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مؤسسة دبي لتنمية الصادرات  
DUBAI EXPORTS



إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي  
An Agency of the Department of Economic Development - Government of Dubai

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## Trade and investment promotion leaders to explore economic growth and jobs at Dubai meeting

(GENEVA) – Leading trade promotion executives from across the world will meet in Dubai, the United Arab Emirates, on 3-5 November, for the Trade Promotion Organization (TPO) Network World Conference and Awards 2014 – From Export Promotion to Internationalization. The 10th edition of the event focuses on the growing importance of TPOs in driving economic growth and supporting small and medium-sized enterprise (SME) competitiveness in the rapidly changing global economy.

This year's event is hosted by Dubai Exports, the export promotion agency of the Department of Economic Development in Dubai, under the patronage of the Crown Prince of Dubai, H.H. Sheikh Hamdan bin Mohammed bin Rashid al Maktoum, who is also the Chairman of the Dubai Executive Council. It is the first time that the TPO Network World Conference is held in the Middle East.

Policymakers scheduled to attend the event include H.E. Sultan bin Saeed Al Mansouri, UAE Minister of Economy; H.E. Alexander Mora, Minister of Foreign Trade, Costa Rica; and H.E. Sami Al Qamzi, Director-General of the Department of Economic Development, Dubai, UAE. They will be joined at the three-day event by heads of national TPOs and other leading trade and investment experts from across the globe.

Participants will explore how TPOs can maximize the value they provide to their clients, primarily SMEs, allowing them to boost exports, increase trade and contribute to economic and social development in their countries.

ITC Executive Director Arancha González said: 'This is an important platform for TPOs to meet to share knowledge and to learn from each other. It is a gathering to celebrate the 'best in class' but just as importantly, an occasion to add to the guide book on best practices.

'Improving trade facilitation, ensuring gender inclusiveness, adopting new technologies and extending brand identity are all actions which businesses have to address to remain competitive. In Dubai, we will explore how TPOs can continue to be centres of excellence for SMEs, and through these SME clients, support growth, job creation and sustainable livelihoods,' Ms. González said.

Eng. Saed Al Awadi, Chief Executive Officer, Dubai Exports, said: 'We are pleased to be involved in this important global event, especially since Dubai is an acknowledged hub of exports as well as re-exports, and SME development. TPOs play a critical role in supporting SMEs to export, which contributes to the economic and social development of their countries.'

The 2014 TPO Network Awards, to be announced at a gala dinner on 4 November, recognize outstanding performance of TPO processes and practices. These prestigious biennial awards are acknowledged by the business community, governments and TPOs worldwide as an important testimonial to the work achieved by TPOs.

For a list of the organizations, more information on the TPO Network World Conference and Awards, and to download the programme: [www.tponetwork.net](http://www.tponetwork.net)

### Notes to Editor:

About ITC:

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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**About Dubai Exports:**

Dubai Exports, an agency of the Dubai Department of Economic Development, Government of Dubai, commenced operations in 2007. As part of the Economic Development Department of Dubai, its mandate is to facilitate trade from Dubai and establish itself as a world-class export development and promotion body by creating an enabling environment for Dubai's exporters. Dubai Exports has developed a range of value-added trade support services to UAE-based firms exporting through Dubai, for accelerated and profitable expansion of their businesses in foreign markets.

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