



TPO NETWORK

WORLD CONFERENCE & AWARDS 2014

3-5 NOVEMBER | DUBAI, UNITED ARAB EMIRATES

FROM EXPORT PROMOTION TO INTERNATIONALIZATION

The role of trade promotion organizations in the evolving global economy



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From Export Promotion to Internationalization

The role of trade promotion organizations
in the evolving global economy



ABSTRACT

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Proceedings of 2014 Trade Promotion Organizations (TPO) Network World Conference and Awards held in Dubai, United Arab Emirates, on 3 - 5 November 2014, addressing the theme 'From export promotion to internationalization', reflects the debates, discussions and key messages of the conference and showcases the winners of the 2014 TPO Network Awards; reviews the recent trend in the business support environment to merge trade and investment activities; discusses the benefits and opportunities for TPOs and their beneficiaries such as trade facilitation, diversifying exports towards emerging markets and integrating SMEs into value chains.

Descriptors: **Trade Promotion Organization, Export Promotion, International Trade, Investment, Trade Facilitation, Export Diversification, Value Chains.**

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Foreword by Arancha González

Trade, investment and development were at the heart of the 10th Trade Promotion Organization (TPO) Network World Conference and Awards. This was the largest gathering ever for this biennial event – more than 400 leaders from 68 countries participated, bringing together TPOs, business associations, trade and development professionals and policymakers around the table.

Such diversity has enabled this event to become the world's premier platform for TPO leaders to deepen and share knowledge with each other as we explore the important role that TPOs play to support small and medium-sized enterprises (SMEs) to internationalize and connect to value chains.

Behind these SMEs are trade and investment promotion organizations that support these small businesses to grow into enterprises that thrive in international markets.

A key message that resonated across our discussions is that trade and investment are intertwined as never before.

TPOs have an essential advocacy role to play to reduce the cost of doing business across borders, and facilitate a conducive business environment. The World Trade Organization Trade Facilitation Agreement creates a legal structure to accomplish this, but TPOs need to encourage governments to implement business-friendly reforms.

SMEs need incisive trade and market intelligence to enter new markets. TPOs' *raison d'être* is to assist SMEs to obtain this expertise at an affordable cost. To remain competitive, businesses also need to ensure gender inclusiveness, adopt new technologies and extend brand identity. In each of these areas, there are models of excellence where TPOs have served as valuable intermediaries between local enterprises and global and regional markets.



Trade in services, the most dynamic segment of international trade, is emerging as an area of focus, in which the best TPOs provide specific services and trade promotion toolkits to support SMEs to take advantage of new market opportunities.

Innovation is paramount, especially for SMEs that find it challenging to keep apace with technological change. SMEs can be incubators of new technologies and a rich source of innovation. The best TPOs are helping to nurture these incubators by facilitating technological platforms and focusing on good customer service, as well as revenue-generating activities.

This is the first TPO network conference in the Gulf region. The United Arab Emirates is one of the most diversified economies in the Middle East. It was fitting that the meeting was held in Dubai, an important global and regional trade and investment hub.

I would like to congratulate the 2014 TPO Network Award winners and all those who applied. Showcasing how you make a difference helps to show how TPOs continue to be centres of excellence for SMEs.

Thank you for your active participation and your insights, and we look forward to seeing you in Morocco in 2016.

A handwritten signature in black ink, appearing to read 'Arancha', with a stylized flourish at the end.

Arancha González
Executive Director
International Trade Centre

Foreword by H.E. Eng. Saed Al Awadi

Dubai has traditionally been a meeting ground – a city that has built its prosperity on its openness to other cultures and its ability to connect people worldwide.

It has been a pleasure to welcome more than 400 delegates from around the world. Dubai Exports is proud to be part of this vibrant TPO Network as we work together to identify new engines of growth and to help put trade to work for global sustainable prosperity.

Dubai is a crossroads, connecting East and West. For those of you who visited the Jebel Ali Port, you have experienced the technologically advanced facility and sophisticated infrastructure that have made Dubai the re-export hub of the world. Re-exports from the United Arab Emirates (UAE) grew by 11% from US\$ 109 billion in 2012 to US\$ 121 billion in 2013.

We hope that our success will serve as an inspiration. Our efforts are channelled towards accelerating the country's pace of sustainable development. After claiming a high-ranking position in the International Institute for Management Competitiveness Report, the UAE was ranked 12th in the World Economic Forum's Global Competitiveness Report – The Global Competitiveness Index 2014-2015.

The UAE Ministry of Economy works with all stakeholders, including SMEs, one of the main drivers of our economy. We pursue policies to further enhance their role – a role that is crucial for the sustainable development of the country.

More opportunities for SMEs are opening up in the wake of the World Trade Organization's (WTO) Trade Facilitation Agreement. We believe strongly in the importance of free international trade and are convinced that the global trading system can deliver prosperity. However, we need to work together to remove the barriers to trade that hamper economic growth.



TPOs can help to free international trade by assisting in simplifying procedures, formulating policies and increasing cooperation to boost exports and support WTO efforts to facilitate international trade.

This is why this event was so timely. It gave us an opportunity to take stock of how TPOs can foster trade and investment through information, networking and as a platform where small, medium and large companies can collaborate with trade development professionals. It gave us an opportunity to recognize our peers and award them for excellence in export development initiatives. Congratulations to all of the winners! Your good work is an inspiration for all of us.

We hope that this event exceeded your expectations and that you left more enriched and energized. We look forward to meeting again at the 11th TPO Network World Conference and Awards in 2016 in Marrakech.

A handwritten signature in blue ink, belonging to H.E. Eng. Saed Al Awadi. The signature is fluid and stylized, with a long horizontal stroke at the end.

H.E. Eng. Saed Al Awadi
Chief Executive Officer
Dubai Exports

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