

Proposed Talking Points for the Mission of the Republic of Rwanda
The ITC Joint Advisory Group (JAG)

Date: Wednesday, 25th November 2020 – Agenda attached.

Location: Online (Kind remember to register and opt for – “I will make a statement”)

Speaking Time: 3-5 minutes

- *H.E. Ms. Kirsti Kauppi, Ambassador, Permanent Mission of Finland*
 - *H.E. Ms. Athaliah Lesiba Molokomme, Ambassador, Permanent Mission of Republic of Botswana*
 - *UNCTAD Secretary-General, Mr. Mukhisa Kituyi*
 - *WTO Deputy Director-General, Mr. Yonov Frederick Agah*
 - *ITC Executive Director, Ms. Pamela Coke-Hamilton*
- **At the outset, the government of Rwanda would like to Convey the warmest congratulations** to the new ED, Mrs. Pamela Coke-Hamilton for her nomination and express the support from the Government of Rwanda and best wishes for her mandate tenure.
 - **We’d also like to acknowledge** the work ITC is doing in Rwanda, and the commendable results the organization have been achieving through various programmes.
 - **Some examples we’d like to refer to:**

 **The Market Access Upgrade Programme (MARKUP) 2018-2022¹** aiming at **increasing exports of agribusiness and horticultural products, promoting regional integration and access to the European market for SMEs within the EAC by targeting specific agricultural commodities.** Rwanda is one of the 5 EAC countries receiving trade related technical assistance for the horticulture and coffee sectors. ITC works closely with NAEB in Rwanda.

So far, **14 Business Support Organisation in Rwanda have been trained** on how to improve their services to the private sector. **90 enterprises have received capacity building in a range of export related areas, some of them have been linked to financial institutions and received loans of more than 1,4 million USD combined and achieved sales of over USD900,000 through B2B events organised by ITC under the MARKUP Project.**

The key point of such interventions is to increase value addition which is the key strengths of ITC's approach.

Rwanda appreciates the concrete results but also the adaptive response from the ITC to the new Covid context.

For example, four containers of fabrics worth USD 225,000 have been imported from India – all four containers reached Rwanda. The importing company has been approved by Rwanda Food and Drugs Authority to manufacture Personal Protective Equipment (PPEs) and the company has produced 4 Million of face masks using fabrics imported from India and sold 2.3 Million of them for USD 0.4 per mask which translates into USD 920,000.

Similar achievements are also been targeted specifically through the implementation of the new SheTrades project which will be launched by HE Soraya Hakuziyaremye, Minister of Trade and Industry of Rwanda on December 10th 2020. The SheTrades Rwanda project aims to increase the competitiveness of women owned businesses in Rwanda and connect them to markets. Funded by the Enhanced Integrated Framework (EIF), the project is implemented by the ITC from September 2020 - February 2022 in coordination with the Ministry of Trade and Industry of Rwanda (MINICOM).

Lastly, taking into considerations new context of Covid-19 and the significant prospects of the AfCFTA, welcome the pilot programme on "how to export" programme supported by the AfreximBank and launched in Rwanda. The programme will teach the fundamentals of exporting and create awareness of the technical considerations and opportunities resulting from the AfCFTA, allowing participating SMEs to assess their own position with regard to these opportunities.

Rwanda renews its wishes to the new Executive Director, Ms. Coke Hamilton and express the desire for continued and closer collaboration between the ITC and Rwanda.

- Thank you for attention.