

# PROGRAMME

TRADE  
AND INVESTMENT  
ECOSYSTEMS

DELIVERING FOR GROWTH  
PARIS 25/26-10-18





**Contact:** Fabrice Lelouvier  
Deputy Director, International Cooperation  
Business France  
77 Boulevard Saint-Jacques, 75014 Paris, France

**Telephone:** +33 1 4073 3408

**E-mail:** [fabrice.lelouvier@businessfrance.fr](mailto:fabrice.lelouvier@businessfrance.fr)



**Contact:** Ben Mohamed Imamo  
Senior Programme Officer  
Institutional Networks and  
Business Generation

**Telephone:** +41 -22 730 0247

**Fax:** +41 -22 730 0576

**E-mail:** [tponetwork@intracen.org](mailto:tponetwork@intracen.org)

**Postal address:** ITC  
Palais des Nations  
1211 Geneva 10, Switzerland

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

# WTPO Network World Conference 2018

## Trade and Investment Ecosystems: Delivering for Growth

This is not a time for business as usual. With trade facing strong headwinds and with the shared global commitment to achieve the United Nations Sustainable Development Goals by 2030, there is a need to foster approaches that can deliver future growth and prosperity at scale. The role of trade and investment promotion organizations (TIPOs) - to ensure that trade contributes to inclusive and sustainable growth - aligns to these development goals. In response to these shifts, TIPOs are harnessing ecosystems of business support to offer innovative, seamless and integrated solutions.

At the 2018 **World Trade Promotion Organizations Conference**, we will focus on how an ecosystem approach could add value for small businesses and the implications of this approach for the future direction of TIPOs. This includes the emerging role of a TIPO to be a catalyst for cooperation among actors, providing integrated services that improve the competitiveness of small to medium sized enterprises (SMEs), and supporting inclusive growth. We will consider how rapid changes in technology are altering the actors, linkages and platforms that make up these ecosystems. We will also reflect on how to measure the work of institutions including reporting on broader socio-economic impact.

The conference uses a format of *provocuer (inspiring with big ideas)*, *partager (sharing real life examples)* and *pratiquer (tips and tools for action)*, and covers four sub topics:

- Ambitious goals in a rapidly changing world
- Ecosystems for reach, scale, flexibility, innovation, and efficiency
- Delivering with excellence using new technologies
- Demonstrating and driving impact with credible measurement and reporting



# PROGRAMME

Wednesday 24 October

## Pre-conference activities

09:30 - 10:30

### Meeting of the WTPO Awards 2018 jury

*Venue: Fadiga room*

Chair

**Arancha González**, Executive Director, International Trade Centre (ITC)

### WTPO Awards jury

16:00 - 20:00

### Conference registration

Participants may pick up their kits during these times.

The registration desk is located at the entrance of the Pierre Mendès France Conference Centre within the Ministry of Finance.

16:30 - 17:30

### Moderators and speakers meeting

*Venue: Bloch-Lainé*

18:00 - 20:00

### Welcome Cocktail

*Venue: Lobby*

## WTPO EVENT APPLICATION FOR MOBILE DEVICES

Register for the WTPO event app to engage with conference participants, view the conference agenda, arrange meetings, engage in a focused discussion, and more...

Check your emails from [wtpo2018.pathable.com](http://wtpo2018.pathable.com) to access your personal link.

# Thursday, 25 October

08:00 - 15:00

## Conference registration

ITC and Business France promotional booths open from 8:00 to 9:00

09:00 - 09:30

## Official opening

*Venue: Amphitheatre*

Speakers

**Christophe Lecourtier**, Chief Executive Officer, Business France

**Arancha González**, Executive Director, International Trade Centre (ITC)

Master of Ceremonies:

**Frédéric Ferrer**, Journalist

09:30 - 10:00

## Keynote speech

### Ambitious goals in a rapidly changing world: Agenda 2030

*Venue: Amphitheatre*

Professor Ian Goldin will set out the ambitions for inclusive growth described by the UN Global Goals for sustainable development and the 2030 Agenda. These goals are important and affect us all. They serve as an inspirational connecting force to unite diverse actors, and are aligned with the work of TIPOs to create opportunities for businesses to grow internationally. To reach these goals in the next decade, new methods, new partners and new platforms will be required.

Speaker

**Ian Goldin**, Director, Oxford Martin Programme on Technological and Economic Change

10:00 - 10:30

## Coffee break and networking

ITC and Business France promotional booths open

10:30 - 12:30

## Plenary session

### Ecosystems for reach, scale, flexibility, innovation, and efficiency

*Venue: Amphitheatre*

#### Introduction - The new model in France

Frédéric Rossi shares France's multi-partner approach to support the international competitiveness of SMEs.

Speaker

**Frédéric Rossi**, Deputy Director, Trade - Export, Business France

## Discussion - Food ecosystems, from production to consumption

- How can an ecosystem approach support businesses to produce food efficiently, market and promote products effectively, deliver quality food to consumers, and ensure prompt payment?
- How do the actors at each step of the international food value chains complement and support each other for business success?

Moderator

**Hernan Manson**, Head, Inclusive Agribusiness Systems, ITC

Panellists

**Marika De Pena**, Chief Executive Officer, Bananos Ecologicos de la Linea Noroeste (BANELINO), Representative, Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC), Dominican Republic

**Horacio Lomba**, General Manager, Consorcio Citricos Dominicanos – Grupo RICA, Dominican Republic

**Ricardo Durrant**, Senior Investment Promotions Manager, Jamaica Promotions Corporation

**Kaspar Baumann**, Investment Manager, Clarmondial

12:30 - 14:00

### Lunch and networking

*Venue: Lobby*

ITC and Business France promotional booths open.

13:30 - 14:00

### Lunchtime information session

*Venue: Bloch-Lainé*

#### Alliances for Action (A4A)

A4A is an ITC ecosystem approach that works closely with institutions as partners. It bridges the knowledge, sustainability and inclusiveness “gaps” faced by value chain operators at local, national and international level. The alliances work collectively to address barriers, increase market and product diversification and inclusive participation in trade.

Presenters

**Owen Skae**, Director Rhodes Business School

**Ekaterina Krivonos**, Economist, Food and Agricultural Organisation of the United Nations

14.00 - 14:30

## Plenary session

### Fast pitch presentations

*Venue: Amphitheatre*

TIPO representatives and experts will consider what ecosystems mean in the context of trade and share examples of an ecosystem approach.

Presenters

**Jacqueline Flood**, Head of Business Competitiveness Unit, Organisation of Eastern Caribbean States

**Jorge Marcotegui**, President, ProCordoba, Argentina

**Michael Scherz**, Head of Innovation, Advantage Austria

14:30 - 16:00

## Plenary session

### Ecosystems for skills, innovation and entrepreneurship

*Venue: Amphitheatre*

In a rapidly changing world, TIPOs need to support innovation and entrepreneurship to build a pipeline of future export champions. Panellists will explore the complexities involved in building skills for the future and in enabling entrepreneurs to be generators of economic development.

- What challenges are entrepreneurs facing in different countries? Is an ecosystem response suitable to mitigate these challenges?
- What is the role of the TIPO in nurturing ecosystems for innovation and entrepreneurship?
- How are trade promotion, investment promotion and training institutions working together to build the skills needed for future success?
- What additional tools and solutions do TIPOs need to support innovative businesses that are “born global”?

Moderator

**Karim Sy**, Founder & Chief catalyst, Jokkolabs Global

### Keynote speech - The Chinese response

Speaker

**Gao Yan**, Chairperson, China Council for the Promotion of International Trade.

### Discussion

Panellists

**Javier Echarri**, Chief Executive Officer, European Business Network

**Jorge Sequeira**, Chief Executive Officer, Costa Rican Investment Promotion Agency

**Ba Phu Vu**, Chief Executive Officer, Vietrade, Vietnam

**Oriel Petry**, Deputy Trade Commissioner for Europe (South and North) and Director, France, Department of International Trade, United Kingdom.

16:00 - 16:30

### Coffee break and networking

ITC and Business France promotional booths open.

16:30 - 17:15

## 2020 TPO Network World Conference

### Presentations by prospective hosts (and secret ballot)

*Venue: Amphitheatre*

### Presentation of bids to host the WTPO Conference 2020



## Evening programme

18:15 - 22:00

### Gala evening and WTPO awards 2018 presentation ceremony

Boat cruise: Dinner and Awards ceremony.

18:15

Bus transfer from Ministry of Finance to Port de Bercy; buses depart every 10 minutes from 18:30 - 19:00. Please be on the boat by 19:00.

19:00 - 22:00

Welcome cocktail, dinner and 2018 awards ceremony.

The 2018 WTPO Award winners will be announced following dinner.

22:00

End of evening – Bus transfer from Quai de Bercy to Ministry of Finance.

# Friday, 26 October

09:00 - 09:30

## Keynote speech

### Ambitious goals in a rapidly changing world: Reshaping globalisation

*Venue: Amphitheatre*

Pascal Lamy discusses the rapid changes affecting trade including the positive and negative forces shaping multilateral trade agreements, the role of the WTO, increased use of tariff and non-tariff barriers, and the impact of One Belt One Road. He addresses the question: What are the implications for global trade, and the work of Trade Promotion Organizations?

Speaker

**Pascal Lamy**, President Emeritus, Jacques Delors Institute

09:30 - 10:45

## Plenary session

### Ambitious goals in a rapidly changing world: Technology enablers

*Venue: Amphitheatre*

Robotics, artificial intelligence, 3D manufacturing and distributed ledgers are changing the way we produce, market, deliver and pay for goods and services. Within the context of ecosystems, how are these evolving forces changing the traditional relationships and connections between suppliers, producers, partners, customers, and consumers?

A panel of experts present and discuss these new technologies, and the impact they will have on trade.

Moderator

**Daniel Küng**, Chief Executive Officer, Switzerland Global Enterprise

Panellists

**Jeppe Kobbero**, Senior Product Manager, Global Trade Digitization, MAERSK

**Adolfo Fernández**, Global Programme Officer, International Growth Strategy, Google

**Patrick Perreault**, Co-founder, Getting to Global

10:45 - 11:15

### Coffee break and official conference photo

ITC and Business France promotional booths open.

11:15 - 11:45

## TPO award winners share their practices

Venue: Amphitheatre

Moderator

**Anders Aeroe**, Director, Division of Enterprises and Institutions

11:45 - 13:00

## Plenary session

### Delivering with excellence using new technologies

Venue: Amphitheatre

ITC presents the results of the publication SME Competitiveness Outlook 2018: Business Ecosystems for the Digital Age, followed by a moderated panel session.

The publication focuses on the way the 4th Industrial revolution is affecting how businesses compete, connect and change, and how business support institutions can help SMEs to benefit from the change. We will discuss whether these institutions have to reshape their business models to stay relevant in the digital age, and the new partnerships and approaches that would need to be developed.

- How do TIPOs respond to new technologies to improve the ability of SMEs to compete, connect and change?
- What new partnerships are required?
- How can TIPOs make “big data” work for small firms? How do they use technologies to improve matchmaking between buyers and sellers, borrowers and lenders, institutions and businesses they support?
- What are specific challenges and opportunities TIPOs in least developed countries (LDCs) experience in the digital age?

Moderator

**Marion Jansen**, Chief Economist, ITC

Panellists

**Ratnakar Adhikari**, Executive Director, Enhanced Integrated Framework, World Trade Organization

**Alberto Cerdán Borja**, Director General, Institutional Cooperation and Coordination, ICEX-Spain

**Sunita Daniel**, Chief Executive Officer, Export Saint Lucia

**Mohd Shahreen Zainooreen Madros**, Chief Executive Officer, Malaysia External Trade Development Corporation

**Bostjan Skalar**, Chief Executive Officer, World Association of Investment Promotion Agencies

13:00 - 14:00

### Lunch and networking

Venue: Lobby

ITC and Business France promotional booths open.

## Parallel sessions

14:00 - 16:00

14:00 - 16:00

### 1. Workshop – Finding your way: ecosystem actors

*Venue: Bloch-Lainé*

In smaller, facilitated workshop groups, participants will use a case study to map, navigate and leverage ecosystems. The approach will help participants respond to questions such as:

- What is the experience of a small business seeking to innovate, grow and internationalize?
- What are the business constraints and who are the actors that could be part of the solution?
- What might an ideal and comprehensive service offering look like, from the perspective of the business?
- What linkages already exist between potential actors, and how effective are they?
- How can TIPOs maximize trust and connectedness in the system?

Facilitated by

**Master Training Institute**

14:15 - 15:45

### 2. Discussion – Demonstrating and driving impact

*Venue: Amphitheatre*

ITC presents approaches and tools for institutions to define and describe their results and to demonstrate their contribution to SDGs. This will include a presentation and panel discussion with the TIPOs involved in the ITC pilot project for impact reporting.

Moderator

**Anne Chappaz**, Chief, Institutional Strengthening, ITC

Panellists

**Malick Diop**, Director General, Agence sénégalaise de promotion des exportations

**Martina Gmür**, Head of Export Promotion, Switzerland Global Enterprise

**Saed Al Awadi**, Chief Executive Officer, Dubai Exports

**Pedro Beirute Prada**, General Manager, ProComer

**Ana Novik**, Head of Investment Division, Organisation for Economic Co-operation and Development

15:45 - 16:15

### Coffee break and networking

ITC and Business France promotional booths open.

16:15 - 17:00

## Conference closing

*Venue: Amphitheatre*

### **Conference summary**

Conclusions of the 2018 WTPO Conference and recommendations for future activities of the global TPO network and its extended members.

Speakers

**Arancha González**, Executive Director, ITC

**Benoît Trivulce**, Deputy Director, Strategy, Business France

**Announcement of the host for the 2020 World Trade Promotion Organizations Conference and closing remarks**

# Saturday, 27 October

## Post-conference activities

Discover Paris at your own convenience and pace with the help of a Paris Museum Pass provided by Business France on request at the Business France booth during the conference.



