

SheTrades Global Liverpool Overall Programme of Events

Monday 25 June

09:00 – 18:00 **Registration** (Pullmann Hotel)

Tuesday 26 June

08:00 – 09:00 **Registration** (SheTrades Global's counter at IBF)

Opening Morning Moderator/Host: Ms. Julie Gichuru, Media Personality/Business Journalist

09:00 – 09:15 SHETRADES: Two Women, Two Stories (Auditorium)

ITC's and Maersk's joint film supporting the SheTrades initiative tells the story of two women entrepreneurs from Ghana and Alaska fulfilling a role in development by moving from local business to global trade.

WELCOME (Auditorium)

Mr. Max Steinberg, Chairman, 2018 International Business Festival

09:15 – 09:30 OPENING SESSION (Auditorium)

Ms. Arancha González, Executive Director, International Trade Centre (ITC)

09:30 – 10:00 SHETRADES GLOBAL TALK (Auditorium)

Dame Stephanie Shirley CH, Founder, FI Group

10:00 – 10:30 **Coffee & Tea Available** (Delegate dining area)

Book Signing: *Let It Go* (SheTrades Village)

Dame Stephanie Shirley CH, Founder, FI Group

10:30 – 11:15 THE ENTREPRENEURS: TURNING IDEAS INTO UNICORNS (Auditorium)

Moderator: Ms. Julie Gichuru, Media Personality/Business Journalist

Panellists:

Dr. Anna Mokgokong, Executive Chair of Community Investment Holdings

Ms. Adimaimalaga Tafuna'I, Co-Founder and Executive Director, Women in Business Development Inc., Samoa

Ms. Mariana Cortes, Founder and Designer, Juana de Arco, Argentina

11:15 – 11:45 KEYNOTE CONVERSATION (Auditorium)

H.E. Ms. Rula Ghani, First Lady of Islamic Republic of Afghanistan

Ms. Arancha González, Executive Director, ITC

11:45 – 12:00 **Group photo** (Auditorium)

12:00 – 14:00 **VIP Lunch** (*on invitation only* - 2nd Floor Lounge Area)

12:00 – 13:00 **Lunch for SheTrades Global delegates** (Delegate dining area)

13:00 – 16:00 INDUSTRY INSIGHTS (see venues below per sector)**Session I – Preparing to do business**

Delegates will participate in parallel sector sessions led by international experts to prepare to do business during SheTrades Global.

13:00 – 13:15 *Setting the scene: SheTrades Initiative, Converve, and SheTrades Village (Room TBC)*

Ms. Wendy Paratian, SheTrades Global Manager, SheTrades Initiative, ITC

Ms. Anna Mori, Partnerships Officer, SheTrades Initiative, ITC

Mr. Juan Hoyos, Export Value Chains Adviser, SheTrades Initiative, ITC

13:15 – 14:00 *International Trade Insights with Sector Experts* (in parallel)**Information Technology & Business Process Outsourcing (IT & BPO)**
(Breakout Room 1)

IT & BPO Sector Lead: Mr. Juan Hoyos, ITC

Ms. Magda Jamal, Business Development Director Netherlands, Sunrise Evolution Technologies

Textiles & Apparel (Auditorium)

Textiles & Apparel Sector Lead: Ms. Tara Mulhare, ITC

Ms. Charcy Evers, Fashion & Retail Trend Analyst

Mr. Liam Freeman, Fashion Features Editor, Vogue International

Ms. Omoyemi Akerele, Style House Files

Tourism (Breakout Room 2)

Tourism Sector Lead: Ms. Michelle Kristy, ITC

Mr. Simon Greenbury, Cheeky Monkey Media

Ms. Sylvia Forchap, Founder and CEO, Voice of Nations

Ms. Larisa Birthwright, Membership Manager, Travelife

14:00 – 15:00 *Pitching Your Business*

ITC Sector Leads

15:00 – 16:00 *Presentations and Wrap-up*

ITC Sector Leads

15:50- 16:20 SHETRADES GLOBAL TALK (Futures stage in parallel)

16:00 – 17:00 **Coffee & Tea Available** (Delegate dining area)

18:15 **Pick-up for Welcome Dinner** (Meeting point: in front of Pullman Hotel)

19:30 **WELCOME DINNER** (Anfield Football Club)

Wednesday 27 June**08:30 – 08:35 WELCOME**

Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre

08:35 – 09:30 WOMEN AND TRADE: FUTURE TRENDS (Futures Stage)

Moderator: Mr. Lanre Akinola, Editor, *African Business Magazine*

Panellists:

H.E. Ms. Adela Raz, Deputy Foreign Minister, Islamic Republic of Afghanistan

Hon. Ms. Nataliya Mykolska, Deputy Minister of Economic Development and Trade,
Ukraine

Ms. Alison Clafin, Global Head of Sales for Damco, Maersk

Ms. Krysta Fox, Executive Director, DMCC Free Zone, UAE

09:30 – 10:00 **Coffee & Tea Available** (Delegate dining area)

09:35 – 10:00 Tariffs and VAT in the context of e-commerce: the legal basics (SheTrades Village)

Ms. Colette Van der Van, Director, Trade and Development, Pro-Bono Programme,
Sidley Austin LLP

10:00 – 12:00 INDUSTRY INSIGHTS (see venues below per sector)**Session II – Meet the experts**

Industry leaders will share key industry trends, regulations, procurement policies, and practices with participants in sector groups.

10:00 – 11:30 Discussions by Sector (in parallel)IT & BPO (Breakout Room 1)

IT & BPO Sector Lead: Mr. Juan Hoyos, ITC

Ms. Magda Jamal, Business Development Director Netherlands,
Sunrise Evolution Technologies

Textiles & Garment / Beauty & Wellness (Auditorium)

Textiles & Apparel Sector Lead: Ms. Tara Mulhare, ITC

Ms. Chiedza Makonnen, CEO & Creative Director, Afrodesiac
Worldwide

Mr. Liam Freeman, Fashion Features Editor, Vogue International

Tourism (Breakout Room 2)

Tourism Sector Lead: Ms. Michelle Kristy, ITC

Ms. Alessandra Alonso, Founder, Women in Travel CIC

Mr. Ali Ahlam Nawaz, Director General, LAKSALA

11:30 – 12:00 Q&A Sessions (in parallel)

ITC Sector Leads

12:00 – 13:00 **Lunch** (Delegate dining area)

13:00 – 16:40 DOING BUSINESS

Business to business meetings (Auditorium)

Showcase room (Breakout Room 2)

13:00 – 17:00 SHETRADES VILLAGE SESSIONS (in parallel)

Meet investors and business experts and benefit from sessions hosted by partners throughout the event at the SheTrades Village!

13:00 – 13:40 Mentoring Session with Sidley Austin**13:40 – 14:20 Mentoring Session with UPS**

14:10 – 14:40 Trends and Effects Reshaping the Future of Global Supply Chains
Ms. Lycia Brahmi, Senior Reefer Cargo Specialist, MAERSK

14:20 – 15:00 Mentoring Session

14:40 – 15:10 Benefit from the SheTrades Initiative to Reach New Markets
ITC SheTrades team

15:00 – 15:40 Mentoring Session with MAERSK

15:10 – 15:40 Presentation
Mr. Liam Freeman, Vogue International

15:40 – 16:20 Mentoring Session with Ms. Erin Norma Hannah, King's University College

15:40 – 16:10 Standards Map
Ms. Sandra Cabrera, Sustainability Standards & Value Chains, ITC

16:10 – 16:40 Trade Facilitation and Customs Regulations Explained for Easier Trade
Ms. Maria Luisa Boyce, Director Global Public Affairs, UPS

16:20 – 17:00 Mentoring Session with Mr. Liam Freeman, Vogue**16:40 – 18:30 PARTNERS MEETING** (Auditorium)

Chair: Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre

16:40 – 17:40 **Coffee & Tea Available** (Delegate dining area)

Thursday 28 June**08:25 – 08:30 WELCOME**

Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre

08:30 – 09:45 THE ENABLERS: MAKING TRADE HAPPEN (Futures Stage)**Moderator:**

Ms. Soumaya Keynes, Economics and Trade Correspondent, *The Economist*

Panellists:

Hon. Dr. Isatou Touray, Minister of Trade, Industry, Regional Integration, and Employment, Islamic Republic of the Gambia

Ms. Cherie Blair, Founder, Cherie Blair Foundation

Ms. Maria Luisa Boyce, Director, Global Affairs, UPS

Ms. Sanem Oktar, President, Kagider, Women Entrepreneurs Association of Turkey

09:30 – 10:30 **Coffee & Tea Available** (Delegate dining area)

09:45 – 12:45 SHETRADES VILLAGE SESSIONS

Meet investors and business experts and benefit from sessions hosted by partners throughout the event at the SheTrades Village!

09:45 – 10:25 Mentoring Session with Ms. Seun Awolowo

09:45 – 10:05 Product standards and sustainability in the context of e-commerce: the legal basics

Ms. Colette Van der Van, Director, Trade and Development, Pro-Bono Programme, Sidley Austin LLP

10:05 – 10:25 The East African Experience – certification and trade automation as levers for market access

Ms. Wanjiku Kimamo, Director, Export Capability, Trade Mark East Africa

10:25 – 11:05 Mentoring Session with Ms. Seun Awolowo

10:25 – 10:45 Together with you we would like to make International Trade Accessible to all – an Introduction of Maersk Growth

Ms. Betty Yan Liu, Venture Partner, Growth Initiatives, MAERSK

11:05 – 11:45 Mentoring Session with Ms. Charcy Evers, Designer

11:05 – 11:25 Solving Logistics Challenges for SMEs – Top Tips for Exporting
Sandrine Lagrost, Marketing Segment Manager, UPS

11:25 – 11:45 International Federation of Business and Professional Women

Dr. Amany Asfour, International President, International Federation of Business and Professional Women

11:45 – 12:25 Mentoring Session with Ms. Vanessa Erogbogbo, SheTrades

11:45 – 12:05 Become a part of the Sidley Pro Bono Programme

Ms. Karolina Anda Berney

12:05 – 12:45 Mentoring Session with Ms. Silke Trommer, University of Manchester

09:45 – 13:00 DOING BUSINESS (in parallel)

Business to business meetings (Auditorium)

Showcase room (Breakout Room 2)

13:00 – 14:00 **Lunch** (Delegate dining area)

14:00 – 14:30 KEYNOTE CONVERSATION (Auditorium)

H.E. Ms. Esther Lungu, First Lady of the Republic of Zambia

Ms. Arancha González, Executive Director, International Trade Centre

14:30 – 14:45 STATEMENT

Dr. Liam Fox, Secretary of State for International Trade, United Kingdom

14:45 – 15:00 **Coffee & Tea Available** (Delegate dining area)

15:00-16:45 SHETRADES: INVESTMENT CHALLENGE (Auditorium)**Moderator:**

Ms. Vanessa Erogbogbo, Head of SheTrades Initiative, International Trade Centre

Jury:

Ms. May Ali Babiker Eltahir, Women and Youth Initiative Manager, Islamic Development Bank

Mr. Guido Boysen, Chief Executive Officer, Grofin

Mr. Douglas Cochrane, Founder, Balloon Ventures

Ms. Betty Yan Liu, Venture Partner, Growth Initiatives at Maersk

Guest: Mr. Mark Vale, President of United Kingdom, Ireland, and Nordic Operations, UPS

16:45 – 17:00 PLENARY: CLOSING SESSION (Auditorium)

Ms. Arancha González, Executive Director, International Trade Centre

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2018 INTERNATIONAL BUSINESS FESTIVAL

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www.SheTrades.com



womenandtrade@intracen.org



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