

Programme of working session at WTO Public Forum

3rd October 2014, from 11 am to 1 pm, Room B –

Interpretation in EN; FR; SP.

Why trade matters to everyone: the role of the trade in providing a better market for consumers, and on the role of global organisations to solve potential frictions between trade, agricultural, health and consumers policies.

CELCAA working session will discuss the role of the public international organisations and private trading operators in connection with consumers' needs and expectations. Traders play a crucial role on the market as they connect producers to consumers, making the delivery of goods efficient, affordable and secure to consumers worldwide. At the same time, Codex Alimentarius promote the use of international, scientifically-based food safety standards. Despite the promotion of these international standards, non-tariff measures remain significant. Development of regional higher standards brings additional issues, such as the capacity to compete on a global market. In parallel, some agricultural sectors, like the wine sector, pioneered a process of increasing convergence of standards across jurisdictions to the benefits of consumers. The presentations and debate will discuss how to reconcile facilitation of trade, while meeting legitimate consumer expectations regarding health, safety, animal health and welfare and the environment.

11.00-11.15	Christian Häberli , Senior Research Fellow at the World Trade Institute (Bern University) acting as moderator	Introduction to the panel discussion: context and speakers
11.15-11.30	Liz Murphy , Director of the International Meat Trade Association (IMTA) member of the European Livestock and Meat Trading Union (UECBV) and CELCAA	"Is meat in danger of becoming a niche product for the EU consumer?"
11.30-11.45	Sylvain Naulin , Policy Officer, Comité Européen des Entreprises Vin (CEEV), member of CELCAA	"Standards convergence and consumers interest: the case of wine".
11.45-12.00	Tom Heilandt , Senior Food Standards Officer, Codex Alimentarius Secretariat	"The role of international standards in promoting food safety alongside international trade".
12.00-12.15	Monique Goyens , Director, the European Consumer Organisation (BEUC)	"Food Trade: Making it work for consumers".
12.15-13.00	Discussion with the participants and floor	Public debate (mediation by Christian Häberli)