WHAT MAKES A WINNER?
The 7th World Trade Promotion (WPTO) Awards were presented at the 7th WPTO Conference, which took place in The Hague, The Netherlands, in October 2008.

The trophies, which were provided by the Dutch TPO, EVD Agency for International Business and Cooperation, co-hosts of the Conference and Awards, elegantly display three tulips at progressive stages of growth – from a young bud to a full flowering tulip. This symbolizes the development of a Trade Promotion Organization on the path to reaching its full potential.

AWARDS CATEGORIES

The WTPO Awards recognize outstanding performance by TPOs in the two preceding calendar years to the year in which the Awards are presented. The Awards recognize the achievements and reward the successes of national TPOs’ efforts to connect businesses to international markets. There are four categories of Award:

- Best TPO from a Least Developed Country
- Best TPO from a Developing Country
- Best TPO from a Small Country
- Best TPO from a Developed Country

In addition, an Award is presented to the Best of the Best TPO. The winner of this Award is chosen from among the winners in the above four main categories. A Panellists’ Surprise Award goes to a TPO that did not score “best” in a particular category, but in the opinion of the Adjudicating Panel, deserves special recognition.

WORLD TPO AWARD WINNERS 2008

The 2008 World Trade Promotion Organization Awards winners all demonstrate innovation and creativity in their approaches to trade promotion. These winners have gone beyond traditional trade promotion service delivery to meet both the diverse needs of their clients and the challenges posed by today’s constantly changing global marketplace.

In 2008, five countries were recognized for their outstanding national efforts. Each winner is unique, but together they share some common features that help to answer the question asked by many trade promotion organizations: “What makes a winner?” TPOs strive to lead their countries’ businesses in the right direction as these become increasingly globalized. In doing so, the Award winners have developed diverse strategies, but customer focus remains a central theme. Tools to realize these strategies include:

- Giving high-potential companies market access through regional international partnerships involving expatriates and locals.
- Improving product and business process design.
- Boosting leadership capability in-house.
- Lobbying government to create a more business-friendly environment.
- Developing human resource policies that encourage fair recruitment and retention.
- Targeting potential export-ready firms and building their capacity.
- Using ICT creatively, for example by training for e-marketing of products, instructing how to generate Internet sales and creating websites.
- Providing 24/24 online services for exporter registration, customs declarations and certificate of origin requests.
- Creating a national strategy for developing professional services.
- Promoting a culture of quality, continuous improvement and competitiveness.
- Introducing local suppliers to multinationals established in the country.

Traditional outreach activities are still very important, but TPOs need to continually evolve. The step change made by the New Zealand Trade and Enterprise’s Beachheads initiative signals an important trend – increasingly, governments are working in partnership with the private sector through their support to TPOs, which both adds value and creates synergies. Both Afghanistan and Kenya showcase the benefits of an effective use of donor funding.

This list does not cover all of the initiatives taken by the 2008 winners. But it clearly demonstrates their creativity and strong customer focus. Their hard work sets a benchmark for other TPOs as they fulfil their critical role in meeting the challenges – and opportunities – in today’s fiercely competitive global business environment.
The last decade has proven how trade – a major driver of economic development – can lift millions out of poverty by taking advantage of more open markets, economic growth and better information flows. Between 2002 and 2007 world trade grew more than in any five-year period since World War II. Developing countries’ share of this growth grew to a high of 36%. Trade promotion organizations (TPOs) play an important role in this expansion through jobs and income generation at home by assisting companies to expand internationally.

At the same time, TPOs play a vital role in ensuring that economic development is sustainable and that companies, particularly small- and medium-sized enterprises, get the support they need to remain competitive in a constantly changing global trade environment.

Today, this environment is tougher than ever before. The 2008 World Conference of Trade Promotion Organizations took place against a volatile backdrop. Already, 2008 had been the year of the perfect storm – we faced rocketing oil prices, increasing food scarcity and hunger, and accelerating climate change. In the autumn, we were confronted with the global economic meltdown. Moreover, in 2009, the International Labour Organization is predicting the loss of 20 million jobs globally.

All of this means that the challenges faced by TPOs in the coming few years will be even more difficult. There is a lack of public trust and confidence in markets, which means TPOs must work harder and take a leadership role to guide their clients through these tough times.

TPOs around the world can be inspired by these 2008 Award winners. These winners have shown what creativity and innovative approaches can do. Their role in the internationalization process of their countries is critical, which is why benchmarking against others is an increasingly important option as TPOs determine priorities for improvement.

By entering the World Trade Promotion Organization Awards competition, TPOs are looking for this benchmarking among their peers. The objectives of the WTPO Awards are to recognize achievement and reward successes, to stimulate active networking, to share best practices and to encourage innovative approaches and initiatives.
NEW ZEALAND TRADE & ENTERPRISE (NZTE) – A GOVERNMENT AGENCY EMBRACING TRADE, INDUSTRY, INVESTMENT AND REGIONAL DEVELOPMENT

AREAS OF EXCELLENCE

NZTE applied for recognition under several categories:

- Developing new TPO services and delivery methods.
- Enhancing export capacity of enterprises.
- Contributing to business advocacy.
- Enhancing human resource development within the TPO.
- Measuring and monitoring performance.

MOTIVATION

NZTE addresses key challenges facing New Zealand’s firms, including a small domestic market geographically remote from larger export markets, the lack of capacity in areas such as international management, and the need for firms to become global suppliers and competitors.

RESPONSE

Becoming a global, innovative economy is one of the government’s key economic policy goals. To this end, it established NZTE in 2003. Since then, NZTE has launched several initiatives:

- “Beachheads” gives high-potential companies market access through regional international partnerships between NZTE, and expatriate New Zealanders and locals committed to helping New Zealand business.
- “Better by Design” helps firms improve product and business process design, and foster a culture of innovation and design leadership.
- “Path to Market” provides training, market intelligence, market visits, and ongoing support from NZTE staff.
- Following a staff survey revealing perceived deficiency in leadership capability, NZTE created an in-house leadership development programme that has become a model for industry.
- NZTE tracks the performance of its customers, permitting NZTE to improve and realign its services.
ACHIEVEMENTS

So far, NZTE’s initiatives have produced significant measurable results:

- 43 companies are participating in the “Beachheads” programme.
- Over 500 companies are exploring new markets with NZTE funding.
- 14,000 clients have attended business training.
- 366 companies are improving their performance with funding for capability building.
- “Better by Design” clients report an average 23% increase in export revenues.
- 31 companies in “Path to Market” report forward orders and confirmed distributor arrangements.

NZTE AS A MODEL

Lessons learned include: firms must involve senior management and management must lead by example. Programmes must inspire businesses to participate and support must be provided for at least three to five years if companies are to stay committed. Involving both public and private sectors gives programmes credibility. Performance measurement systems take significant work to set up and time to show results. Independent external surveys add credibility.

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WINNER
BEST TPO
FROM A
LEAST
DEVELOPED
COUNTRY

THE EXPORT PROMOTION AGENCY OF AFGHANISTAN (EPAA) –
AN EXECUTIVE AGENCY OF THE MINISTRY OF COMMERCE
AND INDUSTRY

AREAS OF EXCELLENCE

– Contributing to business advocacy.
– Enhancing export capacity of enterprises.
– Developing new TPO services and delivery methods.
– Enhancing human resources development within the
  TPO.

MOTIVATION

Afghanistan has a large foreign trade deficit, while its long-
established trading sectors have been disrupted by years
of war and conflict. EPAA’s task is to advance the cause of
formerly exporting firms and to provide them with practical
support to restart their export activities.

RESPONSE

To ease the pressure on the balance of payments through
exports and increased local production, EPAA was
established in September 2006. Since then, the agency has:

– Lobbied for the abolition of government revenue charges
  hindering sales abroad.
– Revived the carpet weaving, dried fruit and nuts,
  and handicraft sectors through training courses and
  supporting groups at key trade fairs.
– Rebuilt knowledge on approaching export markets
  through a capacity building programme that offered
  three modules of training for exporters leading to a
  detailed strategy for market entry.
– Developed a human resources policy that aims to
  encourage fair recruitment and retention of well-qualified
  graduates, avoid corruption, manage by objectives and
  reward good performance.
ACHIEVEMENTS

EPAA is making good progress in expanding the country’s exports by launching an Export Committee to move the reform process forward. Exports have increased 10% in 2007 over 2006. In addition:

- EPAA’s public advocacy initiatives resulted in the elimination of the 2% tax on exports and in the reduction in the number of authorizations required for export transactions from 27 to less than five.

- Afghani producers sold US$4 million of carpets at the fair in Kabul in August 2007, which directly led to export successes at Domotex in Hanover in January 2008.

- A staff retention policy has resulted in new recruits and fewer departures.

- 80 companies have started the “Step-by-Step” process; four have completed it and become active exporters.

EPAA AS A MODEL

EPAA’s agency status confers independence, but Ministry tutelage brings government credibility and international donor support brings continuity. Political support is needed to bring all export services under one entity. TPOs should concentrate on helping potential exporters find markets and to understand market conditions.

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WITHER
BEST TPO
FROM A
DEVELOPING
COUNTRY

EXPORT PROMOTION COUNCIL OF KENYA (EPC)
KENYA’S PREMIER INSTITUTION IN THE DEVELOPMENT AND
PROMOTION OF EXPORT TRADE

AREAS OF EXCELLENCE

The EPC applied for recognition under two categories:

- Enhancing export capacity of enterprises.
- Developing new TPO services and delivery methods.

MOTIVATION

Kenya Vision 2030 is the government’s development blueprint for 2008-2030 to transform Kenya into a middle-income country providing a high quality life to all citizens. EPC is seeking to make an inward looking economy focus outwards, and to contribute to rapid sustainable economic development through promotion of exports, with emphasis on micro, small and medium enterprises (MSMEs).

RESPONSE

With support from international donors, EPC launched a four-stage integrated programme:

- An Export Readiness Assessment of 100 MSMEs in commercial crafts industries identified the 25 most promising.
- These 25 firms received consultancy advice on product development and adaptation. Selected products were then showcased in Nairobi and test marketed at the Frankfurt trade fair.
- To enhance MSME competitiveness, capacity building courses on accessing foreign markets were provided in three cities.
- Firms also received training for e-marketing of products instructing how to generate Internet sales and create websites. The websites are linked through the EPC portal (www.buyfromkenya.com).
AchEvements

EPC is determined to overcome the bottlenecks that block exporters from achieving higher levels of performance. It decided to mainstream MSMEs into the export process. EPC’s efforts have produced results and lessons:

- Kenyan firms at the Frankfurt fair received spot orders totalling €104,000. During the programme, EPC learned of the difficulties of bringing in firms from a wide geographic area and of securing initial commitments to the programme. These issues were addressed by requiring participants to pay about 10% of the costs.

- Some 1,700 exporters received capacity building training. EPC used local newspaper advertising to reach firms that did not have e-mail. It also trained local trainers to provide a sustainable programme.

- 41 firms have received help with their websites. Basic computer and web skills have been provided to ICT illiterate firms.

EPC As A Model

EPC’s integrated approach is supported by donor organizations and can be applied by other TPOs. It addresses major export issues: product development and diversification, export market development through test marketing, building export capacity, and using ICT as a marketing tool.

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The World Trade Promotion Organization (WTPO) Awards 2008 were presented at a gala ceremony during the 7th World Conference of TPOs in The Hague on 13 October 2008. The ceremony was a highlight of the Conference, which was hosted by EVD Agency for International Business and Cooperation, the national trade promotion body of The Netherlands, together with the International Trade Centre (ITC).

The WTPO Awards recognize the achievements of TPOs and reward the best of them – from the poorest countries to the most advanced. Ms. Patricia Francis, Executive Director of ITC, presented the Awards.

“This was the third round of World Trade Promotion Organization Awards and interest in them was stronger than ever, demonstrating the importance that TPOs place on continually benchmarking their performance against their peers,” said Ms. Francis. “TPOs are always striving to do better and to learn from each other, which is why these Awards and this WTPO Conference are such important events.”

01 Tim Gibson (left), Chief Executive, New Zealand Trade & Enterprise (NZTE), winner of the Best TPO from a Developed Country and Best of the Best TPO Award, is congratulated by Ab van Ravestein, Managing Director of EVD Agency for International and Business Cooperation (The Netherlands).

02 Meet the winners’ circle. From left to right: Delaine Morgan, JTI/JAMPRO (Jamaica); Patricia Francis, Executive Director, ITC; Emmanuel Hess, PROCOMER (Costa Rica); Tim Gibson, NZTE (New Zealand); Suleman Fatimie, EPAA (Afghanistan); Matanda Wabuyele, EPC (Kenya); Ab van Ravestein, EVD (The Netherlands); Aicha Pouye, Director, Division of Business and Institutional Support, ITC.

03 Suleman Fatimie, Chief Executive Officer, Export Promotion Agency of Afghanistan, winner of Best TPO from a Least Developed Country.

04 From left to right) Matanda Wabuyele, Chief Executive, Export Promotion Council of Kenya, winner of Best TPO from a Developing Country; Ab van Ravestein, EVD; Patricia Francis, Executive Director, ITC.

05 Delaine Morgan, Acting Executive Director, Trade and Business Development, Jamaica Trade & Invest (JTI/JAMPRO), winner of the award for Best TPO from a Small Country.

06 (From left to right) Emmanuel Hess, Chief Executive Officer, PROCOMER Costa Rica, winner of Panellists’ Surprise Award; Ab van Ravestein, EVD; Patricia Francis, Executive Director, ITC.
JAMAICA TRADE AND INVEST (JTI) – THE MARKETING NAME OF THE GOVERNMENT AGENCY JAMAICA PROMOTIONS CORPORATION (JAMPRO)

AREAS OF EXCELLENCE

JTI applied for recognition under several categories:

- Developing new TPO services and delivery methods.
- Improving client focus and Customer Relations Management.
- Contributing to business advocacy.
- Enhancing export capacity of enterprises.
- Using IT to furthering objectives of the TPO.
- Measuring and monitoring performance.

RESPONSE

JTI reformulated client services to meet changing market needs and is taking the lead in advocating for an enabling export environment. Capitalizing on attention generated by the World Cricket Cup 2007, JTI launched several initiatives, including:

- A buyer recruitment programme, business information and export centres and the automated Caribbean Business Opportunities Services (CBOS) system (www.caribbeanbos.com) to match buyers and sellers.
- A Corporate Finance Broker (CFB) Unit to assist micro, small and medium-sized enterprises (MSMEs) in preparing business plans and financial forecasts for lenders.
- A national strategy for development of professional services.
- Encouraging exporter registration online at www.jexporter.com, and launching a network, Jamaica Trade Point, which provides a wide range of export services.

MOTIVATION

A strategic decision to be more focused on the needs of export community clients, new business opportunities from increased market access, and increased attention to development of local supply chains, prompted JTI to create an enhanced range of client focused services.
ACHIEVEMENTS

JTI has increased its revenue generation activities to sustain services on offer and has implemented a wide range of human resource development activities to strengthen the organization’s outreach and client focus. JTI’s efforts have resulted in:

- The buyer recruitment programme brought 30 international buyers to matchmaking meetings and 102 additional buyers/distributors have been recruited.
- Business information and export centres have helped more than 1,300 MSMEs.
- Firms using the CBOS have won contracts worth US$ 200,000.
- The CFB unit has assisted 130 loan applications with 58 already approved.

JTI AS A MODEL

A client-centred approach supported by adequate human and financial resources is required to deliver effective service. Critical success factors include a strong technological framework, a close working relationship with the country’s trade support network, and viable clusters of small and medium-sized firms.

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FOREIGN TRADE CORPORATION OF COSTA RICA – PROCOMER, A PUBLIC CORPORATION

AREAS OF EXCELLENCE

PROCOMER applied for recognition under the following categories:

- Enhancing the export capacity of enterprises.
- Using ICT to achieve the TPO’s objectives.
- Developing innovative new TPO services and delivery methods.

MOTIVATION

Historically, Costa Rica has had a high concentration of exports to the US market. PROCOMER aimed to reduce the country’s traditional dependence on sales of bananas and coffee to the US and focused instead on market diversification. This resulted in greater sales of high technology products, including electronic and medical devices, as well as services’ exports.

RESPONSE

PROCOMER focuses on delivering targeted services to its clients, including small and medium-sized enterprises (SMEs), which represent 76% of the exporters of goods. Since 2006, PROCOMER has been:

- Using the Provee Unit to identify established multinationals’ sourcing needs and matching them with Costa Rican goods and services. PROCOMER aims to make the local supply chain provide at least 25% of the value of goods and services required by these multinationals.
- Promoting a culture of quality, continuous improvement and competitiveness. Under PROCOMER’s Quality Management System, which is certified under ISO 9001:2000, there is ongoing monitoring and evaluation. This increases PROCOMER’s ability to meet the needs of its clients, and to create a portfolio of services to help them meet the challenges of global trade.
- Providing a One Step Foreign Trade Window.
- Creating an information centre with holdings driven by customer demand and delivered almost 50% electronically. PROCOMER reports a customer satisfaction rate of 95%.
What Makes a Winner?

Organizing annual buyers/sellers events that bring together Costa Rican firms and foreign buyers. PROCOMER’s offices abroad assist the organization of such events by identifying and supporting the foreign buyers.

ACHIEVEMENTS

PROCOMER’s focus on diversifying the country’s export market is working – the high concentration in the US market has contracted from 52.4% in 1997 to 37.8% in 2007. Other achievements include:

- Dependence on the exports of primary products has fallen to less than 10%. In 2007, exports of science-based products represented 31% of exported manufactured products, up from 10% in 1994. Costa Rica has boosted its exports to Asian countries from 2.8% in 1997 to 21% in 2007.

- PROCOMER reports huge efficiency gains in client service delivery, resulting from its use of ICT, including the One Step Foreign Trade Window. PROCOMER’s information centre is driven by customer demand, with data sourced from PROCOMER’s offices abroad and commercial suppliers.

PROCOMER AS A MODEL

PROCOMER believes that its approach is replicable by other TPOs. Buyers/sellers meetings in Colombia and a one-stop electronic trade facilitation created in San Salvador are two examples that follow PROCOMER’s best practices.

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<tr>
<th>Position</th>
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<td>Chair</td>
<td>International Trade Centre, Switzerland</td>
<td>Ms. Patricia Francis, Executive Director</td>
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<td>Members</td>
<td>EVD Agency for International Business and Cooperation, The Netherlands</td>
<td>Mr. Ab van Ravestein, Managing Director</td>
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<td>Export.Ar, Fundación Argentina</td>
<td>Dr. Marcelo Elizondo, Executive Director</td>
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<td>Directora de Promoción de Exportaciones (ProChile), Chile</td>
<td>Ms. Alicia Frohmann, Chief Executive Officer</td>
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<td>Finnpro, Finland</td>
<td>Mr. Jorma Turunen, Chief Executive Officer</td>
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<td>Enterprise Mauritius, Mauritius</td>
<td>Mr. Prakash Beeharry, Chief Executive Officer</td>
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<td>Mongolian National Chamber of Commerce &amp; Industry (MNCCI), Mongolia</td>
<td>Mr. Sambuu Demberel, Chief Executive Officer</td>
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<td>Zambia Development Agency, Zambia</td>
<td>Mr. Glyne Michelo, Director, Export Promotion &amp; Market Development</td>
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<td>International Trade Centre, Switzerland</td>
<td>Ms. Aicha Pouye, Director, Division of Business &amp; Institutional Support</td>
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<td>Coordinators</td>
<td>International Trade Centre, Switzerland</td>
<td>Ms. Julie-Anne Lee, ITC Consultant &amp; Mr. Bruce Shepherd, Senior Officer, TSI Strengthening Section</td>
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Thirty-eight TPOs submitted applications for WTPO Awards 2008. They were:

**DEVELOPING**
- Belarus: National Centre for Marketing and Price Study (NCM&PS)
- Brazil: Agência de Promoção de Exportações (APEX-Brasil)
- Colombia: PROEXPORT
- Côte d’Ivoire: Association pour la promotion des exportations de Côte d’Ivoire (APEX-CI)
- Dominican Republic: Centro de Exportación e Inversión de la República Dominicana (CEI-RD)
- Egypt: Egyptian International Trade Point (EITP)
- El Salvador: Banco Central de Reserva de el Salvador (Exporta)
- Guatemala: Asociación Guatemalteca de Exportadores (AGEEXPORT)
- Iran: Iran Trade Promotion Organization (ITPO)
- Kenya: Export Promotion Council (EPC)
- Nigeria: Nigerian Export Promotion Council (NEPC)
- Pakistan: Trade Development Authority of Pakistan (TDAP)
- Palestine: Palestine Trade Center (PalTrade)
- Paraguay: Red de Inversiones y Exportaciones (REDIEX)
- Peru: La Comisión de Promoción del Perú para la Exportación y el Turismo (PROMPERU)
- Philippines: Philippine Exporters Confederation (PHILEXPORT)
- Serbia: Serbian Investment and Export Promotion Agency (SIEPA)
- South Africa: Trade and Investment South Africa (TISA)
- Thailand: Department of Export Promotion (DEP)
- Tunisia: Centre de promotion des exportations (CEPEX)
- Turkey: Export Promotion Centre of Turkey (IGEME)
- Zimbabwe: Zimtrade

**DEVELOPED**
- Australia: Australian Trade Commission (Austrade)
- Austria: Austrian Trade
- Canada: Department of Foreign Affairs and International Trade (DFAIT)
- Czech Republic: Czech Trade Promotion Agency (CzechTrade)
- Iceland: Trade Council of Iceland (Icetrade)
- Israel: Israel Export and International Cooperation Institute (IEICI)
- New Zealand: New Zealand Trade and Enterprise (NZTE)
- Switzerland: Business Network Switzerland (Osec)
- United Kingdom: UK Trade & Investment (UKTI)

**LDCS**
- Afghanistan: Export Promotion Agency of Afghanistan (EPAA)
- Senegal: Agence sénégalaise de promotion des exportations (ASEPEX)
- Tanzania: Board of External Trade (BET)

**SMALL**
- Albania: Albanian Economic Development Agency (AlbInvest)
- Costa Rica: Promotora de Comercio Exterior de Costa Rica (PROCOMER)
- Jamaica: Jamaica Trade and Invest (JTJ/JAMPRO)
- Oman: Omani Centre for Investment Promotion and Export Development (OCIPED)
- Nigeria: Nigerian Export Promotion Council (NEPC)
- Pakistan: Trade Development Authority of Pakistan (TDAP)
- Palestine: Palestine Trade Center (PalTrade)
- Paraguay: Red de Inversiones y Exportaciones (REDIEX)
- Peru: La Comisión de Promoción del Perú para la Exportación y el Turismo (PROMPERU)
- Philippines: Philippine Exporters Confederation (PHILEXPORT)
- Serbia: Serbian Investment and Export Promotion Agency (SIEPA)
- South Africa: Trade and Investment South Africa (TISA)
- Thailand: Department of Export Promotion (DEP)
- Tunisia: Centre de promotion des exportations (CEPEX)
- Turkey: Export Promotion Centre of Turkey (IGEME)
- Zimbabwe: Zimtrade
The offer of the Mexican Trade Promotion Organization, ProMéxico, to host the 8th World Conference of Trade Promotion Organizations in October 2010 in Mexico was approved by the Conference in The Hague, The Netherlands, in October 2008. The event will be co-sponsored by ProMéxico and the International Trade Centre (ITC).

This will be the 8th in the series of biennial TPO conferences. The World Conference of TPOs is the international networking event of TPOs. It is hosted by TPOs for TPOs, in conjunction with the ITC. Conferences have been held since 1996:

- The 1st Conference in 1996 in Cartagena, Colombia, addressed the impact of the new multilateral trading system in the wake of the creation of the World Trade Organization.

- The 2nd Conference in 1998 in Santiago, Chile, followed with a closer look at trade promotion tools.

- At the 3rd Conference in 2000 in Marrakech, Morocco, participants addressed the challenges of the digital economy and began to review the challenges of public-private partnership and impact assessment.

- The turbulent business environment was the theme of the 4th Conference in Beijing, China, in 2002.

- At the 5th Conference in 2004 in St. Julian’s, Malta, participants focused on innovation and practical action as a response to rapid evolutions in global trade.

- The opportunities and challenges for TPOs in global trade were discussed at the 6th Conference in Buenos Aires, Argentina, in 2007.

- The 7th Conference in 2008 in The Hague, The Netherlands, explored key issues for TPOs to remain competitive in the changing international marketplace.

For more information on the WPTO Conferences: www.tpo-net.com

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8TH WORLD CONFERENCE OF TRADE PROMOTION ORGANIZATIONS – 2010
The Adjudicating Panel for the World Trade Promotion Organizations (WTPO) Awards 2010 is chaired by the Executive Director of the International Trade Centre, Ms. Patricia Francis, and includes senior representatives of the winners of the 2008 Awards, as well as the former and current WTPO Conference hosts.

A record number of applications were received for the 2008 Awards and many TPOs are considering which of their achievements would justify a bid for the 2010 competition. This enthusiasm demonstrates the continued relevance and usefulness of the Awards process to national TPOs. Being an effective TPO is a challenge and as a result, TPOs must continually strive to do their best. The WTPO Awards recognize and reward these efforts.

The winners of the WTPO Awards 2010 will be presented during the 8th WTPO Conference in Puerto Vallarta, Mexico, hosted by ProMéxico in October 2010.

More information on the WTPO Awards will be posted at: http://www.wtpo-awards.intracen.org or requested via e-mail from: wtpo-awards@intracen.org
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