

THE 13TH WORLD TRADE PROMOTION ORGANIZATIONS CONFERENCE

Bold solutions for resilience and recovery

17-18 November 2021 | Labadi Beach Hotel, Accra

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BOLD SOLUTIONS FOR RESILIENCE AND RECOVERY

We will remember the last two years as the test of our humanity, resilience and agility.

More than ever, it will be small businesses – those that are brave and agile – that will be the cornerstone for prosperity, inclusiveness and sustainability. More than ever, businesses need solutions that provide information, support innovation, facilitate market access, manage risk and improve resilience.

At the World Trade Promotion Organization Conference 2021, we will explore how bold organizations provide these solutions, to help build resilience and manage risk in times of uncertainty. With the United Nations Sustainable Development Goals as a guide (and on the eve of the World Trade Organization 12th Ministerial Conference) we will appreciate how trade and investment organizations address business survival and competitiveness, and support trade-led growth, while serving their communities and protecting our planet.

Resilient and agile organizations

Geo-political tensions, the climate crisis, threats to multilateralism and the digital revolution trigger uncertainty for business. Against this backdrop, COVID-19 brought human tragedy and unprecedented disruption.

The resilient organization can take knocks without bruising. It has solid organizational values, governance structures; shared strategic goals and performance indicators; principle-based processes, high employee engagement, good knowledge management; and excellent stakeholder trust.

The agile organization is curious and open to ideas. It sparks innovation, relishes change and values the learning that comes with potential failure. It thrives on problem solving, with responsibility delegated to the front line to react to rapidly changing circumstances in the local context.

Bold Organizations

Effective organizations are visionary. They chart a path for competitive advantage for businesses in times of uncertainty. They break through a negative cycle of cause and effect. Boldness means having the courage to do things differently, embrace digitalization, work with new partners, diversify and take risks to deliver on long term and ambitious goals.

Impact investing, sustainability standards, consumer preferences, and the Sustainable Development Goals empower businesses to think beyond profit. 'Good trade' is characterised by trade-led economic growth that is also sustainable, fair and inclusive. Bold organizations embrace good trade to provide long term competitive advantage to firms.

Preliminary Programme

Tuesday 16 November

17:30 – 19:00 **Conference Registration**

19:00 – 21:00 **Welcome Cocktail**

Wednesday 17 November

Looking outwards: Understand the forces that create turbulence and opportunity, and how they affect trade and investment organizations.

08:00 – 09:00 **Conference Registration**

09:00 – 09:30 **OFFICIAL OPENING**

Welcome Speeches

09:30 – 10:00 **KEYNOTE SPEECH**

2021, Remapping the world

The global pandemic has fuelled health, economic, social and environmental upheaval - and revealed how these are interconnected.

What is the state of our world in November 2021?

What are we learning; what are we failing to learn?

What broader environmental, digital, social and geo-political revolutions are changing the world and affecting trade?

Global problems need global solutions. What forces at play affect multilateral action in 2020?

10:00 – 10:30 **Networking Break**

10:30 – 11:15 **LET'S TALK – INTERVIEW**

PLENARY SESSION: Global business trends. Is there a 'new normal'?

How are the global megatrends and threats to multilateralism affecting small businesses?

How permanent is uncertainty for business? A 'new normal' or 'no normal'?

Which sectors are riding the wave, and which ones are floundering?

How might well-governed value chains improve resilience and share risk? What new ways of accessing international markets are emerging? Is nearshoring a reality?

How do we spur innovation and digitalization in business?

What new types of support will businesses need to survive and thrive?

11:15 – 13:00 **PEER TO PEER – PANEL DISCUSSION**

PLENARY SESSION: Building boldly in Africa

The momentum gathering around the AfCFTA is a positive force for multilateralism: CEOs from TPOs inside and outside Africa will discuss opportunities for bold new pathways for business, in light of the African Continental Free Trade Agreement (AfCFTA)

13:00 – 14:00	Lunch and Networking
14:00 – 15:15	<p>PEER TO PEER – PANEL DISCUSSION PLENARY SESSION: Bold, resilient, and agile responses to risk</p> <p>Even when the pandemic is under control, TPOs must be ready for external shocks, including earthquakes, volcanic eruptions, terrorist attacks, political crises and social upheaval: In a crisis, businesses need help fast, and TPOs have the expertise, connections and the credibility to respond.</p> <p>More proactively, TPOs create competitive advantage for businesses when they build risk-taking and risk management into their strategies. As a pathfinder for business, investing in knowledge and networks “ahead of the curve”, TPOs reduce the risks and the sunk costs for the SMEs they serve.</p> <p>We look at tactics that TPOs can put in place across three risk horizons for greater long-term impact, including expecting the unexpected.</p>
15:15 – 16:30	<p>PEER TO PEER – PANEL DISCUSSION PLENARY SESSION: Build for the future: sustainable, inclusive solutions</p> <p>The United Nations Sustainable Development Goals are more relevant than ever; they are a lodestar and steadying force to focus long-term actions for well-being. In a world where the status quo is being challenged, ‘good’ business – environmentally sound, climate resilient, inclusive and socially responsible – makes good business sense. TPOs share their examples of building sustainable and inclusive business for competitive advantage.</p> <ul style="list-style-type: none"> • How are trade and investment promotion organizations helping to shape ‘good’ business for competitive advantage in a troubled world? • Does this aspiration align with government and donor priorities, new levels of debt and the risk of prolonged economic slowdown? Will short-term funding priorities undermine the long-term vision?
16:30 – 17:00	Networking Break
17:00 – 17:30	<p>WTPO 2023 Presentation of bids to host the 14th WTPO Conference</p> <p>END OF DAY</p>
18:30 – 22:00	<p>GALA EVENING AND WTPO AWARDS 2020 PRESENTATION CEREMONY</p> <p>Venue: TBC</p> <p>Dinner and Awards ceremony</p>
18:00 – 18:30	Bus transfer from (all hotels) to the venue
22:00	Bus transfer from venue to all hotels

