



# HOSTING THE WORLD TRADE PROMOTION ORGANIZATION CONFERENCE AND AWARDS

## CONFERENCE HOSTING AND BIDDING GUIDELINES

Thank you for your interest in hosting the 14<sup>th</sup> World Trade Promotion Organization Conference and Awards (WTPO). By presenting a bid to host the next event, you will be bidding for an opportunity to showcase your organization and your country.

Organizing the WTPO Conference and Awards can be an exciting and rewarding experience. These guidelines have been prepared to ensure interested TPOs are informed of the roles and responsibilities of the host and the main issues to consider before placing a bid.

Instructions on submitting your Expression of Interest to host the next event can be found below in the section [Submitting and Presenting the Bid](#).

### THE WTPO CONFERENCE AND AWARDS

The WTPO Conference and Awards are concurrent biennial events.

The World Conference provides a platform for TPOs to learn from each other through the sharing of good practices and experience, and to assist each other's efforts in providing trade-related technical assistance (TRTA) to their beneficiaries. The event also provides opportunities for participants to find new linkages and strengthen existing relationships to enhance effective cooperation that results in broadening the access to support services.

The WTPO Awards, which are presented during the Conference, recognize excellence in TPO processes and practices.

The WTPO Conference is open to all member states of the United Nations and all members of the World Trade Organization (WTO). It is a unique event that brings together heads of TPOs from around the world, along with members of government ministries, international organizations and other distinguished stakeholders. The objective of the two days of discussions and networking is to encourage greater effectiveness for the beneficiaries of all trade-related technical activities.

Conferences have previously been held in Cartagena, Colombia (1996); Santiago, Chile (1998); Marrakesh, Morocco (2000); Beijing, China (2002); St. Julian's, Malta (2004); Buenos Aires, Argentina (2007); The Hague, the Netherlands (2008); Mexico City, Mexico (2010); Kuala Lumpur, Malaysia (2012); Dubai, United Arab Emirates (2014); Marrakesh, Morocco (2016); Paris, France (2018). This year's event, co-hosted by ITC and the Ghana Export Promotion Authority, takes place in Accra, 17 to 18 May 2022.

The next conference is scheduled for 2024.

The host of the 2024 WTPO Conference and Awards will be selected by secret ballot. Representatives of each recognized national TPO present at the 2022 event in Accra will vote following presentations by the bidders. Only one vote per national TPO is accepted.

The winner will be announced before the closing ceremony at the conclusion of the 2022 conference.

## ELIGIBILITY

Hosting the WTPO Conference and Awards is open to officially recognized national TPOs mandated by their governments to act as the main institution for trade promotion in their countries.

Where a TPO has not been established, government ministries often perform this function. In this case, the assigned ministry is recognized as the main institution for trade promotion and may apply to bid to host the next conference.

## LEGAL FRAMEWORK

ITC is a joint subsidiary organ of the World Trade Organization and the United Nations and enjoys privileges and immunities by the Convention on the Privileges and Immunities of the United Nations, adopted by the General Assembly of the United Nations on 13 February 1946 (hereinafter referred to as the "Convention")

As such, to be eligible to place a bid, the host country is required to:

- Be party to the Convention;
- Recognize ITC as a subsidiary organ of the United Nations enjoying privileges and immunities under the Convention;
- Agree to sign an exchange of letters as per the template contained in Annex B of ST/A1/342 (provided with this package).

TPOs submitting an Expression of Interest must also sign and submit the Certificate of Agreement provided with this bidding package. The selected TPO co-hosting the 2024 event is also expected to sign a partnership agreement with ITC describing the areas of cooperation for the organization of the 14th WTPO Conference and Awards. Guidelines and deadlines for submitting this certificate can be found under the section entitled [Submitting and Presenting the Bid](#).

## EXCHANGE OF LETTERS AND MEMORANDUM OF UNDERSTANDING

The conclusion of (i) an exchange of letters between the Government of the host country (usually signed by the Ministry of Foreign Affairs) and ITC following the template contained in Annex B of [ST/AI/342](#); (ii) the conclusion of a partnership agreement; and (iii) receipt of the required security clearance by the United Nations Department of Safety and Security for the selected venue are prerequisites to hosting the TPO Network World Conference. The Exchange of Letters and the partnership agreement (Memorandum of Understanding [MoU]) should be concluded within six to eight months following the close of the 2022 conference or within a reasonable period agreed by both parties following the TPO's successful bid.

Please review the [sample MoU](#) to be signed by ITC and the winning TPO as well as the template for the Exchange of Letters contained in Annex B of St/AI/342 provided with the bidding package.

In the event that ITC and the host country and the host TPO are not able to sign the Exchange of Letters and the MOU by the deadline agreed upon by both parties, and within a reasonable time to relocate the conference, ITC will approach the TPO voted as runner-up by the voting TPO participants.

Please review the information concerning ITC's legal status provided in the [Briefing Note ITC Legal Status document](#).

## GEOGRAPHICAL BALANCE

All bidders are welcome. The WTPO Conferences have rarely been held in Asia-Pacific, Central and South-Asia or North America. TPOs from these countries are strongly encouraged to submit bids.

TPOs may venture into a strategic alliance with other trade support organizations or event organizers to offset costs. However, ITC will consider only the national TPO that submits the bid as the official partner of the event.

## ROLES AND RESPONSIBILITIES OF THE HOST COUNTRY

The host TPO, host government and ITC work in close collaboration towards the successful organization of the conference following the signing of the Exchange of Letters and the MoU. Details can be found under Article 3, Commitment of the Parties, in the sample MoU. The TPO may also review the section in this document discussing **Issues to Consider** (below) when deciding to place a bid.

In addition to the TPO's role as conference host, a senior representative will sit on the 2024 and 2026 WTPO Awards jury panels.

## WTPO AWARDS – JURY PANEL 2024

The biennial WTPO Awards are managed by ITC. The ITC Executive Director chairs the jury panel composed of:

- The previous year's award winners (the 2022 WTPO Award winners will sit on the 2024 jury panel);
- The head of the TPOs from the previous and current host countries;<sup>1</sup>

ITC manages and organizes the TPO Awards. The TPO of the host country, along with the other members of the panel:

- Attends two to three meetings of the jury
- Evaluates the submissions for the awards;
- Organizes and covers the costs for the gala dinner and awards presentation ceremony. This traditionally takes place on the evening of the first day of the conference.

In addition, the host TPO provides advice and guidance to the new host TPO concerning the organization of the event and development of the conference programme.

## RESPONSIBILITIES OF THE HOST TPO

The following information provides an overview of the main areas of the TPO's responsibilities during the organization of the Conference and Awards. It is advised that this information is well reviewed and considered before the TPO decides to bid to host the 2024 event. Please also review all the documents provided in this package for detailed information pertaining to the MoU and Exchange of Letters.

TPOs submitting an Expression of Interest to ITC will present their bids during the WTPO Conference in Accra on 17 May 2022. The following information may also be considered for the design of the bid.

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<sup>1</sup> The policies and guidelines for the WTPO Awards jury panel state that hosting TPOs may submit a request to the panel to withdraw their representation for the second year of their tenure.

**Timing:** The 14<sup>th</sup> WTPO Conference will be held in 2024. The event typically takes place in October or November.

**Planning and costs:** The host TPO covers all local costs for the conference. This includes event planning, logistics (conference facilities, transport, catering, etc.) and promotion.

**Conference programme:** The host TPO works in close collaboration with ITC to develop the conference programme, including but not limited to, defining the theme, conference topics, speakers and conference chair, etc.

**Venue considerations:** Recent conferences have been planned to accommodate as many as 300 participants. The venue should include provide adequate space for:

- A plenary session with up to 300 people;
- Parallel break-out sessions;
- Workshop sessions;
- Secretariat space for the host committee and ITC;
- Rooms for bilateral meetings.

**Travel, accommodation and meals:** Conference participants usually fund their own participation. To encourage the largest possible representation from all member countries, the bidding TPO may wish to consider the following:

- **Flights:** Air travel costs will depend on the location of the event. If possible, air travel costs should not be too prohibitive for participants.
- **Transportation** to and from the airport should be convenient and the location should be in reasonable proximity to a major airport.
- **Accommodation and meals:**
  - ITC must follow the United Nations' requirements when considering such events. This means that host countries are required to offer three alternative hotels from which participants may choose. The prices of these hotels must fall within the UN's daily subsistence allowance for the city where the conference and hotels are located.
  - Lunch is to be provided on each of the two conference days.

**Please note:** If the bidder would like to showcase a potential conference venue and related hotels in their presentation, please ensure the venue complies with the above guidelines. Venues and accommodation must have disability access.

## PRESENTING AND SUBMITTING THE BID

Bids by eligible TPOs will be presented on **17 May 2022** in a dedicated plenary session during the 2022 Conference.

All prospective hosts will be given five to -eight minutes to present their bids in the plenary session. This will be followed by a secret ballot where one representative from each of the recognized national TPOs participating in the event may cast their vote. Only one vote per national TPO is accepted.

ITC counts the ballots, and the winner will be elected based on a simple-majority system. The winner will be announced before the closing ceremony at the end of the 2022 conference.

ITC welcomes all expressions of interest from TPOs wishing to host the 2024 WTPO Conference and Awards. Submitting the bid follows three steps: 1) Registering an Expression of Interest with ITC, 2) Confirming your eligibility by submitting the Certificate of Agreement, and 3) Preparing and submitting the bid.

#### STEP 1: REGISTERING AN EXPRESSION OF INTEREST WITH ITC

Please complete the **Expression of Interest form** and e-mail it to the contact address below.

The deadline for submitting this form to ITC is **25 April 2022**.

ITC will acknowledge receipt of the Expression of Interest and confirm the first stage of the candidate's eligibility following submission.

**Please note:** It may not be possible to consider a TPO's bid if the Expression of Interest is submitted after **25 April 2020** due to the scheduling needs of the conference programme.

#### STEP 2: CONFIRMING YOUR ELIGIBILITY

Please email the signed **Certificate of Agreement** to the contact address below.

The deadline for submitting the signed certificate is **2 May 2022**. It may also be submitted with the Expression of Interest if preferred.

ITC will acknowledge receipt of the Certificate and confirm the candidate's eligibility to bid for the 2022 WTPO Conference.

**Please note:** If acknowledgement from the responsible host government representative cannot be obtained before **2 May 2022**, please inform ITC when submitting the Expression of Interest.

#### STEP 3: PREPARING AND SUBMITTING THE BID

Please prepare a five-to-eight minute presentation to be delivered during the dedicated plenary session on **17 May 2022**. This presentation can be in the form of a video, multimedia presentation or a PowerPoint, etc. Past bidders have shown videos showcasing their TPOs and supported the presentation with a brief discussion describing what the TPO would provide to participants if it were selected. Please email the presentation material to ITC by **10 May 2022**.

Information on past events is available on the WTPO website, [www.tponetwork.com](http://www.tponetwork.com). To view and download the legal documentation for hosting the conference and the two forms needed to register your Expression of Interest to bid, please visit [Hosting the 2022 Conference webpage](#).

#### SUBMISSION AND CONTACT ADDRESS

Please e-mail your Expression of Interest to the International Trade Centre at:

Contact persons: Tel: +41 22 730 0247

Ann Penistan E-mail: [penistan@intracen.org](mailto:penistan@intracen.org)

Sibylle Neuhaus [neuhaus@intracen.org](mailto:neuhaus@intracen.org)

#### FOR FURTHER INFORMATION, PLEASE CONTACT



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