

Room XXVI, E-Building
Palais des Nations, Geneva

Tuesday **25**
SEPTEMBER 2012
1-3 p.m.

TDB
59th
SESSION

LUNCH EVENT
BIOTRADE:
TRADE WORKING
FOR BIODIVERSITY
IN PRACTICE

This event will be moderated by Mr. Guillermo Valles,
Director, Division on International Trade in Goods and Services, and Commodities, UNCTAD

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| 1 p.m.–1.20 p.m. | Sandwich lunch |
| 1.20 p.m.–1.30 p.m. | Showing of video “The BioTrade Initiative” illustrating the work on natural ingredients and fashion value chains. Produced by United Nations Television, UNCTAD and Swiss State Secretariat for Economic Affairs |
| 1.30 p.m.–1.35 p.m. | Introduction of the theme and speakers
- Mr. Guillermo Valles, Director, DITC, UNCTAD |
| 1.35 p.m.–1.50 p.m. | BioTrade in Ecuador and the Jambi Kiwa experience with herbal teas
- H.E. Miguel Carbo, Ambassador of Ecuador to the World Trade Organization |
| 1.50 p.m.–2.05 p.m. | Development benefits from BioTrade in Mexico
- Permanent Mission of Mexico to the United Nations
and other international organizations |
| 2.05 p.m.–2.20 p.m. | The candelilla experience: partnership between Mexico and Yves Rocher
- Mr. Claude Fromageot, Director of Sustainable Development for the Yves Rocher Group and Director of the Yves Rocher Foundation, Paris, France |
| 2.20 p.m.–3 p.m. | Q&A |

Exhibition of BioTrade products
and tasting of herbal teas

FOR FURTHER INFORMATION, PLEASE CONTACT:

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