



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. Friedrich von Kirchbach

Director, Division of Country Programmes, ITC



Mr. Friedrich von Kirchbach is Director of the Division of Country Programmes in the Geneva-based International Trade Centre (ITC). He is responsible for the coordination and design of ITC's programmes at the country and regional levels.

He has been instrumental in the development of ITC's Web-based tools for strategic market research, which are now being used around the world.

Mr von Kirchbach, a German national, holds a PhD in economics focusing on policies on foreign direct investment in the ASEAN countries. He has been associated with several national and international institutions, including ESCAP, INSEAD, ILO, OECD, and the Volkswagen Foundation.

