



# TPO NETWORK

WORLD CONFERENCE & AWARDS 2010

Hotel Camino Real Polanco  
Mexico City, Mexico, 13 – 15 October, 2010

## BUILDING EXPORT SUCCESS

### ENHANCING TPO IMPACT IN A CHANGING GLOBAL ENVIRONMENT

The global economic crisis has increased the pressure on Trade Promotion Organisations, TPOs, to demonstrate the value they deliver in driving economic development and growth. The challenge all TPOs face is recording and reporting the impact their services have in beneficiary companies.

The 2010 TPO Network World Conference and Awards will focus on different alternatives available to face this challenge, and how TPOs can benefit from each others' experiences and practices. Some highlights of the event will be keynote addresses the Mexican Secretary of Economy on the five fronts of challenges Mexico has faced in the past two years and how they are overcoming them, from the President of the REDIBERO and WAIPA networks on the challenges the current global environment poses on trade and investment promotion, from the Inter-American Development Bank on what is the measured effectiveness of TPO services on SMEs and from a distinguished university researcher on the challenges to enterprise competitiveness in the Americas.

[Join 150 representatives from TPOs and other specialised trade development bodies in the discussion of mechanisms that can provide solutions for TPOs to maximise the value they provide to their stakeholders and strengthen the economic and social health of their countries.](#)

#### WEDNESDAY 13 OCTOBER

**16:00 – 19:00 Registration**

Registration will be open to all participants in the hotel lobby

**16:00-17:00 Regional Consultations**

**Arab States** in Conference Room Guanajuato

**Asia Pacific** in Conference Room Morelia

**17:00-18:00 Regional Consultations**

**Africa** in Conference Room Guanajuato

**Central Asia & CIS** in Conference Room Morelia

Note: Please note that the Latin America and Caribbean consultation took place through the REDIBERO meeting on 11-12 October, in the same hotel

**19:00 – 21:00 Welcome and reception**



## THURSDAY 14 OCTOBER

**8:30 – 9:00 Conference registration**

### OFFICIAL WELCOME

**Conference Chair:** Mr. Jorge ILLINGWORTH, former Ecuador Trade Minister

**9:00 – 9:30** Mr. Alfonso CERVANTES SÁNCHEZ NAVARRO, Acting General Director, ProMéxico

Ms. Patricia FRANCIS, Executive Director, ITC

Welcome address and introduction by ProMéxico and ITC

### KEYNOTE SESSION

**9:30 – 10:15 The Mexican Economic Experience from 2008 to 2010**

Mr. Bruno FERRARI, Secretary of Economy, Mexico

Mexico has faced five external shocks in the past two years which have affected its trade, investment and tourism. A look into how they have responded by developing alternative strategies in trade and investment promotion.

#### **Challenges to Trade and Investment Promotion in the Current Environment**

Mr. Alessandro TEIXEIRA, President, REDIBERO and WAIPA

Mr. TEIXEIRA benefits from being concurrently the president of one of the most dynamic networks of trade promotion organisations, and the global network of investment promotion agencies. From this vantage point, he will provide a view of the challenges faced in trade and investment promotion in the current global environment.

### PLENARY

**10:15 – 11:00 Impact of TPO Services in Latin America – An Analytical Perspective**

Mr. Christian VOLPE, Senior Economist, IADB

Mr. VOLPE is publishing a new book on the effectiveness of TPO services in Latin America, based on surveys applied to companies having benefitted from those services, among other tools. He will elaborate further on the significance of these results for the work of TPOs and their services in the current environment.

#### **Competitiveness in Latin America – A View**

Prof. Víctor UMAÑA, Researcher, INCAE Business School

Prof. UMAÑA, who participates in a leading research group on competitiveness and sustainable development in INCAE, will discuss the challenges in terms of enterprise competitiveness prevalent in the region and the requirements these impose on the work of trade promotion organizations.

**11:00 – 11:30 Coffee break**

### THE WHAT AND THE HOW OF TPO SERVICES – BREAKOUT SESSION 1

**11:30 – 12:30 What services should TPOs deliver to ensure success in the current environment? (Group 1)**

Discussion on the services TPOs should focus on to ensure they develop SME export readiness in the current environment.

**Moderator:** Mr. John McCARTHY, Principal, Leisure Partners

- Mr. Bruno HUG DE BELMONT, Manager, Investments Projects, REDIEX Paraguay
- Mr. Avi HEFETZ, CEO, Israel Export and International Cooperation Institute
- Mrs. Delaine MORGAN, Vice-president, Export Promotion, Jamaica Promotions Corporation – Jampro

#### **How to distribute TPO services (Group 2)**

Identifying the right mechanisms to take the services to the right users is a relevant question for every service TPOs produce. Three TPOs share their practices and mechanisms.

**Moderator:** Mr. Friedrich von KIRCHBACH, Director, Division of Country Programmes, ITC

- Mr. Mauricio BORGES, Director, Apex-Brasil
- Mr. YU PING, Vice-president, China Council for the Promotion of International Trade – CCPIT
- Mr. Noharuddin NORDIN, Chief Executive Officer, MATRADE Malaysia

**12:30 – 13:30 How to distribute TPO services (Group 1)**

*Repeat of above session, speakers rotate*

**What services should TPOs deliver to ensure success in the current environment? (Group 2)**

*Repeat of above session, speakers rotate*

**13:30 – 14:30 Lunch Break**

**ITC showcase:**

**Enhancing Understanding of International Markets and Market Access**

Mr. Mathieu LAMOLLE, Associated market Analyst

**Building Competitive Trade Information Services**

Mr. Stephan BLANC, Chief, Trade information Services

**TURNING CHALLENGES INTO SERVICES – PLENARY SESSION**

**14:30 – 16:30** Past winners of the TPO Network Awards present their experience in developing services in response to the challenges posed by the economic crisis.

**Moderator:** Mr. Anders AEROE, Acting Deputy Executive Director, ITC

- Mr. Matanda WABUYELE, CEO, Export Promotion Council Kenya – EPC
- Ms. Pilar LOZANO, Director of International Cooperation, Proexport Colombia
- Mr. Jack STEPHENS, Group General Manager, International, New Zealand Trade and Enterprise – NZTE

**16:30 – 17:00 Coffee Break**

**9<sup>TH</sup> TPO NETWORK WORLD CONFERENCE – PRESENTATIONS BY PROSPECTIVE HOSTS (AND SECRET BALLOT)**

**17:00 – 18:00** The countries wishing to host the next TPO Network World Conference and Awards, to take place in 2012, will present their bid.

Mr. Jorge ILLINGWORTH, Conference Chair

**TPO NETWORK AWARDS 2010 – GALA DINNER AND PRESENTATION CEREMONY**

**19:00 – 22:00 Announcement and presentation of the 2010 TPO Network Awards**

The winners of the 2010 TPO Network Awards are announced and the awards are delivered during a gala dinner.

## FRIDAY 15 OCTOBER

**8:30 – 9:00 Official Conference Photograph**

## FOLLOWING UP WITH CLIENTS TO ENSURE IMPACT – BREAK-OUT SESSION 2

**9:00 – 10:00 Following up with clients served (Group 1)**

What mechanisms do TPOs currently use to follow up and monitor their service delivery and client reaction? Selected TPOs share their experiences and practices.

**Moderator:** Mr. Friedrich von KIRCHBACH, Director, Division of Country Programmes, ITC

- Ms. Susan HAIRD, Deputy Director, United Kingdom Trade and Enterprise – UKTI
- Mr. Jorge SEQUEIRA, CEO, Procomer, Costa Rica
- Mr. Cengiz TURKAY, Chef of Session, Export Promotion Centre of Turkey (IGEME)

**Evaluating impact on clients of services (Group 2)**

The key concern of TPOs is to ensure that their services do have an effective impact not only on their target clients but ultimately on boosting exports. Selected TPOs will share their practices and experiences in measuring the impact of their services.

**Moderator:** H.E. PAN Sorasak, Secretary of State, Ministry of Commerce, Cambodia

- Mr. Jim MAGUIRE, Manager – Export Marketing, Enterprise Ireland
- Mr. Kyoo Nam LEE, Regional Director, Latin America, KOTRA
- Mr. Prakash BEEHARRY, CEO, Enterprise Mauritius

**10:00 – 11:00 Evaluating impact on clients of services (Group 1)**

*Repeat of above session, speakers rotate*

**Following up with clients served (Group 2)**

*Repeat of above session, speakers rotate*

**11:00 – 11:30 Coffee and Networking Break**

## PRESENTATIONS BY TPO NETWORK AWARDS 2010 WINNERS – PLENARY SESSION

**11:30 – 12:30** The winners of the 2010 TPO Network awards present their case by means of discussing the export development service they submitted for evaluation and their processes and mechanisms to identify and achieve strong impact.

**Moderator:** Ms. Aicha POUYE, Director, Division of Business and Institutional Support, ITC

**12:30 – 13:30 Lunch Break**

**ITC showcase:**

**Enabling a more conducive business environment**

Mr. Ezequiel GUICOVSKY, Trade Law Adviser

**Enhancing Understanding of International Markets and Market Access**

Mr. Mathieu LAMOLLE, Associated market Analyst

## STRENGTHENING THE TPO NETWORK – PLENARY SESSION

**13:30 – 15:30 What next for the network? Objectives and options for the TPO Network**

Brief discussion of the experience in the development, operation, benefits and difficulties of regional networks of TPOs and lessons to be learnt.

**Moderator:** Mr. John GILLIES, Senior Officer, Institutional Strengthening, ITC

- REDIBERO, Mr. Ricardo ESTRADA, CORPEI, Ecuador
- ETPO, Mr. Ivan JUKL, CzechTrade

Plenary discussion of modifications that need to be introduced in the structure and the work agenda of the TPO Network to increase its visibility and utility to members:

**Moderator:** Mr. John GILLIES, Senior Officer, Institutional Strengthening, ITC

- Concept of pluri-annual themes and working programmes
- Governance structure
- Networking tool: the TPO Network Internet portal

**15:30 – 16:00 Coffee and Networking Break**

## CONFERENCE CLOSING

### **16:00 – 16:30 Conference Summary**

**Conference Chair:** Mr. Jorge ILLINGWORTH, former Ecuador Trade Minister

Summary of the discussions and the main conclusions. Recommendations for follow up actions to the next activities of the TPO Network.

### **16:30 – 16:45 Announcement of winning bid to host the 2012 TPO Network World Conference and Awards**

### **16:45 – 17:45 Closing Remarks**

Mr. Alfonso CERVANTES SÁNCHEZ NAVARRO, Acting General Director,  
ProMéxico

Ms. Patricia FRANCIS, Executive Director, ITC

Conference close – End of program

FOR FURTHER INFORMATION, PLEASE CONTACT



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