

Joint Advisory Group Meeting (JAG), 10 -11 December 2008

11.12.2008

PALAIS DES NATIONS, SALLE XVIII, 10:00 – 13.30
GENEVA, SWITZERLAND

TRADE FOR THE MILLENNIUM DEVELOPMENT GOALS

How can trade work best to reduce poverty, economically empower women and contribute to a healthier environment? How can ITC best support partners to reach the MDGs by 2015 through exports and trade?

Partners' experiences and expectations – a panel discussion

- 10:00** **Supporting partners to reach export impact for good**
Ms. Patricia Francis, Executive Director, ITC
- 10:10** **Linking internally displaced Ugandan women to international markets – and making good use of recycled paper and waste straws**
Ms. Grace Barya, Expert on Ethical Fashion, Uganda
- 10:20** **Tradition, trade and technology: Samoa's family-based business model helps to meet market requirements and environmental standards**
Ms. Karen Mapusua, Associate Director, Women in Business Development Inc., Samoa
- 10:30** **Moving goods across borders in Africa – not that easy, as a small trader and a woman!**
Dr. Amany Asfour, Chair of FEMCOM (Federation of National Associations of Women in Business of COMESA) and President of the Egyptian Business Women Association, Egypt
- 10:40** **Panel and plenary discussion (including Q & A)**
- 11:00** **Ethnic creativity inspires... buying top design fashion from non-traditional sources**
Ms. Jackie Udall, Fashion Sourcing Expert, United Kingdom
- 11:10** **Tourismo Real – how a bank gets involved in using the tourism value chain for good**
Mr. Julio Bin, Director of Sustainable Business Development, Grupo Santander Brasil
- 11:20** **Cross-cutting issues in development cooperation?** Questions from a donor country
- 11:30** **Panel and plenary discussion (including Q & A)**
- 12:00** **Where to go from here?**
Ms. Patricia Francis, Executive Director, ITC

ITC staff will offer more detailed information about ITC's work relating to the themes of poverty, women and the environment between 12:00 and 13:30, following the panel discussions about Trade for the Millennium Development Goals.