



# 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. Dick de Man**

Deputy managing director, Centre for the Promotion of Imports from developing countries (CBI), the Netherlands



Mr. de Man is the Deputy Managing Director at CBI, where he has previously held several other senior positions, including Head CBI Research and Development, Head CBI Institutional Development and Head CBI Trade Promotion.

CBI is an agency of the Ministry of Foreign Affairs of The Netherlands, whose mission is to contribute to sustainable economic development in developing countries by expanding exports from these countries. With 40 years of experience, CBI is the expert on export development and export promotion from developing countries with a primary focus on the European target markets.

CBI operates on the intersection of capitalizing on European market opportunities and creating sustainable development. It does so by coaching SME producers and exporters in developing countries to better integrate into global value chains and gain a stronger position on European markets. It matches SMEs with importers in Europe and helps improve the performance of business support organisations in developing countries to better service SMEs. It also advises local governments on market developments and opportunities and trade policies.

In the Netherlands and Europe, CBI advises importers, producers and retailers on their strategies for sourcing from developing countries, and voices the effects of developments in trade policy on SMEs in developing countries to government officials.

CBI cooperates closely with Dutch embassies, a solid network of business support organisations in developing countries, private-sector development partners and experts to achieve these goals.

