



International  
Trade  
Centre



# WORLD EXPORT DEVELOPMENT FORUM

**TRADE FOR SUCCESS: CONNECT, COMPETE, CHANGE**

Colombo, Sri Lanka – 12-13 October 2016

The World Export Development Forum (WEDF) is a unique global conference and business-to-business matchmaking event dedicated to supporting trade-led development.

As the flagship event of the International Trade Centre (ITC), WEDF brings together over 600 senior policymakers, business leaders, and representatives of trade and investment support institutions and international trade agencies to address trade competitiveness topics and to establish new partnerships.

The 16<sup>th</sup> edition of WEDF will be co-hosted by ITC and the Ministry of Development Strategies and International Trade of Sri Lanka through the Sri Lanka Export Development Board (EDB).

ITC is the only United Nations organization with an exclusive focus on assisting small and medium-sized enterprises (SMEs) to internationalize. In Sri Lanka, where 91% of businesses are SMEs, EDB is the key agency promoting linkages to international markets and partners.

Sri Lanka has surpassed most of the Millennium Development Goals (MDGs) targets set for 2015 and is today a middle-income country offering new trade and investment opportunities at a strategic location along the new maritime Silk Road in the Indian Ocean.

## **Trade for Success: Connect, Compete, Change**

Under the theme 'Trade for Success: Connect, Compete, Change', WEDF 2016 will focus on helping SMEs flourish in regional and global value chains against the backdrop of new trade realities: the digitalization of the global economy, dramatic shifts in consumer demand and buying power, and new patterns of regional integration.

### **CONNECT**

As megaregions such as TPP and TTIP emerge, the voice of business is essential to shaping strategies for national competitiveness.

### **COMPETE**

Digital doors to trade are opening for SMEs to compete in the global economy.

### **CHANGE**

Standards are an SME gateway to global markets. They reflect changing consumer demand for greater social, environmental and health accountability in trade.

## Why attend WEDF 2016?

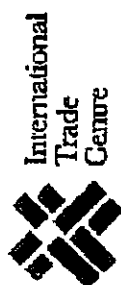
WEDF 2016 is designed for all those who are responsible for driving and contributing to SME innovation and internationalization.

Join us in Sri Lanka for high-level panel discussions, practical workshops and B2B meetings to:

- get access to latest knowledge on policies and business strategies to navigate the new global trade environment
- connect with experts on a wide range of trade issues, including standards, trade facilitation and logistics
- find solutions to overcome key barriers to trade and to increase competitiveness
- discover how to respond effectively to shifting consumer trends such as in tourism
- sign new business deals with partners from Sri Lanka and around the world in facilitated B2B meetings

## WEDF Themes over 16 years

2015 Sustainable Trade: Innovate, Invest, Internationalize  
 2014 SMEs: Creating jobs through trade  
 2012 Linking growth markets: New dynamics in global trade  
 2011 Private sector engagement with LDCs for tourism-led growth and inclusive sustainable development  
 2010 Adapting to post-crisis world trade patterns, and lessons for export development  
 2009 Consumer Conscience: How Environment and Ethics are Influencing Exports  
 2007 Bringing Down the Barriers – Charting a Dynamic Export Development Agenda  
 2006 Export Development and Poverty Reduction: Linkages and Implications for Export Strategy-Makers  
 2005 Export of Services: Hype or High Potential? Implications for Strategy-Makers  
 2004 Competitiveness through Public-Private Partnership: Successes and Lessons Learned  
 2003 Business for Development: Implications for Strategy-Makers  
 2002 Managing Competitive Advantage: The Values of National Strategy  
 2001 Is Your Trade Support Network Working?  
 2000 Export Development and the Digital Economy  
 1999 Redefining Trade Promotion – The Need for a Strategic Response



# WORLD EXPORT DEVELOPMENT FORUM (WEDF) 2016 TRADE FOR SUCCESS: CONNECT, COMPETE, CHANGE

12-13 OCTOBER 2016 - COLOMBO, SRI LANKA

## DRAFT PROGRAMME STRUCTURE - V8 19 FEBRUARY 2016

7:30-8:30	Shuttle buses leave from hotels	8:00-9:00	Shuttle buses leave from hotels
8:00-8:00	B2B meetings	8:30-9:30	B2B meetings
8:00-8:00	Registration	9:30-11:00	Plenary 3: Standards, a gateway to global markets
9:00-10:00	Official Opening (speeches, traditional dance & official photo)	10:30-11:30	B2B meetings
10:00-11:30	Plenary 1: When regional blocs cross oceans	11:00-11:30	Coffee break
11:30-12:30	B2B meetings	11:30-12:30	SME "How-to" workshop: Young entrepreneurs - from ideas to markets
11:30-12:00	Coffee break	12:30-14:00	Lunch with presentation (ITC-led high-level speaker)
12:00-13:00	In focus: Trade facilitation and logistics in regional integration		Sri Lanka exhibition
	Lunch with presentation: Investing in Sri Lanka	14:00-15:30	Plenary 4: The tourist: In search of authenticity
13:00-14:30	Sri Lanka exhibition	15:30-16:00	Coffee break
	Press briefing	16:00-17:00	SME "How-to" workshop: How to go digital
14:30-16:00	Plenary 2: Digital doors to trade	17:00-17:30	Closing session
16:00-16:30	Coffee break	17:30-18:00	Press briefing
16:30-17:30	In focus: Young entrepreneurs enable innovation	18:00-18:00	Shuttle buses leave to the hotels or to the airports
17:30-18:30	The Guardian high-level roundtable (by invitation)		
	B2B meetings		
18:30-19:00	Shuttle buses leave to the hotels		
20:00-22:30	Sri Lankan night with cultural performance	9:00-12:00	Company visits



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TRADE IMPACT  
FOR GOOD

## WEDF 2016 PROGRAMME

Trade for Success: Connect, Compete, Change  
V4, 18 February 2016

### New realities for international business

The consumers of tomorrow are shifting. By 2030, two thirds of the middle class will be in Asia, 14% in Europe, and 7% in North America, according to the Brookings Institution. Urbanization is also reshaping consumer and production patterns.

As a result, much trade will be within and between South-South regions, such as between Asia and fast-growing Eastern Africa, or Latin America. Consumers of the future will be predominantly young. They will travel, use mobile devices and pay attention to value for money – including cost, social and environmental value. The jobs of the future will take these trends into account.

Trade policy is changing fast to meet these new realities, with the accent on megaregional trade agreements and consideration of sustainable consumer trends. The UN Sustainable Development Goals reflect the need for trade policy and business solutions that are sustainable – with an accent on women, youth and environmental protection.

This trade increasingly takes place within regional and global value chains.

### The WEDF response: Talking business – doing business

The 16<sup>th</sup> edition of the World Export Development Forum, set in Colombo, Sri Lanka, looks at the changed game in sustainable trade – and the impact on small and medium-sized enterprises (SMEs), which form the backbone of all economies.

This WEDF helps SMEs understand how to flourish within value chains, through the strategy of Connect, Compete and Change.

### Connect, Compete, Change

**CONNECT** - As regional blocs cross oceans, the voice of business is essential to shape strategies for national competitiveness. Trade facilitation and logistics remain important issues to address.

**COMPETE** - Digital doors to trade are opening for SMEs to compete in the global economy.

**CHANGE** - Standards are an SME gateway to global markets. They reflect changing consumer demand for greater social, environmental and health accountability in trade. The tourism sector is one example of that, where companies need to adjust their offer for a tailored experience that is both authentic and sustainable for local communities.

### Event structure

The WEDF plenary sessions bring together major thought leaders in business, government and academia to address these issues.

Practical 'in focus' and 'how to' sessions are matched with each plenary topic – bringing business cases, ITC tools and advisory services to help businesses take advantage of new trends and put recommendations into action.

Facilitated business-to-business meetings provide the opportunity to explore new business opportunities on the spot.

## DAY 1 - Wednesday 12 October 2016

### MORNING SESSIONS

#### PLENARY 1: WHEN REGIONAL BLOCS CROSS OCEANS

**Session manager:** Rajesh Aggarwal, Chief, Trade Facilitation and Policy for Business

This plenary highlights the voice of business in shaping strategies for national competitiveness in the new trade landscape. The trade policy game has changed with the rise of regional and mega-regional trade agreements – from 90 in 1990, there were 270 in 2015.

The Trans-Atlantic Trade and Investment Partnership, the Trans-Pacific Partnership and the emerging Regional Comprehensive Economic Partnership are reshaping global trade imperatives. Regions and sub-regions everywhere are placing the accent on integration to stay competitive.

#### **Suggested speakers/topics:**

- Top business/trade journalist – Impact of mega-regional agreements on business
- President, Confederation of Indian Industries – How business can shape trade agreements
- COMESA SG and/or Minister, Kenya or Minister, South Africa – How trade agreements affect Africa (e.g. AGOA)
- Government leader – Malaysia (preferred), Vietnam or Peru – Benefiting from mega-regional agreements
- Business leader from Chile or Singapore
- Commonwealth SG – The voice of business among Commonwealth states

#### IN FOCUS: TRADE FACILITATION AND LOGISTICS IN REGIONAL INTEGRATION

**Session manager:** Rajesh Aggarwal, Chief, Trade Facilitation and Policy for Business (In coordination with Marion Jansen, Chief Economist)

Case studies to address regional and megaregional trade bloc issues, featuring the voice of business. There will be an accent on integration into international value chains.

#### **Suggested speakers/topics:**

- COMESA
- CARICOM
- SARC
- ADB
- New Asia-Pacific Services Coalition Mobilizes Business for the APEC Services Agenda – the role of Services Coalitions

### AFTERNOON SESSIONS

#### PLENARY 2: DIGITAL DOORS TO TRADE

**Session manager:** Marcos Vaena, Chief Enterprise Competitiveness

Digital technologies are reshaping how we trade, opening up new opportunities for SMEs in the global economy. SMEs can reach new consumers around the world directly, and integrate more quickly and higher up the value chain, thanks to e-commerce and technologies such as 3D printing.

This session features e-commerce success stories and explores how SMEs in all regions can be connected to be competitive.

#### **Suggested speakers/ topics:**

- Alibaba – inspirational keynote
- Net-a-porter – world's no. 1 online fashion retailer and supporter of the United Nations Women's Fund for Gender equality
- African e-school entrepreneur – building capacity
- Distribution/ logistics/ payment – the bricks and mortar side of "e"

- Sri Lankan government leader on "e"
- WTO (new rules for new realities- IT) or UNCTAD (infrastructure priorities?)
- GT Nexus – developer and operator of the largest cloud-based supply chain platform
- Tae Yoo, Senior Vice President, Corporate Affairs, Cisco

#### **IN FOCUS: YOUNG ENTREPRENEURS ENABLE INNOVATION**

**Session manager:** Marcos Vaena, Chief Enterprise Competitiveness (in coordination with David Cordobes, Youth and Trade Programme Manager)

David to contribute: Young entrepreneurs take the stage to share how they transform ideas into reality, and overcome key barriers to trade for SMEs, including the lack of access to talent and finance.

**Suggested speakers/topics:**

- kapruka.com
- Woman IT entrepreneur
- 3D printing entrepreneur
- Green technology
- Social entrepreneur (sustainable agriculture)

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## **DAY 2 - Thursday 13 October 2016**

### **MORNING SESSIONS**

#### **PLENARY 3: STANDARDS, A GATEWAY TO GLOBAL MARKETS**

**Session manager:** Marion Jansen, Chief Economist

The SME Competitiveness Outlook 2016 presents the impact of standards on SME competitiveness. Session speakers are thought leaders that have contributed to the publication.

Standards have become a gateway for SMEs to enter international markets. Certification of standards and regulations may include technical specifications required by producers in the supply chain or health, social or environmental standards demanded by consumers or governments.

**Suggested speakers/ topics:**

- Pepsi or Nestle – working with supply chains
- EU commissioner and/or SECO – policies to make standards work for SMEs
- Chinese government – linking to the G20/ Chinese business representative B20
- Sri Lanka government – new sustainability initiatives

**Launch of the ITC flagship publication: SME Competitiveness Outlook 2016**

#### **SME "HOW-TO" WORKSHOP: YOUNG ENTREPRENEURS - FROM IDEAS TO MARKETS**

**Session manager:** Marcos Vaena, Chief, Enterprise Competitiveness

This session takes a value chain approach to help young entrepreneurs on the path to success. From packaging and quality management advice to trade data analysis tools, to methods for SMEs to prioritize sustainable trade, understand buyer expectations from buyers, and more, ITC expertise will be available free to SMEs at this "how-to" workshop.

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## AFTERNOON SESSIONS

### PLENARY 4: THE TOURIST: IN SEARCH OF AUTHENTICITY

*Suggested session manager: Rob*

This session is about building value by creating a unique experience for today's tourist.

Consumers are becoming more socially conscious. Among online consumers, 55% are willing to pay more for products and services from companies with a positive social and environmental impact – with the Asia-Pacific region in the lead, at 64% (Nielsen 2014 survey).

This is also the case for tourism. More tourists are looking for a tailored experience that is authentic and has sustainable impact on local communities.

Wellness tourism, for instance, is estimated to reach \$678.5 billion or 16% of total tourism revenues, by 2017. (Stanford Research Institute) These tourism sectors are fueled by travelers who seek value, quality and well-being. Other such segments are eco-, adventure, and medical tourism.

#### **Suggested speakers/ topics:**

- Minister of Trade, India - challenges for tourism promotion
- Sri Lanka representative – Ayurveda
- Brazil – (for regional balance)
- Morocco – wellness tourism (also helps link to WTPO)
- Hungary – (link to next WEDF host)
- UK Secretary of State for International Development
- UNWTO

### SME "HOW-TO" WORKSHOP: HOW TO GO DIGITAL

*Session managers: Marcos Veena, David Cardenas*

This session will provide e-commerce expertise to SMEs, as well as introduce them to ITC e-learning courses for young entrepreneurs through the SME Trade Academy.

## CLOSING SESSION