



ITC

TRADE IMPACT  
FOR GOOD

50 YEARS

1964-2014

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10-12 JUNE 2014

WORLD TRADE ORGANIZATION, GENEVA

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## ITC 50<sup>TH</sup> ANNIVERSARY CELEBRATIONS AND 48<sup>TH</sup> JOINT ADVISORY GROUP (JAG) MEETING

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### Tuesday, 10 June ITC 50<sup>th</sup> ANNIVERSARY CELEBRATIONS

The International Trade Centre is celebrating its 50<sup>th</sup> anniversary in 2014. To mark this occasion, ITC is convening a high-level event on 10 June 2014 at 15:00 in Room CR at the WTO. The discussion will focus on “ITC: 50 Years of Trade Impact: Where Next?”, looking at trends in trade and development and trade-related technical assistance.

This will be followed by the launch of ITC's 50<sup>th</sup> anniversary publication, *50 years of Unlocking SME Competitiveness: Lessons for the future*, which will benefit from contributions from policy makers and the business community. This event is open to Members of the JAG, representatives of international and regional organizations, and private sector partners.

#### **15:00 - 17:00 ITC 50 years of Trade Impact for Good: Where Next?**

(Panel discussion) - WTO Room CR

Welcome remarks:

Arancha González, Executive Director, ITC

Opening remarks:

Michael Møller, Acting Director-General, UNOG

Keynote Address:

H.E. Hanna Tetteh, Minister of Foreign Affairs and Regional Integration, Ghana

Panelists:

- H.E. Khemmani Pholsena, Minister of Industry and Commerce, Lao People's Democratic Republic
- Daniel Godinho, Secretary of Foreign Trade, Ministry of Development, Industry and Foreign Trade, Brazil
- Kalilou Traoré, Commissioner for Industry and Private Sector Promotion, ECOWAS Commission
- J.-Denis Bélisle, former Executive Director, ITC
- Patricia Francis, former Executive Director, ITC

Moderator:

Frédéric Lelièvre, Business and Finance Editor, *Le Temps*

**17:00 - 18:00 Book launch: *50 years of unlocking SME competitiveness: lessons for the future* - WTO Room CR**

Opening remarks:

Yonov Frederick Agah, Deputy Director-General, WTO

Keynote Address:

Guillermo Fernández de Soto, Director for Europe, Development Bank of Latin America (CAF)

Introduction of the book by principal author:

Bernard Hoekman, Director, Global Economics, European University Institute

Discussants:

- Mark Gottfredson, Partner, Bain & Co.
- H.E. Ambassador Minelik Alemu Getahun, Permanent Mission of Ethiopia

**18:00 - 20:00 ITC 50<sup>th</sup> Anniversary Reception - WTO Atrium**

**Wednesday, 11 June**      **48<sup>th</sup> session of the JOINT ADVISORY GROUP,  
DAY 2 – ROOM CR**

The Joint Advisory Group (JAG) of the International Trade Centre, composed of the members of UNCTAD and WTO, meets annually to examine ITC's programme of work based on its Annual Report, and makes recommendations to the UNCTAD Trade and Development Board and the WTO General Council to take appropriate steps for the provision of budgetary resources.

The JAG meeting is also open to United Nations specialized agencies and bodies, and other intergovernmental organizations with observer status, and non-governmental organizations with an interest in export development.

**10:00 - 13:00 Opening Session**

10:00 - 10:50 Opening remarks

10:00 - 10:10 The Chair of the 47<sup>th</sup> session

10:10 - 10:20 The Chair of the 48<sup>th</sup> session

10:20 - 10:35 WTO Director-General Roberto Azevêdo

10:35 - 10:50 UNCTAD Secretary-General Mukhisa Kituyi

10:50 - 11:15 Statement by the ITC Executive Director Arancha González

11:15 - 13:00 Discussion

**13:00 - 15:00 Lunch break**

**15:00 - 18:00 Afternoon Session**

15:00 - 15:45 Presentation of ITC Evaluation Report and Recommendations

15:45 - 16:30 ITC Management Response

16:30 - 18:00 Discussion

**Thursday, 12 June**

**48<sup>th</sup> session of the JOINT ADVISORY GROUP,  
DAY 2 – ROOM CR**

**10:00 - 13:00 Discussion continued**

**13:00 - 15:30 Luncheon event at the Palais des Nations, E40, Room XVIII**

High-level panel discussion “Power of Empowered Women 2014: an Interactive Dialogue on Women’s Empowerment and Economic Development”, organized by “The Group of Women Ambassadors to the United Nations”.

**15:30 - 17:30 Afternoon Session**

15:30 - 16:30 Presentation and discussion of ITC’s Draft Strategic Plan 2015-2017

16:30 - 17:00 Announcement of contributions to the ITC Trust Fund

17:00 - 17:20 Chair report

17:20 - 17:30 Executive Director’s closing remarks

**18:00 – 19:45 Ethical Fashion Show and Cocktail: “Cotton to Catwalk” in celebration of ITC@50 - WTO Atrium**

A collection from Italian-Haitian designer Stella Jean will take centre stage at the WTO Atrium featuring outfits made of hand-woven cotton fabrics by women artisans from Burkina Faso. The accessories are made of hand-dyed fabrics from Mali with value-added production in Kenya. The design is happening in Ghana while the matching jewellery is crafted in Haiti.

The products and linkages created in the value chain of fashion among women from across Africa, Caribbean, Latin America, Asia and the Middle East are a testimony to ITC’s work on women’s economic empowerment.