

National Trade Policy for Export Success



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Study presenting a trade policy framework developed by ITC, providing the trade policy instruments that governments can use to support the competitiveness of firms at each stage of the supply chain – outlines how trade policy options can influence national export competitiveness; discusses in detail the trade policy instruments corresponding each of the following objectives: creating competitive infrastructure services; promoting exports and foreign investment; moving goods across borders effectively; addressing export market issues; and improving inputs and capital goods; considers how to tackle the overriding constraints faced by both public and private sectors, related to every stage of production and distribution of goods and services for export.

Descriptors: **Trade Policy, Export Strategy, Competitiveness, Export Promotion.**

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FOREWORD

In recent decades, global integration – together with openness to trade – has been a catalyst for strong economic growth for many countries, generating employment and reducing poverty.

Countries that have reaped the most benefits from international trade have focused on national trade policies and regulatory reforms that created a business-friendly environment so that firms could achieve export success. However, because trade policy is a complicated process that demands balancing competing and disparate interests, the process of reform is challenging for both the public and private sectors. Meeting these challenges calls for action on two fronts.

First, governments must take a holistic view of the policies, laws and regulations needed. They must be implemented in the right sequence to create a mutually reinforcing framework that fosters competitiveness and a business-friendly environment. Policies, laws and regulations should work together in synergy to achieve 'export impact for good'. Ministries, departments and government agencies must work in tandem to ensure policy coherence.

Second, for the reform process to strike the right balance among various interests, governments must secure the buy-in of all stakeholders, especially from the private sector.

Reform may be difficult in the short term, which is why stakeholders must understand the issues and be convinced that the benefits of export-led growth will only be realized in the medium and longer term.

This book brings together research, analysis and experience gathered on trade policy, legal and regulatory changes from various countries around the world. It also presents successes and failures through case studies and examples.

We hope entrepreneurs and private sector organizations will be able to use this book to assess the impact of trade policy and regulations on the competitiveness of their businesses. The book attempts to juxtapose the opportunities and the challenges arising out of the reform process to enable all stakeholders to weigh the benefits and costs of different trade policy options. As such, it is a valuable tool for business associations and other interested stakeholders engaging in advocacy campaigns on trade policy issues.

I am confident it will also be of immense use to policymakers in developing and least developed countries that are pursuing export-led economic development strategies.

Above all, we hope this book will promote a culture of informed public-private dialogue, which is an essential component of the democratic process of policy formulation. Only by engaging all stakeholders in an informed dialogue will we be able to achieve the goal of sustainable and inclusive economic growth.



Patricia Francis
Executive Director
International Trade Centre

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Introduction – National trade policy for export success

Rajesh Aggarwal, Chief, Business and Trade Policy Section; and Andrew Huelin, Consultant, Business and Trade Policy Section, ITC, wrote this introduction.

Chapter 1 – Create competitive infrastructure services

Robert Anderson, Counsellor, Intellectual Property Division, WTO; Frédéric Jenny, Judge, Supreme Court of France (Judge in the Commercial Economic and Financial Chamber); and Anna Muller, Intellectual Property Division, WTO wrote this chapter.

Chapter 2 – Promote exports and foreign investment

Zdenek Drabek, Former Adviser at WTO, Division of Research and Statistics; Rajesh Aggarwal, Chief, Business and Trade Policy Section; and Andrew Huelin, Consultant, Business and Trade Policy Section, ITC, wrote this chapter.

Chapter 3 – Move goods across borders effectively

Luc Dewulf, consultant to the International Monetary Fund, World Bank, Asian Development Bank and United Kingdom Department for International Development and European Commission on trade facilitation issues; Rajesh Aggarwal, Chief, Business and Trade Policy Section; and Andrew Huelin, Consultant, Business and Trade Policy Section, ITC, wrote this chapter.

Chapter 4 – Address export market issues and Chapter 5 – Improve inputs and capital goods

Both of these chapters were written by Samuel Laird consultant to the World Trade Organization (WTO), the United Nations Conference on Trade and Development (UNCTAD), and ITC, as well as Special Professor of International Economics, University of Nottingham, and Visiting Professor, World Trade Institute, Bern; Rajesh Aggarwal, Chief, Business and Trade Policy Section; and Andrew Huelin, Consultant, Business and Trade Policy Section, ITC.

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