



New Titles September 2017

REPORTS



SME Competitiveness Outlook 2017 – The region: A door to global trade

International Trade Centre (ITC), 4 October 2017

The 2017 report focuses on regional trade, the most common form of trade for small and medium-sized enterprises (SMEs). It finds that deep regional trade agreements help deliver inclusive growth. These agreements attract value chain activity and narrow the competitiveness gap between large and small firms. When investment is part of such agreements, the impact is stronger.

The report provides targeted advice for policymakers, businesses, and trade and investment support institutions. It combines data analysis, case studies, academic insights and opinions by thought leaders.

Policymakers, investors, exporters and importers receive key information on how to identify new partners and market opportunities. The publication contains 50 country profiles, featuring detailed SME competitiveness assessments and information on each country's export potential within and outside their geographical region. Success stories of value chain integration are provided for Ghana, Hungary, Indonesia, Kenya and Morocco.

Reforming logistics services for effective trade facilitation
International Trade Centre (ITC), 4 October 2017

Reforming the logistics regulatory framework will make the industry competitive and productive.

Difficult customs procedures, barriers to investment, and labour regulations limiting movement and hiring of personnel are the most stringent obstacles for logistics services providers in developing countries.

This study finds that policymakers need to respond to traders' concerns by promoting coordination between key stakeholders and supporting public-private dialogue. The report offers practical guidance for policymakers and logistics services providers to drive regulatory reforms in the sector, a stepping-stone towards connecting small businesses to international markets.

REFORMING LOGISTICS SERVICES
FOR EFFECTIVE TRADE FACILITATION



International Trade Centre
TRADE FACILITATION

SheTrades: Promoting SME Competitiveness in Kenya
International Trade Centre(ITC), 25 September 2017

SHE TRADES
PROMOTING SME COMPETITIVENESS
IN KENYA



International Trade Centre
TRADE FACILITATION

Women continue to be one of the greatest untapped resources in the economic and development arsenals of governments. Unlocking the economic potential of women entrepreneurs can add up to \$28 trillion to the world's GDP by 2025, according to the McKinsey Global Institute.

Women make up almost half of Kenya's labour force, yet they remain on the margins of business ownership – only 9% of Kenya's firms are majority women-owned.

Kenyan women entrepreneurs say they need better access to loans, business registries, patents, quality certifications and affordable internet access to address the gap, according to this new ITC SME Competitiveness Survey of women-owned businesses in Kenya's services sector. The survey was carried out as part of the SheTrades initiative to connect one million women to markets by 2020.



SheTrades: Promoting SME Competitiveness in Indonesia
International Trade Centre (ITC), 25 September 2017

This report builds on ITC's SME Competitiveness Survey and leverages the SheTrades country experience to highlight the barriers to growth for women-owned micro, small and medium-sized entrepreneurs (MSMEs) in Indonesia's services sector.

Being a women-owned company negatively affects the credibility of their business, say Indonesian women entrepreneurs in the services sector. They also need better access to patents, internet access, quality certifications, marketing opportunities and customer outreach to run a business successfully.

The survey was carried out as part of the SheTrades Initiative to connect one million women to markets by 2020.



New Pathways to E-commerce: A Global MSME Competitiveness Survey
International Trade Centre (ITC), 25 September 2017

NEW PATHWAYS TO E-COMMERCE
A GLOBAL MSME COMPETITIVENESS SURVEY



E-commerce can be an important engine for inclusive economic growth, empowering women and creating jobs for youth.

This first ITC e-commerce survey provides valuable insights that will allow countries to shape policies and practices that address the real business needs on the ground.

To ensure that micro, small and medium-sized enterprises (MSMEs) can benefit from e-commerce, they need better access to e-platforms, payment and delivery services; streamlined customs procedures; and targeted skill building. These are the key findings from this ITC survey of 2,200 MSMEs in 111 countries. In addition, the survey reveals that the share of logistics costs over final price is nearly double in developing countries than in developed countries and that product return is a significant cost factor for enterprises from least developed countries.



Social and environmental standards: From fragmentation to coordination

International Trade Centre (ITC), 21 September 2017

Voluntary standards have been rising fast, leading to similar standards operating in the same markets. This joint report with the European University Institute is the second of a series that goes from identifying social and environmental standards to outlining markets that are most fragmented.

This study finds multiple standards in 86 of 90 markets it reviewed, which creates confusion for consumers and producers alike. It offers recommendations for coordination for standard-setting organizations and policymakers.

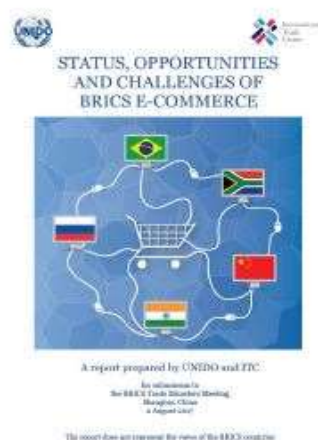
Better coordination is one solution to fragmentation and a way of increasing coherence among standards, audit procedures and management structures.

SOCIAL AND ENVIRONMENTAL
STANDARDS
FROM FRAGMENTATION TO COORDINATION



Status, Opportunities and Challenges of BRICS e-commerce

International Trade Centre (ITC), 22 August 2017



The report was prepared jointly by authors from UNIDO and ITC, as a research paper for the purpose of eliciting comments and stimulating debate on e-commerce.

E-commerce is playing an increasingly important role in promoting domestic and cross-border trade, industry transformation and job creation thereby providing overall strategic opportunities for the economic and social development for all countries. It has maintained swift growth and has become one of the world's most dynamic economic activities.

The report analyses the status of e-commerce in BRICS in the backdrop of global e-commerce trends. Due to the limited availability of reliable B2B and B2G e-commerce data in BRICS countries, the report relies mostly on B2C e-commerce data for cross comparative study and trend analysis in BRICS e-commerce.

MAGAZINES– AGRIBUSINESS/FOOD & DRINK/SEAFOOD



Fresh Produce Journal
Britain Fresh Produce Magazine
Market Intelligence Ltd, UK
2017



Food & Beverage Reporter + Packaging & Processing Reporter
AO Media, South Africa
August 2017



Produits de la Mer (PDM)
Le magazine de référence de produits de la mer
Infomer, France
No.176, October 2017



Food & Beverage Reporter + Packaging & Processing Reporter
AO Media, South Africa
September 2017

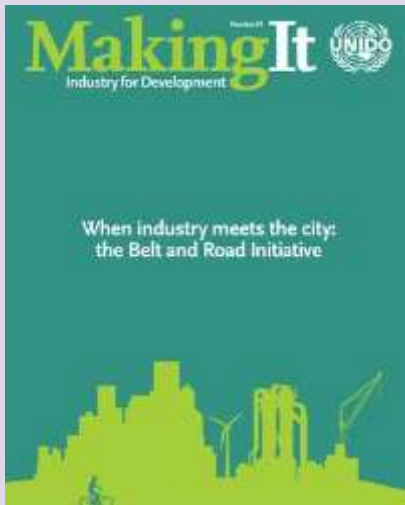
MAGAZINES – BUSINESS/MANAGEMENT/SERVICES



Harvard Business Review
Harvard Business Review, USA
September-October 2017



Mauritius International Financial Centre
Global Finance Mauritius
Issue 6, September 2017



Making It: Industry for Development
United Nations Industrial Development
Organization (UNIDO), Vienna, Austria
No.24



Time
Time Inc, USA
Vol 190, No.13, 2 October 2017



L'Eco Austral
Editions Australes Internationales Ltd
No.321, August 2017



Memento
Le mensuel des entreprises des outre-mer et de l'océan indien
Studiopress Océan Indien, Réunion
No. 461, September 2017



The Economist
The Economist Newspaper Ltd
23 September 2017



Bloomberg Businessweek
Bloomberg Businessweek, New York
11 September 2017, Europe Edition





African Review of Business & Technology
Alain Charles Publishing, UK
October 2017



Business Magazine
Business Publication Ltd, Mauritius
No.1306, 4 October 2017



Accounting & Business Magazine
ACCA, UK
September 2017



Jeune Afrique
Jeune Afrique, Tunis
No.2959, 24 September 2017





Communications Africa
The premier ICT and broadcast magazine for Africa
 Alain Charles Publishing, UK
 Issue 5, 2017



Marketing Magazine
 Editalis - emarketing.fr, France
 September 2017

MAGAZINES – JEWELLERY



Heera Zaveraat Magazine
 PJ News & Information Bureau (P) Ltd
 Mumbai, India
 Volume 6, September 2017



Metal Smith
 Art, Design Jewelry, & Metal
 Society of North American Goldsmiths (SNAG), USA
 Vol 37 No.3, 2017



Le Bijoutier International
MV Media SAS, Paris
No.836, September 2017



Le Guide du Bijou Fantaisie
Hors-série de
LE BIJOUTIER INTERNATIONAL Magazine
Fall / Winter 2017, No. 22

MAGAZINES – TEXTILE & CLOTHING



Textile Outlook International
Textile Intelligence, UK
No. 187, August 2017



Textile Report: Winter 2018/2019
Mode Information GmbH, Germany
No 4, 2017





Fashion Apparel & Fabrics
Global Sources, Singapore
October 2017



Fashion Accessories & Footwear
Global Sources, Singapore
October 2017



Apparel Magazine : Helping Retailers & Brands
Excel from Concept to Consumer
EnsembleIQ, USA
Vol 58, No.11



Journal du Textile
Journal du Textile, France
No.2350, 3 Oct 2017



Textile Insights
Formula4 Media, LLC, USA
September 2017



Textile World
Textile Industries Media Group, LLC, USA
September/October 2017

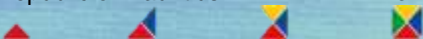
MAGAZINES – TECHNOLOGY & LIGHT ENGINEERING



Electricity + Control
Crown Publications cc, South Africa
October 2017



Sparks Electrical News
Crown Publications cc, South Africa
October 2017





Lighting in Design
Crown Publications cc, South Africa
August-September 2017



MechChem Africa
Crown Publications cc, South Africa
September 2017



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