Moving beyond SPS and TBT
Challenges of the Green Market

AID FOR TRADE GLOBAL REVIEW 2019
Supporting Economic Diversification and Empowerment

July 4th, 2019, WTO

#Aid4Trade #GreenMarket @WTO @UNCTAD @BioTradeGroup @Isabelle_Durant @CancilleriaEc @europeaid @FairTradeFTAO
How can countries make the most out of green market opportunities?

What is the role of Aid for Trade?
How can countries make the most out of green market opportunities?

→ BioTrade: Natural ingredients for food and personal care products
E.g. Fundación Chankuap
"Recursos para el futuro: hacer que la gente de la selva viva de la selva sin destruir la selva"

"Resources for the future: have people from the jungle live of the jungle without destroying the jungle."
How can countries make the most out of green market opportunities?

→ Challenges identified in NGER Certification, post-harvest process & export promotion

Eric Beantananana
Economic and Trade Counsellor
Permanent Mission of Madagascar to the United Nations Geneva
What is the role of Aid for Trade?

→ Aid for trade strategies and partnership to empower small farmers and workers

Sergi Corbalán

Executive Director
Fair Trade Advocacy Office
What is the role of Aid for Trade?

- Helping SMEs in biodiversity-rich countries access green markets

Christian Robin
Deputy Head of Trade Promotion
Swiss State Secretariat for Economic Affairs
What is the role of Aid for Trade?

→ Aid for Trade or the art of helping green market supply and demand meet

Bertrand Jolas
Policy Officer, Trade and Private Sector,
DG DEVCO, European Commission
Discussion - *Which way forward?*

- Green market opportunities - prospects for developing countries
- Key challenges and how to address them
- The role for Aid for Trade
THANK YOU!

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