

THE GOOD TRADE SUMMIT

Emerging Stronger from the COVID-19 Crisis

7 and 8 October – Virtual

In recent months, the Coronavirus has spread through the world like wildfire – taking a huge toll on human lives, overwhelming hospitals, emptying shops, and exposing the frailty of our value chains. It has also disproportionately impacted women, stripping them of their livelihoods and exacerbating the gender gap.

These extraordinary circumstances have revealed the interconnectedness of multiple trade and development challenges – and the ever-growing need for collaboration. In that light, the International Trade Centre (ITC) combined SheTrades Global – the premier global event linking women entrepreneurs with buyers and partners – with the Trade for Sustainable Development (T4SD) Forum – one of the leading global events on sustainable value chains – for critical discussions on sustainability, trade & gender.

The virtual event, taking place on October 7 and 8, will examine these themes through a value chain perspective from every angle: what are some “lessons learned” from the crisis? How can we use this as an opportunity to hit the reset button and build more resilient, inclusive and sustainable value chains? How can “good trade” be part of the solution?

The Good Trade Summit will convene a wide range of stakeholders from the trade and development community, entrepreneurs, business leaders, government officials and inspirational speakers from all walks of life to share experiences, showcase initiatives across ITC’s networks, encourage networking and brainstorm rebuilding a more equitable and sustainable future.

Objectives:

- Contribute to advancing [Sustainable Development Goals \(SDGs\)](#) 12 and 5, among others, through the promotion of inclusive and green trade, with a strong focus on developing and emerging countries.
- Bring together inspiring [leaders](#) from various backgrounds – industry groups, private sector, public sector, and academia – to discuss how to enhance value chains resilience and gender responsiveness from different perspectives.
- Introduce [inclusiveness and sustainability](#) as a holistic concept comprising environmental, social and economic dimensions – and as a related risk management tool.
- Discuss opportunities for global value chain actors to foster [innovation](#) and increase [competitiveness](#) by adopting more sustainable business models.
- Bring to the forefront the unique challenges and experiences faced by [women entrepreneurs](#) and workers in GVCs.
- [Brainstorm solutions](#) and share effective strategic measures and programmes that governments, the business community and support organisations have established to support women entrepreneurs.
- [Lead by example](#) by hosting a sustainable, virtual event.
- Provide virtual [networking opportunities](#) for attendees and speakers.

PROGRAMME AT A GLANCE

DAY 1: TOWARDS A SUSTAINABLE AND INCLUSIVE RECOVERY

14:00-14:10	INTRODUCTION: DAY 1
14:10-14:25	HIGH-LEVEL SUMMIT OPENING
14:25-14:45	HIGH-PROFILE KICK-OFF INTERVIEW
14:45-16:00	PANEL 1 (ENVIRONMENTAL SUSTAINABILITY): Maintaining Momentum: From COVID-19 Recovery to a Green Transition
16:00-16:15	BREAK
16:15-17:30	PANEL 2 (GENDER AND TRADE): Women and trade at the heart of the pandemic recovery
17:30-17:40	CLOSING KEYNOTE

DAY 2: THE WAY FORWARD: RESILIENCE THROUGH SUSTAINABLE, INNOVATIVE AND INCLUSIVE TRADE

14:00-14:10	SPECIAL "SETTING THE SCENE": DAY 2
14:10-15:25	PANEL 1 (SOCIAL AND ECONOMIC SUSTAINABILITY): "Building Back Better": Social and Economic Sustainability for Resilience
15:25-15:45	BREAK
15:45-17:00	PANEL 2 (GENDER AND SUSTAINABILITY IN TECHNOLOGY): Digital transformation for Shockproof and Inclusive Value Chains
17:00-17:15	ILLUSTRATION
17:15-17:35	CONCLUDING INTERVIEW
17:35-17:40	CLOSING STATEMENT
17:40- 18:40	NETWORKING POWER HOUR

AGENDA

Wednesday 7 October – Towards a Sustainable and Inclusive Recovery

COVID-19 has decimated livelihoods and taken many lives, and the ongoing recovery remains slow, painful and uneven. What are some initial “lessons learned” from the crisis? How can we “build back better”? Day 1 will examine value chains through the prism of environmental sustainability and gender equality – two key ingredients for “good trade”.

14:00-14:10 **INTRODUCTION: DAY 1**

Susanna Pak, Communications Officer, International Trade Centre (ITC)

14:10-14:15 **WELCOME REMARKS**

Pamela Coke-Hamilton, Executive Director, International Trade Centre (ITC)

14:15-14:20 **KEYNOTE “SETTING THE SCENE”**

Amina J. Mohammed, Deputy Secretary - General, United Nations

14:20-14:25 **HIGH-LEVEL OPENING REMARKS**

Inger Andersen, Executive Director, United Nations Environment Programme

14:25-14:45 **HIGH-PROFILE KICK-OFF INTERVIEW**

Speaker: **Dr. Bertrand Piccard**, Explorer, Psychiatrist and Chairman of the Solar Impulse Foundation

Moderator: **Vanessa Erogbogbo**, Chief, Sustainable and Inclusive Value Chains, International Trade Centre (ITC)

14:45-16:00 **PANEL 1 (ENVIRONMENTAL SUSTAINABILITY): Maintaining Momentum: From COVID-19 Recovery to a Green Transition**

2020 brought our dependence on the natural world into sharp focus. In January, the World Economic Forum’s Global Risks report showed that for the first time ever, environmental risks were among the top five long-term concerns listed by the Forum’s network¹. That same month, a joint WEF/PwC report revealed that \$44 trillion of economic value generation – more than half of the world’s GDP – is “moderately or highly dependent on nature and its services². Just a few weeks later, the coronavirus pandemic – potentially linked to wildlife trade – broke out worldwide, exposing the dire economic consequences of our tyrannical treatment of nature, and its disastrous impacts on value chains. In the future, how can environmental considerations be better integrated into companies’ strategies, so as to mitigate their impact on the planet? And are climate-resilient companies better equipped to face

¹ http://www3.weforum.org/docs/WEF_Global_Risk_Report_2020.pdf

² http://www3.weforum.org/docs/WEF_New_Nature_Economy_Report_2020.pdf

crises like COVID-19? With governments around the world focused on re-starting their economies, how can we ensure that environmental concerns are integrated into economic growth plans? The session will bring together various leaders to answer these questions.

- Speakers:*
- **Madelaine Tuininga**, Head of Unit, European Commission-DG Trade
 - **Peter Bakker, CEO & President, WBCSD**
 - **Tra My Nguyen**, Vice-Chairwoman & CEO, The PAN Group
 - Representative from the Ministry of Environment and Energy, Costa Rica
 - Representative from the Ministry of Trade and Industry, Rwanda

Moderator: **Dr. Carolyn Deere Birkbeck**, Senior Researcher, Graduate Institute and Associate Fellow, Hoffmann Centre for Sustainable Resource Economy, Chatham House

16:00-16:15 BREAK

16:15-17:30 **PANEL 2 (GENDER AND TRADE): Women and trade at the heart of the pandemic recovery**

The impact of the COVID-19 pandemic is not gender neutral. We already know that women are more likely than men to work in low-paying, insecure and informal jobs. In May 2020, ITC SheTrades conducted a survey which showed that women are more likely to work in sectors that have shut down since the crisis began, such as tourism and hospitality.

There is growing concern that global gender-based inequalities will increase, reversing existing progress on gender equality and the SDGs. We cannot afford to lose ground.

While governments focus on emergency relief and fiscal stimulus measures, women entrepreneurs should be at the heart of our response to this pandemic, in terms of providing access to markets, resilience skills and growth capital.

This panel will take stock of the immediate relief efforts taken so far, and present longer-term recovery strategies for all sectors of society, that respond to the unique and unequal impacts on women.

- Speakers:*
- **Amanda Brooks CBE**, interim Director General for Trade Relations and Implementation, Department for International Trade (DIT), United Kingdom
 - **Dr. Thoraya Obaid**, Chair, The Women 20 (W20) Saudi Arabia
 - **Eduardo Martinez**, President of the UPS Foundation and Chief Diversity & Inclusion Officer, UPS
 - **Monica Musonda**, Founder and CEO, Java Foods Limited
 - **Senator the Honourable Paula Gopee-Scoon**, Minister of Trade and Industry, Trinidad and Tobago

17:30-17:40 **CLOSING KEYNOTE**

H.E. Ellen Johnson Sirleaf, former President of Liberia and Nobel Laureate

**Thursday 8 October – The Way Forward:
Resilience Through Sustainable, Inclusive and Innovative Trade**

In order for trade to become “better” and value chains more resilient, the social and economic pillars of sustainability must also be considered. In that light, Day 2 of the Good Trade Summit will examine how economic and social sustainability can contribute to resilience, and how technology – and women in tech – can accelerate the transition to more transparent, inclusive and sustainable supply chains.

14:00-14:10 **SPECIAL “SETTING THE SCENE”: DAY 2**

5-minute inspiring statement

Selwin Charles Hart, Special Adviser to the Secretary-General on Climate Action & Assistant Secretary-General for the Climate Action Team, UN

5-minute “setting the scene” introduction

14:10 - 15:25 **PANEL 1 (SOCIAL AND ECONOMIC SUSTAINABILITY): “Building Back Better”: Social and Economic Sustainability for Resilience**

The Coronavirus has had far-reaching consequences for the labour force, affecting both the quantity and quality of jobs – while decimating enterprises. Because of virus-related impacts, the ILO predicts a rise in global unemployment of between 5.3 million and 24.7 million³. Hundreds of thousands of workers, especially in hard-hit sectors like textiles, are at risk of losing their livelihoods, and companies of all sizes – from SMEs to large corporations – are threatened with collapse. Social and economic sustainability are crucial to “building back better”, but what are the key policies needed to minimize the impact of the pandemic on the world of work and create more sustainable value chains? And how can companies become more resilient in the face of crises? This session will explore these questions through the eyes of experts and practitioners.

- Speakers:*
- **Sharan Burrow**, General Secretary, International Trade Union Confederation
 - **Alexandra Palt**, Chief Corporate Responsibility Officer, L’Oréal
 - **Musadaq Zulqarnain**, Chairman & CEO, Interloop Holdings Private Limited
 - **Michelle Tjokrosaputro**, CEO, Danliris Group
 - **Juan Esteban Orduz**, President, Colombian Coffee Federation

Moderator: **Mathieu Lamolle**, Senior Advisor on Sustainability Standards & Value Chains, ITC

15:25-15:45 **BREAK**

15:45 - 17:00 **PANEL 2 (GENDER AND SUSTAINABILITY IN TECHNOLOGY): Digital transformation for Shockproof and Inclusive Value Chains**

³ https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/briefingnote/wcms_738753.pdf

Technology is crucial as companies try to navigate coronavirus challenges that threaten their “brick and mortar” businesses. E-commerce, digital platforms and trading, machine learning, Internet of Things, and blockchain can be leveraged for more transparent, sustainable and resilient value chains. Yet despite the hastened adoption of advanced technologies across industries as varied as services, agriculture, and journalism, the digital divide is a reality for those in less developed economies and for women. What are some initiatives that are already leveraging technology to drive more efficiency and transparency? What are the limitations of technology? How can technology become more inclusive? Pioneers and experts will get together to discuss these questions and more.

- Speakers:*
- **Jason Kelley**, General Manager, Blockchain Services, IBM
 - **Emmanuelle Ganne**, Senior Analyst, WTO
 - **Kaidi Ruusalepp**, CEO & Founder, Funderbeam
 - Representative from Maersk

Moderator: **Susanna Pak**, Communications Officer, ITC

17:00 – 17:15 [ILLUSTRATION](#)

17:15 - 17:35 [CONCLUDING KEYNOTE INTERVIEW](#)

An inspiring fireside chat with an eminent expert

17:35 - 17:40 [CLOSING STATEMENT](#)

Closing statement by the International Trade Centre’s Deputy Executive Director

Dorothy Tembo, Deputy Executive Director, International Trade Centre (ITC)

17:40 - 18:40 [NETWORKING POWER HOUR](#)

A dedicated space for virtual networking where participants can use the Good Trade Summit virtual platform’s interactive features to chat and set up meetings with other delegates.