



Launch of the 2020 BioTrade Principles and Criteria:

2.30 – 5 p.m. (CET), 16 November 2020

Making sustainable trade part of the solution



List of Speakers

Opening session

Ms. Isabelle Durant, Deputy Secretary-General, UNCTAD



Ms. Isabelle Durant (Belgium) took office as Deputy Secretary-General of UNCTAD on 3 July 2017. Ms. Durant had a distinguished career in Belgian and European politics. She held the offices of Deputy Prime Minister, Minister of Transport and Energy and Senator in the Belgian Government. She also served as Vice-President of the European Parliament and

Presidency of the European Union Council of Ministers of Transport. Ms. Durant has a wealth of experience collaborating with civil society and the private sector as well, notably as the Vice-President responsible for relations between the European Parliament and civil society. Finally, Ms. Durant has held posts as a senior consultant on the empowerment of women in local government for the UNDP and as a member of Parliament of the Brussels-Capital Region in Belgium.



Ms. Monica Rubiolo, Head, Trade Promotion, State Secretariat for Economic Affairs SECO, Switzerland



Ms. Monica Rubiolo is Head of Trade Promotion at the Swiss State Secretariat for Economic Affairs SECO. She leads SECO's efforts to foster trade in developing countries that is socially responsible, environmentally friendly, inclusive and thereby sustainable. This includes supporting framework conditions for sustainable trade, enhancing international competitiveness and market access of SMEs and producers alike, and strengthening a resource-

efficient private sector in partner countries.

Ms. Rubiolo obtained her PhD from the University of Tübingen, Germany, and published extensively on issues related to economic development. She was Assistant Professor at the Catholic University in Cordoba (Argentina) and has also taught at the Universities of Tübingen (Germany) and Bilbao (Spain). She has worked in Taipei, Taiwan, and at the European Institute of Latin American Studies (IRELA) in Madrid. She joined SECO in 2003, focusing on public financial management and financial sector support.



Ms. Ivonne Higuero, Secretary-General, Convention on International Trade of Endangered Species of Wild Fauna and Flora (CITES) Secretariat



Ms. Ivonne Higuero is an environmental economist with a career spanning 26 years in international organizations in the area of sustainable development. The Secretary-General has experience working at the global, regional and national levels, and engaging with stakeholders across the public and private sectors.

During her 24 years with the United Nations, Ivonne has held varied roles managing and overseeing the implementation of programmes of work related to environmental economics, biodiversity and trade, biodiversity and ecosystem services, forests, housing, and trade facilitation. With the adoption of Agenda 2030 and the Sustainable Development Goals, Ms. Higuero was responsible for ensuring the alignment of programmes of work to support countries in meeting their international commitments also through cross-sectoral cooperation.

The Secretary-General is a national of Panama and holds a Bachelor of Science degree in Biology from the University of Missouri (United States of America) and a Masters' of Environmental Management Degree in Natural Resource Economics and Policy from Duke University (United States of America).



Ms. Elizabeth Maruma Mrema, Executive Secretary of the Convention on Biological Diversity- video address



Ms. Elizabeth Maruma Mrema, is the Executive Secretary of the Convention on Biological Diversity. Ms. Mrema has worked with the UN Environment Programme (UNEP) for over two decades and was the Director of the Law Division at UNEP which is also responsible for international environmental governance as well as multilateral environmental agreements. Prior to joining the Law Division in June 2014, she was Deputy Director of the Ecosystems

Division, in charge of coordination, operations and programme delivery from 2012 and for one year also served as Acting Director to the same Division. In 2018, she was also the Acting Director of the Corporate Services Division. Prior to these duties, she also served as Executive Secretary of the UNEP/Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals (CMS) from 2009-2012. Ms. Mrema's work at UNEP has focused on development, implementation and enforcement of environmental laws including multilateral environmental agreements at national, regional and international levels, among others. Her various roles over the years, include being coordinator of capacity-building and compliance and enforcement projects related to environmental law and the multilateral environmental conventions.

Interactive dialogue with BioTrade partners and practitioners

Ms. Maria Julia Oliva, Deputy Director of the Union for Ethical BioTrade (UEBT)



Ms. Maria Julia Oliva is Deputy Director of the Union for Ethical BioTrade (UEBT). Within UEBT, she also coordinates training, advisory services and technical support for UEBT members and partners on issues such as access and benefit sharing, due diligence, and community engagement. Julia has held several positions in international organisations and published widely on the interface between sustainability, trade and intellectual property. She has

a law degree from the University of Mendoza and an LL.M in environmental law, cum laude, from Lewis and Clark Law School.



Mr. Claude Fromageot, Chief Sustainability Officer, Groupe Rocher



After AgroParisTech, ISA MBA from HEC and a Master's degree from the Université Musicale Internationale de Paris as violinist, Claude Fromageot began his career in Tunisia as part of a cooperation program. He then started a phase in the cosmetic industry and in management consulting. For 13 years, he was Head of the Research and Development Department of Groupe Rocher with a multidisciplinary team of over 150 people integrating competencies

from the study of plants to the skin. He is involved in organizations such as OREE, FRB (Foundation on Research for Biodiversity), the MnHn (National Museum of Natural History), United Nations and UNCTAD.

Since 2000, he is the administrator of the Yves Rocher Foundation, committed to biodiversity preservation through 4 programs such as *Terre de Femmes* and *Plantons pour la Planète*.

In 2011, Claude became the Chief Sustainability Officer of the Groupe Rocher. Contributing to the transformation of the 10 brands of the Group, he is very active in interventions and publications involving different stakeholders, academics and international organizations. He is, on behalf of OREE, Chairman of the Global Partnership Platform of the United Nations' Convention on Biological Diversity.



Mr. Suhel al-Janabi, Co-Manager, ABS Capacity Development Initiative



Mr. Suhel al-Janabi, with German and Arab roots, is an expert in biodiversity-based value chain development at the interface to the Convention on Biological Diversity and its Nagoya Protocol. He is, among other duties, Co-Manager of the ABS Capacity Development Initiative which he has accompanied since its foundation in 2005 and lead technical advisor of the BMZ funded BioInnovation Africa Project. He followed the CBD process since 2000, from 2006-2014 as a member of the German negotiating delegation. He studied Geography, Ecology, and Economics and taught at the University of Bonn and Abidjan. He worked for several worldwide operating organizations, such as the German Foundation for International Development (DSE), Gesellschaft für

Internationale Zusammenarbeit (GIZ) and the Bonn Convention under the UN Environmental Programme (UNEP-CMS). He is a member of the Advisory Committee on Communication of the UN Convention on Biological Diversity (CBD CEPA IAC) and the IUCN Commission on Education and Communication (IUCN CEC). In addition, Suhel acts as Executive Director of GeoMedia GmbH, a consulting for Environment, Communication and Development, based in Bonn. One regional focus of his advisory activities is Africa and the MENA Region.



Mr. Federico Vignati Principal Executive, development bank of Latin American



Mr. Federico Vignati is Principal Executive at CAF and the Coordinator of CAF Biodiversity Program responsible for the new biodiversity investments initiative for 2021-2025. In collaboration with UNCTAD, the Smithsonian, International Trade Centre and SNV, he has played a pivotal role in mainstreaming bioeconomy, BioTrade and Blue BioTrade for SMEs with strong comparative advantages to unleash their capacity to reach superior performance. His international experience includes Latin America, the Caribbean and East & Southern Africa. Before working in CAF he has been the Head of Renewable Energy in Mozambique and the Regional

Sector Leader for Sustainable Tourism in SNV. He is author and co-author of several publications geared to enhance green business development and the blue economy, including the CAF-UNCTAD Blue BioTrade: harnessing marine trade to support ecological sustainability and economic equity, which was recently published by UNCTAD. He has also spoken in several universities in Rio de Janeiro Brazil and served as guest professor for graduate students at the Wharton School of Business, Barcelona University, Universidad Federal do Paraná and Florida University.



H.E. Mr. Diego Llosa, Vice-Minister of Foreign Trade, Ministry of Foreign Trade and Tourism (MINCETUR), Peru



H.E. Mr. Diego Llosa is currently the Vice Minister of Foreign Trade at the Ministry of Foreign Trade and Tourism of Peru. He has a degree in Economics from the Universidad del Pacífico and holds a Master's degree in International Affairs from Columbia University's School of International and Public Affairs (SIPA). He is a recipient of the United States Government Fulbright Program Scholarship and the Kuznetsov Scholarship.

Mr. Llosa is a professional with over ten years of experience in foreign trade policies, whose career at the Ministry of Foreign Trade and Tourism began in 2008. Since January 2019, he served as General Director of Foreign Trade Development Policies. Previously, he was in charge of the Directorate of Technical Requirements to Foreign Trade and the Directorate for Foreign Trade Assistance.

He has also been an official at the former National Directorate of Multilateral Affairs and International Trade Negotiations. As such, he was in charge, at different times, of trade remedies issues and matters related to the World Trade Organization, Asia-Pacific Economic Cooperation, Organization for Cooperation and the Economic Development, World Economic Forum, among others.



Mr. Rudolf Lüthi, Head of Sustainable and Inclusive Economies, Helvetas Swiss Intercooperation



Mr. Rudolf Lüthi, is Head of the Department Sustainable and Inclusive Economy at Helvetas Swiss Intercooperation. He has an engineering degree in international agriculture and more than 25 years of field experience in advisory and management positions in public and private sector development projects in Asia and Africa.



H.E. Mr. Stephen Fevrier, Ambassador and Permanent Observer of the Organization of Eastern Caribbean States (OECS) to the United Nations Office in Geneva



H.E. Mr. Stephen Fevrier is Ambassador and Permanent Observer to the United Nations in Geneva. Ambassador Fevrier represents the Organisation of Eastern Caribbean States at the United Nations and other International Agencies in Geneva. A recognised international trade policy specialist with 20 years of professional experience in policy design, negotiation and implementation. Ambassador Fevrier has previously served as a government official and a trade advisor in the Caribbean and Pacific regions. In addition to his duties at the United Nations, Mr. Fevrier represents the interests of OECS Member States at the WTO and is currently the Coordinator of the CARICOM Group of Ambassadors and the Chair of the WTO Working Group on Trade and Transfer of Technology.



Mathieu Lamolle, Senior Advisor, Sustainability Standards & Value Chains, ITC



Mr. Mathieu Lamolle has over 15 years of experience in international trade, market access and sustainable development issues. He holds a Master's degree in International Economics and Management from the Solvay Brussels School of Economics and Management (SBS) and speaks English, French and Spanish.

Mathieu works at the International Trade Centre (ITC) as senior advisor on sustainability standards and global value chains. He leads the development of the Standards Map global repository of sustainability standards, codes of conduct and audit protocols (www.sustainabilitymap.org) and he coordinates partnerships with private industry groups, companies and NGOs on the use of Standards Map. He delivers technical assistance and offers advisory services to develop sustainable sourcing strategies, helping companies to integrate sustainability in their supply chains and meet international markets' requirements.

Moderators:

Ms- Lorena Jaramillo, Economic Affairs Officer, UNCTAD



Ms. Lorena Jaramillo is an Economic Affairs Officer at UNCTAD and since 2001 has been working in BioTrade internationally with UNCTAD and also in her native country, Ecuador. She is currently responsible for the UNCTAD BioTrade Initiative, which is being implemented in more than 65 countries. Additionally, Lorena has worked in the development and implementation of sustainable development projects in Asia, Africa and Latin America in relation to biodiversity, sustainable trade, business development, among others.

During her career of more than 20 years, Lorena has written several publications related to sustainable development, sustainable trade and biodiversity, the development of value chains and sustainable supply, reconstruction and peace, among others. She is an economist specialized in sustainable development from the Pontifical Catholic University of Ecuador and has an MBA from the University of Geneva, Switzerland.



Mr. David Vivas Eugui, Legal Officer, UNCTAD



Mr. David Vivas Eugui is a Legal Officer at Office of the Director, Division on International Trade and Commodities, UNCTAD. He is an attorney with more than 25 years of experience in trade, environment, oceans economy, intellectual property, and sustainable development. He possesses a strong managerial, leadership and negotiations skills and more than 15 years of experience in strategic planning, programmatic design, implementation,

team building, fundraising and setting of impact assessment systems.

Previously, he was Senior Economic Affairs Officer at the Trade Negotiations and Commercial Diplomacy Branch and Legal Officer the Trade, Environment and Development Branch at UNCTAD, Deputy Programmes Director at ICTSD; Senior Attorney at CIEL; Attaché for Legal Affairs at the Mission of Venezuela to the WTO and Staff Attorney at the Venezuelan Institute of Foreign Trade. He has a J.D. at the Universidad Católica Andres Bello, Venezuela, L.L.M. at Georgetown University in the United States and Master's degree in Transnational Business at the Universidad Externado, Colombia.



This webinar is organized by the [UNCTAD BioTrade Initiative](#) with the support of the Swiss State Secretariat for Economic Affairs SECO and BioTrade partners under the [Global BioTrade Programme](#).

Further information:

BioTrade Initiative, TED/DITC, UNCTAD

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