BOLD SOLUTIONS FOR RESILIENCE AND RECOVERY

We will remember 2020 as the test of our humanity, resilience and agility.

The global economy is disrupted. Foreign direct investment has plummeted, along with business confidence. More than ever, businesses need solutions – to provide information, support innovation, facilitate market access, manage risk and improve resilience.

At the World Trade Promotion Organizations Conference 2020 (WTPO 2020), we explore how bold organizations help build resilience and manage risk in times of uncertainty. With the United Nations Sustainable Development Goals as a lodestar, we will understand how trade and investment organizations address business survival and competitiveness, while serving their communities and protecting our planet.

Resilient and agile organizations

Geo-political tensions, the climate crisis, trade protectionism, threats to multilateralism, and the digital revolution trigger uncertainty for business. Against this existing backdrop, COVID-19 has brought human tragedy and unprecedented disruption. Trade and investment promotion organizations that are resilient and agile can help provide those solutions – striking the balance between people, planet and prosperity.

The resilient organization can take knocks without bruising. It has solid organizational values, governance structures; shared strategic goals and performance indicators; principle-based processes, high employee engagement, good knowledge management; and excellent stakeholder trust.

The agile organization is curious and open to ideas. It sparks innovation, relishes change and values the learning that comes with potential failure. It thrives on problem solving, with responsibility delegated to the front line to react to rapidly changing circumstances in the local context.

Bold Organizations

Effective organizations are visionary. They chart a path for competitive advantage for businesses in times of uncertainty. They break through a negative cycle of cause and effect. Boldness means having the courage to do things differently, work with new partners, diversify and take risks.

When trade and investment organizations act as risk reducers and bold risk takers, their business model shifts. It focuses on a portfolio of medium and longer-term trade and investment outcomes, rather than short term quick wins.

Impact investing, private standards, consumer preferences, and the Sustainable Development Goals empower businesses to think beyond profit. ‘Good’ trade provides a longer-term vision that makes sense of volatility, and differentiates a business as a positive force in a troubled world.
Preliminary Programme

Tuesday 13 October

17:30 – 19:00  Conference Registration

19:00 – 21:00  Welcome Cocktail

Wednesday 14 October

Understand the forces that create disruption, turbulence and change, and how they affect trade and investment organizations.

08:00 – 09:00  Conference Registration

09:00 – 09:30  OFFICIAL OPENING
Welcome Speeches

09:30 – 10:00  KEYNOTE SPEECH
2020, Remapping the world i
The global pandemic has fuelled health, economic, social and environmental upheaval- and revealed how these are interconnected.
What is the state of play in October 2020?
What are we learning, what are we failing to learn?
Global problems need global solutions. What forces at play affect multilateralism action in 2020?
The ecological, digital, social and geopolitical revolutions that are changing the world and affecting trade

10:00 – 10:30  Networking Break

10:30 – 11:15  LET’S TALK – INTERVIEW
PLENARY SESSION: Global business trends. Is there a ‘new normal’?
Business trends: How permanent is uncertainty for business? A ‘new normal’ or ‘no normal’?
Which sectors are riding the wave and which are floundering? How can we safeguard the secure and efficient flow of priority supply chains through economic shocks’ including managing secure and sustainable access to quality food for all?
What new ways of accessing international markets are emerging? Is nearshoring a reality?
How do we spur innovation in business to meet these challenges?
What new types of support will business need to survive and thrive?

11:15 – 13:00  PEER TO PEER – PANEL DISCUSSION
PLENARY SESSION: #Invest to #buildbackbetter
A positive force for multilateralism: How TIPOs inside and outside Africa can be bold and create new pathways for business, in light of the African Continental Free Trade Agreement (AICFTA)

13:00 – 14:00  Lunch and Networking
14:00 – 15:15  PEER TO PEER – PANEL DISCUSSION
PLENARY SESSION: React fast: bold, resilient, agile solutions
Over the next decade, businesses will face this pandemic, but also earthquakes, terrorist attacks, political crises, social upheaval and product recalls: In a crisis, businesses need help fast, and TIPOs have the expertise, connections and the credibility to respond.
TIPOs share their examples of responding to an external shock to minimise the impact or maximise the opportunity for business.
• What is the role of trade and investment promotion organizations in the face of sudden, disruptive change? Under what conditions are TIPOs able to deliver on this role?

15:15 – 16:30  PEER TO PEER – PANEL DISCUSSION
PLENARY SESSION: Build for the future: sustainable, inclusive solutions
#Build back better: The United Nations Sustainable Development Goals are more relevant than ever; they are a lodestar and steadying force to focus long-term actions for well-being. In a world where the status quo is being challenged, ‘good’ business - environmentally sound, climate resilient, inclusive and socially responsible – makes good business sense. TIPOs share their examples of building sustainable and inclusive business for competitive advantage.
• How are trade and investment promotion organizations helping to shape ‘good’ business for competitive advantage in a troubled world?
• Does this aspiration align with government and donor priorities, new levels of debt and the risk of prolonged economic slowdown? Will short-term funding priorities undermine the long-term vision?

16:30 – 17:00  Networking Break

17:00 – 17:30  WTPO 2022
Presentation of bids to host the 14th WTPO Conference
END OF DAY

18:30 – 22:00  GALA EVENING AND WTPO AWARDS 2020 PRESENTATION CEREMONY
Venue: TBC
Dinner and Awards ceremony
18:00 – 18:30  Bus transfer from (all hotels) to the venue
22:00  Bus transfer from Venue to all hotels

Thursday 15 October

Act with courage, build resilience and agility

09:00 – 09:30  KEYNOTE SPEECH: It is the human being that counts
Ghanian proverb: I call gold: it does not answer; I call cloth: it does not answer. It is the human being that counts
New human-centred models for organizations in a time of disruption. Delivering with mastery, autonomy and purpose.

09:30 – 10:30  PEER TO PEER – PANEL DISCUSSION
PLENARY SESSION: Learning organizations
Resilience and responsiveness needs good information, agility, innovation and independent thinking – the hallmarks of a learning organization. TIPOs share their practices to support learning, innovation and continuous improvement.

10:30 – 11:00  Networking Break and official conference photo
11:00 – 12:00 PEER TO PEER – PANEL DISCUSSION
PLENARY SESSION: Diversifying markets with agile networks
Market diversification mitigates risk, creating pathways to new markets and value chains to activate at short notice. TIPOs share their new, flexible models for commercial diplomacy that can support diversification, tapping into a broader range of in-market expertise with a light footprint.

12.00 – 13.00 PRESENTING THE 2020 WTPO AWARD WINNERS
Sharing good practice: the 2020 winners present their initiatives

13:00 – 14:00 Lunch and networking

13:30 – 14:00 Talk back with award winners, the jury and conference participants

14:30 – 16:30 PARALLEL SESSIONS
WORKSHOP:
Managing external shocks and crisis
Sharing leadership stories from the frontline; building a personal toolkit for crisis and change.

PEER TO PEER:
Business models to be bold, resilient and agile
Mandates, legal structure, governance, strategy, measurement, reporting and people to support bold, resilient, agile TIPOs in volatile times.

16:30 – 17:00 SUMMARY AND CLOSING CEREMONY
20:20 Vision – Bold, resilient, agile organizations creating competitive advantage to build back better

EVENING EVENT
19:30 – 22:00 WogbeJeke: A musical theatre; a journey into Ghana’s history
GEPA invites you to travel through Ghana’s history from ancient to modern times through an enthralling evening of music, dance, drama and poetry.

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