

## PACKAGING

Packaging is a vital component of export success. Products need to be preserved and protected in order to reach their destination in perfect condition. Packaging also needs to position, differentiate and sell the product, using materials that comply with regulations. ITC has been providing specialist expertise, training and advisory services in this field for more than 40 years. It possesses the most extensive information base and specialist knowledge to assist governments, trade support institutions and the business community with all aspects related to export packaging.

### **INFORMATION**

#### OPEN

ITC's export packaging services include the most comprehensive knowledge database on export packaging available in the world for developing countries. Packaging is a modular information system consisting of 40 modules with an extensive coverage of packaging technology, specific product packaging, and regulations. ITC also publishes an internationally acknowledged multilingual glossary of packaging terms and packaging publications. Expand this section to find links to these and more information resources.

### **ADVISORY SERVICES**

#### OPEN

An international network of highly qualified ITC packaging experts is available to provide advisory services at various levels in the market chain. At the macro level, these experts are mobilized to provide assistance in the development of export strategies for the national packaging industry as well as to advise on the optimization of national packaging supply chains. At the meso level, ITC support institutions with creating and professionally managing packaging information and training centres as well as packaging technical resource centres. ITC experts also work at the sector level by enabling groups of enterprises to optimize their export performance at all stages from harvesting and processing to end market destination.

### **TRAINING**

#### OPEN

ITC provide customized training programmes covering all aspects of export packaging. These can be based upon [ITC's PACKit suite](#).

The PACKit training programme covers: packaging technology, design, transport and distribution, materials and specific country studies. Target audiences include packaging producers, packaging users, trade supporters, packaging institutions and government bodies. To find out more, expand this section.

### **NETWORKS**

#### OPEN

ITC networks with more than 100 leading packaging institutions in the world including [the World Packaging Organization](#) and [the International Association of Packaging Research Institutes](#). For more information about our networks, expand this section.