



International  
Trade  
Centre



# World Export Development Forum 2015

20-21 October, Doha

**Sustainable trade:  
Innovate, invest, internationalize**





## WEDF – Talking business and doing business

The World Export Development Forum (WEDF) is a unique global platform to support trade-led development through high-level plenaries, workshops and facilitated business-to-business meetings.

As the flagship event of the International Trade Centre, WEDF gathers over 500 senior policymakers, business leaders, heads of national trade support institutions, and international agency officials to address trade competitiveness topics and to establish new partnerships.

This 15<sup>th</sup> edition of WEDF will be hosted by the Ministry of Finance of the State of Qatar, through the Qatar Development Bank (QDB).

Opening up new trade and investment opportunities to encourage sustainable growth will be at the heart of this year's WEDF in Doha.

ITC is the only United Nations organization with an exclusive focus on assisting small and medium-sized enterprises (SMEs) to internationalize. QDB's mission is to drive private-sector participation and growth through innovative tools for SMEs in Qatar.

### WHY ATTEND WEDF 2015?

WEDF 2015 is designed for policymakers and business executives who are charged with driving innovation and internationalization.

High-level panel discussions and practical workshops will focus on this year's theme, Sustainable trade: Innovate, invest, internationalize. In parallel, facilitated business-to-business meetings will allow participants to explore new business opportunities, taking advantage of the Gulf countries' unique position at the crossroads where East meets West.

Among the questions WEDF 2015 will answer:

- What will the new Sustainable Development Goals mean for business?
- How can services play an even bigger role in lifting people out of poverty?
- What future for regional integration in an era of mega-trade deals?
- What would a common halal standard mean for exports?

### WEDF THEMES OVER 15 YEARS

**2014** SMEs: Creating jobs through trade

**2012** Linking growth markets:  
New dynamics in global trade

**2011** Private sector engagement with LDCs for tourism-led growth and inclusive sustainable development

**2010** Adapting to post-crisis world trade patterns, and lessons for export development

**2008** Consumer Conscience: How Environment and Ethics are Influencing Exports

**2007** Bringing Down the Barriers – Charting a Dynamic Export Development Agenda

**2006** Export Development and Poverty Reduction: Linkages and Implications for Export Strategy-Makers

**2005** Export of Services: Hype or High Potential?  
Implications for Strategy-Makers

**2004** Competitiveness through Public-Private Partnership: Successes and Lessons Learned

**2003** Business for Development: Implications for Strategy-Makers

**2002** Managing Competitive Advantage:  
The Values of National Strategy

**2001** Is Your Trade Support Network Working?

**2000** Export Development and the Digital Economy

**1999** Redefining Trade Promotion – The Need for a Strategic Response



## WEDF 2015 – Sustainable trade: Innovate, invest, internationalize

20-21 October 2015, Doha, Qatar

### Tuesday, 20 October 2015

#### Unlocking the potential of the post-2015 development agenda

Plenary 1

The United Nations' post-2015 sustainable development goals will be announced one month before WEDF. What is the role of trade in achieving these goals? How can the goals be operationalized? A thriving SME sector will be essential for unlocking the potential of the post-2015 development agenda.

#### SME competitiveness: Why it matters

Plenary 2

This plenary marks the launch of the new ITC flagship publication *SME Competitiveness Outlook*. It will explore how SME competitiveness contributes to growth, how the strengthening of SMEs contributes to spreading wealth within countries, and how SMEs can become strategic partners in driving a sustainable development agenda.

#### Innovation and entrepreneurship: Trends that shape the trade landscape

Ideas lab I

Technological innovations and an interconnected world have reshaped the entrepreneurial landscape. What opportunities and challenges arise from new and disruptive business models, driven by technology, heightened awareness of sustainability and individual empowerment?

#### Innovative funding to internationalize SMEs

Ideas lab II

Access to finance is a major obstacle to growth for SMEs in developing countries. This session highlights innovative initiatives to enhance access to finance for SMEs.

### Wednesday, 21 October 2015

#### Driving diversification through trade and investment

Plenary 3

Foreign direct investment (FDI) is a key driver of economic growth, international trade and sustainable development. This session will explore the role of FDI in enabling developing-country businesses to integrate into value chains through access to new international markets, supply and distribution networks and upgraded technology.

#### Trade in services: Tapping the potential of tourism

Ideas lab III

This session will explore business models and development implications for a number of growing segments in tourism such as educational tourism, business tourism, heritage and culture, medical tourism and film tourism.

#### Regional integration: From rhetoric to action

Ideas lab IV

Intra-Arab trade is currently at 5% (excluding oil products). This session explores how regional integration can move from theory to practice, using information on trade obstacles available through ITC surveys of businesses in the region, carried out under the Aid for Trade Initiative for Arab States.

#### Halal standards: Challenges and opportunities

Plenary 4

This session will explore standards and product certification to access new markets, with a focus on the halal market.

#### B2B Meetings

Facilitated business-to-business meetings for specific business sectors will take place over the two days. Business networking between registered participants is also possible at any time, in parallel to the event programme.



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