

**TRADE
PROMOTION
EUROPE**

One voice for European trade promotion

2023

**ACTIVITY
REPORT**



MESSAGE FROM THE PRESIDENT	3
KEY ACHIEVEMENTS IN 2023	4
1. WHO WE ARE	5
Vision and Mission	5
Governance of TPE	6
Board of Directors	7
Committees and Working Groups	8
General Assembly	8
Secretariat	8
Engagement with the European Institutions	9
Collaboration between members	9
2. LOOKING BACK TO 2023	10
Increased Recognition and Engagement with EU Institutions	10
Manifesto	12
Export Management Masterclass: March 2023-June 2023	12
ANNEX I	
Our Members	13

Dear Members and Stakeholders,

As President of Trade Promotion Europe, I am delighted to present the Annual Activity Report for 2023 on behalf of our organisation.

The past year has been truly transformative for Trade Promotion Europe, marking several significant achievements. One of the most notable highlights was the broadening and acceleration of the activity of our dedicated Secretariat in Brussels, which was established at the end of 2022. This pivotal step has not only enhanced our operational capacity but has also enabled us to elevate our engagement with members and stakeholders across the EU. I thank Pascale Rouhier, our Secretary General, and her team for their hard work, competence in navigating the Brussels landscape and enthusiasm they bring to their work.

In 2023, Trade Promotion Europe embarked on several new internal initiatives, notably focusing on critical areas such as Ukraine, Global Gateway, and Supply Chain. Furthermore, our association was honoured to be recognised as a key stakeholder in various European Commission advisory groups, underscoring our influence and expertise in crucial areas such as SME internationalisation, trade, and the Global Gateway initiative.

I am delighted that our organisation also grew in 2023, welcoming five new members into our fold: EEPO Ukraine, GTAI Germany, Malta Food Agency, PAIH Poland and INFO Murcia. Each addition enriches our collective expertise and strengthens our commitment to fostering collaboration and growth within the European trade landscape.

On our Board, I am fortunate to collaborate with distinguished colleagues: Anton Buttigieg from Trade Malta as Vice-President, Marta Valero from ICEX, Vasso Kyrkou from Enterprise Greece, and Francis Baert from Flanders Investment and Trade. Together, we are deeply appreciative of your unwavering trust and support as we navigate Trade Promotion Europe towards greater professionalism and impact.

As Trade Promotion Europe thrives on the active participation and dedication of our members, I extend my gratitude for your invaluable contributions. Your continued engagement is paramount to our collective success and the realisation of our shared vision.

I invite you to explore the pages of this report, where you will find comprehensive details on our activities and accomplishments throughout the year. May your reading be insightful and inspiring as we reflect on the journey of Trade Promotion Europe in 2023.

Note that this activity report focuses on 2023 activity. Further progress has been made in the first 6 months of 2024 and we look forward to reporting on that in due course.

Warm regards,



Anne Lanigan

President of Trade
Promotion Europe

KEY ACHIEVEMENTS IN 2023

TPE became member of Business Advisory Group on Global Gateway

TPE officially invited to SME Assembly, as a key stakeholder

TPE Export Management Masterclass kick-off

TPE became an official 'Friend of Europe Enterprise Network' and spoke at the EEN Annual Conference

New working groups were created:

- i) Global Gateway working group
- ii) Diversification and Security of Supply Chain working group
- iii) Sustainability working group
- iv) Ukraine working group

TPE ran a successful Annual Conference including high level speakers from the EU Commission and EU Presidency

TPE released its 2023 Manifesto

New TPE Members

Entrepreneurship and Export Promotion Office of Ukraine, April 2023
 Germany Trade and Invest, June 2023
 Malta Food Agency, June 2023
 Polish Investment and Trade Agency, November 2023
 INFO Región de Murcia, November 2023
 (Business Finland, January 2024)

OUTCOME OF INTERNAL 2023 SURVEY

32
Members

21
Member states

170⁺
offices in the EU

4700⁺
full-time staff at headquarters

400⁺
oversea offices

2300⁺
full-time staff at oversea-offices

More than
1.250.000
companies in our network

WHO WE ARE

Trade Promotion Europe is an association of European Trade Promotion Organisations (TPOs) and Agrifood Promotion Organisations (APOs). Based in Brussels we represent the interests of our members among EU institutions and stakeholders as well as facilitating collaboration between members.

Trade Promotion Organisations are responsible for supporting internationalisation of their national enterprises. Agrifood Promotion Organisations are responsible for the promotion of their national agri-food products both within and outside the EU Single market. Typically TPOs and APOs are mandated by their national governments. Our members offer a variety of services to European companies, including capacity building for internationalisation, information and competitive intelligence, as well as trade promotion services.

WHO WE ARE

Mission & Vision

Mission

The mission of Trade Promotion Europe is to empower European Trade Promotion Organisations and Agrifood Promotion Organisations to optimise internationalisation support for their exporting companies by engaging as one voice with the EU Institutions and stakeholders and facilitating effective collaboration between members.

Vision

The vision of Trade Promotion Europe is that every internationally ambitious company in the European Union can reach its full export potential, irrespective of its size within and outside the Single Market.

Governance of TPE

TPE operates under a well-defined governance framework to ensure effective decision-making, coordination, and implementation of its objectives.

General Assembly

The General Assembly is composed of all members and serves as the decision-making body of TPE.

Board of Directors

The Board of Directors meets monthly and oversees the strategic direction of TPE and ensures alignment with the organisation's mission and objectives.

TPE Secretariat

TPE's Secretariat, based in Brussels, drives the execution of TPE's strategic roadmap and priorities.

Committees

Agrifood Promotion Committee

Collaboration Committee

Institutions Committee

Working Groups

Ukraine Working Group

Diversification & Security of Supply Chain Working Group

Sustainability Working Group

Side Events Working Group

e-commerce Working Group

Global Gateway Working Group

WHO WE ARE

Governance of TPE

Board of Directors

The Board of Directors for the 2022- 2024 mandate:



Anne Lanigan

Enterprise Ireland
President TPE



Anton Buttigieg

Trade Malta
Vice-President &
Treasurer



Francis Baert

Flanders Investment
and Trade
Board Member

Replaced Jan Offner
in February 2024



Marta Valero

ICEX España
Exportación e
Inversiones
Board Member



Vasso Kyrkou

Enterprise Greece
Board Member

Committees

- **Agrifood Promotion Committee (APC):** Represents European organisations active in agrifood promotion and is responsible for all agri-food-related initiatives. The Chair of the APC is Declan Coppinger, BordBia.
- **Institutions Committee (IC):** Discusses common European priorities. The chair of the IC committee is Catherine Jurovsky, Business France. A sub group on Ukraine (see below) is also chaired by Catherine.
- **Collaboration Committee (CC):** Focuses on exchanging information and collaboration between members. The chair of the CC is Elena Pavei, hub.brussels. The collaboration committee is also responsible for the sub-group on side events (see below) which is chaired by Acció, Roger Suarez.

List of working groups

- **Ukraine Working Group:** Co-ordinated by the IC, and chaired by Catherine Jurovsky of Business France, this WG monitors policy development that supports Ukraine and exchanges practices on TPO engagement in Ukraine, represents TPE's interests as a member of the DG GROW – DG NEAR Focus Group on Ukraine.
- **Sustainability Working Group:** Chaired by Dr. Laszlo Orlos, HEPA, this WG aims to exchange best practices amongst TPO's on their sustainability journey and proposes joint replies to EU calls for capacity building in this area. The group also monitors and discusses EU policy development in the area of sustainability and its impact on exporting companies.
- **Diversification & Security of Supply Chain Working Group:** As some TPOs have now been mandated to support their companies in finding new suppliers, and to diversify their supply chain, this group, chaired Franck Toussaint, AWEX, facilitates the exchange of best practice among members in this area, and monitors activity at EU level for members.
- **Side Events Working Group:** Chaired by Roger Suarez, ACCIÓ, the aim of this WG is to set up events at different trade shows, for the TPE members that are participating in these. Members believe that TPE can bring value to them by organising joint participation to trade shows, but before reaching that stage, members would be interested in organising activities for networking, field visits etc. under the TPE umbrella. The target fair as a pilot project is Smart City World Expo 2024, taking place in November 2024 in Barcelona.
- **e-commerce Working Group:** Chaired by Michel Kempeneers, AWEX, the aim of the WG on e-commerce is to exchange best practices, develop recommendations and also key messages to EU Commission in relation to e-commerce.
- **Global Gateway Working Group:** As Trade Promotion Europe is a member of the Business Advisory Group of Global Gateway, this WG Group, chaired by Anne Lanigan, President, is mandated to develop TPE's position on Global Gateway. Members also exchange best practice on how to support companies in Global Gateway projects.

WHO WE ARE

Governance of TPE

General Assembly

The General Assembly is composed of all members and serves as a decision-making body of TPE. It meets twice a year. The General Assembly adopts the roadmap and priorities for the year and the budget of the association.



2023 Spring General Assembly

Governance of TPE

Secretariat

TPE's Secretariat headquartered in Brussels supports the implementation of TPE's roadmap and priorities.



Pascale Rouhier
Secretary General



Jon Salegi
Policy Officer



Mirari Loyarte
Project officer
Replaced Itsasne Murua
in December 2023

Engagement with European Institutions

2023 has been a pivotal year for Trade Promotion Europe, marked by significant achievements and strategic advancements, as Trade Promotion Europe has

- Been recognised as a key consultative partner speaking in one voice to the EU Commission, in particular to DG GROW, TRADE, INTPA and AGRI
- Contributed through recommendations to DG GROW on support for SMEs' internationalisation

1

WHO WE ARE

In 2023 Trade Promotion Europe applied and successfully received official recognition in the following official working groups of the European Commission:

The Business Advisory Group (BAG) of Global Gateway, under the Directorate General for International Partnerships

Domestic Advisory Group of 10 FTAs under Directorate General for Trade

Friend of Enterprise Europe Network under Directorate General for Internal market, industry and SMEs

Civil Dialogue Groups under the Directorate General for Agriculture and Rural Development

Trade Promotion Europe is a member of the network of 'Friends' of Enterprise Europe Network, a recently informal network gathered by DG GROW. The objective is to discuss how different partners in the Europe Enterprise Network can further foster collaboration.

Collaboration between members

Trade Promotion Europe promotes collaboration between members through:

- Sharing best practices and approach on supports, trends, opportunities and key challenges including in thematic working groups

- Training and education programmes such as the Masterclass on Export Management for staff of members

- High profile events

LOOKING BACK TO 2023

Increased Recognition and Engagement with EU Institutions

2
LOOKING BACK TO 2023

Annual Conference

On May 24th, the Trade Promotion Europe Conference, in partnership with the European Economic and Social Committee, brought together over 80 participants to discuss the challenges and opportunities for European small and medium exporters. High-level speakers from key institutions, including the European Commission, Directorate Generals of Trade, Grow, and International Partnerships, the EESC, the Swedish Presidency of the Council, ECIPE, CEN and CENELEC, Eurochambres, and various Trade Promotion Organisations (TPOs), contributed to the event.



The conference featured three panel discussions and provided a unique opportunity for Trade Promotion Organisations and Agrifood Promotion Organisations to exchange insights. During the event, Trade Promotion Europe called for a strengthened partnership between the EU and national levels.

EU Industry Days 2023 Malaga



The EU Industry Days 2023 organised by the European Commission and the Spanish presidency of the Council of the European Union featured high level speakers discussing the future of European industry, focusing on the digital and green transitions. The panels also explored the challenges and priorities of EU industry in the current environment.

Many insightful messages were shared throughout the extensive programme, the key one being that the Single Market needs to achieve bigger scale, faster speed, and improved simplicity. Other key take aways were the need for diverse and resilient supply chains of raw materials to ensure the success of the twin transition, the importance of innovation and the competitiveness of European industry for the EU to thrive, and access to funding is key for the twin transition as well as all the innovative solutions that EU industry brings.

The fact that Trade Promotion Europe was invited to this event demonstrated the increased visibility of Trade Promotion Europe as a key stakeholder on SMEs' policy.

Increased recognition by EU institutions

2
LOOKING BACK TO 2023



SME Assembly 2023 Bilbao

Trade Promotion Europe attended the SME Assembly in Bilbao. This event was part of the European SME Week held in Spain as part of the Spanish Presidency of the Council.

During the event, TPE participated in high-level discussions on policy, the Single Market, and sustainability, among others, with a dedicated focus on bolstering European SMEs.

Invaluable insights were also gathered that promise to empower TPE members in their support of SME companies. TPE also had the opportunity to visit the Basque Open Industry Fair.

Enterprise Europe Network 2023 Assembly

Anne Lanigan, Trade Promotion Europe's President, was invited to speak in a panel discussion at the EEN 2023 Assembly in November. Panel discussion focused on internationalisation of companies, and Anne Lanigan strongly called for a strengthened collaboration between the EEN consortium partners', stressing that trade promotion is the competence of Member States and that this should be recognised as complementary to the activities of EEN.



LOOKING BACK TO 2023

Manifesto

Trade Promotion Europe adopted its Manifesto at its 2023 Spring General Assembly. The manifesto highlights the association's aim to engage with the European Commission and other institutions in a collaborative approach to:

- Establish a structured framework of cooperation to optimally support EU companies in their internationalisation by means of regular communication, strategic alignment, resource sharing, joint initiatives and evaluation and feedback mechanisms.
- Promote a European business environment that supports European Exporting SMEs through advocacy, knowledge sharing, market access support in the EU Single Market and abroad, supporting the digital transformation of companies, and reducing burdens for SMEs and strengthening autonomy through trade and de-risking.
- Prioritisation of awareness campaigns on Free Trade Agreement opportunities and information on barriers to trade, internationalisation of SME's and trade missions and trade shows.



Export Management Masterclass: March 2023-June 2023



The Export Management Masterclass is an initiative by TPE opened to its members. The Export Management Masterclass provides concrete vocational training to staff of Trade Promotion Organisations on key topics, to support them in their daily work.

Trade Promotion Europe successfully delivered the first edition of the Export Management Masterclass in 2023, with 8 online sessions taking place every two weeks. There was a total of 32 participants.

A survey sent to the participants demonstrated a high level of satisfaction regarding the programme, on both the content and the opportunity to network with colleagues from other TPOs and APOs.



Excellent mix of expert sessions mixed with sharing each other TPO experiences. Well done.

Emar Gemmeke
Team Manager International Business, Netherlands Enterprise Agency



I found the masterclass very enriching, and would like to see a continuation refresher of the session every few years.

Teresa Bargalló
Trade Promotion Manager Belgium & Luxembourg, ACCIÓ Catalonia Trade & Investment

Growing membership

On April 11th 2023, the Entrepreneurship and Export Promotion Office of Ukraine became an official affiliated member.

In June 2023, Germany Trade & Invest (GTAI) and Malta Food Agency were unanimously endorsed as new members of the Association.

In November 2023, at its fall General Assembly held in Madrid, Polish Investment and Trade Agency (PAIH) and INFO Región de Murcia were unanimously welcomed as new members of Trade Promotion Europe.

Although outside the scope of 2023 activities, Business Finland was also welcomed as a new member in January 2024.

ANNEX

Our Members, January 2024

32

members from 21
European countries:

- 22 National TPOs
- 3 Regional TPOs
- 7 Agri-food Promotion Organisations

ANNEX





CONTACT INFORMATION

Trade Promotion Europe aisbl
Multiburo, 38-40 Square de Mêeus, 1000 Brussels, Belgium

 tradepromotioneurope.eu

 secretariat@tradepromotioneurope.eu

 [linkedin.com/company/tradepromotioneurope](https://www.linkedin.com/company/tradepromotioneurope)