

Afghanistan, Albania, United Arab Emirates...and 54 more - The World Bank Survey of Trade Promotion Organizations (TPOs), 2021-2022

Arti Grover

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Identification

SURVEY ID NUMBER

WLD_2021-2022_TPOS_v01_M

TITLE

The World Bank Survey of Trade Promotion Organizations (TPOs), 2021-2022

ABBREVIATION OR ACRONYM

TPOs 2021-2022

COUNTRY/ECONOMY

Name	Country code
Afghanistan	AFG
Albania	ALB
United Arab Emirates	ARE
Argentina	ARG
Armenia	ARM
Austria	AUT
Burundi	BDI
Belgium	BEL
Burkina Faso	BFA
Bulgaria	BGR
Bosnia and Herzegovina	BIH
Chile	CHL
Cameroon	CMR
Colombia	COL
Cabo Verde	CPV
Costa Rica	CRI
Germany	DEU
Denmark	DNK
Spain	ESP
Guinea	GIN
Gambia, The	GMB
Grenada	GRD
Croatia	HRV
India	IND
Iceland	ISL
Italy	ITA
Jamaica	JAM
Jordan	JOR
Kenya	KEN

Lesotho	LSO
Lithuania	LTU
North Macedonia	MKD
Mali	MLI
Malta	MLT
Montenegro	MNE
Mauritius	MUS
Niger	NER
Nigeria	NGA
Norway	NOR
Panama	PAN
Philippines	PHL
Poland	POL
Portugal	PRT
Paraguay	PRY
El Salvador	SLV
Somalia	SOM
Serbia	SRB
Slovenia	SVN
Timor-Leste	TLS
Türkiye	TUR
Tuvalu	TUV
Uganda	UGA
Uruguay	URY
Uzbekistan	UZB
St. Vincent and the Grenadines	VCT
Kosovo	XKX
Zimbabwe	ZWE

ABSTRACT

A 2021-22 Survey of Trade Promotion Organisations (TPOs) conducted by the World Bank to understand how the COVID-19 pandemic affected their functioning uncovers significant heterogeneity in TPOs' characteristics across countries, but also income levels. This led to different responses to the pandemic in terms of changes in TPOs' budgets, the adoption of a COVID recovery plan, and the implementation of virtual programs to help exporters.

KIND OF DATA

Sample survey data [ssd]

UNIT OF ANALYSIS

Trade Promotion Organizations (TPOs)

Producers and sponsors

PRIMARY INVESTIGATORS

Name	Affiliation
Arti Grover	World Bank

PRODUCERS

Name	Affiliation	Role
Ana M. Fernandes	World Bank	Investigator
Leonardo Iacovone	World Bank	Investigator
Marcelo Olarreaga	University of Geneva	Investigator
Yewon Choi	The Graduate Institute	Investigator

OTHER IDENTIFICATIONS/ACKNOWLEDGMENTS

Name	Affiliation	Role
COVID-19, Firms, and Trade project (P176994)	ETIIC, TIC (Prosperity)	Sponsoring Unit
Umbrella Facility for Trade trust fund (financed by the governments of the Netherlands, Norway, Sweden, Switzerland and the United Kingdom)	ETIRI, TIC (Prosperity)	TF

Sampling

SAMPLING PROCEDURE

A total of 135 national TPOs were contacted with a 16-question survey. By Spring 2022, 57 TPOs answered the survey.

RESPONSE RATE

42 percent response rate

Data collection

DATES OF DATA COLLECTION

Start	End
2021/07/01	2022/04/30

DATA COLLECTION MODE

Mail Questionnaire [mail]

DATA COLLECTORS

Name	Affiliation
Theres Kluehs	World Bank
Yewon Choi	The Graduate Institute

Questionnaires

QUESTIONNAIRES

The questionnaire is provided in English, and downloadable under Downloads.

Access policy

CONTACTS

Name	Affiliation	Email
Arti Grover	World Bank	agrover1@worldbank.org
Ana M. Fernandes	World Bank	afernandes@worldbank.org

CONFIDENTIALITY

The data on Trade Promotion Organizations characteristics was collected under confidentiality agreement and therefore will be shareable only for countries that accept such sharing.

ACCESS CONDITIONS

Data will not be made publicly available but rather will be possible to obtain only through signature of a non-disclosure agreement signed with the World Bank.

CITATION REQUIREMENTS

1. "Trade Promotion Organizations in the Pandemic World" by Yewon Choi, Ana Fernandes, Arti Grover, Leonardo Iacovone, and Marcelo Olarreaga (2023). Policy Research Working Papers; 10374. © World Bank. <http://hdl.handle.net/10986/39595>
2. "The Impact of Trade Promotion Organizations on Exports: Evidence from the COVID-19 Pandemic" by Yewon Choi, Ana Fernandes, Arti Grover, Leonardo Iacovone, and Marcelo Olarreaga (2025).

ACCESS AUTHORITY

Name	Affiliation	Email
Arti Grover	World Bank	agrover1@worldbank.org
Ana M. Fernandes	World Bank	afernandes@worldbank.org

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DISCLAIMER

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Metadata production

DDI DOCUMENT ID

DDI_WLD_2021-2022_TPOS_v01_M

PRODUCERS

Name	Abbreviation	Affiliation	Role
Development Data Group	DECDG	World Bank	Documentation of the study

Data Dictionary

Data file	Cases	Variables
tpo_survey	114	64

Data file: tpo_survey

Cases: 114

Variables: 64

Variables

ID	Name	Label	Question
V1	countrycode	country_name	
V2	agency	epa_name	
V3	agency_date	date_epa	
V4	nrempe	employees_epa	
V5	status	legal/organizational status of the agency	
V6	q1_specifya	q1_specifya	
V7	botot	Number of people sitting on the board of the agency	
V8	bopri	Number of board members representing the private sector	
V9	bocab	Number of board members being public Cabinet-level officials	
V10	q3_1	q3_1	
V11	q3_2	q3_2	
V12	q3_3	q3_3	
V13	q3_4	q3_4	
V14	q3_5	q3_5	
V15	sou_pub	Budget share from public sources	
V16	sou_pri	Budget share from private sources	
V17	sou_don	Budget share from bilateral and multilateral donors	
V18	sou_oth	Budget share from other	
V19	plan_cov19	q14_a	
V20	plan_app	q14_b	
V21	cov_trade	Trade missions during COVID	
V22	cov_ctrade	Collective trade missions during COVID	
V23	cov_fair	Trade fairs during COVID	
V24	cov_b2b	B2B matching events during COVID	
V25	cov_train	Training on e-commerce during COVID	
V26	cov_ment	Mentoring on e-commerce during COVID	
V27	cov_ecom	Training on e-commerce w/ existing platforms during COVID	
V28	cov_log	Training on logistics during COVID	
V29	cov_help	Help desks during COVID	
V30	q15_1j	q15_1j	
V31	pcov_trade	Trade missions post COVID	
V32	pcov_ctrade	Collective trade missions post COVID	
V33	pcov_fair	Trade fairs post COVID	
V34	pcov_b2b	B2B matching events post COVID	
V35	pcov_train	Training on e-commerce post COVID	
V36	pcov_ment	Mentoring on e-commerce post COVID	
V37	pcov_ecom	Training on e-commerce w/ existing platforms post COVID	
V38	pcov_log	Training on logistics post COVID	

ID	Name	Label	Question
V39	pcov_help	Help desks post COVID	
V40	q15_2j	q15_2j	
V41	app_nr	q16_a	
V42	bud_nr	q16_b	
V43	act_cou	q6/q10 Budget share country image building	
V44	act_ess	q6/q10 Budget share export support services	
V45	act_mar	q6/q10 Budget share marketing	
V46	act_res	q6/q10 Budget share market research and publications	
V47	act_adv	q6/q10 Budget share on policy advocacy	
V48	act_oex	q6/q10 Budget share other related to export support and promotion	
V49	act_oim	q6/q10 Budget share other not related to export support and promotion	
V50	sec_agr	q7/q11 Budget share agriculture, agro-industry, animal products	
V51	sec_mach	q7/q11 Budget share machinery (vehicles, transport equipment/parts, turbines	
V52	sec_elect	q7/q11 Budget share electrical and electronic products	
V53	sec_text	q7/q11 Budget share garments/textiles/leather/footwear	
V54	sec_othman	q7/q11 Budget share other manufacturing products	
V55	sec_it	q7/q11 Budget share IT or IT-enabled services	
V56	sec_highit	q7/q11 Budget share other more skill-intensive services	
V57	sec_tou	q7/q11 Budget share tourism/travel services	
V58	sec_oth	q7/q11 Budget share other	
V59	cli_new	q8/q12 Budget share spent on new or occasional exporters	
V60	cli_est	q8/q12 Budget share spent on established exporters	
V61	cli_nonexp	q8/q12 Budget share spent on non-exporters	
V62	cli_sma	q9/q13 Budget share spent on micro and small exporters	
V63	cli_med	q9/q13 Budget share spent on medium exporters	
V64	cli_lar	q9/q13 Budget share spent on large exporters	

Total: 64

COUNTRYCODE: country_name

Data file: tpo_survey

Overview

Type: Continuous Width: 9 Format: character

Q3_1: q3_1

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	
2	
3	
5	

AGENCY: epa_name

Data file: tpo_survey

Overview

Type: Continuous Width: 112 Format: character

AGENCY_DATE: date_epa

Data file: tpo_survey

Overview

Type: Continuous Width: 10 Format: character

NREMP: employees_epa

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	
4	
5	
6	
7	
9	
14	
15	
16	
18	
20	
21	
24	
25	
27	
28	
29	
30	
33	
34	
39	
42	
43	
46	
52	
56	
62	
67	
73	
76	
82	
97	
102	
125	
180	

206	
235	
325	
326	
375	
412	
450	
460	
480	
583	
600	
680	
978	
1111	

STATUS: legal/organizational status of the agency

Data file: tpo_survey

Overview

Type: Discrete Width: 27 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	Sub-unit of a ministry
2	(Semi-)autonomous agency
3	Joint public-private entity
4	Private
5	Other

Q1_SPECIFYA: q1_specifya

Data file: tpo_survey

Overview

Type: Continuous Width: 365 Format: character

BOTOT: Number of people sitting on the board of the agency**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
19	
54	

BOPRI: Number of board members representing the private sector**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	
2	

3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
15	
49	

BOCAB: Number of board members being public Cabinet-level officials

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	
1	
2	
3	
4	
5	
6	
7	
8	

Q3_2: q3_2

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	
2	
3	
4	
5	

Q3_3: q3_3

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	
2	
3	
4	
5	

Q3_4: q3_4

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	
2	
3	

4	
5	

Q3_5: q3_5**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	
2	
3	
4	
5	

SOU_PUB: Budget share from public sources**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
4	25-50%
5	50-75%
6	75-100%

SOU_PRI: Budget share from private sources**Data file:** tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SOU_DON: Budget share from bilateral and multilateral donors

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SOU_OTH: Budget share from other

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
6	75-100%

PLAN_COV19: q14_a

Data file: tpo_survey

Overview

Type: Discrete Width: 11 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	Yes
2	No
3	In progress

PLAN_APP: q14_b

Data file: tpo_survey

Overview

Type: Discrete Width: 11 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	Yes
3	In progress

COV_TRADE: Trade missions during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_CTRADE: Collective trade missions during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_FAIR: Trade fairs during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_B2B: B2B matching events during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_TRAIN: Training on e-commerce during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_MENT: Mentoring on e-commerce during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_ECOM: Training on e-commerce w/ existing platforms during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_LOG: Training on logistics during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

COV_HELP: Help desks during COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

Q15_1J: q15_1j

Data file: tpo_survey

Overview

Type: Continuous Width: 198 Format: character

PCOV_TRADE: Trade missions post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_CTRADE: Collective trade missions post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_FAIR: Trade fairs post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_B2B: B2B matching events post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_TRAIN: Training on e-commerce post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_MENT: Mentoring on e-commerce post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_ECOM: Training on e-commerce w/ existing platforms post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_LOG: Training on logistics post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

PCOV_HELP: Help desks post COVID

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
0	No
1	Yes

Q15_2J: q15_2j**Data file:** tpo_survey**Overview**

Type: Continuous Width: 185 Format: character

APP_NR: q16_a**Data file:** tpo_survey**Overview**

Type: Continuous Width: 9 Format: character

BUD_NR: q16_b**Data file:** tpo_survey**Overview**

Type: Continuous Width: 9 Format: character

ACT_COU: q6/q10 Budget share country image building**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

ACT_ESS: q6/q10 Budget share export support services**Data file:** tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

ACT_MAR: q6/q10 Budget share marketing

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

ACT_RES: q6/q10 Budget share market research and publications

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

ACT_ADV: q6/q10 Budget share on policy advocacy

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

ACT_OEX: q6/q10 Budget share other related to export support and promotion

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%

5	50-75%
---	--------

ACT_OIN: q6/q10 Budget share other not related to export support and promotion

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%

SEC_AGR: q7/q11 Budget share agriculture, agro-industry, animal products

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SEC_MACH: q7/q11 Budget share machinery (vehicles, transport equipment/parts, turbines

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SEC_ELECT: q7/q11 Budget share electrical and electronic products

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%

SEC_TEXT: q7/q11 Budget share garments/textiles/leather/footwear

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
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1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SEC_OTHMAN: q7/q11 Budget share other manufacturing products

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%

SEC_IT: q7/q11 Budget share IT or IT-enabled services

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SEC_HIGHT: q7/q11 Budget share other more skill-intensive services

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%

SEC_TOU: q7/q11 Budget share tourism/travel services

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

SEC_OTH: q7/q11 Budget share other

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%

CLI_NEW: q8/q12 Budget share spent on new or occasional exporters

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

CLI_EST: q8/q12 Budget share spent on established exporters

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%

3	10-25%
4	25-50%
5	50-75%
6	75-100%

CLI_NONEXP: q8/q12 Budget share spent on non-exporters

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

CLI_SMA: q9/q13 Budget share spent on micro and small exporters

Data file: tpo_survey

Overview

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

CLI_MED: q9/q13 Budget share spent on medium exporters**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

CLI_LAR: q9/q13 Budget share spent on large exporters**Data file:** tpo_survey**Overview**

Type: Discrete Width: 10 Format: Numeric

Questions and instructions

CATEGORIES

Value	Category
1	0%
2	<10%
3	10-25%
4	25-50%
5	50-75%
6	75-100%

Documentation

Questionnaires

Survey of Trade Promotion Organisations (TPO) / Export Promotion Agency (EPA)

Title Survey of Trade Promotion Organisations (TPO) / Export Promotion Agency (EPA)
Author(s) World Bank
Language English
Publisher(s) World Bank
Filename covid_tpo_survey.pdf

Other materials

ReadMe

Title ReadMe
Author(s) Yewon Choi, Ana Fernandes, Arti Grover, Leonardo Iacovone, and Marcelo Olarreaga (2023)
Language English
Publisher(s) World Bank
Filename readme_tpo_survey.pdf
