



# TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),  
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

## TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

### BIOGRAPHICAL NOTE

#### **Ms. Aicha Pouye**

Director, Division of Business and Institutional Support, ITC



Ms Pouye was appointed Director of the Division of Business and Institutional Support in August 2006. Before joining ITC, she was Minister of Small and Medium-Sized Enterprises and Trade in Senegal. She also managed Senegal's Millennium Challenge Account, an initiative of the United States Government to increase economic growth and reduce poverty.

Ms Pouye began her career in 1984 as a Junior Auditor with Ernst and Young International where her last function was Chief Supervisor of auditing teams. In 1990 she joined Citibank Dakar, Senegal, as Manager, Chief Financial Controller, Resident Vice President and later Group Vice President. In June 2000, she was appointed General Manager of the Economic Promotion Fund, an institution put in place by the African Development Bank (AfDB) and the government of Senegal for SMEs access to finance.

Ms Pouye holds a Masters in Business Administration at the University of Paris IX Dauphine and specialized in Enterprise Management at the French Institute of Enterprise Management (IAE).

