

## Registration guide

### For connecting and growing

Together, Business Support Organizations and SMEs are stronger.



#### Assess

Assess against globally recognized good practice



#### Improve

Improve your performance & measure your impact



#### Connect

Leverage our global network of partners

## Register your Business Support Organization (BSO) today!

### Amplify your reach and impact by becoming an integral part of ITC's global BSO network.

Joining ITC's Benchmarking for Trade platform empowers you to:

- Be an integral part of ITC's global BSO community dedicated to advancing trade and investment promotion excellence.
- Access a diverse range of technical tools instantly and at no cost, enabling you to measure and compare your performance effectively.
- Receive guidance for performance enhancement based on internationally recognized best practices.
- Evaluate and enhance your management, operations, sustainability, digital readiness, and organizational culture.
- Utilize the ITC's SME diagnostic tool to assess and enhance the competitiveness of your SME clients.
- Embrace a data-driven approach to refine your strategy, operations, and service offerings for continual improvement.

### The ITC Benchmarking Team



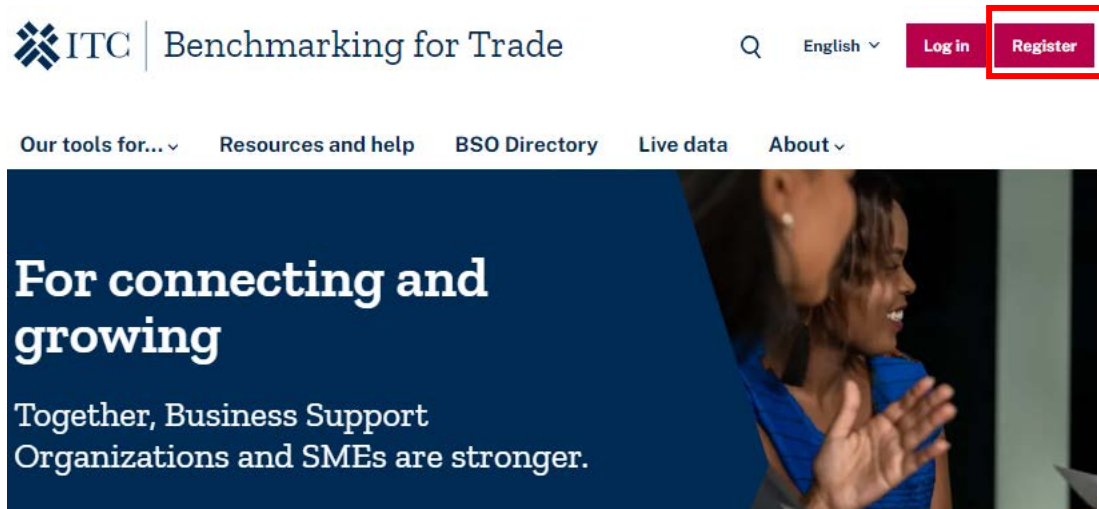
#### International Trade Centre

Street address: Rue de Montbrillant 54 - 56, 1202 Genève  
Postal address: Palais des Nations, 1211 Geneva 10, Switzerland  
Email: [benchmarking@intracen.org](mailto:benchmarking@intracen.org)  
[www.ITCbenchmarking.org](http://www.ITCbenchmarking.org)

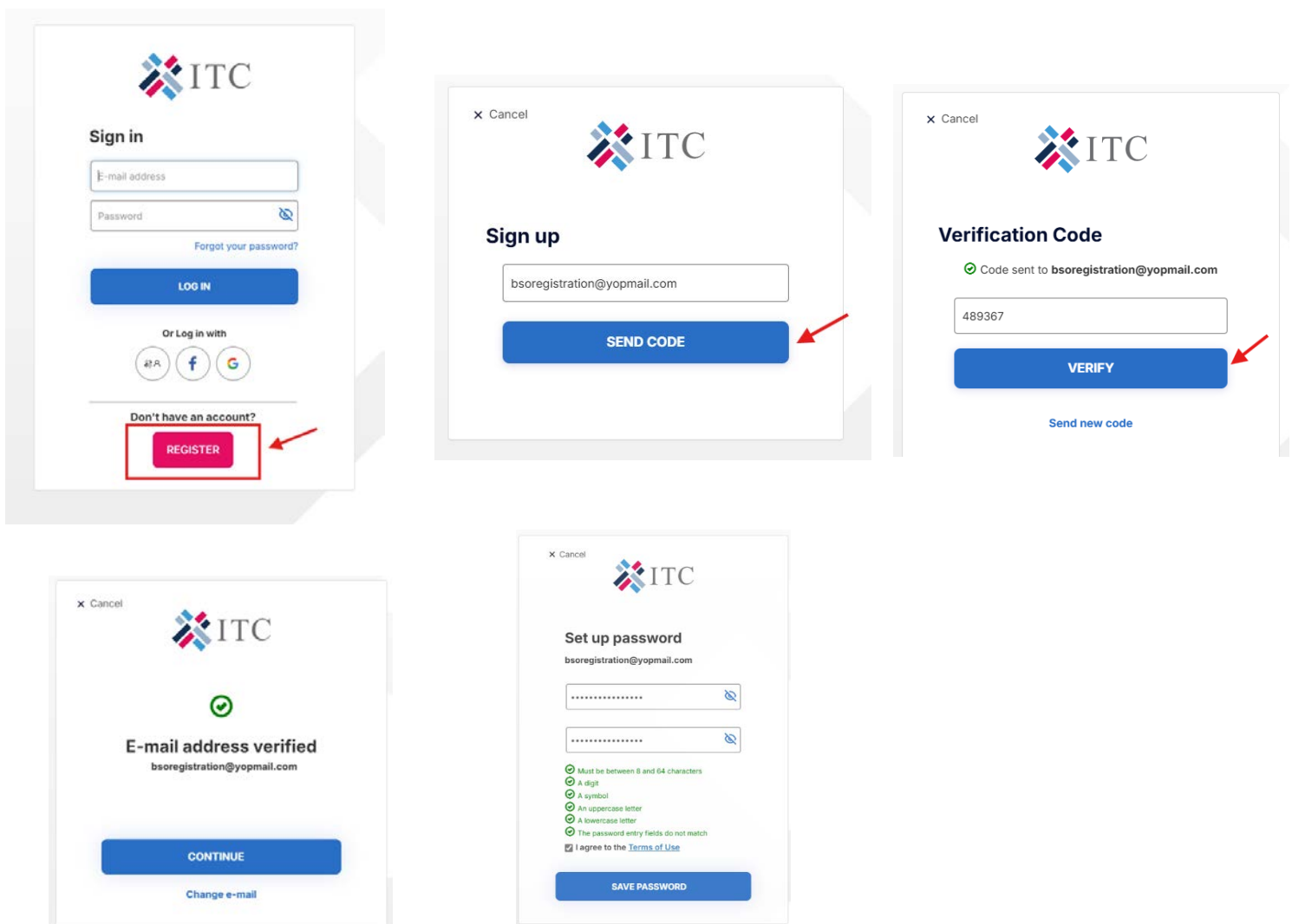


## Create your account in a few simple steps:

1. Go to [www.ITCbenchmarking.org](http://www.ITCbenchmarking.org) and click [register](#) (Chrome, Brave or FireFox are the recommended browsers)



2. Click on "Register" in ITC SSO page, type you e-mail address and receive your verification code, verify your account and set your password



3. Fill in your data and, very important! select **Business Support Organization** (BSO) as your account type.

### Core information

Enter your personal details to setup your ITC account

First name

Jhon

Last name

Stevenson

Year of birth

1977

Gender

Man

Country

Kenya

City

Nairobi

E-mail

bsoregistration@yopmail.com

Phone number

+254

Professional category

Senior-level employee

Job Title

CEO

### Organization

Type of organization

Business support organization

Sub-type of organization

Select

Select

Business

Business support organization

Government or a government agency

International organization

Nonprofit organization

Academia, training or research

Other

None, I am independent

4. Select your BSO type among those proposed in the drop-down menu

Select

Trade promotion organization

Investment promotion agency

Trade and investment promotion agency

Chamber of commerce

Association (Sector/Professional)

Business women's organization

Cooperative

Credit/Finance institution

Economic development agency

Federation/Apex organization

Incubator/Accelerator

MSME development agency

Dispute Resolution Centres (Mediation/Arbitration)

Packaging institute

Regional organization

Regulatory/Standards agency

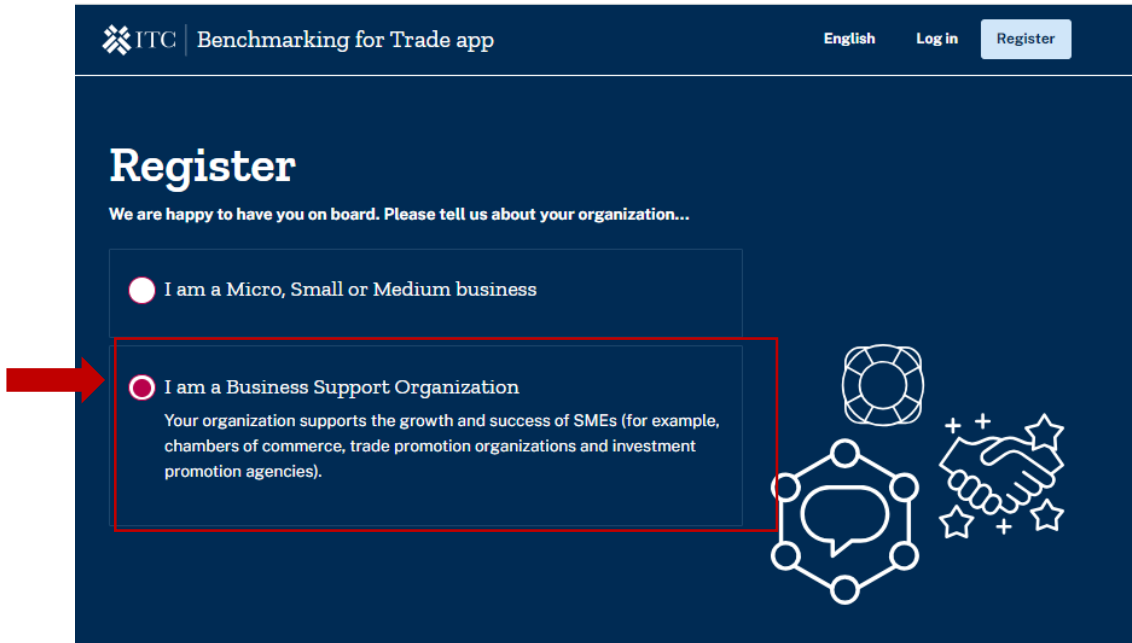
Tourism promotion organization

TVET institution

Youth organization

Investment promotion agency

5. Register as a Business Support Organization (BSO) by clicking on the corresponding option: **"I am a Business Support Organization"**



6. Use the drop-down menu to search the database and verify if your BSO is already registered. If you find your organization, click on it to join the existing account.

ITC | Benchmarking for Trade app English Log in Register

1. Your organization 2. Your profile 3. Your CEO

## Create or join a BSO

Please check if your organization already exists in our database.

Country \*  
Switzerland

BSO type  
-Select -

Institution  
-Select -

-Select -  
Switzerland Global Enterprise  
Helvetas Swiss Intercooperation  
Chambre vaudoise du commerce et de l'industrie  
Swiss Import Promotion Programme  
Geneva Chamber of Commerce  
Costaguana Development Agency

None of the above, create new organization

Next step: Your profile

7. If your BSO is not registered yet, click on "None of the above, and create a new organization". Fill in the data for your organization. Click next when you have finished.

ITC | Benchmarking for Trade app English Log in Register

1. Your organization 2. Your profile 3. Your CEO

## Create or join a BSO

Please check if your organization already exists in our database.

Country \*  
Switzerland

BSO type  
Trade promotion organization (TPO)

Institution  
-Select-

**None of the above, create new organization**

8. Fill in your personal information and set your password. Click next.

ITC | Benchmarking for Trade app English Log in Register

1. Your organization 2. Your profile 3. Your CEO

## Tell us more about yourself

Set up your personal account and let us know how you would like to be addressed.

Salutation  
Mr

First Name \*  
John

Family Name \*  
Smith

Middle Name

Nationality  
American Samoa

Staff category  
Technical staff involved in service delivery

Email \*  
Jsmith@investinsamoa.org

Password \*  
Password strength: Strong

Confirm password \*  
Passwords match: yes

Provide a password for the new account in both fields.

Previous step: Your organization Next step: Your CEO

**Finish!**

9. Fill in information about your CEO and organization. Click on

ITC | Benchmarking for Trade app English Log in Register

1. Your organization 2. Your profile 3. Your CEO

### CEO contact details

CEO Salutation \*  
Ms

CEO First name \*  
Morena

CEO Family name \*  
Valdez

CEO Middle name

### BSO classification

Organization type \*  
Trade promotion organization (TPO)

Organization mandate \*  
Trade / export promotion x Investment Promotion x Import Development x

Is the organization membership-based? \*  
Yes

## Thank you for registering on the ITC Benchmarking for Trade platform!

Upon registration:

- You'll promptly receive an automated email confirming the submission of your request to join the platform.
- For the sake of maintaining the relevance of our BSO global community and safeguarding your confidentiality, each registered account undergoes individual verification.
- Rest assured; your account verification process will be completed within a maximum of 24 hours.
- Upon successful activation of your account, you will promptly receive a notification via automated email.

Please remember to routinely check your spam folder and don't hesitate to reach out to the ITC Benchmarking team for any assistance you may require.

[benchmarking@intracen.org](mailto:benchmarking@intracen.org)

### The ITC Benchmarking Team

---



#### International Trade Centre

Street address: Rue de Montbrillant 54 - 56, 1202 Genève

Postal address: Palais des Nations, 1211 Geneva 10, Switzerland

Email: [benchmarking@intracen.org](mailto:benchmarking@intracen.org)

[www.ITCbenchmarking.org](http://www.ITCbenchmarking.org)

