Chair’s summary of the Conference

Dirk Jan van den Berg,
President Executive Board Delft University of Technology.
World wide
- Volatile / uncertainty
- Opportunities
- WTO (Mr. Singh)

New opportunities
- World Bank (Ms. Khalifa)

Regional TPO-networks
- Balkans-Turkey: to set up a trade structure
- Caribbean: focus on new areas: services and media
- Europe: focus on global markets
- Ibero-American: Focus on intraregional trade

Country branding
Export strategy: inter institutional frameworks; focus / companies / sectors; role SME’s

Development

Staff / Skills
- Local / National
- Responsiveness -> style

TPO’s have more in common; Developing countries, economies in transition industrialized countries is not the distinctive criterion

Product coverage
- Trade, investment, innovation (min. Heemskerk)
- Mix traditional / non-traditional

Office network
- Size and coverage
- Level of independence
- Relationship with other agencies

Learning for future successes
- Role of benchmarking (performance vs. learning)
- Positioning for innovation
- Engagement of the organization
- Potential clients
- Continuous feedback organization
- Data and facts driven - network
- Measure efforts
- Incentives for companies
- Export awards

Web Technologies
New ways to work with clients
- Collaboration model; the force of a multidisciplinary approach
  - “Be personal”
  - Think like a user
  - Do it wrong quickly

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National
- Accountability / purpose

Shared Values

Strategy

Systems

Style

Skills

Staff
Strategy: Plan or course of action leading to the allocation of an organisation’s finite resources to reach identified goals

Structure: Salient features of the organisational chart (e.g. degree of hierarchy, presence of internal market, extent of centralisation/decentralisation) and interconnections within the organisation

Shared values: The significant meanings or guiding concepts than an organisation imbues in its members

Systems: Procedures and routine processes, including how information moves around the organisation

Style (culture): Characterisation of how key managers behave in order to achieve the organisation’s goals; the dominant values and beliefs, and norms, which develop over time and become relatively enduring features of organizational life

Skills: Distinctive capabilities of key personnel and the organisation as a whole

Staff: Personnel categories within the organisation, e.g. nurses, doctors, technicians

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