United Nations Conference on Trade and Development

DEVELOPMENT ACCOUNT PROJECT
18 March 2026. Online consultation

Sustainable Coffee Export Strategies and Traceability For A Green, Sustainable, and Inclusive Economy in Asia

By

Claudia Contreras
Economic Affairs Officer
Trade and Environment Branch
claudia.contreras@un.org

Romain Perez
Economic Affairs Officer
Commodities Branch
romain.perez@unctad.org

Gul Unal
Chief of Section, Gender
Trade and Development
Programme
Gul.unal@unctad.org

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Agenda

- UNCTAD Team introduction
- Participants introduction
- Presentation on project and activities
- Feedback and suggestions by participants
- Open discussion (sustainability and climate change, traceability, and gender issues)
- Conclusion and way forward

Increasingly Stringent Regulations

- Importing countries are increasingly imposing regulatory measures focused on environmental and production process requirements, particularly in agriculture and raw materials. Recent regulations include those on deforestation, due diligence, and others.
    - Ex. Regulation (EU) 2023/1115 on deforestation-free products (EUDR) requires **any company importing or exporting the seven commodities (including coffee) from the EU to prove the products are deforestation-free.**
- The Arabica coffee value chain is notably affected by potential deforestation and due diligence regulations in importing markets.
- Trade opportunities in green value chains

Project Description. DA project

Objective

To improve the ability of **public and private stakeholders** in selected Asian developing countries to **build national productive and export capacity in coffee** while contributing to their achievement of Nationally Determined Contributions targets and the SDGs.

Three main strategic interventions

Economic, environmental, and gender

Target countries	Lao PDR, Thailand and Viet Nam,
Time	2025-2028
Budget	$678,900 (app 225,000 per country).
SDG Targets	

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UNCTAD who we are?

Mandate

- Support inclusive and sustainable development through trade, investment, and technology.
- Help developing countries integrate into the global economy.

Role in UN System

- Part of the UN Secretariat; reports to the UN General Assembly.
- Works through research, policy dialogue, and technical cooperation.

DITC Focus

- Trade policy support and market access.
- Sustainable and resilient export value chains.
- Assistance for export diversification and competitiveness.

Building a Strategic Partnership with Thailand

- Strong engagement with the **Permanent Mission of Thailand in Geneva** ensures continuous coordination with national authorities.
- A designated **focal point in the Ministry of Agriculture** provides direct operational collaboration.
- This dual engagement enables the project to **move from analysis to policy**, culminating in the **development of a national action plan**.

Outcomes and Activities

Outcome 1:

Improved capacity of public and private stakeholders to define gender-sensitive policy options to support the development of sustainable arabica coffee value chains and the adaptation to deforestation free regulations.

2026 Q1-Q2	2026Q3-2027Q3	2027Q1-Q4
Inception mission for consulting assignments, and meeting with relevant stakeholders	**Collect data and produce studies :** trade-related environmental sustainability, gender inclusion, the impact of deforestation-free regulations	**National Stakeholder Workshop** to evaluate national policy options**;** **Produce and validate a national action plan**

Outcomes and Activities

Outcome 2:
Strengthened capacity of public and private stakeholders in implementing priority actions to support inclusive and sustainable trade from the targeted arabica coffee value chains in beneficiary countries and to adapt to deforestation-free trade regulations.

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2027Q4-2028Q2	2027Q4-2028Q2	2028Q2
In-country capacity-building for upstream and downstream stakeholders	**Demand-driven priority action** to support capacity building	**Regional webinar** to present and discuss project results and share lessons

Gender

Why it matters

- Women play a **critical yet underrecognized role** in agriculture
- Key contributors in **production, processing, and marketing**, especially in smallholder systems

Key challenges

- Gender-specific barriers limit women's **full participation and benefits,** suchas: unequal access to **resources** (land, finance, inputs), **opportunities**, **decision-making power**

Gender

Implications for value chains (e.g., coffee)

- Gender dynamics shape:, labour distribution, resource access, control over income

Why integrate gender considerations

- Ensures **equitable distribution of benefits**
- Addresses structural inequalities
- Strengthens **inclusive and sustainable value chains**

How is Gender integrated into the project

Primary data collection on smallholder arabica coffee value chain (export focus), through questionnaires, surveys

Gender assessment of women's role in the value chain

Identify gender **gaps, barriers,** and **opportunities**

Assess impact of deforestation-free regulations

Based on desk & field research

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Key insights, Outcomes, and use

Analyse women's participation and constraints in the value chain:

- Highlight unequal access to resources & social norms
- Identify opportunities for economic empowerment

- **Use of findings:**

- Inform stakeholder workshops
- Support national action plan
- Guide capacity building

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Open discussion:

Topics

- Sustainability, climate change, and valorization
- Traceability
- Gender issues

Focus

- Current and emerging opportunities and concerns identified by participants
- At all levels of value chain
- Possible synergies with existing initiatives and development projects
- Recommendations & Suggestions

Sustainability, climate change, and valorization:

- Climate vulnerability (cultivation in high lands and climate stress)
- Deforestation and land-use pressure
- Biodiversity trade-offs (agroforestry vs monoculture)
- Soil degradation
- Agrochemical impacts, waste
- High compliance costs in premium markets
- Traceability gaps
- Unequal access to sustainable models
- Risk of market access
- Others

Valorization issues:

- Limited export positioning of Thai Arabica
- Insufficient downstream development
    - Roasting, branding, and specialty retail are:
    - Growing domestically, but not yet leveraged for export markets
- Mismatch between production and market opportunities
- Barriers to upgrading Arabica exports
    - Tariff escalation (e.g. EU) penalizes processed Arabica products
    - Certification and traceability requirements increase costs
- Smallholder-dominated structure
    - Arabica production concentrated among smallholders
    - Limited capacity for quality control, traceability, and branding

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Thank you

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