

WORLD EXPORT DEVELOPMENT FORUM – W·E·D·F 2008

CONSUMER CONSCIENCE: HOW ENVIRONMENT AND ETHICS ARE INFLUENCING EXPORTS

PANELLISTS' BIODATA



Ms. Patricia Francis
Executive Director
International Trade Centre

Ms. Patricia R. Francis, an award-winning leader and business facilitator, joined the International Trade Centre as Executive Director in June 2006.

ITC is a joint organization of the United Nations and the World Trade Organization that enables small business export success in developing countries. It provides, with its partners, trade development solutions to the private sector, trade support institutions and policymakers.

Ms. Francis comes to ITC from Jamaica Trade and Invest, where she served as President since 1995. She was also a member of Jamaica's Cabinet Committee for Development. During her tenure Jamaica attracted more than US\$ 5 billion in foreign direct investment.

She served twice as President of the World Association of Investment Promotion Agencies. She has chaired Organization of Economic Cooperation and Development's Caribbean Rim Investment Initiative as well as the China-Caribbean Business Council.

She has received awards from the Washington D.C. based Caribbean-Central American Action Council and from the King of Spain for her leadership and support for investment and business advocacy.



Mr. Supachai Panitchpakdi
Secretary-General
United Nations Conference on Trade
and Development (UNCTAD)

Mr. Supachai Panitchpakdi began his four-year term as Secretary-General of UNCTAD on 1 September 2005, following his appointment by the UN General Assembly.

Born in Bangkok on 30 May 1946, Dr. Supachai attended school there at St. Gabriel's College and Triam Udom School. Dr. Supachai received his Master's Degree in Econometrics, Development Planning and his Ph.D. in Economic Planning and Development at the Netherlands School of Economics (now known as Erasmus University) in Rotterdam.

In 1973, Dr. Supachai completed his doctoral dissertation on Human Resource Planning and Development under the supervision of Prof. Jan Tinbergen, the first Nobel laureate in economics.

Dr. Supachai began his professional career at the Bank of Thailand in 1974, working in the Research Department, the International Finance Division and the Financial Institutions Supervision Department.

In 1986, Dr. Supachai was elected a member of the Thai Parliament and was appointed Deputy Minister of Finance.

In 1988, he was appointed Director and Advisor, and subsequently President, of the Thai Military Bank.

In 1992, Dr. Supachai was appointed Senator, and that same year he became Deputy Prime Minister entrusted with oversight of the country's economic and trade policy making. In this role, he was actively involved in international trade policy and represented Thailand at the signing ceremony in Marrakech of the Uruguay Round Agreement in 1994. He was also active in shaping regional agreements, including Asia Pacific Economic Cooperation (APEC), the Association of Southeast Asian Nations (ASEAN) and the Asia Europe Meeting (ASEM).

In 2001, he was appointed Visiting Professor of the International Institute for Management Development in Lausanne. He has published a number of books, including *Globalization and Trade in the New Millennium* (2001) and *China and WTO: Changing China, Changing World Trade* (2002, co-authored with Mark Clifford).

Dr. Supachai previously served as Director-General of the World Trade Organization (September 2002 to August 2005).

Dr. Supachai is married to Mrs. Sasai and has a son and a daughter.



Mr. Ashok Khosla
Chairman
Development Alternatives
India

Mr. Ashok Khosla is one of world's leading experts on the environment and sustainable development. A former director of the United Nations Environment Programme, he was awarded the 2002 Sasakawa Environment Prize - "the Nobel Prize of the environment world" - and has been named in the UNEP's Global 500 Roll of Honour.

Born in Kashmir in 1940, the son of a university professor and a college lecturer, Khosla gained a masters degree in natural sciences from Cambridge University before going on to do a PhD in experimental physics at Harvard.

After a period teaching in the United States - he was part of the team that designed and taught Harvard's inaugural undergraduate course on the environment - he returned to his native India where he became the founding director of the Indian government's Office of Environmental Planning and Co-Ordination, the first such agency in a developing country.

In 1976 he was appointed director of the UNEP, where he designed and launched Infoterra, the global environmental information exchange. He remained with the UNEP until 1982 when he left to found Development Alternatives, a Delhi-based Non-Governmental Organization devoted to promoting commercially viable, environmentally friendly technologies.

He has been a board member of numerous global environmental organizations - including the Club of Rome, the World Conservation Union and the International Institute for Sustainable Development - and served as an adviser to, among others, the World Bank, the United Nations Development Programme and the Indian government.

In his presentation speech for the Sasakawa Award Klaus Toepfler, Executive Director of the UNEP, described Khosla as "a legend in the realm of sustainable development, and an individual who personifies the hopes and dreams of billions trapped in the indignity of acute deprivation."

He lives in Delhi.



Mr. Gareth Thomas
UK Parliamentary Under-Secretary of State
Department for International Development
United Kingdom

Mr. Gareth Thomas has been the Member of Parliament for Harrow West since May 1997. He was appointed as Parliamentary Under-Secretary of State in the Department for International Development (DFID) in 2003.

Prior to his appointment as Parliamentary Under-Secretary of State, Department for International Development, United Kingdom, he was working as Parliamentary Private Secretary to the Secretary of State for Education, Charles Clarke MP.

From November 1997 to October 1999 he was a Member of the Environmental Audit Select Committee



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

Mr. Pascal Lamy is Director-General of the World Trade Organisation (WTO) since September 2005. Mr. Lamy holds degrees from the Paris based Ecole des Hautes Études Commerciales (HEC), from the Institut d'Études Politiques (IEP) and from the Ecole Nationale d'Administration (ENA). He began his career in the French civil service at the Inspection Générale des finances and at the Treasury. He then became an advisor to the Finance Minister Jacques Delors, and subsequently to Prime Minister Pierre Mauroy.

In Brussels from 1985 to 1994, Pascal Lamy was Chief of staff for the President of the European Commission, Jacques Delors, and his representative as Sherpa in the G7.

In November 1994, he joined the team in charge of rescuing Credit Lyonnais, and later became CEO of the bank until its privatisation in 1999.

Between 1999 and 2004, Pascal Lamy was Commissioner for Trade at the European Commission under Romano Prodi.

After his tenure in Brussels, Pascal Lamy spent a short sabbatical period as President of "Notre Europe", a think tank working on European integration, as associate Professor at the l'Institut d'études politiques in Paris and as advisor to Poul Nyrup Rasmussen (President of the European Socialist Party).



Mr. Alex Brigham
Executive Director
Ethisphere Institute
USA

Alexander F. Brigham is the Executive Director of the Ethisphere Institute. The Ethisphere Institute is the world's most recognized authority in research and rating of corporate and institutional ethics, anti-corruption and sustainability efforts. The Institute was co-founded by Corpedia, the Practising Law Institute (PLI), the National Association of Corporate Directors (NACD) and the international anti-bribery group, TRACE International. Ethisphere's associated membership council includes more than 200 of the world's leading corporations and regulatory institutions.

Among Ethisphere's research and rating activities are the highly regarded annual World's Most Ethical Companies Ranking, Ethisphere's Government Contractor Ethics Program Ranking, 100 Most Influential in Business Ethics and the Global Anti-Corruption Rating which examines and grades multinationals' efforts in combating corruption. The Ethisphere Institute is the global accrediting body for Certified Anti-Corruption Experts (CACE) and also serves as the administrator for the Ethisphere Zero Corruption Leaders (EZCL) program, which covers more than two dozen industries and under which corporations pledge to uphold strong and auditable anti-corruption controls.

Mr. Brigham speaks frequently at international conferences and forums on the topic of corporate ethics, sustainability, anti-corruption, corporate citizenship, and how such matters correlate to a company's financial performance, regulatory track record and consumer and stakeholder perception.

Among other professional positions, Mr. Brigham has served as President & CEO of the risk assessment and compliance training firm Corpedia Inc., as a principal at the leveraged buyout firm partnership, Clayton, Dubilier & Rice (CD&R), and as a financial analyst at the investment banking firm Lazard Freres. Mr. Brigham is a graduate of Yale University.



Ms. Samira Ahmed
Presenter & Correspondent
Channel 4 News
United Kingdom

Ms. Samira Ahmed is a presenter and correspondent for Britain's most renowned news programme, Channel 4 News. As a news correspondent and presenter for BBC News, BBC World and Newsnight, and a presenter at Deutsche Welle TV, in Berlin, she's reported extensively on crime, terrorism and the arts and was BBC Los Angeles correspondent, where she covered the civil trial of OJ Simpson.

"Samira is one of the most popular news presenters"

Ms. Ahmed has a degree in English and a Journalism Diploma. She started her career at the BBC in 1990. For her Channel 4 documentary series, Islam Unveiled she travelled across the world to explore the status of Muslim women and ask whether you can really be a feminist and a Muslim.



Ms. Dana Kissinger-Matray
Secretary of the ISO Committee on Consumer Policy
(ISO/COPOLCO)
Switzerland

Ms. Dana Kissinger-Matray (Bachelor of Arts, Bryn Mawr College, USA, 1986, and Certificate as Assistant in Public Relations, Swiss Public Relations Institute, 1991) has been Secretary of the ISO Committee on consumer policy since 2000. She was appointed Secretary of COPOLCO after four years with ISO's Committee on conformity assessment (ISO/CASCO). Prior to joining ISO, Dana was a technical translator and magazine editor for several companies and associations in Geneva. She has also taught English as a Foreign Language in several private language schools in the Geneva area. Dana is married to Jef Matray and has two lively daughters, born in 1993 and 2001. As hobbies, Dana enjoys sport (especially long-distance running), participating actively in her church, listening to music and reading.



Ms. Katy Leakey
Founder
The Leakey Collection
Kenya

Ms. Katy Leakey was born and raised in southern California, Katy obtained a bachelor of fine arts degree from Otis Art Institute in Los Angeles in 1976. Katy's earlier work, utilizing interpretive art and writing, began with the search to illuminate the values and societal principals that united all of mankind, ones present in every culture to maintain survival of that culture. Today her work is directed towards looking at what are the most fundamental values and principals the vast cultural mix around the world must share or accept in one another in order to work together yet maintain the rich variety of our heritages. As Artist and Public Speaker, Katy has used her art work to open the minds of American's to other cultures and she is now expanding her scope beyond the American need of understanding to reach people in the global arena. In 2001 Katy and Philip Leakey started a company in Kenya dedicated to enhancing understanding between the west and Africa using product and commerce as a vehicle. By designing and manufacturing fashion and interior products for the global market place the Leakey's have brought employment opportunity to the Maasai of the Rift valley in Kenya and have employed over 1000 people, primarily Maasai women, with the goal of continued expansion and growth in areas of work opportunity, training and building bridges between the west and Africa. The Leakey Collection has been nominated as one of twelve finalists of World Challenge 08. This is a global competition aimed at finding projects or small businesses from around the world that have shown enterprise and innovation at a grass roots level.



Mr. Neil Kelsall
Chief Executive Officer
Kelsall Limited
United Kingdom

Mr. Kelsall is a founder of "Equitrade" philosophy of wealth creation in developing nations with emphasis on sustainable trade in higher value goods and services. Pioneering award winning fully packaged chocolate/food/drink global business out of Madagascar, Africa (Malagasy Ltd) into major supermarkets, health, premium food retailers and distributors in Europe and America. Over 25 years experience in strategic global business creation and development in food and technology industries with Philips, GEC, BC Components (Vishay), Chinese and African manufacturers in customised and commodity OEM and branded products. Educated with MBA (Strategic Management) and Engineering Degree at the University of Bradford, United Kingdom. Neil Kelsall offers consultancy/interim management services to facilitate the creation of "added value" international trade for start up and established businesses operating in developing nations. Covering business planning, investment, organisation design, technology transfer, manufacturing, innovation, and establishment of supply chain and sales and marketing channels..



Mr. Ernst von Kimakowitz
Co-Founder
The Humanistic Management Network
University of St. Gallen
Switzerland

Mr. Ernst von Kimakowitz is an independent consultant focusing on projects in the areas of corporate social responsibility and the role of business in society with mandates coming from both, private sector as well as public sector clients. He is also a co-founder of The Humanistic Management Network. In his Ph.D. thesis which he is currently writing at the Institute for Business Ethics of the University of St. Gallen, Switzerland, he is looking at the interaction of transnational corporations and local SMEs in developing economies.

Ernst von Kimakowitz holds a M.Sc. from the London School of Economics and Political Science (LSE). His undergraduate studies were in Political Science and Business Administration at the Johannes Gutenberg University of Mainz, Germany and the Universidad de los Andes in Mérida, Venezuela.



Mr. Arun Kumar
President
Development Alternatives
India

Dr. Arun Kumar is President-Business Initiatives, Development Alternatives and has wide experience in the areas of Technology Innovation, Systems Engineering, Business Development and Organisation of research. Since 1989 he has been responsible for innovation and development of Technology Systems required for large-scale creation of sustainable livelihoods. He is responsible for development and promotion of technology packages in the area of Decentralised Energy Production, Building Material Technologies, Biomass Utilisation and other Livelihood Technologies. Under his leadership, the first DESI Power Biomass based Energy System was installed and commissioned at TARAGram, Orchha in 1996. The first 100 KW unit meets the entire electricity requirements of the Appropriate Technology Centre of Development Alternatives. Based on this experience, another 19 plants have been designed to provide energy services to rural communities not serviced by regular centralised systems. Dr. Arun Kumar has been actively involved in planning for large-scale dissemination of cleaner technologies required under the International Protocols. The TARA Eco Kiln technology, promoted in India, is one of the first bundled CDM registered projects making available Carbon Revenues to small scale businesses.



Mr. Anukul Tamprasirt
Deputy General Secretary
The Federation of Thai Industries
Thailand

Mr. Anukul Tamprasirt, is a deputy general secretary, The Federation of Thai Industries, in charge of new economic and innovative industry development. A former Software expert who educated in US and working in International in the areas include Software & ICT Services, Agriculture and Consumer Products Import/Export, Alternative Energy and etc.

As a civil entrepreneur, he has been an active contributor in various community development programs, government initiatives and public policy implementations i.e. Software Industry Promotions, Logistics, Professional Development, Distance Learning, Asset Securitization, National Competitive Advantage, Rural and Regional Development, Poverty Reduction, Organic Farming, Heritage and Culture Preservations, Indigenous Creativity & Local Wisdoms and etc.

His special interests are in the areas of Knowledge Management, Innovative Industrial and Social Networking Research and etc.



Mr. Philip Leakey
Founder
The Leakey Collection
Kenya

Born in Kenya, where his family has been established for the past 100 years, Philip Edward Erskine Leakey was raised in both Kenya and Tanzania. The youngest of Dr. LSB Leakey and Dr. Mary Leakey's three sons Philip grew up in a family that has always been closely associated with wildlife and nature, having been surrounded by both domestic and wild animals for generations. Philip's father, Dr. Louis B. Leakey, was founding member of the Kenya National Parks and Curator of the National Museum, Nairobi. His father's extensive work in primate research and pioneering of behavioral research of the three Great Apes, as well as his parent's work in Paleontology and Anthropology has had considerable influence upon Philip. Frequent guests to their family home included resident scientists and wildlife enthusiasts. In 1979 he captured the seat of parliament becoming the first and still to this day the only white Kenyan to be elected to Parliament in Kenya. Philip and his wife Katy live in the African bush among the Maasai in the Rift Valley, Kenya. The Leakey Collection has been nominated as one of twelve finalists of World Challenge 08. This is a global competition aimed at finding projects or small businesses from around the world that have shown enterprise and innovation at a grass roots level.



Mr. Gavin Staude
Director
Rhodes University Investec Business School
South Africa

Professor Gavin Staude is the founding Director of the Rhodes Investec Business School, Rhodes University, South Africa, which was established in 2000. He was previously the Raymond Ackerman Professor and Head of the Department of Management at Rhodes University. He completed his undergraduate studies at Rhodes University where he also read for his M.Com and PhD degrees. In addition, he read for an MBA degree at the Cranfield School of Management in England. Since 1991, he has been Visiting Professor at Durham Business School in the UK where each year he teaches an elective course on Strategic Marketing. He has co-authored five books on Marketing, Management, Small Business and Strategic Management, the latest one of which is "Strategic Management: Winning in the Southern African Workplace" He has also published in various South African and international journals, in addition to his having consulted to various South African organizations.



Mr. Kevin O'Brien
Group Company Secretary
The SPAR Group Ltd
South Africa

Kevin is the Group Company Secretary for The SPAR Group Ltd, a company listed on the Johannesburg Stock Exchange. Prior to his appointment he spent 3 years in the UK as General Manager for one of the SPAR wholesalers in the UK. He is also a former Divisional Human Resource Director and Group Property Development Manager for The SPAR Group Ltd.

He has a BA LLB B.Soc Sc (Hons) from the University of KwaZulu-Natal, South Africa and is admitted as an Advocate of the High Court of South Africa. He is married with 3 daughters and lives in Durban, South Africa.



Mr. James Porter
Chairman
TBWA\Group\Durban
South Africa

Currently Executive Chairman TBWA\HUNTLASCARIS\Group, based in Durban (part of the worldwide Omnicom Group) with responsibilities on various Boards, both within the TBWA Group, as well as other organisations. James was born in Zimbabwe and educated there. His professional training and qualifications include Business College – Marketing and Psychology. Early in his career, marketing was his key focus, providing experience across international FMCG brands, Pharmaceuticals and the Ethical Drug industry. James has lived and worked in the USA, Canada, Europe and the Far East. He is married and has two adult children. Plays tennis and golf for relaxation. Widely travelled, he is a passionate African, loves the wildlife, bush and all its people.



Ms. Ania Jakubowski
Associate Director in Marketing
Procter & Gamble
Switzerland

Ania has a Honours Degree-Bachelor of Business Administration from Wilfrid Laurier University, Ontario Canada,

Ania's background on Gender and Trade include the following:

2005-2008: President, Geneva Women in International Trade (GWIT- www.gwit.ch), Geneva, Switzerland

2008: Executive Vice President, Organization for Women in International Trade (OWIT – www.owit.org)

2005-2008: Board of Directors, Organization for Women in International Trade (OWIT)

2007: Executive Co-Chair of Operations, Organization of Women in International Trade (OWIT)

2004-2008: Board of Advisors, Women International Networking Leadership Forum (WIN- www.winconference.net)

Her broad experience on Marketing, Strategy and Sales in Procter & Gamble includes;

2007- Present: Associate Director, (Brand Management)– Marketing, Western Europe Fabric Care Innovation Team, Geneva, Switzerland

2002-2007: Associate Director – Global Strategy Management: Retail Brands & Western Europe Discount Channel Leader, Geneva, Switzerland

1999-2002: Western Europe Channel Strategy Manager; Brussels, Belgium

1998-1999: Customer & Business Development Manager (Cosmetic & Fragrances Division); Central & East Europe, Frankfurt, Germany

1997-1998: Regional Customer Business Development Manager; Warsaw, Poland

1994-1997: Customer Marketing Organization Manager; Warsaw, Poland

1993-1994: Pharmacy Channel Manager; Warsaw, Poland

1991-1993: Account Executive; Toronto, Canada



Mr. Roland Higgins
Policy Advisor
Rainforest Alliance
Belgium

Mr. Roland Higgins has been from 2003 to date Consultant Advisor for the Rainforest Alliance, Sustainable Agriculture Division

The Rainforest Alliance is an international non-profit certification scheme dedicated to protecting ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behaviour. Companies, cooperatives and landowners that participate in the Rainforest Alliance's programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods. The Rainforest Alliance is mainly active in agriculture and forestry but since recently also in tourism.

Roland's role is to reach out to the European Institutions to contribute to a better understanding of the Rainforest Alliance's program.

European Affairs advisor for the Marine Stewardship Council

The MSC is a non-governmental organization that promotes sustainable wild catch fishing through an FAO approved certification and eco-labelling scheme.



Mr. Kevin McKinley
Deputy Secretary-General
International Organization for Standardization (ISO)

Since November 2003, Kevin McKinley has been Deputy Secretary-General of the International Organization for Standardization (ISO) - the non-governmental organization that is a network of national standards institutes from 157 countries and with a Central Secretariat in Geneva, Switzerland. Kevin McKinley also has responsibility for Central Secretariat operations supporting ISO's standards development and IT services.

Prior to joining ISO, Kevin McKinley was Director, Standards at the SCC (Standards Council of Canada), the organization responsible for Canada's National Standards System and for participation in relevant international organizations such as ISO and the International Electrotechnical Commission (IEC). During his time in Canada, Kevin McKinley held various positions within ISO's governance and technical organization including member of the ISO Technical Management Board in 2002 and, from 1996 to 2000, as Secretary of the ISO Technical Committee (TC) that developed the ISO 9000 series of standards - TC 176 on Quality management and quality assurance.

Kevin McKinley obtained a Bachelor of Science in 1985 from the University of Ottawa (Canada) where he studied Kinanthropology (human kinetics) and then graduated in 1988 with a Bachelor of Applied Science in Mechanical Engineering from Queens University in Kingston (Canada).



Mr. Ulrich Hoffmann
Chief, Trade and Sustainable Development Section
United Nations Conference on Trade
and Development (UNCTAD)
Switzerland

Ulrich Hoffmann, has a Ph.D. and an advanced doctoral degree (i.e. habilitation) from the University of Berlin. He is the Head of the Trade and Sustainable Development Section in the International Trade Division of the UNCTAD secretariat and the Chief Editor of UNCTAD's annual Trade and Environment Review. He is also the leading author of a recent series of monographs on the opportunities and challenges arising from the GlobalGAP standard for producers and exporters of fresh fruit and vegetables in a dozen of developing countries.



Mr. Michael Bremans
Managing Director
Ecover Group
Belgium

Mr. Michael Bremans is managing director of Ecover, a manufacturer of biodegradable cleaning products made from renewable resources.

Michael Bremans was born in Schoten, Belgium. He studied for a Licenciate in Applied Economics at RUCA, Antwerp and his professional career has spanned the tourism and the service industry. In 1993 Michael was appointed as managing director of Ecover Belgium. Michael has constantly improved the ecological influence of the Ecover factory on the environment. Mr. Bremans was recently nominated by Time Magazine as one of 30 Heroes of the Environment.



Ms. Jacqueline Coté
ICC Permanent Representative in Geneva
International Chamber of Commerce (ICC)
Switzerland

Ms. Jacqueline Coté is the Permanent Representative in Geneva of the Paris-based International Chamber of Commerce (ICC). Before joining ICC Ms Coté held senior legal and management positions within international law firms and multinational companies, including Phillips & Vineberg Solicitors, the SGS Group and DuPont de Nemours International in Geneva. She also served as Senior Advisor Advocacy & Partnerships to the World Business Council for Sustainable Development, a leading business organization in the field of sustainable development. She currently represents ICC at UN and other intergovernmental forums in Geneva and also advises the Graduate Institute of International and Development Studies in Geneva on private sector issues.

Ms Coté holds a civil law degree and a common law degree from McGill University in Montreal and has undertaken doctoral law studies at the University of Freiburg in Germany. She has Canadian, Swiss and British nationalities.



Mr. Teava Iro
Chairman
Titikaveka Growers Association
Cook Islands

Mr. Teava Iro has been a fisherman and farmer since he was six. He currently owns and operates four small organic plantations for banana, pawpaw, vegetables, and noni fruit. He describes these as “experimental” because he says he’s “still learning”. He is Chairman of the Titikaveka Growers Association (TGA) that is dedicated to converting farm practices in the village to become wholly organic. Teava is a member of the Rarotonga Environment Authority and the three-member board of Cook Islands Investment Corporation that owns all government assets, including government-owned enterprises. He is a co-owner and developer of an aquafarm Ecoculture Ltd that cultures tilapia fish for sale and, also, is implementing an innovative, sustainable oyster/fish polyculture this year. He is Chairman and founder of the nation-wide Home Education Programme, which is a passion because he himself is largely self-educated. He is a founder, owner and the general manager of Cook Islands Noni Marketing Ltd, a company that purchases noni fruit to process into juice, exporting about four tons per month. The juice is certified to be organic by Japan-based JAZZ. He is a member of the Regional Organic Task Force that is developing a regional organic strategy.



Ms. Sibyl Anwander
Head, Quality Assurance and Sustainability
COOP
Switzerland

Dr. Sibyl Anwander Phan-huy (45) is an Agricultural Economist. She made her studies at the Federal Institute of Technology (ETH) in Zurich, Switzerland, where she worked over 10 years as a researcher and lecturer in Agricultural Politics. She lives in Basel, is married and mother of three teenagers.

2001 Sibyl Anwander joined Coop Switzerland, the second largest retailer in Switzerland. In 2003 she was appointed as Head of Public Affairs and Sustainability. She was responsible for Coop's first sustainability report and is leading the Steering Group on Sustainability within Coop. She represents Coop as a Member of BSCI, is member of the Supervisory Council of BSCI and served also as member of the board of FSC Switzerland. She was actively involved in Public Private Partnership-Project about integration of social aspects in the GlobalGAP Standard.

Coop is a leading retailer with regard to social and ecological activities. It is the world leading company selling textiles of organic and fair traded cotton, has long standing programmes for organic and fair trade products and is involved in international initiatives like 4C (Common Code for the Coffee community), RSPO (Roundtable on Sustainable Palmoil), RTRS (Roundtable on Responsible Soy) and others. Since 2006 Coop has a partnership with WWF Switzerland which covers Forest protection, sustainable fisheries and aquaculture as well as Climate Protection. Coop is the first retailer engaged in compensating all CO₂-emissions linked to transportation by air.



Mr. Bold Magvan
President
XacBank
Mongolia

Mr. Bold Magvan joined the Bank in the capacity of the President in November 2005. He is a senior banking professional in economic policy and structural reform with more than 20-year expertise in public and private, global financial institutions, including the World Bank (WB) and the International Monetary Fund (IMF). Bold's career experience includes four years at the Bank of Mongolia (Central Bank) in the top management position of the Deputy Governor (1996-2000). His prior professional career accomplishments include that of Deputy Director at the Market Research Institute (1989-1992), an officer in several commercial banks (1991,1993), CEO of the Mongolian Export-Import Bank (1995-1996), Board member of the International Investment Bank and the International Bank for Economic Cooperation in the Russian Federation (1996-2000), and Advisor for Da Afghanistan Bank (Central Bank), Islamic State of Afghanistan (2003-2004).

Bold is a graduate in international economics from the Budapest University of Economics, Hungary. He also holds a Master's in International Affairs degree with a major in economic policy management from the Columbia University, New York, USA.



Mr. Anthony Lumby
President
International Interdisciplinary Environmental
Association
South Africa

Mr. Anthony B. Lumby is Professor and Head of the School of Economic and Business Sciences at the University of the Witwatersrand, Johannesburg, South Africa. He is also Emeritus Professor of Economics at the University of KwaZulu-Natal, Durban, South Africa. His fields of specialization include environmental economics and economic history, and he has published widely in both areas. He is a co-founder of the Economic History Society of South Africa and the Society's accredited journal, South African Journal of Economic History. He is currently President of the International Interdisciplinary Environmental Association, headquartered in the United States, and he serves on the editorial boards of several internationally recognised journals.



Mr Stephen Mbithi Mwikya
Chief Executive
Fresh Produce Exporters Association of Kenya
FPEAK
Kenya

Dr Stephen Mbithi is the CEO of Fresh Produce Exporters Association of Kenya (FPEAK), an association bringing together 120 companies that export flowers, fruits and vegetables from Kenya, and those that provide direct support services. He is also the coordinating CEO of Horticultural Council of Africa (HCA), that brings together 11 associations in Eastern and Southern African Countries. Dr Mbithi has extensive experience in the export sector, having served in a similar capacity in the fish sector for 5 years prior to joining horticulture. He has consulted for organizations such as COMESA, UNEP, ICTSD, OECD and published widely on international export trade, especially on aspects such as SPS measures, and access/trade agreements.



Mr. Markus Arbenz
Director
Bio-Suisse
Switzerland

Mr. Markus Arbenz is the current Director of Bio Suisse, a Federation of the Swiss organic farmer associations for 2 years. He was the Programme Manager and Senior Technical Advisor of Helvetas, Swiss association for technical co-operation in Kyrgyzstan, Bhutan and Afghanistan for 6 years. He was also Director of Pro Specie Rara, Swiss foundation for the conservation of the genetic resources of domestic animals and plants for 8 years. He was Management Assistant to the seed department of fenaco as well, the Swiss federation of farmers cooperatives for 4 years..



Mr. Simon Bolwig
Project Researcher
Trade and Development Research Unit
Danish Institute for International Studies (DIIS)
Denmark

Mr. Simon Bolwig has since 2004 worked as a project researcher in the Trade and Development research unit of the Danish Institute for International Studies (DIIS). He does research on new forms of participation of small producers in global markets – especially organic certification and contract farming – and their local economic effects in respect of household revenue and farm productivity. This involves analysis of how quality and ‘sustainability’ standards influence the terms and conditions of value chain participation for ‘upstream’ chain actors in developing countries. Alongside, Simon has recently started working on the emerging climate change standards (‘carbon labelling’, ‘food miles’ etc) and their implications for developing-country agro-food exports (with the International Trade Centre UNCTAD/WTO). He has also lead work to develop a methodology for integrating poverty and environmental issues into global value chain analysis, including practical tools for guiding value chain upgrading for small producers and agro-businesses in Asia and Africa (with ODI). Before joining DIIS, Simon worked for the International Food Policy Research Institute, Washington, DC, out-posted in Uganda. He holds a PhD in geography from the University of Copenhagen.



Mr. Asad Naqvi
Programme Officer
UNEP-Economics and Trade Branch Coordinator
UNEP-UNCTAD Capacity Building Task Force
on Trade, Environment and Development (CBTF)

Mr. Naqvi is currently working with the Economics and Trade Branch of the United Nations Environment Programme (UNEP) as Programme Officer. He is also Coordinator of the UNEP-UNCTAD Capacity Building Task Force on Trade, Environment and Development (CBTF). Mr. Naqvi has more than 13 years of experience of research, policy analysis and project management in various sectors including, governance, environment, trade and poverty reduction.

Mr. Naqvi, who himself comes from an agricultural family in Pakistan, has been the lead UNEP person for its organic agriculture activities since 2004. He coordinated the East African Organic Agriculture Initiative of the UNEP-UNCTAD CBTF which lead to development of the East African Organic Product Standard (EAOPS). The EAOPS is the second regional organic standard in the world after the EU and the first ever to have been developed through public private partnership process. Other major impacts of this initiative included inclusion of organic agriculture in the national policies of Kenya, Tanzania and Uganda, and development of thematic research studies on key issues being faced by the organic agriculture sector.



Mr. Patrick Low
Director
Economic Research and Statistics Division
World Trade Organization (WTO)

Mr. Patrick Low is Chief Economist (Director of Economic Research and Statistics) at the World Trade Organization. He was first appointed Chief Economist in May 1997 and then served as Director-General Mike Moore's Chief of Staff from September 1999 to December 2001, after which he returned to his previous post of Chief Economist. From 1995-1997 he was in the WTO's Trade in Services Division. He worked from 1990-94 in the World Bank's research complex (International Trade Division). Prior to that, he taught at El Colegio de México in Mexico City and worked as a consultant, from 1987-90. From 1980-87, Patrick Low worked at the GATT secretariat in Geneva. He holds a PhD in economics from Sussex University in the United Kingdom, and has written widely on a range of trade policy issues.



Mr. Robin Cameron
Chief Executive
Fairtrade Labelling Organizations International
Germany

In June 29th 2007, Mr Robin Cameron was appointed Chief Executive Officer (CEO) to head up the Fairtrade Labelling Organizations International (FLO) which is based in Bonn, Germany. FLO is the umbrella organization that unites national Fairtrade initiatives in 21 countries and producer networks representing Fairtrade Certified Producer Organizations in Central and Latin America, Africa and Asia.

Rob Cameron was CEO and then executive chairman of the international communications company, Flag Communications, in Cambridge, UK. As the driving force behind the company, he led it from a 3-person start-up to a multi-million pound business. In 1998, under Rob's leadership, Flag branched out into corporate responsibility and sustainable development communications. Within a few years Flag had become a market leader in this area with multinational clients around the world, including continental Europe and North America.



Mr. Khalid Sheikh
Chairman
Clifton Packaging Group
United Kingdom

Having studied Accounting and Finance at Bristol Polytechnic and Diplomas in Economics and Business Management, Khalid decided to start his own business in the food packaging Industry. A self made success story Khalid is today a highly experienced Chairman whose entrepreneurial flair has consistently elevated him to adopt a systematic and strategically calculated approach over all areas of responsibility, responding to the specific requirements of the business, and throughout his career continued to re-engineer the business in line with the fast evolving global commercial arena by at all times ensuring that Clifton is at the absolute forefront, embracing and adopting the finest 'state of the art' manufacturing technologies, focusing on agro food processing and packaging for value addition, especially for Africa. Khalid also has extensive experience in handling media, delivering seminars and speeches mainly focused on the global food crisis and its impact on Africa. He has been deeply involved worldwide on the plight of Africa and has written various articles for trade magazines and mainstream newspapers on social issues and specialist areas of agro food processing and packaging. His mission is to promote a knowledge transfer programme to add value to African Agro Products



Mr. Sunil Joseph
General Manager
PDS Organic Spices
India

Sunil is both producer and exporter of several spices, tea and other products from India. Familiar with several certification schemes and cooperating with ITC in other contexts - including previous WEDFs.



Mr. Bernhard Herold
Coordinator Switzerland
Fair Wear Foundation
Switzerland

Mr. Bernhard Herold is an Agricultural Economist by profession. From 1992 until 2002 he worked for Switzerland's State Secretariat for Economic Affairs (SECO), where he first dealt with bilateral economic relations to Central and Eastern European Countries. From 1996 to 2002 he was an expert for trade in agricultural and processed agricultural products and participated in the negotiation of various free trade agreements. Then he changed to the area of development policy. First he worked for the Berne Declaration, an independent Swiss NGO working towards equitable North-South relations. Then, from 2004 to April 2006, he was the head of development policy at Bread for all, the development agency of the Swiss Protestant Churches. Among other he represented Bread for all on the Board of the Max-Havelaar Foundation (Switzerland). Since May 2007 he works for the Netherlands based Fair Wear Foundation (FWF) as Coordinator for Switzerland.



Mr. Christopher Sellers
Chief Executive Officer
Agentrics
USA

Mr. Christopher Sellers is CEO of Agentrics and an SA2 Worldsync board member. Sellers was recognized by Supermarket News as one of the top 50 executives in the retail industry. He has a broad range of global leadership experience, having led many companies and programs across the retail and consumer goods industry.

In 2004, Chris was appointed CEO of the WorldWide Retail Exchange (WWRE), which merged with the GlobalNetXchange (GNX) in 2005 to become Agentrics. Agentrics helps the world's leading retailers and their trading partners achieve greater success through shared processes, including sourcing, forecasting, data synchronization, inventory planning, and private label product management. SA2 Worldsync is a joint venture with SINFOS GmbH, which created the world's second-largest master data services firm for the extended retail supply chain.

Before joining Agentrics and the WWRE, Chris was a retail practice leader at EDS. Before that, he co-founded and was president of Syncra Systems, a collaborative technology and services provider, which is now part of Oracle. He also served as CEO and managing director of IRI Infoscan in the U.K., and introduced the first point-of-sale scanning services in Europe. While there, he established businesses and joint ventures in France, Germany, Italy, Turkey, Holland and Scandinavia.

Chris has bachelor's degree in communications from the U.S. Air Force Academy, and has also attended the University of California.



Mr. Daniele Giovannucci
Co-founder
Committee on Sustainability Assessment
USA

Mr. Daniele Giovannucci, former food company executive and senior consultant to the World Bank Group, is one of the world's most widely published authors on sustainability standards. His nearly three decades of business and development experience covers more than 30 countries and he regularly advises international bodies and governments on agricultural trade competitiveness and rural development strategies. Mr. Giovannucci is co-founder of the The Committee on Sustainability Assessment (COSA), where he is the Director of Research and he also teaches post-graduate courses (IAMB) focused on sustainability and standards such as organics in the agriculture and food industries.



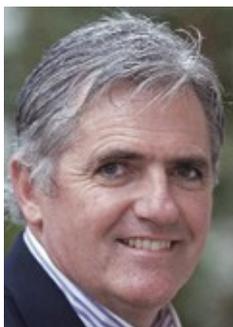
Ms. Celine Roche
Vice-President
Specialty Ingredients Division North America
Mane
USA

Celine's passion for perfumery began in Digne, the Provence region near Grasse, where she was born. Growing up in such an inspiring region provided Celine with a fascination for scents and the world of perfumery.

This passion and the eagerness to discover and immerse herself in a different country and culture led Celine to move to California at the age of 20 to pursue a career in International Marketing from San Diego State University. She had previously pursued a degree at the Business School in Marseille, France.

Celine's career started at the age of 23, working in Grasse, where she learned how plants and flowers are extracted for fragrance applications. Celine has always been fascinated by the impact of our activity all around the world as we are processing botanicals from various countries.

At the age of 25, Celine decided to move back to the United States. She currently works at Mane USA, a Flavor & Fragrance Company ranking #7 in the world, as Vice President, Specialty Ingredients, Americas. Celine's motivation and passion has driven her to lead sustainable projects in Africa, Brazil and Australia; projects that have a direct impact on communities, their environment and their economy.



Mr. Stuart Symington
Chief Executive
Fresh Produce Exporters' Forum
South Africa

Mr. Stuart Symington has been CEO of the Fresh Produce Exporters' Forum for the last 7 years. The Forum is a private, non-profit company that looks after the interests of 62 South African companies that market fresh fruits to 70 countries around the world. These companies market about 75% of South Africa's fruit export volumes abroad and have a collective turnover of about R7 billion. Stuart's portfolio involves: (i) governing the administrative and financial affairs of the Forum; (ii) fostering good relations between producers and exporters; (iii) marketing its members in the international arena as accredited and reliable suppliers to deal with; (iv) developing programmes between the various government departments and the Forum members; (v) championing the industry's 3-year post-harvest innovation programme; and (vi) raising funds through SA government departments and international donor agencies. Stuart has just completed an MPhil on "Staying Ahead of the Global Pack" which examines competitiveness issues of those South African export companies procuring and selling fresh table grapes to the UK market in the deregulated era.



Mr. John Whelan
Chief Executive
Irish Exporters Association
Ireland

Mr. John Whelan is the CEO of the Irish Exporters' Association (IEA), which represents 70% of the total Irish export industry. He took up this position in 1999, when exports of goods and services from Ireland totalled €78bn, and has worked to support exporters in growing their trade to over €153bn by 2007. He is one of only three IEA chief executives since the founding of the association in 1951, who have also been President of the organisation, John Gough former chief executive of the Irish Dairy Board and Clem Kinsella, of Palgrave Murphy.

Prior to taking up his post at the IEA Mr. Whelan worked as operations director of the Smith Group, and in senior executive positions in Aer Lingus and Lufthansa.

Mr. Whelan has been outspoken throughout 2007, claiming that Ireland is at a crossroads in terms of our export industry, and stressing the importance of not abandoning the manufacturing sector, as we forge ahead in services exports. He explains that the manufacturing export sector has recently come under increasing competitive pressure: externally from low-cost economies such as China; and domestically from rapidly rising wage rates, energy charges and local Government charges. As a consequence, merchandise exports have shown very low growth over the past three years. He successfully pushed for a range of special provisions for the manufacturing industry in recognition of the major challenges it faced at the Social Partnership Agreement final negotiations in early 2006.

Whelan also challenged the Government on its poor record of investing in infrastructure for export of goods, particularly seaport investment and routes in and out of ports.



Mr Ashok Sharma
Director
Indian Academy of Management
India

Mr. Ashok Sharma, B Tech, MBA, FIMA, MIMC has held the position of the World President, International Federation of Purchasing & Materials Management, (IFPMM), now IFPSM (an international body of 40 countries and accredited to the UN and its specialized agencies like UNCTAD, International Trade Centre, Geneva, & UN Economic & Social Council). He has also been the President of Bombay Management Association & the National President, Indian Institute of Materials Management.

He has over 35 years' experience in the corporate world, having worked as Vice President, Blue Star Limited., Director, Mather & Platt Ltd., Chief Operating Officer, TechNova Imaging Systems Limited, and President, Pidilite Industries Limited.

Ashok Sharma holds the Bachelor of Technology from the Indian Institute of Technology (IIT), Delhi, and Master in Business Administration. He also successfully completed a programme in 'Strategic Thinking & Management' at the world-reputed Wharton School of the University of Pennsylvania, USA & has attended specialized training in Japan, France & the US.



Ms. Elizabeth A. Vazquez
Executive Director
Quantum Leaps, Inc.
USA

Elizabeth A. Vazquez is the Executive Director of Quantum Leaps, Inc., www.quantumleapsinc.org, a non-profit that promotes women's enterprise development globally, and the President and Co-Founder of TradeBuilders, Inc., www.tradebuilders.com, a company that helps clients use information and communication technologies to facilitate international trade and professional networking.

Through Quantum Leaps, Ms. Vazquez is working with multinational corporations on incubating WEConnect International, www.weconnectinternational.org, an initiative to launch and grow women's business enterprise certification organizations in countries such as the UK, Canada, India, and China. The corporations that support WEConnect International are interested in diversifying their supply chain options with products and services offered by women owned companies.

As President of TradeBuilders, Ms. Vazquez has worked with government leaders and senior corporate executives on hosting Internet-based "Virtual Trade Missions" and other events in countries such as Brazil, Canada, Chile, Cyprus, India, Israel, Germany, Malaysia, Singapore, the UK and the US. She has served as a speaker at numerous international conferences, and has published articles and reports on trade, technology, and women's entrepreneurship.

Ms. Vazquez holds a Bachelor of Arts in political science and received her Master of Arts in Law and Diplomacy from the Fletcher School at Tufts University, where she studied development economics and international negotiation and conflict resolution as a Woodrow Wilson Fellow. She also completed graduate seminars at Harvard Law School, the Kennedy School of Government at Harvard University, the Heinz School at Carnegie Mellon University, and Sookmyung Women's University in Korea.



Ms. Ronke Daniel
Chief Executive Officer and Managing Director
Ladmok
Nigeria

Chief Mrs Ronke A. Daniel, is Chairman and Chief Executive Officer of Ladmok Company Ltd, based in Lagos, Nigeria. She has been an active entrepreneur for nearly 40 years, with business interests in sawmilling, wood processing, agricultural produce, merchandising and construction. She is a member of the Presidential Initiative on Cassava Promotion and Export and is also the National Vice-Chairman of the Cassava Exporters Association of Nigeria and a member of the Presidential Initiative on Cassava Promotion and Export.

Cassava (tapioca) in particular, is produced mainly by rural women who have limited or no access to requisite facilities and finance. Ladmok Company has pioneered the provision of inputs, equipment and combined with requisite capacity building and micro-finance on a soft-loan basis through a co-ordinated co-operative, has ensured that these rural women are incorporated into the global value chain for cassava. Amongst other bodies, Mrs Daniel also serves on the Association for Women's Right in Development and the Nigerian-Export Promotion Council. She is married with children.



Ms. Astrid Ruiz Thierry
Executive Partner / President
Women in World Markets
Spain

Astrid Ruiz Thierry is a founding partner and Executive Partner in Mujeres en los Mercados del Mundo, S.L., a Spanish consultancy firm dedicated to integrating a gender perspective into international trade flows, advising public and private institutions on how they can apply a gender perspective as a strategic asset into international market and business planning, growth and expansion and assisting women entrepreneurs and business owners and managers to overcome the barriers they face when considering “going formal” and/or adventuring into new markets.

Her business areas of expertise focus on strategic business development and internationalization processes for SMEs, Corporate Social Responsibility, “global-minding” and personal and professional development for change and diversity management, and cross-cultural communication training. Maintaining a firm balance between business entrepreneurship, teaching, personal growth and development, and active participation in women’s NGOs, she has more than 25 years of experience in project start-up, development, and management in both the for-profit and non-profit sectors.

She is President of the recently created Business Association of Economics in the Feminine, member of the Board of the Business and Commerce Association of Madrid (FEDECAM), member of the Board and Head of International Relations of the Spanish Federation of Business Women and Entrepreneurs (FEDEPE), a Member of the AENOR Technical Committee 194 in charge of developing the norm for Equal Opportunities between Women and men in Business Management Processes”, and a Member of the Club of Rome.

She has published numerous articles in different business and professional magazines in Spain and participated in several international conferences and seminars to speak about women, competitiveness and poverty-reduction, Women’s Equal Rights and Opportunities in Spain, from a comparative perspective with other countries, and corporate social responsibility and business internationalization from a gender perspective.

Born in Oslo, Norway and educated in the United States, with graduate degrees from Northwestern University and Chicago University, she currently lives in Madrid, Spain.



Mr. Parag Gupta
Associate Director and Head of South Asia
Schwab Foundation for Social Entrepreneurship
Switzerland

Parag Gupta is Head of South Asia and Eastern Europe for the Schwab Foundation for Social Entrepreneurship and a World Economic Forum Global Leadership Fellow. Parag worked as a strategy consultant in the private, non-profit, and international development sectors. Previously, Parag was at the Bridgespan Group where he consulted to nonprofits and foundations. He has also independently advised social entrepreneurs in the United States, Central America, and South Asia on issues ranging from country industry growth to organizational expansion strategies to metric evaluation. Mr. Gupta also founded a social enterprise dedicated to engaging Diaspora communities in building government-civil society partnerships and was recognized as one of the top 23 budding social entrepreneurs in 2006 by the Echoing Green Foundation.

Parag holds a Bachelor of Arts in Political Science from the University of Chicago with Honors. He also holds a Masters in Public Policy from the Kennedy School of Government at Harvard University



Ms. Karen Tramontano
President
Global Fairness Initiative (GFI)
USA

Ms. Karen Tramontano served from 1997 to 2000 as Assistant to President Clinton on issues of labor, international trade and development, and various other foreign and domestic issues. While serving as Assistant to President Clinton, Ms. Tramontano was also the Counselor to Chief of Staff John Podesta. Ms. Tramontano is a Senior Advisor to the International Labor Organization's Director General and a Principal of Dutko Global Advisors. She has also served as Chief of Staff to John Sweeney at SEIU. Ms. Tramontano has experience in local Government, serving as the Chief of Staff to Washington D.C. Mayor Sharon Pratt Kelly.



Ms. Neelam Chhiber
Founder Director
Industreecrafts pvt. Ltd,
India

Ms. Neelam Chhiber, Industrial Designer, National Institute of Design, India, 1986. She is a founder director at Industree Crafts Pvt. Ltd. And the Managing Trustee of Industree Crafts Foundation, Bangalore India. Neelam has guided this hybrid social enterprise so far, to a turnover of a million dollars, membership in International Fair Trade, working with over 3000 rural producers, selling to over 50 stores in India and exporting to companies such as IKEA, Interface, Crate and Barrel. The non-profit works with the Indian government, and affiliated programs, towards the needs of small rural producers, and is currently also working on the formation a Global Natural Fiber Producers Federation. INDUSTREE is dedicated to providing rural livelihoods in India through the artisanal sector, producing contemporary products. It has a for profit design, distribution, retail and export model, while the production base is in the process of being converted to an MFI base. The current strategy being employed is the conversion of the for-profit, into becoming part producer owned, while the production base belongs proportionally, more to producers.



Ms. Anne MacCaig
Chief Executive Officer
Cafédirect PLC
United Kingdom

Ms. Anne MacCaig was recently appointed as Cafédirect's Chief Executive, bringing with her a wealth of business and marketing experience to the UK's largest 100% Fairtrade hot drinks company.

Most recently, as Ribena's Marketing Director, Anne led the brand's strategic turnaround. In this role she worked with blackcurrant growers and The Wildlife Trusts to encourage diversity on British blackcurrant farms. She also ensured Ribena was the first major UK soft drink to use 100%recycled plastic bottles. In the past 20 years she has worked with major brands here in the UK and abroad, including Persil and Rolls-Royce plc. She founded 'The Nature Room 'working with 'The Joined Up Design for Schools' programme to encourage disadvantaged children to improve their environment through gardening. She also designed gardens for the television show Model Gardens. She has an economics degree from the University of Birmingham.



Mr. Willington Wamayeye
General Manager
Gumutindo Coffee Cooperative
Uganda

Mr. Wamayeye started out working for Bugisu Cooperative Union in the 1980s, as planning and development manager. He was recruited in 1998 at the start of the Gumutindo quality improvement project, and continued as coordinator and secretary when Gumutindo was registered as a farmer-owned cooperative in 2003. He is now the General Manager. He has a thorough knowledge of coffee from the field to the factory. He is extremely good at mobilizing farmers to produce their best coffee and to take a real pride in their skills, and is a driving force behind Gumutindo.



Mr. Marc Sidwell
Media Consultant
International Policy Network
United Kingdom

Marc is based in London, and having worked in a number of fields, including speechwriting, educational consultancy, as a scriptreader for London's West End and as an internet TV cultural commentator. He has been working in the UK policy environment for the last three years and has been a research fellow of the New Culture Forum since 2007. Was also a section head at the Henry Jackson Society [Strategy and Governance] from 2006, (but due to pressure of time is now an HJS associate fellow). He has run the Bastiat Prize for journalism, a global English language prize in defence of economic and political freedom, for the last two years for International Policy Network and has just started a new position with IPN dealing with more general media work. Recently been made a media fellow of the Institute for Economic Affairs, where he is helping to promote a new publication on climate policy. He also works on the new national monthly magazine Standpoint as a subeditor/factchecker and as an occasional contributor. His writing has been published by the Social Affairs Unit, the Catholic Herald and the Salisbury Review. He wrote Unfair Trade, a critique of "fair trade" in early 2008 for the Adam Smith Institute, and has since argued that thesis at conferences and in national and international media. He will be discussing the topic in Brussels in November at a CEPS event. He also has a forthcoming publication on religion and poverty, to be published by the Social Affairs Unit this autumn, and an anthology on the history of liberal education to be published by Imprint Academic in 2009. In between all of this he is also working on a book discussing the philosophy of shopping.



Ms. Karen Ellis
Programme Leader
Business and Development Performance
Programme, International Economic Development
Group, Overseas Development Institute (ODI)
United Kingdom

Ms. Karen Ellis is a Research Fellow and Programme Leader of the Business & Development Programme at the Overseas Development Institute. She is an economist who has focused on trade, investment, growth, and the role of the private sector in development throughout her career, previously at the UK Department for International Development (DFID), HM Treasury, and in economic consultancy. Karen is leading a research programme looking at the need for and potential design of a new kind of ethical product label, which captures the development benefits associated with food exports from developing countries, and incentivises supermarkets, importers and food product manufacturers to improve their contribution to development.



Mr. Ged Buffee
President
The African Organic Farming Foundation
South Africa

Ged Buffee is an international branding specialist and social entrepreneur with over 20 years of international marketing experience with a record of performance marketing organic products. More recently Ged has re-aligned his professional ethics putting his experience and talents to work with market differentiation mechanisms and trends (sustainability, organics, certified forestry), that factor the economic values of the ecosystem, provide eco-conservation incentives and most importantly deliver transformational environmental, social, market and financial benefits for Developing Countries' poor producers. He has also evolved a new Integrity Branding model that sees existing brand value and reputation boosted by social purpose value. Integrity Branding, at the intersection of brand marketing, CSR and Consumer Social Responsibility (CnSR), creates value with Values and profit with Principles to deliver Social Return on Investment (SROI). He is founder of African Organic Farming Foundation (www.africanorganics.org) and Heads FiBL's Africa Program.



Mr. Ian Sanderson
Head
International Cooperation and Development
Deloitte SA
Switzerland

Ian Sanderson leads Deloitte's International Cooperation and Development team in Geneva, Switzerland. He has a degree in Economics (summa cum laude) and is also a Chartered Accountant. He is an expert on international accounting standards and has been published in numerous accounting magazines worldwide. His specialist interest is the application of accounting standards to the developing world and how this can lead to increased trade and economic growth through attracting inward investment. His other main areas of interests are risk management and building accounting capacity in the world's Least Developed Countries.



Ms. Telojo Onu
Managing Director
Caribbean Institute of E-Business
and International Trade
St. Vincent & the Grenadines

Ms. Telojo Onu, is a Knowledge4Development & International Trade Consultant and holds a MSc.eqv. E-Business/E-Commerce Management, Analysis & Consulting, Pg.Cert International Trade Policy and Executive Masters (EMA) Research Fellow in e-Governance at the Swiss University of Technology in Lausanne (EPFL), with a special focus on Practical Solutions for Rural e-Governance for Advancing Knowledge in the society. Ms. Onu also has practical experience in e-network development and use of ICT applications for both the private and public sector, she has experience in PPPs, and designed a Strategic Alliance Program Strategy for export development for St. Vincent & the Grenadines.



Mr. Robert Jackson
Managing Principal
Audit Education
South Africa

Rob Jackson has a Bachelor of Accounting degree, a Master of Commerce (cum laude) and is a Chartered Accountant. He has been a University academic for the past 30 years, in that time serving as Dean of Commerce at Rhodes University, Grahamstown, South Africa; as well as being the former Head of Department of Auditing, University of Natal, South Africa. He was also Chief examiner and moderator for a number of years for the Independent Regulatory Board of Auditors (IRBA), South Africa for professional qualifying examinations. He is the author of two auditing texts prescribed at all tertiary institutions in South Africa (publications now into their 12th and 19th years respectively). His current activities involve advising tertiary institutions on various aspects of the academic education of prospective chartered accountants in South Africa. He has a particular interest in ethics and corporate governance.



Mr. John James
Programme Director
Southern African International Business
Linkages (SAIBL)
South Africa

Presently Director of the Southern African International Business Linkages, a \$36 million programme promoting and facilitating business linkages and trade for SME enterprises in South Africa. Obtained a Master of Philosophy Degree in Economic Development from Glasgow University, Scotland. Holds diplomas and certificates in Public Sector Management, Business Management, Venture Capital & Development Finance, Company Directorship, Monitoring & Evaluation Methods, Personal and Business Coaching. Prior to his present position, John was Regional Manager & General Manager of the International Finance Corporation's African enterprise development programme, the Africa Project Development Facility and is a former Senior Manager in the Ministry of Finance and later Zimbabwe Development Bank. Born in Zimbabwe on 19 January 1948, he is married with 3 sons and one daughter



Mr. John Viljoen
Managing Director,
Iedex group of companies
Australia

Mr. John Viljoen is the Managing Director of the Iedex group of companies which specialise in strategy consulting services and the development of software solutions that support strategy development and implementation. As a consultant he focuses on strategic analysis, including the application of sustainability principles to business models.

John holds a PhD in strategic management and is the author of the best selling Australian strategy text 'Strategic Management: Planning and Implementing Successful Corporate Strategies'. He was born in Zimbabwe, educated in South Africa and migrated to Australia in 1987.

Prior to establishing Iedex, John was Professor of Management at Deakin University in Melbourne and Director of Deakin's suite of MBA Programs



Ms. Harriet Lamb
Executive Director
The Fairtrade Foundation
United Kingdom

Ms. Harriet Lamb has been Executive Director of the Fairtrade Foundation since 2001, after moving from being the Acting Director at the Fairtrade Labeling Organisations International (FLO) in Bonn - the global umbrella body for Fairtrade. Prior to that she led the campaigning work of the World Development Movement and held a range of other roles, including campaigning for a minimum wage in Britain while at the Low Pay Unit. She has travelled widely in the developing world, including spending 18 months in India working with farmers in rural villages and landless labourer co-operatives. Awarded a CBE in the New Year's Honours List 2006 for her contribution to Fairtrade. She is a highly experienced public speaker and media spokesperson and has written a wide range of publications on development issues.



Mr. Craig Davis
Chief Creative Officer
JWT Worldwide
United Kingdom

Craig graduated from AWARD School in Sydney and started his own agency. After a few years, having won business for fashion, financial services, technology, travel, tourism and government clients plus a host of creative awards, Craig sold his shares to his partners and moved to Singapore as Executive Creative Director of Saatchi & Saatchi. Within a year Craig was promoted to Regional ECD Asia/Africa and moved to Hong Kong.

Under his leadership the agency won Regional Agency of the Year, and helped Saatchis win International Agency of the Year at Cannes and Network of the Year titles from both Ad Age and Adweek. In 2003 Craig was named one of the world's Top 100 ad people by Ad Age and Advertising Person of the Year by Campaign Brief.

The following year he joined JWT as Chief Creative Officer for EMEA and helped the agency win the global HSBC account and the 3G launch for Vodafone.

In 2005 Craig was given global responsibilities for the creative leadership of the network. He has established JWT's Worldwide Creative Council and introduced a simple communications philosophy around the value of time that helps measure, benchmark and improve the network's creative output.

Since he joined the company JWT has made the biggest upwards leap in the history of the Gunn Report and JWT's Cannes tally has increased more than five-fold. In 2008, JWT won 39 Lions finishing 4th behind BBDO, DDB and Saatchis in the network rankings.

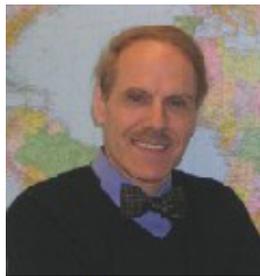
In the past 12 months, besides constantly sweating JWT's creative improvement, Craig has helped JWT win the global Nokia business, become the first ever guest editor of the Gunn Report, served as President of the Cannes Film and Press juries and become the fastest Australian to complete a marathon at the North Pole.

He lives in London with his wife and three kids



Mr. Grant Aldonas
Principal Managing Director
Split Rock International
USA

Grant Aldonas is the founder and principal managing director of Split Rock International, Inc., a global business consulting and investment advisory firm in Washington, D.C. He also serves as Chairman of Agora Capital, a microfinance lender, and as a Senior Adviser to the Center for Strategic and International. Before founding Split Rock, Grant served, from 2001 to 2005, as the U.S. Commerce Department's Under Secretary for International Trade and the Executive Director of the President's Export Council. In that capacity, he served as one of the president's principal advisers on trade and international economic policy and oversaw the U.S. government's export promotion programs, including the development of its national export strategy.



Mr. Stephen Browne
Deputy Executive Director
International Trade Centre(ITC)

Stephen Browne, a British national, joined ITC as its Deputy Executive Director in March 2006. Trained as an international economist at the Universities of Cambridge and Paris, Mr Browne began his career as a consultant in London with the Economist Intelligence Unit. In 1976, he joined the United Nations (UN), where he has spent the last 29 years.

He was employed first as a researcher at the UN Economic and Social Commission for Asia and the Pacific. He then spent 21 years with the United Nations Development Programme (UNDP), with assignments at headquarters in New York and in the field. He was posted to Thailand, Somalia, Ukraine and Rwanda, where he was Assistant, Deputy and then UNDP Resident Representative and UN Resident Coordinator. He was the first UN Representative in Ukraine, heading an office that served the UN system as a whole. During his appointment in Rwanda, four years after the genocide, he was mainly concerned with organizing UN assistance in the post-conflict transition from a humanitarian to a development phase. At the time of his assignment, it was UNDP's largest country office (160 people) in a country with 1,500 UN staff from various agencies. At headquarters in New York, he served in various capacities, including leader of the Management Development Group and the Information and Communication Technology for Development Group. He has been responsible for UNDP's trade portfolio and for collaboration with ITC and UNCTAD. For his third stint at headquarters, he was in charge of economic and social policy, including trade and globalization issues. His last post was head of policy and programmes at the UNDP Regional Centre in Bangkok. Mr Browne has published four books on aid and development (a fifth is in progress) and about 100 articles on development topics. He is a regular participant in international conferences on globalization and other issues.



Mr. Hans Peter Egler
Head, Trade and Clean Technology
Cooperation Development
State Secretariat for Economic Affairs (SECO)
Switzerland

Mr. Hans-Peter Egler, Head Trade promotion of the Economic Cooperation and Development Department of the State Secretariat for Economic Affairs, SECO (formerly the Federal Office for Foreign Economic Affairs, BAWI), is responsible for trade related technical cooperation, including environmental and social standards.

From 1994 to 1998, his main responsibility at SECO concerned investment promotion measures and export financing for Latin America. Previously, from 1992 to 1994 he held the position of vice-coordinator at the Swiss Development Cooperation Office (SDC/DEZA) in La Paz, Bolivia, and from 1990 to 1992 he was responsible within BAWI for bilateral trade relations between Switzerland and Latin America. He started his career 1988 with the introduction of the office automation at BAWI, after having graduated, in 1987, from the University of Berne with a master in political science and business administration.



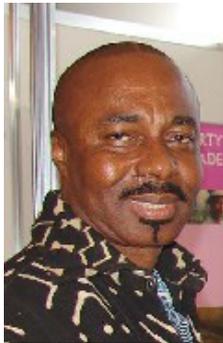
Ms. Susana Cabeza de Vaca
Minister
Coordinating Ministry of Production
Ecuador

Susana Cabeza de Vaca, the new Coordinating Minister of Production, has a long history of supporting the development of the country, from the fields of education, production, international finance and volunteering for social service in Ecuador. She made his studies at Kalamazoo College in the United States, and continued his studies at Michigan State University where he became a PhD PhD Candidate (c). Dra. Cabeza de Vaca worked on behalf of Chase Manhattan Bank in Ecuador, where he was Financial Controller, Manager of Human Resources and finally his representative in the country. Later he worked for over 10 years at National Textiles SA where he served as Marketing Manager, Human Resources Manager and finally a member of the Board of Directors of the Company, before taking off to head the School of Development Administration of the then newly formed San Francisco University of Quito. Since 1998 she has been the Executive Director of the Fulbright Commission, an institution created from a binational agreement with the United States to grant scholarships to the best Ecuadorian candidates in all races. Susana has also been an activist in permanent social and environmental causes. He has been president, Quito Chapter of Nature Foundation, Member of the National Bureau of the same institution; member of the Board, Cooperators Foundation for Medical Social Interplast Foundation; FUMDEC Director, Foundation for Women and Development in Egypt; member of the Board, Foundation Jatun Sacha and a member of the Board and Vice President of that foundation.



Ms. Grace Nabadda- Barya
National Consultant for Programme Development
Activities
Uganda

Former Teacher at Makerere University - Rural Development
Former Director of UWEAL (Ugandan Women Entrepreneurs Association)
National Consultant on ethical fashion for the ITC



Mr. Kofi Sasraku-Ansah
International Consultant
Ethical Fashion Approach
Ghana

Fashion designer with a long international experience. Mr Ansha has run a well established design business in London, where he also had his own boutique. He left the UK to work in Ghana - his home country - in order to develop ethical fashion in Western Africa, as a vehicle to achieve poverty reduction and empowerment of disadvantaged communities.



Mr. Samuel Kiruthu
Head
ESALIA Secretariat
Kenya

Secretary General of esalia the eastern and Southern leather Industry Association. A very active TSi that works in the regions of Southern and Eastern Africa. Esalia runs projects on behalf of several UN and international organisations. Esalia has been involved in the process aimed at setting up a design centre in Nairobi.



Ms. Allana McAspurn
UK Manager
Made-By
United Kingdom

Allanna McAspurn is the UK Manager for Made-By, an independent labelling organization which helps brands communicate their social and environmental progress to consumers. Previously, she was Head of Clothing and Accessories at Natural Collection, the UK's largest green online retailer.

Allanna is a founder and director of the Ethical Fashion Forum and has played an instrumental role in its growth and development for more than 4 years. She also set up, Squared Cycle, a pioneering distributor of fairly traded, designer women's-wear.

Allanna has worked closely with organic cotton farmer's co-operatives and World Bank textile initiatives in India as well as a series of capacity building and training projects in the fashion sector in South Africa, on behalf of the Ethical Fashion Forum. She also has extensive experience in the Ethical Fashion sector in the UK and Europe and specializes in sustainable business, marketing, and sourcing strategies for fashion.

Prior to specializing in sustainable fashion, Allanna worked as a researcher and university lecturer at De Montfort University, Leicester, teaching media studies and advertising.



Ms. Joan Kerr
Executive Director
Supplier Diversity
AT&T Services
USA

Joan Namahana Kerr is the Executive Director of AT&T's Supplier Diversity Programs. She served as legal counsel to the company's marketing and procurement organizations for many years before assuming leadership for the Supplier Diversity Programs. She is on the company's Diversity Council and on the Procurement organization's Social Responsibility council.

Under her leadership, AT&T has been recognized as the benchmark for supplier diversity excellence. AT&T has received numerous prestigious awards for its innovative approaches to supplier diversity, including: Corporation of the Year from the National Minority Supplier Development Council (NMSDC); 10 successive years as one of America's Top Corporations for Women's Business Enterprises from the Women's Business Enterprise National Council (WBENC); Top 10 Companies for Supplier Diversity by DiversityInc and placement in the DiversityInc Hall of Fame; Number one placement among Top Corporations for Multicultural Business Opportunities for the last two years from DiversityBusiness.com. Other supplier diversity honors include the Patriot Partner Award (Association for Service Disabled Veterans).

Until June 2005, Kerr served as chair of the board of WBENC, and is currently serving as board vice-chair and as chair of the organization's Global Business Committee. Kerr is also a board officer of the Northern California Supplier Development Council; secretary of the Billion Dollar Roundtable; and an active member of the Institute for Supply Management, serving as chair of the Board of ISM's Minority and Women's Business Development Group and formerly serving as a member of its Corporate Social Responsibility committee. Kerr is also a member of the Minority Business News USA advisory board.

Kerr's leadership in supplier diversity has been recognized through her receipt of the California DVBE Alliance's "Keeping the Promise" award and her three-time receipt of the NMSDC's "Minority Supplier Development Leader of the Year" award. She was also recognized with WBENC's "Applause Award" and the Corporate Leadership Award from the Asian Pacific Islanders for Professional and Community Advancement (APCA).

She is a frequent presenter on all aspects of Supplier Diversity program management and business development, including presentations on Corporate Best Practices in Supplier Diversity to the OECD's Women's Entrepreneurial Forum in Istanbul and to the China America Women's Business Alliance Forum in Beijing. She has authored several papers, co-authored a landmark study on the value proposition of diverse suppliers in the telecommunications supply chain and co-produced a video on diverse suppliers at the cutting edge of telecom technology.



Ms. Himanshu Bhatia
Chief Executive
Rose I.T. Solutions Pvt. Ltd
India

Himanshu Bhatia, CEO, founded Rose International in the spring of 1993. Under her leadership, Rose emerged as a force in the IT and Business Services arena. Rose International is a leader in providing innovative end-to-end technology services to both commercial organizations and government agencies from offices and development centers in 11 U.S. cities and India. Under Mrs. Bhatia's leadership, Rose International has received numerous honors and acknowledgments. Rose has been consistently recognized nationally as one of the country's top woman- and minority-owned businesses by Minority Business News, the Indus Business Journal, Inc, BusinessWeek and Working Woman. Additionally, Mrs. Bhatia herself has received many awards, including the U.S. Small Business Administration's National Entrepreneurial Success Award, the Missouri Small Business Person of the Year award, FAST Company's top 25 women business builders and the National Minority Supplier Development Council's (NMSDC) Minority Business Leadership Award. While her responsibilities at Rose occupy most of her available time, Mrs. Bhatia has always found time to give back to the community. She continually focuses on ways to develop and promote women entrepreneurs around the world. Mrs. Bhatia holds a Bachelor's degree in Architectural Design from SPA, New Delhi, India and a Master's degree in Management Information Systems from the University of Missouri, St Louis.
