



# PRESENTATIONS BY TPO NETWORK AWARD WINNERS 2010

## PLENARY

FRIDAY 15 OCTOBER 2010

### Speakers:

- Susan HAIRD, Deputy Chief Executive, UK Trade & Investment (UKTI), Winner, Developed Country
- Prakash BEEHARRY, CEO Enterprise Mauritius, Winner, Small Island State
- Mauricio BORGES, Director of ApexBrasil, Winner, Developing Country

Moderator: Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC

The 2010 TPO Network Award Winners showcased their best practices and shared experiences and insights with participants. Ms. Aicha Pouye noted that the benefit of sharing best practices, lessons learned and experiences works in both directions. "All parties learn and grow in these types of exchanges," she said. "We need to show value for money for our beneficiaries. This competition also acts as a relay. Winners are providing effective services, which earns them the respect of their peers."

Susan Haird, Deputy Chief Executive of UKTI, told participants that winning was a long-time ambition. "We have always wanted to be the best and this award is a step in that direction," she said. In 2009, UKTI supported 25,000 companies and created £55 billion of exports, a ratio of £19 to every £1 the UK spends on trade promotion.

Ms. Haird described UKTI's Performance Impact and Monitoring Survey (PIMS), a mechanism that ensures robust accountability. PIMS was developed in response to the need for consistent monitoring of data across all the key UKTI trade development products and services. Now, UKTI can report in detail the value its trade services deliver for business customers and for the UK economy. Importantly, PIMS allows UKTI to operate with a strong customer focus.

"For UKTI, measuring impact drives everything we do," she said. "This helps us identify gaps in services for experienced SME exporters who could achieve benefit by expanding into new markets, a key tipping point for exporters. We also found that a service was needed that would help innovative SMEs grow their businesses."

In April 2009, UKTI launched its Gateway to Global Growth Programme (G3) targeted at innovative SMEs with two to 10 years of export experience. These companies needed a new approach to export support that recognized the changes in the international business environment. G3 offers a trajectory of guidance and support services designed to take clients to a higher level of international success.

An evaluation of G3 showed that 1,200 SMEs participated in the first 12 months – 67% improved their business performance and 80% increased productivity and competitiveness. Quality and satisfaction ratings for G3 are at 88% and 81% respectively.

Enterprise Mauritius also won a TPO Network award in 2006, something CEO Prakash Beeharry attributes to the organization's "constant reinventing and re-innovating" to meet clients' needs. "Our clients have differing needs. Some are 100% export oriented, while others are SMEs involved in small exports that want to grow," he said. "The award is a real testimony to our service to clients. Given the world in which we provide services, we must reinvent ourselves regularly," Mr. Beeharry told participants.

Enterprise Mauritius re-engineered itself from a Trade Support Institution and TPO to a full-fledged trade development organization. It did this by launching its 3C model, which focuses on Competitiveness Enhancement, Product Conformity and Market Connectivity. A public-private partnership was established involving the chamber of commerce, industry associations, ministries and public institutions.

"The 3C model is innovative, imaginative, responsive to reality on the ground and diverse needs of our stakeholders. We have been able to demonstrate that it represents value added," he said. "The fact that ITC has recognized the innovative feature of this particular model gives us a lot of enthusiasm, respectability and recognition, which is important to motivate our partners."

3C starts with needs identification, including the use of a 'fitness tool', followed by a customized development plan based on a gap analysis. Next, an interactive process is launched to ensure the client is fully engaged in the process. There is a built in element of measurability that follows the process, which assesses Enterprise Mauritius' performance and client results.

"As a small island state, we need to cope with the moving global world environment and constantly adapt," Mr. Beeharry added. "The dynamic evolution of world trading environment is moving so fast that even the smartest are being outpaced. It is important to be innovative and inventive, and very close to our stakeholders."

ApexBrasil launched the Industrial Extension for Exporting Project (PEIEX) to build the export capacity of Brazilian SMEs which are not yet exporting or just beginning to export. PEIEX strives to strengthen the competitiveness of Brazilian companies by using a broad network of consultants – including academics – to help entrepreneurs identify critical challenges, and improve business processes and operations in areas such as management, marketing, human resources, financing, production and international trade.

"The most important feature of PEIEX is that the companies are involved in every single process, and are consulted constantly. We always listen to our clients' needs so that understand how to solve their problems," Mr. Borges explained.

PEIEX's nine-step programme has supported 5,000 companies in 355 cities with three operating units in 10 states using the services of 200 consultants. The programme includes market information, export qualification and promotion, positioning and image promotion and internationalization support. All these services are interlinked in a well-designed system. Surveys show that 243 Brazilian companies have reported 458 improvements or positive impacts in their resources, capabilities and/or competitiveness.

"PEIEX's success is due to Apex-Brasil's ongoing support and continuous monitoring, as well as corrective actions taken along the way," he said. "Our evaluation shows that PEIEX has had a significant impact on Brazil's companies' competitiveness, preparing them to face the challenges of both domestic and international markets."

Ms. Pouye pointed to commonalities shared by the winners. "You have a vision and a strategy that puts in place ingredients to ensure that you are responding to targeted clients. This is combined with ownership by clients, which drives the effectiveness of your work."