



Contents

NEWS

NEWS BRIEF	6
------------------	---

SPECIAL REPORT

GENEVA COULD BECOME THE INTERNATIONAL CENTRE OF SUSTAINABLE FINANCE	12
Alexandre Epalle, Director General, Directorate General for Economic Development, Research and Innovation, Republic and State of Geneva	
USING EUROPEAN FUNDS TO LEVERAGE PRIVATE FINANCE FOR SUSTAINABLE DEVELOPMENT	14
Stefano Manservigi, Director General, International Cooperation and Development, European Commission	
THE CURRENT WORK PLAN OF THE WTO INFORMAL WORKING GROUP ON MSMEs	18
José Luis Cancela, Permanent Representative of Uruguay to the World Trade Organization in Geneva	



BRIDGING THE MSME FINANCING GAP FOR SUSTAINABLE DEVELOPMENT	20
Freda Obeng-Ampofo, Founder and Chief Executive, Kaeme, Ghana	
BRINGING GLOBAL FINANCE TO SMALL BUSINESSES	22
Ndeye Thiaw, Managing Partner Venture Capital, Brightmore Capital, Senegal	
ANGEL INVESTING IS ON THE RISE IN AFRICA	24
Anders Aeroe, Director, Division of Enterprises and Institutions, International Trade Centre	
CREATING THE RIGHT BUSINESS ENVIRONMENT FOR SMES	26
Ruslan Spivak, Ph.D, Director, Corporate Business, Raiffeisen Bank Aval, Ukraine	

International Trade Forum focuses on trade promotion and export development as part of ITC's technical Co-operation programme with developing countries and economies in transition.

Published quarterly since 1964 in English.

See the online version at **tradeforum.org**

Sign up for e-mail headline alerts at tradeforum.org/alerts

Subscriptions
forum@intracen.org

Print subscription
US\$ 60/year (free to trade support institutions and firms in developing countries)

ISSN: 0020-8957

Address
International Trade Centre
Palais des Nations
1211 Geneva 10
Switzerland

t +41 22 730 0111
f +41 22 733 4439
intracen.org

Reprints
Articles from this magazine may be freely reprinted, with attribution to the author and to International Trade Forum, ITC. A copy of the reproduced article would be appreciated. Copyrighted photos may not be reproduced.

Editor
Vittorio Cammarota

Contributors
Anders Aeroe
José Luis Cancela
Cristina Collado Marti
Natalie Domeisen
Alexandre Epalle
Aman Goel
Jarle Hetland
Stefano Manservigi
Freda Obeng-Ampofo
Waqas Rafique
Raashid Riza
Ruslan Spivak
Sadiq Syed
Mujinga Tambwe
Ndeye Thiaw
Judith Ueberschaer

Copy editor
Michael Kelley

Photography, art direction and design
Laurena Arribat
Kristina Golubic
Iva Stastny Brosig

Printer
ITC Digital Printing

Disclaimer
Views expressed in Trade Forum are the contributors' and do not necessarily coincide with those of ITC, UN or WTO. Designations employed do not imply the expression of any opinion on the part of ITC concerning the legal status of any country, territory, city or area, or of its authorities or boundaries; or the endorsement of any firm or product.

Publisher
The International Trade Centre is the joint agency of the World Trade Organization and the United Nations.

Cover photo:
© ITC / Mauricio Misle



International
Trade
Centre

ITC EMPLOYMENT

ITC is recruiting qualified professionals within different areas of expertise. If you would like to contribute your skills to increasing export competitiveness for developing economies, and are motivated to work in an international environment that promotes diversity, please check our jobs website, which is updated weekly:

www.intracen.org/about/jobs



© ITC / Mauricio Misle

| 8

PHOTO FEATURE

**WOMEN AND E-COMMERCE
IN CENTRAL AMERICA**

Women-owned enterprises in Central America catering to global gifts, home-decor industries are becoming export competitive using e-commerce tools

INTERVIEW

**GROWTH FOR RURAL ADVANCEMENT AND SUSTAINABLE
PROGRESS.....29**

Courtesy of GEO News

ITC IN ACTION

ISATOU JOBE’S SECRET INGREDIENT FOR SUCCESS.....32

Waqas Rafique, Public Information Officer, International Trade Centre

A CUP OF TEA FROM SRI LANKA34

Waqas Rafique and Raashid Riza, International Trade Centre

TAKING FARMERS BACK TO SCHOOL37

Aman Goel, Associate Programme Adviser, International Trade Centre

HAPPYCULTURE, AN INNOVATIVE APPROACH TO BEEKEEPING.....39

Mujinga Tambwe and Sadiq Syed, International Trade Centre



© APM / terminals MoIn

| 34



© ITC / Laurena Aribat

| 41

PUBLICATIONS

RESOURCES ON TRADE AND EXPORT DEVELOPMENT40

EVENTS

TRADE AND INVEST IN ONE AFRICA42

Natalie Domeisen, Head, Corporate Events and Publishing Programmes, International Trade Centre

AGENDA46