

# 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**

*The United Nations has a Vienna Programme of Action for landlocked developing countries, set for review at a UN Ministerial meeting set for 2024. The World Export Development Forum, hosted by Mongolia this year, officially gathers insights from business for the Ministerial meeting. Discussions cover trade connectivity, infrastructure, trade finance and inclusive trade facilitation.*

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
- 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**

*Corridors and border areas are key for Landlocked Developing Countries. Innovative e-tools for trade facilitation, inclusive solutions for women in business, soft and hard infrastructure development and financing can boost efficiency.*

Moderator: Mr. Victor Kiprop, BBC Africa

- Mr. Sandagdorj Erdenebileg, Chief, Policy Coordination, Development, Monitoring and Reporting Service, UN Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
- Ms. Dorothea Lazaro, Regional Cooperation Specialist, Asian Development Bank
- Mr. Holger Wiefel, Associate Director, Regional Head for 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**

*Moderated dialogues and Q&A*

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 Summaries**

Rapporteur:

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

Closing remarks:

Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre

**14:00-14:30 Presentation on the China International Fair for Investment and Trade**  
Xiamen MICE Industry Promotion Agency

**14:30-18:30 Business-to-Business Meetings**

*Sectors: ICT Services, Natural fibres, Leather*

## 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.*

Master of Ceremonies nominated by the Government of Mongolia

- 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

#### 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. 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

##### DIGITAL

- Mr. Purevbazar Purevjav, Founder, FIBO Cloud, Mongolia
- Mr. Anar Chinbaatar, President, ONDO, Mongolia
- Mr. Ueno Taro, Overseas Business Management, Deputy General Manager, SBI Holdings, Japan

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

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

*This session sets the stage for the Youth Ecopreneur Awards by discussing youth entrepreneurship, and how to harness the innovative drive of young populations.*

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

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

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 Gysisun, 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 Visit Exhibition at Sukhbaatar Square**

## Wednesday, 28 June

### Green, digital and inclusive trade

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

*Day 2 kicks off with a high-level discussion on the outcomes of the Private Sector Consultation for Landlocked Developing Countries, as well as broader trade development trends.*

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

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

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

*Power digital transformation with local innovation – to ignite green growth.*

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. Deep Kapuria, Chairman, The Hi-Tech Group, India
- 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

*How organizations around the world are orienting economies and value chains towards greener trade.*

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

- 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
- Mr. Joseph Murabula, CEO, Kenya Climate Innovation Center
- Representative, Vietrade
- YM Raja Badrulnizam Raja Kamalzaman, Senior Director, Strategic Planning Division, MATRADE

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

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

*This session explores trends in trade finance, climate finance, fintech and regional bank lending that support diversified trade.*

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**

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

*The launch ceremony for the Mongolia SheTrades Hub features the signing of a Memorandum of Understanding between the International Trade Centre and the Mongolia National Chamber of Commerce and Industry to host the SheTrades Hub for 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

**17:00-18:00 Women in Trade – Connecting Communities, Opening Doors**

*Women's entrepreneurship is key to Mongolia's economic diversification. The SheTrades Mongolia Hub can make a difference by catalysing the country's business and policy ecosystem, and by learning from similar organizations around the world.*

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

- Ms. Xoliswa Daku, Chairperson, Board of Directors, Small Enterprise Development Agency, South Africa
- Mr. Duuren Tumenjargal, Chief Executive Officer, Mongolian National Chamber of Commerce and Industry
- Ms. Therese 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

**18:00-18:30 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. 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.