MEDIA ADVISORY

"Aid for Trade and LDCs: Policy Reform, Effectiveness, and the Private Sector"

*Special Remarks by Ngozi Okonjo-Iweala, Managing Director, The World Bank

Mr. Otaviano Canuto, Vice President for Poverty Reduction and Economic Management of the World Bank (Panel Chair)

Date/Time: Monday, May 9, 1.00pm – 3.00pm

Location: Hamidiye Hall, ICC. Inter-governmental Track- Special Events

Organized by: The World Bank

The event will present key policy priorities on world trade – post global crisis -- for the Least Developed Countries. Panelists will also present views on aid effectiveness and trade – with a focus on action to lower global trade costs.

World Bank research suggests, for example, that a program to raise capacity in trade facilitation in developing countries half way to the global average could produce $377 billion in gains to trade.

The agenda of the World Bank in trade will be presented, including new programs in research and analysis, to compliment operational projects supported by the Bank. Senior private sector panelists will present views on the key trade issues in 2011 affecting decisions to invest in developing countries and barriers to global trade. Senior government officials will also participate.

Speakers include;

Mr. William Egbe, President of Coca-Cola South Africa

Ms. Bethlehem Almemu, founder of soleRebels (Ethiopia)

Mr. John S. Wilson, Lead Economist, Development Research Group, World Bank

Mr. Hans-Juergen Beerfeltz, State Secretary of the Federal Ministry for Economic Cooperation and Development.

H.E. Mr. Zafer Caglayan, Minister of State for Trade, Republic of Turkey

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