



# 20:20 Vision: It Takes a Bold Type

27-28 May, 2020 | Kempinski Hotel, Gold Coast City, Accra



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## 20:20 VISION: IT TAKES A BOLD TYPE

Trade and investment promotion organizations will be important actors in the new decade – a period when the balance between people, planet and prosperity will gain importance. The Sustainable Development Goals (SDGs) provide a framework for action over the next 10 years.

Storm clouds are brewing as this decade commences. Global economic growth is slowing, foreign direct investment has plummeted and business confidence is falling. More than ever, businesses need solutions that provide information, support innovation, facilitate market access, manage risk and improve resilience.

Geo-political tensions, climate crisis, and threats to multilateralism, alongside digital and social revolutions are creating complexity and uncertainty. These conditions affect internationalizing firms – and set new challenges for trade and investment promotion organizations (TIPOs), who will need to be resilient, innovative and agile. Moreover, they need to be bold – being good enough is not enough. A bold TIPO creates a competitive advantage for the firms it serves.

At the World Trade Promotion Organisations Conference 2020 (WTPO 2020) we will explore how bold TIPOs can build their own resilience in times of uncertainty and change. We will match experts and practitioners to share insights and examples of bold TIPOs supporting and improving MSME competitiveness and survival, while serving our communities and saving our planet.

### The resilient and agile TIPO

TIPOs frequently face crisis events that affect trading conditions – pandemics, natural disasters, political upheavals, currency fluctuations, reputational risks, trade conflict, and new tariff and non-tariff measures. These demand purposeful responses and actions that may challenge the status quo.

- **The resilient TIPO** can withstand adversity; it can take knocks but not be defeated. This requires a solid base of organizational values, governance structures, shared strategic goals and performance indicators, principle-based processes, high employee engagement, good knowledge management and excellent stakeholder trust. These are the core muscles of a resilient organization.
- **The agile TIPO** is curious and open to ideas. In this disrupted environment, the successful TIPOs will be those that spark innovation, relish change and value the learning that comes with potential failure. This culture thrives on problem solving. With these attributes in place, it can delegate to the front line the responsibility to react to rapidly changing circumstances in ways that work in the local context.

At WTPO 2020, we will share the characteristics of a problem-solving organization and an agile TIPO. We will discover examples of rapid response by TIPOs, and the underlying conditions and attributes that provide the resilient core and enable the right-sized and timely solution.

### **The bold trade and investment organization**

Effective trade and investment organizations are visionary. They take advantage of opportunities; they chart a path for competitive advantage for businesses in times of uncertainty. They can break through a negative cycle of cause and effect. The bold TIPO has the courage to do things differently, work with new partners, diversify, and take risks.

In an uncertain trading environment, businesses that are prepared to take risks gain competitive advantage. When TIPOs take on a role as risk reducers and risk takers, their business model shifts, with a focus on medium and longer-term trade and investment outcomes rather than short term quick wins.

Impact investing, private standards, consumer preferences, and the SDGs are empowering businesses to think beyond profit, to consider people and planet. In times of flux, there is a tendency to focus on short-term profitability and financial survival. However “good” business and “good” trade provide a longer-term vision that makes sense of volatility and differentiates a business as a positive force in a troubled world

At WTPO 2020, with the SDGs as the lodestar, we will look at how future-focused, bold organizations can lead and support a shared vision for business of inclusive, sustainable trade.

## Preliminary Programme

### Tuesday 26 May

17:30 – 19:00 **Conference Registration**

19:00 – 21:00 **Welcome Cocktail**

### Wednesday 27 May – **BOLD** means making visible

*Understanding the forces that are creating uncertainty, turbulence and change; how they affect the work of trade and investment organizations.*

08:00 – 09:00 **Conference Registration**

09:00 – 09:30 **OFFICIAL OPENING**

**Welcome Speeches**

09:30 – 10:00 **KEYNOTE SPEECH: Mapping the world in May 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: Implications of geopolitics**  
 A discussion on the impact of geo-political shifts and other megatrends for businesses and TIPOs
- 11:15 – 13:00 **PEER TO PEER – PANEL DISCUSSION**  
**PLENARY SESSION: Think global, act local**  
 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 (AfCFTA)
- 13:00 – 14:00 **Lunch and Networking**
- 14:00 – 15:30 **PEER TO PEER – PANEL DISCUSSION**  
**PLENARY SESSION: Bold, resilient, agile**
- What is the role of TIPOs in the face of sudden and disruptive change?
  - How are TIPOs around the globe responding to crisis to turn risks into opportunities?
  - Do agile TPOs build competitive advantage for SMEs?
- 15:30 – 16:30 **PEER TO PEER – PANEL DISCUSSION**  
**PLENARY SESSION: Doing good business: inclusive, sustainable trade**  
 In the context of volatility and uncertainty, the SDGs provide a longer-term view and a higher-level purpose to act as a lodestar and steadying force. Delivering on SDGs, and supporting inclusive and sustainable trade – focusing on people and planet for prosperity- is an emerging role for TIPOs. We will look at ways in which TIPOs are shaping “good” business for competitive advantage in a troubled world.
- 16:30 – 17:00 **Networking Break**
- 17:00 – 17:30 **WTPO 2022**  
 Presentation of bids to host the 14<sup>th</sup> 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 28 May – **BOLD** means acting courageously

### *How BOLD organizations become resilient and agile*

- 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**
- Mastery: Learning organizations and innovation
  - Autonomy: Empowering people
  - Purpose: Navigating by an ambitious and meaningful objective
- 09:30 – 10:30 **PEER TO PEER – PANEL DISCUSSION**  
**PLENARY SESSION: Learning organizations**  
 How CEOs support a learning TIPO for improved agility

- 10:30 – 11:00 **Networking Break and official conference photo**
- 11:00 – 11:30 **LET'S TALK – INTERVIEW**  
Topic to be confirmed
- 11:30 – 12:30 **PEER TO PEER – PANEL DISCUSSION**  
**PLENARY SESSION: Diversifying markets with agile networks**  
Using market diversification to mitigate risk creates pathways to new markets that can be activated at short notice. Diversification can be supported by new, flexible models for commercial diplomacy, a broader range of in-market expertise with a light and flexible footprint.
- 12.30 – 13.30 **PRESENTING THE 2020 WTPO AWARD WINNERS**  
Sharing good practice: the 2020 winners present their initiatives
- 13:30 – 14:30 **Lunch and networking**
- 14:30 – 16:30 **PARALLEL SESSIONS**
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| <p><b>WORKSHOP:</b><br/>Hands on workshop for TIPO CEOs</p> | <p><b>PEER TO PEER:</b><br/>Business models to be bold, resilient and agile<br/>Mandates, legal structure, governance, strategy, measurement, reporting and people to support bold, resilient, agile TIPOs in volatile times.</p> |
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- 16:30 – 17:00 **SUMMARY AND CLOSING CEREMONY**  
20:20 Vision – Bold, resilient, agile organizations creating competitive advantage for good trade

## 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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