

WORLD EXPORT DEVELOPMENT FORUM 2010

ADAPTING TO POST-CRISIS WORLD TRADE PATTERNS,
AND LESSONS FOR EXPORT DEVELOPMENT

SOFITEL CHONGQING, 9-12 SEPTEMBER 2010

The global economic crisis has caused import demand from OECD economies to compress by as much as 30 per cent. This necessitates a fundamental rethinking of the export strategies followed by developing country exporters.

China presents a unique case study of export-led growth with profound, sustainable poverty reduction. It has proven its resilience as an exporter throughout the crisis, and furthermore created an audacious stimulus package with sector and industry specific measures aimed towards rebalancing its economy by boosting domestic demand. Against this background, the International Trade Centre (ITC) is delighted that the Ministry of Commerce of the People's Republic of China (MOFCOM), the China Council for the Promotion of International Trade (CCPIT) and the City of Chongqing have agreed to host the 11th World Export Development Forum (WEDF).

Chongqing, as the 4th municipality of China, represents the biggest industrial and commercial centre, communication hub and inland port in Western China. Additionally, as a land-locked province, Chongqing poses an interesting trade development model with a strategy and policy mix designed to overcome the many challenges of its location. As a production centre for both the export and domestic markets, Chongqing also presents a great opportunity as a target market.

The crisis has led to an increased focus on value-creating regulation and credible institutions, and caused large international value chains to reconfigure to the demise of some suppliers and the prosperity of others. Emerging markets are bound to grow in relative importance, and indicating that in the contours of new world trade patterns, the BRIC countries and other emerging economies will play an increasing role - as markets, suppliers and investors.

The Forum will look at the strategies employed by companies, trade support institutions and policy makers to mitigate the negative impacts of the crisis, by building company resilience through the diversification of markets and product as well as service development strategies. The Forum will also look at lessons that can be drawn from the resilience of China and other countries for developing and transition countries.

Join 300 global business experts to address the means of adapting to the new market reality – building strengthened positions for both the current and future markets.

OPENING DAY – 9 SEPTEMBER

12:00 – 16:00 Registration – Fidel room

OPENING CELEBRATIONS – Hosted by Mr. Bo Xilai, Party Chief of Chongqing, and Mr. Huang Qi Fan, Mayor of Chongqing Municipal Government

16:00 – 17:30 Welcome Remarks – Crystal ballroom

Introduced by Patricia Francis, Executive Director, International Trade Centre (ITC), Switzerland

Mr. Yi Xiaozhun, Vice-Minister, Ministry of Commerce of the People's Republic of China (MOFCOM)

Mr. Wang Jinzhen, Vice-Chairman, China Council for the Promotion of International Trade (CCPIT)

Mr. Huang Qi Fan, Mayor, Chongqing Municipal Government, China

Dr. Supachai Panitchpakdi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Switzerland

Mr. Pascal Lamy, Director-General, World Trade Organization (WTO), Switzerland

Mr. Balasubramanian Muthuraman, Vice-Chairman, Tata Steel, India

17:30 – 17:45 Group photo – Bollinger room

18:00 Opening Reception and Dinner – Bollinger foyer and Crystal ballroom

All participants are cordially invited.

DAY 1 – 10 SEPTEMBER: RESPONDING TO THE CRISIS

8:30 – 8:45 Opening Remarks – Crystal ballroom

'EXPORT IMPACT FOR GOOD'

Ms. Patricia Francis, Executive Director, International Trade Centre (ITC), Switzerland

There is a growing recognition of the private sector role, which in partnering with public sector institutions, can promote social and economic benefits for countries through increased trade and export development. ITC presents its development agenda based on 'Export Impact for Good', introducing the shared objectives and outcomes for WEDF 2010.

8:45 – 10:00 Keynote Speech – Crystal ballroom

THE TRADE ARENA UNDER GLOBALIZATION

Professor Pankaj Ghemawat, Global Strategist, Author of *Redefining Global Strategy* (Harvard Press), Spain

10:00 – 10:15 Coffee break

10:15 – 12:00 Opening Plenary – Crystal ballroom

THE STATE OF WORLD TRADE

As the global economy rebalances, the new drivers of economic growth are expected to come from increasing consumption in emerging markets. BRICS and other emerging markets are expected to deliver growth numbers that simply overshadow mature Western economies, while Asian economies have already rebounded after the global crisis. The plenary session will discuss the implications for capital flows, market opportunities and patterns of competition, implications within the context of G20 countries, and relative importance of dynamic economic players, such as Indonesia and others.

Speakers

Dr. Mari E. Pangestu, Minister of Trade, Indonesia

Dr. Rob Davies, Minister of Trade and Industry, South Africa

Dr. Harry G. Broadman, Senior Vice President, Albright Stonebridge Group and Chief Economist, Albright Capital Management, USA

Mr. Wei Jianguo, Secretary-General, China Center for International Economic Exchanges (CCIEE)

H.E. Mr. Ujal Bhatia, former Ambassador, Permanent Representative of India to the WTO, Switzerland

Moderator/Chairperson **Mr. Phil Smith**, North Asia Editor, Thomson Reuters

12:00 – 13:30 Networking Lunch – Spices and Bamboo restaurants

13:30 – 15:00 Plenary Session – Crystal ballroom

INCREASED COMPETITIVENESS THROUGH INNOVATIVE FINANCIAL MECHANISMS

The crisis has radically changed market opportunities and the business environment. This session will examine innovative solutions from enterprises to respond to volatility in the market. Amongst these, the experiences of SMEs in the global value chain, access to financing instruments which serve the needs of SMEs whilst facilitating increased economic growth, job creation and entrepreneurial opportunities, and the critical success factors for funding which meets the new realities and the market structures to optimize returns to SMEs along the value chain.

Speakers FINANCING THE SUPPLY CHAIN

Mr. André Soumah, Chairman, Audit Control and Expertise Global Ltd., Switzerland

Mr. Zhann Meyer, Regional Head for Commodity Traders and Agriculture for Africa, Standard Chartered Bank, South Africa

CASE STUDY: AGRICULTURAL GOODS

Mr. Allan Mbewe, Deputy Minister, Ministry of Agriculture and Co-operatives, Zambia

CASE STUDY: MANUFACTURED GOODS

Mr. Srinivasan Sampath Kumar, Managing Director, Titan Leathers Pvt. Ltd., India

CASE STUDY: LOGISTICS AND SERVICES

Mr. Gary Ho, Managing Director, SQW China Ltd

Commentators **Mr. Bernhard Metzger**, Vice President, Swiss Shippers' Council (SSC)/MIGROS Logistics & Transport, Switzerland

Mr. Stephen Bell, Regional Vice President, Seaboard Marine Limited, USA

Moderator/Chairperson **Ms. Tina Joemat-Pettersson**, Minister of Agriculture, Forestry and Fisheries, South Africa

15:00 – 15:15 Coffee break

15:15 – 17:00 Plenary Session – Crystal ballroom

DEVELOPING SUCCESSFUL TRADE SUPPORT SERVICES

There is an urgent need for trade support institutions to adjust to the new economic realities in order that they provide strategic direction for investment opportunities, and potential areas for export development, within the new realities of a multipolar world especially are, with increasing demand from emerging markets, beyond the traditional markets in the US and Europe. Experts from trade support institutions and financing entities will discuss challenges and propose future service modalities, which will enable companies to sustain competitive advantage and market niche.

Speakers

- Mr. Wang Jinzhen**, Vice-Chairman, China Council for the Promotion of International Trade (CCPIT)
- Ms. Florence Kata**, CEO, Uganda Export Promotion Board (UEPB)
- Mr. Li Jian Chun**, Director, Chongqing Foreign Trade and Economic Relations Commission (COFTEC), China
- Mr. Brian Mitchell**, Executive Director, Trade Facilitation Office Canada (TFO)
- Mr. Larbi Bourabaa**, Acting Secretary General, Maroc Export

Commentator **Mr. Gaurav Gupta**, Head of Dalberg Asia Practice, India

Moderator/Chairperson **Ms. Lisa Bell**, Managing Director, EXIM Bank Jamaica

17:00 – 18:00 Masterclass – Crystal ballroom

FINANCING MECHANISM THROUGH STRUCTURED TRADE FINANCE TECHNIQUES

The ACE and Standard Chartered Bank training targets middle and senior management who will influence the policy and operations of their organisations. The workshop will have a general approach and look at one or two commodities; covering issues and techniques which broadly affect structured trade and commodity finance, and are relevant to real experiences encountered globally. The proposed training will highlight different ways to offer financing, while reducing risk to manageable levels - including Risk Assessment, Common Banking Facilities, Securitization and Documentation.

18:20 Depart for dinner

Day 2 - 11 SEPTEMBER: AN AGENDA FOR EXPORT DEVELOPMENT

8:30 – 10:00 Plenary Session – Crystal ballroom

NEW REALITIES WITHIN THE GLOBAL SUPPLY CHAIN

New structures and mechanisms, which are being shaped under multilateral organisations, governments and trade support institutions, and which are aimed at meeting the demands of the new multi-polar economic world, bring with them the need for businesses to adapt. This session will explore how businesses adapt to the changes, access new markets and the new realities faced in a fluid economic environment. It will present successful business strategies, the relationship of strong policy frameworks to enable growth and the importance of collaboration and partnership to optimize efficiencies within the supply chain.

Speakers

- Mrs. Sungjoo Kim**, Chairperson and CEO, Sungjoo Group and MCM, South Korea
- Professor Huang Youfang**, Vice President, Shanghai Maritime University, China
- Ms. Himanshu Bhatia**, CEO, Rose International, USA
- Mr. Andrés Valencia**, Representative for Asia Pacific of the Colombian Coffee Federation, Tokyo
- Ms. Ying McGuire**, Senior Manager of World Wide Procurement, Dell, USA

Commentator **Ms. Monique Ward**, Regional Procurement Director for China/Asia, Accenture, Australia

Moderator/Chairperson **Ms. Wei Wei**, Executive Editor of Forex Overview, Xinhua News Agency, Financial TV Channel, China

10:00 – 10:15 Coffee break

10:15 – 12:00 Interactive Plenary Session – Crystal ballroom

OPTIMIZING BUSINESS SUCCESS THROUGH STRATEGIC PARTNERSHIPS

Small and medium sized enterprises are a growing force in international trade. In order to succeed as exporters in today's fast-changing environment they must be adaptable and be able to make use of the support services on offer in both their country and target markets. The most efficient ways of increasing their reach is by entering into partnerships with other SMEs or large companies in the home country, co-operating with other companies across the region, and working in cooperation with government organisations. In this session the importance of strategic partnerships will be discussed with a focus on SMEs in large value chains, regional markets and public private partnerships.

Speakers **REGIONAL INTEGRATION**

- Mr. Peter Kiguta**, Director-General of Customs and Trade, East African Community, Tanzania
- Mr. Soy Martua Pardede**, Chairman, ASEAN Competition Institute, Indonesia

PUBLIC PRIVATE PARTNERSHIPS

- Ms. Elena Carretero Gomez**, Director-General, Consorcios del Vino Vinnova, Chile
- Ms. Sandra Abreu Ortiz**, General Director, Avia Export, Colombia
- Ar. Boon Che Wee**, President of the Malaysian Institute of Architects & Council Member of the National Professional Services Export Council (NAPSEC), Malaysia

Moderator/Chairperson **Mr. Stuart Symington**, CEO, Fresh Produce Exporters' Forum, South Africa

12:00 – 13:30 Networking Lunch – Spices and Bamboo restaurants

13:30 – 15:00 Concurrent Interactive Sessions

TRADE CROSS-CUTTING OPPORTUNITIES

Markets are increasingly consumer-driven, and suppliers are needing to respond to specific demographics and demands more urgently. The success of fair trade products and the introduction of voluntary industry standards are proof of the impact that consumer awareness is making on global trade. Both demand and supply side are also being changed by the growing awareness that more women are running businesses, are decision makers in purchases and are a growing workforce.

SESSION ONE: INNOVATIVE BUSINESS MODELS FOR SUSTAINABLE DEVELOPMENT – Crystal ballroom

Speakers

- Mr. Rob Cameron**, CEO, Fairtrade Labelling Organizations International (FLO), Germany
- Ms. Paula Rogers**, Industry Liaison, Council of Textile and Fashion Industries of Australia Limited
- Mr. Nigel Garbutt**, Chairman, GlobalG.A.P., Germany

Moderator/Chairperson **Mr. Gaurav Gupta**, Head of Dalberg Asia Practice

SESSION B: EMPOWERING WOMEN, POWERING TRADE – Bollinger room

In the current climate, many multinational corporations want to diversify their global supplier base to reflect their market and customer base, increase shareholder value and enhance competitive advantage. Of the Fortune 500 companies, 97% have supplier diversity programmes to source from historically underutilized businesses. With the trend toward contract bundling, over 80% of these corporations now require supplier diversity efforts from their tier one and tier two suppliers that typically includes sourcing from women vendors. This is yielding positive results in terms of economic and human development. This session illuminates the business case for sourcing from women vendors and replicable practices for the private and public sectors.

Speakers

- Ms. Marlene Malahoo Forte**, Minister of State, Ministry of Foreign Affairs & Foreign Trade, Jamaica
- Mr. Madhav Lal**, Development Commissioner, Ministry of Small and Medium Sized Enterprises, India
- Prof. Li Shirong**, Deputy Director General, Chongqing Foreign Trade & Economic Relations Commission, China
- Mrs. Archana Bhatnagar**, President, Haylide Chemicals, India
- Ms. Monique Ward**, Regional Procurement Director, China/Asia, Accenture, Australia

Moderator/Chairperson **Ms. Elizabeth Vazquez**, CEO and Co-Founder, WEConnect International, USA

15:00 - 15:15 Coffee break

15:15 - 15:30 Report to plenary: Trade Cross-cutting Opportunities – Crystal ballroom

15:30 – 17:00 Closing Plenary – Crystal ballroom

LONG-TERM POTENTIAL FOR SUSTAINABLE EXPORT-LED GROWTH

What does the future hold for export-led development? How will it impact on poverty reduction? The session will examine the long-term potential for export-led development based on scenarios for future economic growth. We will consider the sectors and countries as well as the type of production systems and production environments best poised to benefit for growth in trade and what this entails for economic growth and related potentials for wealth and job creation and entrepreneurial activities, and related poverty reduction.

Speakers

- Mr. Long Yongtu**, Secretary-General, Center for the Study of the G20, China
- Mr. Ghulam Hussain**, Secretary of Commerce, Bangladesh
- Mr. Yang**, Huawei Technologies, China
- Mr. Gregory May**, Acting Consul General, US Consular Office, Chengdu, China
- Mr. John McCarthy**, CEO, Leisure Partners, Mexico

Moderator/Chairperson **Mr. Akrum Bastawi**, Head of International Cooperation, Office of the Minister, Ministry of Trade and Industry, Egypt

17:00 – 18:30 Closing Address – Crystal ballroom

THINKING AHEAD AND PLANNING FOR TOMORROW

The WEDF discussions are concluded by a look into the future of world trade, and the elements that will shape it, providing insights into best strategies to take advantage of the latest trends and new market opportunities. This plenary will address the role of information and communication technology, approaches to stimulate growth-oriented entrepreneurs that address large potential markets, and repositioning to take advantage of new development opportunities in the global market.

Speakers

- Dr. Mari E. Pangestu**, Minister of Trade, Indonesia
- Mr. Sirisamphanh Vorachith**, Deputy Permanent Secretary, Ministry of Industry and Commerce, Laos
- Ms. Marlene Malahoo Forte**, Minister of State, Ministry of Foreign Affairs and Foreign Trade, Jamaica
- Mr. Eric Zhang**, General Manager, ZTE Corporation (Central America and Caribbean Region), China
- Dr. Alexander Barkawi**, former Managing Director, SAM Indexes and Dow Jones Sustainability Indexes, Switzerland

Moderator/Chairperson **Professor Pankaj Ghemawat**, Global Strategist, Author of *Redefining Global Strategy* (Harvard Press), Spain

18:30 – 18:45 Closing Statement - Crystal ballroom

Ms. Patricia Francis, Executive Director, International Trade Centre (ITC), Switzerland

19:00 Depart for dinner and ship cruise

Day 3 - 12 SEPTEMBER: A COMPANY PERSPECTIVE

8:30 – 12:00 Site Visits to Successful Businesses

Face-to-face meetings with Chinese company executives to get a first-hand insight into companies which have developed their businesses and increased exports during the recession.

Group excursions to the companies will demonstrate different business models of local and foreign partnerships, including international value supply chains, franchising, outsourcing and successful trade facilitation infrastructure for inland bonded ports.

12:00 – 12:30 Report to plenary: Company Visits – Crystal ballroom

12:30 – 12:35 Farewell – Crystal ballroom

Ms. Patricia Francis, Executive Director, International Trade Centre (ITC), Switzerland

12:35 – 14:00 Networking Lunch – Spices restaurant

14:00 – 16:00 ITC presentation of Market Analysis Tools – Crystal ballroom

Open to all participants who are still in Chongqing and who have pre-registered

15:00 – 15:15 Coffee break