Summary and Conclusions
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Team: Chairpersons of Sessions and a volunteer team consisting of representatives from China, Cote d’Ivoire, Cuba, Malta and Turkey

Good News, Bad News and Good News
- An active and beneficial exchange of experience: Over 150 participants from over 64 countries and regions. In addition, over 200 special guests who attended the opening and keynote sessions
- Export share ranging from 5% of GDP to 270% of GDP

Marrakech: The third Conference on Marrakech focused on “CHANGE” and the need for redefining trade promotion
- Changed business environment
- Changed definition of trade promotion
- Changed environment of linkages

Beijing: Key Word is “TURBULENCE”
- Doha Ministerial Declaration
- Continuing advances in Information and Communication Technology
- Shrinking World Trade
- Increased competition
- Signs of renewed trends towards protectionism
- Reduced levels of financial support to TPOs

“Any down turn has an upturn”
There are new opportunities and new challenges, both for TPOs and for their clientele, the SMEs
We are nearing an era of borderless trade where “Competitiveness” is king

IMPLICATIONS FOR TPOs
There is a continued relevance of TPOs with a reinforced, redefined and renovated role
TPOs should
- Focus on their “core mission and core competencies”
- Combine information and knowledge with creativity
- “Stay relevant” and go in for continuous improvement
- Ask “Should we still do it?” and “Is this the best way of doing it”

Renovation: New and imperative linkages
- Trade and Investment (The money principle)
- Trade, economic development and poverty alleviation (The Mathew Principle)

Trade and Investment
- Issues are global but solutions are local. Exchange of experience has been most useful here. Linkage is fully recognized by all. But the solutions vary from entirely separate agencies (Mauritius, Hong Kong and many other countries and regions) to combined trade and investment promotion agencies (Korea, Japan and a number of others) to multi-purpose agencies (BANCOMEXT)
- Singapore has renamed to “International Enterprise Singapore” and KOTRA to “Korea Trade and Investment Promotion Corporation”
Trade and economic development:
The Mathew Principle: The rich get richer and the poor get poorer
- Myths and misconceptions about the effects of increased trade
- Mainstream trade and socio-economic development
- Increase awareness of beneficial effects of trade growth. Trade provides more employment, improves competitiveness and productivity in both manufacturing and service sectors. It can provide new and expanded markets for the outputs of the rural poor.

Networking:
- There is an enlarged definition of TPOs. CCPIT began as a TPO 50 years ago and in 1988 also became a Chamber of Commerce. FICCI in India, on the other hand, is a federation of Chambers of Commerce, which sees trade promotion as one of its important roles
- Some countries have a single TPO while others have a multitude of agencies
- There is, therefore, need to network and coordinate internally and in addition, regionally and internationally
- There is also need to have institutional and functional linkages
- At the request of the Marrakech TPO conference, ITC established the TPOnet, a website for promoting such networking

Specific Actions:
- Have a clear strategy, contribute to policy formulation and to translating policy into action
- Establish targets (Australia: double number of exporters in five years) and benchmark performance (monitor, evaluate, get certified…)
- Provide well-coordinated and comprehensive set of services
- Customer focus, constant renewal and income generation
- Be nimble and shorten response time to changing client needs
- Innovate and modernize. Make the fullest use of the new tools of the information age. To “e” or not to “e” is no more an option (Colombia, Morocco, Hong Kong)
- Train and retrain, communicate and exchange experience
- Joint TPO initiatives (e.g. APEX-CI of Cote d’Ivoire and CCPIT have signed an MOU during this conference)

The five Cs: COMPETENCE, CAPITAL, CONNECTIONS, COMPETITIVENESS, CONFIDENCE

COMPETE WITH CONFIDENCE

The 5th World TPO Conference will be hosted by the Malta External Trade Corporation in two years time (Offer endorsed by India, Cote d’Ivoire and Turkey and unanimously accepted)