

PROGRAM

08:15-18:30 Hrs. **Participant Registration**

OPENING CEREMONY

09:30-09:35 Hrs. **Welcoming Remarks**

Mr. Hector Casanueva Ojeda, Director, ProChile

09:35-09:45 Hrs. **Introductory Remarks**

Ambassador Juan Gabriel Valdes, Director of International Economic Affairs

09:45-10:00 Hrs. **Keynote Address**

Mr. Jose Miguel Insulza, Minister of Foreign Affairs

FIRST PLENARY SESSION

TRADE PROMOTION WITHIN THE REALM OF FREE TRADE

Moderator: Mr. Alejandro Jara Puga, Director of Multilateral Economic Affairs

10:00-10:30 Hrs. **The Challenges Facing Trade Promotion in Today's World**

Mr. Hector Casanueva Ojeda, Director of ProChile

10:30-11:00 Hrs. **Trade Promotion Organizations: Past and Future**

Mr. J. Denis Belisle, Executive Director, International Trade Center - UNCTAD/OMC

11:10-11:35 Hrs. **Coffee Break**

POLICIES AND TRADE PROMOTION TOOLS FOR GOODS AND SERVICES AND THE WORLD TRADE ORGANIZATION (WTO)

Moderator: Ms. Carmen Luz Guarda, Ambassador Permanent Representative of Chile to the WTO

11:35-12:05 Hrs. **Uruguay Round Agreements on Subsidies and on Anti-Dumping**

Mr. Jesse Kreier, Acting Director of the Rules Division of the World Organization (WTO)

12:05-12:35 Hrs. **Export Promotion and WTO Subsidies Rules**

Mr. Gary Horlick, Permanent Member and Former Chairman of the Group of Experts in Subsidies of the WTO

13:00-14:45 Hrs. **Luncheon** Hosted by Ambassador Juan Gabriel Valdes, Director of Economic Affairs

«Chile, Speech by Ambassador Juan Gabriel Valdes, Director of Economic Affairs, **Harmonizing Regional, Bilateral and Multilateral Agreements**»

SECOND PLENARY SESSION

SUCCESSFUL TOOLS AND POLICIES IN TRADE PROMOTION FOR GOODS AND SERVICES

15:00 - 16:30 Hrs. **ASIA - Successful Tools and Policies in Trade Promotion for Goods and Services**

Moderator: Mr. Pham Ngoc San, Deputy Director General, Ministry of Trade of S.R. Vietnam

- **Japan:** JETRO - Japan External Trade Organization, Mr. Saburo Yuzawa, Executive Vice President

of

- **People's Rep. China:** CCPIT - China Council for the Promotion International Trade
Mrs. Zhong Ming, Vice Chairwoman

16:30 - 16:45 Hrs. **Coffee Break**

16:45 - 18:00 Hrs. **OCEANIA - Successful Tools and Policies in Trade Promotion for Goods and Services**

Moderator: Ambassador Eduardo Jara, Director for Asia Pacific Affairs
Ministry of Foreign Affairs, Chile

- **Australia:** AUSTRADE - Australian Trade Commission,
Mr. Michael Johnson, Executive General Manager- Americas
- **New Zealand:** TRADENZ - New Zealand Trade Development Board,
Mrs. Janette Malcolm, General Director South America

20:30 - 23:00 Hrs. **WELCOME DINNER** Hosted by Mr. Jose Miguel Insulza, Minister of Foreign Affairs

Toast by Mr. Jose Miguel Insulza, Minister of Foreign Affairs

Speech by Mr. Ricardo Marquez Flores, First Vice President of the Republic of Perú and President of PROMPEX: «The Challenges of SME's approaching the Third Milenium»

THIRD PLENARY SESSION

SUCCESSFUL TOOLS AND POLICIES IN TRADE PROMOTION FOR GOODS AND SERVICES

09:00 - 11:15 Hrs. **EUROPE - Successful Tools and Policies in Trade Promotion for Goods and Services**

Foreign **Moderator:** Mr. Zeljko Kupresak, Assistant Minister, Ministry of Affairs, Republic of Croatia

- **European Union:** Community Policy on Export Promotion
Mr. Pierre Defraigne, Director for North-South Relations at the DG for External Relations (DGI)
- **Spain:** ICEX - Spanish Foreign Trade Institute
Mr. Felix Martínez, General Director of Information
- **Belgium:** AWEX - Walloon Export Agency
Mr. Phillippe Suinen, General Director
- **Netherlands:** Policies, Instruments and Programs of CBI - Centre for the Promotion of Imports from Developing Countries
Mr. Hans Fortuin, Executive Director

11:15 - 11:35 Hrs. **Coffee Break**

11:35 - 12:45 Hrs. **AFRICA - Successful Tools and Policies in Trade Promotion for Goods and Services**

Moderator: Mr. Mbaruk Kassim Mwandoro, General Director,
The Board of External Trade of Tanzania

- **Marruecos:** CMPE - Centro Marroquí para la Promoción de Exportaciones
Sr. Mounir M. Bensaïd, General Manager
- **Zimbabwe:** ZIMTRADE
Mr. M. Bara, Acting Director of Trade Development

13:00 - 14:45 Hrs. **LUNCHEON**

Speech by Mr. Mikhail Marinich, Minister of Foreign Trade Relations of the

Republic of Belarus: «Belarus: Economic Integration and Commercial
Opening»

15:00 - 16:45 Hrs. **SOUTH AMERICA, CENTRAL AMERICA AND THE CARIBBEAN: Successful Tools
and Policies in Trade Promotion for Goods and Services**

Moderator: Ing. Rafael Delgadillo, General Manager, Center for the
Promotion of Exports, Bolivia

- **Colombia:** PROEXPORT - Office of Export Promotion
Sr. Luis Fernando Díaz, Trade Counsellor
- **Peru:** PROMPEX - Export Promotion Commission
Mr. Antonio Castillo, General Manager
- **Costa Rica:** PROCOMER - Foreign Trade Corporation
Mr. Eduardo Alonso, General Manager

16:45 - 17:00 Hrs. **Coffee Break**

17:00 - 18:15 Hrs. **NORTH AMERICA - Successful Tools and Policies in Trade Promotion for
Goods and Services**

Moderator: Mr. Carlos Appelgren, Director for North America, Central
America, The Caribbean and Hemispheric Affairs, Chile

- **Mexico:** SECOFI - Ministry of Trade and Industrial Development
Lic. Angelica Rodriguez, Special Advisor, Undersecretary of
Industrial and Foreign Trade Promotion
- **United States:** The U.S. Foreign & Commercial Service,
of Commerce, Ms. Awilda Marquez, Assistant Secretary and
General

Department
Director

WORKSHOPS (simultaneous)

TRADE PROMOTION TOOLS AT THE DOORSTEP TO THE 21st CENTURY

09:30 - 12:00 Hrs. **Workshops on the following subjects:**

TOPIC 1: Production and Dissemination of Trade Information

Moderator: Mr. Hervé Le Roy, Acting Director General,
French Center for Foreign Trade - CFCE

Rapporteur: Mrs. Elizabeth Cleveland, Manager Export Office,
Mississippi Department of Economic and Community Development

- **Australia:** AUSTRADE, Mr. Michael Johnson,
Executive General Manager- Americas
- **Chinese Taipei:** CETRA, Mr. Chen Kuo Lin, Chairman
- **United States:** FTDC, Mr. Jose F. Matto, President

TOPIC 2: International Trade Fairs

Moderator: Mrs. Gery Bernoit Preval, First Lady and Consultant,
Presidential Commission on Economic Growth, Haiti

Rapporteur: Mr. Victor Catalin Arjoca, General Director,
Romanian Foreign Trade Center

- **Italy:** ICE, Mr. Antonio Maffoda,
Manager of the Office of Planning and Promotion Act.
- **Hong Kong S.A.R.:** HKTDC, Mr. Robin Chiu, Director of the
Americas

TOPIC 3: Trade Promotion and Public - Private Linkages

Moderator: Mr. Guillermo Garrido M., Under Director of ProChile

Rapporteur: Mr. Günther Graff, Deputy Director General,
Austrian Foreign Trade Organization

- **Germany:** GTZ- PROTRADE, Mr. Albrecht Graf von Hardenberg,

Executive Director

• **Brasil:** APEX, Mr. Jose Frederico Alvares, Manager

• **Ecuador:** CORPEI, Mr. Ricardo Estrada, Chief Executive Officer

TOPIC 4: Criteria and Mechanisms for Co-Financing Export Promotion

Moderator: Mr. Dario Guzman, Under Director of ProChile

Rapporteur: Mr. Pablo Orrego, Head of Development Unit, ProChile

• **Switzerland:** OSEC, Dr. Martin Monsch, General Director

• **United States:** Empire State Development, NY State's Economic Development Agency, Mr. Gerald Shaye, Specialist in Commerce

• **Mexico:** BANCOMEXT, Lic. Bernardo Palomera, Deputy Director General of Export Development

12:45 - 14:25 Hrs.
Development and

LUNCHEON Hosted by Mr. Jorge Leiva, Minister of Economy, Reconstruction

Speech by Mr. Jorge Leiva, Minister of Economy, Development and Reconstruction: «The Economy in Light of the Challenges of the 21st Century»

BILATERAL MEETINGS

14:30 - 16:00 Hrs.

Scheduled Meetings Among Delegations

FOURTH PLENARY SESSION

CONCLUSIONS

16:00 - 18:00 Hrs.

Presentation of Workshops Conclusions by Rapporteurs

Topic 1: Production and Dissemination of Trade Information

Topic 2: International Trade Fairs

Topic 3: Trade Promotion and Public Private Linkages

Topic 4: Criteria and Mechanisms for Co-Financing Export Promotion

Presentation of General Conclusions

CLOSING CEREMONY

18:30 Hrs

CLOSING SPEECH

Republic

By His Excellency Eduardo Frei Ruiz-Tagle, President of the

19:00 Hrs.

Farewell Cocktail