

TRADE AND INVESTMENT ECOSYSTEMS

DELIVERING FOR GROWTH PARIS 25/26-10-18



25-26 OCTOBER, PARIS, PIERRE MENDES FRANCE CONFERENCE CENTRE, BERCY

Trade and Investment Ecosystems: Delivering For Growth

This is not a time for business as usual. With trade facing strong headwinds and with the shared global commitment to achieve the United Nations Sustainable Development Goals by 2030, there is a need to foster approaches that can deliver future growth and prosperity at scale. The role of trade and investment promotion organizations (TIPOs), to ensure that trade contributes to inclusive and sustainable growth, is aligned to these development goals. In response to these shifts and to accelerate results for businesses, TIPOs are therefore harnessing ecosystems of business support to offer innovative, seamless and integrated solutions.

At the 2018 **World Trade Promotion Organization Conference**, we will focus on how an ecosystem approach could add value for small businesses and the implications of this approach for the future direction of TIPOs. This includes the emerging role of a TIPO to be a catalyst for cooperation among actors, providing integrated services that improve the competitiveness of small to medium sized enterprises (SMEs), and supporting inclusive growth. We will consider how rapid changes in technology are altering the actors, linkages and platforms that make up these ecosystems. We will also reflect on how to measure the work of institutions including reporting on broader socio-economic impact.

The conference uses a format of **PROVOQUER** (*inspiring with big ideas*), **PARTAGER** (*sharing real life examples*) **PRATIQUER** (*tips and tools for action*), and covers four sub topics:

- Ambitious goals in a rapidly changing world
- Ecosystems for reach, scale, flexibility, innovation, and efficiency
- Delivering with excellence using new technologies
- Demonstrating and driving impact with credible measurement and reporting

Preliminary Programme

Wednesday 24 October

- 17:30 - 19:00 **Conference registration**
- 19:00 - 21:00 **Welcome cocktail**

Thursday 25 October

- 08:00 - 09:00 **Conference registration**

- 09:00 - 09:30 **OFFICIAL OPENING**

Welcome speeches

- 09:30 - 10:00 **PROVOQUER**

KEYNOTE SPEECH: Ambitious goals in a rapidly changing world: Agenda 2030

- The Sustainable Development Goals are relevant, important, and an inspirational connecting force, with a tight deadline.
- The goals align with the work of TIPOs to create inclusive growth, and TIPOs play a lead role in realizing these ambitions.
- To reach these goals, new methods, new partners and new platforms are necessary to support SMEs in the next decade.

- 10:00 - 10:30 **Coffee break and official conference photograph**

- 10:30 - 12:30 **PARTAGER**

PLENARY SESSION: Ecosystems for reach, scale, flexibility, innovation, and efficiency

TIPO representatives and experts will consider what ecosystems mean in the context of trade and investment and share examples of an ecosystem approach. The session begins with three examples of ecosystems of business support followed by a moderated panel session.

Fast pitch: Three-minute presentations of three TIPO ecosystems at work.

MODERATED PANEL SESSION: Food ecosystems, from production to consumption

- How can an ecosystem approach support businesses to produce food efficiently, market and promote products effectively, deliver quality food to consumers, and ensure prompt payment?
- How do the actors at each step of the international food value chains complement and support each other for business success?

- 12:30 - 14:00 **Lunch and networking**

- 14:00 - 16:00 **PARALLEL SESSIONS**

Join the workshop on 'Leveraging and navigating ecosystems' or attend the panel session on 'Ecosystems for skills, innovation and entrepreneurship'.

PRATIQUER

WORKSHOP: Leveraging and navigating ecosystems

14:00 - 16:00

In smaller, facilitated workshop groups, participants will use case studies to map, navigate and leverage ecosystems. The approach will help participants respond to questions such as:

- What is the experience of a small business seeking to innovate, grow and internationalize?

PARTAGER

**MODERATED PANEL SESSION:
Ecosystems for skills, innovation and entrepreneurship**

14:15 - 15:45

In a rapidly changing world, TIPOs need to support innovation and entrepreneurship to build a pipeline of future export champions. Panellists will explore the complexities involved in building skills for the future and in enabling entrepreneurs to be generators of economic development.

- What are the business constraints and who are the actors that could be part of the solution?
 - What might an ideal and comprehensive service offering look like, from the perspective of the business?
 - What linkages exist already between potential actors, and how effective are they?
 - How could value be created, sustained, monetized, and measured?
 - What is the importance of data and information management, and privacy protocols in this context?
 - How can TIPOs maximise trust and connectedness in the system?
- What challenges are entrepreneurs facing in different countries; is an ecosystem response suitable to mitigate these challenges?
 - What is the role of the TIPO in nurturing ecosystems for innovation and entrepreneurship?
 - How are trade promotion, investment promotion and training institutions working together to build the skills needed for future success?
 - What additional tools and solutions do TIPOs need to support innovative businesses that are "born global"?

16:00 - 16:30

Coffee break and networking

16:30 - 17:00

13TH WTPO CONFERENCE – PRESENTATIONS BY PROSPECTIVE HOSTS (AND SECRET BALLOT)

Presentation of bids to host the WTPO Conference 2020

END OF DAY

18:30 - 22:00

GALA EVENING AND WTPO AWARDS 2018 PRESENTATION CEREMONY

Boat cruise: Dinner and Awards ceremony

Friday 26 October

09:00 - 10:00

PROVOQUER

KEYNOTE SPEECH: Ambitious goals in a rapidly changing world: Technology enablers

Robotics, artificial intelligence, 3D manufacturing and distributed ledgers are changing the way we produce, market, deliver and pay for goods and services. Within the context of ecosystems, how are these evolving forces changing the traditional relationships and connections between suppliers, producers, partners, customers, and consumers?

MODERATED PANEL SESSION

A panel of experts present and discuss these new technologies, and the impact they will have on trade.

10:00 - 10:45

PARTAGER

PRESENTING THE 2018 WTPO AWARD WINNERS

10:45 - 11:15

Coffee break and networking

11:15 - 12:45

PARTAGER

PLENARY SESSION: Delivering with excellence using new technologies

ITC presents the results of the publication *2018 SME Competitiveness Outlook: Business Ecosystems for the Digital Economy*, followed by a moderated panel session.

MODERATED PANEL SESSION

- How do TIPOs respond to new technologies to improve the ability of SMEs to compete, connect and change?
- What new partnerships are required?

12:45 - 14:00

Lunch and networking

14.00 - 16:00

PARALLEL SESSIONS

Join a repetition of the workshop on 'Leveraging and navigating ecosystems' or attend a new panel session on 'Demonstrating and driving impact'.

PRATIQUER

WORKSHOP: Leveraging and navigating ecosystems

14:00 -16:00

In smaller, facilitated workshop groups, participants will use case studies to map, navigate and leverage ecosystems. The approach will help participants respond to questions such as:

- What is the experience of a small business seeking to innovate, grow and internationalize?
- What are the business constraints and who are the actors that could be part of the solution?
- What might an ideal and comprehensive service offering look like, from the perspective of the business?
- What linkages already exist between potential actors, and how effective are they?
- How could value be created, sustained, monetized, and measured?
- What is the importance of data and information management and privacy protocols in this context?
- How can TIPOs maximize trust and connectedness in the system?

PARTAGER

MODERATED PANEL SESSION: Demonstrating and driving impact

14:15 -15:45

ITC presents approaches and tools for institutions to define and describe their results and to demonstrate their contribution to SDGs. This will include a presentation and panel discussion with the TIPOs involved in the ITC pilot project for impact reporting.

16:00 - 16:15

Coffee break and networking

16:15 - 17:00

CONFERENCE CLOSING

Conference summary

Conclusions of the 2018 WTPO Conference

Announcement of the host for the 2020 World Trade Promotion Organizations Conference and closing remarks.

Saturday 27 October

10:30 - 12:00

Post Conference activities and brunch (details coming soon)



International
Trade
Centre

Contact:

Ben Mohamed Imamo

Senior Programme Officer,
Institutional Networks and Business Generation

E-mail:

tponetwork@intracen.org

Telephone:

+41 22 730 0247

Street address: ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland

Postal address: ITC, Palais des Nations, 1211 Geneva 10, Switzerland

Internet:

■ <https://events-export.businessfrance.fr/wtpparis2018-en/>

■ www.intracen.org