

TPOs in Global Trade – Opportunities and Challenges

6th World Conference of TPOs,
Buenos Aires, Argentina, 12-13 March 2007

Sunday 11 March 2007

Time	Programme
17.30	Pre-Conference meeting of Moderators, Presenters & Discussants Venue: Paz Palace
19.00–21.00	Welcome Reception Dr. Marcelo Elizondo, Executive Director, Fundación Export-Ar Venue: Paz Palace

Monday 12 March 2007

Time	Programme
08.00	Conference Registration Venue: Paz Palace
09.00–10.30	Opening Ceremony Venue: Four Seasons Hotel Opening Address <ul style="list-style-type: none">▪ Lic. Jorge Taiana, Minister of Foreign Affairs, International Trade & Religious Affairs of Argentina▪ Dr. Marcelo Elizondo, Executive Director, Fundación Export-Ar▪ Mrs. Patricia Francis, Executive Director, International Trade Centre (ITC)
10.30	Official Opening of ITC Tools Fair
10.30-11.00	Coffee Break & Networking
11.00-12.30	SESSION 1 – THE TRADE ENVIRONMENT Moderator: Mr. Lee Jong-Ho, Vice President of Latin America Unit, Korea Trade & Investment Promotion Agency (KOTRA) Trade Challenges & Opportunities in the Latin American Region Presenter: Ms. Alicia Frohmann, Executive Director, ProChile

Time	Programme
	<p>TPOs and the Globalization Era: From Export Promotion to Internationalization of the Firm</p> <p>Presenter: Ms. Anna Heiler, Director Strategy, New Zealand Trade & Enterprise (NZTE)</p> <p>Questions & Answers</p>
12.30-13.45	<p>Lunch</p> <p>Venue: La Mansión, Four Seasons Hotel</p>
14.00-15.30	<p>SESSION 2 – TPO NETWORKS</p> <p>Moderator: Mr. Ian Wing, Regional Director Americas, Australian Trade Commission (Austrade)</p> <p>Asia – Asia Trade Promotion Forum (ATPF)</p> <p>Presenter: Mr. Takahira Shidara, Executive Director, Japan External Trade Organization (JETRO), from Buenos Aires</p> <p>Europe – Europe Trade Promotion Organization (ETPO)</p> <p>Presenter: Mr. Igor Mitroczuk, Adviser to the Minister, Ministry of Economy, Poland</p> <p>Balkans – Balkans Regional Center for Trade Promotion (BCTP)</p> <p>Presenter: Ms. Beratiye Öncü, Deputy Secretary General, Export Promotion Centre (IGEME), Turkey</p> <p>Iberoamerican Network</p> <p>Presenter: Dr. Marcelo Elizondo, Executive Director, Fundación Export-Ar, Argentina</p> <p>Questions & Answers</p>
15.30-16.00	Coffee Break & Networking
16.00-17.30	<p>SESSION 3 – WORKSHOPS</p> <p>FUNCTIONAL LINKAGES</p>
	<p>A – Trade vs. Investment promotion: Are they Alternatives?</p> <p>Moderator: Mr. Martin Zúñiga Morales, General Manager, Procomer Costa Rica</p> <p>Presenter: Mrs. Julia Longbottom, Director Strategy & HR, UK Trade & Investment (UKTI)</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mr. Daniel Küng, CEO, Osec Business Network, Switzerland ▪ Mr. Jorma Turunen, President, Finpro ▪ Eng. Hani Sonbol, Director, Islamic Development Bank

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	<p>B - Trade and Technology</p> <p>Moderator: Member of Interamerican Development Bank</p> <p>Presenter: Mr. Tariq Ikram, Minister of State & Chief Executive, Trade Development Authority of Pakistan (TDAP)</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mr. Héctor Otegui, CEO, INVAP, Argentina ▪ Mr. Gilles Morin, Vice President, IT Business Services, Export Development Canada (EDC) ▪ Mr. Anders Wenström, Vice President & Director of Public Affairs Asia, Swedish Trade Council (Exportrådet)
	<p>C – Are other TSIs (Sector Associations, Chambers of Commerce, Regional TPOs) an Aid to National TPO Trade Promotion Efforts?</p> <p>Moderator: Mr. Yechiel Assia, General Director, Israel Export Institute</p> <p>Presenter: Mr. Pedro Moriyon Diez-Canedo, General Director, ICEX, Spain</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Regional – Ms. Taiana Mora Ramis, Executive Director, Caribbean Export Development Agency, Barbados ▪ Province – Mr. Héctor Smud – Executive Director, PROMENDOZA, Argentina ▪ Capital City – Mr. Lars-Kare Legernes, Managing Director, Oslo Chamber of Commerce, Norway
20.00-23.00	<p>Gala Dinner & World TPO Awards Ceremony</p> <p>Venue: San Martin Palace</p>

Tuesday 13 March 2007

Time	Programme
09.00-10.15	<p>SESSION 1 - GUEST SPEAKER</p> <p>Dr. Alberto Fernández, Chief of Cabinet, Argentina</p>
10.15	<p>Official Conference Photograph</p>
10.15-10.45	<p>SESSION 2 - SHORT PRESENTATIONS BY PROSPECTIVE HOST(S) OF 7TH WORLD CONFERENCE OF TPOS IN 2008</p>
10.45-11.00	<p>Coffee Break & Networking</p>
11.00-12.30	<p>SESSION 3 – WORKSHOPS</p> <p>REQUIRED CHANGES IN TRADE SUPPORT SERVICES</p>

Time	Programme
	<p>A – Foreign Trade Representation: No Longer Economic Diplomacy</p> <p>Moderator: Mr. Juan Quiros, Chief Executive Officer, APEX, Brazil</p> <p>Presenter: Ms. Louise Léger, Director-General, Trade Commissioner Service, Department of Foreign Affairs and International Trade (DFAIT), Canada</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mr. Jonathan Andrew Rao, Malaysian Trade Commissioner in Santiago de Chile ▪ Mr. Manuel Valencia, Sub-director, ProChile
	<p>B – Foreign Trade Representation: No Longer Economic Diplomacy</p> <p>Moderator: Mr. Richard Hall, Executive Vice President, CORPEI, Ecuador</p> <p>Presenter: Mr. Ab van Ravestein, Managing Director, EVD, Dutch Agency for International Business & Cooperation</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mrs. Maria Victoria Irigorri, Comercial Representative, Proexport, Colombia ▪ Mr. Raymond Yip, Assistant Executive Director, Hong Kong Trade Development Council (HKTDC), Hong Kong Special Administrative Region ▪ Mr. Lance Wickman, Former CEO of Enterprise Mauritius
	<p>C – Promotion of Services now more important than Promotion of Goods?</p> <p>Moderator: Dr. Walter Koren, General Director, Austrian Federal Economic Chamber</p> <p>Presenter: Mr. Diego Guri, Head of the International Cooperation Department, Consortium for Commercial Promotion of Catalonia (COPCA), Spain</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mr. Ramadhan Hashimu Khalfan, General Director, Board of External Trade (BET), Tanzania ▪ Ms. Olena Navas, General Director, CEPEC, Cuba ▪ Mr. Paul Pieterse, Deputy Director, Export Promotion, Trade & Investment South Africa (TISA)
	<p>D – Is Trade Promotion a Good Investment?</p> <p>Moderator: Mr. José Manuel Vital Morgado, Vice President, ICEP, Portugal</p> <p>Presenter: Mr. Daniel Lederman, Senior Economist, World Bank</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mr. Ton Lansink, Managing Director, CBI, Netherlands ▪ Dr. Aldo Vallejo, Executive Director, Exporta El Salvador ▪ Mr. Ingvar Krook, Executive Director, Swedish Foreign Trade Association
12.45-13.45	<p>Lunch</p> <p>Venue: Grand Salon Foyer, Four Seasons Hotel</p>

Time	Programme
14.00-15.00	<p>SESSION 4 – WORLD TPO AWARDS 2006 WINNERS: WHAT MAKES A WINNER?</p> <p>Short Presentations by each Award winner</p> <ul style="list-style-type: none"> ▪ Best TPO from a Least Developed Country (LDC) ▪ Best TPO from a Small Country ▪ Best TPO from a Developing Country ▪ Best TPO from a Transition Economy ▪ Best TPO from a Developed Country ▪ 'Best of the Best' TPO
15.00-15.30	Coffee Break & Networking
15.30-16.00	<p>SUMMARY & CLOSING SESSION</p> <p>Conference Summary:</p> <ul style="list-style-type: none"> ▪ Ms. Aicha A Pouye, Director Trade Support Services, ITC <p>Closing Address:</p> <ul style="list-style-type: none"> ▪ Lic. Felisa Josefina Miceli, Minister of Economy and Production of Argentina <p>Closing Remarks:</p> <ul style="list-style-type: none"> ▪ Dr. Marcelo Elizondo, Executive Director, Fundación Export-Ar ▪ Ms Patricia Francis, Executive Director, International Trade Centre (ITC) <p>Announcement of next conference venue</p>
20.00	Dinner & Show at “La Esquina de Carlos Gardel”