



TRADE
WORLD TRADE POINT FEDERATION

The global enabler to e-commerce and the new economy
for small and medium-sized enterprises

We are connecting opportunities around the world
and creating trust and security in digital commerce
since 1994.

CREATIVE
INDUSTRIES

TRADE IN
SERVICES

DIGITAL
ECONOMY

E-COMMERCE

CULTURAL
TRADE

ILLCIT TRADE

Trade Point
Programme:



30
years



+250
Entities



85
Countries

We adhere to:



We are consultative members of:



About WTPF

The **World Trade Point Federation** is an international non-governmental organization established in 2000 in Geneva, Switzerland, in accordance with the Swiss law. It was created to take over the management and development of the innovative **Trade Point Programme of the United Nations Conference on Trade and Development** (UNCTAD).

Through its physical **global network of Trade Points**, trade information and facilitation centers and its extensive **platform of e-Trade Desks**, WTPF helps SMEs to access international markets through electronic commerce and information and communication technologies.

Furthermore, WTPF has created an ecosystem of trust and security for digital trading: **the ETO Trust Connection Hub** (etotrust.com), an exclusive platform for certified SMEs to develop their commercial activity both by offering and demanding goods and services with confidence and security.

WTPF adds prestige and value to the entities that host a Trade Point or an e-Trade Desk. The global network is made up of recognized entities that guarantee the verification of individuals and the authenticity of companies for safer digital commerce, expands the access to business opportunities, and strengthens your position in the marketplace.

We are founding members of the Global Alliance for Trade in Services (GATIS)

GATIS is an international non-profit organization, formed voluntarily by trade and industry associations, companies, professional institutions, and organizations of various countries and regions around the world. Among its purposes are: to promote exchange and cooperation on international trade in services, cultivate new business models in the service industry, optimize standards and regulations for trade in services, and promote the development of an open, innovative, and integrated service industry and trade. It was created under the initiative of the Ministry of Commerce of the People's Republic of China and it is headquartered in Beijing.

Strategic partners

The WTPF has established, throughout its history, strategic alliances and cooperation agreements with various entities among which:



BENEFITS Trade Points/ e-Trade Desks

Be part of a **global network for business promotion and cooperation that helps SMEs to participate in international trade**, access new technologies and to e-Commerce.



Host entities are recognized by the WTPF as **Verifying Agents of digital identity, e-Trade ID**, to facilitate cross-border electronic commerce.

International visibility of companies linked to Trade Points and e-Trade Desks through the inclusion in the **Global Directory of Certified Companies** visible in the WTPF's portal.



Participate in the **e-Credentials program**, which is key for strengthening the reputation, credibility, and international image of companies, products and services.

Participate in the **capacity building and training on** the new roles that institutions must adopt in the framework of the digital economy



Participate in **forums and conferences** organized by the WTPF in different regions of the world, such as TradeNext Dialogues, Creative Economy Forum, Symposium on Geographical Indications, among others.

BENEFITS for SMEs

Privileged **access to specialized information on business, markets and investments** in the member countries of the WTPF.



Obtaining a trust seal, the **e-Trade ID**, generating confidence towards potential clients.

Access to the **ETO Trust Connection Hub** where you can interact with certified companies issued with an **e-Trade ID**, to publicize and exchange business opportunities.



Empower your Brand through various commercial platforms as a **certified company**.

Participate in **capacity building and training courses** specialized on electronic commerce and information and communication technologies, organized by the e-Trade Institute.



Participate in the **Beijing Business Development Center** of WTPF to exhibit in the main trade fairs of China, including in the **China Trade in Services Fair (CIFTIS), Canton Fair and China Import and Export Fair (CIIE)**.

“A good example of UNCTAD partnerships involves the World Trade Point Federation. As an NGO, the Federation has successfully pursued the work launched by UNCTAD's Trade Point Programme in 1992. Since the programme's transfer to the Federation in November 2002, a close relationship has been maintained and strengthened through the signature in April 2004 of a Memorandum of Understanding between UNCTAD and the Federation. Trade Point Review 2004”

Carlos Fortin. Former Officer-in-Charge UNCTAD

Areas

Electronic commerce

World trade sales on e-Commerce consolidated in the last decade, as an important component of international business volume. WTPF through its global Trade network Points and e-Trade Desks promotes and facilitates the participation of SMEs in cross-border e-commerce providing a comprehensive ecosystem of tools.

Digital Economy

We work daily so that companies, institutions and municipal governments incorporate digital technology into all activities and services that have an impact on trade facilitation, business and enterprise development.

Anti Illicit Trade

The value of illicit trade today is equivalent to 10% of world trade and accounts for between 8% and 15% of the world's GDP. In cooperation with the Swiss foundation OISTE, we organize workshops and international forums with strategic partners, to raise awareness on the effects of illicit trade and how trade and technology can combat it, especially with the use of blockchain.

Creative Industries

WTPF works closely in collaboration with international organizations in Geneva to promote the development and trade of creative industries, as key sectors of the world economy and new sources of innovation and competitiveness through creativity, individual talent and skills.

Cultural Commerce

In the world of digitalization, dematerialization has impacted cultural goods. Many cultural goods are now accessible electronically and are marketed almost like any physical product. WTPF and its members are committed to supporting small art businesses and helping and to help them to take advantage of the digital age.

Trade in Services

Services are among the most dynamic sectors of world trade. From logistics to finance, IT business services and entertainment, services attract two-thirds of foreign direct investment and provide more than half of the world's jobs in developing countries. WTPF is a member of the Global Alliance for Trade in Services and part of the Global Trade in Services Vision Committee of the Government of Beijing, China. It is also an international partner of the China International Trade Fair Services Trade Fair (CIFTIS).



Tools

Business Contacts

With its global presence, WTPF provides contacts for your business, connecting supply and demand of goods and services, all based on trust and data accuracy. The Federation's website is the main source of business information and connects to other international organizations active in international trade.

ETO Trust is WTPF's virtual marketplace where companies interact and cooperate worldwide.

Capacity building and training

Using a variety of digital and classic training and communication tools, such as webinars e-meetings, training modules, conferences, assistance, and consulting, **WTPF is the ideal training partner for companies** and institutions facing fierce international competition, acting in demanding and fragmented markets, with accelerated technological changes, and where e-commerce is becoming increasingly important.

Networking

Through its Trade Point and e-Trade Desk networks, WTPF facilitates a reliable environment for collaboration among companies. Here they gain new contacts and referrals from customers, certified by an e-Trade ID, explore new opportunities for collaboration and expansion prospects, as well as better virtual visibility. The network fosters the **exchange of knowledge on e-Commerce trends**, technological innovations and cybersecurity issues.

Assistance & Partnership

WTPF shares the knowledge acquired in the field from various funding programs such as UNDP, IBRD, IDA, EU, EIB, by offering assistance in the search for initiatives aimed at financing innovative ideas and innovative projects in multiple sectors. Helping SMEs, governments, civil society entities or organizations, whether in private-private or private-public partnerships, in all phases of the **preparation and phases of project preparation** and management, identification of the most appropriate financing program, through to operational planning.



“ Ever since its creation, the World Trade Point Federation, has been a steadfast partner of UNCTAD in promoting trade facilitation and helping to bread down the barriers to international trade for the small-and-medium-sized enterprises (SMEs). The WTPF has worked hard to develop the linkage, striving to improve SME access to digital technology and encourage electronic trade. Trade Point Review 2006

Supachai Panitchpakdi

Former Vice Prime Minister of Thailand and former Secretary General of UNCTAD.

“ It's a privilege to have been invited to serve as a Goodwill Ambassador of the World Trade Point Federation and to disseminate the aims and activities of this expanding global trade-facilitating organization. Being involved in the formative stages of this ambitious network is equally a challenge and an opportunity to support SMEs in the five continents of the world. Trade Point Review 2003

César Gaviria

Former President of Colombia and Secretary General of the Organization of American States.

China Connection Initiative

The WTPF has built over more than 25 years of cooperation with China a powerful ecosystem of relationships and tools that will allow it to successfully connect with the Chinese business community.

Trade Points Beijing y Shanghai

Established in 1994 by the Beijing and Shanghai Municipal Governments with the support of the United Nations Commission for Trade and Development. They are founding members of the WTPF and our focal point to link with the business community in Beijing and Shanghai.



WTPF Beijing Business Development Center

Its purpose is to support foreign companies to promote their products and do business with China. The Center's activities revolve around a series of annual trade fairs, including CIFTIS, CANTON FAIR and CIIE. The Center organizes the participation of companies' members of Trade Points under preferential conditions. Furthermore, it facilitates dialogue and knowledge exchange by developing business agendas, product presentations, etc., both at the Center's facilities and in other locations.



WTPF Shanghai Technical Center

The Center provides technical support to WTPF's IT developments. It has an important infrastructure to deliver training courses and seminars specialized in building capacities and knowledge on e-commerce and information and communication technologies.

China E-Brand Strategy

WTPF together with the Observatory of Foreign Trade for Ibero-America (OICEX) and the Shanghai Municipal E-Commerce Promotion Center are developing a package of services to enable companies to strengthen their presence in the Chinese digital environment. The Center will translate into Chinese language the necessary content to present the company profiles and products and will develop a website according to the Chinese digital communication codes. Companies will be registered in the Chinese social networks and will receive support to produce content and maintain an active institutional presence online. Companies will be present in the main e-commerce portals of the Chinese market.

China MARCO Media Center

TradeTimes, with the support of WTPF, produces news, reports and stories about the Chinese market to update the international business community about the most dynamic market in the world. These are produced in digital and paper format, with daily or periodical updates depending on the channel. In addition, WTPF has designated *Shanghai World Markets* magazine and *China National Trade Fair and Congress Magazine* as communication partners.

Events

WTPF organizes annual Regional Meetings, a General Assembly, the Global E-Commerce Facilitation Forum, TradeNext Dialogues and numerous congresses and conferences.

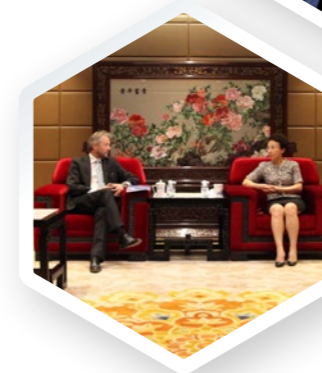
Regional meetings

To strengthen regional cooperation among its members, the WTPF, together with several host governments, has organized meetings in different regions of the world.



General Assembly

WTPF members meet annually to discuss future strategies, exchange practices and assess progress. These meetings represent a unique opportunity for global networking among participants.



Congresses and Conferences

WTPF has organized, in partnership with prestigious institutions, more than 30 international events, including:

1st to 4th Creative Economy Forum, in association with the United Nations Commission for Trade and Development (UNCTAD) and the Beijing Municipal Commission of Commerce. Beijing, China.

1st to 4th Geographical Indications Symposium (GIDS), in partnership with the Beijing Municipal Commission of Commerce, Beijing Entry-Exit Inspection and Quarantine Bureau. Beijing, China.

Forum Cartagena Connecting Commerce, annual meeting in association with the Regional Government of Murcia, Spain.



Global Forum on E-Commerce Facilitation for SMEs



The WTPF Global E-Commerce Facilitation Forum represents a unique annual opportunity to bring together in one place the different players involved in international e-commerce facilitation for SMEs.

“UNCTAD invites all actors in trade facilitation and efficiency, whether public or private, to assist the WTPF in its undertakings, thereby helping enterprises to have access to a wide range of service that will strengthen their capacity to participate on a more equal basis in the international trade market.”

Trade Point Review 2003

Rubens Ricupero

Former Minister of Economy of Brasil and former Secretary General United Nations Conference on Trade and Development.

“In striving toward a common trade facilitation infrastructure for Trade Points wherever they are located in the world, the WTPF provides an impetus to increased trade among SMEs that is otherwise not easily attainable. Trade Points are platforms for bringing e-commerce to SMEs and also contribute to the achievement of a Millennium Development Goals set by the United Nations.”

José María Figueres. Former President of Costa Rica and former Secretary-General's Special Representative on Information and Communications Technologies.

New Generation

A system based on **trust**

WTPF and its main strategic partners, are based in Geneva, Switzerland.

A country defined by neutrality, security and privacy laws that allow it to operate without geopolitical or governmental restrictions.

A country with a strong commitment to implementing ethical standards in the digital age.

This environment provides a profound inspiration for the e-Trade ID solution which is reflected in its values of trustworthiness and transparency.

The Geneva region reunites an expertise in this field with its "Trust Valley" Initiative, a public-private partnership aimed at promoting the excellence of the Lake Geneva region in the field of digital trust and cybersecurity.

TRUST  VALLEY



E-Trade Desks

e-Trade Desks are e-Commerce Support Centers connected to the ETO Trust platform for the promotion of cross-border e-commerce.

They provide two main services:

- **Digital Identity and Certified Credentials (e-Trade ID)** – for SMEs wishing to operate internationally and exponentially expand the base of potential customers and new business opportunities.
- **Access to the ETO**, the trusted Electronic Trade Opportunities System for the exchange of supply and demand of goods and services and cooperation agreements.

The **e-Trade Desks** are hosted by reliable and accredited entities that are subject, through an agreement with the WTPF, to a code of conduct and specific rules regarding their activities within the Federation's network.

E-Trade ID

Interaction between parties in the virtual space must be based on trust. This can only be achieved when the interacting parties can be sure of the identity of the counterparty, when the communication between them is secure and when the companies' information is reliable.

E-Trade ID combines the WTPF **e-Credentials** program and the **WTPF WISEID** to offer a comprehensive solution to these challenges. SMEs holding an **e-Trade ID** certificate will be part of a trusted ecosystem that will enable them to expand access to international markets.

WTPF WISE 

e-credentials
PROGRAM



ETO Electronic Trade Opportunities

A place where companies interact securely. ETO Trust Connection Hub provides a platform where certified companies interact, securely, in search of business opportunities.

A tool with three main features:

- A digital space to **find business opportunities** worldwide
- A place where companies can broaden their visibility, **present their credentials, and strengthen their brand.**
- An environment where knowledge about prospective markets is acquired, and **synergies and collaboration are created.**

“The WTO members will no doubt be happy to build on the experience that their governments have already gained through the Trade Point system, in enhancing transparency as well providing information with the aim of improving access to markets.
Geneva, 19 February 2003

Roderick Abbott
Former Deputy Director-General World Trade Organization.

”

Historical Milestones

1992

The **Trade Point Programme** is created within the framework of UNCTAD VIII, in Cartagena de Indias, Colombia



1993

The Trade Point **ETO System**, one of the first electronic trading opportunity systems in the world, is launched.

1994

During the International Symposium on Trade Efficiency in Columbus, Ohio, United Nations Secretary-General Boutros Boutros-Ghali announces the official launch of the **Global Trade Point Network** to formally interconnect Trade Points around the world.

1996

The Global Trade Point Network becomes **the leading global pre/transactional network for electronic commerce**.

2000

With the presence of 160 participants from 66 countries, the **World Trade Point Federation (WTPF) is created in Geneva**, with the objective of taking over the management of the Trade Point Program and providing it with a more flexible and efficient environment to cooperate with the private sector.

2002

During the III Assembly of the WTPF in Beirut, the United Nations Trade Point Programme **is officially transferred to the Federation** for cooperation with the private sector.

2004

WTPF obtains consultative status with the Economic and Social Council of the United Nations in New York City. This represents the highest status that the United Nations recognizes for non-governmental organizations allowing them to participate in the work of the Organization.

2014

WTPF signs in Beijing a cooperation agreement with the Beijing Municipal Commerce Bureau for the establishment of the WTPF Secretariat in Beijing, obtaining the authorization and support from the Beijing Municipal Government.

2021

On the occasion of the 20th anniversary of the creation of the WTPF, the **Cartagena Connecting Commerce Forum**, an international event on Commercial Diplomacy was held in Cartagena, Spain. The **TradePoint New Generation** initiative was presented combining a battery of new tools to strengthen the program and place it at the global forefront in support of SMEs in the digital economy.



2023

The constitution and implementation of the **E-Trade Desk ASEPIO – Alcantarilla**, Murcia (Spain) is signed, being the first worldwide, with the objective of strengthening the Global Trade Point Network (GTPNet) and facilitating access to SMEs to electronic trade cross-border.

Participants and Adherents

Since its inception, numerous Entities and Governments have joined or participated in the Trade Point program. Among which we can highlight the following:

- Algerian Office for the Promotion of Foreign Trade. Algiers, Algeria.
- Ministry of Commerce and Tourism. Luanda, Angola.
- Municipality of Vicente López. International Business Center. Buenos Aires, Argentina.
- Export Promotion Bureau. Dhaka, Bangladesh.
- National Shippers' Council of Benin. Ministry of Infrastructure and Transport. Cotonou, Benin
- Chamber of Industry of Cochabamba. Cochabamba, Bolivia.
- National Chamber of Commerce. La Paz, Bolivia.
- Government of Belo Horizonte. Foreign Trade Center. Belo Horizonte, Brazil.
- Federation of Industries of Santa Catarina. Florianopolis, Brazil.
- Government of Bahia. Promoexport. Salvador, Brazil.
- World Trade Center Sofia. Bulgaria.
- ONAC. Ouagadougou, Burkina Faso.
- Ministry of Commerce. Abiyon, Ivory Coast.
- General Directorate of Commerce. Praia, Cape Verde.
- National Development Bank. Santiago, Chile.
- Beijing Municipal Government. Trade Commission. Beijing, People's Republic of China.
- Shanghai Municipal Government. Commission of Commerce. Shanghai, People's Republic of China.
- Chamber of Commerce of Bogotá. Santa Fe de Bogotá, Colombia.
- Chamber of Commerce of Cuba. La Havana, Cuba.
- Ministry of Industry and Trade. Prague, Czech Republic.
- Ministry of Trade and Industry of Egypt. Cairo, Egypt.
- Directorate of Trade and Investment. Ministry of Economy. El Salvador.
- Ministry of Trade and Industry. Asmara, Eritrea.
- Ministry of Trade and Industry. Addis Ababa, Ethiopia.
- World Trade Center Lyon. Lyon, France.
- Ministry of Commerce. Libreville, Gabon.
- National Authority for the Promotion of Investments. Banjul, The Gambia.
- World Trade Center Genoa, Italy.
- JAMPRO. Kingston, Jamaica.
- Jordan Corporation for Business Development Development Corporation. Amman, Jordan.
- Chamber of Commerce of Canarias. Las Palmas de Gran Canaria, Spain.
- Regional Government of Aragon. Aragonese Institute of Development. Zaragoza, Spain.
- World Trade Center Grenoble. Grenoble, France
- World Trade Center Geneva, Geneva, Switzerland.
- World Trade Center Lausanne. Lausanne, Switzerland
- Ministry of Commerce and Industrial Promotion. N'Djamena, Chad.
- Ministry of Trade and Transport. Lome, Togo.
- IDCO. Port of Spain, Trinidad and Tobago.
- Cepex. Tunis, Tunisia.
- Export Promotion Center IGEME. Ankara, Turkey.
- Ministry of Industry and Commerce of Tanzania. Dar es Salaam, Tanzania.
- Venezuelan Association of Exporters. Caracas, Venezuela.
- National Trade Promotion and Commercial Development Zimbabwe. Harare, Zimbabwe.
- Ministry of Production. Chubut, Argentina.
- Chamber of Foreign Trade of Costa Rica and Foreign House Representatives. Costa Rica
- Trade and Investment Promotion Agency. Seoul, Republic of Korea
- National Development Agency of Lithuania. Riga, Latvia.
- Ministry of Economy and Trade. Beirut, Lebanon.
- Export Promotion Agency of Lithuania. Vilnius, Lithuania.
- Pretoria Municipal Government. Pretoria, South Africa.
- Dubai Chamber of Commerce and Industry. Dubai, United Arab Emirates
- Government of the State of Chiapas. Mexico.
- Association of Entrepreneurs of Campollano. Albacete, Spain.
- Government of Canary Islands. Spain
- Macau, special administrative region of China. Institute for Promotion and Investment. Macao, Macao.
- Government of Madagascar. General Directorate of Exports. Antananarivo, Madagascar.
- Ministry of Commerce, Handicrafts and and Tourism of Mauritania, Mauritania
- Directorate of Foreign Trade. Nouakchott, Mauritania.
- Government of Morocco. Center for Export Promotion, CMPE. Casablanca, Morocco.
- Ministry of Trade of Mozambique. Maputo, Mozambique.
- Ministry of Trade and Industry of Namibia. Windhoek, Namibia.
- Export Promotion Office of Pakistan. Foreign Trade Center. Karachi, Pakistan.
- Government of Georgia. Ministry of Economy. Tbilisi, Georgia.
- Government of Ghana. Export Promotion Export Promotion Council. Accra, Ghana.
- Ministry of Commerce of Guinea-Bissau. Bissau, Guinea-Bissau.
- Government of Guyana. Export Promotion Center. Georgetown, Guyana.
- Government of Honduras. General Directorate of Investments. Tegucigalpa, Honduras.
- Ministry of Industry, Commerce and Tourism. Budapest, Hungary
- Bandung Municipal Government. Directorate of Industry and Commerce. Bandung, Indonesia.
- Ministry of Commerce of the Islamic Republic of Iran. Tehran, Iran
- Ministry of Industry and Commerce. Sanaa, Yemen.
- Government of the Province of Buenos Aires. La Plata Free Trade Zone. Argentina.
- Government of Santa Fe. Port of Santa Fe. Argentina.
- Government of Corrientes. Provincial Port Authority. Argentina





www.tradepoint.org



Headquarters: Cours de Rive 2 | 1204. Geneva, Switzerland | secretariat@tradepoint.org

Secretariat Office Support: Building 16-17, Area 3, Fangxingyuan | Fengtai District 100078 Beijing, China
+86-010-87153582 | secretariat@tradepoint.org

Ibero-American Coordination Office: Velázquez, 18, 6°, 28001 Madrid, Spain | iberoamerica@tradepoint.org