

THE 13TH WORLD TRADE PROMOTION ORGANIZATIONS CONFERENCE

Bold solutions for resilience and recovery

17-18 May 2022 | Labadi Beach Hotel, Accra, Ghana

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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, small businesses are the cornerstone for prosperity, inclusiveness and sustainability. Businesses need solutions that provide information, support innovation, facilitate market access, manage risk and improve resilience.

At the World Trade Promotion Organizations Conference 2022 we explore how trade and investment 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, we consider how these organizations address business survival and competitiveness and support trade-led growth while serving their communities and protecting our planet.

Resilient, agile and bold organizations

Geo-political tensions, the climate and environmental 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 withstand shocks. 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.

The bold organization is visionary. It charts a path for competitive advantage for businesses in times of uncertainty. Boldness means having the courage to do things differently, embrace a greater purpose, work with new partners and take risks to deliver on ambitious goals.

We will explore these concepts in a series of interactive discussion with trade promotion organization peers and experts and welcome interaction from the audience.

Programme

Monday 16 May

- 10:00 – 11:00 **WTPO Awards 2022: Meeting of the WTPO Awards 2022 Jury**
Venue: Primavera suite
- Chair: **Pamela Coke-Hamilton**, Executive Director, International Trade Centre (ITC)
WTPO Awards 2022 Jury
- 11:00 – 12:00 **ITC Advisory Board for Institutions and Ecosystems**
Venue: Primavera suite
- Chair: **Pamela Coke-Hamilton**, Executive Director, International Trade Centre (ITC)
Members of the Advisory Board
Venue: Primavera suite
- 13:30 – 16:30 **Workshop: The Voice of Business in Trade Policy**
Venue: Labadi suite
- 16:30 – 17:30 **Speakers and Moderators briefing**
Venue: Primavera suite
- 17:30 – 19:00 **Conference Registration**
Participants may pick up their conference kits during this time.
Venue: Omany Hall foyer
- 19:00 – 21:00 **Welcome Cocktail**
Venue: Primavera terrace

Tuesday 17 May

External forces: Exploring how disruption, turbulence and change affect trade organizations

- 8:00 – 09:00 **Conference registration**
ITC and Ghana Export Promotion Authority (GEPA) promotional booths open from 8:00 to 9:00 and during networking breaks
- 9:00 – 9:15 **WELCOME**
Our journey to Ghana
Afua Asabea Asare, Chief Executive Officer, Ghana Export Promotion Authority
Pamela Coke-Hamilton, Executive Director, International Trade Centre
H.E. Wamkele Mene, Secretary-General, African Continental Free Trade Area
- 9:15 – 10:00 **A STEP BACK IN TIME: OUR WINNERS FROM 2020**
Venue: Omany Hall
The WTPO Award Winners from 2020, recognized in a hybrid ceremony in 2020, receive their trophies
Afua Asabea Asare, Chief Executive Officer, Ghana Export Promotion Authority
Pamela Coke-Hamilton, Executive Director, International Trade Centre

10:00 – 10:45

PLENARY SESSION: LET'S TALK

Global business trends: A 'new normal' or 'no normal'?

Venue: Omany Hall

What impact are current trends having on exporters, big and small?

A conversation with Pamela Coke-Hamilton and Tom Walsh.

Moderator

Georgie Ndirangu, Consultant, Portland Communications and former BBC broadcaster, Kenya

Speakers

Pamela Coke-Hamilton, Executive Director, International Trade Centre

Tom Walsh, Chief Executive Officer, Renetech AB, Sweden

10.45 – 11.30

OFFICIAL OPENING

Venue: Omany Hall

Speakers:

Afua Asabea Asare, Chief Executive Officer, Ghana Export Promotion Authority

Pamela Coke-Hamilton, Executive Director, International Trade Centre

Honourable Alan Kyerematen, Minister of Trade and Industry of Ghana

KEYNOTE

Speaker:

His Excellency Nana Addo Dankwa Akufo-Addo, President of the Republic of Ghana

11:30 – 12:00

Coffee break and networking

Venue: Omany Hall foyer

ITC and GEPA promotional booths open

12:00 – 13:00

PLENARY SESSION PEER-TO-PEER

Embracing risk for strategic advantage

Venue: Omany Hall

Bold and agile organizations are visionary, resilient and open to new ideas. Embracing risk is implicit in their work.

TPOs create competitive advantage for businesses when they build risk taking and risk management into their strategies. By investing in knowledge and networks, they reduce risks and sunk costs for SMEs.

This session investigates how TPOs can forge solutions for business survival and success during a crisis; and considers the implications of risk-taking behaviour for a publicly funded organization.

Moderator:

Anne Chappaz, Chief of Institutions and Ecosystems, ITC, Switzerland

Speakers:

Sunita Daniel, Chief Executive Officer, Export Saint Lucia

Ryan Alfouzan, General Manager of Export Environment, Saudi Export Development Authority

Benno Keller, Head of Corporate Development and Business Foresight, Switzerland Global Enterprise

13:00 – 13:10

SIGNING CEREMONY

The Netherlands Trust Fund V and Ghana Agribusiness and Tech Projects

Venue: Omany Hall

Pamela Coke-Hamilton, Executive Director, International Trade Centre

Afua Asabea Asare, Chief Executive Officer, Ghana Export Promotion Authority

Tjerk Opmeer, General Director of International Programmes, Netherlands Enterprise Agency

- 13:10 – 14:15 **Lunch and networking**
Venue: Lagoon garden
 ITC and GEPA promotional booths open
- 14:15 – 15:15 **PLENARY: PEER-TO-PEER**
Sustainable solutions for adaptation and growth
Venue: Omany Hall
 Small firms generate more than 50% of jobs. They also generate greenhouse gas emissions – their actions matter. Putting SMEs at the heart of the green recovery can hasten the cultural and economic transformation required for sustainable and inclusive growth.
 They cannot do it alone. TPOs are key to helping small businesses become more competitive, resilient, and green. In line with ITC’s flagship report, we discuss how TPOs can – through information, partnerships, advocacy and training – deliver green competitiveness. This session will close with a discussion on what TPOs need from ITC to upgrade TPOs skills and knowledge in sustainability
- Opening: **Barbara Ramos**, Chief Economist, International Trade Centre
- Moderator: **Natalie Domeisen**, Head, Publishing and Events, International Trade Centre
- Speakers: **Mark Hill**, Chief Executive Officer, Export Barbados
Pedro Beirute Prada, Chief Executive Officer, Procomer, Costa Rica
Abu Bakar Yusof, Deputy Executive Director, Malaysia External Trade Development Corporation
Tjerk Opmeer, General Director of International Programmes, Netherlands Enterprise Agency
- 15:15 – 15:45 **Coffee break and networking**
Venue: Omany Hall foyer
 ITC and GEPA promotional booths open
- 15:45 – 16:45 **PLENARY: PEER-TO-PEER**
Building boldly with the AfCFTA
Venue: Omany Hall
 The African Continental Free Trade Area (AfCFTA) is a positive force for multilateralism. It is also a new path for Africa. It will require a change of mindsets and new service portfolios from the business support ecosystem to help businesses take advantage of the new opportunities. Chief Executive Officers from trade promotion organizations inside and outside Africa discuss bold pathways for business emerging from this landmark agreement. They also explore new linkages between trade and investment promotion organizations
- Moderator: **Georgie Ndirangu**, Consultant, Portland Communications and former BBC broadcaster, Kenya
- Speakers: **Hon. Herbert Krapa**, Deputy Minister at the Ministry of Trade and Industry, Ghana
Yofi Grant, Chief Executive Officer, Ghana Investment Promotion Council
Youngsang Kim, Director General (Head), Korea Trade-Investment Promotion Agency Accra Office
Allan T. Majuru, Chief Executive Officer, ZimTrade, Zimbabwe
- Closing: **Aissatou Diallo**, Senior Coordinator, AfCFTA, International Trade Centre
- 16:45 – 17:20 **WTPO CONFERENCE 2024**
 Countries present bids to host the 14th World Trade Promotion Organization Conference
- END OF DAY**
- 17:30 – 19:00 Bus transfer to hotels
 Bus transfer from partner hotels to Labadi Beach Hotel

19:30 – 22:00 **EVENING PROGRAMME: GALA EVENING AND WTPO AWARDS 2022 PRESENTATION CEREMONY**
Venue: Labadi Beach Hotel
Dinner and Awards ceremony

Wednesday 18 May

Organizational excellence: Act with courage, build resilience and agility

8:30 -9:00 ITC and GEPA promotional booths open

9:00 – 9:15 **STORYTELLER**

Venue: OMANYE Hall

Ghanian proverb: “I call gold: it does not answer; I call cloth: it does not answer. It is the human being that counts.”

9:15 – 9:45 **GUEST SPEAKER**

It is the human being that counts

Venue: OMANYE Hall

It is the human being that counts: Examples of modern, human-centred models for organizations that succeed by empowering people.

Guest speaker: **Peter Green**, Chief Executive Officer, Humanizing Work

9:45 – 11:00 **PLENARY: LET'S TALK**

Organizational culture for resilience and impact

Venue: OMANYE Hall

What approaches are leaders using to retain or strengthen employee engagement, support productivity and innovation and adapt to a digital world?

In this interview, expert practitioners and TPOs discuss how curiosity and independent thinking support a customer-centric, purpose-driven culture – and how leaders are shaping the organization culture to allow this to happen more naturally and effectively.

Moderator: **Georgie Ndirangu**, Consultant, Portland Communications and former BBC Broadcaster, Kenya

Speakers: **Afua Asabea Asare**, Chief Executive Officer, Ghana Export Promotion Authority

Mikheil Khidureli, Chief Executive Officer, Enterprise Georgia

11:00 – 11:30 **Coffee break and networking and official conference photo**

Venue: Omanyee Hall foyer

ITC and GEPA promotional booths open

11:30 – 12:30 **PRESENTING THE 2022 WTPO AWARD WINNERS**

Sharing good practice: the 2022 winners present their initiatives

Moderator: **Anders Aeroe**, Director, Division of Enterprises and Institutions, International Trade Centre

12:30 – 13:30 **Lunch and networking**

Venue: Akwabaa restaurant

ITC and GEPA promotional booths open.

13:30 – 14:45

PARALLEL SESSIONS

Communication and Culture

Venue: Omanyee Hall – room 1

Workshop session with roundtable discussions between TPOs

Workshop facilitator

Penelope Hurdell, Senior Programme Officer, International Trade Centre

Imamo Ben Mohamed Imamo, Senior Programme Officer, International Trade Centre

Digitalization: A discussion

Venue: Omanyee Hall – room 2

Panel session with two speakers and discussion from the floor

Moderator

Miyoba Lubemba, Senior Programme Officer, International Trade Centre

Nguyễn Thị Minh Thuý, Director, Information Technology Application Centre, Vietrade

Christine Sitawa, Manager, Partnerships, Kenya Export Promotion and Branding Agency

14:45 – 15:15

Coffee break and networking

Venue: Omanyee Hall foyer

ITC and GEPA promotional booths open

15:15 – 16:15

PLENARY: EXCELLENCE FOR TPOS: A DISCUSSION

Opening:

Anne Chappaz, Chief of Institutions and Ecosystems, International Trade Centre

Barbara Ramos, Chief Economist, International Trade Centre

Access to good data for bold and inclusive TPOs means better decision-making, reduced risk, and unique added value for private and public sector partners. Good, disaggregated data also supports TPO resilience, agility, expertise, connectedness and credibility.

In this session, a preview of our upcoming SME Competitiveness Outlook report, we will share the survey results on the role of TPOs to support MSME competitiveness. We also launch ITC's upgraded Benchmarking platform that provides data for TPO performance improvement, including a new tool for TPOs to diagnose and track the performance of the firms they serve. In a discussion with the audience, we will tease out what new types of data will be needed for TPOs to be bold and inclusive in an uncertain world.

16:15 – 16:45

SUMMARY AND CLOSING CEREMONY

Venue: Omanyee Hall

Bold, resilient, agile, human-centred organizations create competitive advantage for businesses and a more sustainable world for all.

Announcement of the next host of the 14th World Trade Promotion Organization Conference.

Speakers:

Afua Asabea Asare, Chief Executive Officer, Ghana Export Promotion Authority

Pamela Coke-Hamilton, Executive Director, International Trade Centre

END OF CONFERENCE

EVENING EVENT

19:30 – 22:00

WogbeJeke: A journey into Ghana's history

GEPA invites you to travel through Ghana's history from ancient to modern times through an enthralling evening of music, dance, drama and poetry.