



# TPO NETWORK

WORLD CONFERENCE & AWARDS 2016

23-26 NOVEMBER | MARRAKECH, MOROCCO

## MOVING FORWARD

The future of trade and investment promotion



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## ABOUT THE REPORT

Trade promotion and investment megatrends were the focus of the 2016 Trade Promotion Organizations Network World Conference and Awards in Marrakesh, Morocco.

The report includes a summary of discussions with participants from 85 countries. They addressed trends including digital transformation, the rise of Africa, the growing number of standards in value chains, more women in trade, 'green' businesses and the importance of risk management. The report also features award winners from France, Costa Rica and Madagascar.

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# Moving Forward

The future of trade and investment promotion





# Foreword

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Trade and investment promotion organizations (TIPOs) are crucial partners in ITC's work to enable small and medium-sized enterprises (SMEs) to internationalize. SMEs, the largest source of untapped inclusive growth, need TIPOs to be ahead of trends, boost their capacities, provide market information, make business linkages for investment and trade, and reduce risk perceptions in foreign markets.

ITC-University of Geneva research shows that each additional dollar invested in TIPOs generates an additional \$87 of exports and \$384 of additional GDP. This study was of European TIPOs, but the evidence is relevant for all TIPOs. Investing in TIPOs is a wise economic strategy for future growth and competitiveness.

TIPOs, like their clients, operate in a fast-changing world economy. The megatrends they address include demographic and social changes, shifts in global economic power, urbanization, climate change and technological advances. These trends are reshaping our world.

TIPOs also help SMEs navigate today's increasingly complex world of standards. For SMEs to become or remain competitive they must have the knowledge, expertise and resources to meet the growing number of public and private standards. A 10% increase in the number of technical regulations hits small firms' export revenue twice as hard as large firms. This finding alone shows why investing in this capacity stream is a wise move.

The digital revolution is one of the most important megatrends. It opens the door to creativity, new business models and new ways to reach distant customers. Technology also drives the rise of regional and global value chains, which has created new opportunities for SMEs to tap into international trade and investment.



TIPOs are looking at these issues to enable SMEs to take advantage of global value chains in a profitable and sustainable manner and to leverage ongoing regional economic initiatives in regional value chains.

It is important that TIPOs cooperate to develop sub-regional umbrella groups. The establishment of the nascent Arab TIPOs regional network 'ACTION' (Arab Countries Trade Promotion Organizations Network) and TIPO Network of the West African Economic and Monetary Union (UEMOA) are important steps in that direction. We will support these regional networks.

These issues and more were explored at the 11<sup>th</sup> gathering of trade and investment promotion leaders. We hope the event served to provide an opportunity to deepen partnerships and share examples of excellence. We would especially like to thank our host, Maroc Export, for its leadership and warm welcome.

A handwritten signature in black ink, appearing to read 'Arancha González'.

**Arancha González**  
Executive Director  
International Trade Centre



# Conference remarks by Maroc Export

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*By Zahra Maafirii, General Manager, Maroc Export*

Marrakesh is where the World Trade Organization was born, in April 1994. In 2000, the third World Conference of the Trade Promotion Organizations was held in the same city. We entertained high ambitions for world trade – and still do, as we look to the future with a new generation of export advisers, a new vision of world trade and new challenges to meet.

Our predecessors who met in 2000 anticipated some of the issues we face today. One was based on regional approaches, which led to an international network of trade promotion organizations (TPOs). Another was to build on the power of information technologies, which underscored the importance of establishing a virtual TPO community. Yet another was to advocate for creating greater synergies between trade and investment.

Current megatrends continue to underscore the need to link trade and investment, adapt to increasing digitalization and build on regional coalitions.

Trade promotion organizations share common issues, but we do not face them in the same manner. Consider the example of Africa. His Majesty King Mohammed VI of Morocco stated at the Africa Summit in Marrakech in 2006, organized on the occasion of the Conference of the Parties (COP 22): 'All types of vulnerabilities are concentrated in our continent.'

COP22 revealed the need for new orientations, such as international standards to support the green economy. Organizing this important conference on African soil afforded us the opportunity to share our awareness of these vulnerabilities and strive to remedy them.

The economic development of our continent, mainly achieved through international trade, should mobilize all of us. In this era of globalization, Africa, as a unique development model, is called upon to carry out its regional integration successfully.

For example, with the support of ITC, we set up the African Trade Promotion Organizations Network in Casablanca in December 2014. The network now consists of 13 countries. Our aim is 'to create a balanced partnership with the rest of the world.' This partnership takes into account our common vision, as well as our economic and cultural specificities.

Success is contingent upon collaboration with other regional TPOs networks, comprised of more than 50 countries from Europe, the Arab world, Asia, and America. This collaboration should contribute to bridging our communities.

I hope this WTPO conference marked the beginning of a genuine African integration within the value chain of global trade.

As leaders of trade and investment promotion bodies, we, together with our teams, are actors in defining new development and trade promotion models. It is our responsibility to determine our role as a source of proposals vis-à-vis our respective governments. After all, we serve as a bridge between the government and the private sector – and thus we are major players in developing global trade.

# Abbreviations

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AGOA	African Growth and Opportunity Act	ITC	International Trade Centre
Austrade	Australian Trade and Investment Commission	LDC	Least developed country
CBI	Centre for the Promotion of Imports from Developing Countries (Netherlands)	MATRADE	Malaysia External Trade Development Corporation
CCPIT	China Council for the Promotion of International Trade	MoU	Memorandum of Understanding
CEO	Chief Executive Officer	PROCOMER	Foreign Trade Corporation of Costa Rica
COMESA	Common Market for Eastern and Southern Africa	SADC	Southern African Development Community
DIT	Department for International Trade (United Kingdom)	S-GE	Switzerland Global Enterprise
DITP	Department of International Trade Promotion (Thailand)	SME	Small and medium-sized enterprise
EAC	East African Community	UNCTAD	United Nations Conference on Trade and Development
FAIRTRADE	Fair Trade International	TIPO	Trade and investment promotion organization
FDI	Foreign direct investment	TPO	Trade promotion organization
FNEM	National Federation of E-commerce in Morocco	TISI	Trade and investment support institution
GDP	Gross domestic product	WTO	World Trade Organization
ICEX	ICEX Spain Trade and Investment		
ICT	Information and communications technology		
ITBM	International Trade Board of Madagascar		

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