



Building Sustainable Business and Brands

Senior Level Dialogue

Programme

04 September 2025, 10 a.m to 1 p.m. (CET)

Room XXII, Palais des Nations, Geneva

Thursday, 04 September

10 a.m.–1 p.m. **Welcome Remarks**

Opening remarks Mr. Pedro Manuel Moreno, Deputy Secretary-General, UNCTAD

Opening remarks Mr. Zhang Xiuchun, Secretary General of China Association for Standardization (CAS)

Keynote Address H.E. Mr. Chen Xu, Ambassador Extraordinary and Plenipotentiary of the Permanent Mission of the People's Republic of China to the United Nations Office at Geneva and other international organizations in Switzerland
Mr. Zhang Xiangchen, Deputy Director General of the World Trade Organization

Intervention by **Release of “Building Sustainable Brands” Visionary Initiative**
Mr. Jiang Li, Chairman of China Association for Standardization Sustainable Business and Brands Working Committee (SBBC)

Interventions by

Presentation on Sustainability Standards, Trade and Development

Mr. Ralf Peters, UNCTAD

Discussion

5. Thematic Sharing: Strategies and Practices on Building Sustainable Business

Panelists:

- Mr. Santiago Fernandez de Cordoba, UNCTAD
- Ms. Zhao Yan, Chairperson and CEO of Bloomage Biotech
- Mr. Lin Wei, Vice President of Sustainability, Investor Relations and Post-Investment Management, Anta Sports
- Mr. Jia Chao, President of Europe Business Center, LONGi Green Energy
- Mr. Anthony Miller, UNCTAD

Moderator: Mr. Allen Lai, Board Director of Executive Committee of Sustainable Business Leaders Forum (SBLF)

1:00 p.m. Conclusion and closing

**1:30 p.m. Luncheon (Location TBC)
onwards**

