

PUBLIC FORUM 2013

"EXPANDING TRADE THROUGH INNOVATION AND THE DIGITAL ECONOMY"

PROVISIONAL PROGRAMME

1 OCTOBER 2013

**Opening Plenary Debate - Room CR
9:30-12:00**

Keynote speech

Speaker

Michael Froman, United States Trade Representative

Opening plenary debate

"How can innovation foster growth and trade?"

Speakers

- Roberto Azevedo, Director-General of the World Trade Organization (WTO)
- Alexander Stubb, Minister for European Affairs and Foreign Trade of Finland
- Talal Abu-Ghazaleh, Chairman of Talal Abu-Ghazaleh Organization
- *Other speakers to be confirmed*

Moderator

- Julie Gichuru, TV host and news anchor

1 OCTOBER 2013

Mid-day spotlight
12.00 – 13.00 – Room S1

World Intellectual Property Organization presents:
Global Innovation Index 2013

Trade and innovation
13:00-15:00

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS1 Room S2	National Foreign Trade Council (NFTC)	<p>Development in a digital age: how technology and the internet are expanding access to the global marketplace</p> <p>Digital technologies are fundamentally changing the nature of entrepreneurship and international trade. Internet-enabled advertising, cloud, communications, e-commerce, payments, logistics, networking and search platforms and services are permitting entrepreneurship to diversify internationally allowing small businesses and startups to become increasingly active participants in the global marketplace, and providing critical new tools to enable economic development. These developments create important new opportunities for economic growth and a compelling reason to rethink conventional wisdom about the costs and benefits of international trade. This discussion will explore questions such as, should entrepreneurs, small businesses and development communities care about global markets? What effect has the Internet had on global trade and partnerships? What obstacles inhibit businesses and entrepreneurs from tapping into the global marketplace? And how can businesses and governments develop smarter policies to enable entrepreneurs and businesses to participate in international markets?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> Anupam Chander, Professor and Director of the California International Law Center,

		<p>University of California at Davis School of Law</p> <ul style="list-style-type: none"> • Alex Counts, President & Chief Executive Officer, Grameen Foundation • Mario Matus, Ambassador and Permanent Representative of Chile to the WTO • Johanna Shelton, Public Policy & Government Relations Senior Counsel, Google • Kavita Shukla, Chief Executive Officer, Fenugreen <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Jake Colvin, Vice President, National Foreign Trade Council (NFTC)
WS2 Room W	Federation of Industries of the State of São Paulo (FIESP)	<p>How to regulate energy trade?</p> <p>Since the current international regulatory framework presents significant gaps as regards energy trade, the session proposes to address questions faced by energy trade and the importance of a solid regulatory framework.</p> <p>Among these issues particular attention will be given to the transfer of technology, development of new energy sources, national security, efficiency, its effects on climate change and social problems of access to energy assets. Special emphasis will be attached in this context to the importance of the development of new technologies and promoting energy integration. A successful example of development and transfer of new technology is to be found in the renewable energy sector.</p> <p>The aim of this session is to contribute towards the discussions regarding the establishment of a clear and predictable legal framework aimed at regulating international energy trade in goods and services that might make for a more level playing field.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Maria Celina Rodrigues, Deputy Director, Federation of Industries of the State of São Paulo (FIESP) • Gabrielle Marceau, Counsellor Legal Affairs Division, World Trade Organization (WTO) • Ronald Steenblik, Senior Trade Policy Analyst, Organisation for Economic Co-operation and Development (OECD) • Vera Thorstensen, Professor, Fundação Getúlio Vargas (FGV) • Ricardo Melendez-Ortiz, Chief Executive Officer, International Centre for Trade and Sustainable Development (ICTSD)

WS= Working session (with interpretation) - W= Workshop (without interpretation)

1 OCTOBER 2013

Trade and innovation 13:00-15:00

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS3 Room S1	CropLife International, International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) and Innovation Insights	<p>What factors accelerate innovation and technology diffusion? Cross-sectoral business perspectives</p> <p>All too often, discussions about how to stimulate innovation and technological advancement are theoretical. This session will break the mould. Senior business leaders from a cross-section of global, innovative companies will share their insights about the innovative process and its evolution, challenges they face in managing intellectual assets across borders, partnerships and other channels for technology diffusion, and enabling policy environments that best support the broad deployment of new products and services. The speakers will identify factors that can accelerate the diffusion of technology solutions and associated know-how, particularly to emerging countries. They will discuss what governments can do to attract investment and build a strong domestic absorptive and innovative capacity. The session is organised as a conversation amongst the speakers, which will be facilitated by the moderator, as opposed to a series of presentations. Ample time will be provided for Q&A.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Alistair Scott, Vice President Intellectual Property, Airbus • Robert DeBerardine, General Counsel, Sanofi North America • Allison Mages, Senior IP, Procurement and Policy Counsel, General Electric (GE) • Sean Murphy, Vice President and Counsel, Qualcomm <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Stuart Harbinson, Senior Fellow, Fung Global Institute
WS4 Room S3	BUSINESSEUROPE	<p>Made in the world: how can trade policy be adapted to global value chains?</p> <p>The trading environment in which businesses operate today is characterised by technological advances in the areas of transport, information and communication and the</p>

		<p>development of new forms of business: global value chains (GVC). The working session ‘Made in the world – how can trade policy be adapted to global value chains?’ will examine the contribution of global value chains to trade, growth and development and seek the necessary answers for trade policy to enhance their potential for increases in productivity and innovation diffusion. Special attention will be paid to the role of emerging economies in highly sophisticated and diversified global supply chains. Finally, the high-level panelists will discuss a possible WTO agenda which would contribute in making global value chains work better.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
<p>WS5 Room D</p>	<p>Organisation Internationale de la Francophonie (OIF) and CUTS International</p>	<p>The neglected imperative in trade and development: innovation as a growth strategy for the Global South</p> <p>This working session aims to examine the relationship between innovation and trade in developing and least-developed countries, with an emphasis on Francophone nations.</p> <p>The working session has the following objectives:</p> <ol style="list-style-type: none"> 1. Mapping the relationships of trade and innovation 2. Examining the factors that might bolster innovation in developing and least-developed countries, with particular examples from the trade sector 3. Reviewing successful examples of innovation in developing and least-developed countries <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Dominique Foray, Professor, École Polytechnique Fédérale de Lausanne (EPFL) • Désiré Avom, Professor, University of Yaoundé • Shree Baboo Servansing, ex-Ambassador and Permanent Representative of Mauritius to the WTO • Pierre Claver Ndayiragije, Ambassador and Permanent Representative of Burundi to the WTO • Asad Naqvi, Green Economy Advisory Services Unit, United Nations Environment Programme (UNEP) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Etienne Alingué, Director, Economic Francophonie, Organisation Internationale de la Francophonie (OIF)

W1 Room E	Intellectual Property Division, WTO Secretariat	<p>Managing knowhow and trade secrets in global value chains and the international transfer of technology</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
W2 Room B	International Digital Economy Alliance (IDEA)	<p>Data protection, security, and the digital economy: creating trust and predictability for trade</p> <p>The networked economy relies on trust, accountability, transparency, and certainty:</p> <ul style="list-style-type: none"> - Individuals and industry want clarity on how their information is protected from use by third parties; - Service providers want to be able to ensure that their terms of service can be met, rules that ensure predictability to their commercial relationships; - Governments want to ensure that services meet local needs, rules, and social expectations irrespective of where they are based. <p>The Internet is fundamentally borderless and everyone benefits if trade rules governing exceptions to the free flow of data (like for privacy and security) are outcomes-based, clear, and congruent or at least made compatible across borders.</p> <p>Given that the GATS' General Exceptions for privacy and national security were designed for an offline, pre-Internet world, what can be done to ensure that trade agreements in the digital age foster trust and predictability in these areas? This panel will look at these issues frankly and explore potential solutions.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>

WS= Working session (with interpretation) - W= Workshop (without interpretation)

1 OCTOBER 2013

**Trade and innovation
15:00-17:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS6 Room S1	Shanghai WTO Affairs Consultation Center (SCCWTO)	<p>Bringing technological innovation to trade: the perspective of supply chains and value chain management</p> <p>This session aims to provide a more practical insight into industries and the regulatory field. The panelists will address the following key questions:</p> <ol style="list-style-type: none"> 1. How does technological innovation facilitate the development of trade? 2. What are Chinese entrepreneurs' attempts in terms of expanding trade under such circumstances? 3. What will happen to trade rules and regulations in a digital economy? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Torbjorn Fredriksson, Chief of ICT Analysis, United Nations Conference on Trade and Development (UNCTAD) • Lee Tuthill, Counsellor, Trade in Services Division, World Trade Organization (WTO) • Xue Guangchun, Chairman & Chief Executive Officer, Sunivo Supply Chain Management Corporation • Zhang Ye, President, CBI Group <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Dr. Wang Xinkui, Chairman and President of Shanghai WTO Affairs Consultation Center (SCCWTO)
WS7 Room S2	American Chamber of Commerce to the European Union (AmCham EU), DIGITALEUROPE and Information and Technology Industry Council (ITI)	<p>ICT trade challenges in the context of nascent digital economy</p> <p>This working session will explore why it is important that products and services provided by ICT industry get free market access globally. ICT products can increase not only productivity and innovation in traditional sectors of an economy, but they can also spur the creation of completely new business sectors, thereby generating economic growth and creating jobs. The panellists will discuss how different barriers currently hinder this</p>

		<p>potential and the role the WTO can play in eliminating those. Panellists will illustrate how an open economy can reap these benefits and make use of the capacity that digital technology offers.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • John Neuffer, Senior Vice President, Global Policy, Information and Technology Industry Council (ITI) • Esa Kaunistola, Director Trade Policy, Nokia • Sean Murphy, Vice President & Counsel, Qualcomm • Hosuk Lee-Makiyama, Director, European Centre for International Political Economy (ECIPE) • Hildegunn Nordas, Senior Policy Analyst, Organisation for Economic Co-operation and Development (OECD) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Xiaobing Tang, Secretary of the ITA Committee, Counsellor Market Access Division, World Trade Organization (WTO)
<p>WS8 Room W</p>	<p>African, Caribbean and Pacific Group of States (ACP Geneva Office), Friedrich-Ebert-Stiftung (FES Geneva Office) and International Trade Centre (ITC)</p>	<p>How to leverage e-commerce for trade development in the ACP countries</p> <p>The use of new technologies in general, and e-commerce in particular, contributes to a more vibrant and inclusive economy. The potential of e-commerce for job creation, innovation and related economic growth, however, remains largely untapped in many countries in Africa, the Caribbean and the Pacific today. Small and medium-sized enterprises (SMEs) in particular could benefit more from linking to markets through e-commerce due to its comparatively low entry barriers and transaction costs. Supporting local innovation and entrepreneurship and making affordable e-commerce solutions available are essential steps that enable ACP countries to capitalize on the new opportunities.</p> <p>The session will provide examples of first-hand experience from small-business practitioners from ACP countries and other e-commerce experts. It will focus on how to:</p> <ul style="list-style-type: none"> - Remove barriers to the development of e-commerce; - Encourage the wider use of e-commerce solutions; and - Develop public-private partnerships for technical assistance in the area of e-commerce. <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Marwa Kisiri, Ambassador, Head, ACP Geneva Office

		<ul style="list-style-type: none"> • Paul Kukubo, Chief Executive Officer, East Africa Exchange (EAX), Rwanda • Thiendou Niang, Managing Director, Afrique Communication, Senegal • Martina Dalla Vecchia, Professor, School of Business, Institute for Information Systems, University of Applied Sciences Northwestern Switzerland (FHNW) • Sandra Ribeiro, Project Manager, e-Gov Upgrade Project, Núcleo Operacional para a Sociedade de Informação (NOSI), Cape Verde • Martin Labbé, Adviser, Online Marketing & Digital Networks, International Trade Centre (ITC) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Miguel Antonio Zamorano Gilces, Journalist
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1 OCTOBER 2013

Trade and innovation
15:00-17:00

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS9 Room D	World Trade Institute (WTI)	<p>The internet economy and the future of international trade law</p> <p>This working session seeks to advance discussion on aspects of WTO law that need to be developed to keep pace with the practical reality of the internet economy, and indeed to foster it as an increasingly acknowledged source of growth and innovation. The session critically assesses the status quo and some proposed adjustments (unfolding in regional and plurilateral venues) as to their potential to truly address the digital trade challenge. It situates this analytical exercise in the broader landscape of internet governance, characterized by fragmented institutional and rule architecture, proliferating unilateral state action, and private ordering. In this context, it is the objective of the working session to identify the role of international trade regulation, when evidently the set of concerns has been updated, and is not about conventional tariff control at the state borders but about internet filtering, privacy, and data protection.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none">• Hamid Mamdouh, Director, Trade in Services Division, World Trade Organization (WTO)• Hanne Melin, Policy Strategy Counsel EMEA, eBay Inc. Public Policy Lab• William J. Drake, Lecturer, University of Zurich and Chairperson, Non-commercial Users Constituency (NCUC)• Nick Ashton-Hart, Geneva Representative, Computer and Communications Industry Association (CCIA) <p><i>Moderators</i></p> <ul style="list-style-type: none">• Gary N. Horlick, Adjunct Professor, Institute of International Economic Law, Georgetown Law and Attorney-at-Law, Law Offices of Gary N. Horlick• Mira Burri, Senior Research Fellow and Law Lecturer, World Trade Institute (WTI), University of Bern

<p>WS10</p> <p>Room F</p>	<p>Grameen Foundation</p>	<p>Connecting the last mile: innovation and the rural poor</p> <p>Innovation and new technologies can drive economic growth, but the capabilities and effects derived are not always available to those who would benefit most from them. Though developing countries are increasingly significant in international trade, the benefits have largely excluded the poorest people. For these economies to thrive, greater numbers of poor people must be included in both the formal economy and production value chain.</p> <p>Representatives from non-governmental organizations and social enterprises will examine models for connecting the poor to innovation via the “digital highway”, leveraging 3G, mobile broadband and other technologies. They will discuss initiatives in Asia, Latin America and Sub-Saharan Africa that are increasing access to financial services and information that help the poor improve their livelihoods, in ways that better enable trade organizations to incorporate social enterprises and the poor directly as productive players. They will also explore how policy can make digitization affordable and locally relevant.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Madison Ayer, Chief Executive Officer, Honey Care Africa • Lee Babcock, Managing Director, Mobile Strategy, ACDI/VOCA • Enrique Hennings, Global Producer Finance Manager, Fairtrade International <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Alex Counts, President & Chief Executive Officer, Grameen Foundation
<p>W3</p> <p>Room S3</p>	<p>Sesame Workshop</p>	<p>Mobile technology for social good: how Sesame Street is innovating education around the world</p> <p>Around the world, there are 1.2 billion children under the age of nine. Poverty and circumstance prevent millions of children from having access to high quality, early education.</p> <p>In 1969, Sesame Street pioneered a new role for mass media: using television to prepare kids for school and life. In the decades since, Sesame Street has grown in step with the expanding media landscape to deliver content using a variety of platforms.</p> <p>More small hands are grasping mobile devices each year, up 27% just since 2011. Qualcomm Wireless Reach™ and Sesame Workshop joined forces to help give children access to much-needed educational resources via mobile screens.</p>

		<p>Through a discussion of case studies, this panel will explore how the power of Sesame Street, mobile technology, and cross-sector partnerships make a difference and how mobile technology can play a larger role in education and health to benefit populations and global economies.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Anita Stewart, Senior Vice President, Strategic Partnerships, Sesame Workshop • Ira Joshi, Vice President Education and Research, Sesame Workshop India • Chelsea Hedquist, Senior Communications Officer, mHealth Alliance
W4 Room E	Swedish Standards Institute (SIS) and International Center for Trade and Sustainable Development (ICTSD)	<p>Climate related standards and the green economy: opportunities and challenges for developing countries in South East Asia and East Africa</p> <p>This workshop will raise awareness about the challenges, opportunities and risks for developing countries to actively be involved in standardisation work, to adopt and use international standards and to explore how this could positively or negatively impact trade in a global marketplace. In particular, this session aims to explore how international standards can enhance export opportunities. It looks into promoting a green economy, rather than creating trade obstacles. It also seeks to explore the way in which climate-related standards are evolving, how they might be used in the future, and what scope there is within the WTO to help exploit the positive opportunities and avoid the potential negative impacts.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Joakim Reiter, Ambassador and Permanent Representative of Sweden to the WTO • Jane Ngige, Chief Executive, Kenya Flower Council • Stephen Isiko, Director, Flona Commodities Ltd, Uganda • Indu Joshi, Director, Nepal Bureau of Standards and Metrology • Aaron Cosbey, Associate & Senior Advisor, Trade and Investment, International Institute for Sustainable Development (IISD) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Ingrid Jegou, Manager Global Platform on Climate Change, Trade and Sustainable Energy, International Centre for Trade and Sustainable Development (ICTSD)

Meet and Greet Hour - Lobby of Room CR

18:15-20:15

WS= Working session (with interpretation) - W= Workshop (without interpretation)

2 OCTOBER 2013

**Plenary Debate - Room CR
10:00-12:00**

Keynote speech

Speaker

- Rolf-Dieter Heuer, Director-General of the European Organization for Nuclear Research (CERN)

Plenary debate

*Innovation and international
competitiveness*

Speakers

- Rolf-Dieter Heuer, Director-General of the European Organization for Nuclear Research (CERN)
- Rupert Keeley, Chief Executive Officer of PayPal EMEA
- Mauricio Antonio Lopes, President of Embrapa
- Helen McCallum, Director-General of Consumers International (CI)

Moderator

- Julie Gichuru, TV host and news anchor

***Mid-day spotlight
12:00-13:00 – Room S1***

***World Economic Forum presents: The Global Information Technology Report 2013 - Growth and Jobs in a
Hyperconnected World***

2 OCTOBER 2013

**Trade and innovation
13:00-15:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
<p>WS11 Room S2</p>	<p>World Trade Centre (WTC) Mumbai and All India Association of Industries (AIAI)</p>	<p>Promoting technological capacity-building and enhancing trade competitiveness in Asian economies</p> <p>Modern technology has created new manufacturing processes which have contributed to industrial success. Many Asian nations have achieved remarkable success in recent years by transforming their economies through technological excellence. Products developed through the adoption of innovative technologies are growing faster than technologically inferior products.</p> <p>A major trend has been the rapid expansion of R&D in Asian countries such as China, India, Japan, and Malaysia amongst others. R&D performed in the South East and South Asian regions accounted for 32% of global R&D in 2009, including China 12%. Technology associated with investment, particularly foreign direct investment, has played a significant role in enabling Asian countries to move up the value chain by improving their comparative advantage. Furthermore, Asian firms are forging cross continent alliances in response to globalization, technological change, deregulation and competition.</p> <p>This session addresses the following key topics with an Asian perspective:</p> <ul style="list-style-type: none"> - Rationale for technology policy and the strategies adopted in Asia - Role of FDI and the impact of technology imports in Asian manufacturing - Enhancing industrial competitiveness through R&D - Technology upgradation and trade diversion - Technology parks - Technology and industrial infrastructure - Developing countries and access to new technologies <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Dr. Mongi Hamdi, Director of Strategic Planning and Coordination, Office of the

		<p>Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Former Head of UN Commission on Science and Technology for Development (CSTD), CSTD</p> <ul style="list-style-type: none"> • Dato' Norhalim Yunus, Chief Executive Officer, Malaysian Technology Development Corporation (MTDC) • Arancha Gonzalez, Executive Director, International Trade Centre (ITC) • Vijay Kalantri, Vice Chairman, World Trade Centre Mumbai, Director, World Trade Centers Association (WTCA) Board, and President of All India Association of Industries (AIAI) • Vladimir Salamatov, Director-General, JCS World Trade Centre Moscow <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Jayant Dasgupta, Ambassador and Permanent Representative of India to the WTO
WS12 Room S3	Wireless Access for Health (WAH)	<p>Re-inventing innovation through public-private partnership</p> <p>Innovation is at the heart of the digital economy. Wireless Access for Health (WAH), an e-Health Public-Private Partnership (PPP) in the Philippines, shows that businesses, governments, and universities can spur innovation by sharing resources and expertise, in order to address compelling needs – in this case, the need to modernize the Philippine health information system and help achieve the United Nations' MDGs on health.</p> <p>The WAH platform improves data quality and submission by employing various technologies, such as 3G wireless technology, mobile devices, and open source software. It also showcases how PPP bridges the divide between government's bias for the poor, the boldness of entrepreneurs, the revolutionary spirit of civil society, and the tempered social conscience of the private sector. In cases where demand for innovation is high and supply is scarce, PPP is at the heart of every solution.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Victor A. Yap, Governor, Province of Tarlac, Philippines • Dr. Benito F. Arca, Assistant Regional Director, Department of Health, Center for Health Development (CHD) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Felipe C. Canlas, Local Project Coordinator, Wireless Access for Health (WAH)
WS13	Huawei Technologies Co. Ltd.	The role of governments in trade and the digital economy

Room S1		<p>This session will address three key issues.</p> <ol style="list-style-type: none"> 1. Technology Change and Rule-making: The time gap between the Uruguay Round and next set of WTO rules is approaching 20 years. How can the trade rules keep up with rapid technological change? 2. Government Support: What is the role of government in supporting innovation and the digital economy? Should government support R&D? Sales? Export promotion? Financing? Is there a need for common norms in these areas beyond the rules in the Subsidies Agreement? 3. Cyber-Security and its Interface with Market Access and Data Protection: With today's complex supply chains and needing to ensure integrity of networks and operations, do we need norms for governments? Does the ICT industry need common standards? Considering WTO non-discrimination rules, is there a need to clarify the WTO's security exceptions? How do cyber-security measures interface with data protection and privacy? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Dr. Claude Barfield, Resident Scholar, American Enterprise Institute (AEI), and Former Consultant to the Office of the U.S. Trade Representative • Hosuk Lee-Makiyama, Director, European Centre for International Political Economy (ECIPE) • Ulf Pehrsson, Vice-President, Global Government and Industry Relations, Ericsson <p><i>Moderator</i></p> <ul style="list-style-type: none"> • James Lockett, Global Head of Trade Facilitation and Market Access, Huawei Technologies Co. Ltd.
WS14 Room E	Trade and Environment Division, WTO Secretariat	<p>Global value chains: opportunities for trade and the environment</p> <p>World trade and production are increasingly structured around global value chains (GVCs). Today, over half of world manufactured imports are intermediate goods and over 70 per cent of world services imports are intermediate services. Improvements in efficiency and firm competitiveness that result from GVCs can bolster the role of trade as a key tool to accelerate cross-border diffusion of green technologies embodied in goods and services.</p> <p>The rise of GVCs creates opportunities to share tasks in the production of green goods and services. The increasing importance of imports for participation in GVCs, and the shift of activities to places where skills and materials are available at competitive prices, probably increases the cost of “national borders”. Thus, maintaining tariffs and non-tariff</p>

		<p>barriers may hinder the competitiveness of green goods and services sectors.</p> <p>This session focuses on the extent to which the production of green goods and services is structured around GVCs, and the potential benefits of this growing interdependence for trade and the environment. Additionally, the session explores implications of the rise of GVCs in green goods and services for "enabling" policies, obstacles that may hinder the full participation of developing countries in those GVCs, and avenues for international co-operation.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
<p>WS15</p> <p>Room W</p>	<p>Commonwealth Secretariat</p>	<p>Technology and trade: issues for LDCs, small vulnerable economies, and Sub-Saharan Africa</p> <p>New technologies and technological innovations have had a profound impact on international trade. As the trade in technology-intensive products expands faster, lack of effective participation in it can imply limited gains from global trade. It is particularly worrying that most sub-Saharan African countries, LDCs, and SVEs continue to rely on primary commodities and less technology-intensive goods for their exports with serious implications for their achieving export diversification and structural transformation. In this backdrop, this session discusses a number of issues on the role of technology and innovation on trade development prospects of these countries. It raises awareness about the state of the use of technology in the world's poorest and most vulnerable countries and its impact on trading capacity. This session also discusses the role of policy measures and the international support system in promoting beneficial linkages involving trade-technology-competitiveness in capacity-constrained economies, to bring forward concrete recommendations.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>

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2 OCTOBER 2013

**Trade and innovation
13:00-15:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
W5 Room D	Nexus Foundation	<p>How can the digital economy contribute to vibrant rural economies?</p> <p>Since the hunger crisis in 2008, agriculture and rural development have come into focus and investment has shifted towards previously unprivileged rural areas. Innovations such as specific ICTs for rural usage have been invented, and are on the verge of changing traditional lifestyles. E-agriculture technologies have particularly helped farmers and rural communities to overcome information gaps, which formerly prevented entrepreneurial development. Different communication channels such as broadcasting, internet and mobile phone applications like iCow, now help farmers to obtain information, and thereby achieve production and market advantages. However, specific ICT features are required for a successful outcome. In order to make valuable contributions to rural economies, expert knowledge must be provided and farmer's knowledge must be disseminated. Information and insights from the field can be collected and made available to a broader public through ICT.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Riccardo del Castello, Communications Officer, Food and Agriculture Organization (FAO) • Gülcehre Yildirim, International Relations Coordinator, Tarimsal Pazarlama • Su Kahumbu, Founder & CEO, Green Dreams/iCow • Dr. Angelika Hilbeck, Senior Scientist, Swiss Federal Institute of Technology (ETHZ) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Nikolai Fuchs, President, Nexus Foundation
W6 Room B	International Food and Policy Research Institute (IFPRI)	<p>Can international trade deliver inclusive growth thanks to ICTs?</p> <p>This session will tackle the delicate issue of international trade, ICTs and poverty reduction. Indeed, if the link between international trade and growth is weakly disputable,</p>

		<p>the consequences for poor people and small producers are more contrasted. In many cases, they have failed to grasp the fruits of globalization, and side policies are recommended to make the process more inclusive. With ICTs, we can develop market based solutions that will allow smallholders to benefit directly from increased trade and market openness, in particular in Africa where it remains costly to deploy traditional communications solutions.</p> <p>The direct and indirect effects of ICTs on trade will be discussed with a special focus on the inclusion of smallholders into global agricultural value chains, illustrated with case studies of successes and failures.</p> <p>Conclusions aim to shed light on the future, focusing on possible research agendas, public policies and contributions from the private sector.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Dr. Maximo Torero • Dr. David Laborde • Dr. Aparajita Goyal <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Dr. Eugenio Diaz-Bonilla
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<p>Trade and innovation 15:00-17:00</p>

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
<p>WS16 Room S1</p>	<p>Motion Picture Association of America (MPAA)</p>	<p>Creating a marketplace for digital content</p> <p>This panel will explore how the creative industries are harnessing new technologies to foster a dynamic and legitimate online marketplace. There are more devices to consume content than ever – from smart phones to tablets, gaming consoles to DVRs. Providing consumers numerous options to get the content they want is the new normal. Speakers will address how the content industries are tackling the challenges and opportunities of the online space to respond to consumers’ evolving demands.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>

<p>WS17</p> <p>Room E</p>	<p>IDEAS Centre</p>	<p>Promoting innovation and investments in LDCs: an impossible task?</p> <p>In a world trading system where innovation becomes increasingly important, LDCs are facing a tough challenge of integrating into global value chains and traditional technology channels. Since nurturing high-tech industries guarantees a faster and more sustainable development, LDCs are progressively faced with the challenge to upgrade their production base and adopt innovation-fostering policies. This session will identify recommendations for LDCs to advance their technology-based development within a multilateral trading system.</p> <p>The following key questions will be addressed:</p> <ol style="list-style-type: none"> 1. How do new trends such as the rise of global value chains and the digital revolution affect the dynamics of innovation in LDCs? Do they make it easier or more difficult to innovate? 2. In light of these recent trends what kind of policy framework might be appropriate to foster technology enhancing trade and investments? 3. How can current IP regimes in LDCs be improved to boost LDCs' capacity to innovate? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Taffere Tesfachew, Head of LDC Division, United Nations Conference on Trade and Development (UNCTAD) • Augusto Makiesse, LDC Focal Point for TRIPS, Permanent Mission of Angola to the WTO • Arno Hold, Programme Director, WTI/CUHK Summer Programme on Intellectual Property and Research Fellow, NCCR Trade Regulation, World Trade Institute (WTI), University of Berne • Pedro Roffe, Senior Associate, Innovation, Technology and Intellectual Property, International Centre for Trade and Sustainable Development (ICTSD) • Padmashree Gehl Sampath, Chief of Science and Technology Division, United Nations Conference on Trade and Development (UNCTAD) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Nicolas Imboden, Executive Director, IDEAS Centre
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WS= Working session (with interpretation) - W= Workshop (without interpretation)

2 OCTOBER 2013

**Trade and innovation
15:00-17:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
<p>WS18</p> <p>Room S3</p>	<p>King & Spalding LLP</p>	<p>Addressing 21st century trade issues: the importance of cross-border information flows</p> <p>A vibrant and unrestricted Internet is a key driver for international trade and domestic economic growth. As a platform to facilitate global commerce, the Internet's impact exceeds that of many established traditional sectors. Indeed, small businesses that make use of the Internet export twice as much as their non-tech savvy counterparts, and reflect sizeable productivity gains.</p> <p>The goal of this session is to identify the importance of cross-border information flows and how countries, including developing countries, can help local companies and consumers benefit and attract foreign investment through trade disciplines such as the TISA or EU-US Trade Principles for ICT Services.</p> <p>Questions to be addressed are:</p> <ol style="list-style-type: none"> 1. Why are cross-border information flows important to expand trade? 2. How do small businesses and developing countries benefit from cross-border information flows? 3. What are the main restrictions on cross-border information flows and how can trade agreements be updated to address them? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Winter Casey, Senior Policy Analyst, Google • Anupam Chander, Professor, University of California at Davis School of Law • Georg Greve, Chief Executive Officer, Kolab and Former President, Free Software Foundation Europe • Alejandro Jara, Former Deputy Director-General, World Trade Organization (WTO) <p><i>Moderator</i></p>

		<ul style="list-style-type: none"> • Joost Pauwelyn, Professor, Graduate Institute Geneva and Senior Advisor, King & Spalding LLP
WS19 Room D	Public Services International (PSI)	<p>You can't stop progress: innovation, the digital economy and risk with trade in international services Trade can be a powerful force in creating markets and driving innovation. But markets are not perfect. What innovations will the expansion of trade in services deliver and with what effects? Is all innovation good? What role should government play in controlling risk and ensuring quality and access? When services are intermediary goods how does their trade effect the operation of the broader economy?</p> <p>This panel will provide examples of innovation in the services sector and explore the conditions under which trade in services can provide the best outcomes. Topics covered will include innovation in financial services, public health policy, online education innovation, provision of essential public services, innovation and development and trade in environmental services.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
W7 Room W	eBay and Consumers International	<p>Towards a digital economy for all: empowering consumers to drive technology-enabled trade</p> <p>"A digital economy for all" is one where consumers confidently access global markets and engage with merchants across borders and cultures. Importantly, that involves participation by consumers and businesses from and in developing countries. This workshop will discuss how technology and policy can create empowered market participants. Technology services, global networks and online marketplaces are indeed putting in place the foundation for empowerment by lowering search costs, facilitating information access, and helping to create trust. What policies, standards and legal frameworks will support the rise of confident global consumers and merchants?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Cécile Barayre-EI Shami, Programme Manager, E-Commerce and Law Reform, United Nations Conference on Trade and Development (UNCTAD) • Richard Bates, Director, Consumer Empowerment, Consumer Futures, Consumers International • Julien Brugerolle, Policy Officer, Directorate General for Health and Consumers, European Commission • Andreas Lendle, International Economist, Sidley Austin LLP

		<ul style="list-style-type: none"> • Pradeep Mehta, Secretary General, CUTS International • Hanne Melin, Policy and Strategy Counsel, eBay <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Phil Evans, Coordinator of the International Network of Consumer Antitrust Advisers
W8 Room S2	OPUS Advisory Services and SWIFT	<p>Transformational evolution in trade finance: technology meets business proposition in the new Bank Payment Obligation</p> <p>Our panel will provide an overview of the Bank Payment Obligation (BPO), a new and transformational instrument of trade finance championed jointly by SWIFT and the International Chamber of Commerce.</p> <p>The BPO preserves proven characteristics of existing instruments, while leveraging technology to accelerate and enhance transaction processing in ways that create measurable financial benefit for importers and exporters.</p> <p>80-90% of global trade flows are supported by financing; the BPO represents an opportunity to increase trade through innovation and the application of technology. The BPO is an important new tool in addressing a global financing gap estimated to be as much as \$2 trillion.</p> <p>This workshop will begin with a high-level overview of trade finance, using a letter of credit to illustrate key concepts, and will follow with a moderated panel discussion about the BPO. The session will end with an informal, workshop-style discussion between panel members and attendees.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • André Casterman, Head of Corporate & Supply Chain Markets, SWIFT and Member, ICC Banking Commission Executive Committee • Jonathan Bell, Editor-in-Chief, Trade & Export Magazine • Torek Farhadi, Senior Advisor, Access to Finance, International Trade Centre (ITC) • Alexander Malaket, President, OPUS Advisory Services International Inc. and Member, SWIFT/ICC Industry Education Group on the BPO • Markus Wohlgeschaffen, Managing Director, Global Head of Trade Finance & Services, Global Transaction Banking, Unicredit Group

WS= Working session (with interpretation) - W= Workshop (without interpretation)

3 OCTOBER 2013

A look into the Bali Ministerial Conference 9:00 – 10:30

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS20 Room D	Oxfam, Institute for Agriculture and Trade Policy (IATP) and Nexus Foundation	<p>Food reserves in changing food markets: an essential tool for renewed trade confidence</p> <p>This session addresses the G-33 proposal on public stockholding to look beyond AMS levels and explore other interesting possibilities such as intervention in grain markets. The main objectives of the session are to discuss the relevance of food reserves in addressing food price volatility and food insecurity, to debate specific constraints and effectiveness of trade rules in relation to food reserves policies at national, regional and international levels and to identify policy proposals ahead of the Bali Ministerial Conference.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Mamadou Goïta, Executive Director of the Institute for Research and the Promotion of Alternatives in Development (IRPAD) • Franck Galtier, Senior Economist, CIRAD • George Rapsomanikis, Trade & Commodities Division, Food and Agriculture Organization (FAO) • <i>Other speaker to be confirmed</i>
WS21 Room W	Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO)	<p>Doha's impacts on LDCs: listening to the voices of producers and consumers</p> <p>Since the DDA started, WTO members have tried to include LDCs into the world trading system through various means including duty-free and quota-free access and Aid for Trade. Although these means had some positive impacts, we need more involvement from both LDCs and non-LDCs to create an inclusive and sustainable world trading system.</p> <p>In this session, we share our research outcomes of the econometric analysis and socio-anthropological survey “voices of the people” conducted in Madagascar and Cambodia. Based on these, we identify how DDA provided benefits to LDCs. However, ordinary people in LDCs have not necessarily enjoyed the benefits of free trade. To promote inclusive development in LDCs, it is essential to make a trading system that is more</p>

		<p>development-friendly and beneficial to a wide range of people. Achieving this would require a new important concept, “DDA-MDGs hybrid.” Improvements in an “inclusive trading system” could not only contribute to the expansion of trade, but also drive social development.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Dr. Tadashi Ito, Director, Technological Innovation and Economic Growth Studies Group, Inter-disciplinary Studies Center, Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO) • Ms. Akiko Yanai, Senior Research Fellow, Law and Institution Studies Group, Inter-disciplinary Studies Center, Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO) • Dr. Takahiro Fukunishi, Associate Senior Research Fellow, African Studies Group, Area Studies Center, Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO) • Dr. Atsushi Ono, Associate Professor, College of Economics, Ritsumeikan University • Dr. Ramiarison Herinjatovo Aimé, Professor, University of Antananarivo <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Mr. Sato Kan Hiroshi, Director-General, Research Planning Department, Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO)
<p>WS22 Room S2</p>	<p>European Commission</p>	<p>Looking beyond MC9: how to deal with reciprocity and flexibility in moving forward on the Doha Development Agenda?</p> <p>The Panel on Defining the Future of Trade convened by WTO Director-General Pascal Lamy has recently released its report which puts the emphasis on the multiple challenges of convergence. At the core of the pursuit of the Doha agenda and a meaningful WTO agenda, beyond MC9, is the issue of convergence between WTO members. The report suggests having a fresh look at the issue and sets out a new approach to managing reciprocity and flexibility which fully respects the different realities of members at different levels of development while proposing a more dynamic and granulated approach. This session is a first opportunity to assess the usefulness of these recommendations and their capacity to help unlock core negotiations on market access and subsidies. It should also discuss when and how this issue should be addressed.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>

<p>WS23</p> <p>Room S3</p>	<p>International Chamber of Commerce (ICC)</p>	<p>ICC World Trade Agenda business priorities to move 'beyond Doha'</p> <p>Global business leaders involved in the ICC Business World Trade Agenda (WTA) initiative will discuss which specific measures would deliver benefits and signal an unambiguous global commitment to free trade while providing new energy to the WTO's global trade liberalisation efforts.</p> <p>The session will address the following issues:</p> <ul style="list-style-type: none"> - Concluding a trade facilitation agreement; - Implementing duty-free and quota-free market access for exports from least-developed countries; - Expanding trade in IT products and encouraging growth of e-commerce worldwide; and, - Fostering 'greener' economic activity through trade. <p><i>Speakers</i></p> <ul style="list-style-type: none"> • James Bacchus, Chair, ICC Commission on Trade and Investment Policy; Chair, Global Practice Group, Greenburg Traurig LLP; former Chairman of the WTO Appellate Body; former US Congressman, United States • Stuart Harbinson, Member, ICC Commission on Trade and Investment Policy; International Trade Policy Advisor, SWH Consulting Services, Switzerland • Ulf Pehrsson, Vice Chair, ICC Commission on Trade and Investment Policy; Vice President, Ericsson, Sweden • Cliff Sosnow, Member, ICC Commission on Trade and Investment Policy; Partner, Fasken Martineau DuMoulin LLP, Canada <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Nicole Graugnard, Policy Manager, Trade and Investment Policy, ICC International Secretariat, Paris
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WS= Working session (with interpretation) - W= Workshop (without interpretation)

3 OCTOBER 2013

**A look into the Bali Ministerial Conference
9:00 – 10:30**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS24 Room E	Organisation for Economic Co-operation and Development (OECD) and Global Express Association (GEA)	<p>Making trade easier: a close look at trade facilitation</p> <p>As goods cross borders many times, first as inputs and then as final products, fast and efficient customs and port procedures are essential. Inefficient or unduly complex processes and documentation raise costs and cause delays, and ultimately, businesses, economies and consumers bear the cost. Conversely, in a world of global supply chains, where 50% to 60% of trade is in components, as opposed to finished goods, a country where inputs can be imported and goods and services can be exported within quick and reliable time frames is a more attractive location for foreign firms seeking to invest.</p> <p>To help governments improve their border procedures, reduce trade costs, boost trade flows and reap greater benefits from international trade, OECD has developed a set of trade facilitation indicators for 133 countries that identify areas for action and enable the potential impact of reforms to be assessed. Estimates based on the indicators provide a basis for governments to prioritise trade facilitation actions and mobilise technical assistance and capacity-building efforts for developing countries in a more targeted way.</p> <p>Modern technologies are enabling many countries to solve problems of border bottlenecks without having to build costly, hard infrastructure, as would have been the case in the past. But these self-same technologies present new challenges, including in relation to the acquisition of the human skills needed to enable them to be used efficiently. Despite the obstacles, there are many success stories, demonstrating the win-win nature of trade facilitation reform, and the central role of modern technologies in general, and digital technologies in particular in those successes.</p> <p>This panel will look at the role of technology-driven trade facilitation reform, it will identify potential obstacles to reform and will look at the role that cooperation between governments and the private sector and Aid for Trade can play in overcoming those</p>

		<p>obstacles.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
W9 Room S1		
W10 Room B	Solidarité	<p>The right to food through food security stocks: a development-oriented outcome at Bali?</p> <p>This session will debate the compatibility between the negotiations on agriculture in the WTO and the right to food in the Human Rights Council and what immediate changes should be made to comply with human rights. More specifically the session will analyse the G-33 proposal to officially adopt the provision already included in the WTO Draft Modalities on Agriculture of 6 December 2008 that "the difference between the acquisition price and the external reference price" of food security stocks would no longer "be accounted for in the AMS".</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Olivier de Schutter, UN Special Rapporteur on the Right to Food • Jayant Dasgupta, Ambassador and Permanent Representative of India to the WTO • Jacques Berthelot, Agricultural Policies Analyst, Solidarité, Former Lecturer of Agricultural Economics, Ecole Nationale Supérieure Agronomique de Toulouse (ENSAT)
W11 Room F	World Trade Institute (WTI)	<p>Graduation in intellectual property protection: potential in GI and patents</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>

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3 OCTOBER 2013

**A look into the Bali Ministerial Conference
10:30-12:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
WS25 Room S2	Commonwealth Secretariat	<p>The 9th WTO Ministerial Conference: development perspectives</p> <p>As the 9th WTO Ministerial Conference draws closer, there remains considerable work towards reaching consensus on likely deliverables with profound development implications for LDCs, Sub-Saharan Africa (SSA) and Small and Vulnerable Economies (SVEs). Many observers consider that given the much diminished focus - as against the kind of attention accorded to at the time of the launch of the Round - the Bali Ministerial constitutes an opportunity to reinstate the development issues at the centre-stage.</p> <p>It is in this context that the objective of this working session is to discuss the significance of the upcoming Ministerial from development perspectives. It will shed light on the current progress made in the negotiations as well as various possible scenarios and how they affect the Doha Development Agenda as envisaged some 12 years ago. Another important objective of the session is to consider the development issues from a forward looking perspective, as they need to be addressed beyond the Bali Conference under vibrant trade multilateralism.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
WS26 Room D	Quaker United Nations Office (QUNO)	<p>Exploring new frameworks for trade and investment in agriculture</p> <p>This session entitled "Exploring new frameworks for trade and investment in agriculture" explores reasons why a new framework for trade and investment in agriculture is needed. It looks at some of the alternatives to the current framework that have been proposed, and what other considerations decision-makers need to take into account in order to ensure an agricultural system that responds to the needs of the world today.</p>

		<p><i>Speakers</i></p> <ul style="list-style-type: none"> • Aileen Kwa, Coordinator, Trade for Development Programme, South Centre • Hans Herren, President, Millennium Institute, and World Food Prize Recipient (1995) • Caroline Dommen, Representative, Quaker United Nations Office (QUNO) • <i>Other speakers to be confirmed</i>
WS27 Room W	Our World Is Not For Sale (OWINFS) and Third World Network (TWN)	<p>WTO at a crossroads: Bali outcomes for development</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
WS28 Room F	World Farmers' Organisation (WFO)	<p>WFO policy on international trade</p> <p>This session presents WFO's newly adopted policy on international trade in agricultural products. The panel discussion will focus on global policy recommendations to reinforce the global agricultural trading system whilst ensuring a fair, transparent and predictable trading environment.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Robert Carlson, President, World Farmers' Organisation (WFO) • Shelby Matthews, Senior Policy Adviser, Copa-Cogeca • Luis Miguel Etchevehere, President, Sociedad Rural Argentina • Bruce Wills, President, Federated Farmers of New Zealand

WS= Working session (with interpretation) - W= Workshop (without interpretation)

3 OCTOBER 2013

**A look into the Bali Ministerial Conference
10:30-12:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
<p>W12 Room S3</p>	<p>CUTS International</p>	<p>Trade facilitation: addressing consumer and SME interests and concerns in developing countries</p> <p>A facilitated flow of goods can improve the variety, quality and quantity of the offer, push down prices, and increase levels of competition thus benefiting consumers at all levels. SMEs are the "traders" that have less capacity to overcome customs, documentation and infrastructure barriers as they have a lower capacity to absorb financial risks. At the same time, they are the larger employer in both developed and developing countries.</p> <p>The main objective of this session is to identify what the issues of interest are to consumers and SMEs in Trade Facilitation (TF) and how they are being considered in the current WTO TF negotiations. The session will identify how TF can contribute to consumer welfare and SME competitiveness. It will also seek to draw linkages between current TF standards and consumer and SME concerns and how current TF standards can be adapted or improved.</p> <p>The session will be based on a proposed CUTS project seeking to promote a pro-consumer and pro-competitiveness TF reform in developing countries.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • David Vivas Eugui, Senior Advisor, CUTS International Geneva • Edouard Bizumuremyi, Commercial Attaché, Permanent Mission of Rwanda • Jan Hoffmann, Chief, Trade Facilitation Section, TLB, DTL, United Nations Conference on Trade and Development (UNCTAD) • Stephen Fevrier, Trade Adviser for Small States, Commonwealth Secretariat <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Rajesh Aggarwal, Chief, Business and Trade Policy, International Trade Center (ITC)

<p>W13 Room S1</p>	<p>Global Social Observatory (GSO) and Council for Multilateral Business Diplomacy (CMBD)</p>	<p>Implications of potential Bali issues for the post-2015 development agenda and the development of dynamic partnerships</p> <p>In the context of the Bali issues on trade facilitation, development and agriculture, this panel will address the implications of the Ninth WTO Ministerial for the post-2015 development agenda. The panel will start with insights from the lead panelist, Arancha Gonzalez from the International Trade Centre to stimulate a multi-stakeholder discussion on how the potential for a successful Bali meeting can be strengthened by linking the issues to the momentum for a transformative Post-2015 Development Agenda.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Arancha Gonzalez, Executive Director, International Trade Center (ITC) • Christiaan Prins, European External Affairs, Unilever • Katherine Hagen, Executive Director, Global Social Observatory (GSO) • <i>Other speakers to be confirmed</i>
<p>W14 Room E</p>	<p>American Chamber of Commerce to the European Union (AmCham EU)</p>	<p>Trade facilitation from a business perspective – a key growth enabler</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>

Mid-day spotlight
12:00-13:00 – Room S1

World Trade Organization presents:
World Trade Report – Factors Shaping the Future of World Trade

WS= Working session (with interpretation) - W= Workshop (without interpretation)

3 OCTOBER 2013

**Trade and innovation
13:00-15:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
<p>WS29 Room E</p>	<p>Evian Group@IMD</p>	<p>Exploring the trade and innovation nexus</p> <p>Despite its growing prominence on the global agenda, innovation has received relatively little attention per se as a self-standing all-encompassing issue in the context of the multilateral trading system. The continued relevance of the system rests on its ability to respond to such new policy objectives. The interaction between innovation and trade is a two way process. On one hand, trade liberalization and investment flows contribute to technology diffusion and innovation. On the other hand, the strengthening of national innovation capabilities improves a country's ability to engage in and benefit from the international trading system.</p> <p>Against this background, the panel will seek to address the following key questions:</p> <ol style="list-style-type: none"> 1. Is innovation as an overarching policy objective of every national government and of most private or public sector firms addressed adequately by current WTO agreements? 2. What additional actions should future WTO provisions embody to support global and national innovation efforts? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Jake Colvin, Vice President, Global Trade Issues, National Foreign Trade Council (NFTC) • John Curtis, ICTSD Senior Fellow & Founding Chief Economist, Department of Foreign Affairs, Trade and Development (DFTAD), Canada • Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO) • Keith Maskus, Professor, College of Arts and Sciences, University of Colorado Boulder • Ricardo Melendez-Ortiz, Chief Executive, International Centre for Trade and Sustainable Development (ICTSD) <p><i>Moderator</i></p>

		<ul style="list-style-type: none"> • Carlos Braga, Professor of International Political Economy at IMD and Director, The Evian Group@IMD
WS30 Room D	U.S. Chamber of Commerce	<p>Facing the challenges of trade in a digital age</p> <p>This session will be an opportunity to discuss solutions to criminal and commercial threats which challenge the continued growth of the digital economy. Online commerce continues to be an important driver of the global economy, and businesses around the world depend on it to reach new consumers and foster entrepreneurial opportunities. However, emerging alongside the verdant digital offerings of the economy are daunting new challenges to business such as the online sale of counterfeit medicines, content piracy, and criminality. The panel will feature an expert discussion on promoting digital commerce and deploying solutions to overcome the challenges of the digital age.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Daniel Hubert, Head of Supply Chain Tracking & Verification, British American Tobacco (BAT) • Bob Barchiesi, President, International AntiCounterfeiting Coalition (IACC) • Marjorie Clifton, Executive Director, Center for Safe Internet Pharmacies (CSIP) • <i>Other speakers to be confirmed</i>
WS31 Room S2	World Economic Forum (WEF)	<p>Unleashing the potential for FDI and trade in developing countries: the case for a multilateral agreement on investment</p> <p>Nowadays, trade is entangled with investment flows. Moreover, investments increasingly flow from developing to developed countries, and also within the developing world.</p> <p>However, the lack of a true global governance framework for international investment flows is preventing countries from fully leveraging the resulting opportunities. Developing countries are particularly penalized by the existing framework, which is dominated by bilateral and regional agreements.</p> <p>This session aims to discuss the latest trends in investment policies and trade and their impact on development and business. How is the existing governance framework for investment impacting the trade performances and policies of developing countries? How could investment be unleashed to enable trade, development and innovation?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • James Lockett, Global Head of Trade Facilitation and Market Access, Huawei Technologies Co. Ltd.

		<ul style="list-style-type: none"> James Zhan, Director, Investment and Enterprise Division, United Nations Conference on Trade and Development (UNCTAD) Fernando De Mateo y Venturini, Ambassador and Permanent Representative of Mexico to the WTO Sharon Leclercq-Spooner, Partner, EPPA, Vice Chair, Trade and External Affairs Committee, American Chamber to the EU (AmCham EU) <p><i>Moderator</i></p> <ul style="list-style-type: none"> Anabel González, Foreign Trade Minister of Costa Rica and Chair, Global Agenda Council on Trade and FDI
WS32 Room S1	Fung Global Institute and Temasek Foundation Centre for Trade & Negotiations (TFCTN)	<p>Global value chains in a changing world</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> <i>Speakers to be confirmed</i>
WS33 Room S3	Medicines Patent Pool (MPP)	<p>Innovative models to stimulate innovation and access to health</p> <p>Over recent years, various mechanisms have been established or proposed that seek to achieve the goal of incentivizing innovation in health technologies for diseases that disproportionately affect developing countries, as well as the goal of promoting access. The session will present and discuss the practical experience of some of these mechanisms with a focus on how they are being used to date to address both innovation and access.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> Jean-Pierre Paccaud, Business Development Director, Drugs for Neglected Diseases Initiative (DNDi) Greg Perry, Executive Director, Medicines Patent Pool (MPP) Tom Bombelles, Senior Program Specialist, Global Challenges Division, World Intellectual Property Organization (WIPO) James Love, Director, Knowledge Ecology International (KEI) <p><i>Moderator</i></p> <ul style="list-style-type: none"> Jayashree Watal, Counsellor, World Trade Organization (WTO)
W15 Room W	eBay and Universal Postal Union (UPU)	<p>Making the digital economy work for small businesses: customs and delivery as trade enablers</p> <p>The digital economy is helping small businesses to reach international markets as never</p>

		<p>before, giving rise to the 'micro-multinational'. Small web-enabled businesses are disproportionately affected by traditional trading obstacles such as complex customs procedures, delivery costs and delays. A holistic approach is needed to the trade challenges and needs of global small businesses where customs and delivery become important enablers of the digital economy. This workshop will discuss the combination of new services, technology and policy action needed to address logistical impediments to the further development of the micro-multinational.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Paul Donohoe, E-Postal Services & E-Commerce Programme Manager, Universal Postal Union (UPU) • Evdokia Moisé, Senior Trade Policy Analyst, Development Division, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD) • Andrew Wilson, Director of Policy, International Chamber of Commerce (ICC), UK • John Wilson, Lead Economist, International Trade Group, Development Research Group, World Bank • <i>Other speakers to be confirmed</i> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Stuart Harbinson, Senior Fellow, Fung Global Institute
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3 OCTOBER 2013

**Trade and innovation
15:00-17:00**

<i>Session & location</i>	<i>Organiser</i>	<i>Title & Description</i>
<p>WS34 Room S2</p>	<p>International Food & Agricultural Trade Policy Council (IPC)</p>	<p>Innovative agricultural production technologies: a global approach to increasing production, enhancing food security and improving food safety?</p> <p>Innovations in agricultural production technologies, such as new plant breeding techniques, animal biotechnology or nanotechnology, can reduce waste, expand production, enhance food security, and improve food safety - all critical to meeting the estimated 70 per cent increase in global food demand expected by 2050.</p> <p>Many governments are considering whether these innovative technologies need regulating, and if so, on what basis. As of now, there is no consensus internationally on a regulatory approach, leading to the prospect of asynchronous approvals and barriers to trade among nations, resulting in many being denied needed, safe food.</p> <p>This session will provide information on the types of new technologies being developed, improve understanding of policy choices confronting governments, and consider development of an international standard or guidelines aimed at harmonizing regulatory policies to avoid trade disruption with these products. Will global regulatory approaches hinder or advance a potentially very rapid evolution of technology?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Catherine Moreddu, Senior Agricultural Policy Analyst, Policies in Trade and Agriculture, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD) • Dr. Adrienne Massey, BIO, Managing Director, Science and Regulatory Affairs, Food and Agriculture • Dr. Emilio Rodriguez Cerezo, Action Leader AGRITECH (New Technologies in Agriculture), European Commission, DG Joint Research Centre (JRC) • Salvatore A. Amodeo, Trade Policy Advisor on Biotechnology – Europe & Asia, Office

		<p>of Agriculture, Biotechnology, and Textile Trade Affairs, Bureau of Economic and Business Affairs, U.S. Department of State</p> <ul style="list-style-type: none"> • <i>Other speakers to be confirmed</i> <p><i>Moderator</i> Ellen Terpstra, President, International Food and Agricultural Trade Policy Council (IPC)</p>
WS35 Room S1	CATO Institute and CSEV Foundation	<p>Digital innovation in higher education: legal and policy issues affecting cross-border trade in education services</p> <p>For centuries, higher education was mostly domestic in character, with only limited opportunities for trade between nations. The growth of the Internet and various other technical innovations have begun to change this. Recently, there have been a number of private initiatives to push the process along: Udacity, Coursera and EdX, among others, have all begun developing models for how online higher education might work.</p> <p>Our panel will discuss these developments from a technical and business perspective, as well as the trade policy implications of these issues. Putting these services online means that they can be traded between people of different nationalities like never before. What are the implications of this for government policies towards foreign providers of higher education? How should trade negotiators approach these issues? We will discuss these questions and others, in the context of trade negotiations such as the TTIP, TPP and the Trade in Services talks.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Pierre Dillenbourg, Professor, École Polytechnique Fédérale de Lausanne (EPFL) • Bernard Hugonnier, Deputy Director for Education, Organisation for Economic Co-operation and Development (OECD) • Aik Hoe Lim, Counsellor, Trade in Services Division, World Trade Organization (WTO) • Daniel Torres, Director-General, CSEV Foundation • Raymond Saner, Professor, Basle University and Sciences Po <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Simon Lester, CATO Institute
WS36 Room F	United Nations Conference on Trade and Development (UNCTAD)	<p>Making trade and innovation work for productive development: the case for regulating capital flows in a high tech world</p> <p>Trade, innovation and the Digital Economy have had a very significant impact on cross-border financial flows by facilitating these enormously and creating new types of cross-</p>

		<p>border flows. Whilst potentially generating benefits, they can also create very serious risks, for instance by making cross-border finance more volatile. The session will explore the links between innovation and the rules of the trading system and the regulations of a country's capital account. Relevant questions include: to what extent do specific investment-related rules of the trading system constrain the policy space that nations need to deploy proper regulation to mitigate the harmful effects of cross-border financial flows? What global economic governance structures might be needed to facilitate the proper regulation of cross-border finance, so as to ensure trade and innovation work for productive development?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Annamaria Viterbo, Assistant Professor of International Law, Faculty of Law, University of Turin • Sarah Anderson, Director, Global Economy Project, Institute for Policy Studies, Washington, DC • Xavier Carim, Deputy Director-General for International Trade and Economic Development, Department of Trade and Industry, South Africa • Erivaldo Alfredo Gomes, Ministry of Foreign Affairs, Brazil <p><i>Moderators</i></p> <ul style="list-style-type: none"> • Kevin Gallagher, Professor and Co-Director of the Global Economic Governance Initiative, Department of International Relations, Boston University • Richard Kozul-Wright, Officer-in-Charge, Unit on Economic Cooperation and Integration among Developing Countries, United Nations Conference on Trade and Development (UNCTAD)
<p>WS37 Room W</p>	<p>Coalition of Services Industries (CSI)</p>	<p>The digital revolution in services: consequences, challenges and directions for the international trading system</p> <p>Internationally traded services are arguably the most dynamic element of global commerce. Over the past two decades since the negotiation of the General Agreement on Trade in Services (GATS), international trade in services has changed dramatically, due to new business practices, technologies, and innovations. The use of the Internet, mobile phones, and other digital technologies has enabled services providers to reach more places and people around the world with new, more efficient services. All sectors of trade, whether services, manufacturing, or agriculture, largely utilize digital trade to be successful in the global market. The digital revolution in services has created new opportunities for developing countries, including small enterprises. But the trade rules have not kept up with these changes. How should the WTO respond to this new epoch in services? What are</p>

		<p>the implications for trade negotiators of the greater integration of services with manufacturing and agriculture?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i>
<p>WS38</p> <p>Room E</p>	<p>Comisión Federal de Competencia (CFC)</p>	<p>Expanding trade through innovation and the digital economy</p> <p>The scope of competition enforcement in digital markets may be controversial. While some say there should be an intense approach, others support the view it must be light-handed. The objective of this working session is to discuss what should be the role of competition policy in the digital economy.</p> <p>The session will address the following questions:</p> <ol style="list-style-type: none"> 1. How competition policy can further enhance innovation and dynamic efficiency in digital markets? 2. Should there be a uniform view or criteria for analyzing competition issues in these markets? 3. Should competition authorities take an ex-ante or an ex-post approach towards digital markets? 4. What does international experience offer for effective enforcement of competition policy in these markets? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • <i>Speakers to be confirmed</i> <p><i>Moderator</i></p> <p>Eduardo Pérez Motta, President, Comisión Federal de Competencia (CFC)</p>
<p>W16</p> <p>Room S3</p>	<p>Internet Corporation for Assigned Names and Numbers (ICANN)</p>	<p>The Internet as the world's trading platform: how and why is it so successful?</p> <p>The Internet has become the 21st century equivalent of the sea lane or the motorway, though it is not widely understood that a continuous process of evolution taking place all over the world responds to the need to deliver greater performance, interoperability, resiliency, and trust and security.</p> <p>This session will:</p> <ol style="list-style-type: none"> 1. Explain the 'network of networks' that is the Internet and its role as a trading platform that all sectors depend on and make the case that ensuring they remain 'open for

		<p>business' must become a higher priority for all WTO Members.</p> <p>2. Provide attendees with an overview of the elements which make up the trading platform and explain how they interrelate with one another. Experts will review current WTO rules as they relate to this concept and identify shortcomings.</p> <p>3. Give attendees an understanding of the decision-making systems that drive the Internet's development and the value that they have for trade and development</p> <p>4. Help participants understand how political discussions about Internet governance could have a profound impact on the Internet's ability to meet the needs of 21st century digital trade.</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Joakim Reiter, Ambassador and Permanent Representative of Sweden to the WTO • Claudia Selli, Director European Government Affairs, AT&T • Nigel Hickson, Vice-President for Europe, Internet Corporation for Assigned Names & Numbers Inc. (ICANN) • Olaf Kolkman, Director, NLNet Labs • <i>Moderator</i> Nick Ashton-Hart, Executive Director of International Digital Economy Alliance (IDEA) and Geneva Representative, Computer & Communications Industry Association (CCIA)
<p>W17 Room D</p>	<p>Institute for International Trade, University of Adelaide</p>	<p>Incorporating interactive e-platforms and e-tools in international trade: the way forward for aid for trade, capacity training and private sector engagement.</p> <p>The main objective of this session is to show how technology can successfully be applied in international trade and development. The session focuses on new modes of delivery of trade capacity training and how e-learning can enhance Aid for Trade and private sector engagement.</p> <p>The Institute for International Trade (The University of Adelaide) addresses this by providing experience based examples from its trade capacity training programs with a focus on Africa and the Pacific Island countries.</p> <p>As an example of a regional specific capacity training course, a Pacific Focused blended-learning strategy is presented. Here e-learning serves as a complement to face-to-face capacity training and with that enhances the overall transfer of capacity. At the same time the strategy acts as a tool to tackle some of the key misunderstandings in international trade. In its set-up the course also links and facilitates communication between government, private sector and non-government stakeholders.</p>

		<i>Speakers</i> <ul style="list-style-type: none">• <i>Speakers to be confirmed</i>
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WS= Working session (with interpretation) - W= Workshop (without interpretation)