



# 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. José Prunello**

Senior Benchmarking Officer, TSI Strengthening Section, ITC



Mr. Prunello joined ITC in 2011 and is in charge of the development of a system to assess and benchmark the performance of Export Promotion Agencies (EPAs) and Trade Promotion Organisations (TPOs).

Prior to joining ITC, Mr. Prunello worked for 14 years for New Zealand Trade and Enterprise, initially as Country Manager for Argentina, Uruguay and Paraguay, and later as Director for South America. He has also worked as a management consultant and managed his own company in Argentina. He has been an economist for the Food and Agriculture Organization of the UN, in Rome and in Nicaragua.

Mr. Prunello has 30 years of experience in organizational assessment, business strategy, business development and economic and market analysis, and speaks English, French, Italian, Spanish and Portuguese.

He has a degree in Public Administration and post-graduate degrees in European Integration and Business Administration (MBA).

