



PRESS RELEASE: Geneva

19.09.08

TOP TRADE PROMOTION ORGANIZATIONS VIE FOR RECOGNITION

Six national trade promotion organizations (TPOs) will be chosen as winners of the International Trade Centre's (ITC) World Trade Promotion Organization Awards 2008. Winners will be announced at the 7th World Trade Promotion Organization Conference, to be held in The Hague, the Netherlands, 13-14 October 2008.

The national TPOs of 14 countries have been shortlisted for the Awards. The shortlisted applicants in each category are:

- Afghanistan and Senegal: Best TPO from a Least Developed Country Award.
- Costa Rica and Jamaica: Best TPO from a Small Country Award.
- Brazil, Kenya, Palestine, Paraguay, Serbia and South Africa: Best TPO from a Developing Country Award.
- Australia, Austria, New Zealand and the United Kingdom: Best TPO from a Developed Country Award.

The judges will also announce the 'Best of the Best' TPO Award as well as a Panelists' Surprise Award to a TPO that did not score "best" in a particular category but that, in the panel's opinion, deserves special recognition. The panel, chaired by Patricia R. Francis, Executive Director of ITC, includes senior representatives of the 2006 WTPO Award winners.

Because TPOs help create jobs and income at home by assisting companies to expand internationally, they play an increasingly important role in today's competitive and constantly changing global marketplace. Successful TPOs operate as a window to help clients extend their reach globally and boost exports by offering targeted services.

"TPOs make a vital contribution to economic development. We have seen over the last decade how it is possible to lift millions out of poverty by taking advantage of more open markets and trading opportunities," said Patricia Francis. "Being an effective TPO is a daily challenge. All of this year's applicants can be proud of their contributions to their countries' economies."

This year a record number of countries entered the competition, demonstrating the continued relevance of the Awards process to national TPOs. By entering the WTPO Awards competition, TPOs are benchmarking themselves amongst their peers.



The Awards recognize the achievement and reward the success of TPOs, stimulate active networking among TPOs, share their best practices and encourage their innovative approaches.

Past Award winners have used the recognition to focus attention on the value of TPOs and their services, to help their governments achieve their economic goals as well as to showcase the value of developing – and funding – export promotion programmes.

The 2006 Best of the Best winner, Finpro, has used its win to reinforce Finland's industrial policy, which emphasizes innovation as its key competitive edge. "Finpro has taken advantage of the visibility by using the WTPO Award logo in our brochures and slides together with the Finpro logo. The Award logo has helped us to enhance the Finpro brand," said Finpro's Chief Executive Officer, Jorma Turunen.

The World Trade Promotion Organization (WTPO) Conference is a biennial event, launched in 1996 in Cartagena, Colombia. The 7th Conference – "Tomorrow's TPOs: Keeping Pace with the Drivers of Change" – is jointly sponsored by the International Trade Centre and the Dutch national TPO, EVD International Agency for Business and Cooperation.

Participants will explore key issues facing TPOs as they strive to remain competitive. Among them are changes in international trade rules, shifting consumer purchasing patterns, new demands by enterprises for better service provision, developments in performance measurement, how TPOs structure their offshore representation, and the emergence of new information technologies.

The WTPO Conference is an event for TPOs by TPOs and is aimed at practitioners and professionals in the field of trade promotion.

Shortlisted WTPO Award 2008 applicants:

Country	Trade Promotion Organization
Afghanistan	Export Promotion Agency of Afghanistan (EPAA)
Australia	Australian Trade Commission (Austrade)
Austria	Austrian Trade
Brazil	Brazilian Trade and Investment Promotion Agency (ApexBrasil)
Costa Rica	The Foreign Trade Corporation of Costa Rica (Procomer)
Jamaica	Jamaica Trade and Invest (JTI/JAMPRO)
Kenya	Export Promotion Council, Kenya (EPB)
New Zealand	New Zealand Trade & Enterprise (NZTE)
Palestine	Palestine Trade Center (PalTrade)
Paraguay	Red de Inversiones y Exportaciones (REDIEX)
Senegal	l'Agence sénégalaise de promotion des exportations (ASEPEX)
Serbia	Serbian Investment & Export Promotion Agency (SIEPA)
South Africa	Trade & Industry South Africa (TISA)
United Kingdom	UK Trade & Investment (UKTI)

For more information:

Contact: Natalie Domeisen
Chief
Communications and Events
P: +41 22 73 00 370
F: +41 22 73 00 575
E: domeisen@intracen.org
www.intracen.org

Contact: Julie-Anne Lee
Coordinator, World Trade Promotion Organization Awards 2008
Division of Business and Institutional Support
P: +41 22 73 00 592
F: +41 22 73 00 576
E: leej@intracen.org
www.tpo-net.com