



**EXPERT MEETING ON PROMOTING VALUE ADDITION AND ENHANCEMENT OF
DOMESTIC PRODUCTIVE CAPACITY THROUGH LOCAL ECONOMIC EMPOWERMENT**

12 December 2019

Room XXVI, Palais des Nations, Geneva

PROVISIONAL PROGRAMME

10–11 a.m. **OPENING PLENARY SESSION**

ITEM 1. ELECTION OF OFFICERS

ITEM 2. ADOPTION OF THE AGENDA AND ORGANIZATION OF WORK

Opening statement by Ms. Pamela Coke-Hamilton, Director, Division on International Trade and Commodities, (DITC), UNCTAD

ITEM 3. PROMOTING VALUE ADDITION AND THE ENHANCEMENT OF DOMESTIC PRODUCTIVE CAPACITY THROUGH LOCAL ECONOMIC EMPOWERMENT

Presentation of background note by Ms. Pamela Coke-Hamilton, Director, DITC, UNCTAD

11 a.m.–1 p.m. **ITEM 3. PROMOTING VALUE ADDITION AND THE ENHANCEMENT OF DOMESTIC PRODUCTIVE CAPACITY THROUGH LOCAL ECONOMIC EMPOWERMENT**

Session 1. Approaches to value addition and productive capacity improvement

Value addition is one form of economic diversification, also called vertical diversification. The other form is horizontal diversification, which consists of increasing the number of items produced, without necessarily adding value to an existing commodity. Both forms require a long-term coherent and integral strategy, with dedicated institutions to make it happen at the national and regional levels. A combination of vertical and horizontal diversification may be used, as well as, in some cases, the pursuit of qualitative diversification.

Key questions

- What innovative approaches exist to increase export revenues via the horizontal, vertical and qualitative diversification of products? What policy support is needed for each approach?
- What challenges are faced by commodity-dependent developing countries in promoting value addition for their primary commodities? How can these challenges be tackled? Are there any positive country experiences to share with others?
- How can the private sector contribute to promoting value addition and enhancing productive capacity through local economic empowerment? Are there any positive experiences to share?

Panellists

Mr. Janvier Nkurunziza, Chief, Commodities Research and Analysis Section, Commodities Branch, DITC, UNCTAD

Mr. Admire Murambiwa Masenda, Director, Association of Cotton Value Adders, Zimbabwe

Ms. Xiaoxiao Kang, Co-founder and Chief Executive Officer, Hansun Agriculture PLC, Ethiopia

Moderator

Ms. Yanchun Zhang, Chief, Commodities Branch, DITC, UNCTAD

Interactive discussion with experts

3–4.15 p.m. **ITEM 3. PROMOTING VALUE ADDITION AND THE ENHANCEMENT OF DOMESTIC PRODUCTIVE CAPACITY THROUGH LOCAL ECONOMIC EMPOWERMENT**

Session 2. Market access conditions and trade costs faced by new products

Regulatory product standards (non-tariff measures (NTMs)) may raise trade costs even in cases where the regulations or standards are necessary and justified for sanitary, safety or environmental purposes. They can disproportionately hinder the productive capacity improvement of microenterprises and small and medium-sized enterprises in low-income countries. Such costs, in particular those associated with NTMs of importing countries, can be significantly reduced via concerted actions among trading partners. Policies aimed at lowering costs at both the national and regional levels can enhance productivity and thereby increase participation in production chains for some products that would otherwise be non-competitive.

Key questions

- How can NTMs best be addressed in a way that promotes the upgrading of productive capacity to gain access to lucrative markets? Does addressing NTMs increase value addition?
- Would transparency in import and export requirements help in achieving this goal?
- What are the expected benefits for countries, in particular for regional trade, of streamlining internal NTMs, particularly in enhancing the efficiency and coherence of import and export requirements?

Panellists

Mr. Hubert Escaith, Former Chief Statistician and Project Leader, Trade in Value Added Initiative, World Trade Organization

Mr. Jaime de Melo, Emeritus Professor, University of Geneva and Scientific Adviser, Fondation pour les études et recherches sur le développement international, Switzerland

Mr. Vilavong Southanilaxay, Deputy Head, Trade Facilitation Division, Department of Import and Export, Ministry of Commerce and Industry, Lao People's Democratic Republic

Ms. Gloriose Ntibarataye, Assistant, Ministry of Commerce, Industry and Tourism, Burundi

Moderator:

Mr. Ralf Peters, Chief, Trade Information Section, DITC, UNCTAD

Interactive discussion with experts

4.15–5.30 p.m. **ITEM 3. PROMOTING VALUE ADDITION AND THE ENHANCEMENT OF DOMESTIC PRODUCTIVE CAPACITY THROUGH LOCAL ECONOMIC EMPOWERMENT**

Session 3. Capitalizing on voluntary sustainability standards for enhancing value addition and domestic productive capacity

Global demand for sustainable or green products has been growing faster than for brown product equivalents. Voluntary sustainability standards (VSS) can help primary commodities enter green value chains and increase market value. However, VSS certification can pose a significant challenge to smallholder producers and microenterprises and small and medium-sized enterprises in developing countries.

Key questions

- What are the opportunities presented by the growing green market in terms of promoting value addition, productive capacity and export diversification?
- How do VSS support countries in benefiting from the green market?
- What policy support is needed from the Government?

Panellists

Mr. Sumbue Antas, Ambassador, Permanent Representative, Permanent Mission of Vanuatu to the United Nations Office at Geneva

Ms. Shaila Seshia Galvin, Assistant Professor, Graduate Institute Geneva

Mr. Rodrigo Ruperez, Consultant, Andean Community

Mr. Marc Dios, Product Manager, Intertek Agri World, Switzerland

Moderator:

Mr. Santiago Fernandez De Cordoba, Senior Economist, Trade Analysis Branch, DITC, UNCTAD

Interactive discussion with experts

5.30–6 p.m. **CLOSING PLENARY SESSION**
ITEM 4. ADOPTION OF THE REPORT OF THE MEETING