



ETPO
ASSOCIATION

European
Trade
Promotion
Organisations'
Association

AISBL

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NOVEMBER 2021

newsletter



A message from the President

Dear ETPOA Members,

It is my great pleasure to present the
fourth ETPOA newsletter to you.

The Board is working hard on creating an **ETPOA strategy for the next five years**. The consultant Logos, part of the MCI-group, advised on how to create a sustainable business model. The strategic plan was unveiled during the CEO call of September 2021. Two Q&A sessions were organised for the members to comment and ask questions. During the upcoming General Assembly, the members will be able to decide on the way forward with the association.

Based on the recommendations of the content strategy agency com&co to create a professional and effective **ETPOA communication strategy**, the Board will present how it will move forward with enhancing the communication of ETPOA during the upcoming General Assembly.

In September 2021, ETPOA's TPO Collaboration Committee launched the **Digital Trade Working Group**, chaired by Awex.

This fall, **ETPOA was invited to speak at two Commission organised events**. At the Annual Enterprise Europe Network (EEN) Conference we talked about how the EEN network and the ETPOA network can create more synergies. During the CETA 4th Anniversary event of the EU DEL in Canada, ETPOA informed the audience on how TPOs assist companies to use the benefits available under the Free Trade Agreements.

I look forward to seeing you, in person or virtually, during the **Fall General Assembly on November 9, 2021**. I look forward to creating the future of ETPOA together.

Tonia Van de Vyver

President

ETPO Main Conference in Athens 2021

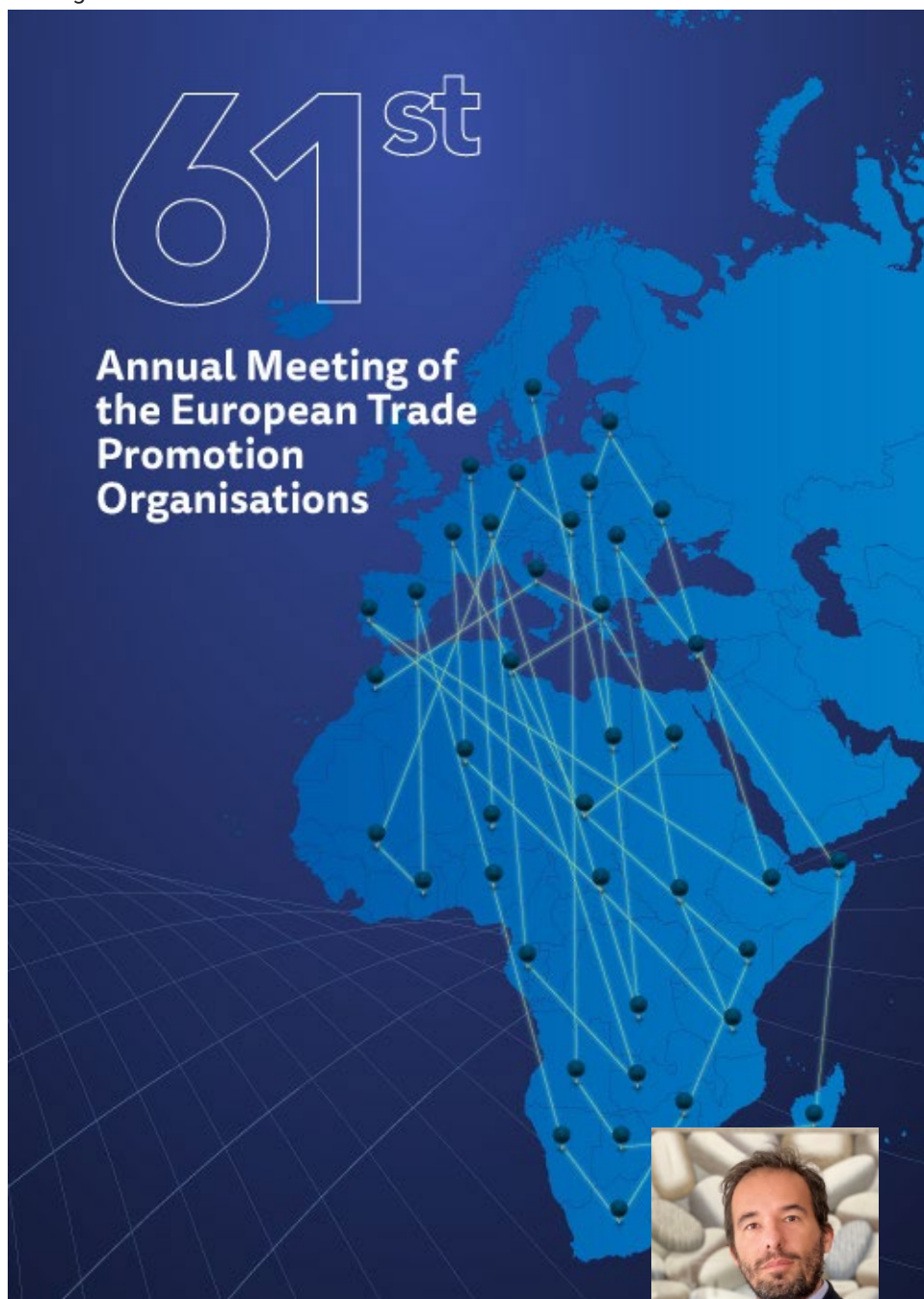
Enterprise Greece had the honor this year of hosting the annual European Trade Promotion Organisations conference in Athens to discuss policy developments and update on new initiatives in Africa. The timing and the topic of this year's meeting – Connecting Europe with Africa: promoting economic collaboration and dialogue – was particularly fortuitous. It coincided with the European Commission's new policy orientation towards Africa – such as the Global Gateway Initiative – and as Africa launches the African Continental Free Trade Area (ACFTA), the largest and most ambitious free trade agreement in the world.

Both Europe and Africa face challenges as they make the transition to a more sustainable growth model: one based on clean energy and digitization. The conference provided an opportunity for delegates to discuss funding tools and opportunities, export promotion activities with Africa, the EU's cooperation and development policies, ways to facilitate business cooperation, while also highlighting several success stories.

As the world emerges from the coronavirus pandemic, trade will be key to global economic recovery. And Africa holds exciting prospects for European exporters as one of the world's fastest growing and youngest regions. The ACFTA will encompass 54 African countries and almost 1.3 billion people with a combined GDP of more than \$3 trillion.

Greece is ready to play its part as a gateway to Africa through an increasing number of trade missions throughout the continent, and a newly opened embassy in Senegal. Under our new National Strategic Extroversion Plan, we have detailed almost three dozen initiatives with North and Sub-Saharan Africa.

The role of Europe's trade promotion organisations has never been more clear. And the conference in Athens was an example of how the TPO's, through collective effort, can support European exporters and Europe's outreach abroad.



Christos Skouras
Director of International
and Institutional Affairs,
Enterprise Greece and
ETPOA Head of Secretariat

The return of in person meetings at ANUGA Trade Show – an opportunity for APC members to re-engage and begin a new phase



Declan Coppinger
APC Chair



Tuesday October 12th marked a significant day in the calendar of ETPOA's Agrifood Promotion Committee (APC). This date saw the return of an in person meeting of the group after a year and a half of non-in-person meetings since the inaugural meeting on March 3rd 2020. The meeting took place at the ANUGA Trade Fair at Koelnmesse, Germany, with 13 APC organisations represented at our meeting.

The discussion of APC was mainly trade shows in the current and post Covid environment. The ANUGA show took place at a time when restrictions were still in place in many countries and the international audience was somewhat restricted on account of this. Although the ANUGA 2021 was a hybrid, the physical participation of over 4,600 exhibitors from 97 countries, made it Europe's biggest trade fair since the pandemic.

Mr Oliver Frese, new Chief Operating Officer Koelnmesse, participated in the APC meeting. He took us through the history of Koelnmesse, the plans put in place for ANUGA 2021 and also outlined their ambitious investment plans for the years ahead. Of particular interest to APC members is their plan to host ANUGA Horizon in September 2022 which aims to bring the food and tech industries together, as well as other key stakeholders such as start-ups and investors.

The meeting gave APC members the opportunity to engage openly and reflect on the trade show environment at ANUGA and going forward. Regarding ANUGA, the overall response from the client companies of members was that they were very happy to be back in the physical world reconnecting with customers. While the number of customers was down, there was general satisfaction with the quality and professionalism of the clients they met. Some members felt that a 5-day show was too long and could be shortened. The digital ticketing was another aspect that could be improved.

Regarding food shows generally, APC members questioned the value of virtual and hybrid events. Many members felt the virtual events are of no interest in the food sector with physical participation of exhibitors and visitors continuing to be the major platform for product promotion and B2B meetings. Members felt strongly that fair organisers need to display flexibility and revise the terms & conditions to reflect the new reality. ETPOA members had displayed solidarity during the pandemic, and we are now more recognised as an important partner in the trade fair space.





Chantal Léonard
EU Affairs
Coordinator, AWEX
and EUIDC Chair

New chair

Ms Chantal Léonard, EU affairs Coordinator at AWEX is the new EUIDC Chair. Ms Léonard possesses a long experience on EU affairs focusing on programs and projects.

Mr Andrea Maccanico from the Italian Trade Agency (ITA) is taking a new role in the Caucasus region. We warmly thank Andrea for his kind contribution all these years and wish him the best in his future endeavors.

Access2Procurement platform



Want to bid for a government contract? The DG TRADE has launched Access2Procurement. This tool helps SMEs find to participate in a given government procurement tender outside the EU and provides important and up-to-date information about public tender opportunities that are open to European companies.

The Access2Procurement will be especially useful to SMEs that have less access to procurement-related information in third countries. It is part of the Commission efforts to expand the opportunities of European companies to trade beyond the EU's borders.

Alongside the country and sector of the tender, the new tool also includes the information usually contained in a tender notice: the procuring entity, the subject matter and the estimated value of the procurement. In addition, companies can use a kind of help function. By completing a series of questions, companies can find out whether or not they are eligible for a particular public contract.

In this pilot phase, it contains information on government procurement tenders from Canada to which EU companies have access, based on Canada's commitments both under the WTO Agreement on Government Procurement GPA and the bilateral EU-Canada Comprehensive and Economic Trade Agreement (CETA). Further countries will be integrated into the tool at a later stage.

The initiative for the Access2Procurement platform is the follow-up to a previous Commission initiative: the Access2Markets Platform which was also intended as an aid specifically for SMEs. It should help SMEs to trade outside the EU's borders.

For more information please refer: [Access2Procurement \(europa.eu\)](https://europa.eu/Access2Procurement)

Market Analysis Tools Portal



The International Trade Centre has developed a suite of online tools to make global trade more transparent and to facilitate access to markets.

These tools enable business actors to identify export and import opportunities, compare market-access requirements, monitor national trade performance and make well-informed trade decisions. The Market Analysis Tools suite covers the world's largest databases on trade statistics, tariff data, and rules of origin related to applicable free trade agreements. Additional tools offer export potential estimations, market price information, regional trade and investment data. ITC - MAT Portal (intracen.org)

ITC Trade and Market Intelligence also publishes a newsletter, the last one July - September 2021

marketanalysis.intracen.org/static/media/2021-Q3-Market_Analysis_Services_Update.0c4f94de.htm

ETPOA members helping SMEs to participate in public procurement in third countries

PROCUREMENT

To celebrate CETA's (EU-Canada Comprehensive Economic and Trade Agreement) fourth anniversary, the European Commission, in partnership with EUCCAN, invited companies, institutions, and Trade Promotion Organisations to a webinar, held the 21st of September 2021.

The Commission unveiled a new tool, for the time being currently available only for Canada, allowing companies to check their eligibility for public contracts, Access2Procurement: <https://webgate.ec.europa.eu/procurement/#/step1>

Alongside numerous speakers, ETPOA Vice President and Chair of TPOCC, Philippe Yvergniaux gave a thrilling presentation dedicated to good practices regarding how TPOs can help SMEs benefit from Free Trade Agreements, such as CETA.

After mentioning the various actions conducted by ETPOA and TPOs, Philippe Yvergniaux also presented the PPOUT (Public Procurement outside Europe) project. Thanks to ETPOA, which informs in time all TPOs and encourages them to build a consortium, this call for proposals, funded by the European Union, was won by two consortia of three TPOs, the majority being members of ETPOA.

This call aims to help European SMEs benefit from public procurement in countries outside the European Union, where there are a Free Trade Agreement, like Canada!

The TPOCC sub-group in charge of Procurement chaired by Roger Suarez is at your disposal for more info plus mail (r.suarez@gencat.cat)



Philippe Yvergniaux,
Director of International Cooperation, Business
France, Vice-President of ETPOA and TPOCC
Chair

Launch of the Digital Trade Working Group

Digital technology is taking more and more importance in the economy and e-commerce occupies a growing place on the sales market. However, most of the barriers are beyond the ability of SMEs and small merchants. Therefore, there is a role to be played by governments and by ETPOA members to facilitate the access to them. It is essential to have a coordinate approach to help enterprises in their development in digital trade and to positioning Europe as one of the key international players. As part of the European Union, our countries can for sure get more common benefit by strengthening our cooperation.

At the initiative of AWEX, a digital trade working group have been created within the ETPOA in September 2021 including representatives from 12 TPOs.

Cooperation will focus on:

- ★ Information and knowledge sharing in respective countries
- ★ Identification of challenges & solutions
- ★ Facilitation and optimization of intra-EU transactions and operations
- ★ Fostering EU consortia on Digital Technology and Innovation
- ★ Strengthening local value chains with EU partners
- ★ Promoting a "Made in EU" brand



Calendar

June

- ★ Meeting with EU SME Centre in China
- ★ Meeting with EU Chamber in Beijing

September

- ★ Meeting with Eurochambres on the EU-SME Center in China
- ★ Meeting with Head of Unit, International Value Chains, DG GROW
- ★ Launch of the TPOCC Digital Trade Working Group
- ★ ETPOA intervention at the Annual Enterprise Europe Network (EEN) Conference
- ★ ETPOA intervention at the EU DEL's CETA 4th Anniversary Event for SMEs
- ★ Bilateral in-person meetings with:
 - ★ DG CLIMA
 - ★ Foreign Policy Instrument
 - ★ DG GROW
 - ★ DG TRADE

November

- ★ Board of Directors Annual Meeting and General Assembly Meeting

ETPOA Board of Directors

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

Vice-President: Philippe Yvergniaux (Business France)

Board Member: Anton Buttigieg (Trade Malta)

Board Member: Vasso Kyrkou (Enterprise Greece)

Board Member: Anne Lanigan (Enterprise Ireland)

Head of Secretariat: Christos Skouras (Enterprise Greece)



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