

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, French and Spanish.

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
Jarle Hetland

Writers
Marie-Claude Frauenrath
Ekaterina Baglaeva
Katie Hall

Copy editor
Michael Kelley

Design, illustrations and art direction
Kristina Golubic
Iva Stastny Brosig

Printer
Tara TPS

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 its 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:
Shutterstock.com/
ITC photos

Contents

GLOBAL VIEW

NEWS BRIEF	6
ENSURING ECONOMIC GROWTH FOR ALL	10
Jean Lebel, President, International Development Research Centre	
WHAT IS THE TFA AND WHO WILL BENEFIT?	12
Francesca Bianchi, Project Specialist; Kimberley Botwright, Policy Analyst; Sean Doherty, Head of International Trade and Investment, World Economic Forum	
AGENDA	37



SPECIAL REPORT

TOURISM, THE SDGS AND ITC	14
Marion Jansen, Chief Economist, International Trade Centre	
TOURISM CAN SHOW THE WAY FORWARD IN ACHIEVING GLOBAL GOALS	16
Taleb Rifai, Secretary-General, World Tourism Organization	
BRANDING NORWAY WITH SUSTAINABLE TOURISM	18
Anita Krohn Traaseth, Chief Executive Officer, Innovation Norway	
STRIKING A BALANCE WITH THE FUTURE	20
Jacqueline Emmanuel-Flood, Chief Executive Officer, Saint Lucia Trade Export Promotion Agency	
PLACING CONSERVATION AT THE HEART OF SUSTAINABLE TOURISM	22
Clare Akamanzi, Chief Executive Officer, Rwanda Development Board	

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

