



# TPO NETWORK

WORLD CONFERENCE & AWARDS 2016

24–25 NOVEMBER | MARRAKECH, MOROCCO

## MOVING FORWARD:

### THE FUTURE OF TRADE AND INVESTMENT PROMOTION

Megatrends are influencing the shape of the economic and social environment in which Trade and Investment Promotion Organizations (TPOs) operate. TPOs need to consider those trends to advance future scenarios; to determine how they can best support their clients; and to anticipate the changes that they need in their own operations. This will allow TPOs to remain relevant and effective in advising and supporting businesses, thus improving their positive impact on growth and employment in the long term.

The 11th TPO Network World Conference will discuss the influence of megatrends and the evolving role of TPOs as agents of change for SME competitiveness. The conference will focus on:

- Consequences of digital transformation
- Rising trade and investment opportunities in Africa
- Future shape of global value chains

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 socioeconomic development. Participants will gain insights to creatively apply technology advances to adapt strategies, improve measurement systems and track sustainable impact. Each session theme will feature relevant research, case studies and good practices from TPO leaders and management professionals.

#### DIGITAL TRANSFORMATION

The rise of social media, mobile Internet access and cloud computing provides inexpensive and easy access to information, creating new delivery channels and causing disruptive changes to the global business environment. Businesses can access new markets through innovation and the design and development of new products, new services and new business models.

TPOs are required to keep up with and adapt to the technology curve in order to understand the business environment in which businesses compete; to improve service delivery efficiency; and develop new products and services that cater to the evolving needs of their clients.

#### RISE OF AFRICA

High growth rates and favourable demographics in key rapid-growth markets are likely to continue. This will be particularly significant for Africa, where 50% of the world's population growth between now and 2050 is expected. Higher incomes will result in an ever-increasing consumption of products and services. Enterprises from Africa and beyond must prepare to leverage this opportunity. This will require sound understanding of the local context and development of tailor-made business strategies.

TPOs will be called upon to accelerate investment promotion activities and assist clients for market development in Africa. TPOs must be prepared to help their SME clients build relevant capacities and to guide them through the unique internationalization opportunities within the region and globally.

#### GLOBAL VALUE CHAINS OF THE FUTURE

Consumer behaviour is increasingly influenced through the use of apps, social media, online research and Internet purchases. The immediate access to product information generates consumer expectations for products and services that simultaneously benefit the environment, society and economic health. New channels develop through complex, internationally fragmented production and delivery processes. New trade and investment agreements open up new market and business opportunities. At the same time, new standards may create new barriers that SMEs may find difficult to overcome. TPOs can influence the development or negotiation of new standards while maintaining a key role in helping SMEs navigate through a complex framework of market opportunities, standards and supply chains. TPOs also need to factor in these changes in their own governance structures, organizational strategies and service portfolios.

# PRELIMINARY PROGRAMME

## WEDNESDAY 23 NOVEMBER

16:00 - 19:00 **Conference registration**

19:00 – 21:00 **Welcome Cocktail**

## THURSDAY 24 NOVEMBER

08:00 - 09:00 **Conference registration**

09:00 - 09:45 **OFFICIAL OPENING**

**Welcome speeches**

09:45 - 10:15 **Coffee break and Official conference photograph**

10:15 - 10:45 **KEY NOTE SPEECH – MEGATRENDS AFFECTING TRADE AND INVESTMENT PROMOTION**

Large, transformative global forces are defining the future, with a far-reaching impact on business, economies, industries, societies and individuals.

10:45 - 12:15 **PLENARY SESSION – MEGATRENDS OF A COMPLEX, UNCERTAIN AND CHANGING WORLD**

What are the SME needs that TPOs will have to effectively meet to facilitate the long-term health of a thriving business economy? What are the best methods to measure long-term impact and sustainability?

This session will address (i) the role that TPOs can play in overcoming challenges and capturing opportunities; (ii) services to be provided; (iii) how TPOs adapt their management and operations in anticipation of these changes.

12:15 - 14:00 **Lunch and networking**

14:00 - 15:15 **PLENARY SESSION - DIGITAL TRANSFORMATION: WHAT IMPLICATIONS FOR TPOS?**

How will new digital channels and technologies impact the way SMEs trade and invest? On that basis, how will TPOs learn, communicate, and deliver? How will TPOs leverage big data to improve TPO performance? How will digital tools and technology transform the TISI work environment? What will be the impact on diversity, corporate culture and performance management?

15:15 - 15:45 **Coffee break and networking**

15:45 - 17:00 **HOW TO WORKSHOPS**

**New Channels: E-Commerce – Global Market Places – Crowdfunding**

New Tools or alternatives to trade and investment promotion?

Are these new delivery channels for TPOs, or could alternative SME business platforms displace TPOs?

**Readiness and Risk – Preparing for the unimagined**

How to manage a TPO to be effective in the face of rapid change?

What kind of governance, leadership, strategies, structures, resources and processes will be needed to deliver effective SME support services in a complex, fast-changing world?

17:00 - 17:30 **12<sup>TH</sup> TPO NETWORK WORLD CONFERENCE – PRESENTATIONS BY PROSPECTIVE HOSTS (AND SECRET BALLOT)**

**Presentation of bids to host the 2018 TPO Network World Conference and Awards**

Conference Chair

19:00 - 22:00 **2016 TPO NETWORK AWARDS – GALA DINNER AND PRESENTATION CEREMONY**

## FRIDAY 25 NOVEMBER

- 09:00 - 11:00 **KEYNOTE SPEECH – AFRICA RISING**  
What impact will recent megatrends have on the future of African businesses? What are the consequences for the continent of the changing global trade and investment flows?
- PLENARY SESSION – AFRICA: IS IT THE NEXT TRADE AND INVESTMENT DESTINATION?**  
How can African TPOs assist their business communities' to leverage opportunities arising from increased investment into their countries?
- What kind of partnerships can TPOs inside and outside Africa establish to help businesses adapt the right strategies and build capabilities to successfully compete in the wide range of new markets appearing on the horizon.
- 11:00 - 11:30 **Coffee break**
- 11:30 - 13:00 **PLENARY SESSION – GLOBAL VALUE CHAINS IN 2025: THE STANDARDS FOR TRADE**  
What will be the role of standards in shaping the value chains of the future? How can TPOs help clients navigate standards?
- What new services and solutions should TPOs design now to facilitate the insertion of SMEs in the value chains of the future?
- 13:00 - 14:30 **Lunch and Networking**
- 14:30 - 16:00 **HOW TO WORKSHOPS**
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| <b>New Channels: E-Commerce – Global Market Places – Crowdfunding</b><br>New Tools or alternatives to trade and investment promotion?<br><br>Are these new delivery channels for TPOs, or could alternative SME business platforms displace TPOs? | <b>Readiness and Risk – Preparing for the unimagined</b><br>How to manage a TPO to be effective in the face of rapid change?<br><br>What kind of governance, leadership, strategies, structures, resources and processes will be needed to deliver effective SME support services in a complex, and fast-changing world? |
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- 16:00 - 17:00 **RECOGNIZED TPOs SHARE PRACTICES – WORKSHOP**  
Winners of the 2016 TPO Network Awards share their recognized practices and insights.
- 17:00 - 17:30 **CONFERENCE CLOSING**  
**Conference summary**  
Conclusions of the 2016 TPO Network World Conference and Awards and recommendations for follow-up activities of the global network and its extended members.
- 17:30 - 18:30 **Announcement of the host for the 2018 TPO Network World Conference and Awards closing remarks**  
  
**Closing Cocktail**

SATURDAY 26 NOVEMBER

Guided tours of Marrakech

FOR FURTHER INFORMATION, PLEASE CONTACT



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