

# World Export Development Forum 2023

*Diversify with Green Trade: Organic, Digital, Sustainable*

## Programme

**Monday, 26 June**

**Landlocked Developing Country Business Talks • B2B Meetings**

(By Invitation Only)

**09:00-09:30 Inauguration**

*Closed-door business consultations bring the private sector voice to the highest levels in government and the United Nations for a Third UN Conference on LLDCs that is set for 2024 in Kigali, Rwanda and will be attended by Heads of State and Government*

Master of Ceremonies: Mr. Ulziisaikhan Ganbold, Director, Department of Foreign Trade and Economic Cooperation, Ministry of Foreign Affairs, Mongolia

- H.E. Ms. Battsetseg Batmunkh, Minister of Foreign Affairs, Mongolia
- H.E. Ms. Rabab Fatima, Under-Secretary-General and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States, United Nations
- H.E. Mr. Bountheung Douangsavanh, Vice Minister of Industry and Commerce, Lao PDR
- Mr. Tapan Mishra, United Nations Resident Coordinator, Mongolia
- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

**09:30-11:00 Regional Trade Connectivity**

*Landlocked countries have only 1% share of global trade. An inclusive supply chain mindset will boost trade. Transport and logistics should focus on trade corridors and borders, with affordable finance for small firms in value chains. Trade facilitation measures must be digital and gender-sensitive.*

Moderator: Mr. Victor Kiprof, BBC Africa

- Ms. Gladys Mutangadura, Head of LLDC Unit, UN-OHRLLS
- Ms. Dorothea Lazaro, Regional Cooperation Specialist, Asian Development Bank
- Mr. Holger Wiefel, Regional Head, Central Asia & Mongolia, SME Finance & Development, European Bank for Reconstruction and Development
- Dr. M. Saeed, Trade Facilitation Senior Adviser, International Trade Centre

**11:00-11:20 Networking break**

**11:20-13:00 Business Voices from Landlocked Developing Countries:  
Private Sector Consultations**

Moderator: Mr. Victor Kiprop, BBC Africa

**11:20-12:20 Parallel roundtables on business and trade development**

- Trade infrastructure (Facilitated by CAREC)
- Regional connectivity (Facilitated by UN-OHRLLS)
- Trade and finance (Facilitated by EBRD)
- Inclusive trade facilitation (Facilitated by ITC)

**12:20-13:00 Roundtable summaries**

Rapporteur:

Mr. Dulguun Damdin-Od, Executive Director, International Think Tank for Landlocked Developing Countries

Closing Remarks:

Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

**14:00-18:00 Business-to-Business Meetings**

*Sectors: ICT Services, Natural fibres, Leather*

**18:00-18:30 Presentation: China International Fair for Investment and Trade**

Xiamen MICE Industry Promotion Agency

## Tuesday, 27 June

### Micro, Small and Medium-sized Enterprises Day

#### 09:00-10:00 Official Opening: World Export Development Forum

*The President of Mongolia opens the event with international officials. They outline a forward-looking vision to diversify trade in ways that are green, digital and organic – and bring small businesses into regional and global trade.*

Master of Ceremonies nominated by the Government of Mongolia

- H.E. Khurelsukh Ukhnaa, President of Mongolia
- H.E. Ms. Rabab Fatima, Under-Secretary-General and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States, United Nations
- Mr. Claudio Viezzoli, Managing Director, SME Finance & Development, European Bank for Reconstruction and Development
- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

#### 10:00-10:30 Networking break

#### 10:30-12:00 Paths to Diversification: Business Cases

*Businesses take the spotlight on this International Day for Micro, Small and Medium-sized Enterprises. They share inspirational examples of green and digital trade – and reflect on the visions set out earlier in the day.*

Moderator: Mr. Georgie Ndirangu, Head of Pan-African Programme Communications, Mastercard Foundation

##### GREEN

- Ms. Shagdarsuren Delgermaa, Chief Operating Officer, Monpellets, Mongolia
- Mr. Paul Brough, Agribusiness Manager, Rabobank, New Zealand
- Ms. Thérèse Sekamana, Founder/CEO, LED Solutions and Green Energy, Rwanda
- Ms. Siti Sofiah binti Ramli, Owner, Medic Pets, Malaysia

##### DIGITAL

- Mr. Purevbazar Purevjav, Founder, FIBO Cloud, Mongolia
- Mr. Anar Chinbaatar, Co-Founder and Chief Vision Officer, ONDO; Founder and President, AND Global, Mongolia
- Mr. Satoshi Irie, General Manager, Finance & Leasing Business, Marubeni ASEAN, Japan

#### 12:00-13:30 Lunch

**13:30-14:30 In Conversation: Scaling up Youth Entrepreneurship**

*Globally, over 40% of people are now under 25. Today's entrepreneurs are tomorrow's employers. What do young entrepreneurs need to succeed?*

Moderator: Ms. Natalie Domeisen, Programme Lead, World Export Development Forum

- Mr. Vedant Gandhi, Founder, RecycleX, India
- Ms. Neo Mosimane, Founder, Lebone Enterprise Development Agency, Botswana
- Mr. Allan Majuru, Chief Executive Officer, ZimTrade, Zimbabwe

Video remarks: Ms. Jayathma Wickramanayake, United Nations Secretary General's Envoy on Youth, United Nations

**14:30-16:00 Youth Ecopreneur Awards: Green Pitch Competition**

*Young entrepreneurs from around the world pitch their green startups before a panel of judges. Selected from 63 countries, they compete in two categories: Green Business Solutions, and Land Restoration Initiatives.*

Moderators: Mr. Viktor Kiprof, BBC Africa & Mr. Ozaal Zesha, Ye! Advisor Pakistan and young entrepreneur

Finalists, Green Business Solutions:

- Mr. Chirag M G, Brown Reed Agri Waste Innovations, India
- Ms. Tamara Gondo, Liberty Society, Indonesia
- Mr. Abdulrhman Zaki Elhalafawy, Cupmena, Egypt
- Ms. Oyungerel Munkhbat, Airee, Mongolia

Finalists, Land Restoration Initiatives:

- Mr. Max Fontaine, Bondy, Madagascar
- Ms. Mawuse Christina Gysun, Sommalife, Ghana
- Mr. Mashrur Hossain Shurid, iPage, Bangladesh

Judges:

- Mr. Andrew Michael Ong, Director, Division for Asia and the Pacific, World Intellectual Property Organization
- Mr. Allan Majuru, Chief Executive Officer, ZimTrade, Zimbabwe
- Ms. Paula Padrino Vilela, Programme Manager, Land Restoration, United Nations Convention to Combat Desertification
- Mr. Vedant Gandhi, former Ecopreneur award winner; Co-Founder, RecycleX, India
- Ms. Diana Carballo, Senior Pro Bono Coordinator, Sidley Austin

**17:30-19:00 Exhibition visit: SMEs at Suhkbaatar Square**

## Wednesday, 28 June

### Green, digital and inclusive trade

#### 09:00-10:00 In Conversation: Trade Trends

*At the midway point in the forum, we offer thought leadership on inclusive and sustainable trade in fast-changing times. The impact of artificial intelligence for small firms is a key theme that will be explored.*

Moderator: Mr. Georgie Ndirangu, Head of Pan-African Programme Communications, Mastercard Foundation

- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
- Prof. De Kai, Distinguished Research Scholar, International Computer Science Institute, University of California, Berkeley

#### 10:00-11:20 Powering Digital Transformation with Local Innovation

*As global technologies become de-facto gatekeepers, what can local tech companies do to thrive and transform economies? Partnerships are needed to address digital infrastructure, skilled labour, data privacy and cybersecurity challenges.*

Moderator: Mr. Martin Labbé, Tech Sector Development Coordinator, International Trade Centre

Keynote address: Mr. Tapan Mishra, UN Resident Coordinator, Mongolia

- Ms. Celeste Ilagan, Chief Policy and Regulatory Affairs Officer, IT & Business Process Association, the Philippines
- Ms. Yi Wu, General Director, HICOOL, China
- Mr. Ibrahima Nour Eddine Diagne, CEO, GAINDE 2000, Senegal
- Ms. Byambajargal Ayushjav, Chairwoman, Faro Group, Mongolia; Director, ICT & Digital Economy Committee, American Chamber of Commerce, Mongolia

#### 11:20-11:40 Networking break

#### 11:40-13:00 Towards Green Trade

*As environmental considerations enter global value chains, we must ensure a 'just transition' for small suppliers in developing countries.*

Moderator: Ms. Vanessa Erogbogbo, Chief, Green and Inclusive Value Chains, ITC

- Mr. Joseph Murabula, CEO, Kenya Climate Innovation Center
- Mr. Vu Ba Phu, Director General, Vietrade, Vietnam
- YM Raja Badrulnizam Raja Kamalzaman, Senior Director, Strategic Planning Division, MATRADE, Malaysia
- Mr. Batkhuu Idesh, Director General, Trade and Economic Cooperation Policy Department, Ministry of Economy and Development, Mongolia
- Ms. Myriam Ferran, Deputy Director-General, International Partnerships, European Commission
- Ms. Judith Arends, Managing Director, Centre for the Promotion of Imports from Developing Countries, the Netherlands

#### 13:00-14:30 Lunch

**14:30-16:00 Access to Finance**

*From blended financing to impact investment, guarantees, risk sharing, improved data and other resources, we can innovate to support small firms.*

Moderator: Mr. Robert Skidmore, Chief, Sector and Enterprise Competitiveness, International Trade Centre

- Ms. Hohete-Berhan Arefeaine, Co-Founder and Executive Board Member, African Fintech Network, Ethiopia
- Mr. Deepesh Patel, Director of Partnerships, Trade Finance Global
- Ms. Nadia Petkova, Director, Regional Network, SME Finance & Development, European Bank for Reconstruction and Development
- Dr. Moon-Hwan Kim, Vice President, Innovation Growth Assistance Division, Korea SMEs and Startups Agency (KOSME)
- Ms. Erdenedelger Bavlai, First Deputy CEO, Khan Bank, Mongolia

**16:00-16:30 Networking break**

## Women in Trade – Connecting Communities, Opening Doors

**16:30-17:00 Launch: SheTrades Hub Mongolia**

Master of Ceremonies: Ms. Yeruu Dorjderem, Director of Business Academy, Mongolian National Chamber of Commerce and Industry

Address from UN Headquarters, New York: Ms. Amina J. Mohammed, Deputy Secretary-General, United Nations

- H.E. Ms. Bulgantuya Khurelbaatar, Minister of Labour and Social Protection, Mongolia
- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
- Mr. Duuren Tumenjargal, Chief Executive Officer, Mongolian National Chamber of Commerce and Industry, Mongolia

**17:00-18:00 Panel: Women in trade**

*Connecting women to international networks helps them access new markets, build skills, find mentors and access finance – especially in tech, the next frontier for women's empowerment.*

Moderator: Ms. Judith Fessehaie, Head, SheTrades, International Trade Centre

- Ms. Baigali Ochkhoo, Vice-President, Mongolian National Chamber of Commerce and Industry, Mongolia
- Ms. Xoliswa Daku, Chairperson, Board of Directors, Small Enterprise Development Agency, South Africa
- Ms. Thérèse Sekamana, Chief Executive Officer, LED Solutions and Green Energy, and Chairperson, Private Sector Federation Specialized Cluster, host institution of SheTrades Rwanda Hub
- Ms. Myriam Ferran, Deputy Director-General, International Partnerships, European Commission
- Ms. Elaine Conkievich, United Nations Development Programme Resident Representative, Mongolia
- Ms. Opeyemi Abebe, Head of Trade Competitiveness, Commonwealth Secretariat, United Kingdom

**18:00-18:30**    **Closing**

*Announcement of the winners of the Youth Ecopreneur Awards, as well as the next host country for the World Export Development Forum.*

Master of Ceremonies: Ms. Sibylle Neuhaus, Office of the Executive Director, International Trade Centre

- Mr. Tuvldendorj Gantumur, Vice Minister, Ministry of Economy and Development, Mongolia
- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

**19:30-22:00**    **Gala Dinner**

*With cultural performance*

## Thursday, 29 June

### **10:00-14:00    Nomadic Festival Excursion**

International participants will meet a nomadic family, hear Mongolian folk songs, have an introduction to herding, milking and distillation of dairy alcohol. Archery, felt-making and rides in yak and camel-drawn carts are also part of the experience.

Buses leave the Shangri-La at 10:00 and return at 14:00. The programme includes a traditional Mongolian lunch.

### **9:00-16:00    National Export Strategy Workshop**

This workshop is an opportunity to reflect on the insights of the World Export Development Forum discussions and business meetings and ensure they are integrated in the development of a national export strategy, which is expected to be launched at the end of 2023.

Businesses in Mongolia are specially invited to this workshop. It is designed to bring the voice of business to export strategy development. The workshop will explore priority sectors for trade development. It will feature international experts and national government officials will be present.

Mongolia is developing a national export strategy with the World Bank and the International Trade Centre, with the aim to diversify trade. The focal point in the government is the Ministry of Food, Agriculture, Light Industry, and other government ministries are also involved.

A second day of closed-door discussions will take place among those directly involved in developing the strategy.