

About ATPF

■Asian Trade Promotion Forum (ATPF)

Asian Trade Promotion Forum (ATPF) is a gathering of Trade Promotion Organizations (TPOs) in the Asian Region. It was established in 1987, and currently has 24 members. The objective of ATPF is to enhance trade in the region through information exchange, implementation of cooperative projects and strengthening networks among member TPOs. CEO meetings and Working Level Meetings are held once a year. Capacity Building Initiative Program, Joint Exhibition, and various cooperative projects are also actively carried out by the members.

■Main Activities

(1) CEO Meetings



CEOs of member TPOs gather once a year to discuss timely issues regarding international trade promotion and other relevant matters, including the results of joint projects and plans for future events. The meetings are organized and planned (including venue choice, date, agendas, etc.) by the current year's chair/host (a position that rotates annually among member TPOs) .

The next CEO meeting will be held in Lahore, Pakistan in September 2016.

28th CEO Meeting in Colombo, Sri Lanka

(2) Working Level Meetings



Prior to each year's CEO Meeting, JETRO hosts a Working-Level Meeting (WLM) in Japan to provide an opportunity for member TPOs to confirm the status of joint projects, exchange views and settle details related to the CEO meeting.

The 24th Working Level Meeting was held in Hamamatsu, Japan in May 2015.

24th Working Level Meeting in Hamamatsu, Japan

(3) Joint Projects



6th Joint Exhibition

at TIGIS 2014 in Taipei

ATPF Joint Exhibition

The joint exhibition's objective is to provide companies in the Asia-Pacific region with a practical and effective platform to explore business opportunities in the internal market and to promote closer working cooperation among member TPOs. ATPF set up a specialized committee of exhibitions, ATPF Exhibition Industry Committee (AEIC), in order to strengthen ATPF's effort in joint exhibitions. The ATPF Joint Exhibition has been held every other year since 2004.

The 6th Joint Exhibition was held at "TIGIS 2014" in Taipei in October, 2014



10th Capacity Building Initiative Program in Hamamatsu, Japan

Capacity Building Initiative Program

The Capacity Building Initiative Program (CBIP) was established to help ATPF member TPOs, especially those in emerging economies, develop human resources.

The 10th CBIP was held in Hamamatsu, Japan in 2015.

(4) Website



ATPF website was set up for information exchanging among member TPOs in 1996. The information of ATPF CEO meeting and Working Level Meeting is shared and member TPOs' profile and the information of a trade fair are provided on the website.

URL: <http://www.atpf.org/>

■Trade Promotion Organization in Asia (Member Organizations)

Nation / Region	Organization
Australia	Australian Trade Commission (AUSTRADE)
Bangladesh	Export Promotion Bureau (EPB)
Brunei	Ministry of Foreign Affairs and Trade (MOFAT)
Cambodia	General Department of Trade Promotion (GDTP)
China	China Council for the Promotion of International Trade (CCPIT)
Chinese Taipei	Taipei World Trade Center (TWTC)
Hong Kong	Hong Kong Trade Development Council (HKTDC)
India	India Trade Promotion Organization (ITPO)
Indonesia	Directorate General of National Export Development, Ministry of Trade of Republic of Indonesia (DGNED)
Japan	Japan External Trade Organization (JETRO)
Korea	Korea Trade-Investment Promotion Agency (KOTRA)
Laos	Trade and Product Promotion Department (TPPD)
Macao	Macao Trade and Investment Promotion Institute (IPIM)
Malaysia	Malaysia External Trade Development Corporation (MATRADE)
Mongolia	Mongolian National Chamber of Commerce and Industry (MNCCI)
Myanmar	Myanmar Trade Promotion Organization (MYANTRADE)
Nepal	Federation of Nepalese Chambers of Commerce and Industry (FNCCI)
New Zealand	New Zealand Trade and Enterprise (NZTE)
Pakistan	Trade Development Authority of Pakistan (TDAP)
Philippines	Center for international Trade Expositions and Missions (CITEM)
Singapore	International Enterprise Singapore (IE Singapore)
Sri Lanka	Sri Lanka Export Development Board (SLEDB)
Thailand	Department of International Trade Promotion (DITP)
Vietnam	Vietnam Trade Promotion Agency (VIETRADE)

■ATPF History

● CEO Meetings (1987~2009 Annual Meetings)
 ● Working Level Meetings
 ● Joint Projects

ATPF HISTORY	
1987	<p>10 organizations (CCPIT, CITEM, DEP (current DITP), HKTDC, IE Singapore, ITPO, JETRO, KOTRA, MATRADE, NAFED (current DGNED))</p> <p>Investment News</p> <ul style="list-style-type: none"> ● 1st Annual Meeting (Established with 10 economies, Host : JETRO, May. 20) Theme : Current Activities and Problems of Each Organization
1988	<p>SLEDB and TDAP joined in</p> <ul style="list-style-type: none"> ● ATRAIN started up ● 2nd Annual Meeting in Seoul (Host : KOTRA) Theme : Information Exchange for Development of Economic Cooperation among ATPF
1989	<p>TWTC joined in</p> <ul style="list-style-type: none"> ● 3rd Annual Meeting in Singapore (Host : IE Singapore) Theme : New Policy for Trade Promotion
1990	<p>EPB and MIPR joined in</p> <ul style="list-style-type: none"> ● 4th Annual Meeting in Beijing (Host : CCPIT, Oct. 18) Theme : Role of TPO for Economic Exchange, Trade and Mutual Cooperation within Asia
1991	<ul style="list-style-type: none"> ● 5th Annual Meeting in Manila (Host : CITEM, Oct. 22-23) Theme : Strategy for Trade Promotion
1992	<p>MNCCI joined in</p> <ul style="list-style-type: none"> ● 1st Working Level Meeting (Tokyo, Jun. 10-11) ● 6th Annual Meeting in Hong Kong (Host : HKTDC, Sep. 8) Theme : Opportunities of International Trade and Investment in the 1990s
1993	<ul style="list-style-type: none"> ● 2nd Working Level Meeting (Tokyo, Aug. 31-Sep. 1) ● 7th Annual Meeting in Chiang Rai (Host : DEP, Nov. 2) Theme : Promotion of Export Oriented Small and Medium-sized Enterprises
1994	<p>FNCCI joined in</p> <ul style="list-style-type: none"> ● 3rd Working Level Meeting (Tokyo, Jul. 6-7) ● 8th Annual Meeting in Bali (Host : NAFED, Sep. 13-16) Theme : Trade Promotion for the Post Uruguay Round
1995	<p>AUSTRADE and NZTE joined in</p> <ul style="list-style-type: none"> ● 4th Working Level Meeting (Tokyo, May. 28-29) ● 9th Annual Meeting in Ulaanbaatar (Host : MNCCI, Aug. 3) Theme : Trade and Investment Promotion for the Post Uruguay Round
1996	<ul style="list-style-type: none"> ● Setting up of a ATPF website ● 5th Working Level Meeting (Tokyo, May. 28-29) ● 10th Annual Meeting in Kyoto (Host : JETRO) Theme : <ol style="list-style-type: none"> 1. Directions of ATPF Activities 2. Construction of Online Information Exchange Network among ATPF
1997	<ul style="list-style-type: none"> ● 6th Working Level Meeting (Kitakyusyu, Apr. 11-12) ● 11th Annual Meeting in Goa (Host : ITPO, Oct. 13-14)

	Theme : TPOs as Catalysts for Growth in Industrial, Trade and Investment Cooperation among the Asian and Pacific Economies
1998	<ul style="list-style-type: none"> ● 7th Working Level Meeting (Tokyo, Aug. 31-Sep. 1) ● 12th Annual Meeting in Sydney (Host : AUSTRADE, Nov. 30 - Dec. 1) <p>Theme : Trade Development and Mutual Cooperation in Response to the Asian Crisis</p>
1999	<ul style="list-style-type: none"> ● 8th Working Level Meeting (Tokyo, Sep. 2-3) ● 13th Annual Meeting in Dhaka (Host : EPB, Nov. 17-18) <p>Theme : Trade and Investment Opportunities in Asia-Pacific Region</p>
2000	<p>IPIM joined in</p> <ul style="list-style-type: none"> ● 9th Working Level Meeting (Tokyo, Sep. 7-8) ● 14th Annual Meeting in Auckland (Host : NZTE, Nov. 6-7) <p>Theme : E-Commerce and TPOs</p>
2001	<p>VIETRADE joined in</p> <ul style="list-style-type: none"> ● 10th Working Level Meeting (Tokyo, Sep. 3-4) ● 15th Annual Meeting in Kuala Lumpur (Host : MATRADE, Oct. 29-30) <p>Theme : Innovative Measures in Trade Promotion of Goods and Services</p>
2002	<ul style="list-style-type: none"> ● 11th Working Level Meeting (Tokyo, Dec. 2-3)
2003	<ul style="list-style-type: none"> ● 16th Annual Meeting in Islamabad (Host : TDAP, Feb. 7-8) <p>Theme : Enhancing Service Deliveries under the WTO Regime</p> <ul style="list-style-type: none"> ● 1st Capacity Building Initiative Program in Tokyo (Host : JETRO, Nov. 11-Dec. 3) <p>Theme : Market Study on Houseware & Lifestyle in Japan</p> <ul style="list-style-type: none"> ● 12th Working Level Meeting (Tokyo, Dec. 1-2)
2004	<ul style="list-style-type: none"> ● 17th Annual Meeting in Hong Kong (Host : HKTDC, Feb. 23-24) <p>Theme : Embracing Change, Creating Opportunities</p> <ul style="list-style-type: none"> ● 2nd Capacity Building Initiative Program in Sydney (Host : AUSTRADE, Feb. 23-) <p>Theme : Export Promotion Program for Regional SMEs</p> <ul style="list-style-type: none"> ● 13th Working Level Meeting (Tokyo, Oct. 25-26) ● 1st Joint Exhibition "Style Asia" (Tokyo, Dec. 16-18)
2005	<ul style="list-style-type: none"> ● Established ATPF Exhibition Industry Committee (AEIC) ● 18th Annual Meeting in Singapore (Host : IE Singapore, Feb. 24-25) <p>Theme : Enlarging Trade, Integrating Markets</p> <ul style="list-style-type: none"> ● 14th Working Level Meeting (Tokyo, Sep. 8-9) ● 3rd Capacity Building Initiative Program in Tokyo & Nagoya (Visited Aichi Expo2005) (Host : JETRO, Sep. 12-15)
2006	<ul style="list-style-type: none"> ● 19th Annual Meeting in Macao (Host : IPIM, Feb. 23-24) <p>Theme : New Role of TPO Era of FTA in Asia</p> <ul style="list-style-type: none"> ● 4th Capacity Building Initiative Program in Tokyo (Host : JETRO, Sep. 4-7) <p>Theme : To strengthen capacity to collect, survey and provide information on FTA</p> <ul style="list-style-type: none"> ● 2nd Joint Exhibition at IFFT 2006 (Tokyo, Nov. 22-25)
2007	<ul style="list-style-type: none"> ● 15th Working Level Meeting (Tokyo, Jan. 22-23) ● 20th Annual Meeting in Sydney (Host : AUSTRADE, Apr. 11-13) <p>Theme : Journey to Export - Enhancing the role of TPOs</p> <ul style="list-style-type: none"> ● 5th Capacity Building Initiative Program in Taipei (Host : TWTC, Oct. 1-3)
2008	<ul style="list-style-type: none"> ● 16th Working Level Meeting (Tokyo, Jan. 22-23) ● 21th Annual Meeting in Hanoi (Host : VIETRADE, Apr. 3-4) <p>Theme : TPO Challenges : Serving the Business Community Professionally and Effectively</p>

	<ul style="list-style-type: none"> ● 3rd Joint Exhibition at TIGS 2008 Autumn (Tokyo, Sep. 2-5) ● 6th Capacity Building Initiative Program in Guangzhou & Macau (Host : CCPIT & IPIM, Nov. 11-13)
2009	<ul style="list-style-type: none"> ● 17th Working Level Meeting (Tokyo, Feb. 5-6) ● 22th Annual Meeting in Xiamen (Host : CCPIT, Apr. 23-24) Theme : TPO Synergy against Financial Crisis ● 7th Capacity Building Initiative Program in Seoul (Host : KOTRA, May. 13-15)
2010	<p>TPD (current GDTP) joined in</p> <ul style="list-style-type: none"> ● 18th Working Level Meeting (Tokyo, Feb. 3-4) ● 8th Capacity Building Initiative Program in TOKYO (Host : JETRO, Feb. 5) ● 23th CEO Meeting in Seoul (Host : KOTRA, May. 13-14) Theme : One Asia, and the Future of a New Era ● 4th Joint Exhibition at IFIES 2010 (Seoul, May. 12-15) ● 9th Capacity Building Initiative Program in Bangkok (Host : DEP, Nov. 22-25)
2011	<p>TPPD joined in</p> <ul style="list-style-type: none"> ● 19th Working Level Meeting (Tokyo, Jan. 19-21) ● 24th CEO Meeting in Taipei (Host : TWTC, Apr. 13-14) Theme : One Asia, and the Future of a New Era ● 20th Working Level Meeting (Sendai, Dec. 7-9)
2012	<ul style="list-style-type: none"> ● 25th CEO Meeting in Bangkok (Host : DITP, Apr. 19-20) Theme : One Asia, and the Future of a New Era ● 5th Joint Exhibition at WCIF 2012 (Chengdu, Sep. 25-30) ● 21st Working Level Meeting (Fukuoka, Dec. 10-12)
2013	<p>DOT (current MYANTRADE) joined in</p> <ul style="list-style-type: none"> ● 26th CEO Meeting in Agra (Host : ITPO, Mar. 6-7) Theme : A New Roadmap for TPOs in the Globally Connected Markets ● 22nd Working Level Meeting (Yamanashi, Nov)
2014	<ul style="list-style-type: none"> ● 23rd Working Level Meeting (Saga, June 5-6) ● 27th CEO Meeting in Ulaanbaatar (Host : MNCCI, Sep. 11-12) Theme : The Role and Engagement of TPOs in Promoting Green Business, Foreign Direct Investment and Trade Facilitation ● 6th Joint Exhibition at TIGIS 2014 (Taipei, Oct. 6-8)
2015	<ul style="list-style-type: none"> ● 10th Capacity Building Initiative Program in Hamamatsu (Host : JETRO, May 25-27) ● 24th Working Level Meeting (Hamamatsu, May 27-29) ● 28th CEO Meeting in Colombo (Host : SLEDB, Aug, 25-26)
2016	<ul style="list-style-type: none"> ● 25th Working Level Meeting (Miyazaki, June 13-15) ● 29th CEO Meeting in Lahore (Host : TDAP, Sep.)