



World Export Development Forum (WEDF), 8 – 11 October 2008

PRESS RELEASE: MONTREUX

09.10.08

WEDF TO CLEAR CONFUSION AROUND ETHICAL TRADE

This year's World Export Development Forum (WEDF) will aim to clear "the mist" around the sustainable trade movement and its many guises, the International Trade Centre's (ITC) Executive Director Patricia R. Francis said today.

"There is such a plethora of different terms that mean different things to different people," Ms Francis said on the first day of the WEDF that is being held by the ITC in Montreux, Switzerland.

While sustainable trade has grown substantially, she said, there was not enough information for the average producer from the developing world to make an informed investment decision.

"The ITC is holding this conference to provide clarity to small-to-medium enterprises in emerging markets," Ms Francis.

"What producers need to know is what are the costs, the benefits and the opportunities of the different trade schemes."

At WEDF, the ITC will ask for feedback on a new tool it is producing called Buy for Development which will allow producers to prove that buying from developing countries does not necessarily cause more damage to the environment than buying locally.

"We have to arm our clients – such as trade support institutions in developing countries - with that information because right now they are being misrepresented in the market," Ms Francis said.

Within 10 years, emerging market companies will account for one-third of the *Fortune* 500 rankings of the world's biggest firms, according to consultancy firm Accenture.

Ms Francis also said that women have been largely ignored as an important driver of consumer conscience in the sustainable trade debate.

www.intracen.org/wedf

For more information:

Contact: Natalie Domeisen
Chief

Communications and Events

P: +41 22 730 0370

M: +41 79 239 1825

E: domeisen@intracen.org

