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
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
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

WTPO Award winners from 2020 received their trophies
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
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
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 (ITC).

Radomil Doležal @DolezalRadomil - May 26
Minulý týden jsem se účastnil konference světových organizací na podpořu obchodu #WTPO2022. Konflikt, klima a covid byla nejvzácnější sklopné silou. Diskutoval jsem mj. téma výzvy Africké kontinentální zóny vnitřního obchodu #ACFTA pro fungování řízení 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. @asasea:asare CEO of @GEPAGhana and addresses by Ms. @COCeHamilton Executive Director, @ITCnews and H.E. Wamkele Mene, Secretary General, ACFTA.

#wtpo2022accra #wtpoconference2022
Show this thread

Icepex Ghana @IcepexGhana - 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 International @RVO_int_Onde - May 18
In #Ghana is RVO-initiated @OrangeCorners grated in de top 5, geëindigd bij de WTPO2022 Awards, in de categorie "Beste initiatief voor inclusieve en duurzame handel".

Gefeliciteerd aan de winnaars #ZimTradeAlerts!
@ITCnews @ITCJerkOpmeer @MmBZ

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
WTPO Media coverage, 1-24 May

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

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

ITCBenchmarking.org
Our upgrade at a glance

- Tailored to different types of organizations
- Good practice upgrade
- Technology / digitization
- Organizational culture
- Sustainability and inclusiveness
- Connect BSO & SME competitiveness
A multi-dimensional analysis for BSOs and SME performance

Technical analysis

What would you like to compare?
- Technical scores

Sustainability analysis

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

See scores by sustainability area
- Sustainability and inclusiveness

Benchmarking tool
Compare by sector or geography

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 sectored project assessments.
- Learn about your client and adapt your offer to their needs.
Our value proposition for the development community

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

ITC-Benchmarking.org
benchmarking@intracen.org