

# Workshop ITC TPO Award

ITC TPO Award  
Application Process and Evaluation Criteria  
Managua, March 26th 2014

# APEX-BRASIL

Founded in 1997

**Main stakeholder:** Brazilian Ministry of Development, Industry and Foreign Trade (MDIC)



**Main clients:** Brazilian companies and foreign investors

**Companies supported 2013:** over 12.000

**Employees:** over 250





## MISSION

To foster the competitiveness of Brazilian companies, promoting the internationalization of their business and the attraction of foreign direct investments (FDI)

## VISION

Brazil in the world:

**Innovative, Competitive and Sustainable**

# APEX-BRASIL

THE BEST OF BRAZIL TO THE WORLD

Export promotion of **Brazilian products and services**

Support to internationalization of **Brazilian enterprises**

Promotion of the **Brasil brand abroad**

**Foreign Direct** Investment Attraction



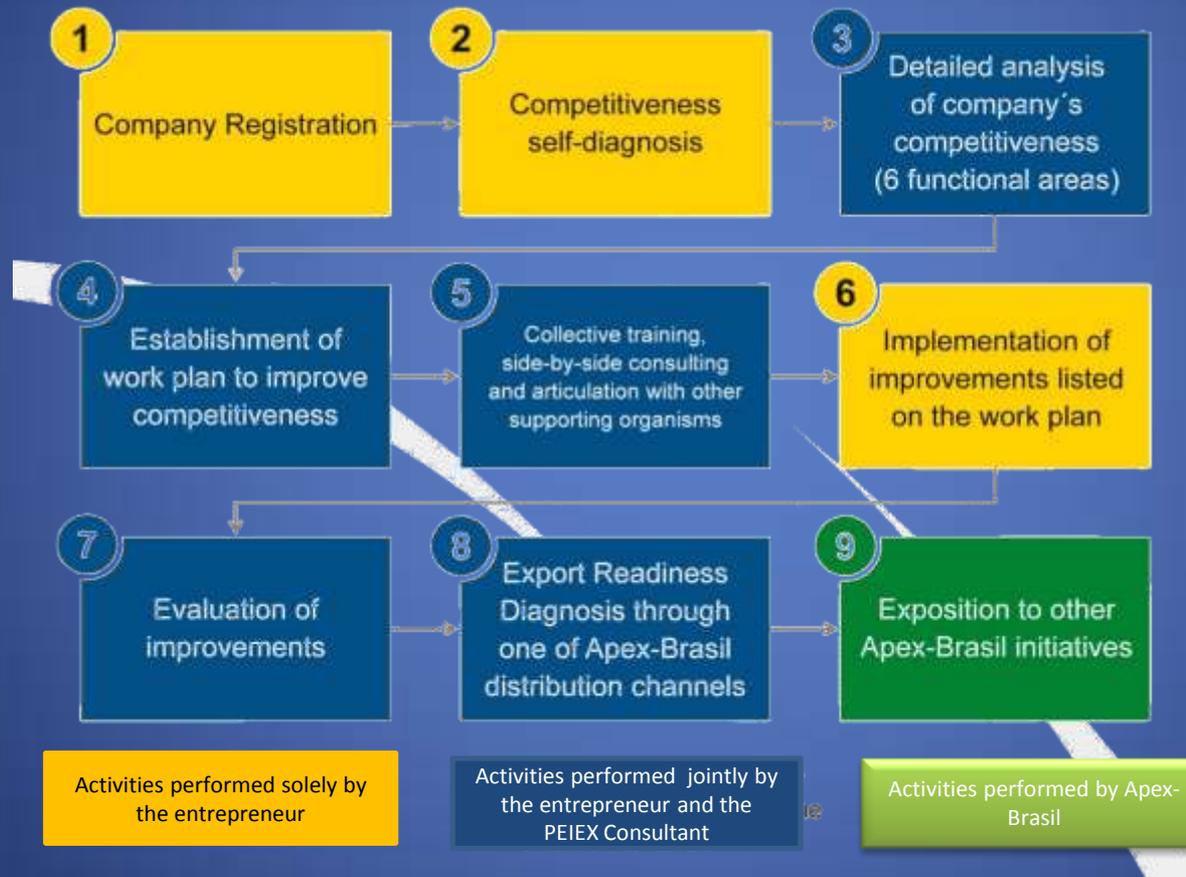
# 2010 Best TPO Award



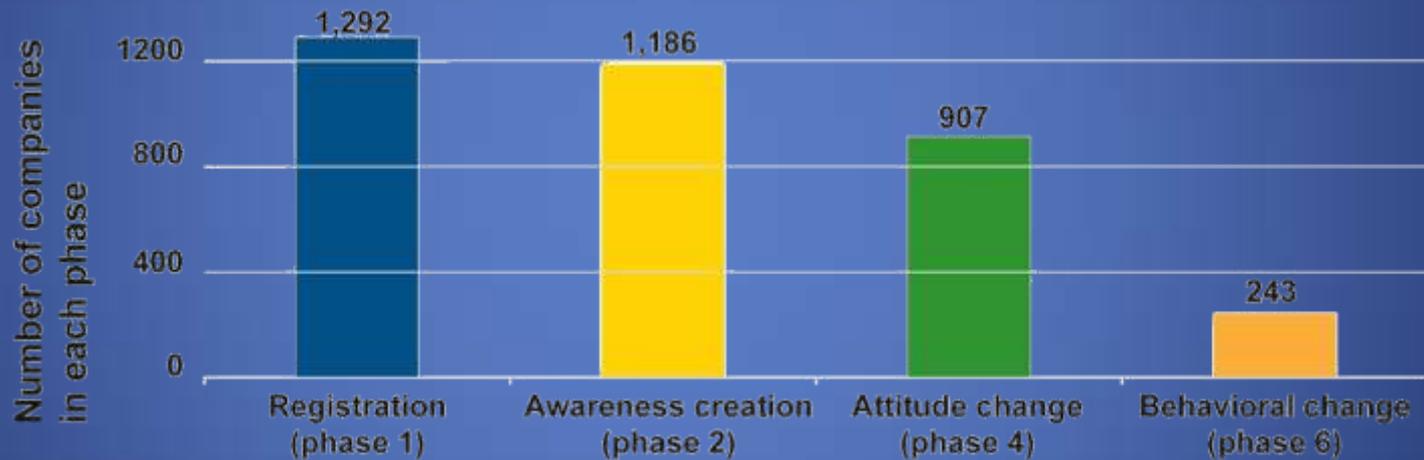
# What was evaluated?

- Initiative Relevance
- Performance and Results Monitoring
- Consistency between Initiative and Agency's Strategy
- Evidence of Efficiency and Effectiveness of Initiative

# PEIEX METHODOLOGY



# ACHIEVEMENT OF PEIEX SPECIFIC OBJECTIVES BY COMPANIES IN THE STATE OF MINAS GERAIS



Source: Apex-Brasil Planning Unit based on PEIEX reports

# Main impacts on Apex-Brasil

- Strengthening of peers', clients' and stakeholders' recognition of Apex-Brasil excellence.
- Team motivation: the Award was the starting point to involve collaborators in the Strategic Planning Cycle for 2011-2015

**The Best TPO Award logo started being used in Apex-Brasil communication pieces as a form of stressing the recognition of Apex-Brasil excellence.**

# Example of logo use

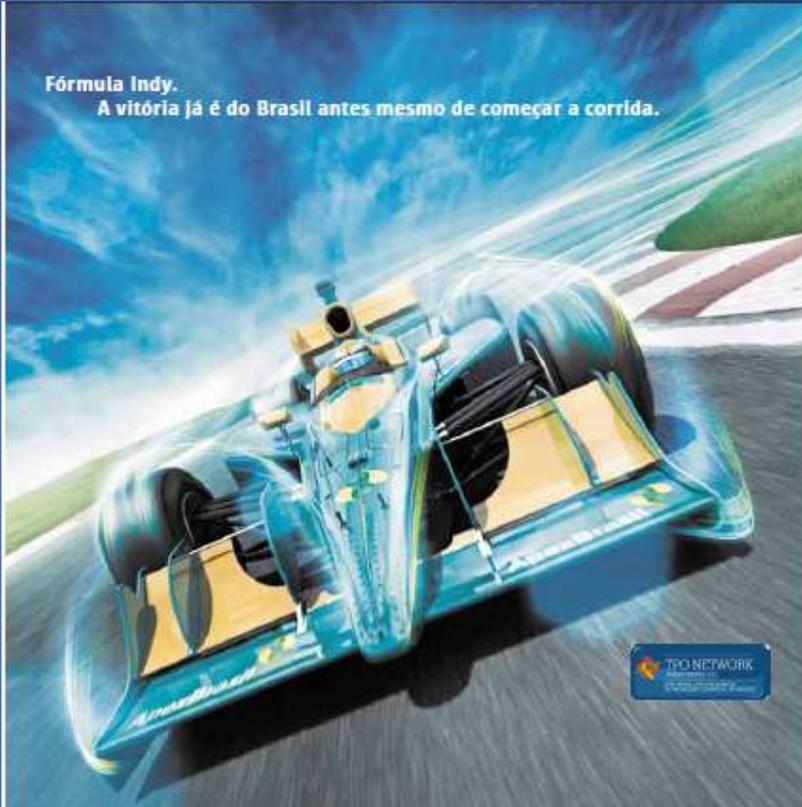


TPO NETWORK

AWARD WINNER 2010

APEX-BRASIL MELHOR AGÊNCIA  
DE PROMOÇÃO COMERCIAL DO MUNDO

Fórmula Indy.  
A vitória já é do Brasil antes mesmo de começar a corrida.



TPO NETWORK  
AWARD WINNER 2010

Apex-Brasil. Bons negócios para os exportadores brasileiros durante a Fórmula Indy.

A Apex-Brasil criou, na Fórmula Indy, uma inovadora plataforma para negócios, com ações diferenciadas de promoção comercial, que aproxima empresas brasileiras do mercado norte-americano. Em 2010, o projeto gerou US\$ 589 milhões em negócios para empresas dos mais diversos setores da economia brasileira.

Apex-Brasil. A energia dos negócios brasileiros na Fórmula Indy. [www.apexbrasil.com.br/indy](http://www.apexbrasil.com.br/indy)

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AMERICANIZANDO BRASIL

Ministério do  
Desenvolvimento, Indústria  
e Comércio Exterior

BRASIL  
1961-2010 49 ANOS

# Apex-Brasil 2012 – Panel Member

- Opportunity to know the best practices of the world

- Learning process during discussions with the others panel members

- Share experience with others TPO's

Thank you

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