FROM EXPORT PROMOTION TO INTERNATIONALIZATION
The role of trade promotion organizations in the evolving global economy

PROGRAMME
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The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.
TPOs in the evolving global economy

Rapid adaptation to changing business realities is key to the success of any organization. Trade promotion organizations (TPOs) are no exception. The trade landscape is evolving fast, shaped by technology innovations and trade policies that offer businesses new opportunities to connect to regional and global markets.

Integration into regional and global value chains brings new challenges for small and medium-sized enterprises (SMEs) and new expectations from the business community to the government agencies that support trade.

This year, the 10th TPO Network World Conference and Awards will focus on these changes and their effect on the role of TPOs, by exploring three tracks:

• Expanding your client base;
• Improving TPO operations;
• Reaching new markets.

Join 200 representatives of TPOs and other trade development bodies to discuss how TPOs maximize the value they provide to businesses and contribute to national socio-economic development. Each session theme will feature relevant research, a TPO case study representing good practice; and reactions from TPO leaders.

Track one: Expanding the client base

The keynote session and plenary explores trade and investment. Breakout sessions address practical ways to reach out to women entrepreneurs and services exporters.

Internationalization involves complex transactions that go beyond trade, to include inward and outward investment, joint ventures, international supply agreements and other forms of cooperation. As a result, TPOs face demand from SMEs to move beyond classic export promotion services.

By the time a final product or service is delivered, the lead firm in the value chain has likely embedded capital, equipment, technology and inputs from several countries and continents. SMEs are calling on TPOs to help them attract foreign investors, import technology, license technology and foster investment in operations abroad.

There is also greater demand from service exporters for assistance that is tailored to their needs, given the rise of services in the production of intermediate goods.

Women entrepreneurs also require innovative and targeted approaches, as they often have fewer professional networks than their male counterparts. This leads to limited awareness of market opportunities, limited access to buyers, and specific needs to develop export skills.
Track two: Improving TPO operations

Breakout sessions address the use of information and communications technologies to deliver services and measure their impact, as well as the value of strong institutional and national branding.

Governments put pressure on public sector organizations, including TPOs, to demonstrate value for money, reduce costs and improve performance. TPOs need to measure results and demonstrate impact.

Track three: Reaching new markets

A plenary session focuses on the implications the new WTO Trade Facilitation Agreement for TPOs. Breakout sessions address new data analysis tools to select markets, and issues for SMEs participating in regional and global supply chains.

Changing growth patterns lead SMEs to try to diversify from traditional markets in the North to faster-growing markets of the South. Meanwhile, non-tariff measures (NTMs) are on the rise. TPOs need to step up the information they provide on NTMs and other obstacles to trade, and improve advocacy efforts for trade facilitation.
Pre-conference activities

16:00 - 19:00  **REGISTRATION**

The registration desk will be open from 16:00 on 3 November through 5 November at the entrance of Sheikh Maktoum Hall on the Ground Floor of the Dubai World Trade Centre (DWTC). Participants’ kits are available at the registration desk.

16:00 - 17:00  **MEETING OF THE 2014 ADJUDICATING PANEL**

Final meeting of the Adjudicating Panel

*Venue: Dubai A, DWTC*

**Ms. Arancha González**, Executive Director, ITC

17:00 - 18:00  **MEETING OF SPEAKERS, MODERATORS AND RAPPORTEURS**

*Venue: Dubai B, DWTC*

18:00 - 19:00  **WELCOME RECEPTION**

*Venue: DWTC*
Tuesday, 4 November

7:45  
**Hotel pick up and transport to Dubai World Trade Centre**  
Buses will pick up delegates from the Conrad Hotel - Sheikh Zayed Road, Holiday Inn - Al Safa Park and Holiday Inn - Jumeirah and take to DWTC.

8:00 - 9:00  
**CONFERENCE REGISTRATION**  
ITC promotional booths open

9:00 - 9:30  
**Official opening**  
*Venue: Plenary room*  
**His Excellency Sami Al Qamzi**, Director General, Department of Economic Development Dubai  
**His Excellency Sultan bin Saeed Al Mansouri**, Minister of Economy, United Arab Emirates  
**Ms. Arancha González**, Executive Director, ITC

9:30 - 10:00  
**COFFEE BREAK**  
ITC Promotional booths open

10:00 - 12:00  
**Plenary 1**  
Linking trade development and investment promotion for greater effectiveness  
*Venue: Plenary room*  

**KEYNOTE SPEECH**  
Mr. Alexander Mora, Minister of Foreign Trade of Costa Rica, opens this session with an overview of how Costa Rica has been successful in advancing its economy, by combining and coordinating trade and investment policy objectives. He explains how, though Costa Rica operates trade and investment promotion separately, the two responsible organizations have managed to maintain a close and constructive coordination.

**Speaker**  
**Mr. Alexander Mora**, Minister of Foreign Trade, Costa Rica
PANEL SESSION ON TRADE AND INVESTMENT

Foreign direct investment and outward direct investment are critical in helping SMEs to integrate into global value chains. TPOs are recognizing the increasing linkages between trade and investment. However, merging both functions places new challenges on TPO operations.

Speakers

Mr. Bruce Gosper, Chief Executive Officer, Australian Trade Commission (AUSTRADE)

Mr. Jose Prunello, Chief, Trade Support Institution Strengthening Section, ITC

Panellists

Mr. Jalil Bulatov, Managing Director, National Export and Investment Agency (KAZNEX –INVEST) Kazakhstan

Mr. Daniel Kung, Chief Executive Officer, Switzerland Global Enterprise (S-GE)

Mr. Senen Perlada, Director, Export Marketing Bureau, Philippines

Moderator

Dr. Ashraf Mahate, Senior Manager, Export Market Intelligence, Dubai Exports, United Arab Emirates

12:00 - 13:30

LUNCH

ITC Promotional booths open

13:30 - 15:30

Breakout session 1

TRACK 1

Expanding your client base

Venue: Break-out room 1

Economic empowerment of women through trade: The role of TPOs

TPOs can help connect women business owners to government and corporate buyers. Public procurement accounts for over 30% of GDP in developing countries, and some 10-15% in developed countries.

Women-owned businesses have been largely excluded from this sizeable market, due to lack of information on bids, understanding of procedures and ability to meet requirements. ITC has new, practical research and networks that can help connect women-owned businesses to public procurement markets.

Speaker

Dr. Wong Lai Sum, Chief Executive Director, Malaysian External Trade Development Corporation (MATRADE)

Panellists

Ms. Elodie Journet, Trade Commissioner, AUSTRADE

Ms Zahra Macfiri, Director General, Maroc Export

Ms. Hana Uraidi, Acting Chief Executive Officer, Jordan Enterprise Development Corporation (JEDCO)

Ms. Virginia Littlejohn, CEO, Quantum Leaps

Moderator

Ms. Vanessa Erogbogbo, Programme Officer, Woman and Trade Programme, ITC
TRACK 2
Improving your operations

Venue: Break-out room 2

Information and communications technologies for TPOs
A portfolio of online service offerings increases the reach, credibility and visibility of TPOs. It also helps internal efficiency, especially through customer relationship management tools.

FINPRO shares how its customer relationship management tool is used to segment its client base, deliver services to clients and measure impact. The University of Puerto Rico presents research on 17 Spanish-speaking TPOs of Latin America and the Caribbean on using the Internet to deliver services.

Speakers
Mr. Markus Suomi, Chief Executive Officer, FINPRO
Ms. Maria Amador-Dumois, Professor Associate, University of Puerto Rico

Panellists
Mr. Sami Ahmed, Executive Director, Bangladesh Association of Software & Information Services
Dr. Elias Micha, Regional Director, CONACYT, Mexico
Dr. Christoph Peter, Head of Export Development, S-GE
Mr. Andrés Reid, Plan C- Kickstarter Crowdfunding, ProChile

Moderator
Mr. Martin Labbe, Senior Officer, Institutional Development, ITC

TRACK 3
Reaching new markets

Venue: Plenary room

Diversifying exports towards emerging markets
TPOs should consider diversification to emerging markets a strategic priority. A focus on investment, the services sector and value chains are key to success. The use of Trade in Value Added (TiVA) information is an important tool in selecting the most promising sectors and markets.

PROCOMER shares its experience in transforming its economy to become the top high-tech exporter in Latin America

Speakers
Mr. Alban Sanchez, Acting Chief Executive Office, Foreign Trade Corporation Of Costa Rica (PROCOMER)
Mr. Hubert Escaith, Chief Statistician, World Trade Organization

Panellists
Mr. Dev Chamroo, Chief Executive Officer, Enterprise Mauritius
Mr. Francisco Javier Garzón, Chief Executive Officer, ICEX, Spain
Mr. Robert Scott, Vice President of Trade and Business Development, Jamaica Promotions Corporations (JAMPRO)

Moderator
Mr. José Prunello, Chief, Trade Support Institution Strengthening, ITC
15:30 - 16:00  
**COFFEE BREAK**  
ITC Promotional booths open

16:00 - 17:00  
**Plenary 2**  
The Gulf Cooperation Council and the Arab Region: At the crossroads between East and West  
*Venue: Plenary room 1*

This session will focus on the opportunities in exporting sectors, benefits of mutual cooperation and the future outlook of trade among the countries from the region. During the session, participants will also have the chance to understand national and cross-regional initiatives and alliances, thereby providing TPO resources for the benefit of the exporting sectors.

**Opening speech**

H.E Eng. Saed Al Awadi, Chief Executive Officer, Dubai Exports

**Speakers**

Mr. Mahmood Al Bastaki, Chief Executive Officer, Dubai Trade, United Arab Emirates  
Mr. Abdulla Bin Damithan from DP World

**Panellists**

Mr. Syed Habib Ahmed, General Manager Trade Cooperation & Promotion Program, Islamic Trade Finance Corporation (ITFC)  
Mr. Hassan Khalifa Al Mansoori, Executive Director, Qatar Development Bank (TASDEER)  
Mr. Abdulla Bin Damithan, Director Commercial Department, DP World

**Moderator**

Ms. Arancha González, Executive Director, ITC
17:00 - 17:30

11th TPO Network World Conference

Presentations by prospective hosts (and secret ballot)

Venue: Plenary room 1

The countries hoping to host the 2016 event present their bids.

Bids presented by

Ms. Zahra Maafiri, Managing Director, Maroc-Exports
Ms. Jacqueline Mneney Maleko, Director General, Tanzania Trade Development Authority (TanTrade)
Mr. Robert Scott, Vice President, Export and Market Development, JAMPRO

Buses leave from DWTC at 17:45 to the Conrad Hotel - Sheikh Zayed Road, Holiday Inn - Al Safa Park and Holiday Inn - Jumeirah

19:30 - 22:00

2014 TPO Network Awards

Gala dinner and presentation ceremony

Venue: Armani Hotel

The 2014 TPO Network Awards winners are announced and the awards presented during the gala dinner. Evening entertainment follows.

Hotel pickup and transport to the Armani Hotel is at 19:15 from: Conrad Hotel - Sheikh Zayed Road, Holiday Inn - Al Safa Park and Holiday Inn – Jumeirah.

Buses will leave the Armani Hotel for the return trip at 22:00.
Wednesday, 5 November

7:45

**Hotel pick up and transport to Dubai World Trade Centre**

Buses will pick up delegates from the Conrad Hotel - Sheikh Zayed Road, Holiday Inn - Al Safa Park and Holiday Inn - Jumeirah.

8:30 - 10:00

**Plenary 3**

Nine months after Bali: What implications for TPOs?

*Venue: Plenary room*

The session will explore the TPO’s role in facilitating the business voice when advocating for trade facilitation reforms.

TPOs can advocate for a broader trade facilitation reform agenda – beyond customs and logistics, to encompass other non-tariff measures. They also have an important role to assist enterprises to comply with simplified trade facilitation measures.

**Speaker**

Mr. William Gain, Senior Economist, Global ICT Department of the World Bank Group

**Panellists**

His Excellency Juma Al Kait, Under Secretary, Ministry of Economy in UAE

Ms. Shaista Asif, Chief Executive Officer, UTrade

Mr. Maxwell Okusi, Chief Executive Officer, Ghana Export Promotion Council

Mr. Won Sok Yun, Executive Vice President for Business Information & Trade, KOTRA, Korea

**Moderator**

Mr. Rajesh Aggarwal, Chief, Trade Facilitation and Policy for Business, ITC

10:00 - 10:15

**OFFICIAL CONFERENCE PHOTOGRAPH**

10:15 - 10:45

**COFFEE BREAK**

ITC Promotional booths open

10:45 - 12:00

**PRESENTATIONS BY TPO NETWORK AWARD WINNERS**

*Venue: Plenary room*

The 2014 TPO Network Awards winners present their cases and discuss their award-winning export development service and the good practices used to achieve a positive impact.

**Moderator**

Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC
12:00 - 12:15  THE REGIONAL TRADE PROMOTION ORGANIZATIONS NETWORK

TPOs work with other organizations to facilitate the internationalization of SMEs. The President of the Regional Trade Promotion Network will discuss the complementarities between its network and national TPOs and how they may collaborate to enhance support for SMEs.

Speaker

Mr. Daniel Gouffé, President, Regional Trade Promotions Network and President of ERAI, France

12:15 - 13:45  LUNCH

ITC Promotional booths open

13:45 - 15:30  Breakout session 2

TRACK 1

Expanding your client base

Venue: Break-out room 1

New toolkits for growing services exports

TPOs can help the services sector grow by addressing specific needs related to investment, digital infrastructure, and innovation and new funding and business advocacy models.

In this session, the Fung Global Institute shares its research results on the critical value-added role of services for international business. The City of Buenos Aires discusses its experience in developing local services talent, incubating innovation and tapping into supportive regulatory and quality assurance institutions.

Speakers

Mr. Patrick Low, Vice President of Research, Fung Global Institute
Mr. Marcos Amadeo, Director General, Ministry of Economic Development, City of Buenos Aires

Panellists

Mr. Perry Fung, Regional Director, Middle East & Africa, Hong Kong TDC
Mr. Bas Pulles, Director International Programs, Netherlands Enterprise Agency
Ms. Hana Uraidi, Acting Chief Executive Officer, JEDCO
Mr. Abdulla Bin Damithan, Director Commercial Department, DP World

Moderator

Ms. Jane Drake-Brockman, Senior Officer, Trade in Services, ITC
TRACK 2

Improving your operations

Venue: Break-out room 2

Branding for TPOs

This session covers different approaches to TPO branding for its country as well as for its own operations. Branding is a powerful tool to promote trade and investment. The world’s top 100 brands have increased by 66% in value in the past six years – and 20 of them are from BRIC countries. Yet SMEs in developing countries have a long way to go. Less than 10% of value creation in primary goods is going to countries of origin.

This gives TPOs great opportunities to capture more market share for their companies using powerful branding tools and techniques.

Speakers

Mr. Alvaro Silva-Santisteban, Director, Trade and Investment of Peru

Panellists

Mr. Mohammed Al Kamali, Director, Export Markets Development, Dubai Exports
Mr. Karl Hartleb, Deputy Executive Director, Advantage Austria
Ms. Rita Menon, Chief Executive Officer and Chair, India Trade Promotion Organization

Moderator

Ms. Geraldine Goh, Chief, Communications and Events, ITC

TRACK 3

Reaching new markets

Venue: Plenary room

Supporting SME integration into global value chains

SMEs seek institutional support in order to connect to global markets and to defend their interests. TPOs have a changing role in a trade landscape dominated by regional and global value chains.

During this session, WTO and ITC launch a joint report, SME Competitiveness and Aid for Trade: Connecting Developing Country SMEs to Global Value Chains. The World Bank then addresses global value chain analysis, focusing on FDI attracting foreign direct investment and export promotion for competitiveness diagnostics.

Speakers

Mr. José Guilherme Reis, Lead economist, World Bank, Turkey
Mr. Michael Roberts, Aid-for-Trade coordinator, Development Division, World Trade Organization (WTO)

Panellists

Ms. Elena Achar Samra, Head, Export Promotion, ProMexico
Mr. Do Kim Lang, Deputy Director General, Vietnam Trade Promotion Agency (Vietrade)
Mr. Dick de Man, Managing Director, Centre for the Promotion of Imports from Developing Countries (CBI)
Ms. Jacqueline Mnene Moleko, Director General, TanTrade

Moderator

Ms. Marion Jansen, Chief Economist, ITC
15:30 - 16:00  **COFFEE BREAK**  
ITC Promotional booths open

16:00 - 17:00  **Closing session**  
*Venue: Plenary room*

A summary of the conference conclusions and the announcement of the host for the 2016 TPO Network World Conference and Awards

**Speakers**

**Ms. Arancha González**, Executive Director, ITC  
**Eng. Saeed Al Awadi**, Chief Executive Officer, Dubai Exports, United Arab Emirates

Buses leave from DWTC at 17:15 to the Conrad Hotel - Sheikh Zayed Road, Holiday Inn - Al Safa Park and Holiday Inn - Jumeirah

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**Thursday, 6 November**

**Post-conference activities**

8:45 – 13:00  **Port Visit to DP World** (Delegates are picked up at their hotels at 08:45 and returned to their hotels at 13:00)

15:30 – 21:00  **Desert Safari + Dinner** (Delegates are picked up at their hotels at 15:15. Please note, those departing from the Conrad hotel depart at 15:00)
For more information please visit:

www.dedc.gov.ae
www.tponetwork.net