



**PROGRAMME
OF THE
1ST MEETING OF THE COMCEC TRADE WORKING GROUP**
(June 20th, 2013, Bilkent Hotel-Ankara)
*“Promoting the SMEs Exports in the OIC Member States:
The Role of Trade Promotion Organizations (TPOs)”*

08.30-09.00 Registration

09.00-09.15 Opening Remarks

09.15-09.45 The COMCEC Strategy and Enhancing Intra-OIC Trade

- Presentation: Outlook of the Trade Sector in the COMCEC Region

*Ms. Vildan Baran,
Expert,
COMCEC Coordination Office*

- Presentation: The COMCEC Strategy on Trade

*Mr. Murat Deliçay,
Expert,
COMCEC Coordination Office*

09.45-11.00 The Obstacles Faced by the SMEs in Making Exports

- Presentation: *Mr. Alexandre Châtillon-Mounier,
Consultant, Centre for Entrepreneurship, SMEs and Local Development,
Organisation for Economic Cooperation and Development (OECD)*

- Presentation: *Ms. Attiyah Nawazish Ali,
Assistant Secretary General,
Islamic Chamber of Commerce, Industry and Agriculture (ICCIA)*

Questions for Discussion:

- *What are the obstacles?*
- *What are the main reasons of these obstacles?*

11.00-11.15 Coffee Break

11.15-12.00 The Prospective Role of the TPOs to play in Promoting SMEs Exports-Best Practices

- Presentation: *Mr. José Prunello,*
Chief, Trade Support Institution Strengthening,
International Trade Centre (ITC)

Questions for Discussion:

- Why the TPOs are necessary and what role should they play?
- What would be the ideal type of TPO? Budget, Institutional Design, Human Resources, Communication with the SMEs etc.
- How can the TPOs assess the impact of their services?

12.00-13.00 Promoting the SMEs Exports in the OIC Member States: Challenges and Achievements

- Presentation: *Ms. Lucia Cusmano,*
Senior Economist,
OECD / Centre for Entrepreneurship, SMEs and Local Development

Questions for Discussion:

- What are the policies and practices in SME export promotion: the international experience?
- What are the export promotion policies in OIC Member States?
- What are the TPOs challenges?

13.00-14.00 Lunch

14.00-15.30 Member State Presentations

Questions for Discussion:

- Is there any National TPO?
- What kind of supports provided for the SMEs Exports?
- What are the obstacles faced in this context?

15.30-15.45 Coffee Break

15.45-17.00 The Role of Multilateral Trade Promotion Agencies (MTPAs)

- Presentation: *Mr. Robert Skidmore,*
Chief, Sector Competitiveness,
International Trade Centre (ITC)

- Presentation: *Mr. Mamoudou Bocar Sall,*
Head of Department, Studies and Training,
Islamic Centre for Development of Trade (ICDT)

Questions for Discussion:

- How can the MTPAs promote SMEs exports?
- What role can the MTPAs play for improving the efficiency of the TPOs?
- What are their limitations?

17.00-17.30 The Way Forward: Utilizing the COMCEC PCM

- Presentation: *Mr. Deniz Göle,*
Expert,
COMCEC Coordination Office

Questions for Discussion:

- What role can the COMCEC play within the framework of its Strategy?

17.30-17.45 Closing Remarks