Moving Forward: The Future of Trade and Investment Promotion

PROGRAMME
The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.
Moving Forward: The Future of Trade and Investment Promotion

Megatrends are influencing the shape of the economic and social environment in which Trade and Investment Promotion Organizations (TIPOs) operate. TIPOs need to consider those trends to advance future scenarios; to determine how they can best support their clients; and to anticipate the changes that they need in their own operations. This will allow TIPOs to remain relevant in advising businesses, thus improving their positive impact on growth and employment in the long term.

The 11th TPO Network World Conference will discuss the influence of megatrends and the evolving role of TIPOs as agents of change for SME competitiveness. The conference will focus on:

• Consequences of digital transformation
• Rising trade and investment opportunities in Africa
• Future shape of global value chains

Join 200 representatives of TIPOs and other trade development bodies to discuss how TIPOs maximize the value they provide to businesses and contribute to national socioeconomic development. Participants will gain insights to creatively apply technology advances to adapt strategies, improve measurement systems and track sustainable impact. Each session theme will feature relevant research, case studies and good practices from TIPO leaders and management professionals.

Digital transformation

The rise of social media, mobile Internet access and cloud computing provide inexpensive and easy access to information, thereby creating new delivery channels and causing disruptive changes to the global business environment. Businesses can access new markets through innovation and the design and development of new products, new services and new business models.

TIPOs are required to adapt to the technology curve in order to understand the business environment in which businesses compete; to improve service delivery efficiency; and develop new products and services that cater to the evolving needs of their clients.

Rise of Africa

High growth rates and favourable demographics in rapid-growth markets are likely to continue. This will be particularly significant for Africa, where 50% of the world’s population growth between now and 2050 is expected. Higher incomes will result in an ever-increasing consumption of products and services. Enterprises from Africa and beyond must prepare to leverage this opportunity. This will require sound understanding of the local context and development of tailor-made business strategies.
TIPOs will be called upon to accelerate investment promotion activities and assist clients for market development in Africa. TIPOs must be prepared to help their SME clients build relevant capacities and to guide them through the unique internationalization opportunities within the region and globally.

Global value chains of the future

Consumer behaviour is increasingly influenced through the use of apps, social media, online research and Internet purchases. The immediate access to product information generates consumer expectations for products and services that simultaneously benefit the environment, society and economic health. New channels develop through complex, internationally fragmented production and delivery processes. Trade and investment agreements open up new market and business opportunities. At the same time, new standards may create barriers that SMEs may find difficult to overcome. TIPOs can influence the development or negotiation of standards while maintaining a key role in helping SMEs navigate through a complex framework of market opportunities, standards and supply chains. TIPOs also need to factor in these changes in their own governance structures, organizational strategies and service portfolios.
Pre-conference activities

12:30 – 13:45  LUNCH - TISI ADVISORY BOARD AND ADJUDICATING PANEL
   Venue: Hôtel du Golf - main restaurant
   Hosted by Maroc Export

14:00 - 15:00  2016 ADJUDICATING PANEL MEETING
   Venue: Room Arganier
   Chair  Ms. Arancha González, Executive Director, ITC

15:15 - 17:15  TISI ADVISORY BOARD MEETING
   Venue: Room Arganier
   Meeting of the TISI Advisory Board providing strategic guidance and support to ITC’s TISI Strengthening programme and related activities.
   Chair  Ms. Arancha González, Executive Director, ITC

16:00 - 19:00  CONFERENCE REGISTRATION
   The registration desk will be open from 16:00 on 23 November through 25 November at the entrance of Palmeraie Conference Center. Participants may pick up their kits during these times.

17:30 - 18:30  MODERATORS AND SPEAKERS MEETING
   Venue: Room Roseraie

19:00 - 21:00  WELCOME COCKTAIL
   Venue: Hôtel du Golf - main restaurant

WTPO EVENT APPLICATION FOR MOBILE DEVICES
   Download the app from Google Play Store and Apple App Store
Thursday, 24 November

8:00 - 9:00
CONFERENCE REGISTRATION
ITC and Maroc Export promotional booths open

09:00 - 09:45
Official opening
Venue: Room Toubkal

Mr. Mamoune Bouhdoud, Minister delegate to the Minister of Industry, Trade, Investment and Digital Economy, in charge of small businesses and the integration of the informal sector
Ms. Arancha González, Executive Director, ITC
Ms. Zahra Maafiri, General Manager, Maroc Export
Mr. Thami Ghorfi, President of the ESCA Management School in Morocco
(Master of Ceremonies)

09:45 - 10:15
Keynote speech
Megatrends affecting trade and investment promotion
Venue: Room Toubkal

Dr. Kituyi opens this session with an overview of the large, transformative global forces that are defining the future of trade and investment, as well as their far-reaching impact on business, economies, industries, societies and individuals.

Speaker
Dr. Mukhisa Kituyi, Secretary General, United Nations Conference on Trade and Development (UNCTAD)

10:15 - 10:45
COFFEE BREAK AND OFFICIAL CONFERENCE PHOTOGRAPH
ITC and Maroc Export Promotional booths open

10:45 - 12:15
Plenary session
Megatrends of a complex, uncertain and changing world
Venue: Room Toubkal

Megatrends – large-scale social, economic, political, environmental or technological changes – are shaping our economic and business landscape. They generate potentially disruptive forces and create both, challenges and opportunities for the business community.

The speakers in this session address: the role that TIPOs can play in overcoming challenges and capturing opportunities; TIPO services that facilitate the long-term health of the business, particularly SMEs; how TIPOs adapt their management and operations in anticipation of these changes.
**Moderator**

Mr. James Zhan, Director of Trade and Investment Division, UNCTAD

**Speaker**

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

**Panellists**

Mr. Pedro Beirute Prada, General Manager, Foreign Trade Corporation of Costa Rica (PROCOMER)

Mr. Mohamed Benayad, Secretary General, Moroccan Ministry of Foreign Trade

Ms. Priscilla Pilime, Chief Executive Officer, National Trade Development and Promotion Organisation of Zimbabwe (ZimTrade)

Mr. Max Timmerman, Managing Director, Centre for the Promotion of Imports From Developing Countries (CBI)

**12:15 - 14:00**

**LUNCH AND NETWORKING**

ITC and Maroc Export promotional booths open

*Venue for lunch: Hôtel du Golf - main restaurant*

**13:40-14:00**

**LAUNCH OF ITC’S EXPORT POTENTIAL MAP**

*Venue: Room Toubkal*

Export Potential Map is a web tool that indicates products, sectors and markets for trade development activities for over 200 countries and 4,000 products.

ITC presents its latest tool to facilitate trade advisers, policy makers and SME managers in finding export opportunities in more than 200 countries.

**Presenter**

Ms. Julia Spies, Coordinator, Tool development for ITC’s Export Potential Map, ITC

**14.00 - 15:15**

**Plenary session**

**Digital transformation: What implications for TIPOs?**

*Venue: Room Toubkal*

Digital tools are instigating significant changes in the way business and service organizations understand client needs, evolve operations and processes, and communicate and sell.

As new digital channels affect the way SMEs operate, this has implications for TIPOs and how they learn, communicate and deliver services. In this session the speakers discuss how TIPOs can leverage digital tools and technology to transform the trade support work environment and improve their institutional performance.

**Moderator**

Mr. Yassir Zouaoui, Partner, North Africa Office, McKinsey

**Speakers**

Mr. Nils van Boxsel, Chief Information Officer, Australian Trade Commission (AUSTRADE)

Mr. James Doran, Head of Content, Dubai Multi-Commodities Centre (DMCC)

Mr. Francisco Javier Gazzón, Chief Executive Officer, Spanish Institute for Foreign Trade (ICEX)

Mr. Daniel Kung, Chief Executive Officer, Switzerland Global Enterprise (S-GE)

Ms. Zhu Lingyan, Deputy-General Director of the Department of Trade and Investment Promotion, CCPIT
15:15 - 15:45

COFFEE BREAK AND NETWORKING

ITC Promotional booths open

15:45 - 17:00

Parallel sessions

Good practice exchange

1. New channels: E-Commerce – global market places – crowdfunding

Venue: Room Orangerie

E-commerce and other e-solutions are opening up new opportunities for SMEs as they offer new ways to overcome obstacles to trade.

The impact on TIPOs is two-fold. First, they need to be prepared to support SMEs in taking advantage of e-solutions. Second, they need to explore how they can use these tools to improve their own performance.

Moderator
Mr. Marcos Vaena, Chief of Sector and Enterprise Competitiveness Section, ITC

Speakers
Ms. Christine Gitau, Business Development Coordinator, Craft Afrika

Mr. Roman Lyadov, Board of Directors, Russian trade and economic development council (RTEDC)

Ms. Kwanapa Phivnil, Director of International Trade Promotion Strategy, Department of International Trade Promotion, Thailand (DITP)

Mr. Patrick Sagmeister, Head of Operations, Advantage Austria

Mr. Fabian Stächelin, Business Development Mobile Manager, eBay Inc.

2. Readiness and risk – preparing for the unimagined

Venue: Room Oliveraie

Risk is any issue or development that impacts an organization’s ability to achieve its objectives. These come in a multitude of forms – from global financial crashes and pandemics to earthquakes and sudden waves of immigration.

This session explores the best kinds of governance, leadership, strategies, structures, resources and processes TIPOs need to adopt in order to deliver effective SME support services in a complex, fast-changing world full of known and unimagined risks.

Moderator
Ms. Pennie Hurndell, Senior Benchmarking Officer, TISI Strengthening Section, ITC

Speakers
Mr. Olusegun Awolowo, Chief Executive Officer, Nigeria Export Promotion Council (NEPC)

Ms. Aziza Htira, President Director General, Tunisia Export

Mr. Caleb Jarvis, Trade Commissioner, Pacific Islands Trade & Invest (PT&I) Australia

Mr. Sung Gi Lee, Director of Planning and Coordination Department, Korea Trade-Investment Promotion Agency (KOTRA)
2018 TPO Network World Conference

Presentations by prospective hosts (and secret ballot)

Venue: Room Toubkal

Presentation of bids to host the 2018 TPO Network World Conference and Awards
The countries hoping to host the 2018 event present their bids.

18:30 Hotel pickup and transport to the Beldi Country Club from:
Hotel du Golf - Palmeraie Golf Hotel – Four Seasons – Mövenpick

19:00 - 22:00 2016 TPO NETWORK AWARDS
Gala dinner and presentation ceremony

Venue: Beldi country club

The 2016 TIPO Network Award winners are announced and the awards presented during the gala dinner. Evening entertainment follows.

18:30 Buses leave the Beldi country club for the return trip.
09:00 - 09:30  
**Keynote speech**  

**Africa rising**  
*Venue: Room Toubkal*

Dr. Kaberuka shares insights on the impact of megatrends on the future of African businesses, and the consequences of the changing global trade and investment flows.  

**Speaker**  
Dr. Donald Kaberuka, High Representative for the Peace Fund, Commission of the African Union

09:30 - 11:30  
**Plenary session**  

**Africa: Is it the next trade and investment destination?**  
*Venue: Room Toubkal*

Despite the economic crisis affecting developed economies, international trade between Africa and the rest of the world is growing due to new business relationships with other emerging economies. Moreover, Africa offers a market of one billion people and a growing middle class.  

African TIPOs play an important role in assisting the business communities to leverage these opportunities. This session addresses the kinds of partnerships TIPOs can establish inside and outside of the continent to adapt strategies and capabilities that help SMEs benefit from the business opportunities of Africa.  

**Moderator**  
Ms. Zahra Maafiri, Chief Executive Officer, Maroc Export  

**Speakers**  
Mr. Gerard Amangoua, Vice President, Marketing, Communication, Development and Public Relations, Association for the Promotion of Exports of Cote d'Ivoire (APEX-CI)  
Dr. Malick Diop, General Director, Export Promotion Agency of Senegal (ASEPPEX)  
Mr. Assoukou Raymond Krikpeu, Director of Cooperation, West African Economic and Monetary Union (Uemoa) Commission  
Mr. Stephane Lambert, Director General, Global Affairs Canada  
Mr. Ashraf Mahate, Head of Export Market Intelligence, Dubai Exports

11:00 - 11:30  
**COFFEE BREAK**  

ITC and Maroc Export promotional booths open in networking area
11:30 - 13:00

**Plenary session**

**Global value chains in 2025: The standards for trade**

*Venue: Room Toubkal*

Integration into global value chains places new demand on businesses to meet global standards as a prerequisite for competitiveness. Yet, while standards are a gateway to trade, compliance can be time-consuming and costly. TIPOs can help SMEs by ensuring that standards promote ‘better’ trade, rather than become a bottleneck.

The speakers in this session explore how TIPOs can help their clients navigate standards, and the solutions and new services they can offer to facilitate the integration of SMEs into the global value chains of the future.

**Moderator**

Ms. Marion Jansen, Chief Economist, ITC

**Speakers**

Mr. Larry Attipoe, International Development Director, Fair Trade International

Mr. Mojtaba Khosrowtaj, First Vice Minister in charge of Trade and President of Iran TPO

Ms. Indira Malwatte, Chairperson and Chief Executive Officer, Sri Lanka Export Development Board (EDB)

Mr. Dato’ Dzulkifli bin Mahmud, Chief Executive Officer, Malaysia External Trade Development Corporation (MATRADE)

Ms. Adriana Rodrigues, Coordinator of Competitiveness, Brazilian Trade and Investment Promotion Agency (ApexBrasil)

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13:00 - 14:00

**LUNCH AND NETWORKING**

ITC and Maroc Export promotional booths open

*Venue for lunch: Hôtel du Golf - main restaurant*

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14:00-15:00

**Plenary session**

**TIPOs as agents of transformative change**

*Venue: Room Toubkal*

Women’s economic empowerment: The UN Global Goals for Sustainable Development have set the world an ambitious target: to eliminate extreme poverty entirely within the next 14 years. To reach that goal, we need to sharply accelerate our efforts. TIPOs have a unique role to play in transforming commitments to action on the ground for hundreds of millions of women entrepreneurs whose full economic contribution is yet to be harnessed.

The session will be an interactive discussion on the rationale and opportunities for TIPOs to provide targeted support to women entrepreneurs; with ITC’s SheTrades initiative as a blue print and action plan that TIPOs will be encouraged to join.

**Moderator**

Ms. Vanessa Erogbogbo, Women and Trade Programme Manager, ITC

**Speakers**

Mr. Olusegun Awolowo, Chief Executive Officer, NEPC

Ms. Adriana Rodrigues, Coordinator of Competitiveness, ApexBrasil
### Parallel sessions

**Good practice exchange**

#### 1. New channels: E-Commerce – global market places – crowdfunding

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**Moderator**

**Mr. Marcos Vaena**, Chief of Sector and Enterprise Competiveness Section, ITC

**Speakers**

**Ms. Kelly Dolan**, Social Commerce strategy Lead, UK Department for International Trade

**Ms. Kwanapa Phivnil**, Director of International Trade Promotion Strategy, Department of International Trade Promotion, Thailand (DITP)

**Mr. El Amine Serhani**, President, National Federation of E-Commerce in Morocco (FNEM)

#### 2. Readiness and risk – Preparing for the unimagined

*Venue: Room Oliveraie*

Risk is any issue or development that impacts an organization’s ability to achieve its objectives. These come in a multitude of forms – from global financial crashes and pandemics to earthquakes and sudden waves of immigration.

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**Moderator**

**Ms. Pennie Hurndell**, Senior Benchmarking Officer, TISI Strengthening Section, ITC

**Speakers**

**Ms. Jacqueline Flood**, President, Saint Lucia Trade Export Promotion Agency (TEPA)

**Mr. Arvind Radhakrishna**, Chief Executive Officer, Enterprise Mauritius

**Ms. Mafruha Sultana**, Chief Executive Officer, Export Promotion Bureau, Bangladesh

**Ms. Caroline Tompkins**, President, Forum for International Trade Training (FITT), Canada

### 16:30 - 17:00

**TIPO AWARD WINNERS SHARE THEIR PRACTICES**

*Venue: Room Toubkal*

Winners of the 2016 TIPO Network Awards share their recognized practices and insights.

**Moderator**

**Ms. Aicha Pouye**, Director, Division of Markets, ITC
17:00 - 17:30  CONFERENCE CLOSING
   Venue: Room Toubkal

   Conference summary
   Conclusions of the 2016 TPO Network World Conference and Awards and recommendations for follow-up activities of the global network and its extended members.

   Speakers
   Ms. Arancha González, Executive Director, ITC
   Ms. Zahra Maafiri, Chief Executive Officer, Maroc Export
   Mr. Thami Ghorfi, President of the ESCA Management School in Morocco (Master of Ceremonies)

   Announcement of the Host for the 2018 TPO Network World Conference
POST-CONFERENCE ACTIVITIES

Guided tours of Marrakech
For more information please visit:
www.tpoconfmarrakech2016.com
www.tponetwork.net