

What Makes a Winner?

Inspiring initiatives for economic recovery



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Inspiring initiatives for economic recovery

The 2020 World Trade Promotion Organizations Awards rewarded national trade promotion agencies from around the globe for innovative programmes to support small and medium-sized firms.

These initiatives support economic recovery, focusing on partnerships, digitalization, and sustainability. The nine cases featured in this publication offer insights to trade promotion organizations to strengthen their own support to businesses.

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FOREWORD

My congratulations to all applicants of the 2020 World Trade Promotion Organization (WTPO) Awards for sharing their practices and innovation with the global community. The WTPO Awards recognize institutional excellence and celebrate hard work, innovation, and commitment. The work of these organizations has never been more challenging – and needed – than it is now.

Most micro, small and medium-sized enterprises (MSMEs) have struggled through the pandemic, yet many have remained resilient. As drivers of economic recovery, their business success is inextricably linked to a country's economic health and growth.

Cultivating and maintaining a conducive trade and investment environment for MSMEs is the *raison d'être* of trade promotion organizations (TPOs). These organizations provide a lifeline by creating, developing, rolling out and scaling up solutions that reinforce resilience.

These awards symbolize ITC's partnership and commitment to connect TPOs to each other. They serve to reward success and share good practices so all may benefit. The 2020 award winners demonstrate how TPOs around the world can streamline their practices and services to adapt to the changing global context.

The 2020 applications were sent to ITC before the pandemic sparked the global lockdown. Even then, TPOs were showing flexibility and responsiveness – characteristics that will hold them in good stead today and in the future.

In this Decade of Action, TPO innovations contribute to the goals of the United Nations 2030 Agenda by promoting inclusive initiatives and supporting 'good trade' as a strong platform for recovery, resilience and growth.

What makes a winner? showcases pioneering practices by TPOs that successfully meet the MSME needs. It shows how these organizations create value by bringing companies together; delivering services with digital technologies to reach a wider audience; and embedding green growth into the foundation of MSME strategies.

The winners have inspired their peers and ITC through their vision, innovation, and leadership as they navigate the disruptive trends affecting businesses and trade. Their examples can inspire others who seek to do the same.



As we continue to navigate an uncertain future, we must collaborate on exciting solutions to ensure that natural and human capital are preserved and linked with economic growth. This new business paradigm will give rise to innovations we have yet to imagine.

Congratulations again to the 2020 award winners. We missed the camaraderie and the rich exchange of experiences and ideas when the 2020 conference was postponed. I look forward to celebrating the winners in person and meeting you all at the 2022 WTPO Conference in Accra.

A handwritten signature in dark ink, appearing to read 'P. Hamilton'.

Pamela Coke Hamilton
ITC Executive Director

ACKNOWLEDGEMENTS

This publication draws from the submissions of the 2020 WTPO Award winners and the videos produced by the shortlisted winners. Natalie Domeisen and Ann Penistan (both ITC) conceived and wrote the publication. Dianna Rienstra contributed research and content compilation. Jennifer Freedman provided editing services. Anne Griffin (ITC) managed editorial production services Pablo Martinez Mayo and Patrick Schmitt provided Spanish and French translations. Franco Iacovino (ITC) provided layout.

For more information about the WTPO Conference and Awards, visit: www.tponetwork.com

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SUMMARY: THE WTPO 2020 AWARDS

The ninth World Trade Promotion Organization (WTPO) Awards were presented at the first online awards ceremony, hosted by the International Trade Centre (ITC). More than 200 senior trade and investment representatives from across the globe participated.

The WTPO Awards are open to all national trade promotion organizations (TPOs) and recognize excellence in trade support services. The awards celebrate TPOs that have demonstrated outstanding performance in using innovative and effective practices in export development initiatives that help small and medium-sized enterprises become sustainable, competitive international players.

Participants applied under three categories:

- Best use of partnerships
- Best use of information technology
- Best initiative to ensure that trade is inclusive and sustainable

THE 2020 WINNERS

- **Sweden:** Best use of partnerships
Business Sweden
- **Georgia:** Best use of information technology
Enterprise Georgia
- **Costa Rica:** Best initiative to ensure that trade is inclusive and sustainable
Export Promotion Agency of Costa Rica – PROCOMER

Runner up awards

The panel of judges recognized additional noteworthy applications for their good practices or positive contributions towards the United Nations Sustainable Development Goals.

Consequently, six additional awards – two in each category – were announced:

- **United Republic of Tanzania and Viet Nam:** Best use of partnerships
Tanzania Trade Development Authority
Vietrade
- **China and Malaysia:** Best use of information technology
China Council for the Promotion of International Trade
Malaysia External Trade Development Corporation
- **Saint Lucia and Spain:** Best initiative to ensure that trade is inclusive and sustainable
ICEX Spain Trade and Investment
Export Saint Lucia

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