WELCOME

It is my pleasure to welcome you to the 11th staging of the World Export Development Forum (WEDF). This year’s WEDF presents a unique opportunity to network and learn from business leaders and trade experts from around the world about how to adapt to shifting patterns in international trade. You will also delve into lessons learnt from policy and business initiatives crafted for the post-crisis world.

The global economic crisis has caused import demand from OECD economies to compress by as much as 30 per cent. Emerging economies have grown in relative importance and are increasingly playing a role in the world economy - as markets, suppliers and investors.

These changes in trade patterns, plus the imperatives of climate change, food security and inclusive trade benefits, necessitate a fundamental rethink of the export strategies employed by business and trade support institutions in developing countries.

Our host country is a unique case study in export-led growth, which has led to profound and sustainable poverty reduction. China has proven its export resilience throughout the crisis and also implemented a bold stimulus package with sector and industry specific measures aimed at rebalancing its economy by boosting domestic demand. China has also become a leader in renewable energy exports and is taking steps to mitigate the large carbon footprint linked to its industrial success.

The Forum will explore the state of world trade, including the latest trends and new market opportunities for developing countries. It will also look at the strategies employed by businesses, trade support institutions and policymakers to ease the negative impact of the crisis and maximize opportunities through the diversification of markets and the development of new products and services. Important learnings for the long-term potential for export-led growth will be highlighted from across the globe.

We take this opportunity to thank our hosts, the Ministry of Commerce of China, the China Council for the Promotion of International Trade and the City of Chongqing, plus our media partners, Reuters and Xinhua News Agency, for their support in making this event possible. We also thank you, the representatives of more than 50 countries, for being here in Chongqing to share your unique experience with us.

I hope that the lessons you learn and the connections you make over the next three days will provide insight into potential ways to adapt your policy or business strategy to the new market reality, for both current and future markets.

Yours sincerely,

Patricia Francis
Executive Director
International Trade Centre
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<th>SESSION</th>
<th>KEY OUTCOMES</th>
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<td>The state of world trade</td>
<td>• Changing consumption patterns and demand from emerging markets&lt;br&gt;• Attracting capital and investment for exports&lt;br&gt;• Opportunities related to Aid for Trade in a technology driven marketplace</td>
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<td>Increased competitiveness through innovative financial mechanisMs.</td>
<td>• Bank and financial services support for SMEs in agriculture and commodities sectors&lt;br&gt;• The role of multilateral agencies in influencing global supply chains&lt;br&gt;• Sector case studies: agricultural goods, manufacturing, logistics and services</td>
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<td>Developing successful trade support services</td>
<td>• The new reality for TPOs and TSIs in the multi-polar trading world&lt;br&gt;• Identifying potential new areas for export development from emerging markets&lt;br&gt;• Innovative products and services for competitive advantage and penetrating new markets</td>
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<td>New realities within the global supply chain</td>
<td>• Strategies to adapt to and reduce risk in volatile markets&lt;br&gt;• Competitive opportunities in the post-crisis environment&lt;br&gt;• SME adjustments to supply chain shifts&lt;br&gt;• Information and communication technology (ICT) in the supply chain</td>
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<td>Optimizing business success through strategic partnerships</td>
<td>• Integrating SME exporters into the value chain of larger corporations&lt;br&gt;• Regional trade integration as a means to enhance export development&lt;br&gt;• The role of public-private partnerships in opening new trade opportunities&lt;br&gt;• Self-regulation and voluntary standards for a more sustainable economy</td>
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<td>Innovative business models for sustainable development</td>
<td>• The opportunity for innovative business products and services&lt;br&gt;• Responding to the increasing demands of ethical consumers&lt;br&gt;• Quality and standards for export success</td>
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<td>Empowering women, powering trade</td>
<td>• Influencing preferential supply chains&lt;br&gt;• Private sector support for female-owned businesses&lt;br&gt;• Mobilizing and empowering women in the workforce</td>
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<td>Long-term potential for export-led growth</td>
<td>• Issues and opportunities for developing countries, particularly least developed countries (LDCs)&lt;br&gt;• Predicting which products and production systems will succeed in new markets&lt;br&gt;• Government and private sector strategies for long-term growth and poverty-reduction</td>
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OPENING DAY – 9 SEPTEMBER

12:00 - 16:00 Registration – Fidel room

OPENING CELEBRATIONS – hosted by Mr. Bo Xilai, Party Chief of Chongqing, and Mr. Huang Qi Fan, Mayor of Chongqing Municipal Government, China

16:00 – 17:30 Welcome Remarks – Crystal ballroom
Introduced by Ms. Patricia Francis, International Trade Centre, Switzerland

Speakers:
Mr. Yi Xiaozhun, Ministry of Commerce of the People’s Republic of China
Mr. Wang Jinzhen, China Council for the Promotion of International Trade
Mr. Huang Qi Fan, Chongqing Municipal Government, China
Dr. Supachai Panitchpakdi, United Nations Conference on Trade and Development, Switzerland
Mr. Pascal Lamy, World Trade Organization, Switzerland
Mr. Balasubramanian Muthuraman, Tata Steel, India

17:30 – 17:45 Group photo – Bollinger room

18:00 Opening Reception and Dinner – Bollinger foyer and Crystal ballroom
All participants are cordially invited.

DAY 1 – 10 SEPTEMBER: RESPONDING TO THE CRISIS

08:30 – 08:45 Opening Remarks – Ms. Patricia Francis, International Trade Centre, Switzerland – Crystal ballroom

Topic: EXPORT IMPACT FOR GOOD
There is a growing recognition of the private sector role, which in partnering with public sector institutions, can promote social and economic benefits for countries through increased trade and export development. ITC presents its development agenda based on ‘Export Impact for Good’, introducing the shared objectives and outcomes for WEDF 2010.

08:45 – 10:00 Keynote Speech – Professor Pankaj Ghemawat, Global Strategist, Author of Redefining Global Strategy (Harvard Press), Spain – Crystal ballroom

Topic: THE TRADE ARENA UNDER GLOBALIZATION

10:00 – 10:15 Coffee break

10:15 – 12:00 Opening Plenary – Crystal ballroom

Topic: THE STATE OF WORLD TRADE
As the global economy rebalances, the new drivers of economic growth are expected to come from increasing consumption in emerging markets. BRICS and other emerging markets are expected to deliver growth numbers that simply overshadow mature Western economies, while Asian economies have already rebounded after the global crisis. The plenary session will discuss the implications for capital flows, market opportunities and patterns of competition, implications within the context of G20 countries, and the relative importance of dynamic economic players, such as Indonesia and others.

Speakers:
Dr. Mari E. Pangestu, Ministry of Trade, Indonesia
Dr. Rob Davies, Ministry of Trade and Industry, South Africa
Dr. Harry G. Broadman, Albright Stonebridge Group and Albright Capital Management, USA
Mr. Wei Jiangguo, China Center for International Economic Exchanges
H.E. Mr. Ujal Bhatia, former Ambassador, Permanent Representative of India to the WTO, Switzerland

Moderator/Chairperson:
Mr. Phil Smith, North Asia, Reuters News, China

12:00 – 13:30 Networking Lunch – Spices and Bamboo restaurants

13:30 – 15:00 Plenary Session – Crystal ballroom

Topic: INCREASED COMPETITIVENESS THROUGH INNOVATIVE FINANCIAL MECHANISMS.
This session will examine innovative solutions from enterprises to respond to volatility in the market. Amongst these, the experiences of SMEs in the global value chain, access to financing instruments that serve the needs of SMEs and the critical success factors for funding.
Speakers:

FINANCING THE SUPPLY CHAIN
Mr. André Soumah, Audit Control and Expertise Global Ltd, Switzerland
Mr. Zhann Meyer, Standard Chartered Bank, South Africa

CASE STUDY: AGRICULTURAL GOODS
Mr. Allan Mbwewe, Deputy Minister, Ministry of Agriculture and Cooperatives, Zambia

CASE STUDY: MANUFACTURED GOODS
Mr. Srinivasan Sampath Kumar, Titan Leathers Pvt. Ltd, India

CASE STUDY: LOGISTICS AND SERVICES
Mr. Gary Ho, SQW China Ltd

Commentator:
Mr. Bernhard Metzger, Swiss Shippers’ Council (SSC)/MIGROS Logistics & Transport, Switzerland
Mr. Stephen Bell, Seaboard Marine Limited, USA

Moderator/Chairperson:
Ms. Tina Joemat-Pettersson, Ministry of Agriculture, Forestry and Fisheries, South Africa

15:00 – 15:15  Coffee break
15:15 – 17:00  Plenary Session – Crystal ballroom

Topic: DEVELOPING SUCCESSFUL TRADE SUPPORT SERVICES
Experts from trade support institutions and financing entities will discuss challenges and propose future service modalities that will enable companies to sustain competitive advantage and market niches in the new multipolar world.

Speakers:
Mr. Wang Jinzhen, China Council for the Promotion of International Trade
Ms. Florence Kata, Uganda Export Promotion Board
Mr. Li Jian Chun, Chongqing Foreign Trade and Economic Relations Commission, China
Mr. Brian Mitchell, Trade Facilitation Office Canada
Mr. Larbi Bourabaa, Maroc Export, Morocco

Commentators:
Mr. Gaurav Gupta, Dalberg Asia Practice, India

Moderator/Chairperson:
Ms. Lisa Bell, EXIM Bank Jamaica

17:00 – 18:00  Masterclass – Crystal ballroom

Topic: FINANCING MECHANISM THROUGH STRUCTURED TRADE FINANCE TECHNIQUES
This workshop will cover issues and techniques that affect structured trade and commodity finance, highlighting different ways to offer financing.

18:20  Depart for dinner

Day 2 – 11 SEPTEMBER: AN AGENDA FOR EXPORT DEVELOPMENT

8:30 – 10:00  Plenary Session – Crystal ballroom

Topic: NEW REALITIES WITHIN THE GLOBAL SUPPLY CHAIN
This session will explore how businesses adapt to the demands of the new multi-polar economic world. It will cover how to access new markets and the new realities faced in a fluid economic environment. It will present successful business strategies, the relationship of strong policy frameworks to enable growth, and the importance of collaboration and partnership within the supply chain.

Speakers:
Mrs. Sungjoo Kim, Sungjoo Group and MCM, China
Professor Huang Yousiang, Shanghai Maritime University, China
Ms. Himanahu Bhotia, Rose International, USA
Mr. Andrés Valencia, Tokyo Office, National Federation of Coffee Growers of Colombia, Japan
Ms. Ying McGuire, Dell, USA
Commentator:
Ms. Monique Ward, Accenture, Australia

Moderator/Chairperson:
Ms. Wei Wei, Xinhua News Agency, Financial TV Channel, China

10:00 – 10:15
Coffee break

10:15 – 12:00
Interactive Plenary Session – Crystal ballroom

**Topic:** OPTIMIZING BUSINESS SUCCESS THROUGH STRATEGIC PARTNERSHIPS
In this session the importance of strategic partnerships will be discussed with a focus on SMEs in large value chains, regional markets and public-private partnerships.

**Speakers:**

**REGIONAL MARKETS**
Mr. Peter Kiguta, East African Community, Tanzania
Mr. Soy Martua Pardede, ASEAN Competition Institute, Indonesia

**PUBLIC-PRIVATE PARTNERSHIPS**
Ms. Elena Carretero Gomez, Consorcios del Vino Vinnova, Chile
Ms. Sandra Abreu Ortiz, Avia Export, Colombia
Ar. Boon Che Wee, Malaysian Institute of Architects & the National Professional Services Export Council, Malaysia

Moderator/Chairperson:
Mr. Stuart Symington, Fresh Produce Exporters’ Forum, South Africa

12:00 – 13:30
Networking Lunch – Spices and Bamboo restaurants

13:30 – 15:00
Concurrent Interactive Sessions

**Topic:** TRADE CROSS-CUTTING OPPORTUNITIES
This session will explore the impact of consumer awareness on voluntary industry standards and gender equality in global trade.

**Session one:** INNOVATIVE BUSINESS MODELS FOR SUSTAINABLE DEVELOPMENT – Crystal ballroom

**Speakers:**
Mr. Rob Cameron, Fairtrade Labelling Organizations International (FLO), Germany
Ms. Paula Rogers, Council of Textile and Fashion Industries of Australia Limited
Mr. Nigel Garbutt, GlobalG.A.P., Germany

Moderator/Chairperson:
Mr. Gaurav Gupta, Dalberg Asia Practice, India

**Session two:** EMPOWERING WOMEN, POWERING TRADE – Bollinger room
In the current climate, many multinational corporations want to diversify their global supplier base to reflect their market and customer base, increase shareholder value and enhance competitive advantage. This session illuminates the business case for sourcing from women vendors and replicable practices for the private and public sectors.

**Speakers:**
Ms. Marlene Malahoo Forte, Ministry of Foreign Affairs & Foreign Trade, Jamaica
Mr. Madhav Lal, Ministry of Small and Medium Sized Enterprises, India
Prof. Li Shirong, Chongqing Foreign Trade & Economic Relations Commission, China
Ms. Archana Bhatnagar, Haylide Chemicals, India
Ms. Monique Ward, Accenture, Australia

Moderator/Chairperson:
Ms. Elizabeth Vazquez, WEConnect International, USA

15:00 – 15:15
Coffee break

15:15 – 15:30
Report to Plenary: Trade Cross-cutting Opportunities – Crystal ballroom
15:30 – 17:00  Closing Plenary – Crystal ballroom  
**Topic:** LONG-TERM POTENTIAL FOR EXPORT-LED GROWTH  
This session provides an assessment of sectors and countries that are best poised to benefit from trade growth and new trends that have impacted job creation and entrepreneurial opportunities for strong, shared economic growth.  

**Speakers:**  
Mr. Long Yongtu, Center for the Study of the G20, China  
Mr. Ghulam Hussain, Secretary of Commerce, Bangladesh  
Mr. Yang, Huawei Technologies, China  
Mr. Gregory May, US Consular Office, Chengdu, China  
Mr. John McCarthy, Leisure Partners, Mexico  

**Moderator/Chairperson:**  
Mr. Akrum Bastawi, Ministry of Trade and Industry, Egypt  

17:00 – 18:30  Closing Address – Crystal ballroom  
**Topic:** THINKING AHEAD AND PLANNING FOR TOMORROW  
This plenary will provide insights into best strategies to take advantage of the latest trends and new market opportunities. It will address the role of information and communication technology, approaches to stimulate growth-oriented entrepreneurs.  

**Speakers:**  
Dr. Mari E. Pangestu, Ministry of Trade, Indonesia  
Mr. Sirisamphanh Vorachith, Ministry of Industry and Commerce, Laos  
Ms. Marlene Malahoo Forte, Ministry of Foreign Affairs and Foreign Trade, Jamaica  
Mr. Eric Zhang, ZTE Corporation (Central America and Caribbean Region), China  
Dr. Alexander Barkawi, SAM Indexes and Dow Jones Sustainability Indexes, Switzerland  

**Moderator/Chairperson:**  
Professor Pankaj Ghemawat, Global Strategist, Author of Redefining Global Strategy (Harvard Press), Spain  

18:30 – 18:45  Closing Statement – Ms. Patricia Francis, International Trade Centre, Switzerland – Crystal ballroom  
19:00  Depart for dinner and ship cruise  

**Day 3 – 12 SEPTEMBER: A COMPANY PERSPECTIVE**  
08:30 – 12:00  Site Visits to Successful Businesses  
Face-to-face meetings with Chinese company executives to get first-hand insight into companies that have developed their businesses and increased exports during the recession. Group excursions to the companies will demonstrate different business models for local and foreign partnerships, including international value supply chains, franchising, outsourcing and successful trade facilitation infrastructure for inland bonded ports.  

12:00 – 12:30  Report to Plenary: Company Visits – Crystal ballroom  
12:30 – 12:35  Farewell – Crystal ballroom  
Ms. Patricia Francis, International Trade Centre (ITC), Switzerland  
12:35 – 14:00  Networking Lunch – Spices restaurant  
14:00 – 16:00  ITC presentation of Market Analysis Tools – Crystal ballroom  
Open to all participants who are still in Chongqing and who have pre-registered.  
15:00 – 15:15  Coffee break
Bo Xilai, Party Chief of Chongqing (CPC), China
Bo Xilai has been the top official of the Communist Party of China (CPC) in Chongqing, the country’s largest municipality, for the past three years. He was named “Man of the Year” by a People’s Daily online poll. He was a member of the 16th and 17th CPC Central Committees and a member of the Political Bureau of the 17th CPC Central Committee. From 1968 to 1972, during the ‘Cultural Revolution’, he did manual labor in a “study class.” After completing a postgraduate degree in international journalism in 1982, he joined the research office of the CPC Central Committee. Since then he has served in a number of senior CPC posts.

Yi Xiaozhun, Vice-Minister, Ministry of Commerce of The People’s Republic of China (MOFCOM)
Mr. Yi has served as Vice-Minister in the Ministry of Commerce since 2005. His areas of responsibility include: the international trade and economic affairs department, World Trade Organization affairs, the department of policy research, the China International Center for Economic and Technical Exchanges, the Association of International Trade and the China Society for WTO Studies. Trained as an economist, he has long experience in trade and trade relations. He entered government service in 1984 and his international experience includes nearly five years at China’s U.S. embassy.

Wang Jinzhen, Vice Chairman, China Council for the Promotion of International Trade (CCPIT)
Wang Jinzhen is Vice Chairman of CCPIT and Vice Chairman of the China Chamber of International Commerce. He has held numerous positions in CCPIT, including Director General of the Department of International Relations, Secretary General, and General Director. Mr. Wang is Chief delegate, China, Bureau of International Exhibitions; member, Organizing Committee, World Expo2010 in Shanghai; member, Business Advisory Council, United Nations Economic and Social Commission for Asia and the Pacific, and member, China – India Eminent Persons Group. He received his education at the United Nations Interpreters Training Center, Beijing Foreign Studies University, and the University of International Business and Economics.

Huang Qi Fan, Mayor, Chongqing Municipal Government, China
Mr. Huang Qi Fan became the Mayor of Chongqing Municipality in 2010. Prior to that he was Acting Mayor of Chongqing Municipality in 2009 and Deputy Secretary of the Chongqing CPC Municipal Committee. He has spent his career working in the local government of Shanghai and he served as vice-mayor of Chongqing from 2001-2009. He did his studies at Shanghai Mechanics College and joined the CPC in 1976.

Dr. Supachai Panitchpakdi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Switzerland
Dr. Supachai has held the position of Secretary-General of UNCTAD since 2005. Before that he served as the Director-General of the World Trade Organization. Dr. Supachai has also held numerous positions within the Thai Government, including President of the Thai Military Bank, Deputy Prime Minister and Deputy Minister of Finance. He has also been a Visiting Professor at the International Institute of Management Development in Lausanne, Switzerland. Dr. Supachai holds a Master’s Degree in Econometrics, Development Planning and a PhD in Economic Planning and Development from the Netherlands School of Economics in Rotterdam. Dr. Supachai is also the author of numerous books, including Globalization and Trade in the New Millennium (2001).

Pascal Lamy, Director-General, World Trade Organization (WTO), Switzerland
Mr. Lamy has been Director-General of the WTO since 2005. Prior to joining the WTO, he held numerous roles in the European Commission including Chief of Staff, CEO and Commissioner for Trade. He was also President of the think tank Notre Europe, an Associate Professor at the Institut d’Etudes Politiques in Paris, and an advisor to the President of the European Socialist Party. Mr. Lamy held roles within the French civil service, working as an advisor to Prime Minister Pierre Mauroy, Finance Minister Jacques Delors, and within the Treasury and Inspection Générale. Mr. Lamy holds degrees from the Ecole des Hautes Études Commerciales, the Institut d’Etudes Politiques and the Ecole Nationale d’Administration.

Patricia Francis, Executive Director, International Trade Centre (ITC), Switzerland
Ms. Francis joined the ITC as Executive Director in 2006. Prior to joining the ITC, Ms. Francis was the President of Jamaica Trade and Invest and a member of Jamaica’s Cabinet Committee for Development. She has twice served as President of the World Association of Investment Promotion Agencies, and has been Chair of the Organization of Economic Cooperation and Development’s Caribbean Rim Investment Initiative and the China-Caribbean Business Council. Ms. Francis has also been the recipient of business leadership awards from the Caribbean-Central American Action Council and the King of Spain.
Sandra Abreu Ortiz, General Director, Avia Export Colombia
Ms. Abreu Ortiz is the General Director of Avia Export, which helps successful products and services access new markets with business trips, international trade fairs and business missions and roundtables. The company has recently started exploring the Chinese market and – by taking advantage of the Universal Expo in Shanghai – has imported into the Chinese Market the first container with finished Colombian products.

Dr. Alexander Barkawi, former Managing Director, SAM Indexes and Dow Jones Sustainability Indexes, Switzerland
Dr. Barkawi worked in finance and sustainability as Managing Director of SAM indexes – one of the first companies to specialize in sustainability investments – until 2009. Mr. Barkawi has a degree in economics from the University of St Gallen, Switzerland and a PhD from the University’s Institute of Sociology. He is currently President of the Oikos Foundation and is preparing to move into policymaking and sustainability.

Himanshu Bhatia, CEO, Rose International, USA
Ms. Bhatia founded Rose International, an IT and business services company, in 1993. Since then, the company has been recognized as one of the most influential female- and minority-owned businesses in the USA, providing end-to-end technology services to the private and government sectors in the US and India. Ms. Bhatia has been the recipient of numerous small business awards, including the US Small Business Administrator’s National Entrepreneurial Success Award, the Missouri Small Business Person of the Year Award and has been named one of FAST Company’s top 25 businesswomen.

H.E. Ujal Bhatia, former Ambassador, Permanent Representative of India to the World Trade Organization (WTO), Switzerland
Ambassador Bhatia was India’s top representative at the World Trade Organization for six years before recently returning to New Delhi. Much of his time in Geneva was spent on the WTO’s Doha Round of free trade talks. From 1995 to 2000, he was Joint Secretary in the Ministry of Commerce. From 1976 to 1995, he held senior positions in provincial and national government.

Archana Bhatnagar, President, Haylide Chemicals, India
Ms. Bhatnagar has established three small-scale sector businesses manufacturing chemicals, health and hygiene products and garments, and launched MAWE, a non-governmental organization that aids women entrepreneurs. She continuously works on new projects for sustainable growth. Ms. Bhatnagar is a member of the National Council for Women Entrepreneurs.

Larbi Bourabaa, Acting Secretary General, Maroc Export, Morocco
Mr. Bourabaa is acting Secretary-General of Maroc Export, and also serves as Director at clothing and textile companies. After earning a degree in economics, he obtained a diploma of Advanced Studies in Business Marketing Strategy at the University Paris-Dauphine in Paris and a diploma of Higher Studies in Business Economics at the University Hassan II, Casablanca.

Dr. Harry G. Broadman, Senior Vice President, Albright Stonebridge Group and Chief Economist, Albright Capital Management, USA
In his work at Albright Stonebridge and Albright Capital Management, Dr. Broadman’s work focuses on emerging markets. He has held high-level appointments at the World Bank Group and posts as the Assistant USA Trade Representative, Chief of Staff and Senior Economist on the President’s Council of Economic Advisers, and Chief Economist of the U.S. Senate Committee on Governmental Affairs. Dr. Broadman has also worked at the Rand Corporation, Resources for the Future Inc, and the Brookings Institution. He has taught at Harvard University and Johns Hopkins University. He is a member of the Council on Foreign Relations and the Breton Woods Committee, and is the author of numerous publications.

Rob Cameron, CEO, Fairtrade Labelling Organizations International (FLO), Germany
As the CEO of Fairtrade Labelling Organizations International (FLO), Rob Cameron, is responsible for the umbrella organization that unites national fair trade initiatives in 24 countries, and producer networks representing Fairtrade Certified Producer Organizations in Africa, Asia, Central and Latin America. Prior to joining FLO, Mr. Cameron was the CEO and Executive Chairman of Flag Communications, a global corporate responsibility and sustainable development communications company. He has served on the board of numerous not-for-profit organizations, including the Accountability think tank, is a fellow of the Royal Society for the Encouragement of Arts, and is a UK Prince of Wales Ambassador for Corporate Responsibility.
Elena Carretero Gomez, Director-General, Consorcios del Vino Vinnova, Chile  
The Managing Director of Consorcios Del Vino, Ms. Carretero Gomez leads 27 university research projects across 95 vineyards. She is also the General Manager of Vinnova S.A. and TecnoVid S.A., the Technological and Business Consortia for Wine and Vine, formed jointly by Wines of Chile and five universities. Ms. Carretero Gomez was previously the Manager for International Business Santiago Chamber of Commerce; and has been a negotiator in the Chapter of Intellectual Property for the EU and EFTA Agreements, the Chilean Negotiation Team for Free Trade Agreements, and the Intellectual Property Chapter and Geographical Indications. She has a Master’s in Economics from the Université Catholique de Louvain, Belgium.

Ar. Boon Che Wee, President of the Malaysian Institute of Architects & Council Member of NAPSEC, Malaysia  
As the President of the Malaysian Institute of Architects, Mr. Che Wee has led a series of strategic engagements with the Government to extend the reach of the Institute’s export promotion programmes. Mr. Che Wee is a Council Member of the National Professional Services Export Council and the Advisory Council to the Malaysia External Trade Development Corporation. He is an advocate for profession-driven private-public partnerships and green design as a differentiator in national competitiveness for Malaysia. He chairs the Green Building Index – a green building rating that promotes the green transformation of Malaysia’s construction industry, and was the Creative Director of Malaysia’s debut at the Venice Architecture Biennale in 2010.

Dr. Rob Davies, Minister of Trade and Industry, South Africa  
Mr. Davies has been trade minister since 2009, prior to which he served as deputy minister from 2005. He has been a member of parliament for the ruling African National Congress (ANC) since 1994. In 2003 he was invited to join the eminent persons group set by the Global Coalition for Africa, a North-South forum that brings together leaders from Africa and their principal external partners to examine Africa’s most critical social and economic development issues. He was a leading member of South African delegations to World Trade Organization ministerial conferences from 1999 to 2005.

Nigel Garbutt, Chairman, GlobalG.A.P, Germany  
Mr. Garbutt has been the Chairman of GlobalGAP - the Global Partnership for Good Agricultural Practices – since 2001. Mr. Garbutt previously worked for the UK’s Ministry of Agriculture Fisheries and Food in London in food law enforcement. He has also held a number of senior management positions with the UK supermarket chain Safeway where he reported to the Board of Directors on food safety, food technology, policy and corporate social responsibility.

Professor Pankaj Ghemawat, Global Strategist, Author of Redefining Global Strategy (Harvard Press), Spain  
Named by The Economist as one of the 100 most influential thinkers of 2009, Professor Ghemawat is the Anselmo Rubiralta Professor of Global Strategy at IESE Business School in Barcelona. Prior to teaching at Harvard University, he worked for McKinsey & Company. He has a Bachelor’s degree in Applied Mathematics and a PhD in Business Economics from Harvard. His book, Redefining Global Strategy and forthcoming title World 3.0, focus on globalization and global strategy. He is a Fellow of the Strategic Management Society and the Academy of International Business. Professor Ghemawat has received numerous awards, including the IESE-Fundacion BBVA Economics for Management Prize.

Gary Ho, Managing Director, SQW China Ltd  
With more than 20 years’ consulting experience in economic development and management, Mr. Ho has managed a variety of activities worldwide. He is an expert in business growth and planning, media, telecommunications, logistics and technology. Mr. Ho worked on supporting inward investment projects into China and SE Asia and is increasingly engaged in supporting outward investment from China to the rest of the world. He worked as the Project Director for a multi-billion Latin America Free Trade Zone Development project and has also worked for IFC on evaluations of SME support programmes in China. He advised the Hong Kong Government on cross-border infrastructure investment and other infrastructure projects in China.

Professor Huang Youfang, Vice President, Shanghai Maritime University, China  
An internationally renowned specialist in maritime logistics, Mr. Huang has published over 80 papers and articles and has completed about 50 research programmes and projects. His research focuses on logistics information technology, theorem and its applications; purchasing and logistics education; port container logistics management and system and control processing. He has won many research prizes from the Chinese and Shanghai governments, as well as other organizations, among which the 2004 National Science and Technology Advancement Prize. He works closely with logistics-related industries in China, and is among the top 10 logistics experts in the country.
Ghulam Hussain, Secretary of Commerce, Bangladesh
Mr. Ghulam Hussain has vast experience in trade and commerce, having joined government in the customs and excise service in 1983. Prior to becoming Secretary of Commerce, he was Additional Secretary at the Ministry of Home Affairs. He has written extensively on social and trade issues and contributed to publications such as Post-MFA Issues and Challenges: Social Dimension, Post MFA Regime and Decent Work: The Bangladesh Perspective by the International Labour Organization. He holds a Master of Social Science (Economics) degree from Dhaka University.

Florence Kata, CEO, Uganda Export Promotion Board (UEPB)
Ms. Kata has been CEO of the Uganda Export Promotion Board since 2002. Under her leadership the organization has adopted a new customer focus, introduced new services, promoted the role of exports in Uganda’s economy, used new tools in UEPB’s work, and increased revenue. Additionally, Ms. Kata created a section for sector specialists, whose expertise gives a greater depth of service to exporters. Prior to her current role, Ms. Kata spent 15 years as Director of International Relations and Direction Marketing at Uganda Airlines. She has since spent 11 years working in the public sector and also managed an export flower farm for five years.

Peter Kiguta, Director-General of Customs and Trade, East African Community (EAC), Tanzania
Mr. Kiguta was appointed the first Director General (Customs & Trade) of the EAC in December 2004. He joined the Community as a macroeconomist in 1996. He has overseen the setting up of trade and customs directorates to guide the establishment of the EAC Customs Union. As Director General, he has worked closely with both the private sector and governments in building public-private partnerships for the successful implementation of the Customs Union. Prior to joining the EAC, he worked for 15 years as a government economist, rising to the position of chief economist. He holds a Master’s degree in Economic Policy from Boston University and an economics degree from the University of Nairobi.

Sungjoo Kim, Chairperson and CEO, Sungjoo Group and MCM Products, China
With more than 20 years’ experience in the fashion industry, Ms. Sungjoo Kim is internationally known and respected for her achievements. She is the founder of Sungjoo Group and also Chairperson of MCM Products AG . She is active in many non-profit and charity organizations, including Save the Children and Asia House UK. She firmly believes in the power of women to improve society and is an international planning committee member for the Global Summit of Women, which supports the work and advancement of women worldwide. Ms. Kim holds degrees from Amherst College, the London School of Economics and Harvard University.

Srinivasan Sampath Kumar, Managing Director, Titan Leathers Pvt. Ltd., India
Currently the Chairman of the Governing Board of the West Bengal Government College of Engineering & Leather Technology, Mr. Kumar has more than 35 years’ experience in the leather industry. He is the Co-Chairman of the Industry Standing Committee and Executive Committee of the Bharat Chamber of Commerce, Co-Chairman of the FICCI Leather Panel, Eastern Region, and Executive Committee Member of the Footwear Design and Development Institute. Mr. Kumar has worked with the Italian government on trade issues and was honoured with the second highest civilian award, ‘Cavaliere dell’Ordine Stella della Solidarieta Italiana’, in 2006.

Madhav Lal, Development Commissioner, Ministry of Small and Medium Sized Enterprises (DC-Ms.ME), India
As Development Commissioner, a position he has held since 2008, Mr. Lal is ex-officio chairman of 18 autonomous technical bodies imparting technological support to SMEs. The Office of DC-Ms.ME is also the nodal point for various government initiatives in the fields of industrial training, skill development, micro finance and SME upgrading. Since joining the Indian Administrative Service in 1977, he has held various senior assignments with the Government of India, the State Government of Jammu & Kashmir and with the United Nations Peace Keeping Mission in Kosovo. He holds a degree in Physics from Delhi University, and a Master’s degree in Public Administration from Harvard University.

Li Jian Chun, Director, Chongqing Foreign Trade and Economic Relations Commission (COFTEC), China
Since becoming Director of COFTEC in 2000, Li Jian Chun has helped increase Chongqing’s trade by 17.6 per cent annually. The import and export volume has grown from $1.7 billion in 2000 to $7.7 billion in 2009. Mr. Li is working with a view to Chongqing’s development as an inland city, establishing it as the financial, commercial and trade centre of the upper reaches of the Yangtze River. Mr. Li has a PhD in management from Chongqing University.
Professor Li Shirong, Deputy Director General, Chongqing Foreign Trade & Economic Relations Commission, China
As deputy director general, Professor Li Shirong is responsible for the promotion of foreign investment in Chongqing. From 2003-2006, she was vice mayor of Shapingba district, responsible for urban development and construction. She is president of the UK-based Chartered Institute of Building and is also a part-time professor of construction management at Chongqing University. The focus of her academic work includes China’s construction industry in transition, sustainable urbanization, the government’s role in construction and construction project management. She has published more than 170 academic papers and 26 books. She earned her PhD at the University of Reading, UK.

Long Yongtu, Secretary-General, Center for the Study of the G20, China
Long Yongtu is the Secretary-General of the Centre for the Study of the G20 and chief negotiator for China’s accession to the WTO. He is also lectures at Peking University, Tsinghua University and People’s University of China. He served as the Secretary-General of Boao Forum for Asia and was involved in creating the Regional Economic Development Cooperation Committee of the Tumen River Area in Northeast Asia. Mr. Long received a special award from UN Secretary-General Kofi Annan for his outstanding contribution to the UN partnership in China, as well as the Insignia of Officer in the Order of Leopold award by His Majesty King Albert II of Belgium for promoting Sino-European and Sino-Belgian trade relations.

Senator Marlene Malahoo Forte, Minister of State, Ministry of Foreign Affairs & Foreign Trade, Jamaica
As Minister of State at the Ministry of Foreign Affairs and Foreign Trade, Marlene Malahoo Forte is responsible for Jamaica’s foreign trade portfolio, diaspora and consular affairs. She previously served as a judge at the Corporate Area Civil Courts, the ST Elizabeth RM Courts and was Assistant Director of Public Prosecutions. She is an alumnus of Harvard University, Yale University, King’s College London, Norman Manley Law School, the University of West Indies and Manning’s High School. Minister Malahoo Forte is also an International Fellow of Harvard’s Kennedy School, the Yale World Fellows Programme and the Edward S. Mason Fellowship. She has also been the recipient of numerous awards, including the Young Global Leader 2010.

Soy Martua Pardede, Chairman, ASEAN Competition Institute, Indonesia
With extensive experience in international trade, Mr. Pardede is Chairman of the ASEAN Competition Institute and Vice Chairman of the Advisory Council of Kadin Indonesia. He is a former Commissioner and Vice Chairman of the Commission for the Supervision of Business Competition. As Vice President of Kadin Indonesia, Mr. Pardede represented the business community for trade negotiations under the WTO. He was a member of the Presidential Team on Accelerating of Smooth Flow of Export-Import Goods and initiated the signing of the Counter Trade Agreement between Indonesia and Korea. He was instrumental in the enactment of the competition law in 1999, and in 2000 was elected Indonesian Commissioner of the Supervisory Commission of Business Competition.

Gregory May, Acting Consul General, US Consular Office, Chengdu, China
Mr. May was assigned to the Political Section of the USA Embassy in Beijing from 2007 to 2010. His previous overseas assignments include Guangzhou, China and Rome, Italy. Prior to entering the Foreign Service in 2000, Mr. May served as Assistant Director and Research Associate in Chinese Studies at The Nixon Center. From 1993 to 1996, he worked as a journalist for International Community Radio Taipei, an English-language radio station in Taiwan. While in Taipei, he also worked as a correspondent for Newsweek. Mr. May has an M.A. in China Studies from the Johns Hopkins School of Advanced International Studies and a B.A. from the University of Texas.

Allan Mbewe, Deputy Minister, Ministry of Agriculture and Cooperatives, Zambia
Prior to his tenure in the Zambian Ministry of Agriculture and Cooperatives, Mr. Mbewe served as Deputy Minister at the Ministry of Energy and Water Development. Mr. Mbewe works towards Ministry of Agriculture and Cooperatives’ mission to facilitate and support the development of a sustainable and viable agricultural sector in order to ensure food security and income generation at household and national levels and to maximise the sectors contribution to gross domestic product.

John McCarthy, CEO, Leisure Partners, Mexico
As the CEO of Leisure Partners, John McCarthy is also an independent tourism real estate consultant responsible for the development and marketing of resorts throughout Mexico. Since 2000, he has been General Director of the National Trust for the Development of Tourism (FONATUR), and Chairman of the National Tourism Business Council. Mr. McCarthy has also sat on the Board of the Mexican Tourism Promotion Board and the Presidente InterContinental Hotels, Club Med Huatulco and Raintree Resorts International. He has also been a professor at the Universidad Anahuac del Sur in Mexico City, served on the Board of its School of Tourism and received the “Universidad Anahuac Medal for Leadership in Mexico.”
Zhann Meyer, Regional Head for Commodity Traders and Agriculture for Africa, Standard Chartered Bank, South Africa

As the Regional Head of Commodity Traders & Agriculture for Africa in Standard Chartered Bank’s Wholesale Banking Division, Mr. Meyer promotes and expands the Bank’s agricultural strategy. He has some 13 years’ experience in structuring financial products across the supply chain in agriculture and soft commodities. In 1997, he implemented an innovative agricultural input finance model that steered away from conventional balance sheet lending for commercial agricultural producers, opting rather to assess the producers’ ability to farm on a contractual basis. Mr. Meyer has introduced the model to agricultural producers and cooperatives in Sao Paulo, Panama, the USA, and Africa. Mr. Meyer is also a qualified Chartered Accountant in South Africa.

Ying McGuire, Senior Manager of World Wide Procurement, Dell, USA

Ying McGuire leads the Global Supplier Diversity team at Dell Inc. In nine years at Dell, she has had a variety of leadership roles, most recently partnering with senior executives to help drive company-wide strategic initiatives. She also holds a variety of community leadership roles. She was a vice chair of the Texas Asian Chamber of Commerce and a global committee member of the Woman Business Enterprise National Council. She was instrumental in establishing Minority Supplier Development, China, the first national supplier diversity organization in China. Recently, DiversityBusiness.com named her America’s Top Diversity Advocate. Previous honourees have included former U.S. presidents Bill Clinton and Jimmy Carter.

Brian Mitchell, Executive Director, Trade Facilitation Office (TFO), Canada

Mr. Mitchell has been TFO Canada’s Executive Director since 2007. Prior to that he was the organization’s Director of African programs. Prior to joining TFO, Mr. Mitchell ran his own consultancy practice, and served as the Chief Financial Officer of a publicly listed Canadian software firm. In the late 1980s, Mr. Mitchell lectured at the Institute of Public Administration and Management at the University of Sierra Leone. He is a Certified International Trade Professional with a Bachelor of Mathematics from the University of Waterloo, holds a Master of Science (Economics) from the London School of Economics and is a member of the Institute of Chartered Accountants, Ontario.

Balasubramanian Muthuraman, Vice-Chairman, Tata Steel, India

Mr. Muthuraman joined Tata Steel in 1966 as a Graduate Trainee. He subsequently worked in the iron-making, engineering development and marketing and sales divisions of the company before becoming Vice-Chairman. He is Chairman of the Board of Governors of Xavier Labour Relations Institute, the National Institute of Technology and the IIT Kharagpur. Mr. Muthuraman is also a National Council Member of the Confederation of Indian Industry, a Member of the Business Advisory Council of Economic and Social Commission for Asia and the Pacific (UNESCAP). Serving as the Director of International Iron and Steel Institute in Brussels, he has also been conferred the Honorary Fellowship of the All India Management Association.

Dr. Mari E. Pangestu, Minister of Trade, Indonesia

A specialist in international trade and finance, with a regional focus on ASEAN, China, and the Asia Pacific region, Dr. Pangestu is a noted free trade economist, recognized by the World Bank, the International Monetary Fund and the Asian Development Bank. She is Chair of Group 33, a group of developing countries at WTO championing the concept of Special Products and the Special Safeguard Mechanism in the Doha Development Agenda of WTO. Dr. Pangestu was previously a director of the Centre for Strategic and International Studies and an external lecturer in International Economics at the University of Indonesia, Jakarta. She was also the lead Indonesian negotiator at the World Trade Organization.

Paula Rogers, Industry Liaison, Council of Textile and Fashion Industries of Australia Limited

Ms. Rogers has more than 25 years’ experience in the international supply chain management of textiles, clothing, and footwear. She previously worked with BRAC (Bangladesh Rural Advancement Committee), developing an international platform for their Aarong fashion brand, which employs 65,000 fair trade Bangladeshi artisans. In 1998, she took up the post of Global General Manager for Li & Fung Trading to oversee production, quality and social compliance of their 6,000 factories in over 80 countries. Ms. Rogers is a member of the Executive Committee of the Fair Trade Association of Australia and New Zealand, and an associate member of the Textile Institute, London.

André Soumah, Chairman, Audit Control and Expertise Global Ltd., Switzerland

André Soumah founded ACE Audit Control and Expertise in 1996. Under his leadership as Chairman of the Board and Managing Director, the company has become a leading international credit support institution in the arena of transactional and structured trade finance. Mr. Soumah also founded CRM Commodity Risk Management Services, which structured price commodity and risk management strategies for African banks. Past posts have included Special Advisor for Africa with La Compagnie de Tresorerie Benjamin de Rothschild, Managing Director of Sofrmar SA, and Credit Officer with Chase Manhattan.
Andrés Valencia, Director, Tokyo Office, National Federation of Coffee Growers of Colombia, Japan
Mr. Valencia represents the Colombian Coffee Growers Federation (CCGF) office in Tokyo, responsible for promoting, selling and advertising Colombian coffee in Japan and Asian Pacific markets. Previous positions include: Director General, Instituto Colombiano Agropecuario; Chief Negotiator for SPS in the foreign trade agreements negotiated by Colombia with Canada and EFTA; advisor to the International Affairs CEO, Colombian Coffee Growers Federation and in charge of the relationship between CCGF and the government for all trade-related aspects of the coffee industry; Chief Negotiator, Ministry of Trade; and Colombian delegate to the World Trade Organization. He holds a degree in Economics from Universidad de los Andes of Bogota.

Sirisamphanh Vorachith, Deputy Permanent Secretary, Ministry of Industry and Commerce, Lao People’s Democratic Republic
Sirisamphanh Vorachith has been in his current position since 2001. As permanent secretary, he is in charge of the ministry’s secretariat dealing with industry and trade development planning. He is also a visiting lecturer in marketing at a private business school in Vientiane. Prior to joining the ministry in 1982, he had worked for nine years at the Société Lao d’Import-Export, a state-owned national foreign trade company. He holds a Master of Science degree in national economic planning from the Bratislava School of Economics in Slovakia.

Wang Jinzhen, Vice Chairman, China Council for the Promotion of International Trade (CCPIT)
Wang Jinzhen is Vice Chairman of CCPIT and Vice Chairman of the China Chamber of International Commerce. He has held numerous positions in CCPIT, including Director General of the Department of International Relations, Secretary General, and General Director. Mr. Wang is Chief delegate, China, Bureau of International Exhibitions; member, Organizing Committee, World Expo 2010 in Shanghai; member, Business Advisory Council, United Nations Economic and Society Commission for Asia and the Pacific; and member, China—India Eminent Persons Group. He received his education at the United Nations Interpreters Training Center, Beijing Foreign Studies University, and the University of International Business and Economics.

Monique Ward, Regional Procurement Director, China/Asia, Accenture, Australia
Ms. Ward has over 10 years of international procurement experience across contingent labour, information & communication technology, travel, facilities management and professional services. In her current role as Director, Accenture Procurement – Asia Pacific, she works with her team to deliver spend management, supplier sourcing and selection, and purchasing operations for a US$ 500M spend across 13 countries in Asia Pacific. Ms. Ward is a passionate advocate for diversity within Accenture. She is currently investing time in the application of diversity principles within the context of the Accenture supply chain.

Wei Jianguo, Secretary-General, China Center for International Economic Exchanges (CCIEE)
Mr. Wei is the Secretary General of the China Center for International Economic Exchanges (CCIEE) and former Vice Minister of Commerce. Mr. Wei oversees the Department of Western Asia and African Affairs, Department of Aid to Foreign Countries, and the Executive Bureau of International Economic Cooperation. As a diplomat, Mr. Wei served in Morocco, Tunisia and Gabon. He also oversaw West African and Asian affairs under the Ministry of Foreign Trade. Mr. Wei studied at the Shanghai Institute of Foreign Languages.

Eric Zhang, General Manager, ZTE Corporation, China
Mr. Zhang serves as the General Manager of ZTE Corporation’s Central America & Caribbean region and is in charge of business & market development of all ZTE’s products and services. Mr. Zhang leads various teams based in more than 10 countries, including sales, marketing, commercial, logistics and technical support & maintenance. Prior to the current position, Mr. Zhang worked in ZTE’s Asia-Pacific, India and EMEA regions in both technical and business oriented positions. Mr. Zhang has 10 years of professional experience in the telecom industry. He and his team made great contributions to the fast growth of ZTE’s international business.
Akrum Bastawi, Head of International Cooperation, Office of the Minister, Ministry of Trade and Industry, Egypt

Mr. Bastawi is the Senior Economist for Policy and Head of International Cooperation at the Office of the Minister of Trade and Industry in the Arab Republic of Egypt. Mr. Bastawi has served across three cabinet administrations with Egypt’s Ministries of Public Enterprise, Foreign Trade, Investment and Finance, and has been heavily involved with Egypt’s export policy since 2004. Before that, Mr. Bastawi worked in business management and corporate restructuring in the USA, where he most recently worked with the Washington DC consulting practice of PricewaterhouseCoopers LLP. Mr. Bastawi holds qualifications in business administration, international trade law, European Union trade law and Economics from universities in the USA and The Netherlands.

Lisa Bell, Managing Director, National Export Import Bank of Jamaica

Ms. Bell is responsible for the strategic and operational direction of the National Export Import Bank of Jamaica (EXIM) and improving the bank’s national impact through the facilitation of increased financing to the productive sector. She has held key managerial positions in the Jamaican financial services sector and with Jamaica’s national investment and export promotion agency. She has worked in the USA and with many other international organizations. As Deputy President of Jamaica Trade and Invest, she was responsible for trade and business development with oversight for project management and implementing units of the EU-GOJ Private Sector Development Programme.

Stephen Bell, Regional Vice President, Seaboard Marine Limited, USA

Mr. Bell joined Seaboard Marine Limited as a Regional Vice President, with more than 20 years experience in the shipping industry. Previously, Mr. Bell served for five years as the General Manager of the Caribbean Shipping Association where he worked extensively with various private and public sector interests in furthering the development of the regional maritime industry. Mr. Bell sits on the board of directors of Marine and Allied Credit Union and is a trustee with the Caribbean Maritime Institute and the Kingston Port Workers Superannuation Fund. Earlier he was President of LSK and Company Limited.

Gaurav Gupta, Head of Dalberg Asia Practice, India

Mr. Gupta heads Dalberg’s efforts in Asia out of the Mumbai Office. He is part of Dalberg’s Energy and Environment leadership team and has experience working with corporations on CSR. Mr. Gupta helped one of the world’s largest mining groups carry out complex land negotiations with Australian Aborigines, resulting in improved livelihoods for the local community. He recently led the development of a landmark report on the off-grid lighting market, on behalf of the World Bank and IFC, and is currently helping develop an access to finance strategy for lighting products in Africa. Prior to Dalberg, Gupta founded The Climate Project India (TCPI), with Al Gore and JSW Group in March 2008.

Tina Joemat-Pettersson, Minister of Agriculture, Forestry and Fisheries, South Africa

Ms. Joemat-Pettersson has been Minister of Agriculture, Forestry and Fisheries since 2009. Born in Kimberley, she became a member of the South African Democratic Teacher’s Union (SADTU) in 1992 and worked her way up to be a national representative. She has been a member of the Northern Cape Provincial Legislature since the country’s first fully democratic elections were held in 1994. She is a member of the Central Committee of the South African Communist Party (SACP) and sits on the ANC’s National Executive Committee (NEC). Among other national roles, she is a trustee of the Desmond Tutu Diversity Trust.

Phil Smith, Editor, North Asia, Reuters News, China

Phil Smith was appointed as Reuters North Asia Editor in January 2009, and before that, was the Editor for South Asia based in India. Mr. Smith joined Reuters London bureau in 1981 as a trainee journalist. From 1981 to 1991, he worked as Equities correspondent, Economics/Forex correspondent in London, and appointed as Chief Forex Correspondent, Reuters Europe and Reuters Asia from 1991 to 1999. He was the Editor-in-Chief for Treasury News, Reuters Asia from 1999 to 2001. He ran Reuters editorial operations in Australia, New Zealand and South Asia in a series of posts from 2001 to 2008.
Stuart Symington, CEO, Fresh Produce Exporters’ Forum, South Africa
Mr. Symington’s role as CEO of the Fresh Produce Exporters’ Forum is to manage the collective affairs of some 75 member companies that export fresh fruit to 70 countries around the world. These companies market about 75 per cent of South Africa’s fruit export volume abroad and have a collective turnover of nearly 7 billion rand. Mr. Symington’s portfolio involves governing the administrative and financial affairs of the Forum, while fostering good relations between producers and exporters, and marketing members in the international arena as accredited and reliable suppliers. Mr. Symington holds a Master’s degree in Economics with a dissertation on table grape exports to the UK entitled “Staying Ahead of the Global Pack”.

Elizabeth Vazquez, CEO and Co-founder, WEConnect International, USA
As the CEO of WEConnect International, Ms. Vazquez is responsible for working with partners in the USA, Canada, Europe, India and China. Ms. Vazquez has organized and chaired the first two Global Strategic Forums on Supplier Diversity and Women’s Economic Empowerment, co-hosted by The World Bank Group. She was Co-Founder and President of TradeBuilders, working with corporate and government leaders on internet-based virtual trade missions and other trade events. Ms. Vazquez is a Member of the Board of Directors of the National Association of Women’s Business Centers. Ms. Vazquez received the 2009 Women’s Business Enterprise National Council Applause Award for exceptional accomplishments that expand opportunities for women’s business enterprises.

Wei Wei, Executive Editor of Forex Overview, Xinhua News Agency, Financial TV Channel, China
Ms. Wei is responsible at Xinhua TV for coordinating, producing and hosting “Forex Overview”, a 20-minute weekly news analysis program focusing on the foreign exchange markets and major countries’ adjustment of monetary policy, and hosting “World Finance Live”, a live broadcasting program announcing real-time information and analyzing finance markets. Ms. Wei has interviewed Kevin Rudd, Robert Mundell, John Rutledge, Richard Cooper and many others in the economic and financial establishment. She also writes English stories for Xinhua-run news products, including Asia Pulse, CEIS, China Stock Report and Xinhua Electronic News. She has a Master’s in Journalism from the University of Queensland, Australia and a Bachelor’s degree in English.
Anders Aeroe, Acting Deputy Executive Director, ITC

Mr. Aeroe joined ITC as Chief of the Market Analysis and Research Section in 2007. In 2009 he was appointed Officer-in-Charge, Division of Market Development and in June 2009 he was appointed as Acting Deputy Executive Director. Previous positions include: regional adviser to the Danish Industrialisation Fund for Developing Countries; Senior Manager, Trade Promotion, Western Cape Trade and Investment Promotion Agency; Chairman of the Board, Western Cape call centre business association; member, South African Maritime Industry Task Team. He also served as a member of the Advisory Council to the Cape IT Initiative. Mr. Aeroe holds a PhD in industrial economics from Copenhagen Business School.

Rajesh Aggarwal, Chief, Business & Trade Policy Section, ITC

Since January 2006, Mr. Aggarwal leads a programme aimed at building capacity of the private sector in developing countries to effectively engage in business advocacy with their governments on multilateral and regional/bilateral trade negotiations. The programme encompasses engaging the private sector in dialogue with their governments on these issues, organising training programmes and publication of business guides on how to benefit from trade agreements. He was India’s negotiator in the WTO covering Agriculture, TRIPS and Public Health, Rules and Trade & Competition Policy for more than 8 years. He worked for more than 22 years in senior positions for the Government of India.

Torek Fahardi, EnACT Programme Coordinator, ITC

Torek, an Afghan National, has worked with international financial institutions for 20 years, as a Strategy Officer for the IFC-World Bank in Washington DC, an Adviser at the Executive Board of the IMF-International Monetary Fund in Washington DC and most recently with Islamic Development Bank in Saudi Arabia as Head of Technical Assistance and donor mobilization in all 56 Member countries of IDB. In the private sector, Torek was in Commercial Banking for 12 years in California, USA where he worked with Wells Fargo Bank on Small Business Administration loans, with Comerica Bank, where he was Vice President - Trade Finance, and with Bank of the West (BNP Paribas), where he was Vice President-Development.

Meg Jones, Women and Trade Programme Advisor, ITC

As the Women and Trade Programme Advisor at ITC, Geneva, Meg is responsible for designing a multi-year multimillion dollar programme in support of assisting women in developing countries to derive greater economic benefit from their participation in trade. Meg has worked for the United Nations both as a representative of her native Australia and as an international civil servant at the Office of the High Commissioner for Human Rights. Meg’s private sector experience is in the financial markets and management consultancy, which was later followed by university appointments. She holds a Master’s in International Relations and a Bachelor of Economics from the University of Sydney. She sits on the board of several non-profit organizations.

Anton J. Said, Chief, Export Strategy, ITC

Mr. Said joined ITC in 2003 and leads the Export Strategy section. He has been engaged in the area of trade promotion and trade development, at both the national and international levels, for the past 18 years, and has worked directly with enterprises, trade support institutions and policymakers. He continues to provide leadership for the development of strategy design and process tools that have been applied and adapted in over 40 countries.

Willem van der Geest, Acting Director, Division of Market Development, ITC

Mr. van der Geest has more than twenty years’ experience in the economics of development and advisory services fields. He joined the International Trade Centre as its Lead Economist in 2009. He has worked for the UN as a Macro-Economic Planner in Bangladesh, a Senior Economist in UNCTAD on LDC Trade Diversification, as a Senior Research Economist for Eastern and Southern Africa in the ILO and as the Director of the European Institute for Asian Studies, Brussels. He has published widely in peer-reviewed journals, contributed to edited volumes and consulted for international organizations. He has a PhD, Economics, University of Cambridge and was educated in economics and social sciences at the Universities of Leiden, Stockholm and Cambridge.

Friedrich von Kirchbach, Director, Bureau of Policy and Programme, ITC

Mr. von Kirchbach has led the development of ITC’s market analysis tools, which are now used by trade promotion organizations, companies and civil society in some 100 countries. Before joining ITC in November 1984, he worked at INSEAD in France, the United Nations Centre on Transnational Corporations in New York and the United Nations Economic and Social Commission for Asia and the Pacific in Bangkok. Mr. von Kirchbach holds a PhD in international economics from the University of Regensburg, Germany.
In the wake of the global financial crisis new challenges have emerged in international trade. This has highlighted the need for new ways of thinking, doing things and communicating with business people for trade promotion and support organizations.

The 2010 TPO Network World Conference and Awards is a forum connecting 150 trade leaders to network, share knowledge and practices, and explore partnership potential.

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