



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Our work with Business Support Organizations:



- **WTPO 2022**
- **Enhanced benchmarking model and platform**



Strategic focus area 2: A more supportive business ecosystem for MSMEs



“Actors in the business ecosystem play an important role in enabling, nurturing and strengthening MSME capacities. Business support organizations (BSOs) advise, coach and support MSMEs to improve their performance. They may also link MSMEs to new suppliers, buyers, service providers and peers, and represent MSME interests in policymaking forums” ITC Strategy



Assess: Online and offline tools and expertise so that ecosystem actors have a firm basis for performance improvement



Improve: Methodologies, experts and peer exchange to address managerial and operational weaknesses



Connect: Stronger connections at home and abroad for integrated MSME solutions



Sustainable and resilient value chains



Inclusive trade



Green trade



E-commerce



Regional integration and South-South trade





World Trade Promotion Organizations Conference and Awards 2022



17-18 May
Accra, Ghana

Hosted by the Ghana Export Promotion Authority
in partnership with the International Trade Centre

Bold solutions
for resilience
and recovery



WTPO 2022

- ✓ Presidential endorsement
- ✓ Minister of Trade and Industry
- ✓ Deputy Minister of Trade and Industry
- ✓ Secretary General AfCFTA
- ✓ 62 countries represented
- ✓ 54 Trade Promotion Organizations
- ✓ 12 other organizations (donors, banks, embassies)
- ✓ 88% participants at CEO and senior management level
- ✓ 30% participants women
- ✓ 3 bids to host the WTPO 2024



Harnessing and promoting the power of Trade Promotion Organizations

WTPO Conference 2022 themes

Bold: Embracing risk for strategic advantage

Resilience: Building organizational excellence

Recovery: Partnering for sustainable trade

Workshops for TPOs:

Public/private dialogue and national export strategies

Communications and culture

Digitalisation

Memoranda of Understanding

AfCFTA with ITC

NTF V and Ghana Agribusiness and Tech Projects



Other activities

Advisory Board transition

ECOWAS TPO Network AGM

Chocolate and coffee tasting booth (Alliances for Action)

ITC and GEPA promotional booths

Executive Director engagement programme

Bilateral meetings throughout conference

External stakeholders and beneficiary meetings

GEPA: Donor roundtable

Communications and outreach

Strategy and media



Excellence in export development initiatives

Best use of partnerships

Jamaica, Qatar

Best use of information technology

Malaysia, Austria and Canada

Best initiatives for inclusive and sustainable trade

Zimbabwe, Sri Lanka



Communications and Advocacy

Advocacy-led communications before, during and after WTPO 2022

Laying the groundwork

- **Umbrella Op-ed:** Power of TPOs for small business
- **Thought pieces for plenaries:** Embracing Risk, Sustainable Trade, AfCFTA
- **Outreach:** with GEPA, UN Ghana; Awards Shortlist Countries, Speakers; Minister's Press Briefing
- **Supporting content:** Quote cards, releases, web announcements
- **Prep:** Livestream, video, photos, moderation



Popular posts on LinkedIn, Twitter

International Trade Centre
108,423 followers
1w • Edited •


We are only 2 hours away from the 2022 World Trade Promotion Organizations Conference and Awards [#WTPO2022!](#)

Join us and leading trade promotion experts from around the world to celebrate bold solutions for [#smallbusiness](#) resilience and recovery!

Need a refresher on what the conference is all about? Here is a video of all you need to know

Join us LIVE at 11 a.m. CET: bit.ly/wtpo2022

Ghana Export Promotion Authority | Pamela Coke-Hamilton | Afua Asabea Asare, DBA



World Trade Promotion Organizations Conference and Awards 2022

Dorothy Tembo and 57 others

International Trade Centre
108,423 followers
1w •

We kicked off the 2022 World Trade Promotion Organizations Conference and Awards! [#WTPO2022](#)

Trade promotion organizations are critical to supporting [#smallbusiness](#) through turbulent times - [#COVID19](#), climate change, and conflicts.

Join us LIVE: <http://bit.ly/wtpo2022>



Milou van Bruggen and 173 others

2 comments

International Trade Centre (ITC)
@ITCNews

Ahead of [#WTPO2022](#), ITC's [@CokeHamilton](#) and [@GEPAGhana](#) CEO [@asabeaasare1](#) spoke on [@CitiTVGH](#) about major challenges faced by small business:

- Conflict, COVID19, climate
- Fuel, food, finance

Trade promotion orgs must step up, they said.

Tune in: bit.ly/wtpo2022



Pamela Coke-Hamilton and 5 others

5:43 PM · May 13, 2022 · Twitter Web App

View Tweet analytics

6 Retweets 38 Likes

WTPO social media, 1-24 May



ITC Messages: 77

19 FB, 36 Twitter, 22 LinkedIn

Impressions: 145,063

27,576 FB, 59,580 Twitter, 57,907 LinkedIn

Link clicks: 2,519

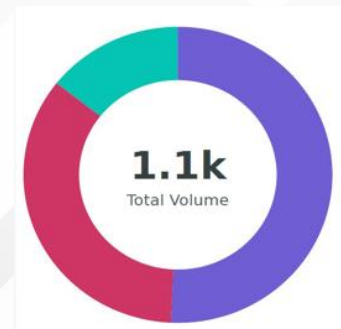
85 FB, 204 Twitter, 2,230 LinkedIn

Livestreaming: 8,174

People who talk about [#wtpo](#)

People who talk about [#wtpo2022](#)

People who talk about [world trade promotion organizations](#)



West Africa Democracy Radio @WadrNews · May 17
Over 57 countries converge in Ghana for the 13th **World Trade Promotion Organization** conference led by the Ghana Export Promotion Authority (GEPA) and the International Trade Center (ITU).



SADIQUE GOODMAN @SADIQUEGOODMAN · May 18
Over 57 countries will converge in Ghana from May 17-18 for the **World Trade Promotion Organization** conference led by the Ghana Export Promotion Authority (GEPA) and the International Trade Center (ITU).



angela lusigi @angelalusigi · May 19
Growing small businesses is vital for more inclusive, green & resilient growth & intl #trade.

A pleasure meeting with @CokeHamilton, Exec.Dir. @ITCNews at #WTPO2022 to discuss @UNDP & ITC's joint support to build resilience of #MSMEs to benefit from #AfCFTA.



Africa Centre for International Trade&Develo... @ACINT... · May 11
As risks grow more widespread during periods of #trade volatility, business support **organizations** must continue to accept them in order to gain strategic advantages.

Risk-taking is the new normal in May at the **World Trade Promotion Organizations** Conference & Awards #WTPO2022.



Radomil Doležal @DolezalRadomil · May 26
Minulý týden jsem se účastnil konference světových organizací na podporu obchodu #WTPO2022. Konflikt, klima a covid byla nejvíce skloňovaná slova. Diskutovali jsme mj. téma využití Africké kontinentální zóny volného obchodu @AfCFTA pro fungování firem na africkém trhu. #ghana

Ghana Export Promotion Authority @GEPAGhana · May 17
The Opening Ceremony of the WTPO conference and awards kicked off with a warm welcome from Dr. @asabeaasare1 CEO of @GEPAGhana and addresses by Ms. @CokeHamilton Executive Director, @ITCNews and H.E Wankele Mene, Secretary General, AfCFTA.
#wtpo2022accra #wtpoconference2022
[Show this thread](#)



ICEX Ghana @ICEXGhana · May 19
#Ghana
#WTPO2022
@ITCNews y @GEPAGhana, anfitriones del 13.º #WTPO2022, celebrado en Accra, donde se debatieron soluciones audaces para la resiliencia y la recuperación de las #pymes.



RVO Internationaal @RVO_Int_Ond · May 18
In #Ghana is RVO-initiatief @OrangeCorners gisteravond in de top 5 geëindigd bij de #wtpo2022 Awards, in de categorie "Beste initiatief voor inclusieve en duurzame handel".

Gefeliciteerd aan de winnaar @ZimTradeAlerts!

@ITCNews @TjerkOpmeer @MinBZ



Sunday News @SundayNewsZimba · May 18
NATIONAL trade promotion body, ZimTrade has been awarded the Best Initiative for Inclusive and Sustainable Trade at the prestigious World Trade Promotion Organisation (WTPO) 2022 Awards in Ghana.

[sundaynews.co.zw/zimtrade-gets-...](#) @ZimTradeAlerts



CoreTV News @coretvnews · May 16
World Trade **Organization**: Nigeria, 13 other countries vie for excellence in **trade promotion** award

The Nigerian Export Promotion Council (NEPC) has been nominated alongside 13 other **Trade Promotion Organisations** (TPOs) for the 2022 World Trade Organisation bit.ly/3FWZkde



The Voice St. Lucia @thevoiceslu · May 17
Export Saint Lucia Invited to **World Trade Promotion Organization** Conference



thevoiceslu.com
Export Saint Lucia Invited to World Trade Promotion Organization Con...
Export Saint Lucia's Chief Executive Officer Sunita Daniel joined CEOs

MATRADE @matrade · May 16
MATRADE is proud to represent Malaysia at the **World Trade Promotion Organizations** (WTPO) Conference and Awards 2022 in Accra, Ghana tomorrow!

Here's our video for the 'Best Use of Information Technology' Awards category.

All the best, Malaysia! 🇲🇾

#WTPO2022

BERNAMA Radio @bernamaradio

MATRADE diumumkan sebagai pemenang kategori Penggunaan Teknologi Maklumat Terbaik bagi Anugerah Penggalakan Perdagangan Dunia 2022 pada Persidangan dan Anugerah Pertubuhan Penggalakan Perdagangan Dunia (WTPO) di Accra, Ghana, baru-baru ini.



bernama.com
MATRADE raih Anugerah Penggalakan Perdagangan Dunia ITC, MATRADE, WTPO, anugerah, MIHAS, Haial

TRA

WTPO Media coverage, 1- 24 May

- 140 articles, 15 countries + pan-African outlets
- Reach: 69 million
- TV, radio, print, online; op-eds/news reports



CGTN

MENAFN

PUBLIC

agence ecofin Yaoundé - Cotonou - Lomé - Dakar - Abidjan - Libreville - Genève



Ghana: Trade, Investment Organisations Strategise to Build Resilient Economies Post Covid-19 Pandemic

Times

19 MAY 2022

SHAVA tv

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Ghana: Trade, Investment Organisations Strategise to Build Resilient Economies Post Covid-19 Pandemic

MAY 20, 2022

DailyMirror ONLINE
www.dailymirror.lk

Barbados Business Authority

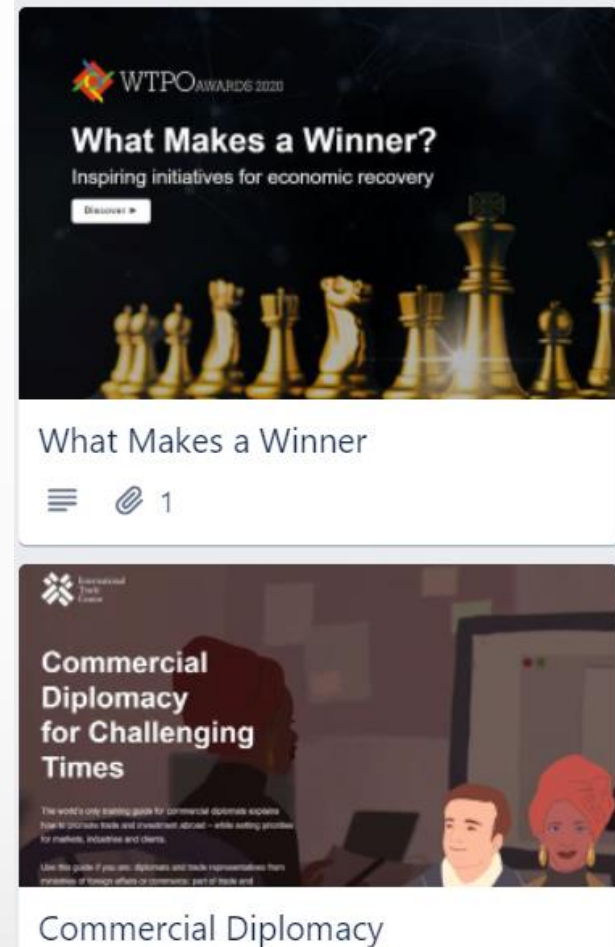


AGENDA.GE
Time in Tbilisi: 31 May 2022, 16:34

DE IMPACT

Advocacy continues

- **E-Publication:** What Makes a Winner 2022
- **Social media videos:** WTPO content and interviews, pegged to forthcoming events
- **New e-publication:** Gathers thought pieces + videos





International
Trade
Centre

TRADE IMPACT
FOR GOOD

ITC Benchmarking for Trade

Assess, Improve, Connect



ITC's integrated approach to performance assessment and improvement for:



**Business Support
Organizations**



**Small and Medium-
Sized Enterprises**



**Policy makers and
donors**





Global performance

Gain access to the world's largest global BSO database and get assessed by experts.

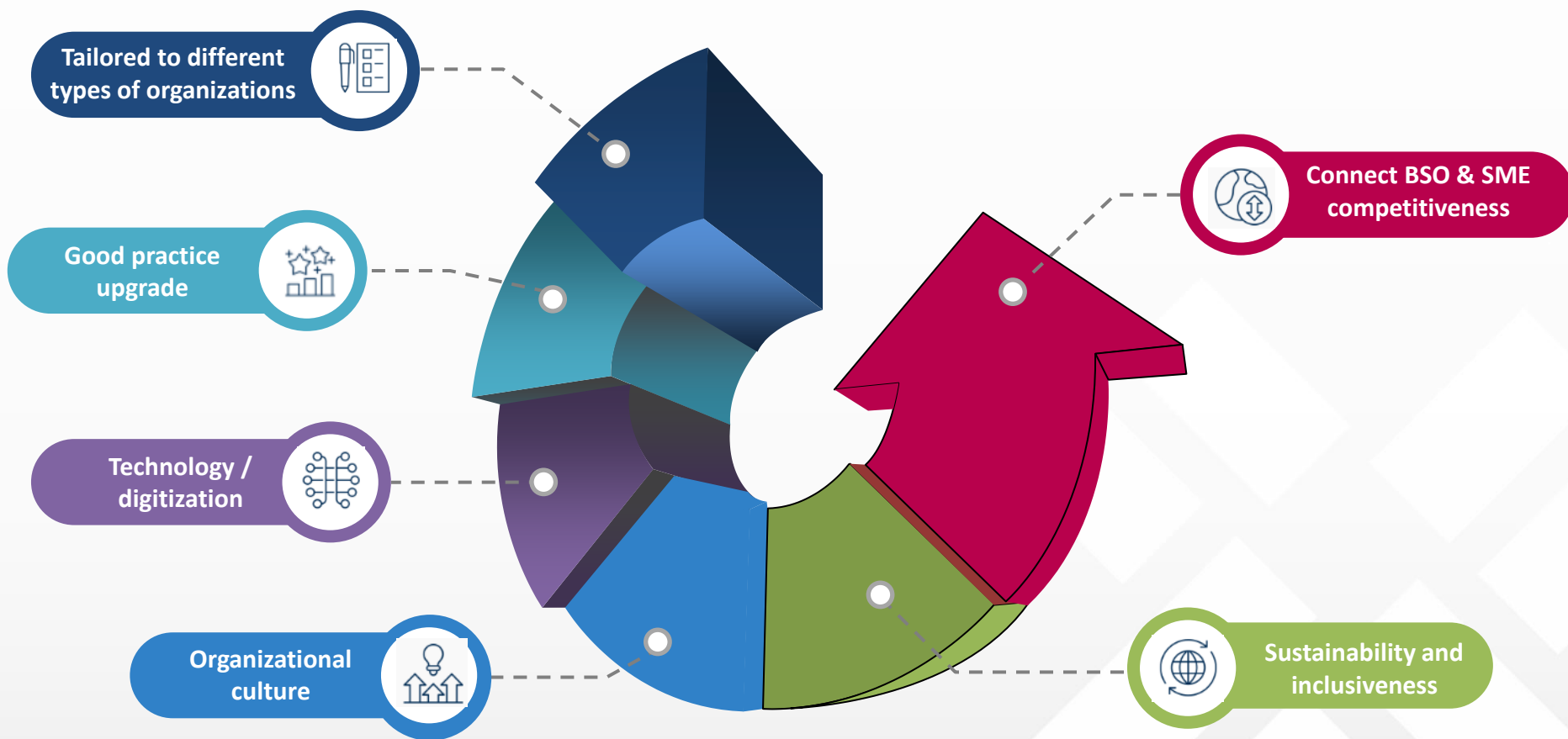


Business Support Organizations



- 421 BSO registered
- 100 BSOs benchmarked
- Over 400 Self Assessments
- More than 350 institutional assessments conducted

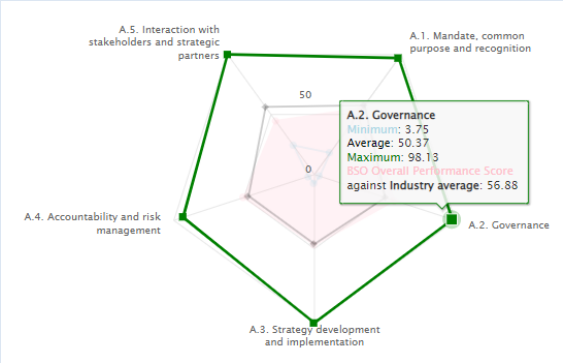
Our upgrade at a glance



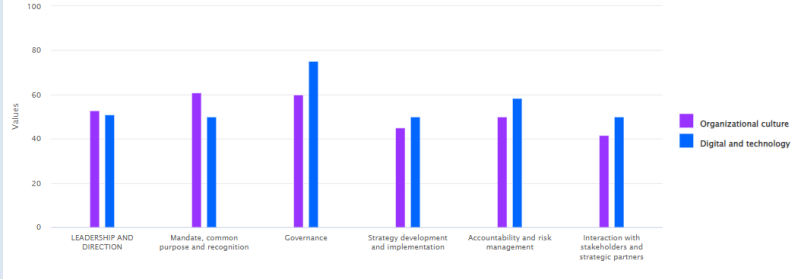
A multi-dimensional analysis for BSOs and SME performance

Technical analysis

What would you like to compare?
Technical scores

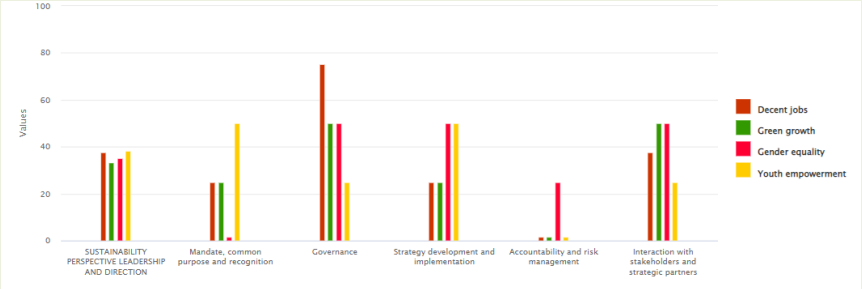


What would you like to compare?
Digital readiness and organizational culture



Sustainability analysis

See scores by sustainability area
Sustainability and inclusiveness



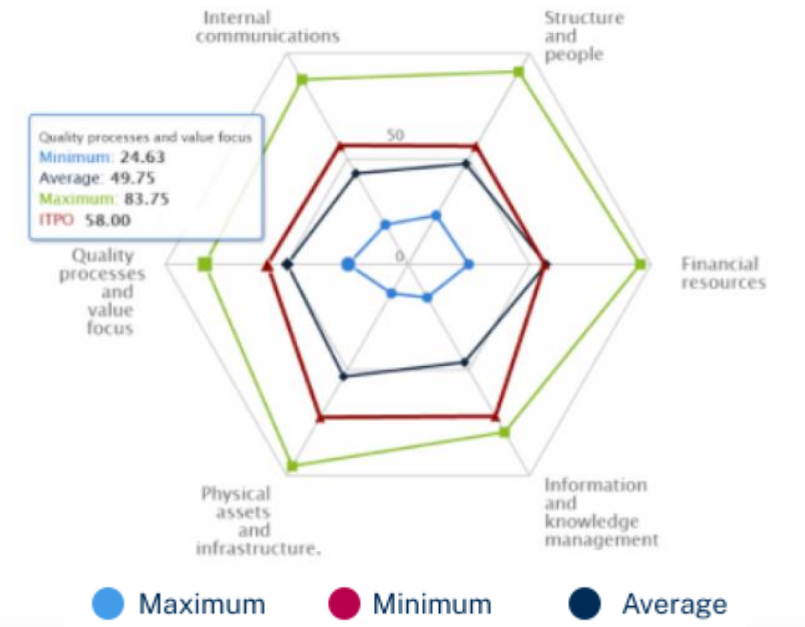
Compare by sector or geography

(📍) Live data

 View
SMEs ▼

 Performance type
Technical ▼

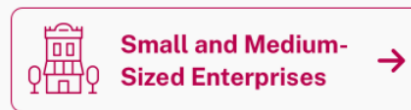
Area or Competency
Overall ▼



Benchmark SMEs and BSOs performance against clusters and industry groups, i.e. OECD, developing countries and regional economic groupings etc...

We take confidentiality seriously

SME diagnostic tool



Measuring SME competitiveness in four pillars



Strategic



Production



Marketing



Resource management



Certification and accreditation for BSOs to deliver SME diagnostics



Assessments customizable by sector, company size, export orientation etc...

Embedded client management and segmentation tool



Project interface and SME data to assess sector or cluster performance

ITC Benchmarking for trade

A single hub linking BSO performance to SME competitiveness

Measuring and improving BSO performance



Assess, compare and track performance →

Run self and assisted assessment to highlight where your organization could improve.

See how you're doing compared to your industry, region and ecosystem.

Compare your past and present assessments to measure progression.



Improve →

Get support and recommendations through all the aspects of organizational performance.

Measuring SME competitiveness



Connect →

With ITC's BSO Directory, connect to new clients and increase your visibility.



Assess your client and provide better services →

Run assessments for your clients, compare them and track their performance.

Run cluster segmented or sectorized project assessments.

Learn about your client and adapt your offer to their needs.

Our value proposition for the development community



Policy makers and donors



Partner with BSOs and SMEs for policy formulation and project design in three key levels:

1. Access to the largest repository of BSO performance data
2. Global database of firm level data for policy and project design
3. Due diligence assessment (CUBED) for BSO selection to ensure project sustainability and impact



Connect and grow together

We help Business Support Organizations and SMEs connect to support sustainable and inclusive growth.

Let's build for success together

ITCBenchmarking.org

benchmarking@intracen.org



TRADE IMPACT FOR GOOD