
GUEST SPEAKERS



JOHN COOKE
The cityUK

John Cooke has been Chairman of the Liberalisation of Trade in Services (LOTIS) Committee since 2006. The Committee is a body within TheCityUK, a member-based association representing UK financial and related professional services.

He is a consultant at TheCityUK on international trade policy issues. He is also a Deputy Chairman of the Policy Committee of the European Services Forum. He is a member of the Senior European Experts Group, the Advisory Council of the European Centre for International Political Economy (ECIPE) and the Advisory Council of the Federal Trust.

From 1997 to 2003 he was Head of International Relations at the Association of British Insurers. His earlier career (1966-97) was with the UK Department of Trade and Industry (DTI). He was twice posted to the UK Permanent Representation in Brussels and most recently was Adviser on Trade Policy; Chairman of the OECD Trade Committee; and Leader of the UK Delegation at the Ninth UN Conference on Trade and Development (UNCTAD).

He is a contributor to conferences and seminars on international trade policy and trade in services. He has published articles on international services liberalisation and regulatory issues under TheCityUK's and Association of British Insurers' imprints and in "International Trade Law and Regulation" and two recent Reports published by Regent's University London "The UK and Europe: Costs, Benefits, Options" (2013) and "The Transatlantic Relationship: a European Perspective" (November 2014).

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CHABALA LUMBWE
Madison general, Zambia

Chabala Lumbwe is currently employed by Madison General Insurance Company Zambia Limited as the Chief Executive Officer. He has been in the insurance industry for thirty (30) years. He has a good professional reputation in business both internationally and locally. He is responsible for the general management and strategic direction of the company that he works for.

He holds a Bachelor of Arts degree in economics and is an Associate/Chartered member of the Chartered Insurance Institute of the UK. He is also a Fellow of the Insurance Institute of Zambia. He is a member of Rotary International and a Paul Harris Fellow.



TASLIM AHMED RUSSELL
Bangladesh Association of Software and Information Services (BASIS)

Russell T. Ahmed is the Founder & CEO of Champs21.com, country's pioneer e-learning project. Champs21.com is a complete portal which caters school going students, parents and teachers with versatile academic and extra-academic contents and applications. Mr. Ahmed lead his team in launching the Learning Platform and Online School Management System called Diary21. Country's most popular Education TV Reality Show, Spelling Bee is an initiative of Mr. Ahmed under the umbrella of Champs21.com.

Mr. Ahmed is currently the Senior Vice President at Bangladesh Association of Software & Information Services (BASIS). During the term '2012-2014, he offered best of his abilities with the capacity of Secretary General to take the Association to few steps ahead. Among many successful initiatives of BASIS, "Digital World 2014 and 2015" and "BASIS IT Marketing Summit" are two notable brand new events he managed and executed as Chief Project Officer and Convener respectively.

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SANTISOUK PHOUNESAVATH
Ministry of Industry and Commerce, Lao PDR

Mr. Santisouk Phounesavath is in charge as the Director of Multilateral Trade Policy Division, Foreign Trade Policy Department (FTPD), Ministry of Industry and Commerce of Lao PDR since 2012. The main responsibilities include trade policy analysis on trade-related issues, mainly to comment/give a recommendation on draft trade-related laws and regulations with respect to the WTO obligations. He is in charge in the Doha negotiation, especially, agriculture, services and LDCs issues. In addition, Mr. Phounesavath is also a lead negotiator on the Rules of Origin under the ASEAN framework.

Previously, he had been involved in the WTO accession negotiation on Goods since 2000 as the beginning of the acceding process, including the preparation of the documentation (Questions and Answers), comments on draft laws and regulations to be in line with WTO obligations.

Mr. Phounesavath gained his Bachelor Degree in International Economics at Chulalongkorn University, Bangkok, Thailand under the Lao-Thai Government Scholarship in 1998 and then he pursued his Master Degree in International Economics and Finance at International Business School, Brandeis University, USA under the Fulbright Scholarship, the U.S. Department of States in 2004-2006.

GUEST SPEAKERS



SANDRA UWERA
COMESA Business Council

Ms. Sandra Uwera is the Coordinator of the COMESA Business Council.

A Regional expert, Ms. Uwera brings 13 years' experience working in private sector, business advocacy and business development, of which 6 years are regionally acquired in both EAC and COMESA region, and 7 years working in Rwanda, her home country. She is the manager of a 4 year old Regional Business Member Organization, CBC, which represents private sector interests in 19 countries in Africa, under the trade bloc- Common Market for Eastern and Southern Africa (COMESA). The CBC is Private Sector Institution of COMESA.

She has had recognized success in the establishment of the institution, putting in place strategic and operational management structures that implement the core project portfolios (goods and services led). The institution has grown in profitability and sustainability under her management. Ms. Uwera has also worked under the East African Business Council as a private sector liaison officer. At a National level, she has worked in the Corporate industry in Rwanda- two years in media and public relations., and thereafter, five years in the banking sector.

Her areas of expertise lie in organization (results based) management, business advocacy , strategic planning, business development, project management , competitive strategy, fund mobilization and management, corporate communications, business intelligence and market analysis, marketing and brand management, public relations. She is known for strong relations management with key stakeholders of the business community ranging from Corporate Companies, SMEs, the public sector, policy drivers and Development partnerships.

Ms. Uwera has a BA in Corporate Communications, Advanced Certificate in International Trade Policy and Law , currently pursuing an Msc. Strategic Planning.

GUEST SPEAKERS



DAYO OGUNYEMI
234 Media

Dayo Ogunyemi is the CEO of 234 Media, a firm that makes principal investments in Africa's media, entertainment and technology sectors. 234 Media's activities spans the breadth of Africa's creative and start-up scenes – tech companies, fashion design and apparel firms, event producers, content aggregators, film production and distribution and exhibition companies. Its portfolio includes companies such as mSurvey, Cinemart, House of Deola Sagoe, Pixaplex, and the African Movie Academy Awards.

In the past decade, Mr. Ogunyemi has explored the evolving impact of technology and media on how societies and economies develop, especially in Africa.

His career includes stints as an entrepreneur, strategy consultant, intellectual property and transactional attorney, and financier. His two decades of advisory and operational experience includes employment with Booz Allen & Hamilton, Sony Music Entertainment Inc., and Bertelsmann Music Group.

Mr. Ogunyemi founded Naijanet, the first Nigerian online community, in 1991. He has served on the African Film Academy's board since its inception in 2004; was appointed in 2004 to the Technical Advisory Committee (ATAC IV) for the UN ECA's African Information Society Initiative; and was selected in 2009 by the WIPO as a film and creative industry expert.

He graduated Beta Gamma Sigma from Columbia Business School's MBA program, holds a Juris Doctor from Columbia Law School and earned his SB at MIT. He is admitted to the New York Bar.

FOR MORE INFORMATION

About the event

<http://www.intracen.org/LDC-Making-Sense-of-the-GATS-and-Applying-Good-Practices-in-Services-Negotiations/>

International Trade Centre (ITC)

www.intracen.org

LDC SERVICES GENEVA PRACTITIONERS SEMINAR SERIES

Guest Speakers' Biographies

Seminar 2: Key Sectoral Issues and Domestic Regulation

26 February 2015, 15:00 – 18:00

Seminar 3: Key Sectoral Rules and Negotiating Issues

27 February 2015, 10:00 – 13:00

Room B, World Trade Organization (WTO)
154 Rue de Lausanne, 1211 Geneva