

Aid For Trade Global Review 2022  
Session 11 27 July 11:30-12:30

**Connecting to Facilitate Safe Trade**  
Organized by WTO, World Bank Group, STDF

This joint WTO, STDF and WBG session will bring together stakeholders across the dimensions of trade facilitation and SPS controls. These experts will discuss and illustrate how the WTO Trade Facilitation Agreement can help overcome border delays through enhanced connectivity among border agencies, specifically between Customs and SPS agencies. Digitizing SPS import and export release processes leads to transparency and provides a way to speed up trade and reduce costs. The discussion will include examples and perspectives from LDCs and the private sector.

Moderator: Sheri Rosenow, Counsellor, WTO

***Movement of Agriculture Products Across Borders – SPS Issues with TF Solutions***

Rose Souza Richards, Seed Health Manager, International Seed Federation (ISF)

Philippe Binard, General Delegate, European Fresh Produce Association (Freshfel)

Buddhi Upadhyaya, Counsellor/DPR (Commerce), Permanent Mission of Nepal in Geneva

***Solutions and implementation success stories***

Bill Gain, Global Lead, Trade Facilitation, Customs Reform & Border Management, World Bank Group

Melvin Spreij, Head of the STDF, WTO

**SPEAKER PROFILES BELOW**

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AID FOR TRADE Examens Global Review  
AIDE POUR LE COMMERCE  
AYUDA PARA EL COMERCIO  
27–29 July 2022

## SPEAKER PROFILES

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### **DR. ROSE SOUZA RICHARDS**

*Seed Health Manager, ISF*

Rose Souza Richards joined ISF in March 2020 as the Seed Health Manager. Rose is the key point person for the international seed industry with the International Plant Protection Convention, and responsible for the coordination of an industry-wide response to WTO notifications on proposed changes to national phytosanitary regulations. She also manages, develops, and promotes existing ISF activities such as the Systems Approach, the Regulated Pest List Initiative, and the International Seed Health Initiative. Rose has spent the last five and a half years working at the Ministry for Primary Industries (MPI) in New Zealand. Rose has a BSc in Agronomic Engineering from the State University of Bahia, Brazil, an MSc in Plant Pathology from the Federal University of Viçosa, Brazil, a second MSc in Plant Diversity from the University of Reading, UK and a PhD in Plant Molecular Virology from the University of Nottingham, UK.

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### **PHILIPPE BINARD**

General Delegate, European Fresh Produce Association (Freshfel)

General Delegate, overseeing the activities of the Freshfel Europe secretariat. Philippe is responsible for the external representation of the association & is answerable to the Freshfel Europe Board & membership. Philippe is also the Secretary General of WAPA (World Apple and Pear Association) & SHAFPE (Southern Hemisphere Fresh Fruit Exporters), and the General Delegate of the World Citrus Organisation (WCO), which are hosted by Freshfel Europe.



## **BUDDHI UPADHYAYA**

*Counsellor/DPR (Commerce) Permanent Mission of Nepal to the United Nations and other International Organizations in Geneva Nepal*

Academic Qualification: Master of Public Policy, KDI School of Public Policy & Management, South Korea; MPA and MBA, Tribhuvan University, Nepal

Trainings: Post-graduate Diploma in Development Studies of IDES, JETRO, Japan; Regional Trade Policy Course and Advanced Trade Policy Course of the WTO; Development Diplomacy Programme of GIZ; and other trainings.

Professional Experiences: 22 years of professional experiences in civil service of Nepal including nine and half years in trade and development (mostly in multilateral trade and few years in bilateral and regional trade) in the Ministry, and two and half years in Nepal's Mission in Geneva as Counsellor/DPR (Commerce) with responsibility related to all WTO matters and International Trade Centre. Focal point on trade facilitation, and aid for trade at the LDC group at the WTO. Chair of the Committee on Customs Valuation for the year 2021/22 (one year).

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## **MELVIN SPREIJ**

*Head of STDF Secretariat, WTO*

Melvin heads up the Standards and Trade Development Facility (STDF) Secretariat. He oversees STDF's Trust Fund, totalling more than US\$56.8 million since 2006 and supporting over 188 projects in Africa, Asia-Pacific, Latin America and the Caribbean. Leading a team of five experts, Melvin manages STDF's global knowledge platform, working closely with STDF's partner agencies (FAO, OIE, World Bank Group, WHO and WTO), donors, developing country governments and the public and private sector. Melvin has longstanding expertise in trade, development, agriculture and law, as a Counsellor in the Agriculture and Commodities Division of the WTO, and previously at FAO and other international organizations. He holds a civil and business law degree from the State University Leiden, The Netherlands and has published widely on leading policy areas covering sustainable development and natural resources.

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## **WILLIAM GAIN**

*Global Lead, Trade Facilitation, Customs Reform & Border Management, World Bank Group*

William Gain is the Global Lead for Trade Facilitation and Border Management within the World Bank Group's Macroeconomics, Trade and Investment Global Practice where Bill leads the implementation of Trade Facilitation, Customs Reform & Border Management reform in over 70 countries. He has over 40 years' experience in undertaking management and leadership roles with a focus on Customs reform and modernization, trade facilitation, border management and private sector development in developing and conflict affected countries. Prior to joining the WBG, he was Associate Director & Manager for New Zealand and the Pacific at the Centre for Customs and Excise Studies at the University of Canberra. Prior roles also include a 30 year career with New Zealand Customs. Bill holds a Masters Degree in Public Policy from the Victoria University of Wellington, New Zealand (2000) and a Post Graduate Diploma in Business (HR & Change Management), from the University of Auckland, New Zealand (1996).

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**SHERI ROSENOW**

*Counsellor, World Trade Organization*

Sheri Rosenow is a customs attorney working as a counsellor in the WTO Market Access Division. She has been involved in WTO trade facilitation since the negotiations began and is currently responsible for the WTO Trade Facilitation Agreement Facility. Prior to joining the WTO Secretariat she worked as an advisor on customs and WTO accession issues for USAID projects in Central Asia and the Middle East. She started her career on the commercial legal staff of the US Customs Service.

