

2010 World TPO Conference Summary and Conclusions

GLOBAL CRISIS IMPACT ON TPOs WORK

No crisis is worth going through, if you do not get anything good out of it

First lesson learned..... It is not business as usual anymore!

- All countries were hit by the crisis. Some much harder than others. Many countries are still in it. Specific sectors hit harder than others
- Emerging markets (Asia & Latin America) are pushing export growth worldwide, thus TPOs are targeting their promotion efforts in that direction but, let us be cautious.
- Insertion of companies into the global supply/production chain.
- Very close relationship between private sector/TPOs/governments is key to overcome the crisis and resume growth

THE TPOs RESPONSE

- **Developing independent Export Promotion & Export (market) Development Strategies**
- **Revamping their information gathering systems. Timely “information is power”**
- **Moving towards a client centered approach: TPOs are now more than ever on a “listening mode” in order to respond on time and efficiently with demand driven/needs based/value adding/sector specific services**
- **FDI shifting South to more stable markets characterized by sound financial policies and instruments as well as politically stable.**
- **Developing a close trusting relationship with our clients, could definitely help in the information gathering process needed for TPOs to measure their impact**

BE AWARE OF

- Do not underestimate the regional dimension of trade. Increase importance of regional strategies in trade and investments, particularly in certain industries supply/production chain. Even though there are many sensitive issues between countries in the same region, such as agriculture products
- TPOs should be more active in than in the past to try and have a more direct impact in policy-making or reform at the country level.

TRENDS TO FOLLOW ...

- CRM systems are becoming crucial for an effective and efficient response to clients
- TPOs must constantly evolve in order to stay relevant to members
- Because of the pressure on TPOs to show results, it is evident that there are focusing their work with companies that are already in the “game” or are “export ready”. But lets not forget the “would be exporter”

CHALLENGES

- Even though we have seen some very good practices on measuring TPOs impact, it is evident that much work needs to be done, and in this issue an effective TPO NETWORK is key to share successes and failures.
- Quality of information collected from our clients and or public institutions is a consequence of being close to them and guiding them throughout the process.
- There is no “one size fits all” measuring impact system, but our experience sharing process definitely could help in the design of the system that best fits our TPO.