



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?



Isabelle Durant
Deputy Secretary-General,
UNCTAD

How can countries make the most out of green market opportunities?

→ **BioTrade: Natural ingredients for food and personal care products**
E.g. [Fundación Chankuap](#)



Ambassador Diego Aulestia V.

Permanent Representative
of Ecuador to the WTO

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 Beantanana

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!

Click to follow our work on:

- [National Green Export Reviews](#)
- [Fostering Green Exports through VSS](#)
- [BioTrade Initiative](#)