

# ATPF

# ASIAN TRADE PROMOTION FORUM

## 28<sup>th</sup> CEO Meeting 2015

*“Integrating Asia with Global Value Chain”*



## Introduction to the Proposed Meeting

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 24 members.

Sri Lanka Export Development Board (SLEDB), has the privilege of hosting the 28th ATPF CEO Meeting for the first time in Sri Lanka. The theme for the meeting is **“Integrating Asia with Global Value Chain”**.

The meeting would provide the TPO representatives a platform to exchange their views with other TPO representatives leading to in-depth discussions to build up a new roadmap to integrate Asia with the Global Value Chain.