

Green Export Forum:

Promoting sustainable production and export in developing countries and economies in transition

Room XXIII, Palais des Nations, Geneva

Monday 8 October 2018

Agenda

Version 4 Oct

Forum Moderators:	Mr. Robert Hamwey and Mr. Malick Kane, UNCTAD
10:00	<p>Opening Session</p> <p>The session will introduce green products, consumption trends, market opportunities and trade barriers. It will also summarize the NGER approach to identify countries' most competitive green exports, promote cooperation among producers, improve institutional support, enhance and diversify production, increase exports to higher value markets, and achieve environmental and social objectives.</p>
	<ul style="list-style-type: none"> • Opening remarks by Ms. Pamela Coke Hamilton, Director, Division on International Trade and Commodities (DITC), UNCTAD • Presentation of the National Green Export Review Project and introduction of country representatives, Mr. Robert Hamwey, UNCTAD
10:30	<p>Session 1: Making green standards work for developing country producers</p> <p>Organic, fair trade, and other market standards can provide the producers of green products with increased earnings. At the same time, major markets now require standard certifications as a requirement for market entry. But the certification process requires both time and money beyond the means of many small developing country producers.</p> <p>This session will look at ways to make green standards more accessible to them.</p>
	<p><i>Session facilitated by Mr. Robert Hamwey and Mr. Malick Kane, UNCTAD</i></p> <p>Representatives from:</p> <ul style="list-style-type: none"> • <i>Madagascar:</i> Mr. Soloalitia Rakotomanga, Secretary General, Ministère du commerce et de la consommation • <i>Morocco:</i> Mr. Mohammed Rahmani, Professor, Institut agronomique et vétérinaire Hassan II • <i>Moldova:</i> Ms. Marcela Stahi, Chief of Service of Organic Agriculture and Names of Origin, Ministry of Agriculture, Regional Development and Environment • <i>Vanuatu:</i> Mr. Roy Amos Pakoasongi, Manager, Ministry of Trade • <i>UNCTAD:</i> Ms. Miho Shirotori, Chief, Global and Regional Trade Analysis, TAB/DITC
11:45	<p>Session 2: Moving up the green value chain, the challenge of diversification</p> <p>Many small producers and traders focus their activity on the production and export of basic raw commodities. But the opportunity to add value to these commodities before export remains largely untapped.</p> <p>To reduce the 'export' of these opportunities, panelists will describe efforts and success stories to expand the upstream value chain in their countries.</p>
	<p><i>Session facilitated by Mr. Robert Hamwey and Mr. Malick Kane, UNCTAD</i></p> <p>Representatives from:</p>

	<ul style="list-style-type: none"> • <i>Angola</i>: Mr. António de Castro Vide, Project Manager, COAPA – Cooperativa Agropecuária, Pesca e Apicultura • <i>Ethiopia</i>: Ms. Haimanot Kassaye, Director, Export research and promotion, Ministry of Trade • <i>Lebanon</i>: Mr. Jacques Samoury, Ex-Dean, Faculty of Tourist Sciences, Islamic University of Lebanon • <i>Morocco</i>: Ms. Saadia Zrira, Professor, Institut agronomique et vétérinaire Hassan II, President, Association marocaine pour la protection et la valorisation des ressources naturelles • <i>Oman</i>: Mr. Omar Al Jabri, Assistant Dean, Sultan Qaboos University • <i>UNCTAD</i>: Ms. Tamara Gregol de Farias, Programme Management Officer, LLDC Section/ALDC
13:00	<i>Lunch break</i>
15:00	<p>Session 3: Meeting consumer demand in export markets</p> <p>Consumer preferences for greener products vary considerably. For many consumers, a green product is a natural product without artificial ingredients/components. Others have additional requirements, for example, that a green product is produced in an environmentally sustainably and/or a socially equitable way and that such production methods are certified.</p> <p>Panelists will describe how producers in their countries are complying with these requirements, and importantly, how they are able to maintain environmentally sustainable production and create green jobs as production levels rise to meet rapidly growing export demand.</p>
	<p><i>Session facilitated by Mr. David Vivas Eugui and Mr. Robert Hamwey, UNCTAD</i></p> <p>Representatives from:</p> <ul style="list-style-type: none"> • <i>Ecuador</i>: Mr. Santiago García Álvarez, Professor, Universidad Central del Ecuador • <i>Ethiopia</i>: Ms. Haimanot Kassaye, Director, Export research and promotion, Ministry of Trade • <i>Madagascar</i>: Mr. Soloalitia Rakotomanga, Secretary General, Ministère du commerce et de la consommation • <i>Oman</i>: Mr. Omar Al Jabri, Assistant Dean, Sultan Qaboos University • <i>UNCTAD</i>: Mr. Marco Fugazza, Economic Affairs Officer, TAB/DITC
16:15	<p>Session 4: Really green? Sustainability and <i>circular economy</i></p> <p>How environmentally sound are green products? While they may be sustainably produced, are they sustainably packaged, transported, stored, consumed and disposed of? Sustainable consumption is an important component of a green economy. What can green producers do to ensure their products have a sustainable trajectory after they enter the market?</p> <p>Panelists will discuss the complementary roles of the exporting producer and importing consumer in supporting a circular economy.</p>
	<p><i>Session facilitated by Mr. Henrique Pacini and Mr. Robert Hamwey, UNCTAD</i></p> <p>Representatives from:</p> <ul style="list-style-type: none"> • <i>Angola</i>: Mr. Gilberto Gil Lopes, Business Representative, Wood Industry Association of Angola • <i>Lebanon</i>: Ms. Aurore Assaker, Assistant Professor, Lebanese University • <i>Moldova</i>: Mr. Artur Nadcrinicinii, Independent Expert in Social Business Development • <i>Morocco</i>: Mr. Mohammed Rahmani, Professor, Institut agronomique et vétérinaire Hassan II • <i>Vanuatu</i>: Mr. Roy Amos Pakoasongi, Manager, Ministry of Trade • <i>SwitchMed</i>: Ms. Burcu Tuncer, Team Leader, Networking and Partnerships, Centre for Sustainable Consumption and Production (SCP/RAC) UN Environment/Mediterranean Action Plan
17:30	Wrap up – Closing remarks