



Australian Government



WTO OMC



PACIFIC ISLANDS FORUM SECRETARIAT

## TRADING UP! Supporting Pacific Niche Exports

April 29, 2015 | Suva, Fiji

### P R O G R A M

|                      |   |
|----------------------|---|
| 08.30 – 09.00        | Registration  |
| <b>09.00 – 09.15</b> | <b>Welcome Remarks</b><br>Emma Veve (Asian Development Bank)<br>Cristelle Pratt* (Pacific Islands Forum Secretariat)  |
| <b>09.15 – 10.00</b> | <b>Trade Costs + Niche Exports: Trends</b><br><i>Setting the stage with a discussion about global and regional trends and potential new sectors and products.</i><br><br>Michael Greenslade* (Pacific Trade & Invest–New Zealand)<br>Michael Roberts (World Trade Organization)<br>Alisa DiCaprio (Asian Development Bank)  |
| 10.00 – 10.30        | <i>Coffee break and official photo</i>  |
| <b>10.30 – 11.00</b> | <b>Trade Costs + Niche Exports: The reality</b><br><i>We know what the problems are, successful exporters share their stories about how they did it.</i><br>Chair: Michael Roberts (WTO)<br><br>Exporter #1: Agriculture sector<br>Exporter #2: Manufacturing sector<br>Exporter #3: Commodities                            |
| <b>11.00 – 12.15</b> | <b>Using the Digital Economy to Expand Exports</b><br><i>Considering how different features of ICT can be most effectively used to promote export sales and secure niche product status.</i><br>Chair: Emma Veve (Asian Development Bank)<br><br>Arup Maity (BlastAsia)<br>Rita King (Barterfli)<br>TBD* (Software Factory) |
| 12:15-13:30          | <i>Lunch break</i>  |

**13:30-15:00**

**Accessing Regional Trade Finance**

*Discussion of some changes in the trade finance environment in the Pacific and the implications for exporters.*

Chair: Alisa DiCaprio (Asian Development Bank)

Edward Faber (ADB, Trade Finance Program)

Sharoz Jalil\* (Market Development Facility)

TBD\* (International Finance Corporation–Global Trade Finance Program)

15:00-15:30

*Coffee break*

**15:30-17:00**

**Marketing, Market Access + Strategy**

*Tips about effective marketing techniques for niche products in different*

*Sectors* Chair: Frances Hartnell (True Pacific)

Guy Redding (Pacific Horticultural and Agricultural Market Access)

Jeremy Grennell & Teremoana Mato (Pacific Trade & Invest)

TBD\* (Pacific Development Ltd, Papua New Guinea)

**17:00-17:05**

**Closing Remarks**

*\*For confirmation.*