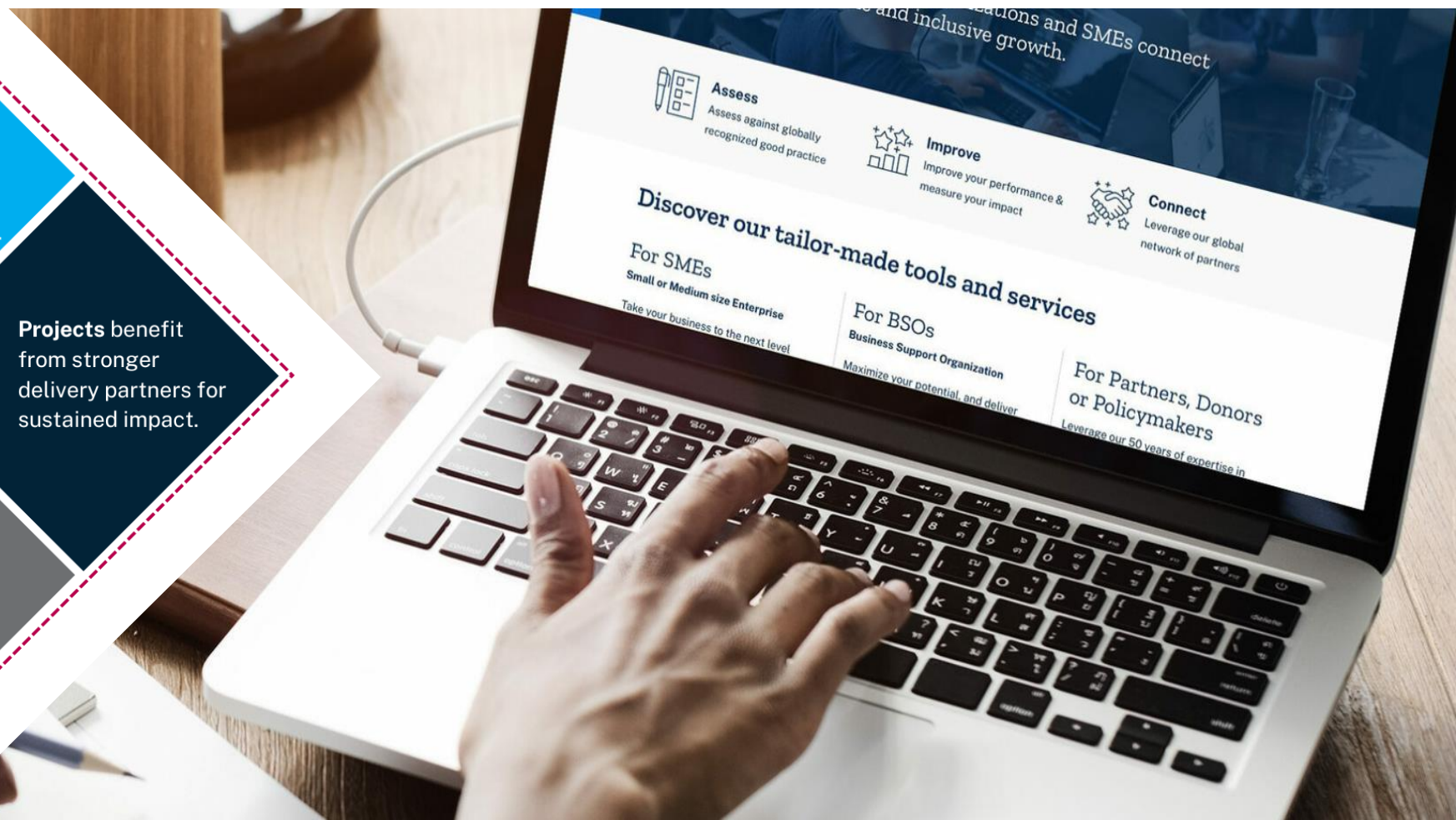
Harnessing platform data

Gathering new data sets via BSOs

Contributing to research

Raising awareness

Digitally enabled: a **platform** to assess, improve and connect BSOs and small businesses.





Thank you!

Testimonials

> they benefited from our expertise

“The work we have been doing with ITC’s IE Section is phenomenal. It has helped us sharpen our strategy formulation and objective setting skills and is helping ZimTrade to solidify its footing. We see ZimTrade becoming a well-equipped organization whose contribution to Zimbabwe’s exports growth will be recognized.”



Allan Majuru
CEO at ZimTrade

Testimonials

> they benefited from our expertise



“

For any organization, there is always the threat of overconfidence, of stopping to push itself towards higher levels of excellence. Your recommendations are notably shaped upon the basis of strategic facts, and that reflects the in-depth analysis you crafted during your visit.”



Pedro Beirute Prada
Former CEO of Costa Rica
Trade Promotion Authority

Testimonials

> they benefited from our expertise



“ The profound expertise and experience of the ITC is a valuable resource for the further development of Switzerland Global Enterprise as an organization. We much value and appreciate the collaboration.”



Simone Wyss, CEO
Switzerland Global Enterprise