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DIGITAL TRANSFORMATION: WHAT IMPLICATION FOR TRADE INVESTMENT PROMOTION ORGANIZATIONS?

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Speakers

Mr. Nils van Boxsel, Chief Information Officer, Austrade
Mr. James Doran, Head of Content, Dubai Multi-Commodities Centre
Mr. Daniel Kung, CEO, Swiss Global Enterprise
Ms. Zhu Lingyan, Deputy-General Director of the Department of Trade and Investment Promotion, China Council for the Promotion of International Trade
Mr. Francisco Javier Garzón Morales, Chief Executive Officer, ICEX Spain Trade and Investment

Moderator

Mr. Yassir Zouaoui, Associate Principal, McKinsey & Company, Morocco

CONCLUSIONS

- Developing partnerships and networks is critical. Relying on powerful internal systems, particularly Customer Relationship Management (CRM), and building these networks abroad and domestically are key to responding to changing and increasing demand from companies.
- To respond at digital speed, organizations need to be internally flexible, to experiment, and to learn from failure.
- Companies’ digital transformation creates opportunities for more than 350 million companies but may provoke loss of jobs. Human resource training and development is critical.

QUOTES

Zhu Lingyan, Deputy-General Director of the Department of Trade and Investment Promotion, China Council for the Promotion of International Trade (CCPIT):

- E-commerce is increasingly driving exports, and China will cooperate with many and any organizations to facilitate trade growth in this sector.
- Global economic recovery remains weak and global trade is in a downturn period of development. In contrast, e-commerce, as the technical basis for economic integration promotion and trade globalization, has enjoyed rapid development in recent years.
- In the B20 Summit, China advocated the Electronic World Trade Platform establishment to promote public and private dialogues in cross-border e-commerce.
- This year, we launched the overseas promotion plan of China's e-commerce enterprises, aiming to cooperate with domestic e-commerce platforms and overseas business associations to help Chinese enterprises promote their products by using CCPIT's channel advantages.
Francisco Javier Garzón Morales, Chief Executive Officer, ICEX Spain Trade and Investment:

- Spanish companies are demanding we respond to their needs to receive our services through digital channels. We developed an integrated portal to deliver services, including e-learning and electronic promotion tools.
- We put in place a CRM system integrated with the portal to provide a fast and flexible response.
- As an organization, we changed our way of thinking to cater digital providers. We developed the Smart Cities concept to promote companies working in digital services and transformation, and developed ‘community managers’ instead of traditional account managers.

Nils van Boxsel, Chief Information Officer, Austrade:

- We often talk about organizations we work with, but it's important to look at those companies’ suppliers. We need to know what companies’ demand will be in the future.
- Targeting smaller segments to customize contents and services is key to responsiveness. One challenge is the time it takes to respond to rapidly-changing customer demands.
- Technology, processes and people are critical to respond to companies’ demands. To develop responsiveness, one must learn quickly from failures and value experimentation.
- A government agency working as a start-up is very innovative.
- We have a mobile workforce running our ‘digital backpack’, harnessing the potential digital technology offers.

Daniel Kung, CEO, Swiss Global Enterprise:

- Balancing between the bricks and the clicks is a challenge for trade investment promotion organizations. Traditional clients require traditional approaches to services but new clients require new services.

James Doran, Head of Content, Dubai Multi-Commodities Centre:

- The commodity trader and regulator for the Dubai Government had to adapt to clients’ demands. We had so many companies demand to register that we transformed ourselves, focusing on client interface.
- The future of trade is digital. Every step of supply chains and operations is becoming fully digitalized. As about 42% of companies registered in global stats databases are digitalized, there are still huge opportunities for increasing trade and exchange.