

**Dear esteemed partners and professionals of Business Support Organisations,
Welcome to the Trade Promotion Academy!**



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Head Trade Promotion SECO

My name is Monica Rubiolo. As Head Trade Promotion at the Swiss State Secretariat for Economic Affairs SECO, I have the pleasure to introduce you to the Trade Promotion Academy. This academy is a valuable tool directed to Business Support Organizations developed by the Swiss Import Promotion Programme SIPPO.

SIPPO is a longstanding, well-established SECO flagship program for export promotion. The aim of SIPPO is to promote sustainable and inclusive trade through strengthening Business Support Organizations.

Currently, SIPPO is present in 11 partner countries for facilitating market access to Switzerland, the EU and regional markets. Business Support Organizations include governmental export promotion organizations, Trade Promotion Organizations,

Chambers of Commerce as well as private sector associations, which strive for providing professional export promotion services to their affiliated export companies.

SIPPO's mandate is to share best practices in export promotion and thus to support you in assisting your companies through high-quality export promotion services. This in the end, will enable companies in bridging the so-called "last mile" in trade business and gaining a foothold in export markets.

In times of enhanced digitalization, the provision of online-tools is key. This is why SIPPO developed the Trade Promotion Academy jointly with the International Trade Centre in Geneva, to provide you with a contemporary and hands-on e-learning platform on export promotion.

The contents were developed in collaboration with experienced experts in B2B business as well as with other Trade Promotion Programs in Europe (such as the German Import Promotion Desk IPD and the Dutch Centre for the Promotion of Imports from developing countries CBI). The Trade Promotion Academy unites a rich and substantial knowledge in one online-tool. This tool shall support you in fulfilling your export promotion mandates and accompanying effectively your companies in seizing export opportunities in world trade.

SECO wishes you success in the completion of these modules and even more in implementation of the gathered knowledge!

Sincerely yours,

Monica Rubiolo

Head Trade Promotion
State Secretariat for Economic Affairs SECO