

Meeting the standard for trade



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leaders

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ABSTRACT FOR TRADE INFORMATION SERVICES

ID=43210

2016

F-06.08.01 SME

International Trade Centre (ITC)

SME Competitiveness Outlook 2016: Meeting the Standard for Trade

Geneva: ITC, 2016. XXXVIII, 324 pages.

This issue of the annual flagship report of ITC focuses on the role of standards and regulations in increasing the competitiveness of small and medium-sized enterprises (SMEs). The report combines data analysis, academic insights, thought leader opinions and case studies to provide guidance for policymakers, SME managers and standard setters. It discusses standards as different as food safety standards, environmental standards, container size standards, security technology standards for encrypted communication, labour standards, accounting standards and medical and wellness tourism standards; provides both general insights into the impact of standards and regulations on SME competitiveness, and targeted insights into specific channels through which individual standards and regulations affect SMEs. Based on the findings the report provides readers with: strategies for SME managers on how to select and implement standards and regulations, and an action plan for policymakers and TISIs.

Descriptors: **SMEs, Competitiveness, Global Value Chains, Standards, Food Standards, Food Safety, Environment, Services, Technical Regulations, Case Studies.**

English

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Doc. No. P21.E/DMD/OCE/16-X

ISBN 978-92-9137-441-0

e-ISBN 978-92-1-058457-9

United Nations Sales Number E.16.III.T.4

International Trade Centre, Palais des Nations, 1211 Geneva 10, Switzerland
(<http://www.intracen.org>)

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