

27-28 JUNE 2018 LIVERPOOL
EXHIBITION CENTRE LIVERPOOL

SHETRADES VILLAGE AGENDA

Join us at SheTrades village, the epicentre of the SheTrades Global event. The SheTrades village is an interactive area to drive business alliances, increase learning, sharing and networking. Highlights include 30-minute sessions hosted by partners on specific topics. Choose your session below and show up!

Wednesday 27 June

09:35 – 10:00	Tariffs and VAT in the context of e-commerce: the legal basics by Ms. Colette Van der Van, Director, Trade and Development, Pro Bono Programme, Sidley Austin
12:00 – 13:00	Lunch
13:00 – 13:40	Mentoring Session with Sidley Austin – first come first served!
13:40 – 14:20	Mentoring Session with UPS - first come first served!
14:10 – 14:40	Trends and effects reshaping the future of Global Supply Chains by Ms. Lycia Brahmi, Senior Reefer Cargo Specialist, MAERSK
14:20 – 15:00	Mentoring Session - first come first served!
14:40 – 15:10	Benefit from the SheTrades initiative to reach new markets by ITC SheTrades team
15:00 – 15:40	Mentoring Session with MAERSK - first come first served!
15:10 – 15:40	Presentation by Liam Freeman, Vogue International
15:40 – 16:20	Mentoring Session with Ms. Erin Norma Hannah, King's University College - first come first served!
15:40 – 16:10	Standards Map by Ms. Sandra Cabrera, Sustainability Standards & Value Chains, ITC
16:10 – 16:40	Trade Facilitation and Customs Regulations Explained for Easier Trade by Ms. Maria Luisa Boyce, Director Global Public Affairs, UPS
16:20 – 17:00	Mentoring Session with Mr. Liam Freeman, Vogue - first come first served!

Thursday 28 June

9:45 – 10:25	Mentoring Session with Ms. Seun Awolowo - first come first served!
09:45 – 10:05	Product standards and sustainability in the context of e-commerce: the legal basics by Ms. Colette Van der Van, Sidley Austin
10:05 – 10:25	The East African Experience – certification and trade automation as levers for market access by Ms. Wanjiku Kimamo, Director, Export Capability, Trade Mark East Africa
10:25 – 11:05	Mentoring Session with Ms. Seun Awolowo - first come first served!
10:25 – 10:45	Together with you we would like to make International Trade Accessible to all – an Introduction of Maersk Growth by Ms. Betty Yan Liu, Venture Partner, Growth Initiatives, MAERSK
11:05 – 11:45	Mentoring Session with Ms. Charcy Evers, Designer - first come first served!
11:05 – 11:25	Solving Logistics Challenges for SMEs – Top Tips for Exporting by Ms. Sandrine Lagrost, Marketing Segment Manager, UPS
11:25 – 11:45	International Federation of Business and Professional Women by Dr. Amany Asfour, International President, International Federation of Business and Professional Women
11:45 – 12:25	Mentoring Session with Ms. Silke Trommer, University of Manchester
11:45 – 12:05	Become a part of the Sidley Pro Bono Programme by Ms. Karolina Anda Berney

Speakers and Mentors

Ms. Colette van der Van



Colette is the Director of the Trade for Development Initiative pro bono program at Sidley Austin. She also works as an independent consultant for major development agencies and governments on issues related to trade and development policy.

Ms. Maria Luisa Boyce



Maria Luisa Boyce serves as Director for UPS Global Public Affairs. She brings more than 20 years of experience as a dynamic leader that has worked to advance international trade, customs issues and cross border trade.

Ms. Lycia Brahmi



Lycia Brahmi is presently a Senior Reefer Cargo Specialist within Maersk Center Research & Support, working on innovations to optimize logistic solutions and prevent food waste during the transportation from producer to consumer.

Ms. Betty Yan Liu



Betty Yan Liu was appointed as the Venture Partner, Growth Initiatives of MAERSK in 2017. She is heading the Enable Trade investment domain and has more than 20 years of experience in shipping and logistics companies around the world.

Ms. Sandrine Lagrost



Serving as the Marketing Segment Manager of UPS, Sandrine is responsible for developing business opportunities within the Retail and High Tech segments, as well as defining solutions for customers to efficiently manage their supply chain.

Ms. Karolina Anda Berney



Karolina is in charge of Sidley's Emerging Enterprises Pro Bono program, dealing with small and medium sized businesses across Africa, Asia, Central and South America and the Caribbean. She has extensive experience in development work and international law.

Dr. Amany Asfour



Dr. Asfour is the founder of Business and Professional Women of Egypt (BPW – Egypt) with the objectives of economic empowerment of Women, linking business women to the regional and global markets, and building the capacity of women-owned SMEs and youth start-ups. She has been recently elected the International President of the International Federation for Business and Professional Women

Mr. Liam Freeman



As Fashion Features Editor of Vogue International, Liam writes and commissions in-depth articles spanning the fields of art, design and culture, which are published across 12 Vogue websites around the world. His writing has been shortlisted for a British Society of Magazine Editors award and, in 2016, he received a fellowship from Arts Council England to research methods of textile production in West Africa

Ms. Anna Mori



Anna Mori works for the International Trade Centre (ITC), joint agency of the United Nations and the World Trade Organization. As Partnerships and Programme Officer, she is responsible for developing key partnerships and advancing the #SheTrades initiative to connect one million women to market by 2020. Prior to ITC, Anna held various positions in international business development for multinationals in the United States, Brazil and China. Anna is a human rights and inclusive trade advocate. She holds a Master of Economics from Université de Lyon and a Bachelor of International Relations from the University of Curitiba (Brazil).

Ms. Amy Fallon

Ms. Sandra Cabrera

Ms. Charcy Evers

Ms. Wanjiku Kimamo

Ms. Seun Awolowo