TRADING UP! Supporting Pacific Niche Exports
April 29, 2015 | Suva, Fiji

P R O G R A M

08.30 – 09.00 Registration

09.00 – 09.15 Welcome Remarks
Emma Veve (Asian Development Bank)
Cristelle Pratt* (Pacific Islands Forum Secretariat)

09.15 – 10.00 Trade Costs + Niche Exports: Trends
Setting the stage with a discussion about global and regional trends and potential new sectors and products.

Michael Greenslade* (Pacific Trade & Invest–New Zealand)
Michael Roberts (World Trade Organization)
Alisa DiCaprio (Asian Development Bank)

10.00 – 10.30 Coffee break and official photo

10.30 – 11.00 Trade Costs + Niche Exports: The reality
We know what the problems are, successful exporters share their stories about how they did it.
Chair: Michael Roberts (WTO)

Exporter #1: Agriculture sector
Exporter #2: Manufacturing sector
Exporter #3: Commodities

11.00 – 12.15 Using the Digital Economy to Expand Exports
Considering how different features of ICT can be most effectively used to promote export sales and secure niche product status.
Chair: Emma Veve (Asian Development Bank)

Arup Maity (BlastAsia)
Rita King (Barterfl)"
TBD* (Software Factory)

12:15-13:30 Lunch break

a r i c . a d b . o r g / t r a d i n g u p
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)
Jeremey Grennell & Teremoana Mato (Pacific Trade & Invest)
TBD* (Pacific Development Ltd, Papua New Guinea)

17:00-17:05  Closing Remarks

*For confirmation.