

newsletter

A message from the President

In this second edition of the ETPOA newsletter and in the run up to the elections of the new Board of Directors, Head of Secretariat and Committee Chairs, I'd like to look back at what we have accomplished over the last two years.

ETPOA has two objectives, namely 'promote and represent our members across Europe' and 'foster and enable ever-closer collaboration'. How did we do on those two fronts?

ETPOA is now recognised as an **official stakeholder by the European Commission**. We receive and share with our members information and letters from the Commission about actions related to trade promotion. ETPOA got invited to present itself at several **DG GROW meetings** with the European TPOs and with the European Business Organisations (EBOs). In 2020, we held our first own **ETPOA meeting with the European Commission**, exclusively for members, where we shared our views on trade promotion related matters with different Commission entities. Moreover, ETPOA got invited to present itself at **DG Trade's MAAC meeting**. We contributed, through our respective Perm Reps, to the Council meetings on the new **Single Market Programme**.

The ETPOA Board reached out to other European organisations, such as Eurochambres, BusinessEurope, ANIMA, EEIA and EURADA to introduce ourselves and explore ways of working together. This results in **official recognition by other European stakeholders**.

ETPOA facilitated **new ways of collaborating** between Trade Promotion Organisations never done before.

In the first year, we got the first two **Committees** going: the EU Institutional Dialogue Committee (**EUIDC**) and the TPO Collaboration Committee (**TPOCC**). The TPOCC launched its first **ETPOA benchmarking survey**, allowing members to get to know each other's way of operating better. EUIDC produced and shared a **study on European Economic Diplomacy**.

EUIDC prepared the **ETPOA engagement strategy** with the EU Institutions, followed by an **action plan** and started implementing it. A **first position paper** on EU matters was also drafted and launched.

TPOCC launched two **COVID-19 surveys**, involving members as well as non-members. It organised a **workshop** on the Enterprise Europe Network. And the first two consortia were formed among ETPOA members to participate in **European calls**.

We organised our first round of **CEO calls** and they unanimously requested to repeat this in the future.

Another priority in the first year was **negotiating and preparing the merger with the Comité de Liaison (CdL)** and the practical aspects of setting up the new ETPOA Agrifood Promotion Committee (APC). In one fell swoop, it took us from an organisation with 12 founding members to an organisation with 21 members.

The **APC** got off to a flying start and members actively worked on **common approaches towards trade fair organisers** as a result of the devastating effects of COVID-19 on one of our main type of activities for promoting trade. They also wrote a first **position paper on the EU Agriculture Promotion Policy**.

The ETPOA secretariat was instrumental in **shaping our ETPOA identity and increasing our visibility** through building a website, creating a LinkedIn profile, designing a flyer, a banner and templates. This year, they added a video and a style guide. Furthermore, General Assembly meetings were organised, along with Board meetings and Committee meetings, providing a platform for our members to meet.

There are a few **people I would like to thank for their contribution** in the last two years.

First and foremost our **Head of Secretariat**, Christos, my partner in crime to get this organisation on its tracks. Without him we would be nowhere. His systematic approach and creative ideas helped us grow and develop the operational side of the organisation. We now have a solid foundation.

Secondly, the **Board Members**, Alberto, Erzsébet, Philippe and Vasso. Thank you for your time commitment and for contributing your ideas and experience in order to move the organisation forward.

Furthermore, I'd like to thank the **Committee Chairs and Vice-Chairs** for stepping up and taking on an active role. Andrea, Maria, Maria, Hélène, Philippe, Declan, Jeroen, Christophe, Maria and Tania.

Also, all the **interns** of the past two years, David, Ellen, Francisco, Jade, Joana, Michael, Vassia, who may not always have been visible, but who all made a difference. Thank you to **Aicep** Portugal and the **Flanders Perm Rep** for providing the interns.

And finally, thank you to all the ETPOA **members** for believing in the cause of ETPOA, joining and participating.

I am happy to announce that **Enterprise Ireland** and **RvO Netherlands** have decided to join us, expanding the ETPOA family to 27 members. In this edition of the newsletter, you will also learn more about our newest member **Spirit Slovenia**.

Thank you to everyone who has contributed to this second edition of the newsletter. I look forward to reading the interview with Angelos Pangratis, Advisor HC responsible for the European Economic Diplomacy of EEAS and the update of the different Committees.

Being President of ETPOA over the last two years has been an **incredible privilege as well as a formidable challenge**. While we have made enormous strides, at the same time, there is a long way to go. So I call on all ETPOA members to contribute actively in the next two years in any way you can to strengthen our organisation so as to expand our leverage and impact.

I look forward to seeing you, in person or virtually, during the **Fall General Assembly** on **October 29, 2020** and to take ETPOA to the next level.

Tonia Van de Vyver



President



Welcome a new member

SLOEXPORT

Podatkovna baza slovenskih izvoznikov
Database of Slovenian Exporters



Ajda Cuderman,
Director

ABOUT SPIRIT SLOVENIA

Slovenian government's Business Development Agency (SPIRIT Slovenia, public agency) is a single point of contact for potential investors and international companies looking for new business opportunities.

Free of charge, the agency prepares and provides practical information and advice on various business opportunities in Slovenia such as specific investment locations, Slovenian suppliers, individual industries, and markets.

The agency is entrusted with the regulatory, expert and development tasks serving to increase competitiveness of Slovenia's economy in the area of entrepreneurship, internationalisation, foreign investment, and technology.

ASSISTING INVESTORS

For investors, the agency provides assistance throughout the whole investment process: in-depth information on local investment opportunities on request as well as guidance on site location and assistance during the selection; connects investors with specific professional services and facilitates introductions with sector experts and other relevant authorities; and once the investment is complete, the agency includes the new business in its aftercare programme where it helps it grow in Slovenia and beyond

HELPING BUSINESS FIND THE RIGHT BUSINESS PARTNERS

Slovenia also provides assistance to businesses looking for business partners. The agency has a database of all Slovenian exporters at www.sloexport.si while, on request, it also puts together tailor-made information about Slovenian suppliers. Any enquiries the agency receives are distributed to relevant Slovenian companies while it also facilitates collective presentations of Slovenian companies at international trade fairs.

FOCUS ON SMEs AND YOUNG ENTREPRENEURS

A big part of the agency's work is helping Slovenian SMEs to increase their competitiveness and accelerate their technological development. SMEs can attend numerous educational courses free of charge and can apply for vouchers to attend international trade fairs of their choice.

SPIRIT Slovenia is also keen to help ambitious young entrepreneurs, encouraging them to start a business and giving them all the necessary information in that regard.

LONG STANDING TRADITION

Support for foreign direct investment in Slovenia dates back to 1995 when the Slovenian Trade and Investment Promotion office was established. In the next two decades the agency merged with other government bodies to become what is it today.

Financed by the Ministry of the Republic of Slovenia for Economic Development and Technology.



An article by the EU Institutions



Angelos PANGRATIS, Hors Classe Adviser for Economic Diplomacy, European External Action Service (EEAS)

1 The European Economic Diplomacy (EED) Guidelines

were issued in July 2017. The EED is based on a deeper cooperation mainly through the EU Delegations, with Member States the EIB and the EU private sector with the core aim of fostering jobs and growth in Europe as well as in our partner countries.

EED is about having a strategic approach to EU interests concerning a third country or region and about developing clear EED Priorities and strong and pro-active Action Plans to defend and advance these interests, while upholding existing European policies, principles and values. The EED allows the EU to act with unity and with one voice in the world, even in areas where it does not have exclusive competence (as it does for example in trade policy).

The EED is needed because in a world of increasing big powers' competition, unilateralism and protectionism, the EU needs also to protect more its companies and citizens from the consequences of unlawful and discriminatory practices of others. It needs also to support European companies particularly SMEs to take advantage of business, trade and investment opportunities around the world using all available tools and instruments.

4 EED Priorities were successfully identified for around 120 third countries with more than 1.000 agreed concrete actions to support them.

The concrete actions always capture aspects of existing policy objectives (cyclical economy, climate etc.) and range from monitoring and intelligence, to joint or separate EU and member state advocacy or public diplomacy initiatives, to a more proactive support to EU business organizations or to individual sectors or companies, to expanded instruments to support the internationalization of SMEs or important investment projects by the EIB etc.

5 The extensive implementation of the EED since the 2017 Guidelines has demonstrated

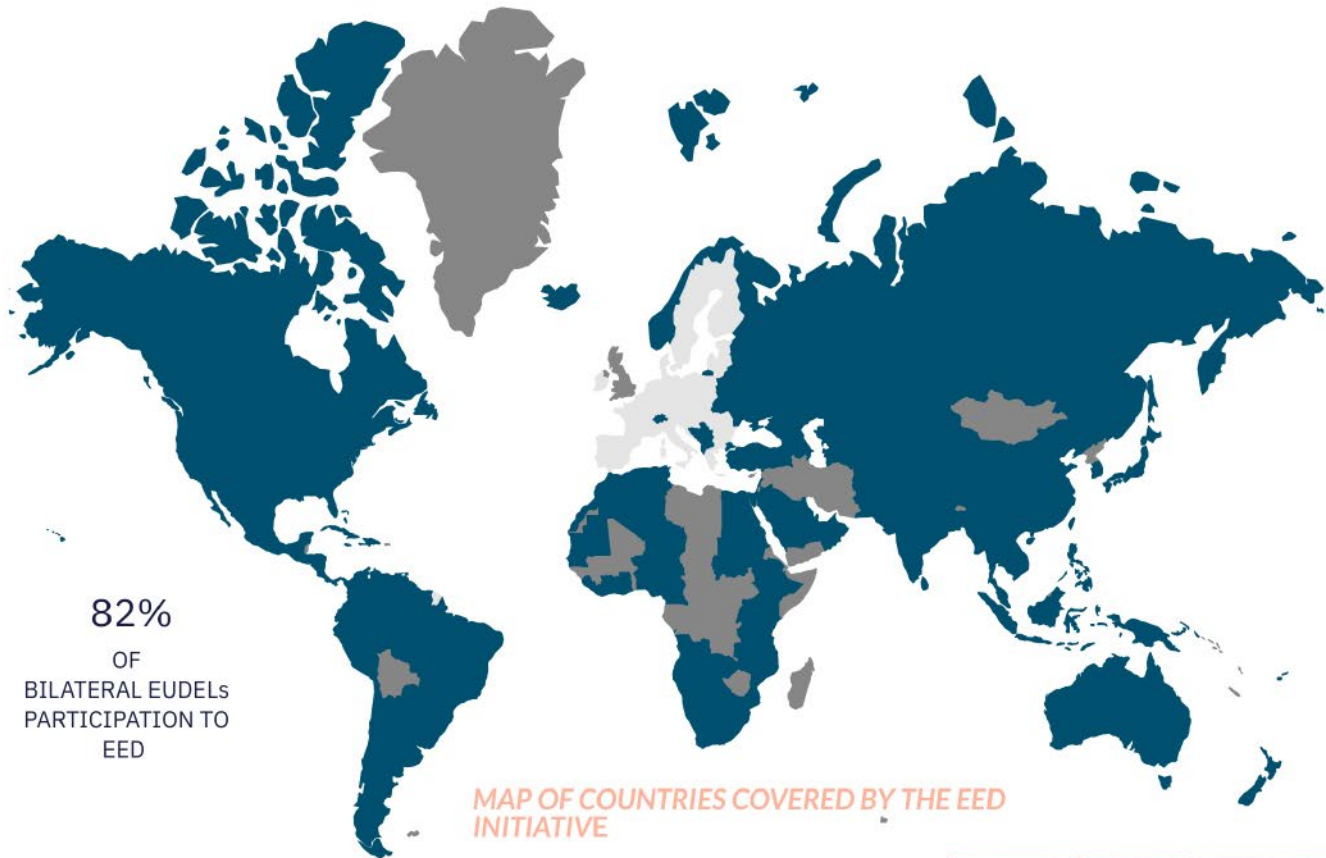
that the EED approach works and enables the EU to develop a more coherent external action on economic issues. This makes the EU overall stronger and better able to deal with an increasingly unpredictable world.

The EU is now in a 'post-covid recovery' mode. The EED approach could be expanded and the EED can be a crucial part of the EU's recovery effort. This is the challenge for the coming months and in that context the close cooperation with the ETPOA network merits careful consideration.



EUROPEAN ECONOMIC DIPLOMACY (EED)

Advancing Coherent and Strategic EU Interests in the World



EURCA

AMERICAS

ASIA PAC

MENA

AFRICA

EED REGIONAL COVERAGE

100% 94% 97% 72% 48%

EU now has agreed EED Priorities and related Action plans in **more than 120 third countries** in areas such as a market access, support to EU business community, or implementation of EU specific policies and about 40 local success stories enabling cross-fertilisations of EED actions across countries and regions. Some 110 Delegations have been participating to the EED initiative (out of 131 bilateral ones).



The **EED helps to build a mind-set and concrete approaches in third markets that:** a) promote more coherent EU and Member States actions b) focus on identifying "jobs and growth in Europe" priorities and concrete initiatives to advance them, c) build on full complementarity to Trade, Development and other existing EU policies while helping with their coherent implementation and d) take a wider look beyond the existing rules, in terms of reciprocity, leverages, projecting influence, level playing field and helping our industries and SMEs winning competition in third markets.

EED:

A COMPREHENSIVE AND INCLUSIVE APPROACH



Continuous consultation between stakeholders (EEAS, EC, EU Delegations, Member States, EIB, Business community) to ensure coherence, acceptance, and impact.

The PROCESS & WORFORCE:

Inter-Service Groups

EED

with some 20 DGs and 120 EU Delegations incl DG AGRI, DEVCO, ENV, GROW, DEFIS, RTD, SG, TRADE, FPI, NEAR, MARE, MOVE, TAXUD, SANTE, ENER, EMPL, ECFIN, CNECT, COMP.

Key role of Delegations

EED

Held by EU Delegations locally to share and agree on priorities and actions with MS Embassies and consultations with the EU Business Community

A collaborative on-line platform

EED

With some 110 members as an EED management tool for a swift, quick implementation of the initiative

Working together to promote Greek exports

In every crisis lies both challenges and opportunities. At Enterprise Greece, the coronavirus pandemic coincided with a new home for the agency: late last year, we became a part of the Ministry of Foreign Affairs so as to better coordinate Greece's economic diplomacy abroad.

The move reflected an ongoing transformation in the Greek economy toward a more open, outward-oriented growth model. After years of difficult reforms, the country is placing a new emphasis on exports and foreign investment. The crisis made it imperative for Greece to tap into foreign markets and to exploit as much as possible the available economic diplomacy tools as well as our delegations abroad.

A new strategy was formulated that allowed us to move from supporting Greek companies to showcase their products abroad to lead them to enter specific markets by undertaking concrete initiatives in collaboration the Greek



By Vasso Kyrkou
Director General of
Communications, Marketing
and Stakeholder Relations
Vice President, ETPOA

delegations. Enterprise Greece worked in collaboration with Greek commercial affairs offices around the world and was thus able to offer new services to support our exporters. This strategy became compulsory when the country had to deal with the economic effects of the coronavirus pandemic. One of our first steps was to create an information portal and interactive map, with input from Greek embassies and consulates abroad, detailing trade and travel restrictions facing exporters.

We also developed digital promotional material on Greek exports that could be hosted on the websites of Greek commercial offices overseas. And we launched a "Support Greek Exports" social media campaign that could likewise be disseminated by Greece's diplomatic missions.

With trade fairs and investment fora cancelled, Enterprise Greece and the Ministry organized joint webinars for both exporters and investors. For example, three export-oriented webinars focused on the U.S. market were coordinated with the Greek embassy in Washington, DC, the Greek consulate in New York and the Greek consulate in San Francisco.

In addition, the agency and the Ministry have been working together to host online B2B meetings for Greek and foreign business representatives. Other digital initiatives include skills training webinars for exporters, a series of FDI testimonial videos and additional products in digital flipbooks promoting Greek exports.

Our initial strategy review has revealed some truths that we are willing to embrace and include in our long-term economic diplomacy action plans

1. Use all available local networks to better comprehend the world economies,
2. Use local networks to remove barriers,
3. Not only support your companies to go international but also introduce them to markets that may not have considered
4. Coordinate and exchange information
5. Develop digital or other tools to promote the country's brand name and highlight the benefits of the Greek products.

ETPOA Meetings

May

- ★ ETPOA CEO Conference call (11 organisations)
- ★ Board of Directors

June

- ★ ETPOA CEO Conference call (13 organisations)
- ★ Board of Directors
- ★ Alignment meeting of the three ETPOA Committee Chairs and the Board
- ★ General Assembly
- ★ Participation in the Athens Working Group of Information Professionals (WGIP)
- ★ Meeting with European Commission: DG AGRI / DG GROW / DG TRADE / EEAS

July

- ★ ETPOA EEN Workshop
- ★ Participation in the Market Access Advisory Committee (MAAC), DG TRADE
- ★ Alignment meeting of the three ETPOA Committee Chairs and the Board

October

- ★ ETPOA webinar on the Technical Support Instrument (TSI) with DG REFORM

Upcoming Events

- ★ 8th October: Webinar: World trade and protectionism in the post-COVID era (Enterprise Greece)
- ★ 14th October: Sustainability & Innovation in Portugal (AICEP)
- ★ 22-27th October: ETPOA elections
- ★ 28th October: Board of Directors
- ★ 28th October: Alignment meeting of the three ETPOA Committee Chairs and the Board
- ★ 29th October: General Assembly
- ★ May 27th-28th 2021, ETPO Conference in Athens

The Agri-food Promotion Committee

Our contribution to the EU Promotion Policy review



By Tania Gesto Casás
Policy Manager at the AHDB,
Member of the Steering
Committee of the APC

In line with the goals of the Farm to Fork Strategy, the European Commission is currently undertaking a review of the EU's promotion policy for agricultural and food products. The Agrifood Promotion Committee has gathered the views of its members to draft ETPOA's position paper, which seeks to constructively contribute to the improvement of this policy.

We are living in an era where businesses are struggling to thrive in a context marked by the consequences of the Covid-19 pandemic and the uncertainties created by Brexit and trade tensions.

Therefore, the supporting role of the EU promotion programmes to open up new market opportunities and improve the existing ones is now more relevant than ever. With this in mind, ETPOA has called upon the European Commission to consider Trade Promotion Organisations (TPOs) eligible to apply for promotion funding regardless of the composition of their government organs. TPOs represent all sectors and have a public mandate to promote foreign trade. Thus, The European TPOs joining forces with the EU can be a win-win situation for everyone involved, most importantly for the European SMEs.

ETPOA is supportive of the actions carried out by the European Commission on its own initiative, such as EU high-level visits to third countries and the quality/SPS seminars. These measures can have a clear impact on market expertise and on opening new trade opportunities for EU exporters in difficult markets. In addition, we strongly believe that trade partners that have a trade agreement with the EU should be prioritised in the European Commission Own Initiatives.

For all these initiatives, ETPOA members stress the importance of adequate and timely consultation between the Commission and the member state TPOs, through ETPOA, with transparent criteria for designing and implementing activities in third countries. This will help to avoid duplication and ensure the taxpayers' contributions are used efficiently at both national and EU levels.

EU Institutional Dialogue Committee evolution and action plan



By Andrea Maccanico
Chair – EU Dialogue
Committee of ETPOA,
Project Manager at ITA -
Italian Trade Agency

During the ETPOA GA of last June, the Members realized that we need to act fast in several directions, and the EUIDC response to the present crisis, to the expected greater role of the EU and to the ongoing negotiations for the next MFF, has been the proposal to organizing a team, with a **Steering Committee** to follow closely the EU policy development and react accordingly: composed of the Chair and 3 Vice Chairs, whose tasks include implementing ETPOA's action plan towards EU, participating in relevant Committees and working groups and reacting with comments to the EU policy development.

The following questions will shed light into the scope and next steps of the EUIDC:

1. What is your perception of your new role in the EUIDC?

Hélène Hovasse, Business France
Vice-Chair for the European Commission, EU Institutional Dialogue Committee

"President of ETPOA, Tonia Van de Vyver, and the Chair of the Committee, Andrea Maccanico, make the report of a missing relay within our association. During a board of director's meeting last June, they decide along with the members to reinforce the relationships with the Commission. It is very interesting to be the liaison between the Members and the several Commission DG involved with internationalization. Dealing with them brings a significant volume of strategic information about all the subjects we are discussing with the Commission regarding Trade promotion issues".

Maria Palanca Reh, ICEX
Vice-Chair for the European Council, EU Institutional Dialogue Committee

"In order to establish and deepen ETPOA's relations with the Council, the EUIDC Steering Committee has included a new position in charge of relations with this institution. I am proud and deeply committed in developing this relevant activity as the Council is the place where our Governments are taking crucial decision about the EU construction".

Maria Joao Gomes, AICEP

Vice-Chair for the European Parliament, EU Institutional Dialogue Committee

“I am sure that with this new organization ETPOA will definitively be able to build a stronger and more proactive relation at all levels inside the EU institutions. The work with the MEPs and their staff is a cornerstone of this strategy.”

2. What are the main activities that you are going to implement in fall 2020?

Hélène Hovasse

“During the spring of 2020, one of our main activities was to organise meetings for our members with the European Commission. Thus, we had meetings with the Head of SME Internationalisation Unit, the Advisor for FTA Implementation, the Head of Unit External Communication and Promotion Policy and also with the Adviser at MD Africa. They all dedicated a lot of their time to explain what they were doing and how we can improve our relationship with them.

For the autumn of 2020, our major activity will be to follow up with the Commission DG and Services we met previously, by increasing the number of meetings and by communicating regularly, with the aim of strengthening our relationship. We will also try to continue participate and interact in the MAAC Committee (Market Access Advisory Committee) as far as Trade Promotion is concerned. Last but not least, we will continue to follow Public Consultations regarding SMEs, also within the framework of the Covid 19-Recovery Plan that has to be implemented in our 27 countries.”

Maria Palanca Reh

“The approach is carried out through the permanent representatives of the member states in charge of matters relevant to ETPOA such as trade or competitiveness. The activities in this regard have started by identifying and contacting different national Perm Reps, explaining to them what is ETPOA and what are its main objectives and identifying common goals. The idea is to try to make the voice of the TPOs heard in their own national Permanent Representations before the EU and, hence, in the Council itself. We need each ETPOA member to create a relationship with their Perm Rep to increase our effectiveness.”

Maria Joao Gomes

“We will start the preparatory work with the EP Committees and at the same time will put emphasis on the relationships with the Permanent Representations with each country where ETPOA has associates. We will try to assure a stronger relation with the representatives of the Members States (MS) MEPs in the appropriate EP Committees of interest to ETPOA members and at the same time we will start the preparatory work with the relevant specialised standing Committees of the European Parliament (EP), through MEPs and their staff. Our first action will be to reach an audition with the EP and then build a strong cooperation network with all the EP specialists.”

3. What are the main targets that you are trying to reach?

Hélène Hovasse

“The main targets are numerous. On one hand, I wish to improve the contacts we already have between the Commission : DG Trade in line with the Rep offices of our respective countries-28 members, DG Agri in line with Agricultural Promotion Committee (APC) of ETPOA, DG Grow with our President, DG Near for Program regarding East European Countries. Indeed, almost all Directorate General of the COM have something to do with Trade Promotion. On the other hand, I would like to be proactive in exchange of information between members to make a better use of all the programs dedicated to SMEs, for instance COSME, Agri promotion and others.”

Maria Palanca Reh

“The fundamental objective would be to make the Council sensitive about the very relevant role that TPOs can do by helping companies internationalize. Therefore, the work of the TPOs would be valued as a fundamental element of the map of instruments that companies and countries have for internationalization.”

Maria Joao Gomes

“We strongly believe that we will be able to build a coordinated approach between ETPOA and all the European Institutions, and that is only possible if we work together to put our proposals, position papers and pilot projects in the European Agenda.”

4. What are the main results that you expect from your action?

Andrea Maccanico, Chair EU Institutional Dialogue Committee

“Thanks to the growing commitment of ETPOA Members on EU Institutional Dialogue, the Committee is now structured as a Task force, dedicated to developing a deeper relation with all the EU Institutions to assure as much coordination as possible and the best use of national and EU financing for SMEs internationalization.

We are confident to provide a value added to ETPOA Members by collecting and sharing relevant information about the ongoing EU policy development in the field of Trade Promotion, SME internationalization and FTA implementation, that are all high in the priorities of the EU and will remain so in the post Covid 19 recovery phase.

We also believe to be in the position to provide a significant support to the EU Institutions involved, providing advice, project proposals and practical solutions to increase the opportunities for EU companies in many third countries and for several economic sectors that are fundamental for the EU employment and growth.

News from the TPOCC



Philippe Yvergniaux
Business France, Director of
International Cooperation
Board member, Chair of ETPOA

In 2020 the collaboration committee has started implementing its work programme around the three priorities defined in 2019:

1. Benchmark and surveys
2. Answers to EU calls and tenders
3. Exchange of best practices

While the second quarter 2020 was focused on benchmarking the Covid19 response of the European TPOs, the third quarter was mostly devoted to priority 2- answers to EU calls, with two activities:

EEN webinar, July 8th

ETPOA encourages its members to be partners in the Enterprise Europe Network, either as official member of the regional EEN consortia, or as an associate agency; indeed the internationalisation of SMEs is a core mission of both ETPOA and EEN, thus the idea is to develop greater synergies and interaction between the members of both networks.

As a new call for proposals will be published in December 2020 to renew the current EEN regional consortiums, and following our June meeting with Giacomo Mattinò from DG GROW, TPOCC organized a webinar on July 8th to discuss the priorities and benefits of the EEN ; 27 participants from 15 ETPOA member agencies could hear about the EEN experience of ACCIO, AWEX, FIT and HEPA, to help them define their role in the next EEN to come in 2021.

PROCABB call for proposals / COS-PPOUT-2020-2-03

The EASME (Executive Agency for SMEs) runs the COSME programme (Competitiveness for SMEs), with a total amount of 2.3 billion EUR from 2014 to 2020. Within this programme, EASME launched in July a call for proposals targeting SME support agencies, to create consortia of partners from at least 3 EU MS each, with an aim to facilitate the access of their SMEs to public procurements in countries having a FTA with the EU. EASME intends to support a total of 5 consortia for action plans spanning from 2021 to 2024.

ETPOA forwarded this information to all its members at the end of July, and promoted a cooperation between members to form consortia and select target countries of shared interest. As far as we are aware, two such consortia with two or three ETPOA members answered this call. The COM will evaluate the projects submitted and select the consortia by March 2021.

<https://ec.europa.eu/easme/en/section/cosme/cos-ppout-2020-2-03-public-procurement-outside-eu>

ETPOA Board of Directors

President: Tonia Van de Vyver (Flanders Investment & Trade)

Vice-President: Vasso Kyrkou (Enterprise Greece)

Board Member: Alberto Cerdán (ICEX)

Board Member: Erzsébet Nagy (Hungarian Export Promotion Agency)

Board Member: Philippe Yvergniaux (Business France)

Head of Secretariat: Christos Skouras (Enterprise Greece)



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