



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

The Role of TPOs in Promoting SMEs' Exports

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1st Meeting of the COMCEC Trade Working Group

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Agenda

- ITC and TSIs
- TPO roles and services
 - Defining roles and services: good practices
 - New trends: impact and responses
 - Critical success factors
- ITC performance improvement support

THE DEVELOPMENT PARTNER
FOR EXPORT SUCCESS



► **ITC's role in trade related technical assistance (TRTA):**

To enable **small business** export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, **trade support institutions** and policymakers.

Categories of Trade Support Institutions (TSIs)

General

- TPOs –Trade Promotion Organisations
- Ministries (with an interest in export development)
- Chambers of Commerce and Industry
- Economic Development Agencies (with export focus)
- Regional Economic Groupings (with export focus)

Sector-specific

- Exporters Associations
- Trade Associations
- Sector-based (industry and services) Bodies

Function-specific

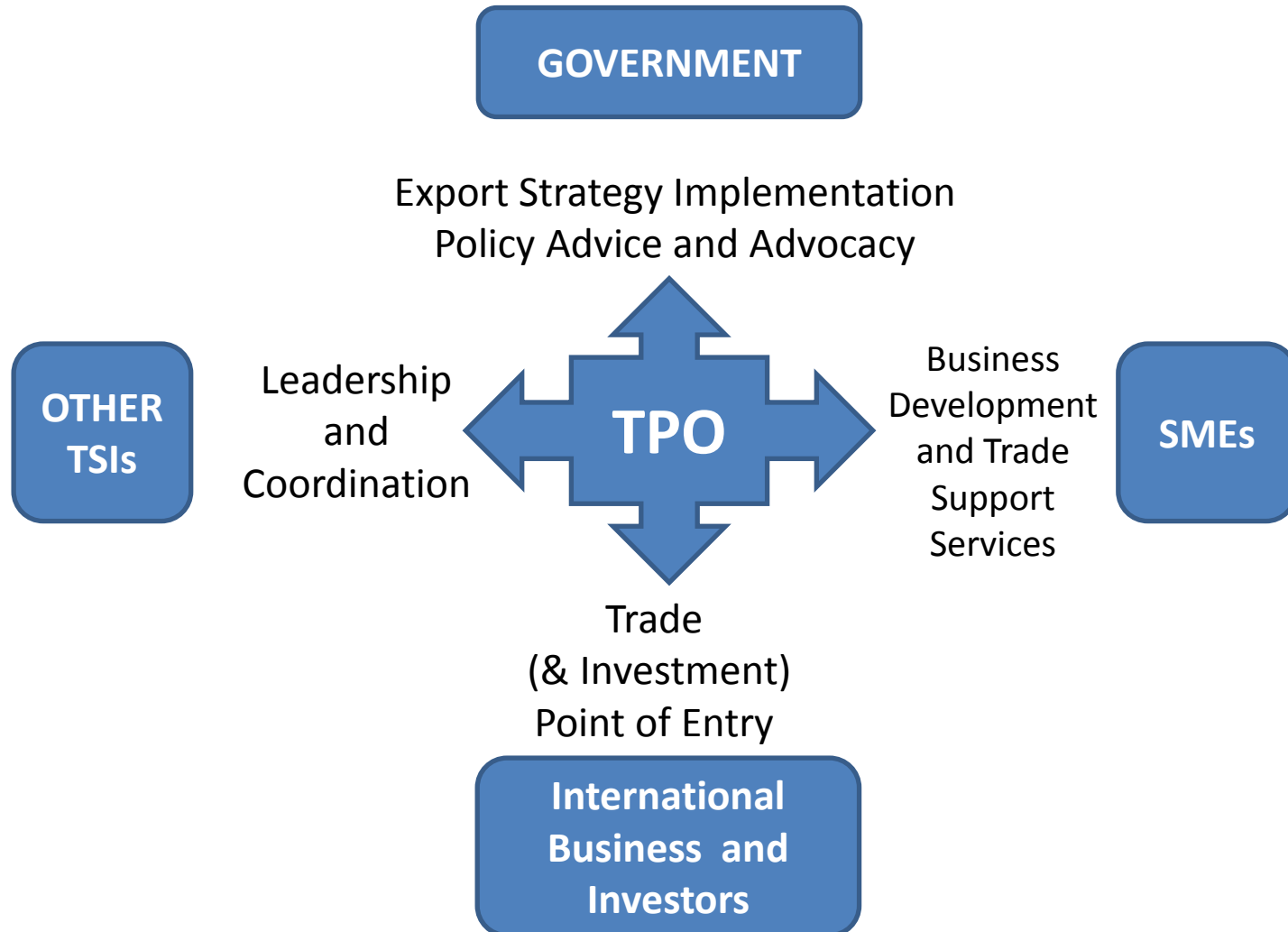
- Export Credit and Financing bodies
- Standard and Quality Agencies
- Export Packaging Institutes
- Training institutions
- Trade law and arbitration bodies

ITC works with TSIs to act as multipliers

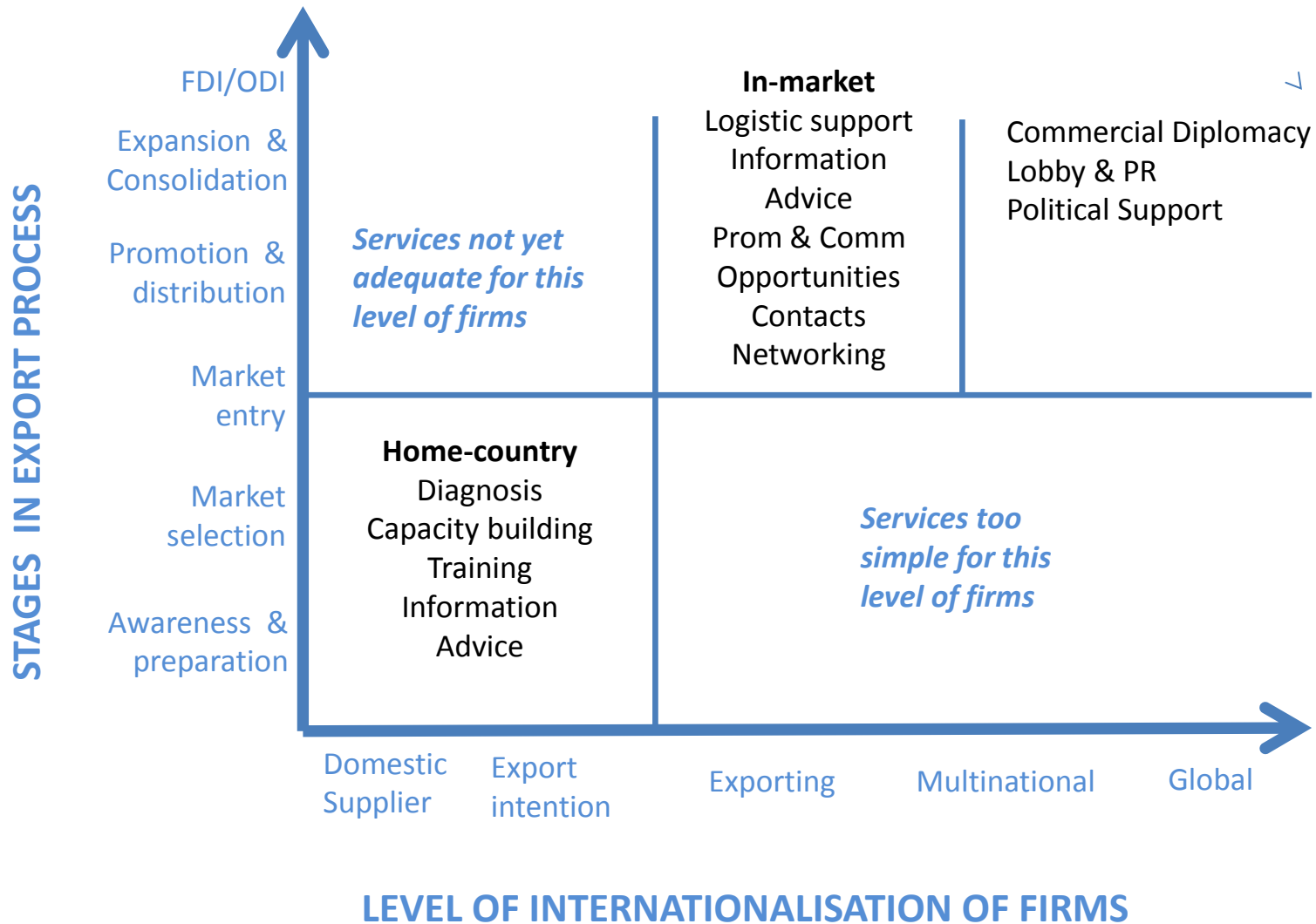
ITC CLIENTS



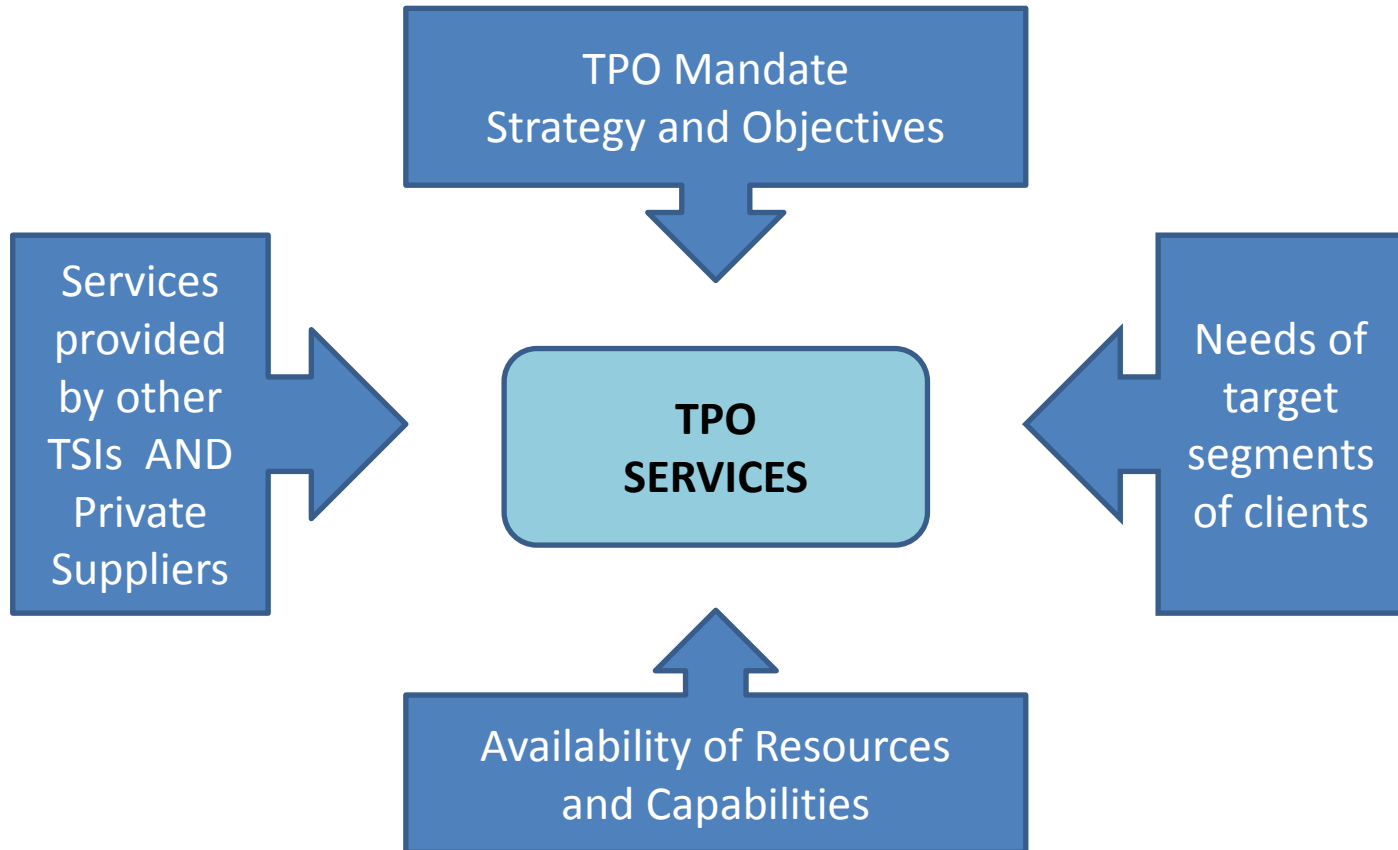
TPOs: Stakeholders and Roles



Matrix of export stages and internationalisation levels



TPO Service Portfolio – design considerations



TPO Roles: Critical success factors

- **Aligned:** strategy – results – services
- **Relevant:** client focused
- **Flexible:** use results to learn and improve
- **Evolving:** Continuous improvement process
- **Effective:** Governance and leadership

TPO Service Portfolio Design – good practice examples

TPO	Main Feature	Client Focus
Matrade – Malaysia	High impact sector-based activities and events and business matching	Largest number of SMEs in priority sectors
NZTE – New Zealand	Intensive support through stages of internationalisation	500 high-growth exporters
PROEXPORT – Colombia	Services assessed on basis of results	Intensive support to able exporters
FINPRO – Finland	Intensive support through stages of internationalisation	Innovative and “born global” clients

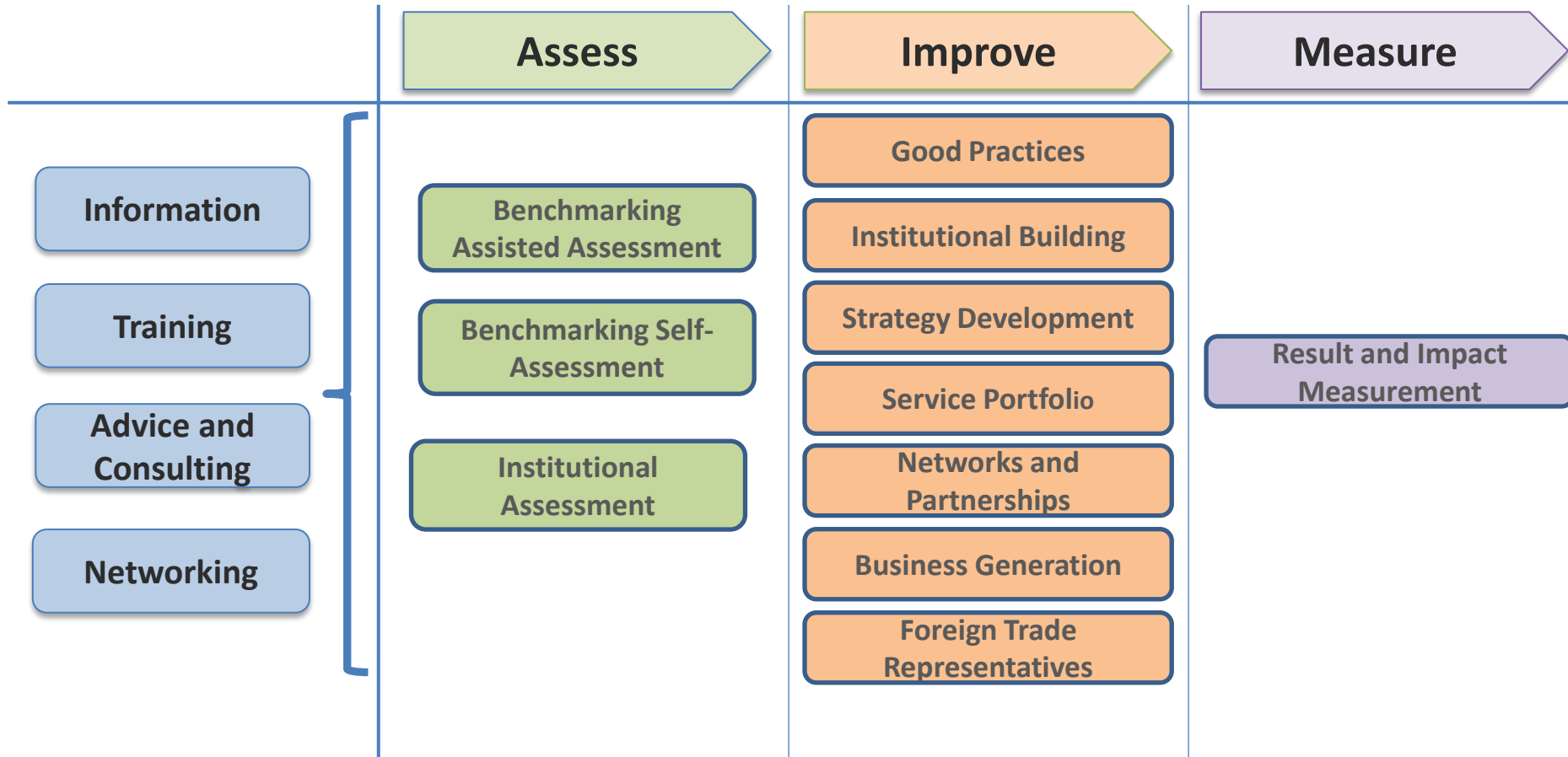
New Trends – New Roles

Change	Trend	New Roles
Global value chains	From export promotion to internationalisation	FDI Attraction ODI Support
Slower growth in developed economies	From traditional markets to emerging and developing	Market diversification
Increasing importance of NTMs and regionalism	More complexity for SMEs	Regulatory information and support
Higher growth in trade in services	Increasing demand from SME service exporters	Specific services IP protection and support
Public-Private partnerships	Need for cooperation and collaboration Gov & SMEs	TPO as bridge Private participation in TPO governance
Tougher fiscal environment	Pressure to reduce cost and increase performance	Result and impact measurement

ITC Response to New Trends and Roles

New Roles	ITC Assistance
FDI Attraction ODI Support	ITC works with WAIPA and UNCTAD
Market diversification	Trade Map Lega Carta
Regulatory information and support	Market Access Map Standards Map Trade Facilitation Support NTM Project
Specific services for service sector IP protection and support	Service Sector Competitiveness Trade Law / Lega Carta
TPO as bridge Private participation in TPO Governance	Advocacy and Networks
Result and impact measurement	Benchmarking and Capacity Building

ITC TSI strengthening: Portfolio of main services





**The Journey
Never Ends**

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