

Programme

ITC @ the WTO Public Forum 2024			
Re-globalization: Better trade for a better world			
Tuesday , 10 September			
09:00-10:15			
Room	Session organizer/s & title	Speakers	Content
F	Curaçao Ministry of Economic Development (MEO) Proteus Ocean Group (Proteus): Aqua-Nomics: Splashing into Sustainable Innovation with the Blue Bioeconomy	Anton Said, ITC Chief, Export Strategy	The session will explore key topics such as marine bioprospecting, regulatory frameworks, and the impact of digital tools, with success stories from Curaçao and other island economies.
W	WIPO & ITC: Towards Ethical and Inclusive Trade: A Focus on Indigenous Peoples, Traditional Cultural Expressions and Fashion	ITC Executive Director Pamela Coke-Hamilton	This event will bring together Indigenous representatives, fashion companies, and experts to address the challenges and opportunities that the ethical use of traditional cultural expressions (TCEs) in fashion can bring to Indigenous communities around the world.
10:15-10:45			
WTO Delegates Lounge & Atrium	ITC & WIPO & WTO: Experience Space on Indigenous Peoples' Contributions to Trade	ITC Executive Director Pamela Coke-Hamilton, with WTO Director-General Dr. Ngozi Okonjo-Iweala, and WIPO Assistant Director-General Edward Kwakwa	<i>Be inspired by demonstrations of unique skills, creativity, and entrepreneurship!</i> Explore: <ul style="list-style-type: none"> • Traditional spinning techniques from Benin • Weaving tradition of Faso Dan Fani (home-woven fabric) from Burkina Faso • Ceramic art from the Tapajós region in the Amazon • Zero-waste textiles from Canada • Music production from the Caribbean • Māori art from New Zealand • Tasting of Kava from Vanuatu • Traditional wood carving from Alaska • WIPO's virtual reality tour on the role of intellectual property in protecting the traditional knowledge of Indigenous Peoples

			... and much more The Experience Space in the Delegates Lounge is open throughout the Public Forum every day from 9:00-18:00.
15:00-16:15			
D	Netherlands & ITC: Upskilling Digital Entrepreneurship in Developing Countries	Rob Skidmore Chief, Sector and Enterprise Competitiveness	As AI is gaining ground in knowledge-related tasks, reskilling and upskilling will become priorities across the globe. The session explores the transformative impact of digitalization and upskilling on freelancers transitioning to entrepreneurship. In an increasingly digital world, freelancers are uniquely positioned to leverage technology, expand their skill sets, and access broader markets.
15:00-16:15			
S1	China Council for the Promotion of International Trade (CCPIT) International Trade Centre (ITC): Resilient and greener supply chains for cross-border e-commerce	ITC Executive Director Pamela Coke-Hamilton	This session aims to explore the latest developments in supply chain-related services to make cross-border e-commerce faster and greener, through more efficient, innovative, and sustainable transportation and logistics

Wednesday, 11 September			
13:30-14:45			
Room	Session organizer/s & title	ITC speaker/s	Content
CR	WEIDE: Women Exporters in the Digital Economy	ITC Executive Director Pamela Coke-Hamilton and WTO Director-General Dr. Ngozi Okonjo-Iweala	Kick-off event for the Women Exporters in the Digital Economy Fund
13:30-14:45			
S3	ILO & WTO, UNCTAD, ITC: Disability Inclusive Trade: Leveraging Digital Technologies to Make Trade Work for All	Deputy Executive Director Dorothy Tembo	Recent research commissioned by the Ministry of Foreign Affairs of Finland contributes to the promotion of a disability-inclusive trade policy agenda. How to leverage digital technologies to foster inclusive employment practices, ensure access to markets and productive resources, and to help realize decent working conditions and adequate skills for all?

13:30-14:45			
A	TradeTankMx (TTMX): Empowering the Youth through the E-commerce Joint Statement Initiative	Mayara Louzada Alarcao Sobral, Programme Officer	The panel aims to foster a collaborative dialogue among multiple stakeholders on creating inclusive digital trade policies that empower youth, drive sustainable economic growth, and foster innovation in developing countries. The digital economy offers youth a significant opportunity to engage in entrepreneurial activities and contribute to economic development. Despite their potential, young people face considerable obstacles, such as limited access to technology, inadequate infrastructure, and policy frameworks that do not address their specific needs.

Thursday, 12 September			
9:00-10:15			
Room	Session organizer/s & title	ITC speaker	Content
CR	ITC & WTO: Digital Transformation: Empowering women entrepreneurs in government procurement	Deputy Executive Director Dorothy Tembo	The session explores the role of e-procurement in fostering inclusive, cross-border trade opportunities for women entrepreneurs. Through case studies, speakers will examine strategies to leverage digital platforms to enhance women's participation in international government procurement, promoting equitable opportunities for women-owned enterprises in global trade and facilitating cross-border business activities.
17:00-18:15			
CR	African Export-Import Bank (Afreximbank): The role of AfCFTA implementation in the establishment of cross-border businesses in Africa	Ashish Shah, Director, Division of Country Programmes	The AfCFTA is predicted to boost the combined consumer and business spending in Africa to over \$6.7 trillion by 2030. In an era previously marked by globalization, but now in the middle of rapid de-globalization and nationalization, the AfCFTA must serve as a lever for creating sustainable growth that delivers socio-economic benefits to the continent. Against this backdrop, home-grown African businesses will play a vital role in the implementation of the AfCFTA.

Friday, 13 September

9:00-10:15

Timeslot/Room	Session organizer/s & title	ITC speaker	Content
F	ITC: Trade for Stability: Leveraging Private Sector Innovation with ITC's Conflict Sensitivity Methodology	Deputy Executive Director Dorothy Tembo	Global fragility is on the rise and affects vulnerable and marginalized groups the most. We need trade-led solutions that leave no one behind and create opportunities for vulnerable groups in fragile settings, including refugees. This session addresses this from two angles: how can initiatives be more sensitive to growing conflict, and how can the private sector support these efforts?
9:00-10:15			
S1	Korea, ITC, WEF, Chile: The Key to IFD: Maximizing Benefits for Developing and LDC Countries	Mondher Mimouni Director, Division of Market Development	This session will discuss how developing countries can effectively leverage the IFD Agreement to help achieve their green goals. The discussion will look at how members can use the agreement to access technical assistance, build institutional capacity, develop public-private partnerships, and implement responsible business conduct to achieve their green goals.