



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 18<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 greener, social, environmental and health accountability in trade.

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### **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 exposure 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	<b>Businessable Trade: Innovate, Invest, Internationalize</b>
2014	<b>SURE: Creating Jobs through trade</b>
2012	<b>Linking growth markets: New dynamics in global trade</b>
2011	<b>Private sector engagement with LDCs for tourism- led growth and inclusive sustainable development</b>
2010	<b>Adapting to post-crisis world trade patterns, and lessons for export development</b>
2008	<b>Consumer Conscience: How Environment and Ethics are Influencing Exports</b>
2007	<b>Bringing Down the Barriers - Charting a Dynamic Export Development Agenda</b>
2006	<b>Export Development and Poverty Reduction: Linkages and Implications for Export Strategy-Makers</b>
2005	<b>Export of Services: Myopic or High Potential? Implications for Strategy-Makers</b>
2004	<b>Competitiveness through Public-Private Partnership: Successes and Lessons Learned</b>
2003	<b>Business for Development: Implications for Strategy-Makers</b>
2002	<b>Managing Competitive Advantage: The Values of National Strategy</b>
2001	<b>Is Your Trade Support Network Working?</b>
2000	<b>Export Development and the Digital Economy</b>
1999	<b>Redefining Trade Promotion – The Need for a Strategic Response</b>



# 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	8:30-9:30	Shuttle buses leave from hotels
8:00-9:00	B2B meetings Registration	9:30-10:30	B2B meetings Plenary 3: Standards, a gateway to global markets
9:00-10:00	Official Opening (speeches, traditional dances & official photo)	10:30-11:30	B2B meetings
10:00-11:30	Plenary 1: When regional trade crosses oceans	11:00-11:30	Coffee break SME "How-to" workshop: Young entrepreneurs - from ideas to markets
11:30-12:30	B2B meetings	11:30-12:30	Lunch with presentation (ITC-led) high-level speakers Sri Lanka exhibition
11:30-12:00	Coffee break	12:30-14:00	
12:00-13:00	In focus: Trade facilitation and logistics in regional integration 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	18:00-19:00	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	9:00-12:00	Company visits
20:00-22:30	Sri Lankan night with cultural performance		

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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 contours 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 container 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 journey: Tackling business – doing business

The 19<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 forum sector is one example of that, where companies need to equal 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, TIC 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.

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**DAY 1 - Wednesday 12 October 2016****MORNING SESSIONS****PLENARY 1: WHEN REGIONAL BLOCS CROSS OCEANS****Session manager:** Rajesh Apparval, Chief, Trade Facilitation and Policy for Business

This plenary highlights the voices 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 2016.

The Trans-Atlantic Trade and Investment Partnership, the Trans-Pacific Partnership and the emerging Regional Comprehensive Economic Partnership are reshaping global trade landscapes. 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 Apparval, Chief, Trade Facilitation and Policy for Business (in coordination with Marlon Jensen, Chief Economist)

China continues to address regional and mega-regional trade bloc issues, featuring the voices of business. There will be an accent on integration into international value chains.

**Suggested speakers/topics:**

- COMESA
- CARICOM
- EARC
- 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 Vazna, 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"

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- 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
- Tao Yoo, Senior Vice President, Corporate Affairs, Cisco

**IN FOCUS: YOUNG ENTREPRENEURS ENABLE INNOVATION**

**Session manager:** Marcos Vaara, Chief Enterprise Competitiveness (in coordination with David Cordoba, 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:**

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

**DAY 2 - Thursday 13 October 2016**

**MORNING SESSIONS**

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

**Session manager:** Marlon 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 TTC flagship publication: SME Competitiveness Outlook 2016**

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

**Session manager:** Marcos Vaara, 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 analytics tools, to methods for SMEs to prioritize sustainable trade, understand buyer expectations from buyers, and more, TTC 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.

**GOSSUNDERS** are becoming more socially conscious. Among online consumers, 66% are willing to pay more for products and services with companies committed to 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 10% 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 WTOPO)
- Hungary – (link to next WEDF host)
- UK Secretary of State for International Development
- UNWTO

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

*Suggested managers: Marcos Vasquez, 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**