

PRESS RELEASE: 4 May 2022

Awards Shortlist: Excellence in Trade Promotion

(Geneva) – The International Trade Centre (ITC) today announced that 14 national trade promotion organizations have been shortlisted for the 2022 World Trade Promotion Organization (WTPO) Awards.

The 14 national trade promotion organizations nominated for this year’s awards are from Austria, Brazil, Canada, Jamaica, Malaysia, the Netherlands, Nigeria, Qatar, the Republic of Korea, Saudi Arabia, Sri Lanka, the United Republic of Tanzania, Zambia and Zimbabwe.

The organizations are competing in three categories: best use of a partnership; best use of information technology; and best initiative to ensure that trade is inclusive and sustainable. The winners will be announced at the 13th WTPO Conference in Accra, Ghana on 17 May.

The WTPO Awards are open to all national trade promotion organizations. They recognize excellence in providing trade support to micro, small and medium-sized enterprises (MSMEs) to become competitive in international markets.

The Awards jury is comprised of national trade promotion leaders from the previous award winners and is chaired by ITC Executive Director Pamela Coke-Hamilton.

‘At a time when small firms have been hit hard by supply chain disruptions, climate change crises and other socio-economic challenges, it is important to share inspiring models that connect small firms to trade opportunities that are inclusive and sustainable,’ said Ms. Coke-Hamilton. ‘The initiatives of these national trade promotion organizations point the way.’

WTPO Awards 2022 SHortLIST

|  |  |
| --- | --- |
| **Best use of a partnership** | |
| Brazil | ApexBrasil |
| Jamaica | Jamaica Promotions Corporation |
| Nigeria | Nigeria Exports Promotion Council |
| Qatar | Qatar Development Bank - Tasdeer |
| Saudi Arabia | Saudi Export Development Authority |
| **Best use of information technology** | |
| Austria | Advantage Austria |
| Canada | Canadian Trade Commissioner Service |
| Malaysia | Malaysia External Trade Development Corporation |
| United Republic of Tanzania | Tanzania Trade Development Authority |
| **Best initiative to ensure that trade is inclusive and sustainable** | |
| Sri Lanka | Sri Lanka Export Development Board |
| Republic of Korea | Korea Trade-Investment Promotion Agency |
| the Netherlands | Netherlands Enterprise Agency |
| Zambia | Zambia Development Agency |
| Zimbabwe | Zimtrade |

**Notes to the Editor**

The 13th WTPO Conference and Awards will take place at the Labadi Beach Hotel in Accra, Ghana on on 17-18 May. Created in 1996, the conference takes place every two years. Conference hosts are selected by their peers from around the world. See the programme and register [**here**](https://intracen.org/itc/events/tpo-network-world-conference-and-awards). The event will be livestreamed on social media platforms of the [**International Trade Centre**](https://intracen.org/). Follow the event at #WTPO2022.

**About ITC** - The International Trade Centre is the joint agency of the [**World Trade Organization**](http://www.wto.org/) and the [**United Nations**](http://www.un.org/). ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations’ Sustainable Development Goals. For more information, visit [**www.intracen.org**](http://www.intracen.org)**.**

Follow ITC on [**Twitter**](http://www.twitter.com/ITCnews) | [**Facebook**](http://www.facebook.com/InternationalTradeCentre) | [**LinkedIn**](http://www.linkedin.com/company/international-trade-centre) | [**Instagram**](https://www.instagram.com/internationaltradecentre/) | [**Flickr**](https://www.flickr.com/photos/international-trade-centre/)

**The event is co-hosted by** [**Ghana Export Promotion Authority**](https://www.gepaghana.org/) **-** The Ghana Export Promotion Authority is the national trade promotion organization of the Ministry of Industry and Trade. It facilitates, develops and promotes Made in Ghana products in the competitive global economy. It plays a leading role in developing a strong market position for non-traditional exports. A previous winner of the WTPO awards, GEPA was selected by trade promotion organizations from around the world to host this year’s edition of the World Trade Promotion Organizations conference and awards.

**It is supported by the** [**United Nations in Ghana**](https://ghana.un.org/) **–** The UN works in partnership with the Government and people of Ghana (development partners, private sector, academia and civil society for sustainable economic and social development, peace and human rights, and towards achieving Ghana’s development priorities and the Sustainable Development Goals. It is a proud supporter of the World Trade Promotion Conference and Awards in Accra. Its Information Centre is supporting outreach and coverage of this event.

**Please contact**

**Natalie Domeisen**

Head, Publishing and Events

International Trade Centre

Email: [domeisen@intracen.org](mailto:domeisen@intracen.org)

Tel: + 41 22 730 0370