

29 September 2021

7:00pm CET

Hôtel Royal, 41-43 Rue de Lausanne

CH 1201 Genève

and Live on Youtube! 

DIGITAL SERVICES AND GREEN TRANSITION: A PROMISING ALLIANCE THAT NEEDS AN INCENTIVE MULTILATERAL REGULATORY FRAMEWORK

Write a new WTO rulebook to frame and stimulate the two major twin transformations: green and digital transitions

The global business community has been constantly supporting a rule-based international trading system, with the WTO at its core. Difficulties in moving past the freezing of the Doha Round negotiating process directed attention towards more ambitious bilateral or plurilateral agreements, but international trade tensions over the last five years clearly clarified that the interest of private companies across the world is to maintain a functioning multilateral system capable to settle major disputes between trading partners and to craft a sound and updated rulebook for global value chains, covering in particular disciplines aimed to ensure competitive neutrality, enabling rules to reconcile trade and environment and facilitating the transition to a digital economy.

As consolidated during the summer, the agenda of MC12 is set to focus on topics such as trade and health, fisheries subsidies, farm talks but in the eyes of private businesses, the need for updated rulebook fit for XXIth century issues) should also be a priority for the next two years.

To put forward the concrete added-value of these new rules, AFEP, ICC France and USCIB -ICC US have decided to highlight how digital trade could be coupled with the green transition for the benefit of the entire community.

The panel that brings together representatives of WTO memberships and secretariat, business representatives and other interested stakeholders in a friendly and informal atmosphere has two goals:

- to showcase practical examples illustrating how new digital services are likely to offer effective and innovative solutions to reduce the environmental impact of human activities and contribute to sustainable developments objectives both in agriculture and industry,
- to prompt discussions within the WTO sphere on how to design an incentive regulatory framework facilitating cross-border supply of climate friendly digital solutions (removal of regulatory barriers, new approach on market access for these services).

DIGITAL SERVICES AND GREEN TRANSITION: A PROMISING ALLIANCE THAT NEEDS AN INCENTIVE MULTILATERAL REGULATORY FRAMEWORK

Afep (Association of French Large companies), ICC France (International Chamber of Commerce) and USCIB (US Council for International Business) are pleased to present you this livestreamed side-event to the WTO Public Forum to discuss new synergies between the digital and the green transition and the role of WTO as an enabling framework with a high-level panel :



Ambassador Manuel Teehankee,
Permanent Representative of the
Philippines to the WTO and
chairperson for the WTO committee on
Trade and Environment

Ambassador Manuel A.J. Teehankee is currently serving on his second tour of duty as Permanent Representative of the Philippines to the World Trade Organization (WTO) in Geneva, and currently chairs the WTO Committee on Trade and Environment (CTE). Ambassador Teehankee also served as Chair of the Trade Policy Review Body (2019) and, in his prior ambassadorial posting at the WTO (2007 to 2011), as Chair of the Special Session of the CTE (2008 to 2011) dealing with negotiations for new rules for trade and environment.

Prior to his current posting, Ambassador Teehankee served as the Department of Foreign Affairs Undersecretary (Deputy Minister) for International Economic Relations, with responsibility for APEC, WTO matters and bilateral economic relations.

Ambassador Tan Hung Seng is Singapore's Permanent Representative to the World Trade Organisation (WTO) and World Intellectual Property Organisation (WIPO). Ambassador Tan joined the Ministry of Foreign Affairs in 1990, and served as Singapore's Permanent Representative to ASEAN from August 2013 to January 2019, and Ambassador to the Arab Republic of Egypt, with concurrent accreditation to Libya, from July 2009 to July 2013. He was also concurrently accredited as Ambassador to the State of Kuwait until October 2012. Ambassador Tan's other overseas postings included the Embassy of the Republic of Singapore to Thailand in Bangkok, where he was Deputy Chief of Mission/Counsellor from 1999 to 2003; and two stints in the Embassy of the Republic of Singapore to the Arab Republic of Egypt in Cairo as Deputy Chief of Mission from 2003 to 2005, and First Secretary from 1992 to 1995. Ambassador Tan graduated from the National University of Singapore and did post-graduate studies at the University of London, School of Oriental and African Studies (SOAS), under the Raffles/Chevening Scholarship. He was awarded the Public Administration Medal (Silver) in 2011 and the Long Service Medal in 2013. Ambassador Tan is married to Mrs Kayo Suzuki-Tan and they have two daughters.



Ambassador Tan Hung Seng,
Permanent Representative of
Singapore to the WTO and co-chair
of the Joint Initiative Statement
(JIS) on e-commerce negotiating
committee



Tanguy Griffon,
Group Sustainability and
Energy Transition
Director, SONEPAR

For more than 20 years Tanguy Griffon has been spearheading digital solutions and shifting mindsets to accelerate the energy transition across B2Bs within renewable, electrical and technology sectors. Most recently, he has been leading the sustainability & energy transition vision, strategy and execution for the world N°1 distributor of B2B electrical products, Sonepar Group.

Some of his career achievements to mitigate climate change and propel circularity are:

- Creating an industry-first holistic green offer with an eco-label with Fortune 500 manufacturers
- Delivering 1.5°C target through building first CO2 R data science platform
- Defining priorities with CEOs in 42 countries around renewables, energy efficiency, e-mobility and circularity
- Influencing €1.5B sales growth of the fastest growing categories of renewable energies and HVAC
- Shaping Planet Strategy 2024 to reduce market-wide footprint
- Pioneering first Energy Transition Academy for 45K employees
- Launching first international clean energy platform that advanced 200 wind, solar, hydro, and biomass projects

DIGITAL SERVICES AND GREEN TRANSITION: A PROMISING ALLIANCE THAT NEEDS AN INCENTIVE MULTILATERAL REGULATORY FRAMEWORK



Jean-Marie Paugam
Deputy Director General
of the WTO

Ambassador Jean-Marie Paugam (France) has held senior management positions in the French Government on trade, most recently as Permanent Representative of France to the WTO. He has also held a number of senior positions in the French Ministry of Economy and Finance, including as a member of the Executive Committee of the French Treasury. He has also served as Deputy Executive Director of the International Trade Centre in Geneva. He has accumulated a deep and practical knowledge of government practices on trade as well as being familiar with high-level dialogues on trade and international economic operations. He has published a number of articles on trade-related issues, in particular when serving as Senior Research Fellow on International Trade at the French Institute for International Relations (IFPRI). Ambassador Paugam graduated from ENA in Paris and obtained

degrees in Political Science from the Institute of Political Science in Aix-en-Provence and in Law from the Faculty of Law Aix-Marseille III.

Brian Lowry is USCIB's policy co-lead with responsibility for USCIB's policy work on trade, health, food, agriculture, chemicals, and intellectual property. Lowry joined USCIB in February 2021 and is a former executive in the agriculture and crop science industry, as well as a longtime USCIB corporate member leader.

Lowry most recently served in St. Louis as deputy general counsel at Bayer U.S. – Crop Science Division (formerly Monsanto) and headed the Office of Law & Policy. He was responsible for key legal functions and public policy efforts including international trade policy, negotiations, and compliance; multi-lateral undertakings and conventions and U.N.-related matters; human rights, human resources, and immigration; business conduct, ethics, and anti-corruption; intellectual property policy; and stakeholder and socially responsible investor engagement.

In 2017, Lowry was recognized by the Financial Times as one of the six best leading in-house counsel specialists as "The Thought Leader." In 2011, he was a finalist in the International Law Office Global Counsel Awards, and in 2014, he was recognized as the American Corporate Counsel International Lawyer of the Year. He is regularly engaged in university discussions on food security and business and human rights, and participates in a number of philanthropic, arts and community boards and activities. Lowry has taken advanced studies at Stanford University and Harvard University, and holds degrees from the University of Dayton, BS Education, and Washington University, Juris Doctorate.



Brian Lowry
Senior Vice-President, Innovation,
Regulation and Trade of USCIB



Crispin Conroy,
Representative Director
for ICC in Geneva

Crispin Conroy is the ICC Representative Director, Geneva, and also the ICC Permanent Observer to the United Nations in Geneva. Prior to his appointment with ICC, Mr. Conroy worked with the Australian Department of Foreign Affairs and Trade, and had a number of diplomatic postings, including Ambassador to Chile, concurrently accredited to Bolivia, Colombia, Ecuador and Peru; Deputy High Commissioner, Australian High Commission, Port Moresby, Papua New Guinea; and, Ambassador to the Kingdom of Nepal. Mr Conroy has also worked with the Australian Trade and Investment Commission (Austrade), as Senior Trade and Investment Commissioner, Italy, based in Milan, and Senior Trade and Investment Commissioner for Latin America, based in Chile. Mr Conroy has a Masters in International Law from the Australian National University, and a Bachelor of Arts (Hons) and Law (Hons), also from the Australian National University.

Welcome remarks by **Marc Poulain**, International Trade Director for AFEP
Moderated by **Emmanuelle Butaud-Stubbs**, Director General for ICC France

**DIGITAL SERVICES AND GREEN TRANSITION:
A PROMISING ALLIANCE THAT NEEDS AN INCENTIVE
MULTILATERAL REGULATORY FRAMEWORK**



<https://afep.com/>



<https://icc-france.fr/>



<https://www.uscib.org/>