



**The Future of Banana World Trade
An international multi-stakeholder roundtable**

**3 March 2009
Annotated Agenda**

This one-day roundtable is a platform for discussions. We expect the following outputs to emerge as a result:

- (i) Take stock of the wider elements of main concern to all interested parties in the banana sector;
- (ii) Review existing and potential public and/or private actions that are efficient and effective in building bridges across presently diverging interests in a sustainable development context;
- (iii) Look into the possibilities for operationalising these public and/or private actions by identifying “who could do what”, with the aim of stimulating possible new forms of collaboration between various stakeholders.

Session I focuses on the issues (i) & (ii) from an economic point of view. Session II focuses on items (ii) & (iii) from a social and environmental perspective. Session III focuses on the key question “who could do what?”. It is not intended that the sessions will provide a forum for a discussion of tariffs or other trade disputes. The discussions will be moderated by Professor Patrick Messerlin.

	<i>Welcome Coffee</i>	8.30 – 9.00
	Welcome and Opening of the Meeting Mr. Patrick Messerlin, Sciences Po	9.00 – 9.15
	Keynote Address Mr. Stefano Manservigi, Director-General, DG Development, European Commission	9.15 – 9.45
	Session I. Economic Issues	9.45 – 11.15

The discussion will focus on two key questions:

- Is the frequently used geographical distinction between the individual economies the most appropriate for the solution of current problems? Are criteria, such as different types or levels of vulnerability, specialisation, and challenges of reconversion perhaps more important? Which public and/or private actions could be used to address these problems?

- Which key aspects in the banana supply chain require careful attention? Which public and private measures or actions are available for addressing such issues?

In order to set the stage, each of these questions will be introduced by a brief overview of production and trade developments of the banana industry over the last decade, the role of the banana industry in the national economies of concerned countries, the evolution of prices and market structures throughout the supply chain, etc.

	<i>Coffee Break</i>	11.15 – 11.45
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	Session II. Social and Environmental Issues	11.45 – 13.00
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This session will address the question: How are different producing countries and companies positioning themselves in response to the wide range of sometimes conflicting demands from society in exporting countries and in the EU in relation to:

- Social issues;
- Environmental issues;
- Corporate behaviour and corporate social responsibility;
- Consumers' expectations and citizens' demands.

These questions will be introduced by two brief presentations on sustainability issues and the lessons and experience to be drawn from similar challenges faced by other agricultural commodities.

	<i>Buffet Lunch</i>	13.00 – 14.00
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	Session III. “Who is in Charge of What?”	14.00 – 15.00
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Recapping main lessons learnt from Sessions I and II, the discussion should answer the question: Who is in charge of what? The best, i.e. most efficient, effective and coherent public and private measures and/or actions evoked in previous sessions should be listed and combined in an “operational” way by introducing some elements of cooperation between countries (on a regional or an international basis) and between stakeholders within each country.

	<i>Coffee Break</i>	15.00 – 15.30
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	Conclusion of Session III and Closing Remarks Mr. Stefano Manservisi, Director-General, DG Development, European Commission	15.30 – 16.30
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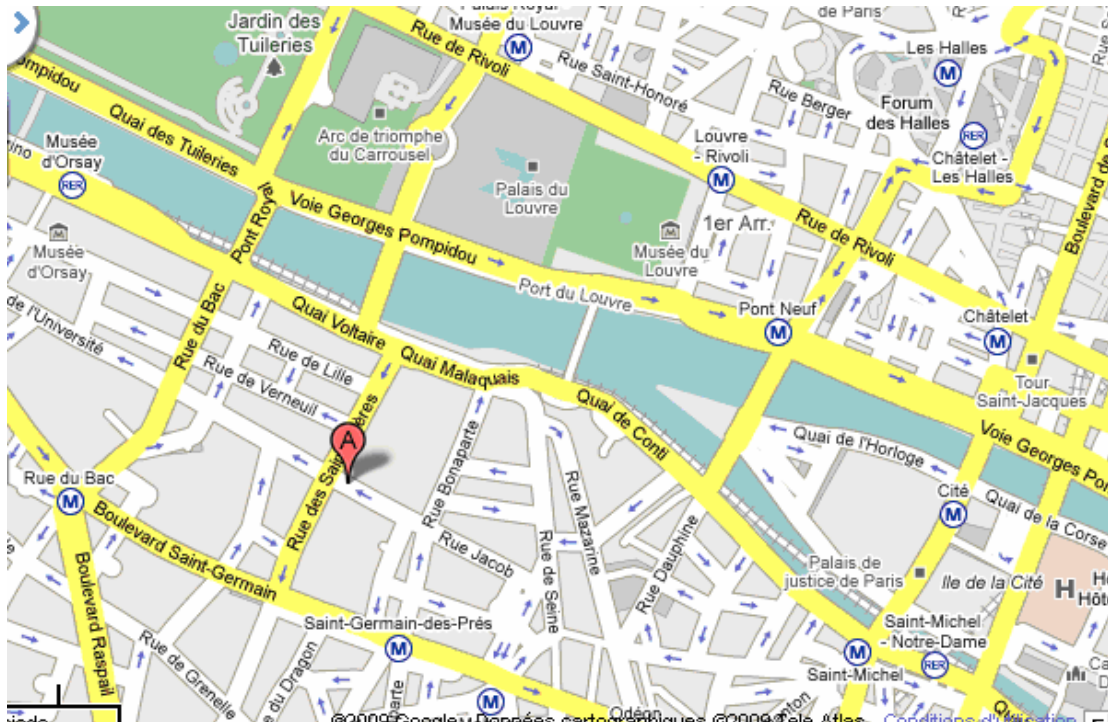
Mr. Manservisi will close the seminar by highlighting the main outcomes of the day.

	<i>Networking Cocktail</i>	16.30 – 18.00
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Location

Sciences Po
56 Rue Jacob
75006 Paris

How to get there?



Metro

M 4 – Saint Germain des Près
M 10 – Mabillon
M 12 – Rue du Bac

Buses

Bus 39 – Jacob
Bus 95 – Jacob
Bus 63 – Saint Guillaume