Registration guide

For connecting and growing
Together, Business Support Organizations and SMEs are stronger.

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
www.ITCbenchmarking.org
Create your account in a few simple steps:

1. Go to www.ITCbenchmarking.org and click register (Chrome, Brave or FireFox are the recommended browsers)

2. Register as a Business Support Organization (BSO) or click on this direct link to preselect your account type.
3. 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.

4. 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.

5. Fill in your personal information and set your password. Click next.
6. Fill in information about your CEO and organization. Click on Finish.
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.

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