



# 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

### **Mr. Andrea Santoni**

Benchmarking and TSI Capacity Building Officer, ITC



Mr. Santoni joined the International Trade Centre in 2007, as Organizational Development Adviser focusing on the design, development and implementation of institutional strengthening and capacity building solutions for TSIs. He joined the TSI Strengthening Section in 2008, where he contributed to the ITC Organizational Benchmarking programme throughout its different phases of design, development and testing. In 2011 he officially became a part the Benchmarking team and is currently in charge of the programme implementation and expansion.

Prior to joining ITC, Mr. Santoni was for four years in charge of Communication at the French-Italian International Chamber of Commerce, an agency directly involved in the development of trade promotion programmes for SMEs, as well as other institutional players. Mr. Santoni has previously collaborated with the World Bank, providing support to the 2010 World Bank Survey of Export Promotion Agencies.

He has 10 years of experience with a great variety of Trade Support Institutions (TSIs) in Europe, Africa, Asia and the Americas, and has worked in the field of organizational assessment, regional networking and results based management.

He is a graduate in International Relations with a post-graduate degree in Business in Emerging Markets.

