

**The ITC Executive Forum on National Export Strategy
The Global Debate 2006**

**Bringing the Poor into the Export Process:
Linkages and Strategic Implications**

Hotel Crowne Plaza Berlin City Centre
Berlin, Federal Republic of Germany
27 – 30 September 2006

Wednesday, 27 September – Afternoon (13:00 – 17:00 hrs)

13:00 – 15:00 Registration

15:00 – 17:00 Welcome, Introductions and Rules of the Debate

Ms. Patricia Francis, Executive Director, ITC

*Ms. Heidemarie Wieczorek-Zeul, Minister of Economic Cooperation and
Development, BMZ, Germany*

Ms. Valentine Rugwabiza, Deputy Director General, WTO

Mr. Dirk Bruinsma, Deputy Secretary General, UNCTAD

17:00 – 20:00 Reception

Thursday, 28 September

8:30 – 10:30 1st Plenary Session: Export Development and Poverty Reduction: Is There Really a
(Conference Center) Linkage?

*Moderator: Ms. Hilary Bowker, Bowker Media +
Communications, UK*

*Panellist: Mr. Abera Deresa, Minister of Agriculture and
Rural Development, Ethiopia*

*Panellist: Mr. Hafiz Pasha, Assistant Administrator and
UNDP Regional Director for Asia and the Pacific, UNDP*

*Panellist: Mr. Carlos A. Primo Braga, Senior Advisor,
World Bank*

*Panellist: Mr. Stephen Browne, Deputy Executive Director,
ITC*

10:30 – 11:00 Coffee

11:00 – 12:45 2nd Plenary Session: Making Export-Led Poverty Reduction Our Business: The
(Conference Center) Roles of the Public, Private and Non-Governmental Sectors

*Moderator: Mr. George P. Saibel, Director, Special
Advisory Services Division, Commonwealth Secretariat,
UK*

*Panellist: Mr. T.C. Venkat Subramanian, Chairman and
Managing Director, Export-Import Bank of India, India*

*Panellist: Mr. Lloyd Timberlake, Director,
Communications, World Business Council for Sustainable
Development, Switzerland*

*Panellist: Ms. Emily Jones, Research Team, Oxfam Great
Britain, UK*

Thursday, 28 September (cont'd)

- 12:45 – 13:00** Planning Session 1: Confirming the Validity of Virtuous Circles and High Profile Options
(Conference Center)
Presenter: Mr. Siphana Sok, Director, Division of Technical Cooperation Coordination, ITC
- 13:00 – 14:30** Lunch
- 14:30 – 15:45** Breakout Series A: A Virtuous Circle: Export Development, Poverty Reduction and Empowerment
(Berlin Room)
- Getting Started – Is It a Question of Education or Entrepreneurship?
Moderator: Mr. John Williams, University of Newcastle upon Tyne, UK
Panellist: Mr. Osman Atac, Chief, Enterprise Management Development Section, ITC
Panellist: Mr. Omar Ortiz, Manager, Finance and Trade, Belize Chamber of Commerce & Industry, Belize
Panellist: Mr. Erlan Sagadiyev, President, University of International Business, Kazakhstan
Panellist: Mr. Sherab Tenzin, Head of External Trade Division, Ministry of Trade and Industry, Kingdom of Bhutan
- (Wien/Amsterdam Room)
- A Down-to-Earth Linkage – Export Development, Poverty Reduction and the Land Issue
Moderator: Mr. Brian Barclay, Executive Forum, ITC
Panellist: Mr. Osei Boeh-Ocansey, Director-General, Private Enterprise Foundation, Ghana
Panellist: Mr. Gerrit Booyens, Limpopo Export Forum, South Africa
Panellist: Ms. Margot Campos, Director of Trade and Export, Ministry of Production and Micro-Enterprise of Bolivia
Panellist: Mr. Chandi Raj Dhakal, President, Federation of Nepalese Chambers of Commerce and Industry, Nepal
- (Rom/Helsinki Room)
- Redressing Disadvantage – Export Development, Poverty Reduction and Affirmative Action
Moderator: Mr. Anton Said, Executive Forum, ITC
Panellist: Mr. Enrique Hernández de Tejada Aldana, President of Import-Export Association, Mexico
Panellist: Mr. Riaan Le Roux, Chief Director, Export Promotion and Development, Department of Trade and Industry, South Africa

Thursday, 28 September (cont'd)

- 14:30 – 15:45** Breakout Series A: A Virtuous Circle: Export Development, Poverty Reduction and Empowerment
(Conference Center)
- Financial Empowerment – Financing a Sustainable Linkage
Moderator: Mr. Octavio B. Peralta, Secretary General, Association of Development Financing Institutions in Asia and the Pacific (ADFIAP), Philippines
Panellist: Ms. Rosa Maria Krüger, Partner, Asóciate S.A.C., Peru
Panellist: Mr. Gabriel Barrera Pérez, Vice President, Bancomext, Mexico
Panellist: Mr. R. C. M. Reddy, Chief Executive Officer, Cluster Development Initiative, Infrastructure Leasing & Financial Services Ltd., India
- 15:45 – 16:15** Coffee
- 16:15 – 17:30** Breakout Series B: The Reality of High Profile Options
(Rom/Helsinki Room)
- Export, Poverty and the 'e' Dimension
Moderator: Mr. Anton Said, Executive Forum, ITC
Panellist: Mr. Osman Atac, Chief, Enterprise Management Development Section, ITC
Panellist: Mr. Javed Naushahi, Chairman, E-Commerce Resource Center and Chairman Trade Facilitation e-Business (AFACT), Pakistan
Panellist: Mr. Alwyn Didar Singh, Joint Secretary of Heavy Industry and Public Enterprise, India
- (Wien/Amsterdam Room)
- Greening the Linkage: Is There Really an Environmental Dividend?
Moderator: Mr. Brian Barclay, Executive Forum, ITC
Panellist: Mrs. Tokozile Boboyi, Senior Programme Manager, Eastern Cape Development Corporation, South Africa
Panellist: Mr. Paul Boni, President, ANAVI-CI, Côte d'Ivoire
Panellist: Mr. Joseph Sunil, General Manager, PDS Organic Spices, India
- (Berlin Room)
- Export, Poverty Reduction and Women – A Missed Opportunity?
Moderator: Ms. Sabine Meitzel, Gender Focal Point, ITC
Panellist: Mr. Vasan Appanah, Senior Advisor, Ministry of Women Affairs, Mauritius
Panellist: Ms. Astrid Ruiz Thierry, Secretary General, Women for Dialogue and Education, Spain

Thursday, 28 September (cont'd)

- 16:15 – 17:30** Breakout Series B: The Reality of High Profile Options
(Conference Center)
- The Hands-On Approach: The Importance of Going Local
Moderator: Ms. Florence Kata, Executive Director, Uganda Export Promotion Board (UEPB), Uganda
Panellist: Mr. Raul Hernández, Director General, Alternativas y Procesos de Participación Social A.C., Mexico
Panellist: Mr. Costin Lianu, Director General, Department of Trade Promotion, Romania
Panellist: Mr. Kunyaphan Reangkhum, Deputy Director-General, Department of Export Promotion, Thailand

Friday, 29 September

- 8:30 – 10:15** 3rd Plenary Session: Virtuous Circles and High Profile Options: An Assessment
(Conference Center) (Review of the Conclusions and Recommendations of Breakout Series A and B)
Moderator: Ms. Hilary Bowker, Bowker Media + Communications, UK
- 10:15 – 10:30** Planning Session 2: Taking a Sectoral or a Global Approach
(Conference Center)
Presenter: Mr. Peter Walters, Director, Division of Product and Market Development, ITC
- 10:30 – 11:00** Coffee
- 11:00 – 13:00** Breakout Series C: Poverty Sensitive Value Chains
(Conference Center)
- Growing Out of Poverty – Strategic Direction in the Agricultural Sector
Moderator: Mr. Doyle Baker, Chief, Agricultural Management, Marketing and Finance Service, Agricultural Support Systems Division, Food and Agriculture Organization (FAO)
Panellist: Mr. Jethro Greene, Chief Coordinator, Eastern Caribbean Trading Agriculture and Development Organization, St. Vincent & the Grenadines
Panellist: Mr. Carlos Krüger, Partner, Asóciate S.A.C., Peru
Panellist: Mr. R. S. Sodhi, Chief General Manager, Gujarat Cooperative Milk Marketing Federation, India
Panellist: Mr. Timothy Williams, Adviser and Head, Enterprise and Agriculture Section, Commonwealth Secretariat, UK

Friday, 29 September (cont'd)

- 11:00 – 13:00** Breakout Series C: Poverty Sensitive Value Chains
(Wien/Amsterdam Room)
- A Hi-Tech, Low Employment Future in the Export-Oriented Manufacturing Sector – A Correct Conclusion?
Moderator: Mr. Sergio Miranda da Cruz, Director, Research and Statistics Branch, UNIDO
Panellist: Mr. Adesina Agboluaje, Managing Director, Nigeria Export Processing Zones Authority, Nigeria
Panellist: Mr. Jaishwor Barlow Manilal, Chief Operating Officer, Key Government Programmes, Automotive Industry Development Centre (AIDC), South Africa
Panellist: Mr. Prachand Man Shrestha, Deputy Secretary, Ministry of Industries, Commerce and Supplies, Nepal
- (Berlin Room)
- The Poverty Angle of Sun, Sea and Sand – Maximizing Tourism's Contribution
Moderator: Mr. Eugenio Yunis, Chief, Sustainable Development of Tourism Department, World Tourism Organization (UNWTO)
Panellist: Mr. Harold Goodwin, Director, Responsible Tourism Partnership, UK
Panellist: Mr. Pedro Granchar, Director General, RETA Atlântico, Portugal
Panellist: Mr. Isaac Njoroge, Adviser, Trade Section, Commonwealth Secretariat, UK
- (Rom/Helsinki Room)
- Tangible Results from Intangible Business – Strengthening the Linkage within the Service Sector
Moderator: Mr. Anton Said, Executive Forum, ITC
Panellist: Mr. Edsel Custodio, Undersecretary for International Economic Relations, Department of Foreign Affairs, Philippines
Panellist: Mr. Ricardo Estrada Estrada, Executive President, CORPEI, Ecuador
Panellist: Mr. Nikhil Treebhoohun, Adviser and Head of the Trade Section, Commonwealth Secretariat, UK
- 13:00 – 14:30** Lunch
- 13:30 – 14:30** Informal Session:
(Conference Center)
- The "Innovations in Export Strategy" Consultation Series – Summary of 2006 Consultations on:
- Gender Equality, Export Performance and Competitiveness – A Practical Approach
 - Export Strategy and the Role of the National Trade Promotion Organization
 - Financing Export Clusters: Options and Strategic Implications
 - Underwriting Export Promotion: "Best Practices" in the Operation and Management of a Matching Grant Scheme
 - The Relevance of National Branding to Export Strategy

Friday, 29 September (cont'd)

- 14:30 – 15:45** Breakout Series D: The Effectiveness of On-Going Global Initiatives
(Conference Center)
- Fair Trade – A Development Trap?
Moderator: Ms. Natascha Weisert, Executive Forum, ITC
Panellist: Ms. Jacqui MacDonald, President, Just Trade, Canada
Panellist: Ms. Penny Newman, Chief Executive Officer, CaféDirect, UK
Panellist: Mr. Hugo Skoppek, Director, Stitching Nature & More Foundation, The Netherlands
- (Berlin Room)
- Corporate Social Responsibility – Where Does It Lie?
Moderator: Ms. Yukiko Arai, Multinational Enterprises Programme, International Labour Organization (ILO)
Panellist: Mr. Alfredo Nuño, Green Coffee Trader, Starbucks Coffee Trading Company, Switzerland
Panellist: Mr. Pan Sorasak, Secretary of State, Ministry of Commerce, Royal Government of Cambodia
Panellist: Mr. Ralph Adeola Alabi, Chairman, Guinness Nigeria Plc., Nigeria
Panellist: Mr. Hans Perk, Manager, Solidaridad, The Netherlands
- (Wien/Amsterdam Room)
- South-South Trade – Could It Be a Solution?
Moderator: Mr. Osvaldo R. Agatiello, Professor of International Economics, Geneva School of Diplomacy and International Relations, Switzerland
Panellist: Ms. Saule Akhmetova, Adviser, CMAR/Kazyna, Kazakhstan
Panellist: Mr. Christoph Ernst, Employment Analysis and Research, Economic and Labour Market Analysis Department, ILO
Panellist: Mr. Ricardo Estrada Estrada, Executive President, CORPEI, Ecuador
Panellist: Mr. Friedrich von Kirchbach, Chief, Market Analysis Section, ITC
- 15:45 – 16:15** Coffee
- 16:15 – 17:30** 4th Plenary Session: Managing the Linkage: Defining an Effective Framework
(Conference Center)
- Moderator: Mr. Ganeshan Wignaraja, Team Leader (Trade Integration), Office of Regional Economic Integration, Asian Development Bank, Philippines*
- Panellist: Mr. Edward Boateng, Executive Secretary, Ghana Export Promotion Council, Ghana*
- Panellist: Mr. Charles Gore, Senior Economic Affairs Officer, UNCTAD*
- Panellist: Mr. Owen Skae, University of KwaZulu-Natal, South Africa*

Saturday, 30 September – Morning (8:30 – 13:00 hrs)

8:30 – 10:30	5 th Plenary Session: (Conference Center)	Taking a Sectoral or a Global Approach: (Review of the Conclusions and Recommendations of Breakout Series C and D) <i>Moderator: Ms. Hilary Bowker, Bowker Media + Communications, UK</i>
10:30 – 11:00	Coffee	
11:00 – 12:00	6 th Plenary Session: (Conference Center)	Charting the Leap from Poverty to Prosperity: Balancing a Pro-Poor Export Strategy with the Competitiveness Imperative <i>Moderator: Mr. Stephen Browne, Deputy Executive Director, ITC</i> <i>Panellist (Government): Mr. Abera Deresa, Minister of Agriculture and Rural Development, Ethiopia</i> <i>Panellist (NGO): Mr. Pranav Kumar, Policy Analyst, Consumer Unity and Trust Society (CUTS), India</i> <i>Panellist (Private Sector): Mr. M. Lakshminarayan, Chairman, Confederation of Indian Industry - Southern Region, India</i> <i>Panellist (Technical Organization): Mr. A. H. M. Lansink, Managing Director, CBI, The Netherlands</i>
12:00 – 12:30	7 th Plenary Session: (Conference Center)	Where Do We Go from Here? <i>Chair: Ms. Patricia Francis, Executive Director, ITC</i>
12:30 – 13:00	Closing	