



# **TRADE PROMOTION EUROPE**

One voice for European trade promotion





## Vision of Trade Promotion Europe

The vision of Trade Promotion Europe is for every internationally ambitious company in the EU to reach its full export potential, irrespective of its size, within and outside the single market.



## Mission of Trade Promotion Europe

The mission of Trade Promotion Europe is to empower European trade promotion organisations to optimise support and the business ecosystem for their exporting companies.

Trade Promotion Europe engages as one voice with EU policy makers to effect change where required and facilitates productive collaboration among its members to achieve this.

## Members of Trade Promotion Europe – key facts & figures

Today:

**28 members** in **20  
countries** (17 MS)

- 18 National TPOs
- 2 Regional TPOs
- 7 Agri-food Promotion Organisations
- 86 national contact points
- 157 EU offices
- 450 offices in third countries

Ukrainian TPO joined as affiliated in April 2023.

Ambition to grow to include all EU member states.



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**28** members

**17** Member States



**+ 170** offices in the EU

**+ 4700** full-time staff at headquarters

overseas offices **+ 400**

full-time staff at overseas-offices **+ 2300**



- 60** in Latin America and the Caribbean
- 35** in Sub-Sahara and Africa
- 73** in Middle-East and North Africa
- 39** in EU Neighboring Countries & Central Asia
- 125** in Asia
- 59** in North America
- 18** in the United Kingdom    **5** in Australia and NZ



## Agri-food Promotion Committee

Bord Bia- IRL Chair

Flanders Investment & Trade- BE - Steering Committee

Business France - Steering Committee

ICEX - SP - Steering Committee

AICEP - PORT

AWEX- BE

AHDB- UK

BVE- Germany

Enterprise Estonia

Enterprise Greece

FIAB- SP

ITA - IT

MECI - CY

VLAM- BE

### Engage on

- . EU agri-food promotion policy
- . Exchange with Fairs' Industry
- . Common actions of interests

## How do TPOs/ APOs set priorities for activities in export markets

- **Setting priorities for promotional activities**
  - Consultation with internal stakeholders (sectors )
  - Business opportunities
  - Growth opportunities
  - New market opportunities
  - Balance to find internal markets v. neighbouring countries v. international
- In 2023, many members present in **major fairs in EU and at international**, i.e.:
  - Alimentaria in Barcelona
  - SIAL in Paris and SIAL Canada
  - Biofach
  - Gulfood, Dubai
  - PLMA, Amsterdam
  - ANUGA

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