
MC11 BUSINESS FORUM

11th WTO Ministerial Conference

Buenos Aires - December 12, 2017

8:30 am



Forum Opening

Welcome Remarks

- **Roberto Azevêdo**, Director-General, World Trade Organization
- **Mauricio Macri**, President, Argentina

Keynote Addresses

- **Marcos Galperin**, CEO, MercadoLibre, Argentina
- **Amina Mohamed**, Cabinet Secretary for Foreign Affairs and International Trade, Kenya
- **Francisco Cabrera**, Minister of Production, Argentina

9:30 -
10:00 am



A conversation about the future of trade

Moderator: **Richard Samans**, Head of Global Agenda, Member of the Managing Board, World Economic Forum

- **Jack Ma**, Executive Chairman, Alibaba Group

10:00 -
10:45 am



Plenary Session #1 Outlook and opportunities for global trade at the Buenos Aires Ministerial Conference

Building on the progress achieved at the Bali and Nairobi ministerial meetings, the Buenos Aires conference aims at achieving concrete results on new rules for agricultural, industrial and services trade – as well as other issues, like e-commerce and the participation of SMEs in global trade – while affording an opportunity to strengthen global trade in a way that promotes economic growth and development. Panelists will discuss the outlook and opportunities for global trade at the Buenos Aires Ministerial Conference and beyond.

Moderator: **Miguel Braun**, Secretary of Trade, Argentina

- **Jorge Faurie**, Minister of Foreign Affairs and Worship, Argentina
- **Wang Shouwen**, Vice Minister of Commerce, People's Republic of China
- **Cecilia Malmström**, Trade Commissioner, European Union
- **Hiroshige Seko**, Minister of Economy, Trade and Industry, Japan
- **Rakiya Eddarhem**, Secretary of State to the Minister of Industry, Investment, Trade and the Digital Economy, in charge of Foreign Trade, Morocco

10:45 -
11:45 am



Plenary Session #2 Fostering internationalization: micro, small and medium enterprises in global trade

Micro, small and medium enterprises (MSMEs) account for a significant proportion of private sector employment and, particularly in developing countries, represent a powerful tool for social inclusion. The panel will assess

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how can countries design rules for the multilateral trading system that contribute to the internationalization of MSMEs, helping them integrate into regional and global value chains and increase their presence in foreign markets.

*Moderador: **Antoni Esteveordal**, Manager, Integration and Trade Sector, Inter-American Development Bank*

- **Kai Mykkänen**, Minister of Foreign Trade & Development, Finland
- **Ildefonso Guajardo Villarreal**, Secretary of Economy, Mexico
- **Pablo Ciano**, Executive Vice President, Corporate Development & Corporate First Choice, Deutsche Post DHL Group
- **Sylvie de Wever**, General Manager, Latin America, eBay
- **Patrick Hruby**, Vice President, Small and Medium Businesses Latin America, Facebook
- **Sahra English**, Vice President, Global Public Policy, Mastercard
- **Sir Michael Rake**, Chairman, Worldpay

**11:45 -
12:30 am**



Plenary Session #3

Progress in trade facilitation and new opportunities in investment facilitation

Trade facilitation remains the single most powerful way to increase trade flows, helping to significantly reduce the times and costs of international trade. The panel will assess the trade facilitation landscape after the entry into force of the WTO Trade Facilitation Agreement and discuss ways in which governments and the private sector can work together to continue promoting connection to global value chains and export diversification through investment facilitation measures.

*Moderator: **Shawn Donnan**, World Trade Editor, The Financial Times*

- **Marcos Pereira**, Minister of Industry, Foreign Trade and Services, Brazil
- **Enggartiasto Lukita**, Minister of Trade, Indonesia
- **Mukhisa Kituyi**, Secretary General, UNCTAD
- **Girum Abebe**, Regional Manager Latin America, Ethiopian Airlines
- **John Danilovich**, Secretary General, International Chamber of Commerce

12:30 pm



Networking Lunch

1:45 pm



Plenary Session #4

Trade in agriculture: sustainable food system

The past two WTO Ministerial Conferences have achieved significant progress on international trade rules in agriculture, including the historic decision to eliminate agricultural export subsidies adopted in 2015. Negotiations continue to address subsidies and high trade barriers that distort agricultural trade. The

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panel will discuss the opportunities to establish a fairer trading system that will increase market access, improve the livelihoods of farmers around the world and contribute to a sustainable food system.

Keynote Address

- **Gustavo Grobocopatel**, *President, Grupo Los Grobo*

Moderator: Horacio Reyser, Secretary of International Economic Relations, Argentina

- **Luis Miguel Etchevehere**, *Minister of Agroindustry, Argentina*
- **Shri Suresh Prabhu**, *Minister of Commerce and Industry, India*
- **Luis Pagani**, *CEO, Arcor*
- **Jesús Madrazo**, *Commercial Chairman, Monsanto Company*
- **Roberto Martínez**, *President for Central and South America, PepsiCo*

2:45 -
3:45 pm



Plenary Session #5

Women and Trade: SheTrades Argentina and the Buenos Aires Declaration

Keynote Address

- **Gabriela Michetti**, *Vice-President, Argentina*

The panel, organized with the support of the International Trade Centre, will discuss key priorities for ensuring an inclusive trade agenda, with a particular focus on ensuring equal access and opportunities for women entrepreneurs.

Moderator: Arancha Gonzalez, Executive Director, International Trade Centre

- **François-Philippe Champagne**, *Minister of International Trade, Canada*
- **Kamina Johnson Smith**, *Minister of Foreign Affairs and Trade, Jamaica*
- **Ann Linde**, *Minister for EU Affairs & Trade, Sweden*
- **Laura Albornoz Pollman**, *Director, Codelco*
- **Naushad Forbes**, *Co-Chairman, Forbes Marshall Private Limited*
- **José Acosta**, *President, Public Affairs & Operations, Latin America, UPS*
- **Susana Balbo**, *Chair, W20, Argentina*

3:45 -
4:00 pm



Launch of SheTrades Argentina

During this segment, InvestArgentina will officially launch SheTrades Argentina, a national programme of the International Trade Centre's SheTrades initiative to connect one million women to market by 2020. The initiative supports the greater integration of women entrepreneurs into the global economy through enhanced policies, capacity building, financial services and access to markets.

Moderator: Helena Estrada, Ministry of Production, Argentina

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- **Arancha Gonzalez**, Executive Director, International Trade Centre
- **Juan Pablo Tripodi**, Executive President & CEO, Argentine Investment and Trade Promotion Agency
- **Inés Berton**, Tealosophy

4:00 -
5:30 pm



Plenary Session #6 Trade at the crossroads of digitalization

The digital economy has experienced exponential growth over the past few years, expanding trade and investment opportunities and transforming business models. The panels will explore the ways in which countries can help develop a regulatory framework for e-commerce that continues to foster growth and acts as a nurturing environment for innovation, while addressing important issues like internet freedom, transparency, tariffs and trade facilitation, consumer and personal data protection and privacy, among others.

4:00 -
4:45 pm



Panel A

Moderator: **Mariano Mayer**, Secretary of Entrepreneurs and SMEs, Ministry of Production, Argentina

- **Alexander Mora**, Minister of Foreign Trade, Costa Rica
- **Mohammad Pervaiz Malik**, Minister for Commerce, Pakistan
- **Liam Fox**, Secretary of State for International Trade, United Kingdom
- **Damian Scokin**, CEO, Despegar
- **Ezequiel Szafir**, CEO, Openbank

4:45 -
5:30 pm



Panel B

Moderator: **Andrés Rugeles**, Director, CAF Argentina

- **Steven Ciobo**, Minister for Trade, Tourism and Investment, Australia
- **Lim Hng Kiang**, Minister of Trade & Industry, Singapore
- **Adriana Noreña**, Vice President, Spanish Speaking Latin America, Google
- **César Cernuda**, President, Microsoft Latin America
- **Claudio Muruzabal**, President Latin America & the Caribbean, SAP
- **Eduardo Caride**, President, Telefónica HispAm

5:30 pm



Plenary Session # 7 The future of global trade: recommendations from the private sector

Moderator: **Shunko Rojas**, Under Secretary of Foreign Trade, Argentina

- **Daniel Funes de Rioja**, Chair, B20
- **Paolo Rocca**, Chair, Trade and Investment, B20; CEO, Grupo Techint

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- **John Danilovich**, *Secretary General, International Chamber of Commerce*
- **Richard Samans**, *Head of Global Agenda, Member of the Executive Board, World Economic Forum*

**6:00 -
6:15 pm**



Closing Address

- **Susana Malcorra**, *Chairwoman, 11th WTO Ministerial Conference*

6:30 pm

Reception