<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00 - 8.30</td>
<td>Registration of participants</td>
</tr>
</tbody>
</table>
| 8.30 - 9.00 | **Welcome**  
Nanette Deunk, International Trade Centre  
Glyne Michelo, Zambia Development Agency |
| 9.00- 10.00 | **Introduction Natural Products**  
Bridget O’Connor, Kasisi Agricultural Training Centre  
*Importance of sustainable agricultural practices, world trends on health foods, Certification, feasibility* |
| 10.00 - 10.30 | **Tea Break** |
| 10.30 - 11.30 | **Zambian Natural Products**  
Mushimbwe Chitalu, OPPAZ  
*Available Zambian natural products, foreign demands, competition, local certification* |
| 11.30 - 13.00 | **Buyers requirements**  
Various supermarkets, hotels and conference centres  
*Presentations on buying criteria and procedures, Questions and answers from participants* |
| 13.00 - 14.00 | **Lunch** |
| 14.00 - 14.45 | **Marketing**  
Promexs, Promotional Expert Services  
*Importance of marketing, conducting assessments, positioning, communication* |
| 14.45- 15.30 | **Strengthening Zambian producers**  
Working groups of participants.  
*What can be done to improve:*  
*Supply and distribution,*  
*Product quality,*  
*Packaging,*  
*Marketing,*  
*Sustainable production.* |
| 15.30 - 16.00 | **Tea Break** |
| 16.00 - 17.00 | **Strengthening Zambian producers**  
*Presentations of working groups and group discussion* |
| 17.00 - 17.15 | **Closure**  
*Concluding remarks by ITC* |
Project Background

The International Trade Centre (ITC) is the joint agency of the World Trade Organisation and the United Nations with their headquarters in Geneva, Switzerland. As the development partner for small business export, ITC’s goal is to help developing and transition countries achieve sustainable human development through exports.

ITC is currently working in Zambia with its Trade, Climate Change and Environment Programme (TCCEP). The objective of the programme is to strengthen the market position of Zambian producers of organic and natural agricultural products.

ITC is working to assist producers with product development, marketing, organic certification, networking and cooperation.

Since the beginning of 2011, ITC has organised two trainings on organic production and processing. In addition ITC has provided various companies with tailor-made assistance.

In order to reach a larger group of Zambian companies, ITC has decided to organize a day on Domestic Markets for Natural Products.

The day aims to increase local company knowledge on sustainable production, domestic markets and marketing. In addition it will give companies an opportunity to broaden business networks and increase synergy between Zambian companies.

Participants
Domestic Markets for Natural Products

ITC is inviting Zambian food producing and/or processing companies with interest in natural products and organic agriculture markets.

One person per company is invited to attend the day. A limited number of representatives from ITC, the Zambian Development Agency and other local organizations with an interest in organic agriculture will also be invited to attend.

Participation is free of charge. However, only 50 places are available and reservation is therefore necessary.