

Biotrade: A Business Unusual for Profits, Partnership and Sustainability

21 September 2010, 15:00– 19:15

Venue: Sonesta Hotel, Pancho Fierro 194, San Isidro, Lima

Demand increasingly outstrips supply of biodiversity-based products, but biodiverse countries do not always seize the market access and sustainable development opportunities provided by this burgeoning market. Evidence is mounting to show the very real benefits of the sector, in terms of economic growth, profits, employment, poverty reduction and sustained natural resources. By pursuing sustainable biodiversity-based business and trade, countries can safeguard natural resources while also maintaining profitable businesses.

To disseminate information about these multifaceted benefits and encourage investment in a historically underfinanced sector, this workshop will illuminate the benefits of biotrade and expose examples of successful experiences. It will look to answer the following key questions: How can the public and private sectors work together to protect biodiversity while trading biodiversity based products? How is biotrade ripe for investment (i.e. providing economic (trade), social, environmental, and reputational returns, with low risk)?

Objective: The workshop will showcase how investing in biotrade makes economic sense, provides opportunities for partnership and can be a catalyst of wealth creation, especially for the poor. By bringing together investors and businesspeople with representatives of the public sector and civil society organizations, the workshop aims to raise awareness of the benefits of investing in biotrade, inspire partnerships and investment, and ultimately, encourage sustainable development.

AGENDA

15:00-15:05 Welcome

Part I: Biotrade: a Strategy for Biodiversity Conservation and a Green Economy

15:05 – 15:20 **Biotrade as a Catalyst for the Green Economy: the Capacity Building for BioTrade (CBBT) Project and the Findings of The Economics of Ecosystems and Biodiversity (TEEB) Study**

Asad Naqvi, UNEP-UNCTAD Capacity Building Task Force on Trade, Environment and Development (CBTF)

15:20 – 15:35 **Valuation of Biodiversity in Peru: Study of the San Martín Region**

Fernando León, Director of the Division for Valuation and Financing of Natural Capital, Ministry of the Environment (MINAM)

15:35 – 15:50 **BioTrade Principles, Criteria, Verification and Certification: Benefits for the Private Sector**

Frank Schreiber

15:50 – 16:00 Discussion

Part II: Success Stories from Abroad

16:00 – 16:20 **Exporting Devil's Claw and Hoodia from Namibia & the BioTrade Green Economy Study**

Festus Kapembe, Centre for Research Information Action In Africa, Southern Africa Development and Consulting (CRIA SA-DC), Namibia
Loide Uahengo, National Botanical Research Institute, Namibia

16:20 – 16:40 **BioTrade in Nepal: Essential Oils, Medicinal and Aromatic Plants and Plans for the Green Economy Study**

Philipp Kruschel, German Technical Co-operation Projects (GTZ) in Nepal

16:40 – 16:55 Discussion

16:55 – 17:15 Coffee break

Part II: Peruvian Successes in the BioTrade Sector

17:15 – 17:45 **Peruvian Biodiversity Based Business Ventures**

Pedro Martinto Aguaymanto (Villa Andina)

*Maca Production (Junín): BISAC**

*Chestnut Harvesting (Madre de Dios): CANDELA**

17:45 – 18:00 **Applied Research and Markets for BioTrade**

*Carla Gonzáles, Universidad Peruana Cayetano Heredia**

18:00 – 18:10 Questions

Part III: Opportunities for Action: Funding and Investment

18:10 – 18:25 **Innovation in Finance: Funding the Conservation of Peruvian Forests**

Roberto Persivale, GAIA Trust

18:25 - 18:40 **The Role of Private Finance**

*Root Capital**

18:40 -18:55 **The Biodiversity Fund of Columbia**

John Bejarano, Biodiversity Fund of Columbia

18:55 – 19:15 Questions and Closing Remarks

Simultaneous interpretation will be provided.