



# TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),  
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

## TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

### BIOGRAPHICAL NOTE

#### **Mr. Anders Aeroe**

Director, Division of Product and Market Development, ITC



Anders Aeroe, a Danish national, joined ITC as Chief of the Market Analysis and Research Section in 2007. In January 2009 he was appointed as Officer-in-Charge of the Division of Market Development, and then in June 2009 he was appointed as Acting Deputy Executive Director. Since March 2011 Mr. Aeroe has been Director of the Division of Market Development.

During his professional career Mr. Aeroe has focused on the interrelated topics of export facilitation, globalisation, industrial development and restructuring, technology and knowledge management at company, organisational and policy level.

Before joining ITC, he spent a number years in South Africa, as a regional adviser to the Danish Industrialisation Fund for Developing Countries and prior to this held a position as Senior Manager Trade Promotion at the Western Cape Trade and Investment Promotion Agency (WESGRO). He was Chairman of the Board of the Western Cape call centre business association (CallingtheCape) and was appointed as a member of the South African Maritime Industry Task Team. He also served as a member of the Advisory Council to the Cape IT Initiative.

Prior to moving to South Africa, Mr. Aeroe held positions as Head of the Research and Policy Section at the Danish Association of Engineers, and Export Manager at the Danish Federation of Small and Medium-Sized Enterprises.

Mr. Aeroe holds a PhD in industrial economics from Copenhagen Business School. He has been a Research Fellow at the University of California Los Angeles.

