



GLOBAL INSTITUTIONS



The International Trade Centre

Export impact for good

Stephen Browne and Sam Laird



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The International Trade Centre

In the era of rapid globalization, the ITC plays a significant and wide-ranging role, working with both governments and trade support institutions to nurture an export culture. This work will provide a much needed overview of this dynamic organization.

This book:

- Describes the history of the organization since its inception;
- Examines its current mandate and the impact of recent reforms;
- Analyzes the ability of the ITC to provide trade intelligence, and its role in the development of national export strategies; and
- Evaluates the future challenges, and emphasizes that the ITC must continue to sharpen its mandate and continue to be responsive and results orientated to remain a key player.

The status of the ITC—half in and half out of the UN—could prove to be an interesting model for the future, and this work will be appealing not only to academics but also government trade specialists and negotiators, the “aid for trade” donors, NGOs, and those involved in the running of international organizations.

Stephen Browne is Director of the Future of the UN Development System (FUNDS) project and Fellow of the Ralph Bunche Institute for International Studies at the Graduate Center of the City University of New York. He worked for more than 30 years in different organizations of the UN development system.

Sam Laird is Special Professor of International Economics at the University of Nottingham; Visiting Professor, Trade Policy Centre for Africa, Arusha, Tanzania; and has taught at various institutes in Bern, Paris, Tokyo, and Vienna. He was also with UNCTAD, the WTO, the World Bank, and the Australian Industries Assistance (now Productivity) Commission.

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Edited by Thomas G. Weiss

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and Rorden Wilkinson

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The Global Institutions Series is designed to provide readers with comprehensive, accessible, and informative guides to the history, structure, and activities of key international organizations as well as books that deal with topics of key importance in contemporary global governance. Every volume stands on its own as a thorough and insightful treatment of a particular topic, but the series as a whole contributes to a coherent and complementary portrait of the phenomenon of global institutions at the dawn of the millennium.

Books are written by recognized experts, conform to a similar structure, and cover a range of themes and debates common to the series. These areas of shared concern include the general purpose and rationale for organizations, developments over time, membership, structure, decision-making procedures, and key functions. Moreover, current debates are placed in historical perspective alongside informed analysis and critique. Each book also contains an annotated bibliography and guide to electronic information as well as any annexes appropriate to the subject matter at hand.

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Foreword

The current volume is the fifty-third title in a dynamic series on global institutions. These books provide readers with definitive guides to the most visible aspects of what many of us know as “global governance.” Remarkable as it may seem, there exist relatively few books that offer in-depth treatments of prominent global bodies, processes, and associated issues, much less an entire series of concise and complementary volumes. Those that do exist are either out of date, inaccessible to the non-specialist reader, or seek to develop a specialized understanding of particular aspects of an institution or process rather than offer an overall account of its functioning and situate it among the increasingly dense global institutional network. Similarly, existing books have often been written in highly technical language or have been crafted “in-house” and are notoriously self-serving and narrow.

The advent of electronic media has undoubtedly helped research and teaching by making data and primary documents of international organizations more widely available, but it has complicated matters as well. The growing reliance on the Internet and other electronic methods of finding information about key international organizations and processes has served, ironically, to limit the educational and analytical materials to which most readers have ready access—namely, books. Public relations documents, raw data, and loosely refereed web sites do not make for intelligent analysis. Official publications compete with a vast amount of electronically available information, much of which is suspect because of its ideological or self-promoting slant. Paradoxically, a growing range of purportedly independent web sites offering analyses of the activities of particular organizations has emerged, but one inadvertent consequence has been to frustrate access to basic, authoritative, readable, critical, and well-researched texts. The market for such has actually been reduced by the ready availability of varying quality electronic materials.

For those of us who teach, research, and operate in the area, such restricted access to information and analyses has been frustrating. We were delighted when Routledge saw the value of a series that bucks this trend and provides key reference points to the most significant global institutions and issues. They are betting that serious students and professionals will want serious analyses. We have assembled a first-rate team of authors to address that market. Our intention is to provide one-stop shopping for all readers—students (both undergraduate and postgraduate), negotiators, diplomats, practitioners from nongovernmental and intergovernmental organizations, and interested parties alike—seeking insights into the most prominent institutional aspects of global governance.

The International Trade Centre

The International Trade Centre originates as an interesting hybrid of the economic left and the right—or put another way, of the global North and the global South. The parents were the strange bedfellows of the United Nations (UN) and the General Agreement on Tariffs and Trade (GATT), the latter being subsumed into the World Trade Organization (WTO) in 1995.

The ITC focuses on promoting economic growth in developing countries by encouraging the private sector export market. Its mission is based on the belief that an export-led economy provides the most effective means of promoting growth. In this, the ITC is closer to the rhetoric of the GATT, if not the reality; but the influence of the UN Conference on Trade and Development (UNCTAD) is also discernable in the ITC's stated concern with past shortcomings in emphasizing only exports in the complicated relationship between increasing growth and development and actual reductions in poverty.

Virtually nothing has been written about the International Trade Centre, and so this latest addition to the Global Institutions Series fills a significant gap in the literature on intergovernmental economic organizations and an important but ignored part of the ever-evolving network of global governance. It also complements our volumes on UNCTAD (Ian Taylor and Karen Smith, 2007) and the WTO (Bernard M. Hoekman and Petros C. Mavroidis, 2007) as well as our related volume about the International Monetary Fund (James Raymond Vreeland, 2007; second edition in 2011) and the World Bank (Katherine Marshall, 2008). Indeed, global economic governance is a substantial focus in the series, and other related volumes include: *The World Intellectual Property Organization* (Christopher May, 2006);

Institutions of the Asia-Pacific and Beyond (Mark Beeson, 2009); *The International Organization for Standardization* (Craig Murphy and JoAnne Yates, 2009); *The Organisation for Economic Co-operation and Development* (Richard Woodward, 2009); *African Economic Institutions* (Kwame Akonor, 2010); *Global Governance, Poverty and Inequality* (Jennifer Clapp and Rorden Wilkinson, 2010); *The International Labour Organization* (Steve Hughes and Nigel Haworth, 2010); *The South Asian Association for Regional Cooperation* (Lawrence Sáez, forthcoming); and *The Regional Development Banks* (Jonathan Strand, forthcoming).

We are delighted that Stephen Browne and Sam Laird collaborated to produce this much needed volume. Stephen has over three decades of experience within the United Nations system; his last position as Deputy Executive Director of the ITC gives him unique insight into the strengths and weaknesses of the organization. In the last few years, his extensive familiarity on development issues within the UN system has been exploited for this series and Stephen is writing another volume on the fulcrum, namely the *United Nations Development Programme* that should be published in 2011. As the current director of the FUNDS Project (Future of the United Nations Development System), Stephen is trying to get a handle on the activities of the 50,000 staff members and \$20 billion of annual expenditures that are currently being spent across the UN development system.

Sam Laird is Special Professor of Economics at the University of Nottingham. He has also worked for UNCTAD, the WTO, and the World Bank, and consulted for the ITC, in addition to USAID, UNCTAD, the World Bank, and the UN Centre for Transnational Corporations. This makes Sam an ideally suited partner in writing about the International Trade Centre within the larger development context.

We are delighted to have this book in the series and to have Stephen and Sam among our stable of authors. Their book meticulously charts the development of the ITC in a highly engaging and readable style. Moreover, it fills a gap in the literature on global institutions. We wholeheartedly recommend it to our readers. As always, we welcome comments from our readers.

Thomas G. Weiss, the CUNY Graduate Center, New York, USA
 Rorden Wilkinson, University of Manchester, UK
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Abbreviations

CEB	Chief Executives' Board (UN)
CTAP	Certified Trade Advisors' Program
DCED	Donor Committee for Enterprise Development
DfID	Department for International Development (UK)
EC	European Commission
ECOSOC	Economic and Social Commission of the UN
EIF	Enhanced integrated framework
EPA	Economic partnership agreement
EU	European Union
EXIM	Export-import
FAO	Food and Agriculture Organization of the United Nations
FLO	Fairtrade Labelling Organizations International
FTA	Free trade agreement
GATT	General Agreement on Tariffs and Trade
GAP	Good agricultural practice
GMP	Good manufacturing practice
G77	Group of 77 Developing Countries
GTZ	Gesellschaft für Technisches Zusammenarbeit
HACCP	Hazard Analysis and Critical Control Point
ICT	Information and communication technologies
IFOAM	International Federation of Organic Agriculture Movements
ILO	International Labour Office
IMF	International Monetary Fund
ISO	International Organization for Standardization
JAG	Joint Advisory Group
JITAP	Joint Integrated Technical Assistance Programme for African Countries
LDC	Least developed country