

Joining forces to reduce trade cost for inclusive, sustainable growth
An ITC, OECD, WEF side event

WTO, GENEVA, SWITZERLAND
30 JUNE 2015
13.30-15.00

BACKGROUND

The private sector is responsible for around 90% of both formal and informal employment in the developing world; it provides critical goods and services that improve people's lives; is the source of most tax revenues; and, it is key to ensuring the efficient flow of capital. While donor agencies differ in their approaches for alleviating poverty, all see economic growth as the requisite factor for meeting sustainable development goals and ending poverty.

In order to facilitate trade in a more practical and sustainable manner, it is important to build on the private sector's experience when it comes to trade costs and obstacles both at the border level and behind the border. Constant dialogue among government and private sector can help overcome those hurdles and adapt reforms for a greater impact on value chains and countries competitiveness. To that end, reducing trade barriers not only enables trade but most importantly contributes to prosperity, jobs creation and increase in GDP levels.

Above all, agencies recognise that sustainable development solutions will require a central role for the private sector. This explains the renewed focus of the development community on the role of the private sector in development and engagement with business as a core partner. In order to develop a thriving private sector, donor agencies have contributed to supporting partner countries to get the pre-conditions for private sector growth right: i.e. promote the business climate, invest in infrastructure and facilitate entrepreneurship through technical assistance. Now they are looking for ways through which to leverage public funds with private resources, both human and financial, to support and improve sustainable economic growth outcomes that create more jobs, reduce poverty and share the benefits of the global economy.

This side event will discuss how to strengthen the links between the private and public sector and in particular how private and public finance can best be used to reduce trade costs for inclusive and sustainable growth.

The side event will focus on how to deepen private sector engagement / build on private sector's experience in reducing trade costs for inclusive sustainable growth, trough discussion on how to:

- i. Strengthen the contribution of SMEs to inclusive, sustainable growth.
- ii. Enhance the dialogue between business and donors
- iii. Use aid to leverage private finance and investment.

PROGRAMME:

The side event will take place on 30 June from 13.30-15.00 and will feature the following panellists:

Marion Jansen, Chief Economist of International Trade Centre
Margareta Drzeniek-Hanouz , Lead economist, Head of Global Competitiveness of the World Economic Forum (WEF)
Brenda Killen, Deputy Director, OECD Development Cooperation Directorate [TBC]
Pedro Cruz, Managing Director, Cervejas de Moçambique

Biographies

Marion Jansen is the Chief Economist of the International Trade Centre. Prior to this, she was a counsellor in the Economic Research and Statistics Division of the World Trade Organization, which she joined in 1999. From early 2009 to September 2012 she led the International Labour Office's Programme on Trade and Employment, while on leave from the WTO.

Marion Jansen holds a PhD in economics from the Universitat Pompeu Fabra (Barcelona, 1998). She is a lecturer at the University of Geneva and a faculty member of the World Trade Institute. She has widely published on subjects related to international trade and global governance and is notably one of the editors of the ILO-WTO co-publication "Making Globalization Socially Sustainable" (2011) and of the ILO publication "Trade and Employment: From Myths to Facts" (2011).

Marion Jansen has organized numerous research, capacity building and policy events involving representatives from governments, employer organizations and unions. She has also frequently acted as a WTO or ILO representative in private sector stakeholder events organized around the theme globalization and labour markets.

Margareta Drzeniek-Hanouz is the Head of Competitiveness Research and a Director and Senior Economist with the Global Competitiveness and Benchmarking Network at the World Economic Forum.

Ms. Drzeniek-Hanouz has been the lead author or editor of a number of regional and topical reports and papers, including *The Global Enabling Trade Report* and *The Global Competitiveness Report*. Previously she oversaw the economic modeling for some of the Forum's scenario projects and was charged with developing the economics section of the program for the World Economic Forum's Annual Meeting in Davos.

Before joining the Forum, Ms. Drzeniek-Hanouz worked for several years with the International Trade Centre in Geneva, where she was in charge of relations with Central and Eastern European countries. She has a Diploma in Economics from the University of Münster and holds a PhD in International Economics from the University of Bochum, both in Germany.

Brenda Killen was appointed deputy director of the [OECD Development Co-operation Directorate](#) in June 2014. As Deputy Director of the Development Co-operation Directorate, she leads work in key areas such as private sector development and the interface between environment and development; OECD's support to the Global Partnership for Effective Development Co-operation; and DCD participation in the G20 Development Working Group.

Ms Killen has led the Development Co-operation Directorate's (DCD) work on development effectiveness since 2007, including the preparation of the Fourth High Level Forum on Development Effectiveness in Busan (2011). She has also been instrumental in supporting the activities of the Global Partnership on Effective Development Co-operation, working with partners from around the world.

Before taking up duties as Deputy Director, she was Head of DCD's Global Partnerships and Policies Division, leading DCD's work on conflict and fragility, climate change and green growth, gender equality and other important policy areas.

Pedro Cruz serves as Managing Director of Cervejas de Mocambique, SA and served as its Commercial Director. Mr. Cruz has been Director of Cervejas de Mocambique, SA since May 2012.

Mr Cruz has had developed his career in the Food and Beverages industry, including roles in Marketing, Sales, Distribution, Finance, Business Development and General Management. He has experience in senior management roles, involving business strategy, negotiation, re-structuring processes, and leadership of multi-functional and multi-cultural teams in Portugal, U.K., Spain and Mozambique.