

World Export Development Forum 2023

Diversify with Green Trade: Organic, Digital, Sustainable

SESSION BIOGRAPHIES

Powering Digital Transformation with Local Innovation



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

As United Nations Resident Coordinator (UN RC) for Mongolia, Mr. Tapan Mishra is the highest-ranking representative of the United Nations Development System in Mongolia. He was appointed to this role by the UN Secretary-General in 2019. Prior to his post in Mongolia, Mr. Mishra served as UN RC in DPR of Korea from 2015 to 2019. Prior to his appointment as Resident Coordinator, he served as Senior Advisor at the Business Solutions Exchange, supporting various offices including the Human Development Report Office, and the Bureau of Policy and Programme Support. He joined the United Nations in 2003 as the UNDP Learning Advisor and Deputy Chief of the Learning Resources Centre (LRC) before becoming the Director and Chief of LRC from 2007 to 2013.



Ms. Celeste Ilagan, Chief Policy and Regulatory Affairs Officer, IT & Business Process Association, the Philippines

As the Chief Policy and Regulatory Affairs Officer of the IT and Business Process Association of the Philippines (IBPAP), Celeste Ilagan has oversight on all government-related initiatives. Ms. Ilagan previously served as a member of the Board of Trustees, the Legislative Committee, as well as the Board of Investments at IBPAP. Before joining the organization, Ms. Ilagan was the Senior VP for Internal Communications and External Affairs at Straive (formerly SPi Global), a world leader in content technology, solutions, and services. She also served as Director of the Philippine Association of Multinational Companies Regional Headquarters.



Ms. Yi Wu, General Director, HICOOL, China

With a deep dedication to harnessing transformation momentum and unleashing innovation potential, Ms. Yi Wu is committed to empowering talented individuals and driving positive industrial development. Ms. Wu is currently the Vice Chairman of the Beijing Overseas Talents Association and has spearheaded the HICOOL Global Entrepreneur Summit and Entrepreneurship Competition for four consecutive years. Yi holds a Bachelor's degree in Industrial Design from Tongji University and a Master's degree in Industrial Design from Wuppertal University in Germany.



Mr. Ibrahima Nour Eddine Diagne, CEO, GAINDE 2000, Senegal

Mr. Diagne is the CEO of GAINDE 2000, the first Sub-Saharan African tech company certified for information security by the International Standards Organization. Mr. Diagne has more than 24 years of experience in the digital field. He chairs the Steering Committee of the National Consortium for Electronic Commerce, is chairman of the National Digital Council of Senegal and is a member of the Board of Directors of E-Futura and Assane Seck University. Mr. Diagne has served as President of the African Performance Institute (API) and as Rapporteur for Africa at the United Nations Centre for Electronic Transactions (UN/CEFACT). He founded and chaired the African Alliance for Electronic Trade (AAEC).



Ms. Byambajargal Ayushjav, Chairwoman, Faro Group, Mongolia; Director, ICT & Digital Economy Committee, American Chamber of Commerce, Mongolia

Byambajargal Ayushjav is the chairwoman of Faro Group LLC, and leads the American Chamber of Commerce in Mongolia's ICT and Digital Economy Committee. Ms. Ayushjav is a strong advocate for public education on digital, media and information literacy. Her passion for education has led her to spearhead initiatives which have equipped more than 44,000 Mongolian youth with the skills needed to safely navigate and thrive in the digital world. She is a graduate of Tsinghua University.



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

Mr. Martin Labbe is the coordinator for digital technology sector development at the International Trade Centre (ITC). His responsibilities include overseeing the growth strategies of tech start-ups, IT and BPOMSMEs in ten Sub-Saharan African countries including Iran, and the Philippines. He manages the USD 15 million Netherlands Trust Fund V (NTF V) programme, which focuses on digital entrepreneurship projects in partnership with local industry associations, tech hubs, and companies. Martin also designed ITC's digital entrepreneurship strategy and the #FastTrackTech initiative, which supports tech start-ups in expanding internationally. He has previous experience working with the outsourcing industry in Bangladesh, implementing Digital4Development projects in Africa and Central Asia, and marketing IT companies in the UK and Kazakhstan. Martin holds an MA in International Business.