

## A TRADE STRATEGY SOLUTION FOR YOU

As part of its mandate of fostering sustainable development through increased trade opportunities, ITC offers a suite of trade-related strategy solutions that allow policymakers to choose their preferred level of engagement. ITC-facilitated roadmaps and strategies are oriented to the trade objectives of a country or region, and can focus on individual sectors or trade support functions.

To translate strategy into tangible results, ITC also provides tools and support in strategy implementation management.

### Trade Development Roadmaps

**3-4 months**

Rapid strategy solutions designed to highlight priorities and quickly address principal constraints and opportunities for improved trade performance.

- National Trade Development Roadmap
- Sector Value-Chain Roadmap
- Youth and Trade Roadmap
- Green Trade Roadmap

### Trade Development Strategies

**6-8 months**

- **Sector Trade Strategy**  
Sector specific approaches to attracting investment, value-addition through sector linkages, efficiency gains and the development of high-potential products and markets.
- **Functional Trade Strategy**  
Strategy solutions that optimize specialized trade support to enterprises, while reducing gaps and minimizing duplication amongst institutions.
- **Regional Trade Strategy**  
Comprehensive approach to regional integration through enhanced trade-support services, value chain optimization and policy convergence at a multi-country, regional level.

### National Trade Strategies

**10-12 months**

Comprehensive multi-sector and multi-function strategies that orient to a country's needs and objectives such as enhancing productive capacities, private sector development, and trade diversification.

ITC's flagship strategy solution, the National Export Strategy (NES), provides direction for a country's market-led priorities at the policy, institutional, sector and enterprise levels.

### Implementation Management Support

**1-5 years**

Support for the establishment of an effective management framework to translate strategic action plans into tangible results. Field-level training and ongoing distance support is underpinned by the web-based Strategy Implementation Management Tool (SIMT).

## SPOTLIGHT ON YOUTH

**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

### FOR MORE INFORMATION

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. Our aim is for businesses in developing countries to become more competitive in global markets, speeding economic development.

As part of this aim, ITC facilitates trade development roadmaps and strategies to help the private sector achieving their international ambitions while contributing fully to broad-based income growth domestically.

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TRADE IMPACT  
FOR GOOD

# Youth and Trade Roadmap

Mobilizing youth  
for trade-led development





## MAXIMIZING DEVELOPMENT GAINS FROM TRADE

Articulating a clear strategic vision for trade development provides countries with a potential key to unlocking socio-economic growth and driving job-creation. The International Trade Centre (ITC) provides tailored strategy solutions aimed at harnessing the power of trade in order to drive development.

With youth around the world faced with persistent underemployment and unemployment, providing decent work and productive opportunities has become a major policy challenge for countries, especially in existing sectors central to the economies of many developing countries. Attracting these youth to productive opportunities, then, presents one of the solutions to unlocking economic growth.

A **Youth and Trade Roadmap (YTR)** provides policymakers an opportunity to identify rapidly growing sectors where youth can contribute positively. As part of ITC's range of trade strategy solutions, YTRs create a strategic framework that allows countries to attract young people to existing value chains and to identify emerging sectors with high potential for youth participation.



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## TODAYS YOUTH, TOMORROWS WORKFORCE

A **Youth and Trade Roadmap (YTR)** provides partner countries with more than a piece of paper. It establishes a **home-grown** solution which provides **specific answers** to a critical development issue.

Enhancing the ability of youth to engage in trade increases the economic opportunities available to them, their families and entire communities. Addressing drivers of youth unemployment, such as a structural skills gap, can deliver **long-term payoffs** for national competitiveness as youth become the main pillar of tomorrow's workforce.

Based on ITC's **inclusive approach**, an YTR combines top-down and bottom-up approaches to trade strategy to facilitate a truly national vision, one developed for the country, by the country and with extensive stakeholder inputs throughout.

An YTR provides specific, **market-based solutions** to a country's competitiveness constraints. It details high-level activities, targets and impact measures, indicating what needs to be done, by whom, within what time frame and with what resources.

The result is a **coherent, youth-focused national outlook** that delivers sustainable socio-economic growth through improved trade performance by placing youth firmly at the center, one that both partner countries and development partners can find valuable.

“ Every day, countless young people risk their lives in the hope of finding economic opportunities. ITC's Youth and Trade Initiative is a concrete response to the global youth employment challenge by supporting youth entrepreneurship through trade along value chains. With our Youth and Trade Strategies, we help governments to integrate youth-related considerations into their export strategies. ”

*Aranca González,*  
Executive Director  
International Trade Centre  
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## A PROVEN PROCESS THAT WORKS

Youth and Trade Roadmaps, typically developed in three months, help coordinate youth-focused development efforts by defining the strategic orientation of a country/region. They help partner countries to:

- Generate “quick wins”, increase trade competitiveness and better integrate youth by attracting them to high-potential value chains and activities at the national regional and international levels that best leverage the countries comparative and competitive advantages.
- Identify decent and productive opportunities for young people through trade and address skills gaps in identified value chains in order to increase competitiveness.

ITC's trusted strategy design process is built around a powerful public-private dialogue platform which brings together a diverse range of stakeholders to address issues important to both the public and private sectors.

The strategy design process then combines extensive public-private dialogue with the use of ITC's in-house strategy design tools and processes, which help to identify the main competitiveness constraints hindering trade development as well as opportunities for addressing these constraints.

Once these constraints and opportunities are identified, ITC helps partner countries design country-specific solutions to these constraints, culminating in the form of a high-level Plan of Action that outlines the steps that can be quickly taken within a country in order to address the issues relevant to each sector identified in the roadmap from a youth and trade perspective. The Plan of Action helps countries at three levels, namely by:

- Helping policymakers increase trade-led growth by tackling youth under- and unemployment;
- Assisting Trade and Investment Support Institutions to provide relevant, new and improved services to SMEs tailored specifically to the needs of young people;
- Allowing SMEs to access a range of new markets for the products and services and increasing their access to reliable and efficient support services whilst also integrating youth in their respective value chains.

### The Youth and Trade Roadmap Process

