
PRESS RELEASE: GENEVA/MEXICO CITY

01.10.10

BUILDING EXPORT SUCCESS IN A CHANGING GLOBAL ENVIRONMENT

The 8th Trade Promotion Organization (TPO) Network World Conference and Awards will be held in Mexico City, from 13 to 15 October 2010. More than 150 participants from 50 countries are expected to address the theme, 'Building Export Success - Enhancing TPO Impact in a Changing Global Environment'.

'More than ever, in today's challenging economic environment there is a need for strong and well-equipped TPOs,' said ITC Executive Director Patricia R. Francis. 'TPOs need to be agile and innovative if they are to help companies, particularly small and medium-sized enterprises, get the support they need to stay competitive.'

Enrique Perret, Chief of the Institutional Relations and Support Unit of ProMéxico, "hopes that the exchanges of experiences and best practices related to international trade promotion will instigate innovation among TPOs, make them more competitive in the world markets and contribute to the economic development of countries, while promoting its export capacities in a sustainable manner".

At the same time, the global economic crisis has increased the pressure on TPOs to demonstrate the value for money they deliver by recording and reporting the impact of their services.

Participants at the event will come from TPOs, governmental and private business support organizations, related government ministries, regional trade promotion organizations, and international and national development agencies interested in trade capacity development. They will debate how best to address urgent challenges during plenary sessions, interactive panel debates and workshops. Exchanging experiences, knowledge and best practices, participants will focus on practical solutions to stimulate export-led economic growth.

The TPO Network Awards, to be held on 14 October, will recognize excellence in trade support services and celebrate TPOs that have demonstrated outstanding performance in the use of innovative and efficient systems and procedures in their export development initiatives. The awards are given in four country groupings: least developed countries; developing countries; developed countries; and small island developing states.

The 8th TPO Network World Conference and Awards follows ITC's 11th World Export Development Forum (WEDF), which was held from 9 to 12 September 2010 in Chongqing, China. More than 300 participants from around the world gathered to debate the themes of this year's forum: adapting to post-crisis world trade patterns, and lessons for export development'. Participants concluded that

while trade is essential to our post-crisis world, successful trade strategies must focus on long-term sustainable growth rather than on short-term fixes.

'An important conclusion is that perhaps the world is not as globalized as some people thought,' said Ms. Francis. 'This means there are opportunities for businesses to exploit. But companies and countries need to focus on increasing the value rather than the volume of exports. TPOs have a critical role to play in driving this type of sustainable economic development and growth.'

Enrique Perret believes that "the current point in time represents a window of opportunity to boost exports of high value added products".

ITC is the joint agency of WTO and the UN and is devoted to helping SMEs in developing countries become more competitive in global markets and thus to speed up sustainable economic development and contribute to the achievement of the Millennium Development Goals.

ProMéxico is the Mexican Government agency in charge of strengthening Mexico's participation in the international economy by boosting exports of Mexican products, attracting foreign investments and supporting the internationalization of enterprises. ProMéxico has 25 offices in Mexico and 27 in foreign countries.

For more information:

Contact: Micaela Daniel
Chief, Communications and Events
P: +41 22 730 0356
E: daniel@intracen.org
www.intracen.org

Contact: Miguel Camacho
Senior Adviser, Institutional Networks and Business Generation
P: +41 22 730 0325
E: camacho@intracen.org
www.intracen.org