

# World Export Development Forum 2023

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

**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 once-in-a-decade gathering of Ministers from landlocked developing countries 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. Mr. Bountheung Douangsavanh, Vice Minister of Industry and Commerce, Lao PDR
- Mr. Tapan Mishra, United Nations Resident Coordinator, Mongolia
- H.E. Ms. Rabab Fatima, Under-Secretary-General and High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States, United Nations
- 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 Kiprop, BBC Africa

- Mr. Odbayar Erdenetsog, Foreign Policy Advisor to the President of Mongolia
- Ms. Gladys Mutangadura, Head of LLDC Unit, UN Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
- Ms. Dorothea C. Lazaro, Regional Cooperation Specialist, Public Management, Financial Sector and Regional Cooperation Division, East Asia Department, Asian Development Bank
- Mr. Holger Wiefel, Regional Head for Central Asia & Mongolia, SME Finance & Development, European Bank for Reconstruction and Development
- Dr. Mohammad 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 ADB/CAREC)
- Regional connectivity (Facilitated by UN-OHRLLS)
- Trade development (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 on the 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 of the 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.*

- H.E. Khurelsukh Ukhnaa, President of Mongolia
- Mr. Claudio Viezzoli, Managing Director, SME Finance & Development, European Bank for Reconstruction and Development
- 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
- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
- Ms. Odgerel Oyungerel, Head, Corporate Affairs, APU Company

**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. Making trade work for small firms is key to making trade truly inclusive. Three business pairs share inspirational examples of green and digital trade – and reflect on the visions set out earlier in the day.*

Moderator: 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 and Chairperson, Private Sector Federation Specialized Cluster, host institution of SheTrades Rwanda Hub

## DIGITAL

- Mr. Purevbazar Purevjav, Founder, FIBO Cloud, Mongolia
- Mr. Anar Chinbaatar, Co-Founder and Chief Vision Officer, ONDO; Founder and President, AND Global, Mongolia, and 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 and Ye! Community Advisor, Botswana
- Mr. Allan Majuru, Chief Executive Officer, ZimTrade

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 & Ms. 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 Gyisun, 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, Recycle X, 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: Georgie Ndirangu, Head of Pan-African Programme Communications, Mastercard Foundation

Keynote address: Mr. Jose W. Fernandez, Under Secretary for Economic Growth, Energy, and the Environment, Department of State, USA

- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
- Prof. Wu Dekai, The Hongkong University of Science and Technology / University of California, Berkeley

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

*The world has embarked on a transformative journey, reshaping business and trade through digital innovation. As technology becomes seamlessly integrated into every facet of our lives, major tech companies are expanding their global reach, and local digital innovators are taking up the challenge to play their part. This panel takes stock of digitalization across geographies and zooms in on the impact of artificial intelligence and other frontier technologies, and what it means for small businesses.*

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. Batkhui Idesh, Director General, Trade and Economic Cooperation Policy Department, Ministry of Economy and Development, Mongolia
- Ms. Judith Arends, Managing Director, Centre for the Promotion of Imports from Developing Countries, the Netherlands

- H.E. Ms. Axelle Nicaise, Ambassador/Head of Delegation of the European Union to Mongolia

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

### **14:15-15:35 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
- Mr. Holger Wiefel, Regional Head, Central Asia and Mongolia, SME Finance and 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

### **15:35-15:55 Networking break**

### **Women in Trade – Connecting Communities, Opening Doors**

### **15:55-16:20 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

### **16:20-17:30 Panel: Women in trade**

*Connecting women to international networks helps them access new markets. Connecting communities within countries is equally important to 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. Xoliswa Daku, Chairperson, Board of Directors, Small Enterprise Development Agency, South Africa
- Ms. Baigali Ochkhoo, Vice-President, Mongolian National Chamber of Commerce and Industry, Mongolia
- 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. Elaine Conkievich, United Nations Development Programme Resident Representative, Mongolia

- Ms. Opeyemi Abebe, Head of Trade Competitiveness, Commonwealth Secretariat, United Kingdom

### **17:30-18:00 Closing**

*Announcement of the winners of the ecopreneur and land restoration 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. Sodbaatar Yangug, Chief of Staff to the President of Mongolia
- Ms. Pamela-Coke Hamilton, Executive Director, International Trade Centre

### **19:30-22:00 Gala Dinner**

*With cultural performance*

## **Thursday, 29 June**

### **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.

### **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.