



International  
Trade  
Centre

**World Export Development Forum 9-12<sup>th</sup> September  
2010 Chongqing, China  
Opening Remarks – Export Impact for Good**

Dear ladies and gentlemen,

Two years ago, at our last WEDF, we spoke about consumer conscience. It was becoming an essential driver of purchasing decisions, and a signifier of shifting markets.

Consumer conscience is no less vital today, even though the world, and the trade arena, have changed immeasurably. Our institutions, companies and systems are under increasing scrutiny and as seismic shifts occur in both our physical planet and in the marketplace – we must rethink the fundamental aims, and outputs of our organizations and businesses.

Two years ago we had strong ideals, and were thinking long term and big picture. The crisis has turned out to be a catastrophic event for all of us. Trade patterns have changed; some sectors have fared better or worse than others; and the same has been true for nations.

But, don't let the times change us. In times of crisis, the tendency is to bunker down and concern yourself with pressing, urgent issues. This strategy works as well as a bandage but does not heal the wound. Short term thinking can lead to protectionism and loss of trust and confidence, as we focus on avoiding risk rather than on what is possible and making things happen.

The problems we are facing are not only urgent, they are also important for the now *and* for the future. To ensure long term sustainability, thinking must be focused on the long term and the big picture to ensure opportunities for the future: We must also ensure that the thinking identifies clear and measurable outputs and impact.

The World Business Council for Sustainable Development in their Vision for 2050, stated that we have the knowledge, technology, finances and human services to achieve a sustainable society, but it is time that we are short of.

This is heartening news, we have the ability; we just need to do it faster.

So how do we achieve the scaling up and speeding up? What we need is a collective will, and strong leadership, and as many of you are aware: attaining multilateral consensus is no easy task.

“The Hydra Headed Crisis is the central paradox of our time: the collective issues we must grapple with are increasingly of global scope and reach and yet the means for addressing them are national, weak and incomplete”, according to the LSE.

Many of you are part of governments or institutions that have to shift your thinking frequently between the now, and the long term. So how do we unify these shifting energies? We must look for synergies across our aims, and harness strengths to engage the collective will.

We are all development and trade people. This means we are used to both the fast win of a positive transaction and also the slower gains of successful business planning and investment. This means we have the right mindset to resolve these problems.

As trade people we also are used to working together, and seeing global opportunities, as multilateral trade agreements have been part of our world since the GATT. We have the collectivism to solve the problems.

Our output has the means to reduce poverty - by increasing prosperity which can lead to environmental and societal development. What we do, can work to resolve the problem.

As development and trade people we are all looking for strong markets and ultimately economic prosperity - which is fortunate as without economic prosperity the other factors of the triple bottom line are simply not possible.

So why are we here? Why an event? Why in China? What do we want to get out of this?

We believe powerful things can come from getting the right people together at the right time. We believe that China is the right place as it is now the world's second largest economy and it will be a factor in determining where we go. We think there is much to be shared and gained, partnerships to be made with mutual gains.

I have just come from the World Investment Forum and next year we will be looking forward to the 3<sup>rd</sup> Global A4T review and LDC IV. At each of these events I recognize the power of collecting committed people and discussing options and issues.

But as my private sector friends keep saying is ‘what about action and follow up’? Our sessions will address how to achieve long term sustainable export led growth focusing on the triple bottom line of planet people and prosperity. This must be inclusive sustainable development – which works for all people, now and for the future.

We must utilize our partnerships. Development needs mutually beneficial partnerships, across regions, between private and public sector, within supply chains, and with strong trade institutions and financing to support enterprise.

Before we launch into our Keynote Speech and the opening plenary The State of World Trade, a word about the days ahead. We have representatives here from Fortune 500 companies, SMEs, governments and trade support institutions – from over 60 countries.

We want dialogue and engagement, for without all of your input we will not maximize this opportunity. We want energy and passion and hope that you leave with more than you came with – these are not easy tasks but your ongoing commitment will prove fruitful.

What is ITC's role in this? What do we mean by 'Export Impact For Good'?

The export part is the simple bit to explain – this is the core of ITC's expertise, and what we have done for the past 40 years, and what we are here to talk about over the next two days. We passionately believe in the power of export led development and also of the role of exports in sustainable development.

Impact means we need to be sure that our actions cause positive export outcomes for the future. It is the 'for good part' that is the crux of what we do – needing to be for the better *and* for the long term.

With all of us in this room, we can build strategies that will work towards long and short term gains. Making the now work for the future, and working together to achieve Export Impact for Good.