



World Conference of Trade Promotion Organizations (WTPO), 8 – 11 October 2008

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GLOBAL EXPORT PROMOTION AWARDS RECOGNIZE NATIONAL WINNERS

Outstanding national efforts to connect businesses to international markets earned global awards at the World Conference of Trade Promotion Organizations, taking place in The Hague on 13 and 14 October.

The winners of the World Trade Promotion Organization Awards for 2008 are:

- **New Zealand:** 'Best of the Best' Trade Promotion Organization
- **Afghanistan:** Best Trade Promotion Organization from a Least Developed Country
- **Jamaica:** Best Trade Promotion Organization from a Small Country
- **Kenya:** Best Trade Promotion Organization from a Developing Country
- **New Zealand:** Best Trade Promotion Organization from a Developed Country
- **Costa Rica:** Panellists' Surprise Award

The overall winner, New Zealand, was cited by the judging panel as "an exemplar to developing country TPOs" for its continuous innovation, growing international presence and excellence in country branding.

"We are a relatively small country, but we have successfully promoted our country brand, which means promoting our values – and our products and services – in international markets," said Tim Gibson, Chief Executive of New Zealand Trade and Enterprise.

The World Trade Promotion Organization Awards are sponsored by the International Trade Centre, the agency of the United Nations and the World Trade Organization, whose mandate is to help small exporters in developing countries.

"National trade promotion organizations are more important than ever during this economic crisis," said Patricia R. Francis, ITC's Executive Director. "They help to create jobs at home by assisting companies to expand internationally. They have the local knowledge, connections and experience to point people in the right direction of market opportunities to grow and compete in business."

National trade promotion organizations help to build business opportunities that provide hope for today – and for generations to come.

"This was the third round of World Trade Promotion Organization Awards and interest in them was stronger than ever, demonstrating the importance that TPOs place on continually benchmarking



their behaviour against their peers. TPOs are always striving to do better and learn from each other, which is why these Awards and this WTPO Conference are such important events,” said Ms. Francis.

The WTPO Awards recognize the achievements of TPOs and reward the best of them – from the poorest countries to the most advanced. The Awards were presented at the 2008 World Conference of Trade Promotion Organizations, hosted by EVD International Business and Cooperation, the national trade promotion body of the Netherlands, in conjunction with ITC. For more about the winners and the event, see www.tpo-net.com.

ABOUT THE 2008 WORLD TRADE PROMOTION ORGANIZATION AWARDS WINNERS

BEST TPO FROM A DEVELOPED COUNTRY & ‘BEST OF THE BEST’ AWARD

The ‘Best of the Best’ TPO Award is selected from among the winners of the other Awards categories.

NEW ZEALAND – New Zealand Trade and Enterprise (NZTE)

Becoming a global, innovative economy is one of the government’s key economic policy goals. New Zealand Trade and Enterprise is overcoming challenges – such as size, lack of scale and geographic location – to connect its small businesses with international markets for goods and services.

NZTE expanded its international presence and focuses on investment, trade/export, country branding and building domestic business capability to compete internationally. Earlier this year, New Zealand became the first developed country to sign a Free Trade Agreement with China. NZTE is helping businesses take advantage of the estimated \$230 million export growth yearly.

Performance evaluations show that firms engaged with NZTE outperform their counterparts – it is working with the right firms at the right stage in their lifecycle, with the right mix of support.

BEST TPO FROM A LEAST DEVELOPED COUNTRY

Afghanistan – Export Promotion Agency of Afghanistan (EPAA)

The Export Promotion Agency of Afghanistan has made tangible contributions to expanding exports, despite the country’s widespread problems after decades of conflict. Afghanistan’s exports rose 10% in 2007 over 2006, reflecting its growing economy. EPAA has helped to cut red tape for exporters, such as helping them secure export permits quickly – a process that took over a week and 27 signatures now takes only a day and a few steps.

EPAA also lobbied successfully to waive a 2% export tax, and convinced officials to stop collecting illegal export fees. The agency has facilitated over \$12 million in contracts for its exporters of fine hand-woven carpets as well as dried and fresh fruits, targeting specialized trade fairs in China, Germany and the United States.

BEST TPO FROM A DEVELOPING COUNTRY

KENYA – Export Promotion Council (EPC)

Kenya’s Export Promotion Council was singled out for its contribution to the government’s development goal to transform Kenya by 2030 into a middle-income country, with its integrated approach to help companies overcome export bottlenecks. The programme in six provinces combines product development, training and e-commerce; 100 firms were assessed for their long-term export potential. Common challenges included product design and development techniques, market information and access management and marketing knowledge.

Twenty-five firms were selected, and training programmes were designed and delivered to more than 1,700 exporters. Fashion jewellery, shoes, handbags, home furnishings, soaps and other products were then promoted at trade fairs and on a new web portal. Companies are now receiving business orders.

BEST TPO FROM A SMALL COUNTRY**JAMAICA – Jamaica Trade and Invest (JTI/JAMPRO)**

A winner for the second time, JTI/JAMPRO is advancing the competitiveness of firms and sector, while improving the business and trade environment to boost the country's export performance. It has launched a dialogue with key stakeholders to develop a unified national export strategy.

Four new initiatives are improving their competitiveness and market access, including a buyer recruitment programme, an Export Centre and Business Information Points, a Caribbean Business Opportunity Service and a Cluster and Linkages department. JTI has demonstrated an ability to respond to changing clients' needs in the changing business environment by offering new TPO services and products. It is focusing on core clients and leveraging information and communications technologies to achieve its objectives.

PANELLISTS' SURPRISE AWARD**COSTA RICA – The Foreign Trade Corporation of Costa Rica (PROCOMER)**

The Panellists' Surprise Award goes to a TPO that did not score "best" in a particular category, but in the opinion of the Adjudicating Panel, deserves recognition.

In 12 years, PROCOMER's export promotion policies have enabled the country to double its exports and transform the country's export supply. It has also succeeded in diversifying Costa Rica's export market: a high concentration of exports to the US has been reduced from 52.4% in 1997 to 37.8% in 2007. At the same time, exports to Asian countries increased from 2.8% to 21%.

Traditional agricultural products – such as bananas and coffee – and light manufacturing were complemented by exports of high technology products, including electronic and medical devices. In 2007, exports of science-based products represented 31% of exported manufactured products, up from 10% in 1994.

For more information:

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