

PROGRAMME

Executive Forum on National Export Strategies

**Competitiveness through Public–Private Partnership:
Successes and Lessons Learned**

**Montreux, Switzerland
26 – 29 September, 2004**

Sunday, 26 September Opening

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| 12:00 – 16:00 | Registration |
| 16:00 – 17:30 | <p>Welcome, Introductions and Rules of the Debate</p> <ul style="list-style-type: none"> • Mr. J. Denis Bélisle, Executive Director, ITC • Mr. Max Schnellmann, Deputy Head, Trade and Clean Technology Cooperation, seco • Mr. Brian Barclay, Coordinator, ITC Executive Forum |
| 17:30 | Group Photograph |
| 18:00 | Reception |
| 19:30 | Welcome Dinner |

| Monday, 27 September | | | |
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| The Challenge of Building an Effective Public-Private Partnership | | | |
| 8.30 – 10:30 | Plenary Session 1: The Ten Essential Elements of a Successful National Export Strategy | | |
| | Network Co-chair: Mr. Isaac Njoroge Principal Consultant AMC - ALMACO Management Consultants Ltd. Kenya | Co-chair: Mr. Joseph Smadja Deputy Executive Director ITC | Strategy Team Commentators: Mr. Juan Carlos Mathews National Director of Foreign Trade Department Ministry of Foreign Trade and Tourism Peru Ms. Jacqueline Emmanuel-Albertine Emmanuel Financial Consultants Ltd. Saint Lucia |
| 11:00 – 12:30 | Plenary Session 2: Sustaining the Public–Private Partnership: Constraints and Solutions | | |
| | Network Co-chair: Ms. Patricia Francis Chief Executive Officer Jamaica Promotions Corporation (JAMPRO) | Network Co-chair: Mr. Wajid Jawad Chairman Associated Garments Industries Pakistan Ltd Pakistan | Strategy Team Commentators: Mr. Femi Boyede Chief Executive Officer Koinonia Ventures Ltd. Nigeria Mr. Georgy G. Petrov Vice-President Chamber of Commerce and Industry of the Russian Federation |
| 12:30 – 14:30 | Lunch | | |
| 14:30 – 16:00 | Breakout Session A: Making Business Advocacy Work | | |
| | Network Co-chair: Mr. Renato Pleno Director Exporters Confederation of the Philippines Inc. | Network Co-chair: Mr. Joseph Zammit Tabona Chairman Malta Enterprise | Strategy Team Commentators: Mr. Abdul Awal Mintoo President Federation of the Bangladesh Chambers of Commerce and Industries Mr. Riaan Le Roux Director Export Department Trade and Investment South Africa (TISA) |
| | Breakout Session B: Does the Answer Lie with a National Export Council? | | |
| | Network Co-chair: Mr. Costin Lianu General Director Export Promotion Division Department of Foreign Trade Romania | Network Co-chair: Mr. Wolfgang Zehender Senior Advisor Trade and Investment Promotion GTZ Germany | Strategy Team Commentators: Mr. Serafin N. Juliano Executive Director Garments and Textile Export Board Department of Trade and Industry Philippines Mr. Osei Boeh-Ocansey Chief Executive Private Enterprise Foundation Ghana |

Monday, 27 September

The Challenge of Building an Effective Public-Private Partnership (continued)

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| 14:30 – 16:00 | Breakout Session C: Coordinating the Partnership – What’s the Role of the TPO? | | |
| | <p>Network Co-chair: Mr. Ricardo Estrada Estrada, Executive President CORPEI Ecuador</p> | <p>Network Co-chair: Mr. Halim Fuad Abu Rahmeh Chief Executive Officer Jordan Exporters Association</p> | <p>Strategy Team Commentators: Mrs. Florence Kata Executive Director Uganda Export Development Board</p> <p>Mr. Karim Berrada Vice-President The Moroccan Association of Exporters (ASMEX)</p> |
| | Breakout Session D: Financing the Partnership | | |
| | <p>Network Co-chair: Ms. Christine Kilindu Chief Executive Confederation of Tanzanian Industries</p> | <p>Co-chair: Mr. Brian Barclay Coordinator ITC Executive Forum</p> | <p>Commentators: Mr. Victor Angenscheidt Executive Director Investment and Export Promotion Agency (Uruguay XXI) Uruguay</p> |
| 16.30 – 18:00 | Plenary Session 3: The Critical Partnership – The “Border Gear” of Export Strategy | | |
| | <p>Network Co-chair: Mr. Jean E. Kubler Deputy Chief Global Trade Solutions UN Economic Commission for Europe (UNECE) Switzerland</p> | <p>Co-chair: Mr. Gian Piero Roz Director Division of Programme Support ITC</p> | <p>Commentators: Mr. Jean E. Kubler Global Trade Solutions UN Economic Commission for Europe (UNECE) Switzerland</p> <p>Mr. Ravi Ratnayake Director Trade and Investment Division Economic and Social Commission for Asia and the Pacific (ESCAP) Thailand</p> |

Tuesday, 28 September
Focusing the Partnership

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| 8:30 – 10:00 | Plenary Session 4: Competitiveness through Export Clusters that Work | | |
| | <p>Network Co-chair: Mr. John Saegaert Coordinator Business Development Centre Chamber of Industries of Uruguay</p> | <p>Network Co-chair: Mrs. Chantra Purnariksha Director General Department of Export Promotion Ministry of Commerce Thailand</p> | <p>Commentators: Mr. A. Sakthivel Chairman Apparel Export Promotion Council India</p> <p>Mr. Fabio Russo Industrial Development Officer Small and Medium Enterprises Branch United Nations Industrial Development Organization (UNIDO)</p> |
| 10:30 – 12:30 | Plenary Session 5: The Need for a Sector-Level Orientation – What’s Best Practice? | | |
| | <p>Network Co-chair: Mr. Sok Siphana Secretary of State for Commerce Cambodia</p> | <p>Co-chair: Mr. Peter Walters Director Division of Product and Market Development ITC</p> | <p>Strategy Team Commentators: Mr. Azim Mawji Director Afro Leather Ltd. Tanzania</p> <p>Mr. Isaac Njoroge Principal Consultant AMC - ALMACO Management Consultants Ltd. Kenya</p> |
| 12:30 – 14:30 | Lunch | | |
| 13.15 – 14.15 | Informal Session: Why Pay Attention to South-South Trade? | | |
| 14.30 – 16.00 | Breakout Session E: Export Value Addition through Integration of the Tourism, Entertainment and Production Sectors | | |
| | <p>Network Co-chair: Mr. Luther Miller, Director of Finance and Resource Management Caribbean Tourism Organization</p> | <p>Network Co-chair: Mr. José Carrión President Federation of Chamber of Tourism (FENACAPTUR) Ecuador</p> | <p>Strategy Team Commentators: Mrs Veniece Pottinger Executive Director Services Sector Jamaica Promotions Corporation (JAMPRO)</p> <p>Mr. Fabrice Leclercq Trade Promotion Adviser ITC</p> |

| Tuesday, 28 September Focusing the Partnership (continued) | | | |
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| 14.30 – 16.00 | Breakout Session F: Best Practice for an Export Strategy Focusing on the Services Sector | | |
| | Network Co-chair: Mr. Rajendra Tagore Servansingh Deputy Secretary General Mauritius Chamber of Commerce and Industry | Co-chair: Mr. Robert Fournier Fournier Associates Canada | Strategy Team Commentators: Mr. George Sharkov Chairman Bulgarian Association of Software Development Companies (BASSCO) Mr. Alwyn Didar Singh Expert e-Commerce and Trade Development |
| | Breakout Session G: Working from the Bottom Up – Export-led Poverty Reduction: What Works? | | |
| | Network Co-chair: Mr. Yuri Jenkins Executive Secretary Central American Association of Consultants in International Trade El Salvador | Co-chair: Ms. Tamsyn Barton Team Leader (Trade and Development) Department for International Development United Kingdom | Strategy Team Commentators: Mr. Solomon Kuria Director Department of External Trade Ministry of Trade and Industry Kenya Ms. Gabriela Byrde Switzerland |
| | Breakout Session H: The Gender Dimension – “Best Practice” Scenarios | | |
| | Co-chair: Ms. Mia Horn Af Rantzien Ambassador and Permanent Representative of Sweden to the WTO | Co-Chair Ms. Lilia Naas Hachem Office for Africa Division of Technical Cooperation Coordination ITC | Strategy Team Commentators: Ms. Maria Baeva Vice-President Club of Women Entrepreneurs and Managers Bulgaria Mrs. Sarah Kitakule President Uganda Women Entrepreneurs Association |
| 16:30 – 18:00 | Plenary Session 6: Review of Breakout Session Conclusions and Moderated Debate on Best Practice | | |
| | Co-Chairs: Mr. Wang Jinzhen, Deputy Director General, China Council for the Promotion of International Trade (CCPIT) Mr. Ramamurti Badrinath, Director, Division of Trade Support Services, ITC | | |

| Wednesday, 29 September: Assessing the Partnership | | | |
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| 8.30-10:00 | Plenary Session 7: Review of Breakout Session Conclusions and Moderated Debate on Best Practice | | |
| | <p>Co-Chairs: Mr. Md. Aminur Rahman, Secretary, Ministry of Commerce, Government of the People's Republic of Bangladesh Mr. Hendrik Roelofsen, Director, Division of Technical Cooperation Coordination, ITC</p> | | |
| 10:30 – 12:00 | Plenary Session 8: Impact Measurement – Implications for Strategy and Trade – Related Technical Assistance | | |
| | <p>Co-chair: Mr. Kiichiro Fukasaku Head OECD Development Centre Paris</p> | <p>Co-chair: Mr. Ton Lansink Managing Director Centre for the Promotion of Imports from Developing Countries (CBI) Netherlands</p> | <p>Commentators: Prof. Owen Skae School of Accounting and Finance University of KwaZulu-Natal South Africa Mr. Murray Smith Director DMI Associates Switzerland</p> |
| 12:00 – 13:00 | Plenary Session 9: Confirming the Ten Essential Elements of National Export Strategy and Where Do We Go from Here? | | |
| | <p>Co-chair: Mr. J. Denis Bélisle Executive Director ITC</p> | <p>Co-chair: Mr. Max Schnellmann Deputy Head, Trade and Clean Technology Cooperation seco</p> | |
| 13:00 – 13:15 | Summary and Closing | | |