



ITC

TRADE IMPACT  
FOR GOOD

50  
YEARS

1964-2014

# ITC YOUTH AND TRADE PROGRAMME

## Accelerating SMEs Internationalization

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# Youth context today...

**1.3** billion  
youth in the world today

More than **1** billion  
youth in the developing world

More than **500** million  
youth underemployed worldwide

**73.4** million  
youth unemployed worldwide



# Supporting young innovators, creators and entrepreneurs

- Entrepreneurship is a pathway for young people to turn their ideas into businesses that can contribute to improving their income opportunities
- This is particularly instrumental given the high youth unemployment rate in most countries and in all regions (Globally 13%, SSA 11.6%). World Bank estimates that 11 million youth will enter Africa's labour market every year for the next decade.
- Through entrepreneurship young people can have the opportunity to shift from being a job seeker to become a job creator
- Young innovators, creators and entrepreneurs contribute to developing new technologies, adopting new business models and even driving the emergence of new business clusters



# Role of internationalization

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- Today's youth are internationally minded and their enterprises easily look beyond the local economy and aspire to go international
  - International markets and value chains = more opportunities but also greater risks and challenges
  - Young entrepreneurs who want to successfully internationalize can benefit from targeted business support services
  - The International Trade Centre (ITC) is the joint agency of the WTO and the UN. ITC's mission is to enable small-business export success by connecting SMEs in developing countries and transition economies to the global trading system.

# ITC Youth and Trade Programme

**ITC's Youth and Trade Programme supports youth entrepreneurship and improves the income opportunities of young entrepreneurs by connecting them to international markets.**

## Youth and Trade Roadmap for Policymakers

Provides a framework to integrate youth into high potential sectors

## Trade Accelerator for youth-owned SMEs

Innovative ecosystem-based model to support youth-owned SMEs to internationalize

## Online training for young people

Building international trade knowledge of young people

Partnerships - Advocacy - Fundraising



# Trade Accelerator for young entrepreneurs



## Training

E-learning: ITC SME  
Trade Academy

Face-to-face  
workshops

### Modules:

- Considering international markets
- Supply chain management
- Export marketing strategy
- Export trade finance
- Approaching banks for finance
- Export business generation



## Coaching/ Mentoring

Coaching on strategy  
and export business

Mentoring on  
enterprise development

### Discussion areas:

- Business model
- Strategy design
- Business planning
- Export competitiveness
- Peer entrepreneurship advice



## Institutional Support

Ecosystem of trade  
support institutions

### Services:

- Specialized coaching
  - Customs
  - Quality
  - Packaging
  - Marketing
  - Trade intelligence
- Access to networks
- Trade missions



B2B events



## Facilitating Access to Finance

Funds to grow and  
expand the business

### Support areas:

- Contacts with networks of funders
- Linkages to banks, diaspora and crowdfunding
- Business plan enhancement



Pitch to Impact  
Investors events

# Results chain



# Pilot Trade Accelerator in Morocco

- Young people in Morocco make up 30% of the population. A recent World Bank survey revealed that 49% of Moroccan youth are neither in school, nor the workforce
- The pilot phase of the programme is currently ongoing with the first Trade Accelerator implemented in Morocco in partnership with the local host institution Association Marocaine des Exportateurs (ASMEX).
- The Ministry of Trade in Morocco was interested to pilot ITC's Trade Accelerator model to support young Moroccan entrepreneurs to access international markets
- Our target group is SMEs owned by youth (age 20-35 years) in Morocco with a minimum of 2 years and maximum of 5 years of business operations



# Next steps

- Development of an innovation/technology pillar
- Development of new modules on e-learning (IP, social entrepreneurship, pitch to investors, innovation)
- Deployment for the next three years (500 SMEs)
- Development of an M/E methodology for the TA 500 (ILO)
- Development of a youth and trade platform
- Partnership development (content, local incubators, international organizations)
- Fundraising (public agencies, private sector)

Invitation to attend the online course

«Taking the entrepreneurship route»

16 November 2015 (Global Entrepreneurship Week)

<http://learning.intracen.org/course/info.php?id=174>

[www.intracen.org](http://www.intracen.org)

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