



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
in cooperation with  
WORLD TRADE ORGANIZATION



Engaging the trading community:  
Forum on WTO, Trade Facilitation and the Private Sector in Developing Countries  
15–16 February 2010 | Centre William Rappard | Geneva, Switzerland

# Engaging the Trading Community

## Forum on WTO, Trade Facilitation and the Private Sector in Developing Countries

**Geneva, 15–16 February 2010**

**Programme**  
(version 10 February 2010)

Organized by  
the United Nations Conference on Trade and Development (UNCTAD)  
in cooperation with the World Trade Organization (WTO)  
with the support of the European Union, Sweden and Switzerland



## BACKGROUND

Global trends in international trade logistics, combined with developments in information and communication technologies, have transformed today's business environment. In response to those trends, since 2004, the members of the World Trade Organization (WTO) have been negotiating trade facilitation within the Doha Development Round. In these negotiations and in view of the possible resulting commitments, developing countries are analysing their trade facilitation needs and priorities and attach an increasingly high priority to trade facilitation reforms.

The private sector plays a key role in this endeavour. First, it is the traders and the service providers who need to identify their needs and priorities regarding the trading environment and the potential implications of commitments resulting from a multilateral agreement. Secondly, for numerous specific measures, the private sector may also actively participate in their implementation.

### Trade facilitation and the private sector

While governments have the responsibility for creating an enabling trading environment, it is the private sector that conducts international trade transactions. The private sector is, therefore, a primary beneficiary of trade facilitation.

Implementing some trade facilitation measures can be costly and may depend on changes in the regulatory environment, institutions and business practices. The implementation of these changes can often be shared between the governments and the private sector. Traders and service providers, such as carriers, freight forwarders or Customs brokers, need to adapt and apply new rules and procedures, define practical measures and interventions, provide services and finance investments. Public-private consultations are essential at each stage of a reform process, starting from the needs assessment and prioritization, through designing the technical and practical solutions during the operational phase, to the progress monitoring. Concretely, the private sector can become pro-active at national, regional and international level, for example, in:

- Promoting business friendly policies and practices and helping promote a collaborative approach in formulating the policy agenda;
- Implementing voluntary compliance schemes;
- Applying clear and enforceable codes of ethics in trade transactions;
- Providing services to regulatory authorities and the trade community through e.g. the development of Single Window facilities or single enquiry points; and
- Partnering with government authorities to provide investment, training and managerial know-how.

## The Forum Objectives

**Day One** focuses on the private sector's perspectives regarding perceived administrative and procedural obstacles to international trade, and the role of multilateral rules in overcoming these obstacles.

On **Day Two**, the Forum will outline how the private sector actors, governments and development agencies can contribute to the implementation of possible future commitments under the WTO.

## Date and Venue

15-16 February 2010

Room E, World Trade Organization, Centre William Rappard, Rue de Lausanne 154, Geneva, Switzerland.

## Languages

Simultaneous interpretation provided for English, French and Spanish.

## Organized by

United Nations Conference on Trade and Development (UNCTAD) in collaboration with the World Trade Organization, the European Union, and other partners. With financial support from the Governments of Sweden and Switzerland through the UNCTAD Trust Fund "Capacity building in developing countries and least developed countries to support their effective participation in the WTO negotiations process on trade facilitation".



## PROGRAMME

### DAY ONE: Monday, 15 February 2010

#### Opening Session: Welcome and Introductory remarks

10:00 – 10:20

*Mr. José María Rubiato*, Officer-in-Charge, Trade Logistics Branch, Division on Technology and Logistics, UNCTAD

#### Session I: What are the needs and expectations of the trading community?

10:20 – 13:00

The Session will focus on:

- An up-date on the latest developments in the WTO trade facilitation negotiations;
- Presentation by public sector representative on inclusive approaches to the negotiations;
- Presentations by private sector representatives, in particular from developing countries, on their specific needs, demands and expectations from the WTO negotiations on trade facilitation and their outcomes.

Moderator: *Mr. José María Rubiato*, UNCTAD

Speakers:

*H.E. Mr. Eduardo Sperisen-Yurt*, Ambassador and Permanent Representative of Guatemala to the WTO, Chairman, WTO Negotiating Group on Trade Facilitation

*Ms. Louise Akati*, Ministry of Industry, Commerce and Labour Promotion, Benin

*Mr. Henry Thompson*, Comisiones de Facilitación del Comercio Exterior de Centro América, COFACECA,

*Ms. Danashree Shukla*, FarmPack, India

*Mr. Justin Chisulo*, Zambia Association of Chambers of Commerce and Industry

Discussion

13:00 – 15:00

#### Lunch Break

#### Session II: Interactive discussions on selected trade facilitation measures

15:00 – 18:00

Interactive discussions led by moderators from various international organizations will be held to allow the private sector experts to share their views and experiences on specific topics currently under negotiations at the WTO. Under three clusters of trade facilitation measures that are of a priority interest to the business community, participants will be asked to identify obstacles and ways to address them.

Introduction

*Ms. Sheri Rosenow*, WTO secretariat

*Mr. Mohammad Saeed*, Permanent Mission of Pakistan to the WTO, Member of Boksburg Group

#### Release and clearance of goods

Moderator: *Mr. Thierry Piraux*, WCO

Discussant: *Mr. Bruno Favaro*, UNCTAD/ASYCUDA

Discussion

#### Single Window and other measures requiring to inter-agency coordination

Moderator: *Mr. Tom Butterly*, UNECE

Discussant: *Mr. Ibrahima Diagne*, Gaiende 2000, UN/CEFACT Rapporteur for Africa, Senegal

Discussion

#### Public availability of information and transparency

Moderator: *Ms. Maria Misovicova*, UNCTAD

Discussant: *Mr. Javaid Mansoor*, National Trade and Transport Facilitation Committee, Pakistan

Discussion

18:00

#### Cocktail



## DAY TWO: Tuesday, 16 February 2010

### Session III: **How can the trading community support the implementation process, capacity development and technical assistance?**

10:00 – 13:00

The Session will focus on the possible role, support and contribution of the private sector to the implementation of trade facilitation measures resulting from commitments under a possible future WTO Agreement on Trade Facilitation. It will cover the following topics:

- Introduction to possible forms of public-private partnerships and collaborative platforms to drive and secure implementation, financing, operation and use;
- Providing services and input to regulatory authorities and the trading community;
- Monitoring progress - the role of the various stakeholders.

Moderators: *Mr. Malcolm McKinnon*, SITPRO, United Kingdom and *Ms. Maria Misovicova*, UNCTAD

Speakers:

*Mr. Felipe Rivadeneira*, FEDEXPOR, Ecuador

*Mr. Emmanuel Darko*, GCNet Limited, Ghana

*Mr. John Edwin Mein*, Procomex, Brazil

*Mr. Ajantha Dias*, Sri Lanka Customs

*Mr. Creck Buyonge*, Custom Modernization Consultant, Kenya

*Ms. Alicia Greenidge*, Summit Alliance International, Switzerland

Discussion

13:00 – 15:00

### **Lunch Break**

### Session IV:

### **Concluding Panel Discussions**

15:00 – 18:00

This session will discuss:

- Ways to enhance engagement of the private sector in the WTO negotiations and post-negotiations phase; and
- How the international community can help in engaging the private sector.

Moderator: *Mr. Jan Hoffmann*, UNCTAD

#### **Panel 1:**

*Mr. Tahseen Khan*, Vice-Chair of the UN/CEFACT, Ministry of ICT, India

*Ms. Mayra Hernandez*, Business Alliance for Secure Commerce

*Mr. Markus Schöni*, International Federation of Freight Forwarders Associations

*Mr. Ralph Carter*, International Chamber of Commerce

Discussion

#### **Panel 2:**

*Mr. Thierry Piraux*, WCO

*Mr. Tom Butterly*, UNECE

*Mr. Jan Hoffmann*, UNCTAD

*Mr. Tony Matsudaira*, World Bank

*Mr. John Clarke*, EU Delegation in Geneva.

Discussion

Wrap-up remarks, recommendations and way forward.

18:00

### **Close of the Meeting**



### Three Reasons to Attend

- Learn about expectations, needs and support of the various actors in developing countries in the WTO trade facilitation negotiating process
- Share your views and experience on successful collaboration between the various public sector agencies and private sector users and providers in the area of trade facilitation
- Provide your perspective on how agencies can further help to improve public-private collaboration.

### Who Should Attend

The Forum will bring together representatives of governments and the private sector from developing countries involved in trade facilitation, Geneva-based country delegates, and representatives of international and regional organizations.

#### Registration

Until 10 February 2010  
UNCTAD Trade Facilitation Section  
Tel: (+41) 22 917 20 44  
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### Further background information can be obtained at

- WTO Trade Facilitation Negotiation documents  
[http://www.wto.org/english/tratop\\_e/tradfa\\_e/tradfa\\_negoti\\_docs\\_e.htm](http://www.wto.org/english/tratop_e/tradfa_e/tradfa_negoti_docs_e.htm)
- UNCTAD Transport and Logistics  
<http://www.unctad.org/ttl/>
- Global Facilitation Partnership for Transportation and Trade  
[www.gfptt.org/](http://www.gfptt.org/)