

ITC is working to improve living standards for poor communities by promoting trade as a "fast track" to development with policy-makers, focusing on high-impact sectors and making links between poor producers and export networks.

► **Integrate trade in development policy.** Policy-makers do not often have experience in "mainstreaming" trade in their development strategies. ITC's strength is in raising awareness

showing that trade does generate new jobs in communities – and then, once policy-makers are convinced, in following up with training and information.

ITC works through the Integrated Framework (a programme of six development agencies to coordinate techni-

cal assistance in the least developed countries) to encourage, for example, the inclusion of a trade dimension in national development strategies such as Poverty Reduction Strategy Papers.

► **Develop trade in sectors with potential for impact.** Many developing countries, and especially least developed countries, have a comparative trade advantage in natural resource and labour-intensive sectors.

ITC provides technical assistance to help these sectors increase their exports, create jobs and raise incomes. Sectors in which poor communities usually predominate include agriculture, textiles and clothing, animal hides, leather and leather goods, light manufacturing and community-based tourism (i.e., poor communities in tourist

areas selling products and services to foreign visitors).

► **Link up the poorest producers with higher-value export chains.** When it comes to doing business, poor people can suffer the disadvantages of little or no education or connections to those who can help them expand their business in the formal economy. ITC's Export-led Poverty Reduction Programme links up poor communities with the export chains of products and services they can supply. It works with the communities to help them organize themselves locally or regionally to receive business training and assistance. ITC also builds awareness of their business development needs with trade support institutions. Finally, it links poor producers with established exporters.