



International
Trade
Centre

KEMENTERIAN
PERDAGANGAN
REPUBLIK INDONESIA

MINISTRY OF TRADE

WORLD EXPORT DEVELOPMENT FORUM 2012

15-17 October - Jakarta, Indonesia

LINKING
GROWTH MARKETS:
NEW DYNAMICS IN
GLOBAL TRADE



PROGRAMME

Bloomberg

PROGRAMME

WORLD EXPORT DEVELOPMENT FORUM 2012

15-17 October - Jakarta , Indonesia

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WELCOME

Ms. Patricia Francis



It is my great pleasure to welcome you to the 13th edition of the World Export Development Forum (WEDF). Since its launch, WEDF has established itself as the most important global event for policymakers and business leaders to explore trade trends and prospects for emerging markets. This year's event, "Linking Growth Markets: New Dynamics in Global Trade," provides an opportunity for participants to discuss what can be done to diversify their exports by further increasing trade between emerging regions.

The speakers at WEDF 2012 will provide a picture of the current, and more importantly, future, role of emerging markets in global trade. The conference will explore issues of trade facilitation and the complexities of non-tariff measures. We will discuss commodities markets and their impact on food security. Better integration of small and medium-sized enterprises in the global value chain is another issue we will look at, along with the importance of inclusiveness and access to trade finance.

This year's event takes place amid continued economic turmoil. The Euro zone crisis has carried on unabated and its effects continue to be felt on the global trading system, leaving few countries unscathed. The latest figures from the WTO suggest that growth this year and next will slow even further than predicted. At WEDF we will put these issues into perspective, share lessons learnt, and look at how to make the most of the opportunities within these new dynamics of global trade.

Despite their resilience and relatively stable growth, many emerging economies have seen declines in exports to their traditional target markets since the global economic crisis took hold in 2008. In order to maintain their export levels they have begun to diversify their exports towards other emerging and developing economies. ITC is at the forefront of providing information which enhances the transparency of market regulations and trade flows that exporters can expect as they identify opportunities in non-traditional markets.

The Republic of Indonesia, our host for this year's WEDF, is a great example of how a country is able to overcome crises and create growth. The country suffered from an economic crisis in 1997-98, but in the past decade GDP has grown steadily at around 6% annually. While Indonesia, too, has felt the impact of the current economic crisis, growth has remained stable. Under the leadership of H.E. President Susilo Bambang Yudhoyono, Indonesia has stepped up its efforts to improve the business environment and connect with its Asian neighbours — as well as other emerging markets — and it is now beginning to reap the benefits, with its exports within Asia doubling in just four years. Already a member of the G20, Indonesia is expected to rise even further: a recent study by McKinsey suggests that by 2030, it will be the 7th biggest economy in the world.

Similar developments to those in Indonesia need to take place elsewhere, too. An ITC research paper to be presented at WEDF concludes that investment in trade infrastructure would increase Sub-Saharan Africa's GDP by US\$ 20 billion annually while boosting exports by 51%. Furthermore, cutting the time required to clear customs by 50% would generate an additional US\$ 15 billion annually in GDP.

At WEDF 2012 we will seek and stake out the way forward for international trade. Linking growth markets in Asia, Africa and Latin America will help not only to diversify the global trading system and bring new economic opportunities, it will also help to reduce poverty and bring down disparity across the world. Here in Jakarta, we will together take another step towards achieving those goals.

Ms. Patricia Francis
Executive Director, International Trade Centre (ITC)

WELCOME

H.E. Mr. Gita Irawan Wirjawan



On behalf of the Republic of Indonesia, it is a great pleasure to welcome you alongside the International Trade Centre as participants to the 2012 World Export Development Forum (WEDF).

Now as the world's 16th largest economy with US\$ 1.1 trillion of GDP (PPP), global analysts such as McKinsey Global Institute have expressed confidence that Indonesia is poised to be one of the world's top ten economies by 2030. It is also estimated that Indonesia's consuming class will grow from 50 million today to 135 million people then – with 71% of the population in cities estimated to be producing 86% of the GDP by 2030. Indonesia's economy will also provide a US\$ 1.8 trillion market opportunity in consumer services, agriculture and fisheries, resources, and education. Case in point, amid global economic challenges, Indonesia's economy grew by 6.3% by mid of this year and reached 6.4% growth in 2011.

With strong demographic dividend of 240 million people, 50% of them younger than 29 years old, current economic growth is driven by a healthy combination of domestic consumption, investment, and strategic government spending. Indonesia also places export performance – currently contributing 26% to GDP – as an important role in underpinning its economic development.

The Government of Indonesia has been focusing on exports of value-added products to further drive the economy. Climbing up the value chain will not only increase our export values, but also leads us to becoming a knowledge-based economy. We will also diversify the export market with our non-traditional and new emerging markets such as Latin America, Africa, Middle East, and Eastern Europe, while maintaining our existing markets such as North America, East Asia and Western Europe.

The Masterplan for Acceleration and Expansion of Indonesia's Economic Development (MP3EI), which sets out six main 'economic corridors', provides key guidelines to expand the economy such as through increasing domestic market competitiveness. Our efforts to connect better to other emerging economies is also a result of the anticipated internal growth: through international trade we will be better prepared to cater for our growing population.

We look forward to meeting our counterparts from around the world at WEDF 2012 to discuss what we can do better to link growth market with other growth markets, particularly those in Asia, Africa and Latin America.

We hope that the two and a half days we will spend together here in Jakarta will open new doors for better understanding of South-South trade and lay foundations for new, fruitful trade relationships across and between continents.

Welcome to Jakarta, welcome to Indonesia.

H.E. Mr. Gita Irawan Wirjawan
Minister of Trade, Republic of Indonesia

PROGRAMME AT A GLANCE

SUNDAY, 14 OCTOBER

12:00 – 24:00 Registration

OPENING DAY – MONDAY, 15 OCTOBER

8:00 – 9:30 Registration

9:30 – 11:00 **OPENING** p. 8

11:00 – 11:30 Break and networking – [Official group photo](#)

11:30 – 13:00 **OPENING PLENARY** p. 8
The Growth Markets' Potential: What their emergence means for the future

13:00 – 14:15 Lunch

14:15 – 15:30 **PLENARY SESSION I** p. 10
Trade Facilitation: Enhancing interregional and intra-regional trade

15:30 – 16:00 Break and networking

16:00 – 17:15 **PARALLEL INTERACTIVE SESSIONS** p. 11 -13

PARALLEL SESSION I

Good Practices in PPPs:
Financing and operating
infrastructure projects and
how this success can be
replicated

PARALLEL SESSION II

From Business Concerns to
Policy Action: Overcoming
non-tariff obstacles to trade

PARALLEL SESSION III

Enabling Services: The
critical role of infrastructure
services in enhancing
overall competitiveness

17:30 – 18:30 **GENERAL SESSION** p. 14
Indonesia's Plan for Connectivity: The MP3EI project, a good practice showcase

19:30 **DINNER & CULTURAL PERFORMANCE**

DAY 2 – TUESDAY, 16 OCTOBER

9:00 – 10:30 **PLENARY SESSION II** p. 15
Improving Commodity Supply Chains for Greater Regional and Global Food Security

10:30 – 11:00 Break and networking

11:00 – 12:30 **PARALLEL INTERACTIVE SESSIONS** p. 16-18

PARALLEL SESSION I

Innovations Along the Supply Chain: Can small-holder producers ever succeed in export supply chains?

PARALLEL SESSION II

Ensuring Competitiveness Through Targeted Support Services for the Private Sector

PARALLEL SESSION III

Organizing the Commodities Markets: The role of large corporations, commodity traders and commodity exchanges

12:30 – 14:00 Lunch

14:00 – 15:30 **PLENARY SESSION III** p. 19
Growing Value: Meeting the demands of new consumer markets while strengthening local value addition

15:30 – 16:00 Break and networking

16:00 – 17:30 **PARALLEL INTERACTIVE SESSIONS** p. 20-22

PARALLEL SESSION I

LDCs: Integrating SMEs into global value chains

PARALLEL SESSION II

How to Promote Services Sector Exports and Innovation

PARALLEL SESSION III

Increasing Women Business Owners' Share of Corporate and Government Procurement to Meet Development Objectives

18:00 – 22:00 Buffet dinner

DAY 3 – WEDNESDAY, 17 OCTOBER

9:00 – 10:45 **PLENARY SESSION IV** p. 23
Financing Trade Between Emerging Markets

10:45 – 11:15 Coffee break

11:15 – 12:15 **CLOSING SESSION** p. 24

12:15 – 12:30 **CLOSING REMARKS** p. 24

12:30 – 13:30 Lunch

14:00 Buses depart for participation in the 27th Trade Expo Indonesia and subsequent transfer to the airport

DAY 1 - 15 October

Programme with session briefs

9:30 – 11:00

OPENING

Welcome dance “*Sekar Jagat Bali Dance Performance*” by Merah Putih Dancers

WELCOME ADDRESSES

Ms. Patricia Francis, Executive Director, International Trade Centre (ITC)

H.E. Mr. Gita Irawan Wirjawan, Minister of Trade, Republic of Indonesia

OPENING REMARKS

H.E. Mr. Susilo Bambang Yudhoyono, President of the Republic of Indonesia

11:00 – 11:30

Break and networking – Official group photo

11:30 – 13:00

OPENING PLENARY

The Growth Markets’ Potential: What their emergence means for the future

Volatile continues to be the best way to describe the world economy and while policymakers at one point may have believed we had touched bottom, the Euro zone crisis has continued unabated. The knock-on effect from what many argue is down to European indecisiveness is being felt across the world and had led to a substantial drop in trade. The danger is real that the escalation of the crisis could lead to severe economic and political instability.

The latest figures from the World Trade Organization suggest that trade growth will slow even further this year and next; indeed it was only in September that the WTO lowered its 2012 trade growth projection from 3.7% to 2.5%. While the pace of growth is spread unevenly across the globe, few countries are left untouched, even though economic activity is starting to pick up in some regions.

For many developing countries, stagnation in the developed markets in general and the Euro zone crisis in particular mean that exports to their traditional markets have stopped expanding. While the industrial countries in Europe and the U.S. will continue to be the main target markets for many Southern economies, the crisis is forcing a rethink of trade strategies and accentuates the need to diversify export markets. And in diversification lies the chance for developing countries to make a virtue out of necessity: Despite the headwinds, this new economic climate has given additional impetus to emerging economies and developing countries to search for new trading partners in their own backyards and among other emerging regions.

The APEC region, including the ASEAN countries, has seen the most prolific expansion in South-South trade. While trade growth was initially driven by the main economic powers – China, Canada and the U.S. – other member states have followed suit and are confirming their commitment to trade across the Asia-Pacific region. Russia’s recent accession to the WTO is likely to fuel economic activity in the APEC region further.

As GDP in Sub-Saharan Africa has been rising at twice the pace in the past decade compared to the 1980s and 1990s, African countries, too, have started to diversify their export markets. Improved political stability and a better business climate have allowed growth to accelerate

across the continent. While part of Africa's growth is down to a resource boom, it is also driven by other factors: urbanization, increased access to education, a growing labour force and a surging middle-class. A recent McKinsey report suggests that four groups of industries – consumer-facing industries (retail, telecommunications, and banking), infrastructure-related industries, agriculture and resources – will be worth US\$ 2.6 trillion in annual revenue by 2020. According to ITC research, China in 2011 became the largest importer of products, mostly raw materials, from Sub-Saharan Africa. In Latin-America, however, exporters from Sub-Saharan Africa have not so far been able to gain market share.

Latin America, too, is seeing volatility in growth. In 2010, the region managed to make a strong recovery from the 2009 recession, but growth has since slowed down. The World Bank expects growth to decelerate before consolidating at around 4% from 2013 onwards. Much of the growth is driven by a substantial increase in exports to Asia-Pacific countries.

The new dynamics in the global economy have led to increased intra-regional and inter-regional trade, reconfiguring large global value chains, putting stronger focus on local sourcing and on production closer to new markets. In addition, the growing impact of climate change and the concerns related to food security have also influenced countries' trade policies and affected the trade patterns in the associated commodity supply chains. In order to exploit the full potential of such trade diversification, there are still barriers to overcome.

A recent PriceWaterhouseCoopers study of CEOs in the APEC region found that for them, the greatest obstacle to trade is the increase of non-tariff measures (NTMs). According to recent research by ITC and the WTO, NTMs are actually on the rise and often disproportionately affect trade between two developing countries. Another obstacle to growth is access to finance and investment. As a result of the economic crisis, FDI from many rich countries has slowed down. This should, however, provide an opportunity for others, in particular emerging countries, to spur South-South investments. If these investment are to lead to sustainable, long-term growth, they need to be mutually beneficial and inclusive.

A panel of experts from Asia, Africa and Latin America, representing the public and private sectors, as well as the heads of UNCTAD and the WTO will explore recent trends in interregional and related new trade opportunities. They will also discuss what lessons Africa can learn from successes in intra-regional trade in Asia and Latin America. They will focus on questions such as:

- Much of the growth in LDC exports has been due to increased demand and increased prices for commodities. What do governments and businesses in these countries need to do to increase productive capacity to meet new market demand in their own regions and in other emerging markets while lessening their dependence on volatile commodity markets alone?
- What investment and trade diversification policies have been successful in emerging economies and can the recipe be applied in LDCs and small economies as well?
- Much of international trade is now taking place within global supply chains of multinationals. What threats and opportunities does this mean to exporters, particularly SMEs?

Speakers

H.E. Mr. Gita Irawan Wirjawan, Minister of Trade, Republic of Indonesia

H.E. Mr. Olusegun Aganga, Minister of Trade and Investment, Nigeria

Dr. Supachai Panitchpakdi, Secretary-General, UNCTAD

Mr. Pascal Lamy, Director-General, WTO

Dr. Marta Lucía Ramírez de Rincón, CEO, National Coalition for Colombian Production

Moderator

Ms. Haslinda Amin, Anchor, Bloomberg TV, Singapore

13:00 – 14:15

LUNCH

Address by

Dr. Heinz Walker-Nederkoorn, Ambassador of Switzerland to the Republic of Indonesia, Timor Leste and ASEAN

14:15 – 15:30

PLENARY SESSION I

Trade Facilitation: Enhancing interregional and intra-regional trade

With the fall of tariff barriers, attention has increasingly been shifting back to the importance of hard infrastructure as well as the related trade facilitation or soft infrastructure in enhancing trade. The central role of hard infrastructure in trade is well known. World Bank estimates suggest that the poor state of infrastructure in Sub-Saharan Africa, for example, cuts national economic growth by 2% every year and reduces productivity by as much as 40%. World Bank also estimates that to close the infrastructural gap, Africa needs to invest US\$ 93 billion annually¹. As South Africa's Minister of Trade and Industry H.E. Rob Davies, recently expressed, "Africa's full economic potential will remain unfulfilled unless we address the challenges of inadequate infrastructure".

Trade facilitation and soft infrastructure – including improvement in customs and borders procedures, but also broader issues of non-tariff measures, product standards as well as trade-related services such as transport, telecommunication and logistics, are also critical for trade and can substantially impact the competitiveness of firms. A study by Helble, Shepherd and Wilson (2007) indicates that improving transparency of the trading environment in the APEC region could raise intra-regional trade by approximately US\$ 148 billion or 7.5%².

A study by ITC estimates that the benefit to Sub-Saharan Africa from investing in trade related infrastructure alone could be US\$ 20 billion per year by 2025. It would also lead to an increase in exports of up to 51% beyond the baseline³.

Investment in hard infrastructure generally has a higher impact on economic growth when combined with investment in soft infrastructure. Strengthening soft infrastructure is at the core of the ITC's work, as it assists countries to enhance trade policies, overcome non-tariff obstacles, encourage market intelligence and facilitate public-private dialogue. As noted by Patricia Francis, Executive Director of ITC, while hard infrastructure is the "playing-field" of international trade, it is with the assistance of soft infrastructure that intra and inter-regional trade will be able to be competitive.

A recent op-ed in the *Gulf Times* written by the Heads of the Regional Development Banks and the World Bank affirmed the importance of trade facilitation in supporting greater participation in international trade and facilitating FDI. The statement noted that inefficiencies in processing and clearing goods in developing countries put them at a competitive disadvantage leading to high transaction costs, long delays, and an additional 10-15% to the cost of getting goods to markets. The ongoing negotiations for a multilateral Trade Facilitation Agreement at the WTO will be an important insurance policy in ensuring that all countries implement critical trade facilitation procedures that would reduce the time and cost of transacting trade.

A panel of experts will share lessons learnt from investments in hard and soft infrastructure and discuss how existing initiatives are expected to improve connectivity, reduce costs and result in increased intra- and inter-regional trade. Panelists will also share their views on how to work effectively with the private sector in financing, building, operating and managing small and large-scale infrastructure projects.

Speakers

H.E. Dr. Rob Davies, Minister of Trade and Industry, South Africa

H.E. Mr. Dahlan Iskan, Minister of State-Owned Enterprises, Republic of Indonesia*

Dr. Surin Pitsuwan, Secretary-General, ASEAN

Dr. Peter Allgeier, President, Coalition of Services Industries (CSI), USA

Mr. Salah Sharaf, Director, Sharaf Group, United Arab Emirates

Moderator

Ms. Valentine Rugwabiza, Deputy Director-General, WTO

1 World Bank, Study, *Africa's Infrastructure: A Time for Transformation*

2 See Helble, Shepherd and Wilson (2007): <http://onlinelibrary.wiley.com/doi/10.1111/j.1467-9701.2009.01170.x/abstract?jsessionid=D5AD9784DADD4118F6506312CFCF53C4.d03t01>

3 ITC: *Africa Trade Potential : Export Opportunities in Growth Markets* (2012)

15:30 – 16:00

Break and networking

PARALLEL INTERACTIVE SESSIONS

16:00 – 17:15

PARALLEL SESSION I

Good Practices in PPPs: Financing and operating infrastructure projects and how this success can be replicated

Public Private Partnerships (PPPs) bring public and private sectors together in long-term partnerships for mutual benefit. The PPP label covers a wide range of different types of partnerships, including private-sector ownership into state-owned businesses (sales of either a majority or a minority stake), and public sector contracts to purchase services on a long-term basis to take advantage of private sector management skills, incentivised by having private finance at risk.

Countries around the world confront glaring infrastructure deficits daily. Evidence of the large and growing gap between infrastructure needs and provision manifests itself in congested roads; bridges in need of repair; poorly maintained transit systems and recreational facilities; and deteriorated hospitals, schools, and waste treatment facilities in urgent need of rehabilitation and repair.

In the recent past, governments have increasingly turned to the private sector for financing, design, construction, and operation of Infrastructure projects. These PPPs have emerged as one of the most important models governments use to close the infrastructure gap. However, countries remain at vastly different stages of understanding and sophistication in using partnership models. Many countries are still at the first stage of PPP development: designing the policy and legislative framework that enable successful partnerships, getting the deals right, building the marketplace, etc. Other countries are higher up in the maturity curve and have expanded their use of PPPs into diverse sectors.

Mobilising private investment in infrastructure is no longer a matter of choice. It is a necessity for policymakers if needs of infrastructure investment estimated at US\$1,800 billion per year are to be fulfilled. In many countries around the world, private participation in infrastructure development has helped boost their coverage and efficiency. Yet many instances of failed public-private partnerships often remind us of the difficult challenges facing policy makers in managing this relationship.

The challenges arise from the heightened commercial risks faced by the private investors on account of the long gestation period of the projects operated under double imperative of ensuring financial sustainability and meeting social objectives. Foreign investors face even greater challenges as they operate in an unfamiliar environment and are often subject to intense public and political scrutiny.

- What are the success stories and lessons learnt from cautionary tales of unsuccessful approaches?
- What delineate best practices for future financing and operating infrastructure projects through public-private partnerships?

Speakers

H.E. Mr. Dagobert Banzio, Minister of Commerce, Côte d'Ivoire

Prof. Bambang P.S. Brodjonegoro, Head of the Fiscal Policy Office, Ministry of Finance, Republic of Indonesia

Mr. Ferdinand D. Tolentino, Deputy Executive Director, Public-Private Partnership Center, Philippines

Moderator

Mr. Noke Kiroyan, Chairman, International Chamber of Commerce (ICC), Republic of Indonesia

16:00 – 17:15

PARALLEL SESSION II

From Business Concerns to Policy Action: Overcoming non-tariff obstacles to trade

Non-tariff measures (NTMs) are of particular concern to exporters and importers in developing countries, for whom they may represent a major impediment to international trade and market access. Exporting companies seeking access to foreign markets and companies importing products need to comply with a wide range of requirements, including technical regulations, product standards and customs procedures. NTMs vary across products and countries, and can change quickly.

In developing countries in particular, the business sector often lacks the information, capabilities and facilities needed to meet the complex requirements and to demonstrate compliance with NTMs at reasonable cost. National policymakers, on the other hand, need a clear understanding of what their business sector perceives as predominant obstacles to trade to develop the most appropriate trade-related policies. To meet these challenges, a priority needs to be placed on enhancing transparency in NTMs. ITC, for instance, is contributing to increased transparency by conducting large-scale company surveys in 30 developing countries in cooperation with national governments. The results of these surveys provide a diagnostic tool that can help governments, international organizations and donors identifying priority areas for action.

- How can enterprises, in particular small and medium-sized enterprises, be assisted to meet trade standards and overcome trade barriers in relation to NTMs?
- How can trade support institutions (TSIs) respond to sector-specific challenges and tailor their NTM-related support to businesses?
- What can policymakers do to improve businesses' compliance with NTMs and remove non-tariff barriers to trade?
- What lessons can be learnt from cases in Latin America, Africa and the Arab States?

Speakers

H.E. Mr. Rishad Bathiudeen, Minister of Industry and Commerce, Sri Lanka

Mr. Stefan Bederski, General Manager, Agro-ExportTopara, Peru

Mr. Vincent Safari, Director and Focal Point for NTMs in the Ministry of Trade and Industry, Rwanda

Moderator

Mr. Anders Aeroe, Director, Division of Market Development, ITC

16:00 – 17:15

PARALLEL SESSION III

Enabling Services: The critical role of infrastructure services in enhancing overall competitiveness

Infrastructure services, such as telecommunications, ports and roads, energy and financial services are fundamental to the competitiveness of the entire economy. They represent a major element of global GDP and trade. UNCTAD estimates that infrastructure services contributed 20% of global GDP, with the proportion reaching 37% or more in developed economies like the US, and 10% of global employment.

An enabling environment must be created to promote infrastructure services. Innovation must be promoted and the regulatory framework adapted. On the one hand, innovation is a key driver of competitiveness. Companies in infrastructure service industries are anticipating and getting ahead of the needs of their customers to improve services. Grasping where the next innovations will arise is an important element to understand how global trade flows will evolve and where investment capital will follow. On the other hand, regulation of these services has a big impact on competitiveness. It is now generally accepted that many of these services should be provided or managed by private companies to free up government resources, improve service provision and take advantage of the value of competition. Understanding how competitiveness will evolve in the medium term involves understanding how these regulatory structures will evolve to facilitate investment, efficiency, quality and innovation, while maintaining other objectives such as security, provision at a fair price and competition.

Management and organization of infrastructure facilities, such as ports and the supply chains feeding into ports, directly affect competitiveness of products traded. Possibilities for improvement include more efficient coordination between relevant authorities, and more efficient collaboration with the private sector and freight operators while maintaining border security.

Banking, insurance and other soft infrastructure services are as important as ports and roads in influencing the competitiveness of export industries. These global industries have gone through a wave of regulatory and commercial challenges since the financial crisis of 2008. Many questions arise on how these global industries will evolve over the next five years and how global regulation should progress to allow them to evolve.

Improved telecommunications has had a massive influence on increasing competitiveness. In order for developing countries to make significant gains, especially in services, they will have to accelerate investments and support innovation. While new innovations are coming, and continue to be developed, governments must also establish the right environment to make them happen.

- How can the private sector and government work to improve the performance of infrastructure services to increase competitiveness?
- What are the key areas of innovation in banking and insurance, telecom and port operations to improve export competitiveness?
- How will the global, regional and natural environment be involved in key sectors?

Speakers

Dr. Robert de Souza, Executive Director, The Logistics Institute (TLI), Singapore

Ms. Rapelang Rabana, Global Head of R&D, TelFree Group of companies, South Africa

Dr. Peter Allgeier, President, Coalition of Services Industries (CSI), USA

Mr. R. J. Lino, President Director, Indonesian Port Corporation, Indonesia

Moderator

Dr. Ninasapti Triaswati, Economist and member of the National Economic Committee, Republic of Indonesia

17:30 – 18:30

GENERAL SESSION

Indonesia's Plan for Connectivity: The MP3EI project, a good practice showcase

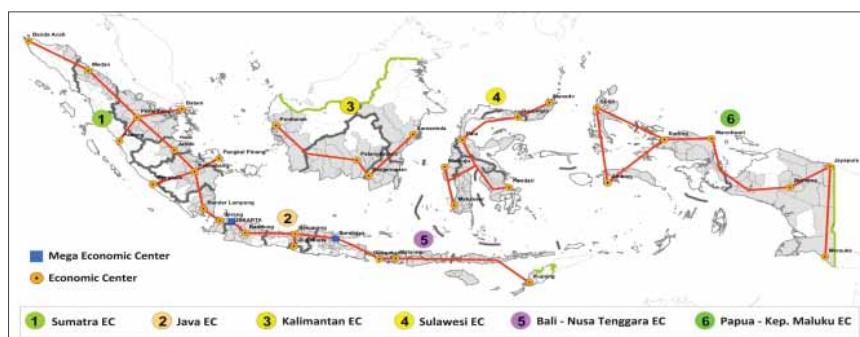
Connectivity is an important driver of balanced and sustainable economic growth. Investment in infrastructure can help countries improve their connectivity both internally as well as with external markets in the region and beyond. This session will focus on Indonesia as a case study in connectivity.

As an archipelagic country of more than 17,000 islands, Indonesia must overcome significant geographic challenges in connectivity. Significant investment in infrastructure needs to be made in order to develop inter-island connectivity along with a more efficient logistics system.

In May 2011, the Government of Indonesia issued its Master Plan for the Acceleration and Expansion of Economic Development 2011–2025 (MP3EI). The plan aims to achieve greater and more inclusive growth across Indonesia through improved connectivity and investment in priority economic activities. The Master Plan defines three strategic pillars as prerequisites to sustained, accelerated and green growth:

- accelerating economic development through six economic corridors;
- improving national connectivity; and
- strengthening human resources, science and technology.

The MP3EI project involves the development of six economic corridors within and among Indonesia's six main islands. This will require a total investment of US\$ 450 billion by 2014, of which US\$ 195 billion is dedicated to infrastructure.



Source: Coordinating Ministry for Economic Affairs, Republic of Indonesia

Six economic corridors to be developed through MP3EI

A panel of experts will discuss the value of investing in connectivity, lessons learnt from past projects and how the public and private sectors can work together in realising the benefits of these investments.

Speaker

H.E. Mr. Hatta Rajasa, Coordinating Minister of Economic Affairs, Republic of Indonesia

Discussants

Mr. Mehlokazulu K. Ndiweni, Chief Economist and Trade Analyst - Secretary General's Office, COMESA Secretariat, Zambia

Dr. Edimon Ginting, Senior Country Economist, Indonesia Resident Mission, Asian Development Bank (ADB)

Moderator

Prof. Djijsman Simandjuntak, Economist and member of the National Economic Committee, Indonesia

19:00

DINNER & CULTURAL PERFORMANCE

DAY 2 -16 October

Programme with session briefs

9:00 – 10:30

PLENARY SESSION II

Improving Commodity Supply Chains for Greater Regional and Global Food Security

Ensuring food and nutrition security for a world population that is likely to expand from 7 billion to 9 billion by 2050 has become an increasingly important issue. It is a complex problem that links many other issues, including climate change, water and land use, population growth, energy security, migration and urbanization.

Trade is at the heart of the food security issue: Improved commodity supply chains and greater regional connectivity are critical to achieving global food security. Linking growth markets, regional trade agreements, trade facilitation and agricultural policy can enhance trade systems and lower the cost of food by improving both competitiveness and the supply chain.

This session will focus on ways of improving supply chains that can unlock the untapped potential of developing countries. Topics include:

- *Increasing the quantity of food supplied.* Africa has 60% of the world's arable land, yet it represents only 4% of total world agriculture exports. Africa must be part of the solution, particularly as Africa can only provide a sustainable supply of food if there is food security in Africa itself. A socially integrated approach will ensure that benefits reach the people on the continent, increasing the income of both food and non-food commodity producers and thus promoting a stable supply of food.
- *Improving supply chain efficiency.* Significant investments must be made in developing solutions that put the right kind of organization behind informal, small and micro producers, and organizing supply chains in a way that ensures proper distribution. ITC sees this as an important step to unlock the potential of developing countries, and has put it at the core of its strategy.
- *Improving supply chain sustainability.* The way food is currently produced in some countries is not sustainable, and it is estimated that 25% of all agricultural land is already highly degraded⁴. Those involved in the food supply chain will need to reconsider the sustainability of their production processes in order to protect and maximize productivity in the long term.
- *Improving supply chain flexibility.* The supply chain will need to be flexible enough to respond to sudden changes in supply and demand caused by, for instance, extreme and volatile weather conditions as a consequence of climate change or various market shocks.

A panel of experts from the public and private sectors will lead a discussion on how to improve commodity supply chains for greater regional and global food security:

- How can regional trade agreements and trade facilitation improve the efficiency of commodity supply chains?
- How should the public and private sectors work together to improve the competitiveness of the food supply chain?

⁴ OECD/FAO *Agricultural Outlook 2012–2021*

Speakers

H.E. Ms. Emma Hippolyte, Minister for Commerce, Business Development, Investment and Consumer Affairs, St. Lucia

H.E. Mr. Rusman Heriawan, Vice-Minister of Agriculture, Republic of Indonesia *

Ms. Valentine Rugwabiza, Deputy Director-General, WTO

Mr. Gavin Gibson, Executive Vice-President and acting Executive Director, International Pulse Trades and Industries Confederation (CICILS IPTIC), Australia

Mr. Chandra Hartono Jokowi djaja, Marketing Director, Ponglarp Co.Ltd., Thailand

Moderator

Mr. Dalton Tanonaka, Anchor, Metro TV, Indonesia

10:30 – 11:00

Break and networking

PARALLEL INTERACTIVE SESSIONS

11:00 – 12:30

PARALLEL SESSION I

Innovations Along the Supply Chain: Can smallholder producers ever succeed in export supply chains?

Smallholder producers form the backbone of agri-food supply sources in developing countries. However, they face significant problems of inconsistency and high levels of waste. Some studies have suggested that the only answer is to consolidate smallholder farms into bigger and more efficient farms and firms. Other innovative approaches, such as those promoted by ITC, have been tried to avoid the social disruption implied in land consolidation plans and comply with buyers' needs for consistent varieties, volumes, shelf-life and full container loads delivered on time. The key to success appears to be in taking a value-chain approach: from the market, back upstream to supply. Examples show that this can be achieved by obtaining engagement of all stakeholders, using technology to maintain good communications, coordinate support services, food safety, provide market price and appropriate technology information, and make payments. There is tremendous unlocked potential to improve food and nutrition security through trade by smallholder producers.

ITC's holistic value chain approach, from markets to supply or from "fork to farm", brings together stakeholders to expose gaps in performance, compliance and the business and policy environments and design responses to attain market objectives.

The call to action from donors and development agencies following the food crises of the 1990s and 2008 led to a large number of projects focusing on increasing agricultural commodity production. But improved productivity has not solved the problem. Well-thought through and organised connections to markets and buyers are essential. Logistics, communications, market development and trade facilitation are arguably the next frontiers to cross to achieve sustainable agri-food development; particularly with perishable foods. There is debate about what approaches should be employed to accelerate expansion of working models. Many multi-national organisations start with large scale impact in mind as they need to satisfy shareholder returns. Development agencies and NGOs on the other hand often start with small projects focused on specific communities or sub-sectors.

- How can agri-food supply chains be more operational, equitable and profitable?
- How can the design of agri-food sector development projects be improved in the future?
- What causes the current waste in produce?
- Are large scale or small-scale projects the most appropriate answer?

Speakers

Mr. Adhi Lukman, Chairman, Indonesian Food and Beverages Association (GAPMMI)
Dr. Mohammad Razzaque, Economic Adviser, Commonwealth Secretariat
Mr. Alioune Sarr, General Director, Senegalese Export Agency (ASEPEX)
Mr. Gulam Patel, Chairman, Nyiombo Investments Ltd., Zambia

Moderator

Mr. Rob Skidmore, Chief, Sector Competitiveness, Division of Market Development, ITC

11:00 – 12:30

PARALLEL SESSION II

Ensuring Competitiveness Through Targeted Support Services for the Private Sector

Trade support institutions in rural areas are often at a disadvantage providing the latest market information, business skills and other trade support services to local exporters. These institutions often lack the financial or human resources that would be necessary to provide adequate support to their local producers. On the other hand it is also true that national-level trade support institutions (TSIs), including official trade promotion organizations (TPOs), are not always able to expand their services and coverage at sub-national level. As a result important links between producers in rural areas and international markets are missing, and producers struggle to become and remain competitive in regional and international markets.

Some of the challenges that need to be addressed are:

- How can these gaps be filled and how can local institutions be strengthened to better serve rural exporters?
- What can be done at the level of national networking between the national TPO, chambers of commerce, sectoral and functional TSIs, to better serve market-led producers and SMEs?
- What innovative processes and mechanisms exist that could be replicated or adapted in countries lacking these types of networks?

Good examples of national TPOs, which have been able to expand their coverage through an active strategy of partnering with local TSIs, do exist. Furthermore, the use of information and communication technology, including mobile communication, opens the way to new and more innovative ways of linking local to international markets.

The session aims at identifying a number of practical solutions to ensure that TSIs in rural areas provide relevant and up-to-date trade support services to exporters.

- The practical difficulties for SMEs in rural areas to enter regional and international markets.
- The importance for TPOs to establish partnerships both with local TSIs and international support mechanisms, acting as a link between local and international markets.
- How to strengthen national network mechanisms between the national TPO and TSIs in rural areas.
- How national and local TPOs and TSIs could make better use of innovative channels of communication between local and international markets.

Speakers

Mr. Achmad Baiquni, Director of Finance, Bank BRI
Mr. Mahmoodun Nabi Chowdhury, Head of Corporate Banking, BRAC Bank, Bangladesh
Mr. César Freund, International Cooperation Manager, PROMPERU, Peru

Moderator

Ms. Aicha Pouye, Director, Division of Business and Institutional Support, ITC

11:00 – 12:30

PARALLEL SESSION III

Organizing the Commodities Markets: The role of large corporations, commodity traders and commodity exchanges

Thought leaders have encouraged development agencies to focus on value not volume, but not everyone can produce a niche product that merits its own brand. Many staple foods, for example, require large-scale processing investments to serve intra-regional and international markets. Examples include processing grains and pulses such as rice, soy, maize, wheat, cocoa and coffee into flour, beans or oil needs continuous large volumes of produce.

High-volume, low-margin markets provide a potential for commodity producers in developing countries. Small-scale producers can generate regular incomes if their produce is harvested and collected in an organized and agglomerated way. Exchanges with their associated storage and financing facilities can also help to reduce exposure to economic shocks and volatility and provide financing for farm inputs.

Supply chain efficiency, compliance with variety categories and delivery standards are key to profitability and success as are professionally run exchanges. Large processors, traders and multi-national companies need to be involved from the start to ensure that exchange conditions and standards respond to their needs.

Commodity exchanges have been established with success in a number of countries and are now serving intra-regional food processors and buyers as well as importers further afield. Economies of scale are translating into higher incomes for farmers. In several countries the facilities provided by exchanges and the convenience and transparency of exchange price-setting mechanisms have extended their use to produce of higher unit value and greater speciality. This has proved to be a catalyst for financing of agri-food diversification.

Behind each exchange is usually a network of supply chain intermediaries to ensure that products delivered match variety, quality and consistency criteria. In many countries the role of these “middlemen” is misunderstood. Some development projects that, through good intentions, have attempted to reduce their role have failed. In fact, middlemen often provide a crucial service to ensure that produce from smaller producers, who lack their own means of transport, is correctly segregated and bagged according to standards, and that it arrives at the exchange on time. In some countries collectors are also providing micro financing and delivery of farm inputs. Without such intermediaries, smallholders would not have access to the benefits of an exchange.

- What role do commodity exchanges play in serving markets?
- What are the critical success factors in designing a commodity exchange?
- What are some key areas for potential collaboration between private sector/multi-national corporations and international organizations like ITC in expanding opportunities to connect small producers to markets?

Speakers

Mr. Megain Widjaja, CEO, Indonesian Commodity and Derivatives Exchange (ICDX)

Dr. Eleni Gabre-Madhin, Founder and former CEO, Ethiopia Commodity Exchange

Mr. Derom Bangun, Vice Chairman, Indonesian Palm Oil Board (IPOB)

Moderator

Ms. Destry Damayanti, Chief Economist, PT. Bank Mandiri, Indonesia

12:30 – 14:00

Lunch

14:00 – 15:30

PLENARY SESSION III

Growing Value: Meeting the demands of new consumer markets while strengthening local value addition

As the middle-income classes expand in the new growth markets, the need for higher-value products and services is also growing. This is leading to new opportunities for lower-income and developing countries to move up the value chain, as well as for employment creation in sectors other than commodities. Local value addition is also being spurred on by an increase of investment by manufacturing companies from the leading growth markets in search of lower labour costs. Justin Lin, the World Bank's former Chief Economist, estimated earlier this year that China would lose 85 million labour-intensive manufacturing jobs within the next decade. While a majority of such jobs will stay in the region, Africa is also witnessing an increase in investment in the manufacturing and services sectors. According to UNCTAD's World Investment Report 2012, a small but discernible sector shift in foreign direct investment (FDI) to Africa is taking place alongside a decline of the relative importance of the primary sector.

New market opportunities in the growth markets, including in services and in environmental niche markets, have been driven by consumer demand for more tailored, more sophisticated goods and services that also meet new standards for environmental and social responsibility. Barriers to these markets, including difficulties in meeting standards, mastering rapid technological change and in accessing information to understand evolving customer demands need to be addressed. For example, in an effort to combat climate change, APEC members agreed in September 2012 on substantial measures for trade and investment liberalization in environmental goods, facilitating the development and dissemination of technologies needed to protect the environment.

This session will be led by experts from the private and public sectors, who will share their perspectives on this trend and discuss how businesses and economies might benefit.

- What should both government and business do to capitalize on this trend? What models of public-private collaboration are needed to maximize the potential of the growing middle class in new growth markets?
- What can the public sector do to further facilitate new entrants into markets and accelerate the expansion of SMEs?
- How can regional economies coordinate policies and better collaborate to maximize the benefits?
- What lessons can be learnt from countries that have successfully leveraged growing domestic demand to upgrade industrial output and establish globally competitive manufacturing export sectors?

Speakers

H.E. Dr. Mari Elka Pangestu, Minister of Tourism and Creative Economy, Republic of Indonesia

H.E. Mr. Tim Groser, Minister of Trade, Minister for Climate Change Issues, and Associate Minister of Foreign Affairs, New Zealand

Ms. Zuhail Mansfield, Chairperson, TMG Mining and Manufacturing Ltd Sti, and President, Turkish-Egyptian Business Council, Foreign Economic Relations Board (DEIK), Turkey

Mr. Douglas Comrie, Managing Director, B&M Analysts, and Chief Facilitator, Durban Automotive Cluster (DAC), South Africa

Mr. Suryo Suwignjo, President Director, IBM Indonesia

Moderator

Dr. James Zhan, Director, Investment and Enterprise Division, UNCTAD

15:30 – 16:00

Break and networking

PARALLEL INTERACTIVE SESSIONS

16:00 – 17:30

PARALLEL SESSION I

LDCs: Integrating SMEs into global value chains

There is clear recognition of the central role of the private sector in advancing innovation, creating wealth, income and jobs, mobilizing domestic resources and in turn contributing to poverty reduction. In parallel, the private sector is adapting to shifts in patterns of global trade. Economies are ever more interconnected through global value chains as trade in intermediate products is now the largest segment of global merchandise trade. Geographical fragmentation and expansion of value chains are creating new opportunities and questioning previous conceptions and approaches to competitiveness. As a major contributor to employment, this process of fragmentation is of particular significance for small and medium-sized enterprises (SMEs) in developing countries and even more so in the least developed countries (LDCs).

For SMEs in LDCs, the geographic fragmentation and expansion of value chains will potentially enhance opportunities for new entries into global markets. Suppliers can focus attention on completing one step in the value chain, not necessarily the whole value chain itself. Together with traditional investment drivers such as labour productivity, workforce skills, and resource endowments, this means that other factors are motivating business decisions. Issues such as border management, transport, services and telecommunications infrastructure and the regulatory environment are also influencing investment decisions.

On the flip side for LDC governments, the geographical fragmentation and expansion of value chains may challenge national conceptions of development policy. Policy issues that emerge include ensuring the maximum development footprint from value chains and promoting backward linkages into national economies. One particular preoccupation of some governments is upward mobility within the value chain to ensure that their economies are not caught at the base.

- What are the opportunities that global value chains offer LDC SMEs?
- What are the key experiences and lessons learnt on how to develop and sustain new linkages between local suppliers in LDCs and international companies?
- What are the best options for the public and private sector to work together to ensure the maximum development impact?
- What type of assistance are international companies providing to develop local supply relationships?
- What policy and regulatory reforms can be put in place to attract investments from international business?

Speakers

H.E. Mr. Fonotoe Nuafesili Pierre Lauofo, Deputy Prime Minister and Minister for Commerce, Industry and Labour and Trade Negotiations, Samoa

H.E. Mr. Siaoavath Savengsuksa, Vice-Minister, Ministry of Industry and Commerce, Lao P.D.R.

Ms. Melanie Dharmosetio, Vice-President, PT Lion Super Indo, Indonesia

Moderator

Mr. Rajesh Aggarwal, Chief, Business and Trade Policy, ITC

16:00 – 17:30

PARALLEL SESSION II

How to Promote Services Sector Exports and Innovation

Services dominate the world economy, representing more than 50% of GDP, even in the poorest countries. In the past 10 years, the trade in services has grown faster than trade in goods, with developing countries participating more in trade in services. Their share of global trade volumes has increased from 14% in 1990 to 21% in 2008. There is still room for further growth, including:

- *Strong education.* Human capital underpins all service industries, but is especially important in industries such as BPO, IT/ITES, education, or medical services.
- *Solid institutions and regulation.* Services are more sensitive to good business environment for many reasons ranging from dependence on intellectual property, to more government regulation or even government monopoly (education and health for instance).
- *Liberalised telecommunications and e-infrastructure.* ICT infrastructure has driven the rapid growth in services and is a key driving element.
- *Foreign direct investment.* Investors bring technology, intellectual capital and access to markets critical to make services sectors grow.

Services drive employment and economic growth in most economies and offer huge opportunities for low-skilled and entry-level labour, women and youth. Services also strengthen a country's competitiveness in other areas, such as export of goods, through improved logistics, power supply, design and other elements. Additionally, services contribute to a country's quality of life through improved medical services, education or leisure opportunities. For several reasons, however, export of services is often under-represented in trade promotion efforts. Promoting services is a complex task that often requires a change in mind-set of trade-support institutions and exporters. Additionally, it is difficult to map service exporters, measure trade flows, and bring the industry together. Trade in services is more sensitive to intangible factors such as intellectual property, image, or credibility. Trade in services requires a longer-term vision where marketing and sales processes takes more time and are more complex. Finally, regulatory issues both in the home and import markets affect trade in services. To promote export of services often requires efforts across multiple disciplines.

- How can exports of services be promoted to reach their potential in generating employment and driving economic development?
- How does the regulatory framework affect public/private cooperation?
- How do hard and soft infrastructure drive growth of export of services in the travel and transportation industries?
- How can public-private dialogue be encouraged to get the right business environment to promote innovation and growth in the export of services?
- How can IT/ITES and other exporters from developing countries establish relationships and build credibility in export markets?

Speakers

Mr. Emirsyah Satar, President and CEO, Garuda Indonesia

Mr. Janaka Ratnayake, Chairman and Chief Executive, Sri Lanka Export Development Board

Mr. David Gomez, Manager, Trade and Export Development, Caribbean Export, Barbados

Mr. Imtiaz Ila hi, Managing Director, GraphicPeople, Bangladesh

Mr. Shintaro Hamanaka, Economist, Office of Regional Economic Integration, Asian Development Bank (ADB)

Mr. Gusmardi Bustami, Director General, National Export Development, Ministry of Trade, Republic of Indonesia

Moderator

Ms. Desi Anwar, News presenter, Metro TV, Indonesia

16:00 – 17:30

PARALLEL SESSION III

Increasing Women Business Owners' Share of Corporate and Government Procurement to Meet Development Objectives

Women entrepreneurs are a growing economic force: over 34% of firms worldwide have female participation in ownership. Yet companies owned by women are not fully accessing opportunities to leverage corporate and government procurement. The panel will discuss targeting sourcing from women business owners, particularly, why this is important, how it can be achieved and some lessons learnt from the private and public sectors.

Governments and international organizations recognize that empowering women is a catalyst for achieving gender equality and internationally agreed goals and commitments, including the Millennium Development Goals. Research shows that women reinvest up to 90% of their earnings in family wellbeing. When they are educated and can earn and control income, a number of good results follow: infant mortality declines, child health and nutrition improve, agricultural productivity rises, population growth slows, economies expand, and cycles of poverty are broken.

Despite the progress made in recent years, women-owned companies (many of which are SMEs) are still unable to benefit from the opportunities in procurement. In the US in 2010, for example, women business owners received less than the allocated 5% of federal contract dollars. Women business owners often have a poor understanding of the guidelines and regulations pertaining to government procurement contracts, are often not privy to pre-selection prior to formal advertising processes, are unfamiliar with bidding procedures and lack of awareness of bidding opportunities that affects their eligibility and prevents them from accessing government procurement contracts. Women are also estimated to win less than 1% of corporate contracts. For women in developing countries, in particular, this is a huge, missed opportunity.

- How can procurement policies targeting sourcing from women business owners be crafted in compliance with WTO's plurilateral Government Procurement Agreement?
- How does updating procurement policies strengthen the impact of government spending on meeting development objectives?
- What are the benefits for corporations to adopt supplier diversity programmes?
- What are some of the supply-side constraints typically faced by women and what role have trade support institutions to play in ensuring women's success?

Speakers

H.E. Ms. Miata Beysolow, Minister of Commerce and Industry, Liberia

Mr. Nicholas Niggli, Counsellor and Deputy Head of the WTO Division, Permanent Mission of Switzerland to the WTO and EFTA

Ms. Pacita Juan, President, Philippine Coffee Board

Ms. Monique Ward, Asia Pacific Director of Procurement, Accenture, Australia

Ms. Putri Kuswisnu Wardani, President Director, Mustika Ratu, Indonesia

Moderator

Ms. Meg Jones, Senior Programme Officer, Women and Trade, ITC

18:00 – 22:00

Buffet dinner

DAY 3 -17 October

Programme with session brief

9:00 – 10:45

PLENARY SESSION IV

Financing Trade Between Emerging Markets

Trade between emerging markets in South America, Africa, Asia and the Middle East is growing much faster than traditional flows. This South-South trade is currently dominated by commodities, but as consumer markets continue to expand on the back of rising affluence, the pattern of trade will be increasingly focused on manufactured goods. While some emerging markets have established substantial manufacturing capabilities and have access to the labour to support it, most African countries are still dependent on a few commodities.

Moving up the value chain and participating in global supply chains requires policies that facilitate both imports and exports. Speaking on the subject, Pascal Lamy recently said that “the high level of import intensity in export production has created an unprecedented level of inter-dependency among countries engaged in supply chains. It is no longer just about exports. Imports are essential to export.”⁵ Financing production within supply chains raises the issue of the pattern of trading operations/transactions and the importance of transaction flows.

The development of financial infrastructure, greater access to long-term funding and the ability to tap into fast growing sources of liquidity and investment, such as Islamic finance, are trends that have played a key role in stimulating the expansion in South-South trade and provide an important opportunity for further interconnectivity between emerging growth markets. China has also been facilitating the expansion of its exports of manufactured goods by providing a series of Renminbi denominated loans in several bilateral currency swap agreements with Latin America, Turkey and the United Arab Emirates, and HSBC in September launched its first Renminbi (Rmb) denominated documentary credit for an Indian pharmaceutical company.

Despite these trends, China, India, Brazil and Russia account for only a fraction of each other's trade and global credit continues to be difficult to access, restricting the availability of trade finance, limiting capital inflows and making it even more difficult for SMEs to secure financing of their trade activities. Traditional approaches to financing have relied on collateral-based lending, but as SME risk is not well understood, and financial flows along the supply chain are opaque, access to finance continues to be difficult.

The 2012 Global Enabling Trade Report sights access to finance as the second most important bottleneck to increasing exports, while difficulty in identifying potential markets and buyers was seen as the biggest inhibiting factor in increasing exports. This is even more so the case when attempting to diversify markets away from traditional buyers in mature markets, as the associated risks are not well understood.

Indonesia, for example, imports more than US\$ 3 billion worth of cotton per year, of which a significant volume comes from Africa. However, it is sold to Indonesia through third parties because the African cotton industry does not have an established relationship with Indonesian cotton buyers. Opportunities therefore exist to establish direct linkages if a secure financial system can be put in place that builds trust and confidence between buyers and sellers to do business with each other.

Panellists will discuss the key elements necessary to finance commodities and manufactured goods between emerging markets. The role of various financial institutions in facilitating South-South trade will be explored including the role of development banks, Islamic financing, export-import (EXIM) banks and guarantee facilities. Panellists will describe success stories in financing inter- and intraregional trade by using innovative trade finance initiatives.

5 Speech at joint WTO-MOFCOM-OECD-UNCTAD seminar on Global Value Chains, Beijing, China, 19 September 2012.

Speakers

Ms. Lakshmi Venkatachalam, Vice-President, Private Sector and Co-financing Operations, Asian Development Bank (ADB)

Mr. Nazeem Noordali, General Manager, Corporate and Structured Finance, International Islamic Trade Finance Corporation (ITFC), Islamic Development Bank Group

Mr. Suharsono, Managing Director, Indonesia Exim Bank (LPEI)

Mr. Rene Awambeng, Group Head, Regional Business and Commodity Finance, Ecobank, United Kingdom

Mr. Felix Adahi Bikpo, CEO, African Guarantee Fund, Kenya

Mr. André Soumah, Executive Chairman, ACE Global, Switzerland

Moderator

Ms. Frida Lidwina, Anchor, Metro TV, Indonesia

10:45 – 11:15

Coffee break

11:15 – 12:15

CLOSING SESSION

Summary of WEDF 2012 outcomes and recommendations

Speakers

H.E. Mr. Francisco Pirez Gordillo, Ambassador, Permanent Representative of Uruguay to the WTO

H.E. Mr. Georges-Henri J.B. Barberousse, Permanent Representative of Haiti to the WTO

H.E. Dr. Yonov Frederick Agah, Ambassador, Permanent Representative of Nigeria to the WTO

H.E. Mr. Kouadio Adjoumani, Ambassador, Permanent Representative of Côte d'Ivoire to the WTO

Mr. Gusmardi Bustami, Director-General for National Export Development, Ministry of Trade, Republic of Indonesia*

Moderator

Ms. Patricia Francis, Executive Director, International Trade Centre (ITC)

12:15 – 12:30

CLOSING REMARKS

Speaker

H.E. Mr. Hatta Rajasa, Coordinating Minister of Economic Affairs, Republic of Indonesia

12:30 – 13:30

Lunch

14:00

Buses depart for participation in the **27th Trade Expo Indonesia** and subsequent transfer to the airport

* to be confirmed

BIOGRAPHIES

Speakers and Moderators

Dr. Anders Aeroe, Director, Division of Market Development, International Trade Center (ITC)



Mr. Aeroe, a Danish national who joined ITC in 2007, has held his current post since 2011. His career has focused on export facilitation, globalization, industrial development and restructuring, technology and knowledge management at the corporate, organizational and policy level.

Mr. Aeroe previously worked in South Africa, as a regional adviser to the Danish Industrialisation Fund for Developing Countries and Senior Manager Trade Promotion at the Western Cape Trade and Investment Promotion Agency. Earlier, he was with the Danish Association of Engineers and the Danish Federation of Small and Medium-Sized Enterprises.

He holds a PhD in Industrial Economics from Copenhagen Business School.

H.E. Dr. Yonov Frederick Agah, Ambassador and Permanent Representative of Nigeria to the WTO



Yonov Frederick Agah has been Nigeria's Ambassador and Permanent Representative to the WTO since 2005. He is currently Chair of the Council for TRIPS Special Session, and was Chairman of the WTO General Council in 2011, responsible for the organization of the MC8. Mr. Agah has chaired several other WTO bodies.

In 1991-2005, first as Deputy Director for Multilateral Trade, then as Director for External Trade, Mr. Agah coordinated Nigeria's participation in trading arrangements under the auspices of the WTO, UNCTAD, WIPO, ECOWAS and AGOA

Mr. Agah holds Bachelor's and Master's degrees in Economics from Ahmadu Bello University, Zaria; MBA and PhD in International Trade from the University of Jos; and a LL.B from the University of Abuja.

H.E. Mr. Olusegun Aganga, Minister of Trade and Investment, Nigeria



Prior to his appointment as Minister of Trade and Investment in 2011, Mr. Aganga served as Nigeria's Minister of Finance and Chairman of the Nigerian National Economic Management Team. Also in 2011, he chaired the eighth WTO Ministerial Conference, marking its first-ever African chairmanship.

As Finance Minister, he pushed through significant fiscal and budgetary reforms, including the establishment of the Nigerian Sovereign Wealth Fund, and launched the country's first sovereign Eurobond offering. Mr. Aganga was previously a Managing Director at Goldman Sachs International in London.

A professional accountant, Mr. Aganga holds a degree from Oxford University, United Kingdom.

Mr. Rajesh Aggarwal, Chief, Business and Trade Policy, International Trade Centre (ITC)



Mr. Aggarwal manages ITC's programme on strengthening the integration of the business sector into the global economy. The programme engages the public and private sectors in a dialogue on trade policy for enhancing export competitiveness; helps business associations articulate their interests to policymakers; and makes policymakers aware of the business implications of trade policy and attendant regulatory measures.

Mr. Aggarwal previously spent 22 years in senior positions with the Government of India, serving as its negotiator in the Doha Round. He has published on such topics as the role of the private sector in aid for trade, and the dynamics of the WTO agriculture negotiations.

Dr. Peter Allgeier, President, U.S. Coalition of Services Industries (CSI), United States



Mr. Allgeier in September took over the post as President of CSI, an association of services companies dedicated to the liberalization of trade and investment. He was previously President of C&M International, an international trade-consulting firm in Washington, DC.

Mr. Allgeier has served as Deputy United States Trade Representative (USTR) and United States Ambassador to the WTO in Geneva, following other USTR postings on several continents.

Mr. Allgeier has a PhD in International Economics from the University of North Carolina at Chapel Hill, a Master's degree in International Relations from Johns Hopkins University, School of Advanced International Studies, and a Bachelor's degree in International Relations from Brown University.

Ms. Haslinda Amin, Anchor, Bloomberg TV, Singapore



Based in Singapore, Ms. Amin has been covering South-East Asian politics and markets for Bloomberg since 2002, reporting on such events as the World Economic Forum and United States President Obama's first visit to Asia.

Ms. Amin has interviewed many top policymakers, including Singapore's founding father Lee Kuan Yew, Australian Prime Minister Julia Gillard, Malaysian Prime Minister Najib Razak, United States Treasury Secretary Timothy Geithner, former Federal Reserve Chairman Paul Volcker and billionaire Sheldon Adelson of Las Vegas Sands.

She graduated from the National University of Singapore, majoring in International Politics and English Language.

Ms. Desi Anwar, News presenter, Metro TV, Indonesia



Ms. Anwar is a journalist, writer, photographer, and media and communications specialist based in Jakarta. Currently the senior anchor for Metro TV, she hosts the network's major economic talk shows and special interview programmes. She also leads Metro TV's marketing and business development. Ms. Anwar is a regular columnist for the English news magazine *Tempo* and the English daily *The Jakarta Globe*.

Ms. Anwar holds a Master's degree from the School of Oriental and African Studies, University of London, and a Bachelor's degree from the European School University of Sussex.

Mr. René Awambeng, Group Head, Regional Business and Commodity Finance, Ecobank, United Kingdom



Mr. Awambeng was appointed to his current position in 2011, and leads the strategy and growth of Ecobank's commodity trade and finance business in Africa and Europe. Prior to this, he ran Ecobank projects involving wholesale banking, multinationals and regional corporations in several African regions.

A banker with long experience in structured trade and commodity finance, sales, marketing, relationship management and project management, Mr. Awambeng has been with the Ecobank Group for more than 11 years.

He holds an MBA in Finance and Management from Nottingham Business School, United Kingdom.

Achmad Baiquni, Director of Finance, Bank BRI



Mr. Baiquni was appointed Director of Finance in 2010. Having started his banking careers in 1994, he was previously with PT. Bank Negara Indonesia (Persero) Tbk, where he held several managerial positions including Director of Small, Medium and Syariah Enterprises Business, Director of Corporate Business, Director of Consumer Banking, and Head of Retail Marketing Division.

Mr. Baiquni has a Bachelor's degree in Economics from Padjajaran University, Bandung, and a Master's degree in Business Management d Asian Institute of Management, Makati, Philippines.

Mr. Derom Bangun, Vice Chairman, Indonesian Palm Oil Board (IPOB)



Mr. Bangun, a chemical engineer, attended a senior executive programme at Sloan School of Management, Massachusetts Institute of Technology, and an international oils and fats trading course at Brunel University, London.

PT. Tolan Tiga, where he is Independent Commissioner, is a member of the SIPEF Group, which produces palm oil, rubber and tea. He founded and managed two oil palm plantation companies, PT. Kinar Lapiga and PT. Tara Bintang Nusa. Mr. Bangun is also Vice Chairman of the Indonesian Palm Oil Board, past Chairman of the Indonesian Palm Oil Association and the former Second Vice-President of the Roundtable on Sustainable Palm Oil.

H.E. Mr. Dagobert Banzio, Minister of Commerce, Côte d'Ivoire



Mr. Banzio was appointed to his current post in 2011, and is also Vice-President and a Member of the National Assembly. Previously he served as Minister of Youth, Civic Education, Sports, Recreation and Urban Health and as Minister of Economic Infrastructure. He has extensive experience in the fields of coffee and cocoa from the Côte d'Ivoire Stabilization Fund, where he became Deputy Director General in 1999.

Mr. Banzio obtained his Diploma in Civil Engineering, his DEA in Economic Analysis and Policy, and his Higher Diploma in Applied Research in International Economics and Finance from the University of Paris IX Dauphine.

H.E. Mr. Georges-Henri J.B. Barberousse, Ambassador and Permanent Representative of Haiti to the WTO

Mr. Barberousse was appointed Haiti's Ambassador and Permanent Representative to the WTO in 2010. He was previously in charge of human resources at Haiti's Ministry of Foreign Affairs. A former English teacher, Mr. Barberousse is long-serving civil servant who has held top positions in Haiti's foreign ministry since the early 1990s, including Head of Cabinet of the Foreign Minister, and ambassadorial postings in Colombia and Panama.

He got degrees in Public Administration from the University of Illinois and National Autonomous University of Mexico, and a degree in International Treaties, Negotiations and Commerce from the University of Santiago, Chile.

H.E. Mr. Rishad Bathuideen, Minister of Industry and Commerce, Sri Lanka



Mr. Bathuideen's current position as Minister of Industry and Commerce follows a series of progressively important national ministerial and district postings. He has led Sri Lanka in several multilateral and regional forums, helping to develop and enhance its ties with key trading partners.

He completed his studies at the University of Moratuwa and joined the Chartered Institute of Engineering, London. A great enthusiast for supporting Sri Lankan society, he was elected to Parliament at the age of 26 and has been active in politics ever since. He is now the leader of the All Ceylon Muslim Congress Party.

Mr. Stefan Bederski, Director and General Manager, Agroexport Topara, Peru



After college, Mr. Bederski joined his family business, a 100-hectare farm south of Lima, and transformed it into Agro-Export Topara, which produces, processes and exports organically certified food products to the United States and Germany.

Mr. Bederski is also the President of the National Subcommittee for Standards of Lucuma, a Founding Director of the Peruvian Lucuma Growers Association and a Professional Member of the US Institute of Food Technology.

Mr. Bederski received his Bachelor's degree in Food Science from California Polytechnic State University, San Luis Obispo, and his Master's degree in Food Science from the University of Illinois at Urbana-Champaign.

H.E. Ms. Miata Beysolow, Minister of Commerce and Industry, Liberia



Ms. Beysolow's was appointed Minister of Commerce and Industry in 2008. She previously worked for the African Development Bank, first as a Principal Finance Officer responsible for investments, then she managed the Cash and Current Account Division and served as Principal Financial Analyst.

Ms. Beysolow launched her career at the Ministry of Finance, first as an Advisor to the Minister of Finance, then as Coordinator of the Fiscal Policy and Planning Section.

She holds a Master's degree in International Affairs from Columbia University, with a major in International Banking and Finance.

Mr. Felix Adahi Bikpo, CEO, African Guarantee Fund (AGF), Kenya



An Ivoirian national, Mr. Bikpo joined AGF as CEO in 2011. He was previously the CEO and founder of Success Finance, a private equity and asset management firm, and has worked with Citibank, Ecobank, Atlantic Bank Group, Access Bank Group and the Gari Fund. He has led various projects to help strengthen financial markets across Africa.

Mr. Bikpo holds a Master's degree in Economics from the Université Nationale de Côte d'Ivoire and is a graduate of the School of Economics and Commerce (ESSEC) in Paris, a leading French business school.

Prof. Bambang P. S. Brodjonegoro, Head of the Fiscal Policy Office, Ministry of Finance, Indonesia



Mr. Brodjonegoro joined the Indonesian Ministry of Finance in 2011 as Acting Head of the Fiscal Policy Office. His main areas of expertise are economic development, regional economics and fiscal decentralization. He was previously Director-General of the Islamic Research and Training Institute of the Islamic Development Bank and Dean of the Faculty of Economics, University of Indonesia.

Mr. Brodjonegoro holds a PhD in Regional Planning and a Master's degree in Urban Planning from the University of Illinois at Urbana-Champaign, and a Bachelor's degree in Economics from the University of Indonesia.

Mr. Gusmardi Bustami, Director-General for National Export Development, Ministry of Trade, Republic of Indonesia



Gusmardi Bustami is a long-time civil servant who was appointed Director-General for National Export Development in Indonesia's Ministry of Trade in March 2012. In 2008-2012 he was Director-General for International Trade Cooperation, a period in which he also served as Chairman of ASEAN SEOM (2011) and as Chairman of IPC Council (2011).

Mr. Bustami was previously Indonesia's Ambassador to the WTO, and Deputy Permanent Representative to the UN and other international organizations in Geneva. He has headed Indonesia's National Agency for Export Development, the Commodity Futures Trading Regulatory Agency, and the Center for Research and Development. In 1986-1995 he served as trade attaché in Copenhagen, London and Washington, DC. He holds a degree in law from the University of Indonesia.

Mr. Mahmoodun Nabi Chowdhury, Head of Corporate Banking, BRAC Bank, Bangladesh



Mr. Chowdhury joined BRAC Bank as Head of Corporate Banking in 2010. His previous role was as Director for Local Corporates with Standard Chartered Bank, where he spent 13 years. Before that he worked as an Investment Analyst with Equity Valuation Research & Distribution.

BRAC Bank empowers its staff to create products and services aligned with the evolving needs of the SME sector. Its corporate banking sector has been building linkages with SME borrowers through distributor and supply chain financing, payment and collection services and a host of customized financial solutions.

Mr. Chowdhury has an MBA from the Institute of Business Administration, University of Dhaka.

Mr. Douglas Comrie, Managing Director, B&M Analysts, and Chief Facilitator, Durban Automotive Cluster, South Africa



Mr. Comrie has been a technical expert on industrial development and sustainable industrial clustering for the United Nations Industrial Development Organization (UNIDO), the International Trade Centre, the South African National Treasury Technical Committee for Finance, for government bodies and for industry associations.

He serves on the boards of B&M Analysts SA, B&M Analysts UK and BMA Intelligent Systems, as well as on the executive committees of the South African Automotive Benchmarking Club, Durban Automotive Cluster and Durban Chemicals Cluster.

Mr. Comrie holds a BEng in Industrial Engineering and an MBA from the University of Stellenbosch, South Africa.

Ms. Destry Damayanti, Chief Economist, PT. Bank Mandiri, Indonesia



Ms. Destry assumed her current post in 2011 and has worked as a researcher and economic adviser for such organizations as the Economics Faculty of the University of Indonesia, the British Embassy in Jakarta, Citibank NA – Indonesia, the Ministry of Finance and the Harvard Institute for International Development.

She holds a Master's degree in Regional Science from Cornell University and a Bachelor's degree in Economics from the University of Indonesia.

H.E. Dr. Robert Davies, Minister of Trade and Industry, South Africa



Mr. Davies has been Minister of Trade and Industry since 2009, and a Member of Parliament since 1994. He has chaired the Portfolio Committees on Trade and Finance and the Constitutional Assembly Sub-Committee on Finance.

Earlier, he worked as an academic and researcher at the Universidade Eduardo Mondlane, Maputo; in the Department of Economic Policy at the African National Congress in Johannesburg; and at the Centre for Southern African Studies at the University of the Western Cape, where he was Professor and Co-Director.

Mr. Davies holds a doctorate from the University of Sussex in Political Studies, a Master's degree in International Relations from the University of Southampton, and a Bachelor's degree in Economics.

Dr. Robert de Souza, Executive Director, Chief Executive and Professor, The Logistics Institute – Asia Pacific



Mr. De Souza was in 2004 appointed Executive Director of TLI – Asia Pacific, a Singapore-based premier institute nurturing logistics excellence in industry, postgraduate research and education, after having held several senior positions in the company, including as Executive Vice-President for V3 Systems in Asia Pacific and as Corporate Senior Vice-President.

He is a Professor at the Georgia Institute of Technology and Senior Fellow at the National University of Singapore. He serves on multiple industry, government and academic committees. Before he joined TLI – Asia Pacific, Mr. De Souza was Global Chief Knowledge Officer at Viewlocity, and Vice-Chairman and CEO of SC21 Pte.

A chartered engineer, Mr. De Souza received his PhD, Master's and Bachelor's degrees in the United Kingdom.

Ms. Melanie Dharmosetio, Vice-President, PT Lion Super Indo, LLC, Indonesia



Ms. Dharmosetio is Vice-President for Human Resources, Organization Development & Sustainability for PT Lion Super Indo, LLC. The company operates a supermarket chain of 97 outlets in Indonesia selling fresh and frozen food items as well as non-food items. She has been in the PT Lion Super Indo management since 1997, and is also in charge of corporate social programmes for education development, nutrition and welfare for children in Indonesia.

Ms. Dharmosetio has Bachelor's degree in Architecture from Parahyangan Catholic University in Bandung, Indonesia. She held various positions in architecture and business before she specialized in retail in 1994.

Ms. Patricia Francis, Executive Director, International Trade Centre (ITC)



Patricia R. Francis, an award-winning leader and business facilitator, joined ITC as Executive Director in 2006. During her tenure there, annual delivery has doubled and key management systems for strengthening accountability and reporting have been upgraded. Private-sector partnerships have been established to promote women and trade, the environment, and poverty reduction. ITC participation in the WTO Aid for Trade and One UN initiatives aims for greater coherence.

Ms. Francis was previously President of Jamaica Trade and Invest and served twice as President of the World Association of Investment Promotion Agencies and the China-Caribbean Business Council. She is on the Advisory Board of the IESE graduate business school and a former member of the Eminent Persons Group for the Commonwealth.

Mr. César Freund, International Cooperation Manager, PromPeru, Peru



César Freund is an economist and MBA who has built most of his professional career on exports and tourism promotion. Today he manages international cooperation at PROMPERÚ, where he is responsible for the design of sustainable development and private-sector competitiveness projects.

Prior to his appointment in 2009, he worked at Peru's Export Promotion Agency, specializing in e-commerce and promotion of the textile and garments sector.

Dr. Eleni Gabre-Madhin, Founder and former CEO, Ethiopia Commodity Exchange



In 2008, Ms. Gabre-Madhin founded the Ethiopia Commodity Exchange (ECX), which provides marketplace services for agriculture and industry. It was the first African company to receive the global CIO100 Award for IT excellence. Ms. Gabre-Madhin, an expert on agricultural marketing in Africa and global development, has worked as a senior economist at the World Bank and as a senior research fellow at UNCTAD and the International Food Policy Research Institute.

Named "Ethiopian Person of the Year" in 2009, she holds a PhD in Applied Economics from Stanford University, a Master's degree in Agricultural Economics from Michigan State University and a Bachelor's degree in Economics from Cornell University.

Mr. Gavin Gibson, Executive Vice-President and acting Executive Director, International Pulse Trades and Industries Confederation (CICILS IPTIC), Australia



Mr. Gibson is currently Executive Vice-President and acting Executive Director, International Pulse Trades and Industries Confederation, a not-for-profit peak industry body representing all sectors of the global pulse industry value chain. He is a long-term committee member of the Tasmanian Farmers and Graziers Association, a board member of Pulse Breeding Australia, funded by the Australian Government Grains Research and Development Corporation, and was the Founder, Deputy Chair and Executive Manager of Tasmanian Quality Wool Inc.

Mr. Gibson was formerly CEO of the Australian peak pulse body, Pulse Australia, following a successful broadacre farming venture in Tasmania. For the past 10 years he has represented the Australian pulse industry on the Grains Industry Consultative Committee to the Australian Government.

Mr. Edimon Ginting, Senior Country Economist, Indonesia Resident Mission, Asian Development Bank (ADB)



Mr. Ginting is an economist with over 13 years of international experience. His research interests include macroeconomics, private sector development, and public finance management.

The holder of a PhD in economics from Monash University, Australia, Mr. Ginting has worked as an economist at the International Monetary Fund. He has served as adviser to the Budget Committee of the Indonesian Parliament and as research economist at the Productivity Commission, Australia. He has also been an associate researcher and lecturer at the Institute for Economic and Social Research, University of Indonesia, and a post-doctoral fellow at Monash University.

Mr. David Gomez, Manager, Trade and Export Development, Caribbean Export, Barbados



Mr. Gomez is a Senior Adviser for Market Intelligence at Caribbean Export where he leads the design and implementation of a market intelligence platform, tools and programmes designed to achieve market penetration in partner countries and enhance economic development in the regional private sector. He also supports policy development, strategic planning and coordination for the agency's overall export development and competitive environment for trade.

Mr. Gomez is a former business and trade consultant and managing partner in Launchpad Consulting, Belize. He holds a Master of Laws in International Trade Law from Northumbria University and an Master's degree in International Relations from the University of Kent.

Mr. Francisco Pablo Pirez Gordillo, Ambassador and Permanent Representative of Uruguay to the WTO and other international organizations in Geneva



Mr. Pirez Gordillo was appointed Ambassador and Permanent Representative of Uruguay to the WTO and other international organizations in Geneva in 2010. In 2012 he is the Chairman of the Joint Advisory Group of the International Trade Centre. Before he arrived in Geneva, he worked as lawyer in his own practice in Montevideo. Mr. Pirez Gordillo has also been an Assistant Professor in Civil Law at the University of the Republic of Uruguay in Montevideo.

He holds a Master of Laws in International Trade and Business Law from the University of Arizona, and Juris Doctor degree in Law from the Catholic University of Uruguay.

H.E. Mr. Tim Groser, Minister of Trade, Minister for Climate Change Issues, and Associate Minister of Foreign Affairs, New Zealand



Mr. Groser was appointed Minister of Trade in 2008 and in 2010 added Minister Responsible for International Climate Change Negotiations to his portfolio. He is also Associate Minister of Foreign Affairs.

Mr Groser is regarded as one of the world's leading international trade experts. He served as New Zealand's Chief Negotiator in the GATT Uruguay Round, which first brought agriculture into the system of world trade rules. Prior to his election to Parliament in 2005, he was New Zealand's Ambassador to the WTO and Chair of the Agricultural Negotiations. He was instrumental in developing the Global Research Alliance on Agricultural Greenhouse Gases, which aims to increase agricultural productivity without increasing emissions.

Mr. Shintaro Hamanaka, Economist, Office of Regional Economic Integration, Asian Development Bank (ADB)



In addition to his post as Economist at the ADB, Mr. Hamanaka is an Honorary Research Fellow at White Rose East Asia Centre, United Kingdom. Before joining the ADB, he worked as a service negotiator on the Doha Round at the Japanese Mission to the WTO, and as a central bank economist at the Bank of Japan. His research interests include the political economy of regionalism, regional economic architecture in Asia, and free trade agreements, particularly regional services agreements. He has authored several books and numerous academic journal articles in the fields of political science, economics and international law.

H.E. Ms. Emma Hippolyte, Minister for Commerce, Business Development, Investment and Consumer Affairs, St. Lucia



Ms. Hippolyte, is a Certified General Accountant and a Certified Fraud Examiner with over 25 years of experience in public and private-sector auditing, governance, management, finance, social security and non-governmental organizations. She served as Director of Audit of St. Lucia, as a Consultant and Senior Auditor of the Food and Agriculture Organization, as member of the External Board of Auditors of the Organization of American States, and as Executive Director of the National Insurance Corporation of St. Lucia.

Ms. Hippolyte was a member of the St. Lucia Senate from 2009 to 2011 and was elected to Parliament in 2011, representing the Gros Islet Constituency.

Mr. Imtiaz Ilahi, Managing Director, GraphicPeople, Bangladesh



Mr. Ilahi has more than 10 years' experience in offshoring, production studio services, advertising, marketing, business development, operations, client services and management. His company, GraphicPeople, is a 24/7 offshore studio providing digital, print and production support services to advertising agencies and brands. Under his leadership the company has become one of the most highly respected companies in Bangladesh.

GraphicPeople is part of AdPeople Worldwide (WPP company), a global agency network for marketers requiring efficient creative solutions. Together, its four main hubs and Dhaka studio service such blue-chip clients as Dell, Nokia, Colgate, Microsoft, Citibank NA and Flugger in 70 countries.

Mr. Chandra Hartono Jokowi djaja, Marketing Director, Ponglarp Co.Ltd., Thailand



Born in Indonesia, Mr. Jokowi djaja spent more than a decade on his education in Australia. He began his career as Paddy Procurement Officer in Indonesia and is now the Marketing Director at Ponglarp Company Ltd. (Thailand), which has sold and traded millions of tonnes of rice globally. Mr. Jokowi djaja has travelled extensively in South-East Asia and worldwide as a food commodity trader.

Ms. Meg Jones, Senior Programme Officer, Women and Trade, International Trade Centre (ITC)



Ms. Jones, who is passionate about the economic empowerment of women, is designing a multi-year, multimillion-dollar programme at ITC to help women in developing countries derive greater economic benefit from their participation in trade. She has represented her native Australia at the United Nations and also worked at the Office of the High Commissioner for Human Rights.

Ms. Jones's background is in the financial markets, management and academia. An entrepreneur as well, she established a Swiss-based consultancy firm working on trade and its social dimensions. She holds a Master's degree in International Relations and a Bachelor's degree in Economics from the University of Sydney.

Ms. Pacita Juan, President, Philippine Coffee Board



Apart from heading the Philippine Coffee Board Inc. and the Women's Business Council of the Philippines, Ms. Pacita has recently established the International Women's Coffee Alliance-Philippine chapter to bring women coffee farmers closer to global markets.

A well-known social entrepreneur and a green advocate, Ms. Pacita runs a social enterprise called the ECHOstore sustainable lifestyle, the first specialty store of its kind in the Philippines. ECHO stands for "Environment, Community, Hope and Organization", and sources all its merchandise from marginalized communities around the country, while also promoting environment-friendly and upcycled handicrafts.

Mr. Noke Kiroyan, Chairman, International Chamber of Commerce (ICC) Indonesia



Kiroyan Partners, Mr. Kiroyan's consulting firm, specializes in reputation-building, stakeholder management, non-financial risk assessment and corporate social responsibility. Mr. Kiroyan also holds senior corporate positions in oil and gas, manganese and gold mining, and ecosystem restoration concessions. His past international career has spanned Rio Tinto Indonesia, PT Siemens Indonesia and the Salim Group, among other companies.

Mr. Kiroyan is active in the public service for such organizations as Indonesia Business Links, the United States-Indonesia Society, Padjadjaran University and The Nature Conservancy.

Noke Kiroyan graduated in Communication Science from Padjadjaran University in Bandung, Indonesia, and in Liberal Arts from Syracuse University. He holds a Diploma in Commerce and Accounting from Nuremberg and a Post-graduate Diploma in Business Administration from the Edinburgh Business School.

Mr. Pascal Lamy, Director-General, World Trade Organization (WTO)



Pascal Lamy has been WTO Director-General since 2005.

After an initial career in the French civil service, Mr. Lamy was Head of Cabinet for the President of the European Commission in 1985-1994. Later he joined the team that rescued Crédit Lyonnais and became the bank's CEO until its privatization. He subsequently served as the European Commissioner for Trade in 1999-2004.

Before taking up his current post, he was President of "Notre Europe", a think-tank on European integration, Associate Professor at the Institut d'Études Politiques, and Adviser to the President of the European Socialist Party.

Mr. Lamy holds degrees from the Paris-based École des Hautes Études Commerciales, the Institut d'Études Politiques and the École Nationale d'Administration.

H.E. Mr. Fonotoe Nuafesili Pierre Laufo, Deputy Prime Minister and Minister for Commerce, Industry and Labour and Trade Negotiations, Samoa



Minister Laufo is in charge of the Audit Office, the Legislative Assembly, Polynesian Airlines, Samoa Shipping Services and Pacific Forum Line. He also handles international and regional trade negotiations, runs the Small Business Enterprise Centre and manages consumer protection.

Mr. Laufo, a former businessman and lawyer, further serves as Associate Minister for the Ministry of Natural Resource and Environment, the Samoa Land Corporation, the Samoa Trust Estate Corporation, the Scientific Research Organization of Samoa and the Samoa Sports Facilities Authority.

He has a Post-Graduate Diploma in Corporate Law from Bond University, Australia and a Bachelor of Laws from New Zealand's University of Otago.

Ms. Frida Lidwina, Anchor, Metro TV, Indonesia



Ms. Lidwina, an economic journalist, has anchored daily and weekly news, sports and prime-time programmes on Indonesian economics, business and people since 2004. She has written and live-reported daily news from Indonesia, ASEAN countries and the United States. She is also an experienced MC and moderator for such firms as Toyota, Forbes, Julius Baer, Mercedes Benz and Microsoft.

Frida Lidwina earned her MBA in Finance from the University of Western Australia and her Bachelor's degree in Mass Communications/Economics from the University of California, Berkeley.

Mr. R. J. Lino, President Director, Indonesian Port Corporation, Indonesia



Mr. Lino began his career as a technical staff member at the Sea Transportation Directorate General. He was appointed project manager for the World Bank-funded Tanjung Priok development project and later served as senior adviser to PT. Indonesia Bulk Terminals Batubara Indah.

Mr. Lino subsequently worked at PT Dwipantara Transconsult Jakarta, as project director at AKR in Nanking, and as President Director at PT. Pelabuhan Indonesia II (Persero).

He holds a Master's degree in Hydraulic Engineering from the International Institute for Hydraulic and Environmental Engineering, Delft, the Netherlands, and an MBA from Jakarta's Institute for Education and Management.

Mr. Adhi Lukman, Chairman, Indonesian Food & Beverages Association (GAPMMI)



Mr. Lukman, who graduated from IPB (Bogor Agricultural University) in Agricultural Engineering and Technology, Food Technology and Human Nutrition, is an internationally recognized authority on the food industry. He chairs GAPMMI, which champions the interests of Indonesia's food and beverage industry, and ensures the provision of healthy food products.

Mr. Lukman works with several other Indonesian organizations, including the National Standard Body, the Productivity Board, the Expert Working Group of the National Food Security Council and the National Codex Committee. He also chairs the Permanent Committee for Development of Primary Agricultural Industry, Indonesian Chamber of Commerce & Industry.

Ms. Zuhaila Mansfield, Chairperson, TMG Mining and Manufacturing Ltd Sti, and President, Turkish-Egyptian Business Council, Foreign Economic Relations Board (DEIK), Turkey



Born in Iskenderun, Ms. Mansfield left Turkey for Sweden, Botswana, Australia and Hong Kong (China), working in telecommunications and mining.

She hosted a radio programme on women and children and published her first book while doing social work. For the past 21 years she has been a miner and manufacturer, owning and managing Turkish marble and mining quarries and exporting to 18 countries.

Ms. Mansfield is also affiliated with several women's and entrepreneur associations in Turkey, and was named "most successful business person abroad" in 2000 by the Government of Turkey.

Mr. Nicholas Niggli, Counsellor and Deputy Head of the WTO Division, Permanent Mission of Switzerland to the WTO and EFTA



Mr. Niggli is the Deputy Head of the WTO Division of the Swiss Mission to WTO and EFTA. He was part of the Swiss mediation team between Russia and Georgia, facilitating Russia's accession to the WTO. He was Coordinator of the Host-country Task-Forces of the 2009-2011 WTO Ministerial Conferences.

Mr. Niggli was Chairman of the WTO's Agreement on Government Procurement (GPA) Committee in 2007-2012. In this capacity he concluded the GPA re-negotiation to improve disciplines and market access for this sector. He also completed a successful diplomatic mediation between China and Chinese Taipei and supervised accession negotiations to the GPA.

Mr. Niggli holds a Master's degree in Economic History and International Relations.

Mr. Nazeem Noordali, General Manager, Corporate and Structured Finance, International Islamic Trade Finance Corporation (ITFC), Islamic Development Bank Group



Mr. Noordali has been in his current post since 2008, overseeing ITFC trade-finance transactions for MENA, Africa and Asia/CIS. Previously he was Acting Group Supervisor of Operations in the Trade Finance and Promotion Department at the International Development Bank.

Before joining IDB, he held positions with the United Nations Industrial Development Organization and the Mauritius Export Development & Investment Authority.

He holds a Master's degree in Shipping, Trade and Finance from the City University Business School, London, UK, and a Bachelor's degree in Economics from the London School of Economics and Political Science.

H.E. Dr. Mari Elka Pangestu, Minister of Tourism and Creative Economy, Republic of Indonesia



Ms. Pangestu assumed her current post in 2011 and was previously Minister of Trade.

She is a member of the World Economic Forum's Global Competitiveness Report Advisory Board and served as a Coordinator of the United Nations Task Force on Poverty and Development, and helped establish the Yayasan Sejati foundation for socio-cultural and environmental initiatives.

She has a Bachelor's degree and Master's degree in Economics from the Australian National University and a PhD in Economics from the University of California, Davis. With teaching credentials from the University of Indonesia and Australian National University, she specializes in international trade and finance, focusing on ASEAN, China, and Asia and the Pacific.

Dr. Supachai Panitchpakdi, Secretary-General, United Nations Conference on Trade And Development (UNCTAD)



Dr. Supachai began his second four-year term as UNCTAD Secretary-General in 2009.

After an initial career at the Bank of Thailand, he was elected to the Thai Parliament and appointed Deputy Minister of Finance. He then served as Director and Adviser, and subsequently President, of the Thai Military Bank.

Dr. Supachai became Deputy Prime Minister of Thailand in 1992, in charge of the country's economic and trade policymaking. Before joining UNCTAD he served as WTO Director-General.

He received a Master's degree in Econometrics, Development Planning, and a PhD in Economic Planning and Development from the Netherlands School of Economics (now Erasmus University) in Rotterdam.

Mr. Gulam Patel, Chairman, Nyiombo Investments Ltd., Zambia

Mr. Patel has established a group of strong companies spanning the Central and East African region, and overseas that covers agriculture, health, transport, communications and trade, real estate, tourism, and finance.

His agricultural firms – Nyiombo Investments and African Millings – operate in Zambia, United Republic of Tanzania, Malawi, Mozambique, Rwanda, Zimbabwe and Democratic Republic of the Congo. He also runs companies in the United Kingdom and the United Arab Emirates.

Mr. Patel was educated in economics at the University of Zambia.

Dr. Surin Pitsuwan, Secretary-General, Association of Southeast Asian Nations (ASEAN)



Mr. Surin was appointed Secretary-General of ASEAN in 2008 for a four-year period. Before being elected to Thailand's Parliament in 1986, he spent ten years teaching at Thammasart University, Bangkok. He served as Foreign Minister in 1997-2001, a period in which he also served Chair of the ASEAN Ministerial Meeting and the ASEAN Regional Forum (1999-2000).

Mr. Surin has been a member of the UN Commission on Human Security and an advisor to the International Commission on Intervention and States Sovereignty. He also served on the ILO's World Commission on the Social Dimension of Globalisation.

He holds a Master's degree Political Science and a PhD in Middle Eastern Studies from Harvard University.

Ms. Aicha Pouye, Director, Division of Business and Institutional Support, International Trade Centre (ITC)



Before joining ITC in 2006, Ms. Pouye was Minister of Small and Medium-Sized Enterprises and Trade of Senegal, responsible for trade negotiations, export promotion strategies and assistance strategies for SMEs.

Ms. Pouye began as a junior auditor with Ernst and Young International and then moved to Citibank Dakar. Later she was General Administrator of the Economic Promotion Fund, a joint institution of the African Development Bank and the Government of Senegal for financing Senegalese SMEs.

Ms. Pouye received an MBA from the University of Paris IX Dauphine and specialized in enterprise management at the French Institute of Enterprise Management (IAE).

Ms. Rapelang Rabana, Global Head of R&D, TelFree Group of companies, South Africa



Ms. Rabana is an Internet and technology entrepreneur, and the founding CEO of South Africa-based Yeigo Communications, a Technology Top100 company. In 2008, Yeigo partnered with the Swiss-based Telfree Group of Companies, a pioneering next-generation telecoms operator, to provide the full range of telecommunications services.

Ms. Rapelang was selected as a Global Shaper by the World Economic Forum. An Ambassador and Juror for the United Nations World Youth Summit Awards, she was chosen as an Endeavor "High-Impact" Entrepreneur. The South African Ministry of Communications recognized her as an innovative entrepreneur, and she is on The Oprah Magazine's 2012 "O Power List" of local and international icons.

H.E. Mr. Hatta Rajasa, Coordinating Minister of Economic Affairs, Indonesia



Mr. Rajasa is the Coordinating Minister for Economic Affairs in the Second United Indonesia Cabinet. Previously, he was State Secretary, Minister of Transport and Minister for Research and Technology, in the Mutual Assistance Cabinet.

Mr. Rajasa is a Palembang Malay and a member of the National Mandate Party (PAN), a moderate Islamic party that he has chaired since 2010.

Dr. Marta Lucía Ramírez de Rincón, CEO, National Coalition for Colombian Production



Ms. Ramírez de Rincón has extensive experience in industry, finance, government and the non-profit sector. Currently president of Ramírez & Orozco International Strategy Consultants, she previously served as Colombia's Minister of National Defence and Minister of Foreign Trade. Other positions include Ambassador to France, President of the Gas Corporation and the Association of Leasing Companies, Director of the Colombian Institute of Foreign Trade, legal advisor to the president of AVAL Financial Group and bank director of the Colombian Banking Supervisory Authority.

Ms. Ramírez de Rincón is a Fellow at Harvard University's Center for International Affairs, studied economic and social sciences, commercial law, financial law and management.

Mr. Janaka Ratnayake, Chairman and Chief Executive, Sri Lanka Export Development Board



Mr. Ratnayake has headed the Sri Lanka Export Development Board since 2010. He also holds numerous chairmanships and directorates in the private sector, and formerly chaired the Merchant Bank of Sri Lanka Group. He launched his own business in 1993 – Computer Island (Pvt.) Ltd, now a leading Sri Lankan IT company. In 2000 he was named "Entrepreneur of the Year" by the Federation of Chambers of Commerce & Industry of Sri Lanka.

Mr. Ratnayake has a Bachelor's degree from the University of Sri Jayawardanapura and a Master's degree in Business Studies from the University of Colombo.

Dr. Mohammad A. Razzaque, Economic Adviser, Commonwealth Secretariat



Mr. Razzaque's main research interests are in the area of applied trade policy analysis. He has written extensively on trade and development issues, most recently on understanding supply chains under South-South cooperation. He is the editor of the Commonwealth Secretariat's flagship publication *Commonwealth Trade Hot Topics*, which aims to communicate technical trade policy issues to a wider readership. He holds a PhD from the University of Sussex.

Ms. Valentine Sendanyoye Rugwabiza, Deputy Director-General, WTO



Ms. Sendanyoye Rugwabiza, who has occupied her WTO post since 2005, previously spent three years as Ambassador of Rwanda to the WTO, the United Nations in Geneva and Switzerland. Before entering public service, she had a long career in the private sector.

Ms. Sendanyoye Rugwabiza was a member of the Economic and Social Council of the President of Rwanda and a founding member of the Rwandan Women's Caucus, and the Rwandese Federation of the Private Sector.

Mr. Vincent Safari, Director and Focal Point for NTMs, Ministry of Trade and Industry, Rwanda



Mr. Safari, a Rwandan national, was born in the Democratic Republic of Congo. He holds an MBA in Finance from the Maastricht School of Management and a Bachelor's degree in International Economics from the National University of Rwanda. With nine years' experience in academia and the private and public sectors under his belt, he is specialized in non-tariff barriers and measures, trade facilitation, regional integration and public-private dialogue. He is now the Coordinator of the National Monitoring Committee for the Elimination of Non-tariff Barriers at the Rwandan Ministry of Trade and Industry, working as a technical expert for TradeMark East Africa.

Mr. Alioune Sarr, Director-General, Senegalese Export Agency (ASEPEX)



Mr. Sarr, a computer engineer, has 20 years' experience as a consultant in management, design, information systems and implementing integrated solutions for corporate management. He does training on databases and new Internet technologies.

Previously he managed and optimized information systems for industrial and mining firms and the state-owned telecommunications company, and trained Senegalese government engineers on advanced technologies. Mr. Sarr also chaired a commission tasked with digitizing election-monitoring data.

Mr. Sarr holds postgraduate degrees in Corporate Administration and Management and in Applied Mathematics and Social Sciences from French universities.

Mr. Emirsyah Satar, President and CEO, Garuda Indonesia



Emirsyah Satar launched his career as an auditor with PricewaterhouseCoopers and then turned to banking, as Assistant Vice-President of Citibank's Corporate Banking Group. He subsequently worked as Vice-President Director of PT. Bank Danamon Indonesia, President Director of PT. Niaga Factoring and Finance Director of PT. Garuda Indonesia.

With his extensive experience in finance and multinationals, Mr. Satar was instrumental in Garuda's \$1.8 billion financial restructuring in 2001, which rescued the company from the threat of bankruptcy.

Mr. Salah Sharaf, Director, Sharaf Group, United Arab Emirates



Mr. Salah Sharaf achieved his Master's degree in Business Administration from Boston University and joined the Sharaf Group in 1998, after his graduation. He has the qualities of an entrepreneur with excellent management skills and sharp business acumen.

Armed with abundant knowledge in both shipping and maintenance fields, with a very good exposure to different types of fleet and their operations, he actively participates in organizational strategy planning and day to day operations. He is currently serving as a member of the Board of Directors for the UAE Shipping Association.

H.E. Mr. Siaoavath Savengsuksa, Vice-Minister, Ministry of Industry and Commerce, Lao P.D.R



Mr. Savengsuksa, who has been the Lao Vice-Minister of Industry and Commerce since 2006, was formerly the Vice-Minister of Commerce and the Vice-Minister of Commerce and Tourism.

Earlier, he served as Vice-President of the Central Control Committee and Deputy Director of the Lao State Trading Company. He also worked in the Research Department of the Ministry of Industry and Commerce.

Mr. Savengsuksa holds a Bachelor's degree in Managerial Economics and a Master's degree in Economics, both from France.

Prof. Djisman Simandjuntak, Economist and member of National Economic Committee, Indonesia



Mr. Simandjuntak is Professor of Business Economics at Prasetya Mulya Business School. He is also Chairman of the Executive Board of Prasetya Mulya Foundation, Chairman of the Board of Directors of the Centre for Strategic and International Studies Foundation and a member of the Advisory Board of the Indonesian Institute for Corporate Directorship, all in based in Jakarta.

He participates in advisory teams and delegations on Indonesian trade and economic partnerships with Japan, Turkey, the European Union and Korea. He is a member of the Indonesian Economists Association and the American Economic Association, and holds a PhD in Economics from the University of Cologne.

Mr. Rob Skidmore, Chief, Sector Competitiveness, Division of Market Development, International Trade Centre (ITC)



Mr. Skidmore manages the team responsible for promoting sector-wide transformation in a range of goods and services sectors. Before joining ITC, he worked at a number of consulting firms, including PricewaterhouseCoopers, Development Alternatives Inc. and Abt Associates. Mr. Skidmore's has spent more than 15 years in economic and trade development, and has led a number of initiatives covering value chain development, WTO accession, financial market development and other areas. He holds a Master's degree in International Economics from the School of Advanced International Studies, Johns Hopkins University, and a Bachelor's degree in Latin American History from the University of Wisconsin.

Mr. André Soumah, Executive Chairman, ACE Global, Switzerland



Mr. Soumah established ACE Global in 1996, and today the firm operates in 36 countries and manages more than US\$ 9 billion in assets for 172 financial institutions worldwide.

Much of Mr. Soumah's work has focused on structuring, implementing and securing a broad variety of transactions for corporations and financial institutions. He had previously created CRM Commodity Risk Management SARL Services, which structured commodity price risk management strategies for African banks. Mr. Soumah also served as Special Adviser for Africa at La Compagnie de Trésorerie Benjamin de Rothschild; Managing Director of Safimar SA, a trading company; and Credit Officer at Chase Manhattan, New York.

Mr. Suharsono, Managing Director, Indonesia Exim Bank (LPEI), Indonesia



An Indonesian citizen, Mr. Suharsono completed his Magister Management education at the University of Indonesia. He worked at PT. Askrido (Persero) from 1996 to 2009, as Head of the Liability Division; Head of the Credit Insurance Division; Director of the Marketing and Liability Field; and Director of the Claim and Human Resources Field.

Mr. Suryo Suwignjo, President Director, IBM Indonesia



Mr. Suwignjo has worked in the IT industry for over two decades and been the President Director of IBM Indonesia since 2008.

He began his career with PT IBM Indonesia in 1990 as a marketing trainee. In his 18 years with IBM, he has worked on numerous assignments in sales, marketing and channels.

After occupying various management positions at IBM Indonesia – including Manufacturing and Process Industry Manager, Personal System Group Country Manager, Systems and Technology Group, and Business Partner Country Manager – he was assigned to IBM ASEAN in Singapore as Business Unit Executive for System I.

Mr. Suwignjo holds a Bachelor's degree in Finance from Gadjah Mada University, Yogyakarta.

Mr. Dalton Tanonaka, Anchor, Metro TV, Indonesia



Dalton Tanonaka joined Metro TV in 2006 and is the co-anchor of the weekly English-language news programme “Indonesia Now”, the network’s first internationally distributed programme.

A member of the Asian-American Journalists Association, Mr. Tanonaka also writes a monthly column for *The Jakarta Globe*.

Mr. Tanonaka has had an extensive news career in Asia. He was the anchor of CNN International’s Hong Kong-based programmes “BizAsia” and “TalkAsia”. Prior to that, he anchored programmes for CNBC Asia and NBC Asia in Hong Kong, and for NHK in Tokyo.

Mr. Ferdinand D. Tolentino, Deputy Executive Director, Public-Private Partnership Center, Philippines



Prior to assuming his present position in 2011, Mr. Tolentino worked in private law practice, as Director of Tax Services at Isla Lipana & Co. (Pricewaterhouse Coopers), and as Commissioner in the Tariff Commission.

He holds a Master of Commercial Laws from the London School of Economics, as well as a Juris Doctor, and Bachelor’s degree in Economics from Ateneo de Manila University.

Dr. Ninasapti Triaswati, Economist and member of National Economic Committee, Indonesia



Ms. Triaswati, has worked in the Faculty of Economics at the University of Indonesia since 1988. She has also worked as an economist and finance specialist for AusAID, CIDA, USAID, the British Council, UNICEF and the European Commission. Her specialties are economic theory, public economics, international trade and human resources.

Ms. Triaswati holds a PhD in Public Finance and an Master’s degree in Economics from the University of Illinois at Urbana-Champaign, as well as a Bachelor’s degree in Economics from the University of Indonesia at Jakarta.

Ms. Lakshmi Venkatachalam, Vice-President, Private Sector and Co-financing Operations, Asian Development Bank (ADB)



Since assuming her post as Vice-President of the ADB in 2010, Ms. Venkatachalam has led efforts to help development-oriented private-sector projects, strengthen co-financing partnerships and mobilize investment capital in the region.

She has over 30 years of experience in senior management positions, including as Director-General of Shipping and Ex-Officio Additional Secretary for India’s Ministry of Shipping. She also served the Government of Karnataka in the departments of Commerce and Industry, Urban Development, and Planning, Program Implementation, Economics and Statistics.

An Indian national, Ms. Venkatachalam holds an Master’s degree in Economics and an MBA from Boston University, as well as a Master’s degree in English from Jadavpur University, Calcutta.

H.E. Dr. Heinz Walker-Nederkoorn, Ambassador of Switzerland to the Republic of Indonesia, Timor Leste and ASEAN



Mr Walker-Nederkoorn became the Swiss Ambassador to Indonesia, Timor-Leste and ASEAN in 2010. His diplomatic career began at the Federal Department of Foreign Affairs and the Division of Economic and Financial Affairs, and continued at several Swiss embassies.

He later served as Deputy Head of the Political Affairs Division, chaired the Inter-Ministerial Working Group on the fight against corruption and headed the Swiss delegation to the first Conference of State Parties to the UN Convention against Corruption.

Mr. Walker-Nederkoorn holds a PhD in Economic and Social Sciences from the University of Fribourg

Ms. Monique Ward, Asia Pacific Director of Procurement, Accenture, Australia



Ms. Ward’s 10 years of international procurement experience, and particularly her expertise in the Contingent Labour category, is of great strategic importance to her role at Accenture. She manages a team of 100 procurement professionals across the 14 countries in Asia and the Pacific. She also handles the Category Management strategy for Accenture’s Procurement BPO offering to its clients. A passionate advocate for supplier diversity programmes, she has led Accenture APAC’s efforts to achieve gender diversity in supply.

Ms. Ward was recently appointed to chair the Advisory Board for WEConnect Australasia and was invited to join the Steering Committee for Commonwealth Business Women.

Ms. Putri Kuswisnu Wardani, President Director, Mustika Ratu, Indonesia



Ms. Wardani, who has been with PT. Mustika Ratu since 1986, was made Junior Manager of Finance in 1991 and became President Director in 2011. The company handles manufacturing, trading and distribution in the herbal and natural-based cosmetics industry in Indonesia. It exports to more than 18 countries as far afield as Germany, Russia and Canada.

Ms. Wardani obtained an MBA from Pacific National University in Inglewood, California. She was awarded “Best CEO” in the consumer industry category in 2008.

Mr. Megain Widjaja, CEO, Indonesian Commodity and Derivatives Exchange (ICDX)



Ms. Widjaja has been the CEO of ICDX since 2009, after playing a key role in its start-up. He is in charge of defining the organization's vision and developing multiple growth strategies to expand the company's core products and offerings. He also works closely with regulators to enhance the development of Indonesia's derivatives industry.

Mr. Widjaja's specialties include exchange-traded derivatives, over-the-counter clearing, and mergers and acquisitions.

H.E. Mr. Gita Irawan Wirjawan, Minister of Trade, Indonesia



Before being appointed as Minister in 2011, Mr. Wirjawan chaired Indonesia's Investment Coordinating Board. A Harvard-educated investment banker, he has held executive posts at Goldman Sachs, JP Morgan, Ancora Capital, a Jakarta-based private equity fund, Pertamina, the state-owned oil giant, and Axiata Group Berhard.

Mr. Wirjawan has advised the private sector in many Asian countries on corporate restructuring, M&As and strategic sales, concluding several high-profile transactions.

A philanthropist, he has endowed university scholarships for Indonesian students abroad and is creating 1,000 pre-schools nationwide. He is a member of the Dean's leadership councils for the Harvard Kennedy School and the S. Rajaratnam School of International Studies, Nanyang Technological University.

Dr. James Zhan, Director, Investment and Enterprise Division, United Nations Conference on Trade and Development (UNCTAD)



In addition to his role as Director, Mr. Zhan is team leader of UNCTAD's annual *World Investment Report* and Editor of the United Nations journal *Transnational Corporations*, and has 25 years of international and national experience in investment, trade, technology and enterprise development

Mr. Zhan has an Oxford PhD in International Economics, is a guest professor at Nankai University, China and serves on the Advisory Board of the Vale Columbia Center on Sustainable International Investment.

Mr. Zhan's staff conducts policy research, builds international consensus and provides technical assistance to over 150 Governments. The Division manages publications, the World Investment Forum, international investment agreements, international accounting and reporting standards, and policy advice on entrepreneurship, corporate governance and intellectual property.

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The State Secretariat for Economic Affairs (SECO), Switzerland

The State Secretariat for Economic Affairs (SECO) follows a market strategy of promoting sustainable economic growth, private initiative, trade promotion as well as restructuring public finance and improving governance in developing countries and countries in transition. For the last years, SECO has been a reliable and very committed partner of ITC. In order to focus its engagement and maximize the impact of assistance in trade issues, SECO concentrates its funding mostly on bilateral projects with ITC. SECO is currently very active on export promotion projects in the area of agro-industrial products and textile and works with ITC mostly in North and East Africa, Asia and South America.



Asian Development Bank

ADB's vision is an Asia and Pacific region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Despite the region's many successes, it remains home to two-thirds of the world's poor: 1.8 billion people who live on less than \$2 a day, with 903 million struggling on less than \$1.25 a day. ADB is committed to reducing poverty through inclusive economic growth, environmentally sustainable growth, and regional integration.

Based in Manila, ADB is owned by 67 members, including 48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.



PT Indofood Sukses Makmur Tbk

Over a number of decades PT Indofood Sukses Makmur Tbk has been progressively transformed to become a Total Food Solutions company with operations in all stages of food manufacturing from the production of raw materials and their processing through to consumer products in the market. Today, it is renowned as a well-established company and a leading player in each category of business in which it operates. In its business operations, Indofood capitalizes on its resilient business model with four complimentary Strategic Business Groups.



Bank BRI

Bank BRI has a vast online network throughout Indonesia, serving over 30 million customers, and offering a full range of banking products and services. With over hundred years of experience and favorable performance, Bank BRI delivers all of its customers' needs as well as serves all levels of Indonesia's people. Millions of transactions are carried out by its customers each day, through the best services provided by tens of thousands of Bank BRI's employees throughout Indonesia. Bank BRI grew hand in hand with Indonesia's economic development and has become an integral part of the development of Indonesian people. Bank BRI has become the spearhead for Indonesia's national economic development by consistently focusing on the development of the micro, small, and medium business segments.



Garuda Indonesia

Garuda Indonesia, national airline of Indonesia is a full-service airline which serves 32 domestic and 18 international destinations.

Garuda has been awarded by SkyTrax as "Four Star Airline" (2009), "The World's Most Improved Airline" (2010) and in 2012 awarded as "Best Regional Airline in Asia" and "World's Best Regional Airline". Center for Asia Aviation (CAPA) also awarded Garuda Indonesia as "Airline Turnaround of the Year". In July 2012, Roy Morgan, independent research in Australia awarded Garuda Indonesia as "The Best International Airline".

In this 2012, Garuda Indonesia will be operating 105 aircraft with an average age of 5.8 years old. Through the "Quantum Leap" program, Garuda Indonesia aims to operate 194 aircraft by 2015.



the world in your hand



ASEAN Competition Institute

ASEAN Competition Institute (ACI) – a non-governmental agency – was established on 4 August 2004 to provide (i) technical assistance to:

- countries that are in the process of drafting or implementing
- competition law and (ii) training for the officials and staff of the
- ASEAN competition agencies, policy makers and other stakeholders.

The program of ACI to organize workshops or seminars on general issues on Competition Law & Policy, deliberation and drafting implementation issues faced by all of the ASEAN countries such as the advantages and disadvantages of different structures for competition law and agencies.



International
Trade
Centre

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

For more information:

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