### Illustrative Export Competitiveness Logical Framework

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| Trade Performance Enhanced             | • Foreign trade (X+M) as a percentage of GDP  
   • Value of exports for selected products from assisted firms/farms | • World Bank World Development Indicators (WDI)  
   • National Statistics (by HS number)  
   • Target firm/farm data (by HS number) |  |
| **Purpose**                            |            |              |                                                 |
| Competitiveness of Exports Improved    | • Target country share of world exports for selected products  
   • Number and size of orders from existing buyers (quarter/year)  
   Number and size of orders from new buyers (quarter/year)  
   • Number of countries to which target firms/farms export their goods (year) | • UN Commodity Trade Statistics  
   • Firm level data/Project records | Affecting Purpose to Goal Link  
   • Stable economic conditions in buyer countries  
   • Stable or increasingly favorable world prices for target products  
   • Stable or lower international transport costs |
| **Sub-Purpose**                        |            |              |                                                 |
| 1. Export Product Quality & Capacity to Fulfill Orders Improved | • Number and percent of shipments from assisted firms/farms reported as accepted/rejected on quality grounds (quarter/year)  
   • Number of entities that purchase from assisted firms/farms | • Firm level data/Project records | Affecting Sub-Purpose to Purpose Link  
   • [Results from IR 2.1.2 and 2.1.3 achieved] |
| 2. Business/Farm Agreements with Importers/Buyers Expanded | • Number of days of technical assistance trade and investment environment provided to counterparts or stakeholders | | |
| **Outputs**                            |            |              |                                                 |
| 1.1 Business/Farm Productivity Increased | • Product specific productivity measures  
   • Number of firms receiving USG assistance that have obtained certification with (an) international quality control institution(s) in meeting minimum product standards  
   • Number of small firms in target export value chains before/after assistance  
   Value of small firm share of export chain earnings  
   • Depth of target business/farm community knowledge of foreign market requirements, including import controls/standards | • Target firm/farm & government records  
   • Project/target firm/farm comparisons of local products to international norms and/or local lab tests against international norms  
   • Project sample surveys of businesses/farms | Affecting Output to Sub-Purpose Link  
   • Stable or improved domestic transport timeliness and cost  
   • Adequate transit facilities (e.g. cold storage)  
   • Stable or lower prices for imported inputs |
| 1.2 Alignment of Product Quality Standards with International Norms Improved | | | |
| 1.3 Small Firm/Farm Integration Into Export Supply Chain Enhanced | | | |
| 2.1 Business/Farm Contacts with Importers/Buyers Increased | | | |
| 2.2 Business/Farm Awareness of Foreign Market Requirements Improved | | | |
| **Inputs:**                            |            |              |                                                 |
| 1. Provide training and technical assistance to exporters and small firms/farms in export value chains | • Number of firms receiving USG capacity building assistance to export  
   • Person hours of training completed in trade and investment enabling environment supported by USG assistance  
   • Number of days of technical assistance trade and investment environment provided to counterparts or stakeholders | • Project training and TA records  
   • Project pre-post knowledge and skill testing  
   • Project participant/beneficiary satisfaction surveys | Affecting Inputs to Outputs Link  
   • Stable or improved domestic power supply (DO 3 achieved)  
   • Stable or improved connectivity (including price)  
   • Stable or improving business enabling environment for exporters and small business (Linked to IR 2.1.2) |
| 2. Provide training and technical assistance to local business-to-business export support entities (on delivering training, technical assistance, transport, finance) | | | |