

## WORLD EXPORT DEVELOPMENT FORUM – W.E.D.F 2008

### CONSUMER CONSCIENCE: HOW ENVIRONMENT AND ETHICS ARE INFLUENCING EXPORTS

#### PROGRAMME

Wednesday, October 8	
14:00 – 17:30	Registration
17:30 – 18:30	Cocktail Reception
18:30 – 20:00 (Salle des Congrès)	<p>Welcome, Introductions and Opening Dinner Keynote Address</p> <p><b>A Gravitational Shift in Influence: The Drivers of Consumer Conscience</b></p> <p>This session sets the scene. We explore the social and economic context of what is driving export development now and in the future in an increasingly environmentally and ethically aware global market and what the implications for developing countries are.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Supachai Panitchpakdi</b>, Secretary-General, United Nations Conference on Trade and Development (UNCTAD)</li> <li>- <b>Ashok Khosla</b>, Chairman, Development Alternatives, India</li> <li>- <b>Patricia Francis</b>, Executive Director, International Trade Centre (ITC)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Samira Ahmed</b>, Presenter and Correspondent, United Kingdom</li> </ul>
20:00 – 21:30	<b>Dinner</b>
Thursday, October 9	
08:30 – 10:00 (Leman 'A')	<p>Opening Keynote Plenary Debate</p> <p><b>Consumer Conscience: Hype or High Potential?</b></p> <p>How important is consumer conscience? To what extent should developing countries use this conscience to build economic viability? Is it built on tangible economic substance? What is the actual size of the ethical market? How much is information, as opposed to disinformation and misinformation?</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Pascal Lamy</b>, Director-General, World Trade Organization (WTO)</li> <li>- <b>Gareth Thomas</b>, UK Minister of State for Development, United Kingdom</li> <li>- <b>Alex Bringham</b>, Executive Director, The Ethisphere Institute, United States of America</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Samira Ahmed</b>, Presenter and Correspondent, United Kingdom</li> </ul>
10:30 – 12:30 (Leman 'A')	<p>Breakout Series 1:</p> <p><b>Are Consumers Driving Markets? Contending with Buyer Power</b></p> <p>In the final analysis, producers need to meet the demands of corporate buyers. They do not deal directly with consumers. On the one hand, corporate buyers argue that they have adopted some form of ethical sourcing policy to address growing public concern. But are these buyers really tuned in to consumer conscience? In other words, do they heed or do they influence consumer conscience?</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Katy Leakey</b>, Founder, The Leakey Collection, Kenya</li> <li>- <b>Dana Kissinger-Matray</b>, Secretary of COPOLCO, International Organization for Standardization (ISO), Switzerland</li> <li>- <b>Neil Kelsall</b>, Chief Executive Officer, Kelsall Limited, United Kingdom</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Ernst von Kimakowitz</b>, The Humanistic Management Network, University of St. Gallen, Switzerland</li> </ul>

**Thursday, October 9 (cont'd)**

(Leman 'B')

**Acting on Consumer Conscience: Towards Responsible Innovation**

Exporters in developing countries must give attention to the growing concerns of buyers. Indeed, this has been, and could continue to be a means of innovation. What must exporters do? What are their real chances at becoming ethical innovators?

Speakers:

- **Arun Kumar**, President, Development Alternatives, India
- **Philip Leakey**, Founder, The Leakey Collection, Kenya
- **Anukul Tamprasirt**, Deputy General Secretary, The Federation of Thai Industries, Thailand

Moderator:

- **Gavin Staude**, Director, Rhodes University Investec Business School, South Africa

(La Coupole)

**Tapping into Consumer Conscience: Is it all about Ethical Marketing and Branding?**

Consumers who advocate the purchase of ethical and environmentally friendly products and services also want value for money. To what extent are they influenced by perceptions? To what extent is the purchasing decision made on ethical considerations? How can exporters in developing countries provide a healthy balance of value whilst creating the right image?

Speakers:

- **Kevin O'Brien**, Group Company Secretary, The SPAR Group Ltd, South Africa
- **James Porter**, Chairman, TBWA\Group\Durban, South Africa
- **Ania Jakubowski**, Associate Director in Marketing, Procter & Gamble, Switzerland

Moderator:

- **Roland Higgins**, Policy Advisor, Rainforest Alliance, Belgium

14:00 – 15:00  
(Leman 'A')

Plenary Presentations

**Creating Value for All: Strategies for Doing Business with the Poor**Presenter:

- **Adam Rogers**, Senior Communications Adviser, United Nations Development Programme (UNDP)
- **David Luke**, Senior Trade Adviser and Coordinator of the Trade and Human Development Unit, United Nations Development Programme (UNDP)

**Buy for Development: A Preview**Presenter:

- **Friedrich von Kirchbach**, Director, Division of Market Development, International Trade Centre (ITC)

Thursday, October 9 (cont'd)	
15:00 – 17:00 (Leman 'A')	<p><b>Breakout Series 2:</b></p> <p><b>Environmental Standards for Global Markets: Implications for Developing Countries</b>            Developing countries are standard-adopters and not standard-setters. They are often challenged in implementing standards introduced by developed countries, which are often too strict and change too quickly. How are these standards impacting developing country exports? Are import bans for environmental reasons justified? Are these standards a pretext for protectionism? How could developing countries have a better claim to setting standards?</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Ulrich Hoffmann</b>, Chief, Trade and Sustainable Development Section, United Nations Conference on Trade and Development (UNCTAD)</li> <li>- <b>Kevin McKinley</b>, Deputy Secretary-General, International Organization for Standardization (ISO)</li> <li>- <b>Jochen Krebuehl</b>, Programme Office Social and Ecological Standards, GTZ, Germany</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Jacqueline Coté</b>, ICC Permanent Representative in Geneva, International Chamber of Commerce (ICC)</li> </ul>
(Leman 'B')	<p><b>Financing the Environmental Dividends: Who Does What?</b>            Exporters in developing countries are between a rock and a hard place. If they ignore consumer conscience, they will be out of business. On the other hand, to comply with demands, they need to change how they do things. How are enterprises in developing countries expected to foot the bill? What are the options?</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Teava Iro</b>, Chairman, Titikaveka Growers Association (GVA), Cook Islands</li> <li>- <b>Sybil Anwander</b>, Head, Quality Assurance and Sustainability, COOP, Switzerland</li> <li>- <b>Bold Magvan</b>, President, XacBank, Mongolia</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Anthony Lumby</b>, President, International Interdisciplinary Environmental Association, South Africa</li> </ul>
(La Coupole)	<p><b>Buying Local: Miles Better?</b>            As consumers in developed countries are being persuaded that reducing food miles can have a significant effect on reducing carbon dioxide emissions, they are encouraged to buy food that is local and in season. Are there double standards? How much is fact and how much is fiction? What are strategic responses by developing countries?</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Simon Bolwig</b>, Project Researcher Trade and Development Research Unit, Danish Institute for International Studies (DIIS), Denmark</li> <li>- <b>Markus Arbenz</b>, Director, Bio-Suisse, Switzerland</li> <li>- <b>Alexander Kasterine</b>, Senior Market Development Adviser, International Trade Centre (ITC)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Asad Naqvi</b>, Programme Officer, UNEP-Economics and Trade Branch Coordinator, UNEP-UNCTAD Capacity Building Task Force on Trade, Environment and Development (CBTF)</li> </ul>
17:30 – 18.30 (Leman 'A')	<p>Plenary Reporting from Breakout Series 1 and 2</p> <p><b>Acting on Consumer Conscience: Challenges and Possible Responses</b></p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> <li>- <b>Ernst von Kimakowitz</b>, The Humanistic Management Network, University of St. Gallen, Switzerland</li> <li>- <b>Gavin Staude</b>, Director, Rhodes University Investec Business School, South Africa</li> <li>- <b>Roland Higgins</b>, Policy Advisor, Rainforest Alliance, Belgium</li> </ul> <ul style="list-style-type: none"> <li>- <b>Jacqueline Coté</b>, ICC Permanent Representative in Geneva, International Chamber of Commerce (ICC)</li> <li>- <b>Anthony Lumby</b>, President, International Interdisciplinary Environmental Association, South Africa</li> <li>- <b>Asad Naqvi</b>, Programme Officer, UNEP-Economics and Trade Branch Coordinator, UNEP-UNCTAD Capacity Building Task Force on Trade, Environment and Development (CBTF)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Samira Ahmed</b>, Presenter and Correspondent, United Kingdom</li> </ul>

**Friday, October 10**

08:30 – 10:00  
(Leman 'A')

Plenary Debate

**Ethical Trade: Does it come at a Developmental Cost?**

Is ethical trade really good for development? Does it generate employment? Does it contribute to poverty alleviation? Does it provide an equal opportunity for all? Or does it produce the opposite effect? Can developing countries suddenly become ethical producers? Who wins, and who loses? What is the balance between ethics and development?

Speakers:

- **Patrick Low**, Director, Economic Research and Statistics Division, World Trade Organization (WTO)
- **Robin Cameron**, Chief Executive, Fairtrade Labelling Organizations International, Germany
- **Khalid Sheikh**, Chairman, Clifton Packaging Group, United Kingdom

Moderator:

- **Samira Ahmed**, Presenter and Correspondent, United Kingdom

10:30 – 12:30

Breakout Series 3:

(Leman 'A')

**Ethics Through Whose Eyes? Dealing with Label and Certification Proliferation**

What impact has the explosion of "ethical" labelling standards had on producers and exporters? What are the likely trends as firms and consumers influence the ecolabels and standards? Is it possible to have more uniform global labelling standards?

Speakers:

- **Sunil Joseph**, General Manager, PDS Organic Spices, India
- **Bernhard Herold**, Coordinator, Fair Wear Foundation, Switzerland
- **Chris Sellers**, Chief Executive Officer, Agentrics, United States of America

Moderator:

- **Daniele Giovannucci**, Co-founder, Committee on Sustainability Assessment, United States of America

(Leman 'B')

**Ethics and Business Linkages: Supply Chain Implications for Exporters**

Who are the new players in the supply chain? How could enterprises in developing countries fulfil customer demands through the most efficient use of resources, including distribution capacity, inventory and labour?

Speakers:

- **John Whelan**, Chief Executive Officer, Irish Exporters Association, Ireland
- **Stuart Symington**, Chief Executive Officer, Fresh Produce Exporters' Forum, South Africa
- **Celine Roche**, Vice-President, Specialty Ingredients Division North America, Mane, United States of America

Moderator:

- **Ashok Sharma**, Director, Indian Academy of Management, India

(La Coupole)

**Scaling-up Social Entrepreneurship: Challenges and Solutions**

The impact of social entrepreneurship remains limited and local. What are the conditions that are conducive to replicating, multiplying or massifying the benefits of social entrepreneurship in a pragmatic and sustainable manner?

Speakers:

- **Elizabeth A. Vazquez**, Executive Director, Quantum Leaps, Inc., United States of America
- **Ronke Daniel**, Chairman and Chief Executive Officer, Ladmoko Company Ltd, Nigeria
- **Astrid Ruiz Thierry**, President, Women in World Markets Ltd, Spain

Moderator:

- **Parag Gupta**, Associate Director and Head of South Asia, Schwab Foundation for Social Entrepreneurship, Switzerland

<b>Friday, October 10 (cont'd)</b>	
14:00 – 15:00 (Leman 'A')	<p>Keynote Address <b>True Stories: Why the Rise of Social Responsibility is Good for Business</b></p> <p><u>Keynote speaker:</u> - <b>Craig Davis</b>, Chief Creative Officer, JWT Worldwide, United Kingdom</p> <p><u>Moderator:</u> - <b>Samira Ahmed</b>, Presenter and Correspondent, United Kingdom</p>
15:00 – 17:00 (Leman 'A')	<p>Breakout Series 4: <b>Impact on Development: Is there an Ethical Distribution of Benefits?</b> Are the benefits and margins from ethical trade significant, and if so, do they reach the small producer to help improve their social and environmental conditions, or do most of these earnings get lost down the line?</p> <p><u>Speakers:</u> - <b>Neelam Chhiber</b>, Founder Director, Industreecrafts pvt. Ltd, India - <b>Anne MacCaig</b>, Chief Executive Officer, Cafédirect PLC, United Kingdom - <b>Willington Wamayeye</b>, General Manager, Gumutindo Coffee Cooperative, Uganda - <b>Marc Sidwell</b>, Media Consultant, International Policy Network, United Kingdom</p> <p><u>Moderator:</u> - <b>Karen Ellis</b>, Programme Leader, Business and Development Performance Programme, International Economic Development Group, Overseas Development Institute (ODI), United Kingdom</p>
(Leman 'B')	<p><b>Sustainable Trade: e-Transparency through the Value Chain</b> Consumers want to make the right decisions and therefore require relevant information throughout the value-chain. This calls for transparency so that everyone is on the same page. That page could only be a web page, given the increasing complexity and number of stakeholders.</p> <p><u>Speakers:</u> - <b>Telojo Onu</b>, Managing Director, Caribbean Institute of E-Business and International Trade, St. Vincent &amp; the Grenadines - <b>Ged Buffee</b>, President, The African Organic Farming Foundation, South Africa - <b>Ian Sanderson</b>, Head, International Cooperation and Development, Deloitte, Switzerland</p> <p><u>Moderator:</u> - <b>Robert Jackson</b>, Managing Principal, Audit Education, Hilton, South Africa</p>
(La Coupole)	<p><b>Defining a Business Model for Sustainability: Does One Size Fit All?</b> Sustainability is not just about the environment, but also about business. To what extent must enterprises embrace ethical considerations whilst ensuring that they remain commercially viable? What is the business model that enterprises from developing countries must follow?</p> <p><u>Speakers:</u> - <b>John Viljoen</b>, Managing Director, iedex group of companies, Australia - <b>John James</b>, Programme Director, Southern African Business Linkages (SAIBL), South Africa - <b>Harriet Lamb</b>, Executive Director, the Fairtrade Foundation, United Kingdom</p> <p><u>Moderator:</u> - <b>Osman Atac</b>, Chief, Trade Support Institution Strengthening, International Trade Centre (ITC)</p>
17:30 – 18.30 (Leman 'A')	<p>Questions and Answers: <b>True Stories: Why the Rise of Social Responsibility is Good for Business</b></p> <p><u>Keynote speaker:</u> - <b>Craig Davis</b>, Chief Creative Officer, JWT Worldwide, United Kingdom</p> <p><u>Moderator:</u> - <b>Samira Ahmed</b>, Presenter and Correspondent, United Kingdom</p>

**Saturday, October 11**

<p>08:30 – 10:00 (Leman 'A')</p>	<p>Plenary Brainstorming  <b>Embracing Consumer Conscience: A Strategic Approach to Export Development</b>                  Putting it together. What are the ingredients of a strategic way forward to consumer conscious export development? What are the implications for policy makers, for trade support institutions, for enterprises?</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Grant Aldonas</b>, Principal Managing Director, Split Rock International, United States of America</li> <li>- <b>Hans Peter Egler</b>, Head, Trade and Clean Technology Cooperation Development, SECO Switzerland</li> <li>- <b>Ricardo Estrada</b>, Executive President, Corporation for the Promotion of Exports and Investment (CORPEI), Ecuador</li> <li>- <b>Stephen Browne</b>, Deputy Executive Director, International Trade Centre (ITC)</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Samira Ahmed</b>, Presenter and Correspondent, United Kingdom</li> </ul>
<p>10:30 – 12:30 (Leman 'B')</p> <p>(La Coupole)</p>	<p>Parallel Specialized Network Sessions:  <b>Export for Good and Good for Export: ITC and Ethical Fashion</b></p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>- <b>Adriano Franchi</b>, Chief Executive Officer, Alta Roma, Italy</li> <li>- <b>Giuseppe Tripaldi</b>, Director, AeT, Italy</li> <li>- <b>Bruno Calzia</b>, International lawyer, Italy</li> <li>- <b>Rika Dunder</b>, Sustainable Compliance Manager, Fair Labour Association, Switzerland</li> <li>- <b>Grace Nabadda-Barya</b>, National Consultant for Programme Development Activities, Uganda</li> <li>- <b>Kofi Sasraku-Ansah</b>, International Consultant, Ethical Fashion Approach, Ghana</li> <li>- <b>Samuel Kiruthu</b>, Head, ESALIA Secretariat, Kenya</li> <li>- <b>Allana McAspurn</b>, UK Manager, Made-By, United Kingdom</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Simone Cipriani</b>, Senior Market Development Officer, Division of Market Development, International Trade Centre (ITC)</li> </ul> <p><b>Sourcing from Women-Owned Enterprises: Ethics or Economics?</b></p> <p><u>Speakers</u></p> <ul style="list-style-type: none"> <li>- <b>Joan Kerr</b>, Executive Director, Supplier Diversity, AT&amp;T Services, Inc., United States of America</li> <li>- <b>Himanshu Bhatia</b>, Chief Executive Officer, Rose I.T. Solutions Pvt. Ltd., India</li> <li>- <b>Elizabeth A. Vazquez</b>, Executive Director, Quantum Leaps, Inc., United States of America</li> <li>- <b>Grant Aldonas</b>, Principal Managing Director, Split Rock International, United States of America</li> </ul> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>- <b>Meg Jones</b>, Gender in Trade Programme Development Adviser, International trade Centre (ITC)</li> </ul>
<p>(Leman 'A')</p>	<p><b>Business Line Roundtables</b></p> <ul style="list-style-type: none"> <li>- Consumer Conscience and Trade Policy</li> <li>- Consumer Conscience and Export Strategy</li> <li>- Consumer Conscience and Trade Intelligence</li> <li>- Consumer Conscience and Trade Support Institution Strengthening</li> <li>- Consumer Conscience and Exporter Competitiveness</li> </ul>
<p>12:30 – 13:00 (Leman 'A')</p>	<p>Closing Address  <b>Charting the Way Forward</b></p> <p><u>Speaker:</u></p> <ul style="list-style-type: none"> <li>- <b>Patricia Francis</b>, Executive Director, International Trade Centre (ITC)</li> </ul>