

**4<sup>th</sup> World Conference of Trade Promotion Organizations  
Program**

**May 15, Wednesday**

- 0900-1900      Registration  
*Venue: Group Checkin Room at Lobby, China World Hotel*
- 1830-2000      Welcoming Dinner  
*Venue: Grand Ball Room, China World Hotel*  
Welcoming Address:  
1. Mr. Yu Xiaosong, Chairman, China Council for the  
Promotion of International Trade  
2. Mr. Zhang Mao, Vice Mayor, Beijing Municipal  
Government

**May 16, Thursday**

- 0845-0900      **Opening Remarks**  
*Venue: Conference Hall, China World Hotel*  
Chair: Mr. Wan Jifei, Vice Chairman, China Council for  
the Promotion of International Trade (CCPIT)  
Speakers:  
1. Mr. Yu Xiaosong, Chairman, China Council for the  
Promotion of International Trade (CCPIT)  
2. Mr. J. Denis Belisle, Executive Director, ITC
- 0900-1030      **Emerging Trends in Trade and Development: China  
and the World**  
*Venue: Conference Hall, China World Hotel*

*In the recent months, we have been witnessing a global economic downturn, which has stricken all across America, Europe and Asia at almost the same time. This has dramatically changed the scene for world trade. At the same time, the torrents of the new economy are rushing progressively to every corner of the world. What are the short-and-medium term prospects of the affected regions to*

*gain momentum again and how the development of trade can help the process? Will world trade take a new look after this cycle? What opportunities does a developing country have to emerge from average by taking advantage of the new economy? What new moves will China take after its WTO accession?*

Chair: Mr. Steve Van Andel, Chairman, US Chamber of Commerce

Speakers:

1. Mr. Paul-Henri Ravier, Deputy Director General, WTO
2. Mr. Long Yongtu, Vice Minister, Ministry of Foreign Trade and Economic Cooperation, China
3. Leonard J. Edwards, Vice Minister, Department of Foreign Affairs and International Trade, Canada

1030-1100     **Networking break**

1100-1230     **The Roles and Future Development Trends of TPOs in World Trade Development**

*Venue: Conference Hall, China World Hotel*

*Against the backdrop of the new business environment and the new age, do TPOs need to rethink and redesign their roles in facilitating trade and development? Are any traditional functions of TPOs becoming obsolete? How to stay relevant? What are the future development trends of TPOs in the world?*

Chair: Mr. John Morris, General Manager, Trade and Investment South Africa

Speakers:

1. Mr. J. Denis Belisle, Executive Director, ITC
2. Mr. Hiroshi Yokokawa, Executive Vice President, JETRO
3. Mr. Rajendra S. Lodha, President, Federation of Indian Chambers of Commerce and Industry (FICCI)

1230-1400 **Luncheon**

*Venue: Grand Ballroom, China World Hotel*

**“International Trade in Globalization”**

Speaker: Mr. Wu Guodi, Chairman and CEO, Shanghai  
Alison Group

Introducer: Mr. Wang Jinzhen, Director General, Dept. of  
International Relations, CCPIT

1415 **Departure for the Great Hall of the People**

1515 **Group photo**

*Venue: Great Hall of the People*

1530-1600 **Keynote Speech:**

*Venue: Great Hall of the People*

**Mr. Zhu Rongji, Premier, People’s Republic of China**

Introducer: Mr. Yu Xiaosong, Chairman, CCPIT

Vote of Thanks: Mr. J. Denis Belisle, Executive Director,  
ITC

1600-1730 **Innovation of TPOs’ Tools and Services**

*Venue: Great Hall of the People*

*The new economy has called for new tools and services operated by TPOs. Such trade promotion methods are much needed especially in developing countries. Some countries have more experiences in creating new tools and services, which can sparkle even more innovation if shared and discussed by more people.*

Chair: Mr. J. Vasudevan, Chairman and Managing  
Director, India Trade Promotion Organization

Speakers:

1. Mr. Peter O’Byrne, Managing Director, Australian  
Trade Commission

2. Mr. Lee Yi Shyan, CEO, International Enterprise Singapore
3. Mr. Carlos Casas, Executive Director for Promotion, Bancomext, Mexico

1800-1830     **Celebrations of CCPIT's 50<sup>th</sup> Anniversary**  
*Venue: Great Hall of the People*

1830-2145     **Dinner and Cultural Show**  
*Venue: Great Hall of the People*

**May 17, Friday**

0900-1030     **Organizational Renovation of TPOs**  
*Venue: Conference Hall, China World Hotel*

*The new environment requires TPOs to undergo organizational reform in order to be more efficient in responding to the tougher demands imposed by the new business environment. This session will discuss how to optimize TPOs' ability through Organizational Renovation.*

Chair: Mr. D.V.F.J. Bauduin, Director, Netherlands Foreign Trade Agency (EVD)

Speakers:

1. Mr. Michael Sze, Executive Director, Hong Kong Trade Development Council
2. Mr. Chih-Peng Huang, President and CEO, Taipei World Trade Center
3. Mr. Hong Ki-Wha, Vice President, Korea Trade-Investment Promotion Agency

1030-1100     **Networking Break**

1100-1230     **What the Information Age Means to a TPO**  
*Venue: Conference Hall, China World Hotel*

*The Information Age has its unique features. What are the features that will exert an impact on the operation of TPOs and how are they affected?*

Chair: C. Donald Brasher, President, Global Trade Information Service, Inc. USA

Speakers:

1. M. Hervé Le Roy, Executive Vice-President, French Board for Foreign Trade (CFEC)
2. Mr. Laron Jensen, Deputy Director General of United States Foreign Commercial Service
3. Dr. Egon Winkler, Deputy Director General, Austrian Federal Economic Chamber

1230-1400 **Luncheon**

*Venue: Grand Ballroom, China World Hotel*

1400-1530 **Promotion of Export of SMEs in the E-Era**

*Venue: Conference Hall, China World Hotel*

*Promotion of export of SMEs has long been a major goal of most TPOs. How to best achieve the goal in the E-Era? How to adapt to the new features of E-Era? What kind of tools and services will TPOs be able to offer to SMEs?*

Chair: Mr. Anthony S. Diacono, Chairman, Malta External Trade Corporation Ltd.

Speakers:

1. Mrs. Claudia Turbay Quintero, President, PROEXPORT, Colombia
2. Mr. Mounir M. Bensaid, Director General, Moroccan Center of Export Promotion (CMPE)
3. Mr. Justin YUE Kwok-hung, CEO, TradeLink Electronic Commerce Ltd., Hong Kong, China

1530-1550 **Conference Summary**

*Venue: Conference Hall, China World Hotel*

*The speaker will sum up the proceedings and outcome of the conference.*

Speaker:

[Mr. Ramamurti Badrinath, Director, Division of Trade Support Services, ITC](#)

1550-1600

**Closing Remarks**

*Venue: Conference Hall, China World Hotel*

Chair: Ms. Zhong Min, Vice Chairman, CCPIT

Speakers:

1. Mr. Yu Xiaosong, Chairman, CCPIT
2. Mr. J. Denis Belisle, Executive Director, ITC

**May 18, Saturday**

Tours (self-paid and optional)