

International Trade Centre & Myanmar

Fostering inclusive and sustainable growth and development through trade and international business development



Myanmar Country Day

Ludovica Ghizzoni, ITC Adviser, Export Quality Management
2 February 2017 - Rome

ITC is a unique development agency

UN's focal point for technical cooperation in trade promotion and export development



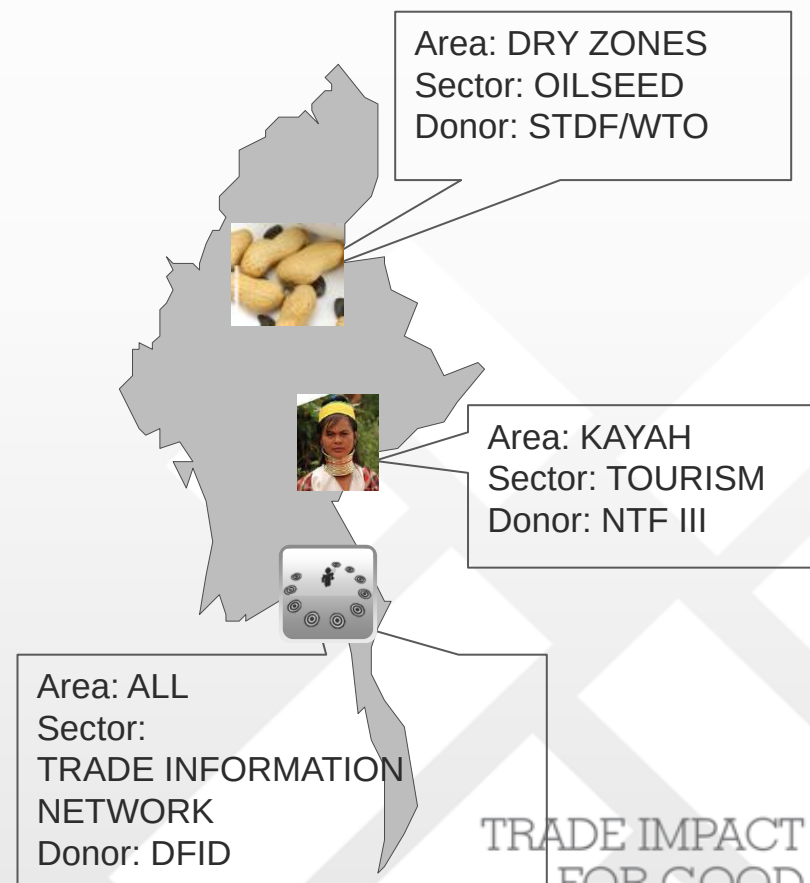
Our programmatic approach in Myanmar

CURRENT FRAMEWORK (National Export Strategy)

- Under the leadership of the Ministry of Commerce ITC facilitated the first-ever **National Export Strategy (NES) – 2015/2019**.
- NES Priority sectors: **(1) Rice, (2) Beans, pulses and oilseeds, (3) Fisheries, (4) Textiles and garments, (5) Forestry products, (6) Rubber, (7) Tourism.**
- NES priority cross-sector functions: **(1) Trade facilitation and logistics, (2) Quality management, (3) Access to finance, (4) Trade information and promotion**
- ITC provides advisory support for NES implementation and coordination among stakeholders



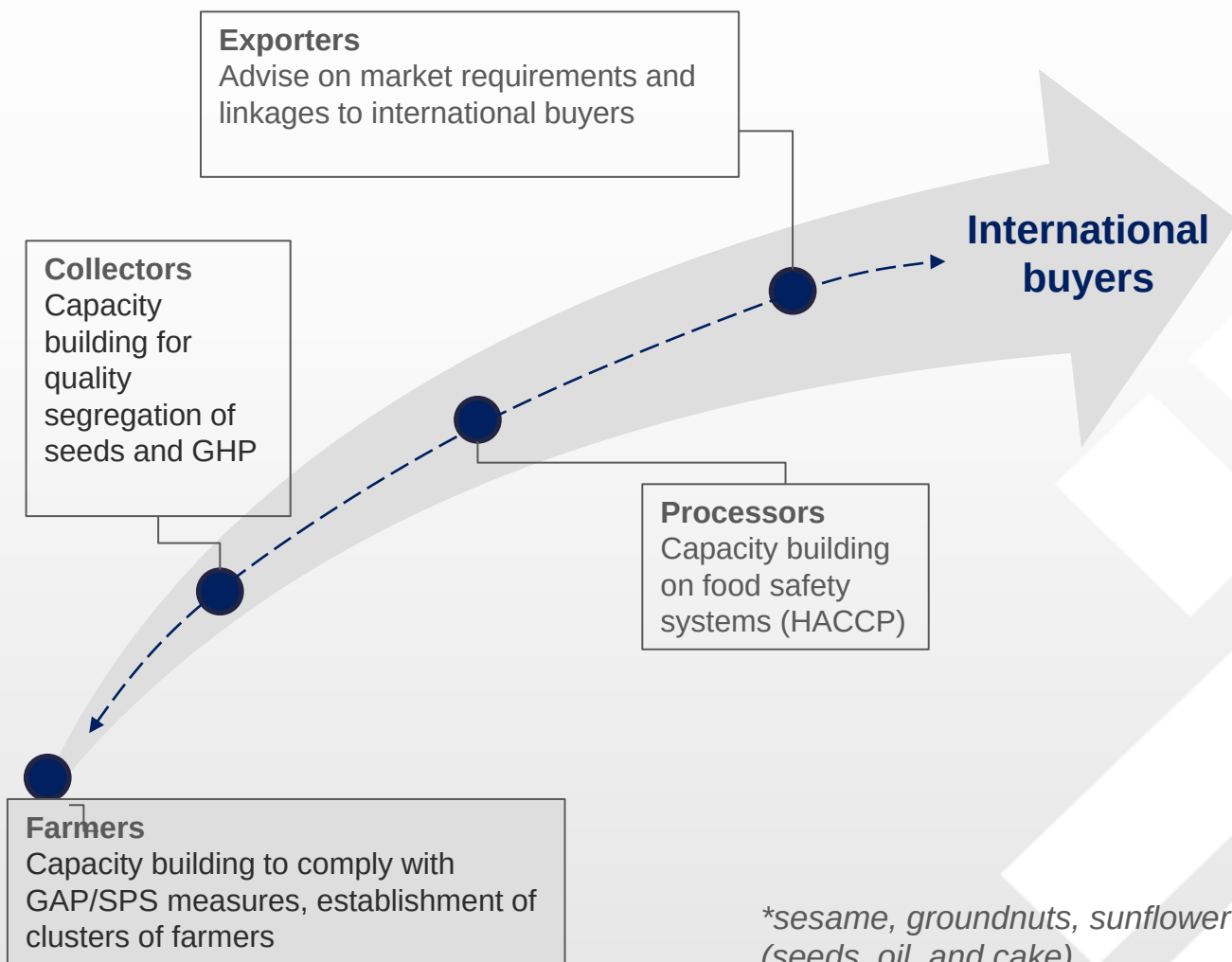
IMPLEMENTATION (ITC Field projects)



TRADE IMPACT
FOR GOOD

ITC Oilseed Project, Dry Zones

Improving Food Safety and Compliance with SPS Measures to increase export revenues in the oilseeds* value chain in Myanmar



Project Partners



Donor

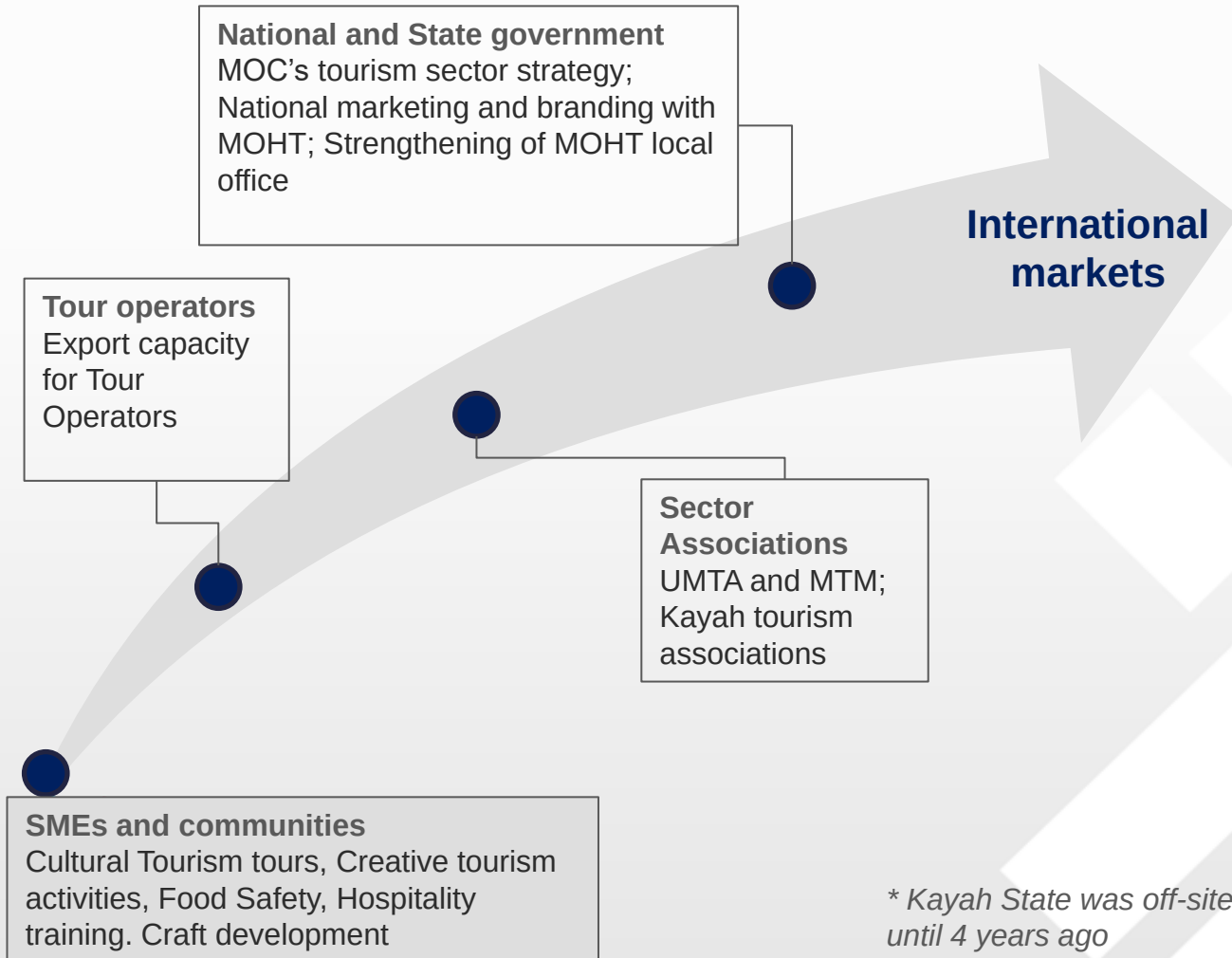


Standards and Trade
Development Facility

Opportunities for partnerships: contribute to develop a sustainable long term and ethical value chain (buyers, introduce a machinery-based farming system for small holders groups, packaging, etc.), linking with clusters of farmers, improving livelihood

ITC Inclusive Tourism Project, Kayah State*

Enhance the competitiveness of Myanmar's tourism industry and related supply chains, through an inclusive tourism approach for the benefit of local communities and enterprises



Project Partners



Myanmar Ministry of Commerce



Donor



CBI
Ministry of Foreign Affairs of the Netherlands

Enhance Myanmar's tourism industry as a way out of poverty

** Kayah State was off-site until 4 years ago*

Opportunities for public-private partnerships

Market, skills, value chains development, farm mechanization, environmental impact, technology transfer, investments under the NES framework



Rice



Beans, pulses and



Fisheries



Textiles and garments



Forestry products



Rubber



Tourism



Trade facilitation and logistics



Access to finance



Trade information and promotion

Opportunities for partnerships:
Project ideas developed under the NES i.e. 1) Establishing textile and garment development centers for professional training and quality certification; 2) Increasing pulses productivity through enhancement of farm mechanization; 3) Integrating Agro-Commodities & Agribusiness park; 4) Increasing climate resilience of small rice farmers

Happening on 2/2/17 NOW in *Nay Pyi Taw*

Moving forward: implementation of the NES



Additional information

CONTACTS

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REFERENCES

- [ITC-STDF Oilseed Project Myanmar](#) (Dry Zones)
- [ITC Myanmar inclusive tourism project](#) (Kayah State)
- [Myantrade website](#) (Ministry of Commerce)
- [Visit Kayah State](#)
- [Myanmar National Export Strategy](#) (Ministry of Commerce)
- [International Trade Centre](#)