



**Committee on Sanitary and Phytosanitary Measures**

**PROGRAMME**

**WORKSHOP ON SPS- RELATED MARKET ACCESS CHALLENGES & OPPORTUNITIES  
MONDAY, 14 OCTOBER 2013  
WTO, CENTRE WILLIAM RAPPARD, GENEVA**

10.00 – 10.30      Workshop overview and objectives  
**Ms Gretchen H. STANTON**  
**Secretary of the SPS Committee, WTO Secretariat**

10.30 - 13.00

Session 1: Different Government Roles in Enhancing SPS-related Market Access

This session will start with an excerpt from the STDF Video "Trading safely: Protecting health, promoting development" and a presentation of a study about Benin's self-imposed shrimp export suspension from July 2003 to February 2005. Thereafter, government officials will present, through practical case stories, how they have addressed SPS-related market access challenges in their work. OIE and IPPC will provide an overview of their resources available to assist Members with market access challenges. The session aims to identify factors that are essential in creating and enhancing market access (such as alignment and common objectives within the government), and to illustrate how individual actions can make a difference in this respect.

**Moderator: Ms Carol THOMAS**  
**Agricultural Health and Food Safety Specialist, IICA, Barbados**

**Speakers:**

**Mr Romain HOUSSA**  
**Associate Professor of Economics, University of Namur, Belgium**  
The unintended consequence of an export ban: Evidence from Benin's shrimp sector

**Ms Clarisse Yvonne MAHARAVO RAHANTAMALALA**  
**Manager, International Trade in Agricultural Products, Ministry of Agriculture, Madagascar**  
The role of an SPS negotiator in enhancing market access for Madagascar's agricultural products:  
Lifting of the EU import ban on products of animal origin

**Mr Tsewei CHEN**  
**Section Chief, Bureau of Animal and Plant Health Inspection and Quarantine, Chinese Taipei**  
Cooperation between different government agencies to support the export of orchids

**Mr Hernan ZETINA**  
**Plant Health Officer, Agricultural Health Authority, Belize**  
Coordination and partnerships – Best approaches for market access

Session 1: Different Government Roles in Enhancing SPS-related Market Access (cont'd)**Ms Ana PERALTA****Capacity Building Officer, IPPC**

Phytosanitary aspects of market access: A guide for national plant protection organizations

**Dr Masatsugu OKITA****Chargé de mission, OIE**

Using OIE standards to enable market access

13.00 – 15.00

Lunch break

15.00 - 16.45

Session 2: The Role of Collaboration between the Public and Private Sectors in Enhancing SPS-related Market Access

Speakers in this session will explore, through practical case stories, the role that partnerships between government agencies and the private sector can play in facilitating market access. The session will give different points of view on the drivers behind such partnerships, various partnership modalities, scopes, objectives, challenges faced and lessons learned. On the basis of discussions, the session will aim to identify some of the key characteristics of successful partnership arrangements.

**Moderator: Mr Fitzroy WHITE****Senior Plant Quarantine Officer/SPS Enquiry Point, Ministry of Agriculture and Fisheries, Jamaica****Speakers:****Ms Marianna THEYSE****General Manager, Fresh Produce Importers Association (FPIA), South Africa**

A public-private partnership approach towards enhancing market access opportunities in the Republic of South Africa for COMESA horticulture exporters

**Ms Velia Luz ARRIAGADA RÍOS****Policy analyst, Agriculture and Livestock Service, Chile**

Market access and collaboration between the public and private sectors

**Mr Washington OTIENO****Regional Coordinator, Plantwise Programme, CABI, Kenya**

Role of public-private partnership in SPS compliance for maintaining export markets: Lessons learnt from the horticulture sector in Kenya

**Ms Subhodini PILLARISSETTI (TBC)****Assistant Director of Agriculture, Government of Andhra Pradesh, India**

Creating awareness among farmers about Sudan red dye and aflatoxins in chilli exports

16.45 - 17.45

Session 3: The Role of Technical Co-operation in Enhancing SPS-related Market Access

Speakers in this session will present, through practical case stories, how technical cooperation projects can contribute to creating and enhancing SPS-related market access. The session will discuss different project modalities, the development partners involved, project outputs, etc., with a view to identifying factors in SPS capacity needs assessment, project design and implementation that both recipients and providers should take into account to optimize the projects' market access impact.

**Moderator: Mr Melvin SPREIJ**  
**Secretary of the STDF**

**Speakers:**

**Ms Siham DAHER**

**Expert in Agriculture and Food Safety, Ministry of Economy & Trade, Lebanon**

EU technical assistance: Analysis of veterinary drug residues in imported and exported veterinary food products

**Mr Shree Ram ADHIKARI**

**Veterinary Officer, SPS National Enquiry Point, Department of Food Technology and Quality Control, Nepal**

Nepal ginger competitiveness project and SPS challenges

**Ms Delilah CABB**

**Coordinator, Sanitary and Phytosanitary Enquiry Point, Agricultural Health Authority, Belize**

Belize's experiences in using Multi Criteria Decision Analysis (MCDA) to identify and prioritize SPS investment options

17.45 – 18.00

Closing remarks and wrap-up of the workshop

**Mr João MAGALHÃES**

**Consultant, former WTO official**

**Initiator and Coach of the Advanced SPS Courses 2005–2012 (courses held in English, French and Spanish)**

**Mr Kevin WALKER**

**Consultant, Michigan State University, United States**

**Coach of the Advanced SPS Courses 2005, 2006, 2008–2011 (courses held in English and Spanish)**

**Ms Gretchen H. STANTON**

**Secretary of the SPS Committee, WTO Secretariat**