



International
Trade
Centre



WORLD EXPORT DEVELOPMENT FORUM 2016

12-13 October, Colombo, Sri Lanka



Trade for Success: Connect, Compete, Change



World Export Development Forum (WEDF)

The World Export Development Forum (WEDF) is a unique global conference and business-to-business (B2B) matchmaking platform dedicated to supporting trade-led development.

As the flagship event of the International Trade Centre (ITC), WEDF brings together over 600 business leaders, policymakers, heads of trade and investment support institutions and international trade development officials to address international competitiveness for small and medium-sized enterprises (SMEs).

The 16th edition of WEDF is co-hosted by ITC and the Ministry of Development Strategies and International Trade of Sri Lanka, through the Sri Lanka Export Development Board (EDB).

ITC is the only United Nations organization to focus exclusively on SMEs. In Sri Lanka, where over 80% of businesses are SMEs, EDB is the key agency that promotes linkages to international markets and partners.

SMEs feature prominently in Sri Lanka's economic blueprint, which sets out ambitious goals to create one million new jobs through participation in the global economy.

With an average GDP growth of 6.7% over the past several years, Sri Lanka offers new trade and investment opportunities at a strategic location along the reviving 'maritime Silk Road' in the Indian Ocean.

Why attend WEDF 2016?

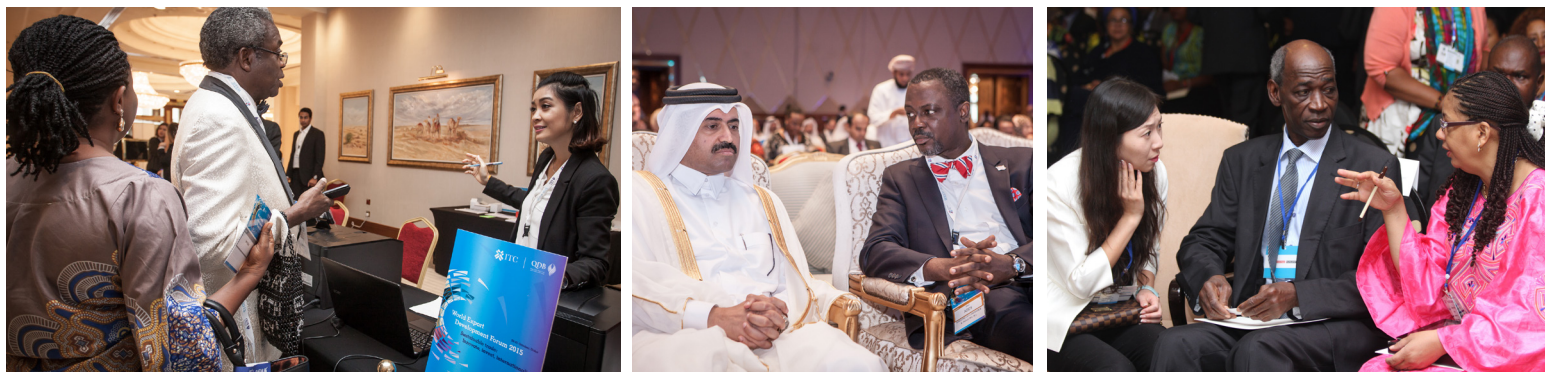
WEDF 2016 is designed for decision makers that drive SME innovation and internationalization.

Meet us in Sri Lanka for high-level panel discussions, practical workshops and B2B meetings to:

- Get the latest on consumer trends, business strategies and trade policies to navigate today's trade environment;
- Connect with experts on trade issues such as standards, trade facilitation and logistics;
- Find solutions to overcome key trade barriers and increase competitiveness;
- Sign new business deals with partners from Sri Lanka and around the world.

WEDF themes over 16 years

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|--|---|
| 2015 Sustainable Trade: Innovate, Invest, Internationalize | 2005 Export of Services: Hype or High Potential? Implications for Strategy-Makers |
| 2014 SMEs: Creating jobs through trade | 2004 Competitiveness through Public-Private Partnership: Successes and Lessons Learned |
| 2012 Linking growth markets: New dynamics in global trade | 2003 Business for Development: Implications for Strategy-Makers |
| 2011 Private sector engagement with LDCs for tourism-led growth and inclusive sustainable development | 2002 Managing Competitive Advantage: The Values of National Strategy |
| 2010 Adapting to post-crisis world trade patterns, and lessons for export development | 2001 Is Your Trade Support Network Working? |
| 2008 Consumer Conscience: How Environment and Ethics are Influencing Exports | 2000 Export Development and the Digital Economy |
| 2007 Bringing Down the Barriers – Charting a Dynamic Export Development Agenda | 1999 Redefining Trade Promotion – The Need for a Strategic Response |
| 2006 Export Development and Poverty Reduction: Linkages and Implications for Export Strategy-Makers | |



WEDF 2016 – Trade for Success: Connect, Compete, Change

WEDF 2016 will focus on helping SMEs flourish in regional and global value chains, against the backdrop of new trade realities for international business.

The consumers of tomorrow are shifting. By 2030, two thirds of the middle class will be in Asia, 14% in Europe, and 7% in North America, according to the Brookings Institution.

As a result, much trade will be within and between South-South regions, such as between Asia and fast-growing Eastern Africa, or Latin America. Consumers of the future will be predominantly young. They will travel, use mobile devices and pay attention to value for money – including cost, social and environmental value. The jobs of the future will take these trends into account.

Trade policy is changing fast to meet these new realities, with the accent on mega-regional trade agreements and consideration of sustainable consumer trends. The UN Sustainable Development Goals reflect the need for trade policy and business solutions that are sustainable – with an accent on women, youth and environmental protection.

Connect

As mega-regional agreements such as the Transatlantic Trade and Investment Partnership and the Trans-Pacific Partnership emerge, the voice of business is essential to shape competitiveness strategies. Trade facilitation and logistics remain key drivers of improved connectivity.

Compete

Digital technologies are reshaping how we trade, opening up new opportunities for SMEs to compete in the global economy.

SMEs can reach new consumers around the world directly, and integrate more quickly and higher up the value chain, thanks to e-commerce and technologies such as 3D printing.

Change

Standards have become a gateway for SMEs to enter international markets. Certification of standards and regulations may include technical specifications required by producers in the supply chain or health, social or environmental standards demanded by consumers or governments.

The tourism sector is an example, as companies adjust their offers for a tailored experience that is both authentic and sustainable for local communities.

Talk Business, Do Business

B2B meetings will be facilitated in three sectors: Information and Communications Technologies (ICTs); tourism; and specialty food, including tea, spices and processed fruit.

At WEDF 2015, organizations signed declarations of intent valued at US\$ 80 million.





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The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.