



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. Giovanni Berti

Trade Executive Director, Export and Investment Promotion Agency
of El Salvador (PROESA)



Mr. Giovanni Berti has been Executive Director at the Export and Investment Promotion Agency of El Salvador (PROESA) since 2010. During this period he conducted the fusion of two previous and independent agencies (investment promotion and trade promotion), and implemented various innovative programs to assist small and medium exporters.

Before joining PROESA, he worked as Chief Advisor to the Ministry of Economy (2009-2010) and as head of the research and international cooperation department at the National Development Commission (2000-2009). He has worked as an international consultant for the International Development Bank (IDB), the German Cooperation Agency (GIZ), and the Spanish Cooperation Agency, conducting research projects on economic development and planning.

He is also Member of the Board of Directors of The National Development Bank and the National Ports and Airports Authority, and is a professor at various Universities in El Salvador, teaching issues related to international trade and economic development.

In 2001-2009 he contributed as a columnist to the Salvadorian newspaper *El Faro*, writing about economics and political issues.

Mr. Berti holds a Bachelor's degree in Economics and a Master's degree in Environmental Economics from the Tropical Agricultural Research and Higher Education Center, El Salvador. He has also completed specialized courses in International Trade and Economic Development in Taiwan and Japan.

