

About ATPF

What's 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 23 members.

The objective of ATPF is to enhance trade in the region through information exchange, implementation of cooperative projects and strengthening networks among ATPF members. [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 members.

This website is a portal of 23 trade promotion organizations in Asia (ATPF members) with useful information in expanding your business in the Asian region. We hope that you get business opportunity in Asia from this gateway.

Main Activities of ATPF

(1) Annual Meetings



20th Annual Meeting in Sydney

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. 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).

(2) Working Level Meetings



15th Working Level Meeting

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

(3) Joint Projects



4th Capacity Building Initiative Program in Tokyo

1. 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.

2. 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 first such event, "Style Asia" a fashion and lifestyle goods exhibition, was held in Tokyo in December 2004. The second joint exhibition, in which 12 members participated, was within "International Furniture Fair Tokyo" in November 2006. In 2008, ATPF participated in the 66th Tokyo International Gift Show 2008 Autumn as the 3rd Joint Exhibition. In 2010, ATPF participated in "Seoul Food & Hotel 2010" as the 4th ATPF Joint Exhibition.



2nd Joint Exhibition at IFFT2006

Member Organizations

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

ATPF History

● Annual Meetings
 ● Working Level Meetings
 ● Joint Projects

YEAR	ATPF HISTORY
1987	<ul style="list-style-type: none"> ● 1st Annual Meeting(Established with 10 economies) • 10 organizations (CCPIT, CITEM, DEP, HKTDC, IE Singapore, ITPO, JETRO, KOTRA, MATRADE, NAFED) • Investment News Theme: Current Activities and Problems of Each Organization
1988	<ul style="list-style-type: none"> • SLEDB and TDAP joined in ● ATRAIN started up ● 2nd Annual Meeting in Seoul (Host: KOTRA) Theme: Information Exchange for Development of Economic Cooperation among ATPF
1989	<ul style="list-style-type: none"> • TWTC joined in ● 3rd Annual Meeting in Singapore (Host: IE Singapore) Theme: New Policy for Trade Promotion
1990	<ul style="list-style-type: none"> • EPB and MIPR joined in ● 4th Annual Meeting in Beijing (Host: CCPIT) 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) Theme: Strategy for Trade Promotion
1992	<ul style="list-style-type: none"> • MNCCI joined in 1st Working Level Meeting (Host: JETRO. WLM has been held every year since 1992.) ● 6th Annual Meeting in Hong Kong (Host: HKTDC) Theme: Opportunities of International Trade and Investment in the 1990s
1993	<ul style="list-style-type: none"> ● 7th Annual Meeting in Chiang Rai (Host: DEP) Theme: Promotion of Export Oriented Small and Medium-sized Enterprises
1994	<ul style="list-style-type: none"> • FNCCI joined in ● 8th Annual Meeting in Bali (Host: NAFED) Theme: Trade Promotion for the Post Uruguay Round
1995	<ul style="list-style-type: none"> • AUSTRADE, NZTE joined in . ● 9th Annual Meeting in Ulaanbaatar (Host: MNCCI) Theme: Trade and Investment Promotion for the Post Uruguay Round
1996	<ul style="list-style-type: none"> ● Setting up of a ATPF website ● 10th Annual Meeting in Kyoto (Host: JETRO) Theme:(1)Directions of ATPF Activities, (2)Construction of Online Information Exchange Network among ATPF
1997	<ul style="list-style-type: none"> ● 11th Annual Meeting in Goa (Host: ITPO) 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"> ● 12th Annual Meeting in Sydney (Host: AUSTRADE) Theme: Trade Development and Mutual Cooperation in Response to the Asian Crisis
1999	<ul style="list-style-type: none"> ● 13th Annual Meeting in Dhaka (Host: EPB) Theme: Trade and Investment Opportunities in Asia-Pacific Region
2000	<ul style="list-style-type: none"> • IPIM joined in ● 14th Annual Meeting in Auckland (Host: NZTE) Theme: E-Commerce and TPOs
2001	<ul style="list-style-type: none"> • VIETRADE joined in ● 15th Annual Meeting in Kuala Lumpur (Host: MATRADE)

	Theme: Innovative Measures in Trade Promotion of Goods and Services
2003	<ul style="list-style-type: none"> ● 1st Capacity Building Initiative Program in Tokyo (Host: JETRO) Theme: Market Study on Houseware & Lifestyle in Japan ● 16th Annual Meeting in Islamabad (Host: TDAP) Theme: Enhancing Service Deliveries under the WTO Regime
2004	<ul style="list-style-type: none"> ● 1st Joint Exhibition "Style Asia E ● 2nd Capacity Building Initiative Program in Sydney (Host: AUSTRADE) Theme: Export Promotion Program for Regional SMEs ● 17th Annual Meeting in Hong Kong (Host: HKTDC) Theme: Embracing Change, Creating Opportunities
2005	<ul style="list-style-type: none"> ● Established ATPF Exhibition Industry Committee (AEIC) ● 3rd Capacity Building Initiative Program in Tokyo & Nagoya (Visited Aichi Expo2005)(Host: JETRO) ● 18th Annual Meeting in Singapore (Host: IE Singapore) Theme: Enlarging Trade, Integrating Markets
2006	<ul style="list-style-type: none"> ● 2nd Joint Exhibition at IFFT 2006 ● 4th Capacity Building Initiative Program in Tokyo (Host: JETRO) Theme: To strengthen capacity to collect, survey and provide information on FTA ● 19th Annual Meeting in Macao (Host: IPIM) Theme: New Role of TPO Era of FTA in Asia
2007	<ul style="list-style-type: none"> ● 20th Annual Meeting in Sydney (Host: AUSTRADE) Theme: Journey to Export - Enhancing the role of TPOs ● 5th Capacity Building Initiative Program in Taipei (Host: TWTC)
2008	<ul style="list-style-type: none"> ● 21th Annual Meeting in Hanoi (Host: VIETRADE) Theme: TPO Challenges: Serving the Business Community Professionally and Effectively ● 6th Capacity Building Initiative Program in Guangzhou & Macau (Host: CCPIT & IPIM)
2009	<ul style="list-style-type: none"> ● 22th Annual Meeting in Xiamen (Host: CCPIT) Theme: TPO Synergy against Financial Crisis ● 7th Capacity Building Initiative Program in Seoul (Host: KOTRA)
2010	<ul style="list-style-type: none"> ● 23th CEO Meeting in Seoul (Host: KOTRA) Theme: One Asia, and the Future of a New Era ● 4th Joint Exhibition at Seoul Food & Hotel 2010 ● 8th Capacity Building Initiative Program in Bangkok (Host: DEP)
2011	<ul style="list-style-type: none"> ● 24th CEO Meeting in Taipei (Host: TWTC) Theme: One Asia, and the Future of a New Era