

TPE connects Europe's trade-promotion capacity to help SMEs grow across borders.



34

member organisations

24 national, 3 regional and 7 agrifood promotion organisations.



8,000+

staff

Across 28 reporting organisations.



Over

150,000

companies supported annually

Latest available unique-company figures from 28 members.



23

European countries represented

Including 19 EU Member States.



700+

offices and in-market locations

Across Europe and international markets.



91%

of companies supported are SMEs

Based on data reported by responding TPE members.

INSIGHTS



Practical support

Members support companies from first information and export readiness through to market intelligence, buyer connections, trade fairs, missions, training and acceleration.



Diversification & resilience

Core European markets remain central, while members are opening routes to North America, Asia, the Middle East, Africa and Latin America.



Transforming trade-promotion capabilities

AI demand is rising rapidly. Agencies are also strengthening data, impact measurement, digital services, sustainability support and institutional capacity.

WHY TPE

Members ↔ TPE ↔ EU institutions

TPE gives EU institutions a structured network for **policy feedback**, **programme outreach** and **practical support** to internationally ambitious SMEs. It gives members a platform to **benchmark**, **learn**, **collaborate** and **act together**.

ECONOMIC PROOF POINT

Separate TPE–University of Geneva research reports that

every
€1 spent
by a TPE TPO

generates
€172
in export revenue

and
€396
in GDP growth.