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NEWS RELEASE: 16.06.2014

## Deadline approaches for 2014 TPO Network Award entries

(Geneva) – Trade promotion organizations (TPOs) across the world are encouraged to submit their entries for the 2014 TPO Network Awards competition ahead of the fast-approaching 16 June deadline.

The awards, which run concurrently with the 10th TPO Network World Conference taking place in Dubai from 3-5 November, are open to all trade support institutions officially recognized in their countries as the national organization for trade promotion.

Winners of this year's competition will be acknowledged for their trade promotion processes: applicants will be required to demonstrate excellence in an export development initiative and elaborate on how they had identified the need for this particular service, and the process of developing it, measuring it and reporting of the results.

Participating TPOs taking can apply for one of the relevant four country classifications: Least Developed Countries, Developing Countries, Developed Countries and Small Island Developing States.

'TPOs provide crucial support to small and medium-sized enterprises (SMEs) in building their capacities to become internationally competitive,' said International Trade Centre (ITC) Executive Director Arancha González.

'TPOs are continuing to demonstrate that their services offer value to their members and are helping SMEs to successfully access regional and global markets for their goods and services. The awards are a perfect opportunity for TPOs to share their success stories and highlight their critical role in providing the necessary tools that allow SMEs to benefit from trade,' Ms. González said.

The winners will be announced at a presentation ceremony during the gala dinner at the 10<sup>th</sup> TPO Network World Conference, hosted by Dubai Exports in partnership with ITC.

For more information on the application process and previous award winners, please visit: [www.tponetwork.net](http://www.tponetwork.net)

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the [Aid-for-Trade agenda](#) and the [Millennium Development Goals](#).

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