

**TRADE
PROMOTION
EUROPE**

One voice for European trade promotion

2025

ACTIVITY REPORT



A stronger European trade promotion community

34

member organisations
from 23 European
countries

672

offices worldwide
241 in the EU
431 abroad

7,000+

trade professionals
supporting European exporters



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Message from the President



2025 was a year in which European trade promotion had to respond to a more demanding global environment. Geopolitical uncertainty, shifting supply chains, economic security concerns, technological change and new expectations from businesses all placed additional pressure on Trade Promotion Organisations and Agrifood Promotion Organisations across Europe.

In this context, Trade Promotion Europe demonstrated the value of working together. TPE is more than a network for exchange. It is a practical platform through which members share intelligence, learn from one another, build common positions, access European institutions and strengthen their ability to support internationally ambitious companies, especially SMEs.

Throughout the year, TPE focused on the issues that matter most to its members: SME internationalisation, economic resilience, Global Gateway, Ukraine reconstruction, rules of origin, EU funding opportunities, agrifood promotion, digital trade, sustainability, supply chain resilience and the responsible use of new technologies such as artificial intelligence.

Our Annual Conference in Athens, hosted by Enterprise Greece, and our General Assemblies in Athens and Brussels brought the network together around strategic questions for Europe's competitiveness. The Export Management Masterclass continued to provide practical capacity building for member organisations. Our Working Groups and Committees created the space for peer learning and practical cooperation. Our engagement with the European Commission and international partners helped ensure that the perspective of trade and agrifood promotion organisations is heard in the European policy debate.

This report is therefore not only a record of activities. It is a reflection of TPE's added value: connecting expertise, amplifying members' voices, strengthening professional capacity and helping Europe's trade promotion community act with greater coherence and impact.

I would like to thank all members, Board colleagues, Working Group and Committee Chairs, the Secretariat and our partners for their commitment throughout the year. TPE's strength lies in the active contribution of its members, and 2025 showed once again what this network can achieve when it works together.



Vasso Kyrkou

President, Trade Promotion Europe

2025 at a glance

A concise view of the activities, tools and results that created value for TPE members.

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new members
expanding the network

2

new Working Groups

E-commerce and
Security & Defence

47

TPE Weekly editions
curated EU intelligence

+1,041

new LinkedIn followers
in 2025

15

Masterclass sessions
32 participants

2

General Assemblies
Athens and Brussels

100+

participants in Athens
Annual Conference

42

participants in Brussels
General Assembly

5

EU stakeholder platforms
Commission dialogue
groups and networks

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EU project partnership
EU SME Centre in China

672

offices worldwide
241 EU | 431 abroad

200,000+

businesses supported
mainly SMEs

Who we are and what members gain

Trade Promotion Europe (TPE) is the European umbrella association of national and regional Trade Promotion Organisations (TPOs) and Agrifood Promotion Organisations (APOs). It provides a shared platform to strengthen cooperation, build capacity and represent members' common interests at European level.

TPE's purpose is to help its members better support European exporters, particularly SMEs, as they navigate international markets, respond to new global risks and identify opportunities within and beyond the Single Market.

Our global footprint

A collective European network

- 34 member organisations
- 23 European countries
- 672 offices worldwide
- More than 7,000 trade professionals
- Over 200,000 businesses supported in 2025



What members gain

Member benefit	How
Strategic intelligence	Curated EU policy monitoring, targeted updates, consultations and market-relevant developments through TPE Weekly and dedicated exchanges.
Peer learning	Working Groups, Committees and webinars that allow members to compare practices, identify common challenges and share practical tools.
Capacity building	Training and professional development, including the Export Management Masterclass and thematic workshops.
Access to EU institutions	Structured engagement with the European Commission and relevant EU-level stakeholder platforms.
Collective visibility	Joint presence at major events, shared positioning and stronger recognition of the role of TPOs and APOs.
Collaboration opportunities	A trusted network for joint initiatives, EU projects, policy input and cooperation around strategic European priorities.

Our network and governance

Our three objectives

Collaboration

Foster peer exchange among members through Working Groups, Committees, events and shared projects.

Empowerment

Strengthen member capacity through training, policy intelligence, best-practice exchange and practical tools.

One voice

Represent shared member interests at EU level and contribute TPO/APO expertise to European policy discussions.

Governance and Secretariat

The General Assembly brings together all TPE members and serves as the association's decision-making body. The President and Board of Directors meet regularly to oversee strategic direction and ensure alignment with TPE's mission and objectives.

Board of Directors



Vasso Kyrkou
President,
Enterprise Greece



Francis Baert
Vice President,
Flanders Investment
& Trade



Eckart von Unger
Treasurer, Germany
Trade & Invest



Catherine Jurovsky
Board Member,
Business France



Anne Lanigan
Board Member,
Enterprise Ireland

Secretariat

Flavie Guérin Secretary-General

Lide Olaziregi Project Officer

Simon Rechsteiner Policy Officer

Structure

General Assembly All members; decision-making body of TPE.

Board of Directors Strategic oversight and guidance, meeting regularly throughout the year.

Secretariat Brussels-based coordination of strategy implementation, member services, events, policy monitoring and communications.

BeInt traineeship cooperation Additional operational support through trainees hosted in cooperation with the Basque Country's BeInt programme.

Our network and governance

Working Groups and Committees

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OUR NETWORK AND GOVERNANCE

Group / Committee	Coordination	2025 focus
Ukraine Working Group	Chair: Catherine Jurovsky, Business France	Reconstruction, market intelligence and EU-Ukraine business cooperation.
Global Gateway Working Group	Chair: Anne Lanigan , Enterprise Ireland	SME access to Global Gateway opportunities and coordination with EU initiatives.
Sustainability Working Group	Chair: Laszlo Orlos, HEPA	Sustainability trends, tools and support for exporters.
E-commerce Working Group	Chair: Prescillia Tang, AWEX	Digital trade and practical support for SMEs selling internationally online.
Supply Chains Working Group	Chair: Franck Toussaint, AWEX	Resilience, diversification and operational responses to supply chain challenges.
Security and Defence Working Group	Co-Chairs: Lucia Huertas Suances and Antonio Romero, INFO Murcia	Opportunities and challenges linked to Europe's security and defence ecosystem.
Agrifood Promotion Committee	Rotating chair (in 2025): Hélène Hovasse, Business France and Jeroen Devuyst, FIT	EU agrifood promotion, market access and joint opportunities.
Advisory Committee	Chair: Matteo Carnevale, ITA	Strategic input and member guidance to support TPE priorities.

Strategic highlights of 2025

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STRATEGIC HIGHLIGHTS OF 2025



Annual Conference 2025 - Athens

Date: 16 June 2025

Host: Enterprise Greece

Theme: Navigating Trade in Uncertain Times: Strengthening Europe's Role

Participants: 100+ from the European trade promotion ecosystem

Format: Four high-level panels

Member value

- Positioned TPOs and APOs as strategic partners in Europe's competitiveness agenda.
- Connected members with senior European Commission representatives and policy stakeholders.
- Created a shared space to discuss economic security, AI, SME competitiveness, defence-related opportunities and the future role of trade promotion organisations.

Strategic highlights of 2025

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STRATEGIC HIGHLIGHTS OF 2025



General Assemblies 2025 - Athens and Brussels

Athens: Held alongside the Annual Conference

Brussels: 4–5 December 2025

Brussels participation: 42 participants from 27 member organisations

Main themes: AI, economic security, supply chain resilience, services, start-ups and innovation

Member value

- Strengthened member dialogue on the strategic direction of European trade promotion.
- Provided direct access to EU policy, innovation, academic and business expertise.
- Created a forward-looking platform for members to exchange views on the future of SME internationalisation.

Strategic highlights of 2025

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STRATEGIC HIGHLIGHTS OF 2025



Export Management Masterclass 2025

Edition: Third edition

Participants: 32 professionals from the TPE network

Format: Online sessions and two-day in-person training in Brussels

External exchanges: European Commission DG TRADE and International Trade Centre

Member value

- Provided practical training tailored to TPO and APO advisers.
- Strengthened export management expertise across the network.
- Built professional relationships among participants and created a shared learning community.

Member intelligence and capacity building

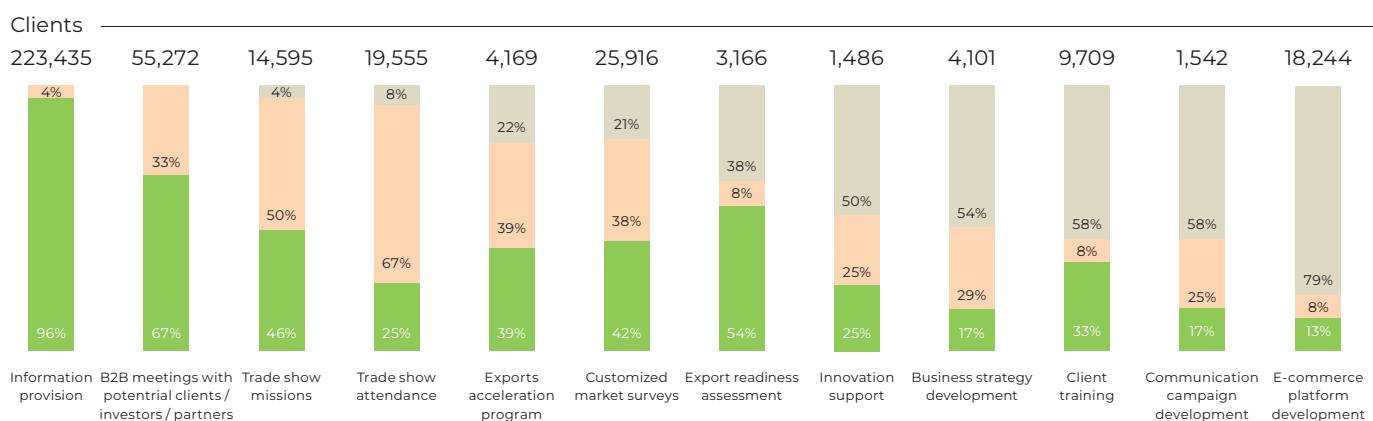
TPE communication in 2025 supported three goals: keeping members informed, increasing the visibility of TPE's work, and demonstrating the collective relevance of European trade and agrifood promotion organisations.

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MEMBER INTELLIGENCE AND CAPACITY BUILDING

Activity	What happened in 2025	Member value
U.S. tariffs response	Two dedicated webinars convened quickly to help members assess impact, share support tools and identify diversification needs.	Timely intelligence and peer coordination in response to a common external challenge.
Rules of Origin workshop	Organised with DG TRADE, DG TAXUD and Deloitte, including practical guidance on preferential and non-preferential Rules of Origin and the ROSA self-assessment tool.	Better equipped advisers to support exporters on tariff treatment, compliance and FTA opportunities.
EU funding webinar	Led by Precision EU Services, covering programmes such as the Single Market Programme, Horizon Europe and Erasmus+.	Helped members identify calls, understand consortium-building and explore joint project opportunities.
TPE Weekly	47 editions published in 2025 with EU policy monitoring, events, consultations, member activities and TPE updates.	Provided a continuous intelligence service for members throughout the year.
Annual Benchmark Survey	Collected data from members to support analysis, collaboration and communications.	Strengthened evidence-based messaging on the role and impact of TPOs and APOs.

Annual Benchmark Survey: range of services provided by member organisations and number of clients benefiting.



Communication and visibility

Metric	2025 result
LinkedIn followers	4,106 total followers
New followers in 2025	+1,041
Audience geography	Strong visibility in Brussels and increased visibility around Athens during the Annual Conference
Newsletter	47 editions of TPE Weekly published

Speaking with one voice at EU and international level

In 2025, TPE continued to represent the shared perspective of European TPOs and APOs in relevant EU and international discussions. This role is central to TPE's added value: it gives members a stronger collective presence and helps ensure that practical export-promotion experience informs policy discussions.

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SPEAKING WITH ONE VOICE AT EU AND INTERNATIONAL LEVEL

Engagement	TPE contribution	Why it mattered for members
Implementation Dialogue with Commissioner Maroš Šefčovič	TPE participated in the dialogue hosted by Commissioner Maroš Šefčovič on EU rules of origin.	Brought SME and TPO perspectives directly into a high-level EU discussion on simplification and practical guidance.
SME Assembly 2025, Copenhagen	TPE participated in the forum on scaling, internationalisation and cross-border trade.	Raised the visibility of TPOs in Europe's SME competitiveness agenda.
DG GROW workshop on SME internationalisation	TPE contributed on behalf of the network.	Shared practical experience from members on helping SMEs expand beyond the EU.
Global Gateway Forum 2025	TPE continued its engagement through the Global Gateway Business Advisory Group and cooperation with DG INTPA and the EABF (EU Africa Business Forum).	Advocated for stronger SME access to Global Gateway opportunities and better alignment with member-state business missions.
EU-Canada Business Summit 2025	TPE highlighted CETA and trade diversification opportunities for Canadian and European companies.	Positioned members within broader EU trade diversification and economic security discussions.
ITC Global SME Ministerial Conference, Johannesburg	TPE presented its trade promotion impact study and two of its members received WTPO Awards.	Enhanced international recognition of TPE and coordination with TPO networks from other regions



The impact study provided TPE with a clear evidence base to communicate the economic returns of export promotion and to support member advocacy.

Collaboration in action



Rebuild Ukraine Conference — Warsaw

TPE presence: 15 member organisations

Business reach: Approximately 200 European companies represented

TPE role: Co-creation of the “Building Bridges for Business: EU–Ukraine Collaboration” workshop and support for the EU Village

Member value

- Demonstrated the network’s ability to mobilise around a strategic European priority.
- Created visibility for member organisations and the companies they support.
- Strengthened TPE’s role as a bridge between the European Commission, TPOs and businesses.

Collaboration in action

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COLLABORATION IN ACTION

Initiative	2025 activity	Member value
Two new Working Groups	The E-commerce Working Group and the Security and Defence Working Group were launched in response to emerging member priorities.	Expanded the practical peer-learning offer of the network.
Paris-based members and Christine Lagarde event	At the invitation of Business France, TPE and Paris-based members attended “Doing Business as Europeans” with Christine Lagarde.	Created access to influential debate and strengthened local network connections.
Agrifood Promotion Committee at ANUGA	19 participants met in Cologne to discuss EU policy, market access and joint initiatives, including European pavilions and e-commerce projects.	Deepened cooperation among agrifood promotion organisations and linked member priorities to DG AGRI dialogue.
EEN Annual Conference, Aalborg	TPE participated in the Friends of EEN network and exhibited at the EEN Annual Conference.	Explored collaboration between internationalisation networks and strengthened the visibility of TPE among EEN actors.



Masterclass



ANUGA

Partnerships and visibility

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PARTNERSHIPS AND VISIBILITY

Partner / platform	2025 cooperation	Value for members
EU SME Centre in China Phase IV	TPE participated as an Associated Partner, contributing its network of TPOs and APOs and their offices in China.	Improved dissemination of market intelligence and support to European SMEs interested in China.
European Commission stakeholder platforms	TPE engaged through relevant Commission groups and networks, including DG AGRI, DG GROW, DG INTPA, DG ENEST and DG TRADE platforms.	Ensured that member expertise informed EU discussions on SME internationalisation, agrifood promotion, Global Gateway and trade policy.
International Trade Centre	TPE continued its close cooperation with the ITC, notably through our Masterclass on trade promotion	Enhanced international recognition of the TPE network and the role of TPOs.
University of Geneva	TPE disseminated the joint study on the economic returns of trade promotion activities.	Strengthened the evidence base for member advocacy and communications.

Looking ahead

The work carried out in 2025 provides a strong basis for TPE's next phase. The network has grown, its engagement with EU institutions has deepened, and members have shown clear interest in practical exchanges, targeted intelligence and collaborative initiatives.

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LOOKING AHEAD

Priority	Proposed direction
Strengthen member-driven Working Groups	Clarify priorities, expected outputs and chair ownership so that Working Groups remain practical, focused and useful.
Deepen EU-level engagement	Continue positioning TPE as a trusted consultative partner on SME internationalisation, trade promotion, Global Gateway, Ukraine reconstruction, agrifood promotion and economic security.
Make intelligence more actionable	Continue improving TPE Weekly and thematic briefings so members can quickly identify opportunities, consultations and risks.
Expand capacity building	Build on the Masterclass and targeted webinars to support professional development across member organisations.
Increase collective visibility	Use evidence, case studies and member stories to show the impact of TPOs and APOs on European competitiveness and SME internationalisation.
Support collaboration opportunities	Explore joint projects, EU funding opportunities and structured cooperation among members around shared priorities.

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TPE's value lies in turning a diverse network of national, regional and agrifood promotion organisations into a stronger European community: informed, connected, visible and able to act together where collective action matters.

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CONTACT INFORMATION

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

 tradepromotioneurope.eu

 info@tradepromotioneurope.eu

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