

3rd World Conference of Trade Promotion Organizations

Marrakech, Morocco, 25-27 October 2000

Programme

Wednesday October 25, 2000

16h00 Participants registration

20h00 Welcoming Cocktail

Thursday October 26, 2000

9h30 Official Opening
● Royal message

10h30 Coffee break

10h45 Opening Speeches

- Speech of **Mr Mustapha Mansouri**, Minister of Industry, Commerce, Energy & Mines
- Speech of **Mrs Jacqueline Weinstein levy**, D. Director General of PROCHILE
- Speech of **Mr J. Denis Belisle**, Executive Director of ITC (UNCTAD/WTO)
- Presentation of the main topics of the Conference, **Mr Mounir M. Bensaïd**, Managing Director of CMPE

11h15 First plenary session:
«Trade promotion strategies and globalization challenges»

Moderator: M. Fathallah Sijilmassi, Director
Speakers: Mr Paul Henri Ravier, D. Managing Director of WTO:
New forms of world trade & export promotion in the framework of WTO
Mr Jean Louis Sarbib, V. President, Responsible of Africa, World Bank:
Globalization, the new economy and trade promotion strategies
Mr J.D.A. Cuddy, Director, Division of international trade UNCTAD:
Globalization effects on trade promotion and investment systems

12h15 Debate

13h30 Luncheon

15h00 Second plenary session:
«Trade promotion systems: trends for the 21st century »

Moderator: Mr Nacer Benjelloun, Ambassador of His Majesty
Speakers: Mr Nacer Hajji, State Secretary to the Prime Minister:
The role of the new communication & information technologies in trade promotion
Mr J. Denis Belisle, Executive Director (ITC):
Redefining trade promotion: The need for a strategic response
Mr Yves Berthelot, Special Counsellor (WIPO):
Intellectual property rules and their effects on trade promotion

16h00 Debate

16h30 Coffee break

- 17h00 Third plenary session:
«Tools and mechanisms in trade promotion: Case studies »
- 17h00 **Asia-Oceania**
Moderator: **Japan**, Mr Hiroshi Yokokawa, Vice President, JETRO
Speakers: **Australia** - Mrs Julia Selby, E. General Manager, Austrade
China - Mr Yu Ping, Vice President, CCPIT
South Korea - Mr Hae-Soo Chung, Vice President, KOTRA
- Debate
- 18h00 **America**
Moderator: **Canada** - Mrs Carolyn Buchan, Executive Director, TFOC
Speakers: **Chile** - Mrs Jacqueline Weinstein Levy, D. Director General, PROCHILE
Colombia - Mrs Angela Maria Orozco, President, PROEXPORT
Mexico - Mr J.L. Rangel, Director, BANCOMEXT
- Debate
- 20h30 Dinner

Friday October 27, 2000

- 09h00 Fourth plenary session
«Tools and mechanisms in trade promotion: Case studies »
- 09h00 **Africa - Middle East**
Moderator: **Uganda** - Mr R.K.Rutaagi, Executive Director, UEPB
Speakers: **Egypt** - Dr. Hamdi Salem, President, EEPC
Mauritius - Mr Maody Vinkatassami, Executive President, MEDIA
Jordan - Mr Salah Ghunaim, D. Managing Director, JEDCO
- Debate
- 10h00 **Europe**
Moderator: **Spain**, Mr J.M. Reyero, E. Vice Président, ICEX
Speakers: **France**, Mr Jean-Daniel Gardère, General Director, CFCE
Italy, Mr Fabrizio Onida, President, ICE
Portugal, Mr J.V. Branco, E. V. President, ICEP
- Debate
- 11h15 Coffee break
- 11h30 **Workshops** (simultaneous)
- Topic 1 - Mechanisms for TPO's cooperation
- Moderator: **Italy**, Mr Fabrizio Onida, President, GEPCI
Speakers: **Asia** (ATFP) - Mr Hiroshi Yokokawa, Vice President, JETRO
Europe - Mrs Helene Chaubiron, Director, GEPCI
Saudi Arabia, Mr I.M. Foudah, Managing Director, SEDC
- Topic 2 - Information technologies and e-commerce
- Moderator: **Morocco**, Mr Ahmed Rahou, D. Managing Director, Credit du Maroc
Speakers: **Finland** - Mr Seppo Iainne, V. President, FINIPRO
Hong Kong - China, Mrs Lone buscher, Director ECE, HKTDC
Sweden - Mr Ulf Dinkelspiel, President, STB
Canada - Mr K. Miville de Chêne, Executive Director, WFTA

Topic 3 - Public-private links in trade promotion activities

Moderator: **Morocco**, Mr Mohamed Lahlou, President, CNCE
Speakers: **Belgium** - Mr Paul Vindelinckx, D. Managing Director, OBCE
Peru - Mr A.C. Garay, Managing Director, PROPEX
Tunisia - Mr Hédi Ben Romdhane, President General Director, CEPEX

Topic 4 - Systems of evaluation of trade promotion activities

Moderator: **Jamaica** (JAMPRO)
Speakers: **Austria** - Dr. Georg Schramel, Managing Director, AWO
Ecuador - Mr R.E. Estrada, C.E.O, CORPEI
Netherlands - Mr Wout Biegstraaten, S. Officer, EVD

13h30 Luncheon

15h00 Bilateral Meetings

16h00 Coffee break

16h30 Closing Session
Presentation of workshop recommendations and general conclusions
Declaration of Marrakech

Closing Speech
by **Mr Abderrahmane Youssoufi**, Prime Minister

20h30 Gala dinner