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## 2014 TPO Network Awards to recognize excellence in export development initiatives

(Geneva, 17 March) The International Trade Centre (ITC) today launched the call for entries for the 2014 Trade Promotion Organizations (TPOs) Network Awards. This year's Awards will recognize excellence in TPO processes and all nationally recognized TPOs are eligible to compete.

'Businesses across the world rely on trade promotion organizations to succeed in exporting their products,' said ITC Executive Director Arancha González. 'For exporters to become competitive in the regional and global markets, TPOs need to step up their performance to be able to provide relevant advice and support. At this year's TPO Network Awards, we will recognize TPOs' work and learn lessons from those which have achieved success for their clients.'

Applicants will be required to demonstrate outstanding practices in the processes used to offer an export development initiative; and to elaborate on how they had identified the need for the service, the process of developing it, measuring it and reporting the results.

Applicants will apply under one of four country classifications: Least Developed Countries, Developing Countries, Developed Countries and Small Island Developing States.

The top prize will go to a TPO from each country classification that can best demonstrate success in using innovative and effective processes to develop exports and contribute to national economic growth. The Adjudicating Panel may also recognize second and third place winners in the same country classifications and may bestow a special mention award. The awards will be presented at a dedicated ceremony during the gala dinner of the 2014 TPO Network World Conference and Awards taking place in Dubai, 3–5 November, hosted by Dubai Exports in partnership with ITC.

The Adjudicating Panel consists of distinguished TPO practitioners, including a senior representative of each of the TPOs which had won the 2012 TPO Network Awards.

The deadline for applications is 16 June 2014. For regular updates on the Awards and the benefits of participating, visit [www.tponetwork.net](http://www.tponetwork.net).

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the [Aid-for-Trade agenda](#) and the [Millennium Development Goals](#).

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