

**INFORMATION ON SPS-RELATED RECENT AND FORTHCOMING
ASSISTANCE AND OTHER ACTIVITIES
(PERIOD: JUNE-OCTOBER 2010)**

Communication from the International Trade Center (ITC)

The following communication, received on 15 October 2010, is being circulated at the request of the ITC.

A. PROJECTS

STDF/PG/172: "Expanding Nigeria's export of sesame seeds and sheanut/butter through improved SPS capacity building for private and public sector"

1. The Nigerian Export Promotion Council (NEPC) is the implementing agency of the project, with ITC as supervisory agency. The contract between WTO and NEPC and the letter of Agreement between ITC and WTO have been signed. The project start-up meeting in Nigeria took place on 14 October 2010. The official launch of the project is foreseen in December 2010.

All ACP Agricultural Commodities Programme

2. ITC has been selected to play a leading role in a Programme, funded by the European Commission, that targets agricultural commodity sectors in ACP countries. The Programme was conceived by ACP member states. Its overall objective is to improve incomes and livelihoods for ACP producers of agricultural commodities and reduce income vulnerability at both producer and macro levels.

3. Under the Programme ITC is responsible for two main activities:

- Support to sector stakeholders to design and organise the implementation of commodity development and diversification strategies using ITC methodologies; and
- Implementation of sector strategy activities in product and market development, particularly in the areas of target market supply requirements, delivery channels, and product/service improvements.

4. Other implementing partners in the Programme include: the Common Fund for Commodities (CFC), the Food and Agriculture Organization of the United Nations (FAO), the United Nations Conference on Trade and Development (UNCTAD), and the World Bank (WB).

5. In Samoa, assistance is being provided for the establishment of ISO 22000 food safety management systems in six enterprises in the food and agricultural sector. This is being done through workshops on:

- Implementing Food Safety Management Systems – ISO 22000;
- Documentation for ISO 22000;
- Hazard Analysis and Categorization of Control Measures;
- Internal Audit;

and advisory services to the enterprises with the help of an international consultant and several local trainers-cum-counsellors (TcC) to ensure sustainability after the project with capacity building of these TcCs. This activity started with a needs assessment in August 2010 and will continue until December 2011.

B. OTHER ITC PROJECTS OF INTEREST

Non-Tariff Measures project

6. ITC assists countries to better understand the obstacles to trade experienced by their business sectors when complying with non-tariff measures (NTM). In this regard, ITC implemented a company survey on NTMs in 2010 in Sri Lanka. The Sri Lankan survey identified, at sector and partner country-level, the predominant obstacles the business sector faces when complying with NTMs.

7. ITC is organizing a one-day workshop in Colombo (22 November 2010), in close collaboration with its partners, to discuss the survey results with key stakeholders, including representatives of various Ministries, the private sector, trade support institutions, government agencies, and academics. The aim is to provide an in-depth analysis of the survey results, which will help identify the need for concrete actions in key export and import sectors of Sri Lanka.

8. An ITC presentation on NTMs was given at the STDF Working Group Meeting on 2 July 2010 on an information sharing basis.

For more information about NTM project, please contact:

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Trade for Sustainable Development (T4SD)

9. ITC continues its work in Trade for Sustainable Development (T4SD), a partnership-based effort led by the ITC to enhance transparency on private standards and to increase opportunities for sustainable production and trade. In July, T4SD launched the Standards Map beta web tool that centralises information on private standards and makes the data widely accessible to various target audiences, namely suppliers from developing countries, trade policymakers, and intermediate private or public buyers. The live version of the Standards Map will be launched in January 2011.

For more information about T4SD, please contact Joseph Wozniak, Programme Manager (wozniak@intracen.org).

ACCESS! Programme

10. The ACCESS! Programme, initiated under the Canadian-funded Programme, is a gender-focused, regional trade support programme aimed at improving the trade support services for African

businesswomen in international trade, with a view to promoting their economic empowerment. Three ACCESS training of trainer events have taken place: Senegal (9-17 June 2010), Gabon (14-22 July 2010), and Zambia (29 September – 7 October 2010).

11. Fifty-six national trainers have been trained to deliver the export training course to women entrepreneurs, 22 institutions from 21 countries are or will become partners of the ACCESS! programme towards its national delivery.

C. ITC INTERNATIONAL TRADE FORUM MAGAZINE

Issue 3, 2010 Quality & Standards: A Pre-requisite for Entering Markets

12. The Quality & Standards magazine issue look at standards and quality and their role for the promotion of exports from developing countries. The issue has been published in September 2010. Article contributions, inter alia, from STDF, WTO SPS Committee secretariat, ISO, IEC, OIML, UNIDO GAP Inc and FairTrade International are very well acknowledged. The online version is available at <http://www.tradeforum.org>.

D. WORLD EXPORT DEVELOPMENT FORUM – ADAPTING POST CRISIS WORLD TRADE PATTERNS AND LESSONS FROM EXPORT DEVELOPMENT, 9-12 SEPTEMBER 2010

13. ITC organized, with the Ministry of Commerce of China, the China Council for the Promotion of International Trade and the City of Chongqing, the 4th municipality of China, the 11th World Export Development Forum (WEDF). The Forum looked at the strategies employed by companies, trade support institutions and policy makers to mitigate the negative impacts of the crisis, by building company resilience through the diversification of markets and product as well as service development strategies. Information on WEDF is available at: <http://www.intracen.org/wedf/welcome.htm>

E. PUBLICATION AND EXPORT QUALITY (EQ) BULLETINS

EQ 84 "Exporting Seafood to EU" in Arabic

14. The Arabic version of the ITC bulletin EQ 84 "Exporting Seafood to EU" is available and downloadable from <http://www.intracen.org/eqm/> (click on "Handbooks and Bulletins"). The translation has been done under a joint publication agreement between the Yemeni Seafood Exporters Association (YSEA, the implementing agency of STDF project 69) and INFOSAMAK. The bulletin is under distribution to Competent Authorities and exporters in the Arab region.

"Building Linkages for Export Success - Trade Promotion Organizations and National Standards Bodies Working Together"

15. To explore how collaboration between Trade Promotion Organizations (TPO) and National Standards Bodies (NSB) could be achieved, ISO and ITC jointly organized a regional consultation on "Quality Management: Linking TPOs and NSBs for Export Success" in Malaysia in December 2009, partly funded by the Swedish International Development Cooperation Agency (SIDA). As an outcome of the consultation, ITC and ISO have published a handbook that captures the highlights of the forum discussions and provides additional information where relevant. The handbook was designed for those in NSBs, TPOs and government agencies supporting international trade to show the advantages of closer collaboration to assist exporters. The examples given are drawn from the shared experiences of participants, and can be used by developing economies in all regions to review local situations. The handbook is downloadable from <http://www.intracen.org/eqm/events/> in English and Spanish and will be available in French by the end of October 2010.

16. Following the successful event in Malaysia and the related ITC-ISO handbook on "Building Linkages for Export Success", ITC and ISO decided to roll out the initiative to other regions. The next event on "Linking TPOs and NSBs for Export Success" will be hosted by the Oficina Nacional de Normalizacion (NC) in Havana and organised with the support of CEPEC (Foreign Trade Promotion Center of Cuba) on 24-26 November 2010.

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