



Marine-based Products and Services (MAPS) Expo

Exploring natural and alternative materials for SDG 14

Concept note

Version 09 Dec 2024

On the occasion of the **5th United Nations Ocean Forum**, scheduled from **March 3-5, 2025**, in Geneva, Switzerland, UN Trade and Development (UNCTAD) and its Partners invite relevant manufacturers of marine-based products (including food and nonfood products), businesses in the sustainability sector, organizations focused on ocean conservation and sustainable use, and innovators to participate in the **Marine-based Products and Services (MAPS) Expo**.

Complementary to the 5th Ocean Forum's theme, "Ocean Economy, Trade Policy, Climate, and Development Nexus," **MAPS Expo** will feature natural marine-based, as well as non-plastic product substitutes, alternatives, and related services within the Ocean Economy that support the conservation and sustainable use ocean, marine ecosystems, and coastal livelihoods.

While recognizing the significant challenges facing the oceans, this UNCTAD initiative seeks to balance urgency with optimism. Showcasing real-world solutions that contribute to addressing food security, mitigating plastic pollution, facilitating decarbonization, and engaging in the sustainable use of marine resources aligns with the commitment to encourage actions, contribute to public discourse, and foster tangible change.

The **MAPS Expo** is an opportunity for collaboration and growth. It intends to create an international reach platform for participants to showcase their products and innovations, facilitating network and exchange. Leveraging the 5th Ocean Forum's interdisciplinary audience that combines diplomatic, scientific, economic, and advocacy voices, all on the road to the **United Nations Ocean Conference in Nice on June 9-13, 2025**.



By stimulating awareness and partnerships, the **MAPS Expo** encourages ongoing efforts to develop and adopt ocean-safe and low-carbon products, helping to reshape industries and consumer behaviour.

The **MAPS Expo** hopes to turn the **3rd-floor communal hall of UNOG's Building E, Palais de Nations, Geneva**, which leads to the Ocean Forum meeting room XIX, into a dynamic and interactive space. Filled with product demonstrations and displays, informational sessions by exhibitors, and networking spaces to facilitate discussion among attendees, it brings the intersection of ocean-friendly innovation, frontier materials, trade policy, and sustainable development to life.

Application and participation

Application and participation in the MAPS Expo follow a structured process, as described below.

Phase 1 – enrollment

UNCTAD invites interested entities to apply by submitting the Enrollment form, which collects basic details such as the organization's name, country, product or project description, and contact information. The deadline for submission is **Friday, December 20, 2024**.

After the deadline, organizers will review all applications to ensure they align with UNCTAD's objectives and suit the **MAPS Expo's** theme. Shortlisted applicants will receive feedback regarding the status of their applications.

Phase 2 – confirmation of participation

Selected participants will receive a **MAPS Expo Information Kit** containing the following:

- Equipment, furniture, and logistical needs forms (UNCTAD will provide free booth space and basic furniture such as tables and chairs, separators, and one electric connection). Each exhibitor must bring all additional materials needed and will have to cover the costs;
- A 3rd-floor mezzanine map with booth sizes (5–15 m²), location options, and facilities;
- Information about the Indico system (registration) and security clearance; and
- Guidelines for the use of UNOG spaces.

Exhibitors must confirm participation and submit all required forms by **Monday, January 20, 2025**.

Participants are encouraged to register early, as booth availability is limited and will be assigned based on venue capacity.

Phase 3 – final steps

January Webinar

The Webinar, scheduled for mid-January 2025 (date to be confirmed), is a key event in preparing for the Expo. Hosted by the **MAPS Expo** liaison officer (Lia Tostes), an Indico system expert, and potentially a representative from the UNOG events team, it will provide an overview of logistics, Indico registration, and event preparation.

Final submission deadline

All necessary forms, including equipment requests and participant lists, must be submitted by **Monday, January 20, 2025**.



Indico registration and accreditation

Following UNOG guidelines, the **Indico online system** will be the platform for registering and accrediting all exhibitors and staff.

All personnel will be subject to security controls, including materials, samples, and belongings.

The platform will open from **Friday, January 31, 2025**, onwards to allow sufficient time for processing.

Annexe

- Registration form (Phase 1)
- Logistics and requirement forms (Phase 2)
- Exhibitor highlight initiative (social media promotion) (Phase 3)
- Image authorization form (Phase 3)

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date 3-5 March 2025
venue Mezzanine on the 3rd floor of Building E at UNOG, Geneva, Switzerland
organizer UN Trade and Development (UNCTAD)

Contact

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