



TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

BIOGRAPHICAL NOTE

Mr. Stephan Blanc

Chief Trade Information Services section, Division of Market Development, International Trade Centre



Mr. Blanc, a New Zealand national, joined ITC in 2001 as an Analyst in the Market Analysis and Research section. He became Senior Market Analyst in 2004 and was appointed Chief of ITC's Trade Information Services in 2006. He currently heads a team of 14 staff involved in providing technical assistance to developing countries and emerging economies in the trade information services field. The team engages with trade support institutions, providing advisory and capacity building services. The team has a strong focus on bringing in new approaches and technologies in its interventions, particularly in the field of distance learning, online content collection and dissemination and competitive intelligence.

Prior to joining ITC, Mr. Blanc worked in product management and export marketing roles, first in Auckland and then in Melbourne with the New Zealand Dairy Board – now known as Fonterra – the world's largest exporter of dairy products on global markets. He then served as New Zealand Consul and Trade Commissioner for New Zealand Trade and Enterprise in Hamburg, Germany, where he assisted New Zealand exporters in entering and competing on the European market. He was subsequently a Senior Consultant for two years with a Sydney-based FMCG consulting firm working on benchmarking programmes in Europe and Australasia, advising multinationals in the fast-moving consumer-goods industry on their sales and marketing processes.

