

THE 13<sup>TH</sup> WORLD TRADE PROMOTION ORGANIZATIONS CONFERENCE

# Bold solutions for resilience and recovery

17-18 May 2022 | Labadi Beach Hotel, Accra, Ghana

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## BOLD SOLUTIONS FOR RESILIENCE AND RECOVERY

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.

# Preliminary Programme

## Monday 16 May

- 10:00 – 11:00 **WTPO Awards 2022: WTPO Awards 2022 Jury**
- 11:00-13:00 **ITC Advisory Board meeting**
- 16:30 – 17:30 **Speakers and Moderators briefing**
- 17:30 – 19:00 **Conference Registration**
- 19:00 – 21:00 **Welcome Cocktail**

## Tuesday 17 May

**External forces:** *Exploring how disruption, turbulence and change affect trade organizations*

- 08:00 – 09:00 **Conference registration**
- 09:00 – 09:45 **OFFICIAL OPENING**  
**Welcome speeches**
- 09:45 – 10:30 **KEYNOTE:**  
**2022, Remapping the world of sustainable trade**  

The global pandemic has fuelled health, economic, social and environmental upheaval - and revealed how these are interconnected.

What is the state of our world in May 2022?

What are we learning, and what are we failing to learn?

What broader environmental, health, digital, social and geo-political revolutions are changing the world and affecting trade?

Global problems need global solutions. What forces at play affect multilateral action in 2022?
- 10:30 – 11:00 **Networking break**
- 11:00 – 11:45 **PLENARY: LET'S TALK**  
**Global business trends: A 'new normal' or 'no normal'?**  

What impact are current trends having on exporters, big and small?

In an interview format business leaders offer their perspective on the challenges facing firms, and on the new types of support that may be needed in the 'no normal'.
- 11:45 – 13:00 **PLENARY: PEER TO PEER**  
**Building boldly with the AfCFTA**  

The African Continental Free Trade Area (AfCFTA) is a positive force for multilateralism. 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.
- 13:00 – 14:00 **Lunch and networking**

- 14:00 – 15:15 **PLENARY: PEER TO PEER**  
**Embracing risk for strategic advantage**  
 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 the 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.
- 15:15 – 16:30 **PLENARY: PEER TO PEER**  
**Build for the future: sustainable solutions for adaptation and growth**  
 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 can't 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.
- 16:30 – 17:00 **Networking break**
- 17:00 – 17:30 **WORLD TRADE PROMOTION ORGANIZATIONS CONFERENCE 2024**  
 Countries present bids to host the 14<sup>th</sup> World Trade Promotion Organizations Conference
- END OF DAY**
- 18:30 – 22:00 **EVENING PROGRAMME: Gala evening and WTPO awards 2022 presentation ceremony**  
**Venue:** Labadi Beach Hotel  
 Dinner and Awards ceremony
- 18:00 – 18:30 Bus transfer to the venue for specified hotels
- 22:00 Bus transfer from venue to specified hotels

## Wednesday 18 May

*Organizational excellence: Act with courage, build resilience and agility*

- 09:00 – 09:30 **PLENARY: DAY 1 RECAP**
- 09:30 – 10:00 **KEYNOTE: It is the human being that counts**  
 Ghanaian proverb: "I call gold: it does not answer; I call cloth: it does not answer. It is the human being that counts."  
 Examples of modern, human-centred models for organizations that succeed by empowering people.
- 10:00– 11:00 **PLENARY: LET'S TALK**  
**Organizational culture for resilience and impact**  
 Bold organizations rely on good information, agility and innovation. In this interview expert practitioners and TPOs discuss how curiosity and independent thinking support a customer-centric, purpose-driven culture. What modern tools and approaches are being deployed?
- 11:00 – 11:30 **Networking break and official conference photo**
- 11:30 – 12:30 **PRESENTING THE 2022 WTPO AWARD WINNERS**  
 Sharing good practice: the 2022 winners present their initiatives
- 12:30 – 14:00 **Lunch and networking**
- 13:30 – 14:00 Awards Q&A: Lunchtime talk back with award winners, the jury and conference participants

- 14:00 – 15:00 **PLENARY: EXCELLENCE FOR TPOS: WHAT'S NEW?**  
 TPO excellence is not static. We share the upgraded ITC model to assess TPO performance and the new Benchmarking platform which integrates ITC's tool for TPOs to diagnose MSME needs. We also share preliminary research findings on the services sector.
- 15:00 – 15:15 **Networking break**
- 15:15 – 16:30 **PARALLEL SESSIONS**
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|--|----------------------------|
| MINI SESSIONS and Q&A                    | MINI SESSIONS and Q&A      |
| Session 1: Communications for excellence | Session 2 : Digitalization |
- 16:30 – 17:00 **SUMMARY AND CLOSING CEREMONY**  
 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 14<sup>th</sup> World Trade Promotion Organization 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.



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