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## Maroc Export selected to host 2016 TPO Network summit

(Dubai) – Morocco is to host the 2016 edition of the Trade Promotion Organization (TPO) Network World Conference and Awards. The announcement was made by [Arancha González](#), Executive Director of the International Trade Centre (ITC) at the close of the 2014 event, held in Dubai on 4-5 November.

Maroc Export, Morocco's trade promotion agency saw off strong competition from Jamaica Trade and Invest and Tanzania Trade Development Authority, which also presented strong bids for hosting the next TPO Conference and Awards. Marrakech was selected following a vote by members of the Global TPO Network.

More than 400 delegates from 68 countries gathered in Dubai for the 10th Trade Promotion Organizations (TPO) Network World Conference and Awards. The event was hosted by Dubai Exports, the export promotion agency of the Department of Economic Development (DED), in partnership with ITC.

During the conference, delegates discussed a range of topics related to trade, investment and development, and how to better connect small and medium-sized enterprises (SMEs) to international production networks.

Six key recommendations for TPOs emerged from the conference: engage better with SMEs to ensure that their interests are reflected in the new trade landscape; step up efforts to reduce the cost of doing business across borders; invest in services to activate new market opportunities; encourage innovation; focus on new markets; and enhance efficiency at home to extend reach abroad.

In her closing remarks, Ms. González called on TPOs to align investment promotion with their trade objectives, and to ensure that the benefits of trade reach women, the young and the marginalized. She urged TPOs to stay nimble and constantly reinvent themselves in order to help companies – especially cash-strapped SMEs – understand and adapt to changing conditions in potential export markets.

'TPOs must make conscious efforts to prepare women business owners to become preferred suppliers and meet buyers' requirements,' she said.

'As you heard during this conference, a strong correlation has emerged in recent years between international trade and investment. Governments are looking for the most efficient ways to improve this policy alignment for investment and trade promotion. ITC's benchmarking programme can assist you in shaping the future organizational structure of your agencies.'

'I trust that these three days of discussions have helped you. It has certainly helped ITC and helped me to have a better sense of your needs, your expertise and the potential we have to work together to increase impact,' Ms. González said,

'These recommendations are our "Roadmap to Marrakech". We must now ensure we translate them into action.'

Eng. Saed Al Awadin, CEO of Dubai Export, said: 'It has been a pleasure to welcome delegates from all over the world to this conference and to Dubai. And it has been an honour



to meet and interact with each one of you. The knowledge we have gained from this conference has been immeasurable.'

For more about the event, the winners and their accomplishments, please visit: [www.tponetwork.net](http://www.tponetwork.net)

**Note to Editor:** 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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