



International  
Trade  
Centre



26-29 June 2023 Ulaanbaatar, Mongolia

# World Export Development Forum 2023

*Diversify with Green Trade*

*Organic* ▪ *Digital* ▪ *Sustainable*

## HIGHLIGHTS

Conference Debates on Green and Digital Exports

Landlocked Developing Countries Business Talks

International Young Ecopreneurs Competition

B2B Meetings

Mongolia SheTrades Hub Launch

Mongolia National Export Strategy Workshop

In partnership with



UNITED NATIONS  
MONGOLIA





## Talk trade, do business, drive development

The World Export Development Forum, the flagship event of the International Trade Centre (ITC), is the ideal setting to discuss trade development and connect businesses to new markets. It is unique for bringing together the voices of businesses, governments, women and youth.

This annual event combines high-level plenaries with business networking. Its side events offer capacity building for trade, with training, insights and partnerships for small businesses to engage in international markets.

Each forum explores trade development that is green, digital, inclusive and supportive of small business in regional and global value chains. It also takes a deep dive into the needs of distinct geographic groups – particularly developing, landlocked and least developed countries.

The 2023 edition hosted by Mongolia will mark the 20th edition of the World Export Development Forum.



## Inclusive solutions

The World Export Development Forum looks at common priorities of firms trading to create a dynamic gathering of national, regional and international participants.

Trade has changed enormously since this event began as a closed-door, public-private summit on national export strategies. The World Export Development Forum has adapted with changing times, keeping the strategic focus on trade development, and adding tangible opportunities for business and development partnerships.

This year's event reflects on fresh solutions in a complex era. Trade routes and supply chains are shifting, with entire economies disrupted due to conflict, climate and the aftermath of the pandemic. The world is decidedly more digital, and trade in services is revolutionizing all economies. Governments are committed to supporting their young and growing populations. Women-led businesses are mobilizing to claim their rightful share of global trade. Sustainability has gone from being a nice-to-have to a central business imperative.

New paths to diversify trade are built on green solutions, digital transformation and trade in services. Increasingly, women and youth running small businesses are walking these paths, and looking to connect with countries with geographic similarities.

**The World Export Development Forum creates platforms for a sustainable, inclusive recovery through international trade.**



## Programme overview

The programme captures business insights on smoother trade for landlocked developing countries; gives a voice to young entrepreneurs to pitch their ideas for a greener future through trade; puts business pairs together to showcase digital and green paths to diversify trade; and offers public-private debates on green trade, digital transformation, women in trade and access to finance.

The official opening and sessions showcasing young entrepreneurs take place on the International Day for Micro, Small and Medium-sized Enterprises.

Business-to-business matchmaking focuses on three sectors: digital, natural fibres and leather.

National outcomes include the launch of a SheTrades Mongolia hub, joining a network of similar national hubs and a kick-off workshop for a Mongolian National Export Strategy. Groundwork for young professionals to join a global community of young entrepreneurs is also underway in the context of the forum.

## Monday, 26 June

---

MORNING	<b>Business Talks:</b> Landlocked Developing Countries
AFTERNOON	<b>B2B Meetings:</b> Digital, Natural fibres, Leather <b>Presentation:</b> China International Fair for Investment and Trade

## Tuesday, 27 June

---

MORNING	<b>Official Opening</b> with the President of Mongolia <b>Plenary:</b> Paths to Diversification – Business Cases
AFTERNOON	<b>In Conversation:</b> Scaling up Youth Entrepreneurship <b>Youth Ecopreneur Awards:</b> Green Pitch Competition

## Wednesday, 28 June

---

MORNING	<b>In Conversation:</b> Trade Trends <b>Plenary:</b> Harnessing Digital Transformation <b>Plenary:</b> Towards Green Trade
AFTERNOON	<b>Plenary:</b> Access to Finance <b>Launch Ceremony:</b> SheTrades Mongolia <b>Plenary:</b> Women in Trade – Connecting Communities, Opening Doors <b>Closing and Announcement</b> – Ecopreneur Award Winners
EVENING	<b>Open Air Gala Dinner</b>

## Thursday, 29 June

---

10:00-14:00	<b>Excursion: Nomadic Festival</b> For international participants
9:00-16:00	<b>Workshop: National Export Strategy</b> For national participants

# Youth Ecopreneur Awards



## Programme Highlights

### Youth: Green Pitch Competition

Submissions from 63 developing countries

7 finalists pitch on stage

2 awards

- International Young Ecopreneur Award
- Land Restoration Award

In partnership with



---

## Business Talks: Landlocked Developing Countries

Private sector consultation for the forthcoming United Nations Conference on the Landlocked Developing Countries

4 business roundtables:

- Trade infrastructure
- Trade finance
- Regional connectivity
- Inclusive trade facilitation

In partnership with



---

## B2B Meetings

3 sectors:

- Information and Communications Technology
- Natural fibres
- Leather

In partnership with







---

## National highlights – global connections

### SheTrades Hub Mongolia

Joining a global network of national hubs of the International Trade Centre's SheTrades programme

In partnership with



*Empowered lives.  
Resilient nations.*



**European Bank**  
for Reconstruction and Development

### National Export Strategy for Mongolia

Workshop to gather public-private insights for priority sectors in the country's national export strategy



---

## Media partnerships



UNITED NATIONS  
MONGOLIA



TRADE  
FINANCE  
GLOBAL



---

## Business outreach partners



EUROCHAMBER MONGOLIA  
ЕВРОП МОНГОЛЫН ХАМТАРСАН ХУДАЛДАА АЖ ҮЙЛДВЭРИЙН ТАНХИМ



*The AMERICAN CHAMBER of Commerce in Mongolia*





## Commitment to common challenges

Mongolia's commitment to hosting the World Export Development Forum comes from the highest levels in the country and the private sector, including the Office of the President, the Parliament, key ministries and the Mongolian National Chamber of Commerce and Industry.

- Geopolitically important for its strategic location between Europe and Asia, and firmly committed to multilateralism.
- A thought leader on issues facing landlocked nations, through its International Think Tank for Landlocked Developing Countries.
- A global leader on battling deforestation through its '1 billion trees by 2030' initiative.
- Open for new business and investment outside of the traditional mining sector, with potential in services as well as value-added agribusiness.
- An emerging actor in technology-enabled trade to overcome landlocked challenges through digital services, software innovation development and fintech.
- Host to a vibrant small business sector, including an educated workforce of women and youth-led firms.



# The International Trade Centre

## Inclusive, sustainable trade

Established in 1964, the International Trade Centre is the joint agency of the United Nations and the World Trade Organization. For nearly sixty years, ITC has been dedicated to connecting small businesses in developing countries to global markets.

ITC delivers practical, development-focused results through projects in 132 countries, a range of thought leadership products and partnership-based events. ITC activities link global trade, private sector engagement and the UN Sustainable Development Goals.

ITC champions small business, women and young entrepreneurs – working with both the public and private sector. It prioritizes support to least developed countries, landlocked developing countries, small island developing States, sub-Saharan Africa and fragile states.

As ITC's annual flagship event, the World Export Development Forum reflects ITC's vision of a world where trade builds inclusive, sustainable and prosperous economies.

## 20 Years: The World Export Development Forum

- 2019** Addis Ababa, Ethiopia:  
*Trade and Invest in One Africa*
- 2018** Lusaka, Zambia:  
*Scaling up through trade: Skill – Innovate – Connect*
- 2017** Budapest, Hungary:  
*Trade – A force for good: Include, Innovate, Integrate*
- 2016** Colombo, Sri Lanka:  
*Trade for Success: Connect, Compete, Change*
- 2015** Doha, Qatar:  
*Sustainable Trade: Innovate, invest, internationalize*
- 2014** Kigali, Rwanda:  
*SMEs: Creating jobs through trade*
- 2012** Jakarta, Indonesia:  
*Linking growth markets: New dynamics in global trade*
- 2011** Istanbul, Turkey:  
*Private sector engagement with LDCs for tourism-led growth*
- 2010** Chongqing, China:  
*Adapting to post-crisis world trade patterns*
- 2008** Montreux, Switzerland: *Consumer Conscience: How Environment and Ethics Influence Exports*
- 2007** Montreux, Switzerland: *Bringing Down the Barriers – Charting Dynamic Export Development*
- 2006** Berlin, Germany:  
*Export Development and Poverty Reduction*
- 2005** Montreux, Switzerland:  
*Export of Services: Hype or High Potential?*
- 2004** Montreux, Switzerland:  
*Competitiveness through Public–Private Partnership*
- 2003** Cancun, Mexico:  
*Business for Development: Implications for Strategy Makers*
- 2002** Montreux, Switzerland: *Managing Competitive Advantage: The Values of National Strategy*
- 2001** Montreux, Switzerland:  
*Is Your Trade Support Network Working?*
- 2000** Montreux, Switzerland:  
*Export Development and the Digital Economy*
- 1999** Annecy, France:  
*Redefining Trade Promotion – The Need for a Strategic Response*