



TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION

ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

PROVISIONAL CONFERENCE PROGRAMME

The global economic crisis and other unexpected environmental factors have increased the pressure on Trade Promotion Organizations (TPOs) to branch out into various areas of innovation in order to meet the needs of their exporting SMEs. Innovation is an essential factor in the current economic climate. TPOs need new ideas and opportunities to transform and develop new business strategies to sustain their exporting SMEs.

As the economic crisis and other unexpected changes bring challenges, innovation within TPOs will not only assist companies in sustaining their businesses but will help them venture into new potentially profitable markets.

The objective of the conference is to encourage and instigate innovation in the TPO network through sharing information, good practices and success stories.

Join more than 200 representatives of TPOs and other trade support institutions in discussing solutions to strengthen the economic performance of their respective countries through the innovation of management techniques and business development services.

WEDNESDAY 17 OCTOBER – PRE CONFERENCE ACTIVITIES

- | | |
|----------------------|--|
| 09:00 | Conference registration
Participants are to confirm their registration and pick up their conference information kits upon arrival at MATRADE Main Secretariat Registration Counter at their Hotels (Sunway Putra, Seri Pacific, and Hilton KL) |
| 15:00 – 16:30 | Meeting of Moderators, Presenters, Panelists
<i>Venue: Utama Room, MATRADE</i>
Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC |
| 16:30 – 17:30 | Meeting of the Adjudicating Panel
Final meeting of the Adjudicating Panel
<i>Venue: Utama Room, MATRADE</i>
Ms. Patricia Francis, Executive Director, ITC |
| 17:30 – 18:30 | NETWORKING RECEPTION
<i>Venue: 23rd Floor, MATRADE</i>
Dr. Wong Lai Sum, CEO, MATRADE |

DAY 1: THURSDAY 18 OCTOBER

- 08:00 Hotel pick up and transport to MATRADE**
Participants will be picked up at their hotels and taken to the conference venue at MATRADE Exhibition Convention Centre (MECC).
- 09:30 – 10:00 OPENING CEREMONY**
- 09:00** Arrival of guests & media
- 09:30** Arrival of Guest of honour: Deputy Prime Minister of Malaysia
Y.A.B Tan Sri Dato' HJ. Muhyiddin HJ. Mohd Yassin
- Welcome address by:
Dr. Wong Lai Sum, CEO MATRADE
Ms. Patricia Francis, Executive Director, ITC
- Opening speech by:
Y.A.B Tan Sri Dato' HJ. Muhyiddin HJ. Mohd Yassin, Deputy Prime Minister of Malaysia
- 10:00 – 10:30 Coffee break and Networking**
Venue: Foyer, MATRADE Hall
- PLENARY SESSION**
- 10:30 – 13:00 Relevance of TPOs in today's world: Benchmarking for TPOs**
Presentation of ITC's TPO benchmarking programme
Venue: MATRADE Hall
- In this session speakers will focus on the key factors that affect the performance of TPOs and other types of TSIs. In a flat budget environment higher performance will allow TPOs to increase their impact on export and employment even within the same allocation of resources.
- Speaker:
Mr. José Prunello, Senior Benchmarking Officer, TSI Strengthening Section, ITC
- Moderator:
Mr. Jean-Marie Paugam, Deputy Executive Director, ITC
- Rapporteur:
Mr. Andrea Santoni, Benchmarking Associate Officer, TSI Strengthening Section, ITC
- From TPO assessment to performance improvement**
Venue: MATRADE Hall
- This session is will be focused on the implementation of specific follow up actions and ITC's services to improve organizational performance and SME business development following a benchmarking exercise by participating TPOs.
- Speakers:
Ms. Susila Devi, Senior Director Strategic Planning Division, MATRADE – Malaysia
Mr. Giovanni Berti, Executive Director, PROESA - El Salvador
Mr. Antoine de Dianous, Responsable de la Mission de Coopération Internationale, UBIFRANCE
Mr. Andrea Santoni, Benchmarking Associate Officer, TSI Strengthening Section, ITC
- Moderator:
Mr. Jean-Marie Paugam, Deputy Executive Director, ITC
- Rapporteur:
Mr. José Prunello, Senior Benchmarking Officer, TSI Strengthening Section, ITC
- 13:00 – 14:00 Lunch Break**
Venue: Dubai Room

DAY 1: THURSDAY 18 OCTOBER (CONT'D)

- 14:00–15:30** **PARALLEL BREAKOUT SESSIONS - INNOVATION IN TPOS' MANAGEMENT TECHNIQUES**
 This break out session will explore the transformation of TPO practices in implementing meaningful management techniques that can yield significant benefits to exporting SMEs.
- Breakout Session 1 – Impact assessment of TPO's services: Ways to measure the TPOs impact on employment generation**
Venue: MATRADE Hall
 The panel speakers will focus on the type of innovative practices their TPOs have put in place to track the impact of their initiatives on employment; how the practices were developed, implemented and the lessons learned.
- Speakers:
Ms. Ana Paula Lindgren Alves Repezza, General Business Manager, APEX – Brazil
Mr. Kulatunga Perera, Head of Research and Policy Advocacy, Federation of Commerce and Industry, Sri Lanka,
Mr. Senen M. Perlada, Director, Bureau of Export Trade Promotion, Philippines
Ms. Philo Meli, Head, Institutional Affairs and Programmes, Malta Enterprise
- Moderator:
Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC
- Rapporteur:
Mr. José Prunello, Senior Benchmarking Officer, TSI Strengthening Section, ITC
- Breakout Session 2 – How can TPOs react to and prepare for sudden change? (e.g. earthquakes, Arab spring, epidemics)**
Venue: Paris Room
 The panel speakers will focus on what preparations they have put in place to counteract sudden changes in the economic environment; how they were implemented, lessons learned and what successful results, if any, they have experienced.
- Speakers:
Mr. Abdellatif Hamam, CEO, CEPEX, Tunisia
Mr. Giovanni Berti, Executive Director, PROESA - El Salvador
Ms. Jane Cunliffe, Director, NZ Inc Relationships – NTZE - New Zealand
- Moderator:
Dr. Wong Lai Sum, CEO, MATRADE, Malaysia-TBC
- Rapporteur:
Mr. Torek Farhadi, EnACT Programme Coordinator, Office of Arab States, ITC
- 15:30 – 15:45** **Coffee and Networking Break**
Venue: Foyer, MATRADE Hall
- 15:45 – 16:45** **Presentations from winners of the 2010 TPO Network Awards**
Venue: MATRADE Hall
- Speakers:
Ms. Ana Paula Lindgren Alves Repezza, General Business Manager, APEX - Brazil
Ms. Susan Haird, UKTI, United Kingdom
Mr. Dev Chamroo, CEO, Enterprise Mauritius.
- Moderator:
Ms. Aicha Pouye, Director, Division of Business Support and Institutions, ITC
- 16:45 – 17:15** **Bidding for the 10th TPO Network World Conference: Presentations by prospective hosts**
Venue: MATRADE Hall
Ms. Patricia Francis, Executive Director ITC, and **Dr. Wong Lai Sum**, CEO MATRADE
- 17:15 – 17:30** **Official Photography**
- 17:45** *Depart from MATRADE Exhibition and Convention Centre (MECC) to hotels*
- 19:00** *Depart from Hilton Hotel to the TPO Network Night 2012 at Sunway Putra Hotel*
- 20:00 – 22:30** **TPO Network Awards Night 2012, Grand Ballroom, Sunway Putra Hotel**
Dr. Wong Lai Sum, CEO MATRADE and **Ms. Patricia Francis**, Executive Director ITC

DAY 2: FRIDAY 19 OCTOBER

08:00 **Hotel pick up and transport to MATRADE Exhibition and Convention Centre (MECC)**
 Bus to pick up participants at respective hotels and transport them to MECC

09:00 – 10:30 **PARALLEL BREAKOUT SESSIONS - INNOVATION IN TPO SERVICES: THE ROLE OF TPOS**

This session will give the participants an opportunity to share some of the innovative services they provide to their exporting SMEs in order to tap into new markets.

Breakout Session 1 - Sharing of experience by TPOs in developing green industry

Venue: MATRADE Hall

This session will focus on the recent world economic crisis as well as the renewed focus on investment in green technology. Speakers will share their experiences on issues related to climate change, and how a new model for development is needed to address the interconnection between the environment and the economy.

Speakers:

Mr. Azrin Mohamed Ali, Vice President Malaysian Green Technology Corporation (MGTC)

Ms. Archana Bhatnagar, Managing Director, Haylide Chemicals, India

Mr. Yu Ping, Vice Chairman, China Council for the Promotion of International Trade (CCPIT), China

Moderator:

Mr. Anders Aeroe, Director, Division of Market Development, ITC

Rapporteur:

Mr. Xuejun Jiang, Chief Office for Asia and the Pacific, ITC

Breakout Session 2 – New avenues of TPO's services that help enterprises to tap into niche markets and how TPOs serve the service industry?

Venue: Paris Room

In this session speakers from selected TPOs will share their most effective practices and experiences in ensuring sustainable export development and promotion services to the services industry. The session will specifically focus the following two main categories: Travel and tourism; Information Communication and Technology (ICT). TPOs will also share their innovations in assisting companies to: a) develop halal products and services industry; and b) promote geographical indications for specific agro business products.

Speakers:

Mr. Fahim Mashroor, President, Bangladesh Association of Software and Information Service (BASIS)

Ms. Rica Rwigamba, Head of Tourism, Rwanda Development Board (RDB)

Mr. Othman Md Yusoff, Head of Halal Affairs, Nestle Manufacturing (Malaysia)

Mr. Antoine de Dianous, Responsable de la Mission de coopération internationale, UBIFRANCE

Moderator:

Mr. Friedrich Von Kirchbach, Director, Division of Country Programmes, ITC

Rapporteur:

Mr. Rob Skidmore, Chief, Sector Competitiveness, ITC

10:30 – 10:45 **Coffee and networking break**

Venue: Foyer, MATRADE Hall

PLENARY SESSION

10:45 – 12:00 **Achieving TPO excellence for promoting export: ITC & Partners' innovative solutions**

Venue: MATRADE Hall

Speakers:

Mr. Stephane Blanc, Chief, Trade Information Section, ITC

Mr. Dick de Man, Deputy Executive Manager, Centre for the promotion of imports from developing countries (CBI), Netherlands

Mr. Saâd Benabdallah, Directeur Général, Maroc Export

Mr. John Kester, Programme Manager, World Tourism Organization (UNWTO)

Moderator:

Mr. Anders Aeroe, Director, Division of Market Development, ITC,

Rapporteurs:

Mr. Koffi Essuman, Senior Adviser on Export Value Chain, Enterprise Competitiveness, ITC

DAY 2: FRIDAY 19 OCTOBER (CONT'D)

- 12:00 – 12:30** **Visit to the Malaysia Export Exhibition Center (MEEC) / Business Information Centre (BIC) / Trade Museum**
- 12:30 – 14:00** **Lunch Break**
Venue: MATRADE Hall
- Friday prayer**
- 13:15 – 13:45** **Lunch break presentations on the new futures of ITC's Trade Map and Standards Map (Optional)**
Mr. Mondher Mimouni, Chief, Market Analysis and Research Section, ITC
Mr. Joseph Wozniak, Programme Manager, Market Analysis and Research Section, ITC
- 14:00 – 15:30** **TPOs' best practices**
 Presentation of the results of Ernst & Young's TPOs' survey (TBC)
Venue: MATRADE Hall
- Speaker:
To be communicated by Ernst & Young
- Moderator:
Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC
- Rapporteur:
Ms. Ann Penistan, Senior Training Assistant, TSI Strengthening Section, ITC
- Presentations by 2012 TPO Network Award Winners**
Venue: MATRADE Hall
 The winners of the 2012 TPO Network awards discuss their innovative export development processes and results reached
- Moderator:
Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC
- Rapporteur:
Ms. Ann Penistan, Senior Training Assistant, TSI Strengthening Section, ITC
- 15:30 – 16:00** **Coffee and Networking break**
- 16:00 – 17:30** **CONFERENCE SUMMARY**
Venue: MATRADE Hall
- Chairperson:
Mr. Jean-Marie Paugam, Deputy Executive Director, ITC
- Rapporteurs' summary of the discussions and the main conclusions to wrap up the topic sessions.
 - Announcement of the host and venue for the 10th TPO Network World Conference and Awards (2014)
- 17:30 – 18:00** **CLOSING CEREMONY**
Venue: MATRADE Hall
- Closing remarks and setting the scene for the future conference.
- Ms. Patricia Francis**, Executive Director, ITC, and **Dr. Wong Lai Sum**, CEO MATRADE

SATURDAY 20 OCTOBER – POST CONFERENCE ACTIVITIES

Optional Field Visits

Malacca (Industrial areas, ports, E&E factories, Furniture, palm oil) – Logistical arrangements, including *transportation are provided by MATRADE*.

Field visits Focal Point: **Ms. Puspa Omar**, Senior Manager, Strategic Planning Division, MATRADE