



Tomorrow's TPOs Keeping Pace with the Drivers of Change

Programme

Conference Chair: **Mr. Dirk Jan van den Berg**, President of the Executive Board at Delft University of Technology, former Dutch Ambassador to China and former Permanent Secretary of Foreign Affairs

Sunday 12 October		Venue
17.00	Final meeting of World TPO Awards 2008 Adjudication Panel	Kilimanjaro 1
18.00	Pre-Conference meeting of Moderator, Presenters, Panellists, Rapporteurs	Amazon Theatre
18.30 – 20.00	WELCOME RECEPTION Conference registration	Amazon Foyer

Monday 13 October		Venue
8.30 – 9.00	Conference registration	Amazon Foyer
9.00 – 10.00	OPENING CEREMONY	Amazon Theatre
9.00 – 9.30	Official welcome Mr. Ab van Ravestein, Managing Director, EVD Ms. Patricia Francis, Executive Director, ITC	
9.30 – 10.00	Welcome Address Trade Promotion and Corporate Social Responsibility Mr. Frank Heemskerk, Minister for Foreign Trade	
10.00 – 11.00	Keynote address The Multilateral Trading System – Where to for Doha? Mr. Harsha Vardhana Singh, Deputy Director General, World Trade Organization (WTO)	Amazon Theatre
11.00 – 11.30	<i>Coffee and networking break</i>	Amazon Terrace

Monday 13 October		Venue
11.30 – 13.30	WORKSHOPS 1 & 2	
11.30 – 12.30	1. Benchmarking – Learning for Future Success Moderator Dr. Holger Kohl, Fraunhofer Institute, Germany Presenters Mr. Alessandro Teixeira, President, ApexBrasil Mr. Christian Volpe Martincus, Integration and Trade Sector, Inter-American Development Bank (IADB) Mr. Jarl Frijs-Madsen, Under-Secretary, Danish Trade Council of Denmark (TCD)	Mississippi
	2. Overseas Representation – Positioning for Innovation Moderator Dato' Noharuddin Nordin, Chief Executive Officer, Malaysian External Trade Development Corporation (Matrade) Presenters Mr. André LeBlanc, Director, Trade Commissioner Service Renewal, Foreign Affairs & International Trade Canada (DFAIT) Dr. Koen Allaert, CEO/Managing Director, Flanders Investment & Trade (FIT) Mr. Sergi Mata, Head of Coordination Unit, ACC1Ó/COPCA (Catalonia)	Yangtze 1 & 2
12.30 – 13.30	1. Benchmarking – Learning for Future Success	Yangtze 1 & 2
	2. Overseas Representation – Positioning for Innovation	Mississippi
13.30 – 14.30	<i>Lunch Break</i>	1 st floor foyer
14.30 – 15.00	Workshops 1 & 2: Presentation of Conclusions by Moderators	Amazon Theatre
15.00 – 16.00	Reports from Regional TPO Networks / Groupings Networking – Adding Value for the Future Balkans Regional Centre for Trade Promotion (BCTP) – Mrs. Beratiye Öncü, IGEME, Turkey Caribbean Export – Mr. Philip Williams European Trade Promotion Organization (ETPO) – Mr. George Penders, EVD Iberoamerican TPO Network (REDIBERO) – Mr. Jorge López Pérez, ProMéxico	Amazon Theatre
16.00 – 16.30	<i>Coffee and Networking Break</i>	Amazon Terrace
16.30 – 17.30	8th World Conference of Trade Promotion Organizations – Presentations by Prospective Hosts (and secret ballot) Caribbean Export – Mr. Philip Williams, Executive Director ProMéxico – Mr. Jorge López Pérez, Head of International Promotion Department of Trade & Industry (the dti), South Africa – Ms. Pinkie Nqeto, Director, Export Development Uganda Export Development Board – Mr. Ben Naturinda, Deputy Executive Director	Amazon Theatre

Monday 13 October		Venue
18.30	Transport to dinner venue	Convention Centre
19.00 – 23.00	WORLD TRADE PROMOTION ORGANIZATION AWARDS 2008 GALA DINNER AND PRESENTATION CEREMONY	Grote Kerk

Tuesday 14 October		Venue
8.30 – 9.00	Official Conference Photograph	1 st floor foyer
9.00 – 10.00	Plenary Presentation & Discussion Web Technologies – New Ways to Work with Clients Mr. Erland Riis Lavsén, CEO, Mindfactory DK	Amazon Theatre
10.00 – 10.30	<i>Coffee and Networking Break</i>	Amazon Foyer
10.30 – 12.30	WORKSHOPS 3 & 4	
10.30 – 11.30	3. Export Strategy – The Role of the TPO Moderator Mr. Anton Said, Chief, Export Strategy Section, ITC Presenters Mr. Francisco Rivadeneira, Manager, Information & Market Intelligence Centre, CORPEI, Ecuador Mr. Ben Naturinda, Deputy Executive Director, Uganda Export Promotion Board (UEPB) Mr. John Mennel, Booz Allen Hamilton, Washington Mr. Wang Jinzhen, Vice Chairman, China Council for the Promotion of International Trade (CCPIT)	Mississippi
	4. National Export Awards – Promoting Export Impact for Good? Moderator Mr. Tim Gibson, Chief Executive, New Zealand Trade & Enterprise (NZTE) Presenters Ms. Olena Navas, General Director, Foreign Trade Promotion Center of Cuba Mr. Seppo Laine, Senior Advisor, Finpro Mr. Edward Boateng, Executive Secretary, Ghana Export Promotion Council (GEPC)	Yangtze 1 & 2
11.30 – 12.30	3. Export Strategy – The Role of the TPO	Yangtze 1 & 2
	4. National Export Awards – Promoting Export Impact for Good?	Mississippi
12.30 – 13.30	<i>Lunch Break</i>	1 st floor foyer

Tuesday 14 October		Venue						
13.30 – 14.00	Workshops 3 & 4: Presentation of Conclusions by Moderators	Amazon Theatre						
14.00 – 15.00	<p>PRESENTATIONS BY WORLD TPO AWARD 2008 WINNERS</p> <p>Best TPO from a Least Developed Country Export Promotion Agency of Afghanistan (EPAA)</p> <p>Best TPO from a Small Country Jamaica Trade & Invest (JTI/JAMPRO)</p> <p>Best TPO from a Developing Country Export Promotion Council (EPC), Kenya</p> <p>Panelists' Surprise Award Promotora del Comercio Exterior de Costa Rica (PROCOMER)</p> <p>'Best of the Best' TPO and Best TPO from a Developed Country New Zealand Trade and Enterprise (NZTE)</p>	Amazon Theatre						
15.00 – 16.00	<p>Plenary Presentation & Discussion</p> <p>Doing Business Report 2009</p> <p>Ms. Dahlia Khalifa, Senior Strategy Advisor, Doing Business Project, World Bank – International Finance Corporation (IFC)</p>	Amazon Theatre						
16.00 – 16.30	<i>Coffee and Networking Break</i>	Amazon Terrace						
16.30 – 17.30	<p>CLOSING SESSION</p> <table border="1"> <tr> <td>16.30 – 16.45</td> <td> <p>Conference Summary</p> <p>Mr. Dirk Jan van den Berg, Conference Chair</p> </td> </tr> <tr> <td>16.45 – 17.15</td> <td> <p>Closing remarks</p> <p>Mr. Ab van Ravestein, Managing Director, EVD Ms. Patricia Francis, Executive Director, ITC</p> </td> </tr> <tr> <td>17.15 – 17.30</td> <td> <p>Announcement of host and venue for 8th World TPO Conference 2010</p> <p>Conference close</p> </td> </tr> </table>	16.30 – 16.45	<p>Conference Summary</p> <p>Mr. Dirk Jan van den Berg, Conference Chair</p>	16.45 – 17.15	<p>Closing remarks</p> <p>Mr. Ab van Ravestein, Managing Director, EVD Ms. Patricia Francis, Executive Director, ITC</p>	17.15 – 17.30	<p>Announcement of host and venue for 8th World TPO Conference 2010</p> <p>Conference close</p>	Amazon Theatre
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18.30	Transport to dinner venue	Convention Centre						
19.00 – 23.00	FAREWELL DINNER	Boat cruise, Rotterdam						