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)

11:00 – 12:00  ITC Advisory Board for Institutions and Ecosystems
Venue: Primavera suite
Chair: Pamela Coke-Hamilton, Executive Director, International Trade Centre (ITC)

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: Omanyeye 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: Omanyeye 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: Omanye 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: Omanye 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: Omanye Hall foyer*  
ITC and GEPA promotional booths open

12:00 – 13:00  **PLENARY SESSION PEER-TO-PEER**  
Embracing risk for strategic advantage  
*Venue: Omanye 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: Omanye 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: Omanye 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: Omanye Hall foyer*

ITC and GEPA promotional booths open

15:45 – 16:45  PLENARY: PEER-TO-PEER  
Building boldly with the AfCFTA  
*Venue: Omanye 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
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: Omanye 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: Omanye Hall – room 1*

Workshop session with roundtable discussions between TPOs  
**Workshop facilitator**  
Penelope Hurndell, Senior Programme Officer, International Trade Centre  
Imamo Ben Mohamed Imamo, Senior Programme Officer, International Trade Centre  

**Digitalization: A discussion**  
*Venue: Omanye 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: Omanye 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: Omanye 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.