



Kingdom of the Netherlands

WTO Aid for Trade Session

Strengthening Economic Resilience of the Informal Economy through Aid for Trade policies

Building Back Better | Economic Resilience | Aid for Trade | Informal Economy | Building Back Better | Economic Resilience | Aid for Trade | Informal Economy | Building Back Better | Economic Resilience

It is estimated that 60 percent of the world's employed population is part of the informal economy. In Africa, almost 90 percent of rural and urban workers have informal jobs. COVID-19 has shown the vulnerability of informal workers. Therefore, strengthening resilience to economic shocks of the most vulnerable groups is essential for building back better. This challenges Aid for Trade policymakers to find ways to better include the informal economy. There is a clear need to map and understand the role of informal traders in regional and global value chains and include the experiences and needs of informal traders in Aid for Trade policy. In this session we will explore what an inclusive approach towards informality can look like in the field of Aid for Trade.

Agenda - 25 March 2021, 15:30 - 17:00 (CET)

Moderator - Vanessa Erogbogbo, Chief Sustainable and Inclusive Value Chains at ITC
Opening - Steven Collet, Director for Sustainable Economic Development, Ambassador for Business and Development at Netherlands Ministry of Foreign Affairs

Setting the Scene - Philippe Marcadent, Chief Inclusive Labour Markets, Labour Relations and Working Conditions at ILO

Practice Perspectives

- Marie Bob-Kandeh, President of the Sierra Leone Market Women Association
- Medgar Brown, Director of Balmed Holdings in Sierra Leone
- Paul Brenton, Lead Economist in Macroeconomics, Trade and Investment Global Practice at the World Bank
- Dr. Cheikh Tidiane Dieye, Executive Director at African Centre for Trade, Integration and Development

Registration

You can sign up for this session using this link or by sending an e-mail to DDE-RSVP@minbuza.nl.



AID FOR TRADE
Stocktaking Event

23-25 March 2021

Speaker Bios - WTO Aid for Trade Session 2021

Strengthening Economic Resilience of the Informal Economy through Aid for Trade policies
25 March 2021, 15:30-17:00 (CET)

Vanessa Erogbogbo, Chief Sustainable and Inclusive Value Chains at ITC
(Moderator)

Vanessa Erogbogbo is Chief, Sustainable and Inclusive Value Chains section at the International Trade Centre and a member of the Management Action Group. She has over 20 years of experience in private sector development having worked in both international development and the private sector.

She oversees ITC's work on sustainable value chains, and trade and gender encompassing the Trade for Sustainable Development programme which powers SMEs for a sustainable future, the SheTrades initiative which is connecting 3 million women to market by 2021, and the implementation unit driving the roll out of ITC's strategy on trade and environmental sustainability

Vanessa is a member of the advisory board of the Geneva Trade Platform housed within the Geneva Graduate Institute's Centre for Trade and Economic Integration, vice-chairperson of the EQUALS Global Partnership steering committee and was Chair of ISO/IWA 34 on women's entrepreneurship. She previously held positions at the International Finance Corporation, Standard Chartered Bank, and as an entrepreneur. She holds an MBA from the London Business School, and MSc Information Technology and B.Eng Hons in Civil Engineering from Loughborough University, UK.



Steven Collet - Director for Sustainable Economic Development, Ambassador for Business and Development at Netherlands Ministry of Foreign Affairs
(Opening)

Steven is a change maker, with a passion for both international and organizational development. He has been working on economic development and trade for two decades, working in multilateral, bilateral and private sector arena's. He served as a diplomat in Tanzania and Vietnam. He was speechwriter to the Minister for Development Cooperation, and chief of staff at the Ministry of Foreign Affairs, leading the Modernisation of Dutch Diplomacy. He was Executive Board member of IDH, the Sustainable Trade Initiative, making the business case for sustainable value chains.

In his current role, Steven is responsible for the Dutch government effort to promote decent work and economic development (SDG8), and private sector and financial markets engagement in developing countries. Steven studied Arts and Philosophy at the Free University in Brussels and holds an MBA in Social Sciences from the Radboud University in Nijmegen. He is a participant of THNK, the School for Creative Leadership.



Philippe Marcadent - Chief Inclusive Labour Markets, Labour Relations and Working Conditions at ILO (Setting the Scene)

Philippe Marcadent is the Chief of the "Inclusive Labour Markets, Labour Relations and Working Conditions" Branch of the International Labour Office (ILO), in Geneva. This Branch covers a wide range of policy areas, including wages and income, labour relations and collective bargaining, working time, non-standard forms of employment, employment protection, the digital economy and informality/undeclared work. Over the past years, he was also the Lead of the ILO Policy Outcome on the Formalization of the informal economy, which was one of the 10 Policy Outcomes of the organization, when such Outcome existed. He is now in charge of fostering coordination of the ILO activities on the informal economy and transition to formality. He



has published numerous publications in the fields of financing, workers' organization, the fight against poverty, extension of social protection, working conditions and formalization of the informal economy.

Marie Bob-Kandeh - President of the Sierra Leone Market Women Association
(*Practice Perspective*)

Marie Bob-Kandeh was born in Kambia district in the Magbema and Gbinleh Dixon chiefdom. She started her business as a hawker with different food items and later sold vegetable at the Garrison Street Market. She was one of the founders of the Sierra Leone Market Women Association in 1996 with the aims and objectives to educate market women on their roles, rights and responsibilities as citizens so that, they can be able to contribute to national development and to participate in decision making in their communities.



In 2007, she worked as National Coordinator for Africa Foundation for Development (AFFORD-SL) an organization that was set up in Sierra Leone to build the capacity of Informal Private Sector businesses through record keeping, market survey, business coaching, business plan development, customers service and facilitate facilities to the banks to access loan to expand or diversify their businesses. Haja Marie Bob- Kandeh is an entrepreneur transforming local foodstuff in powders to support the value chain and a Cashew farmer. She is currently the Mobilization/Social and Gender Officer in Adam Smith International (ASI) working as a local communication Officer with in two communities to improve the Water Delivery Service.

Medgar Brown - Director of Balmed Holdings in Sierra Leone
(*Practice Perspective*)

Medgar Brown has been in Sierra Leone for approximately 22 years and is from the UK with West Indian Origin. Medgar has travelled across West Africa during this period, and has been in the agricultural sector in Sierra Leone for approximately 15 years, working with cocoa farmers and exporting cocoa. He contributed to the design of the block farming model as a way of partnering with the farmers, in establishing new cocoa farms and certification programs, in the eastern region of Sierra Leone.



In 2017 the same block farm planting model was used in the cashew sector and has since established approximately 3,000 hectares of cashew farms in the Northern region of Sierra Leone in a number of Districts jointly with approximately 2,000 farmers (70 farm groups). In 2017 Balmed was the first company to export cashew from Sierra Leone (though the quantity was very small: approximately 62MT). Medgar and his partners expect to commence exporting cashew from some of their farms this year and purchases from individual farmers around the country. Prior to coming to Sierra Leone, Medgar worked as a management trainer in British Telecommunications.

Paul Brenton - Lead Economist in Macroeconomics, Trade and Investment
Global Practice at the World Bank (*Practice Perspective*)

Paul Brenton is Lead Economist in the Macroeconomics, Trade and Investment Global Practice of the World Bank. He focuses on analytical and operation work on trade and regional integration. He is currently working on issues including small-scale cross-border trade in Africa, trade and climate change and regional integration in the Horn of Africa. He recently co-authored the joint World Bank-WTO report on *The Role of Trade in Ending Poverty*. He is co-editor of the books *De-Fragmenting Africa: Deepening Regional Trade Integration in Goods and Services* and *Africa can Help Feed Africa*. Paul joined the Bank in 2002, having previously been Senior Research Fellow and Head of the Trade Policy Unit at the Centre for European Policy



Studies in Brussels. Before that he lectured in economics at the University of Birmingham in the UK. He has a PhD in Economics from the University of East Anglia. A collection of Paul's work has been published in the volume [International Trade, Distribution and Development: Empirical Studies of Trade Policies](#). Many of his research and policy papers are available at this [link](#).

Dr. Cheikh Tidiane Dieye - Executive Director at African Centre for Trade, Integration and Development (Practice Perspective)

Holder of a PhD in development studies, obtained at the Graduate Institute of International and Development Studies in Geneva, Cheikh Tidiane DIEYE has a rich professional experience of about 20 years in the area of international, continental and regional trade, in particular on matters related to World Trade Organisation (WTO), Economic Partnership Agreement (EPA) with the EU, Africa Continental Free Trade Agreement, etc. He has in-depth knowledge of the ACP/ EU cooperation, including Cotonou agreement and the Africa-Europe Alliance for Sustainable Investment and Jobs. From 2008 to 2014, he was a Member of the Regional Negotiation Committee of the EU-West Africa EPA and participated in all phases of the negotiation of this agreement. He has also taken part, since 2003, in ministerial conferences of the World Trade Organization as an expert member of the official delegation of Senegal (Cancun, Hong Kong, Geneva, Bali, Nairobi, Buenos Aires).



He has diverse skills in the areas of training, technical assistance, capacity building for state and non-state actors. He has conducted extensive research and assessment of national and regional policies on behalf of regional and international institutions and African states. In addition to his participation in the development of the ECOWAS Common External Tariff and the ECOWAS trade policy in general, since 2015 he has provided technical support to the Task Force on the Trade Liberalization Scheme. He thus has a transversal vision of regional integration projects in West Africa as well as practical experience in many countries of the region. Doctor DIEYE teaches trade policy, negotiation techniques and the political economy of trade and development in many universities including the United Nations Institute for Economic Development and Planning (IDEP), Cheikh Anta DIOP University in Dakar, and Assane Seck University in Ziguinchor in Senegal, Félix Houphouët Boigny University in Ivory Coast, the International University of Rabat in Morocco and the Trade Capacity Building and Training Center (TRAPCA) in Tanzania. Finally, he participated in several projects to develop national strategies for export promotion, trade facilitation or promotion of the private sector.