



The International Trade Centre UNCTAD/WTO (ITC) is the focal point in the United Nations system for technical cooperation with developing countries in trade promotion and is sponsored jointly by the World Trade Organization and UNCTAD



Mission Statement

- ITC's mission is to help developing countries and transition economies, and particularly their business sector, to fully realize their export potential and to improve their import operations with the ultimate goal of achieving sustainable development.



ITC's Six Core Services

1. Product and Market Development

2. Development of Trade Support Services

3. Trade Information

4. Human Resource Development

5. International Purchasing & Supply Management

6. Needs Assessment and Programme Design



Product and Market Development

- **Supply Potential**
- **Market Research**
- **Product Adaptation and Design**
- **New Product Development**
- **Export Marketing Strategies**
- **Direct Marketing Support**
- **Organizing Marketing and Publicity Events**
- **Generic Promotional Campaigns**



Organic Trade

Promoting Trade in Organic Products

Market survey on organic food and beverages

Market survey on organic fruit & vegetables (FAO/ITC/CTA)

Market survey on the United States of America

Export development of organic products from LDCs

Country and regional export development projects

Planned surveys on Canada (2004) and Japan (2005)

Manual on organic spices, herbs and essential oils (2004)



Web-site

- International Trade Centre UNCTAD/WTO (ITC)

www.intracen.org/mds