



**Second Conference of the World Banana Forum  
28-29 February 2012**

**Hotel Ramada  
Guayaquil, Ecuador**

**AGENDA**

**Tuesday 28 February**

- 8.30 Registration of participants
- 9.30 **Inaugural speech by His Excellency Mr. Santiago León, Minister for Coordination of Production and in charge of Agriculture**
- 9.45 **Welcome speech by the Food and Agriculture Organization of the United Nations by Mr. Alan González, FAO Representative in Ecuador**
- 10.00 **Address by the Steering Committee of the World Banana Forum (WBF) by a private company representative and a civil society organization representative**
- 10.30 Coffee break
- 10.40 **A sustainable future for the banana sector: *how the WBF supports the sector worldwide***
- 11.00 **Sustainable production and environmental performance: *a win-win challenge***
- 11.50 **Wages and basic food basket in the banana industry worldwide**
- 12.40 **Labour rights and other social issues**
- 13.20 **Outcomes of the Global Meeting of Women Banana Workers**
- 13.30 Lunch break
- 14.45 **Tackling present challenges: thematic roundtables**
  - Sustainable production systems and environmental impact (RT1)
  - Distribution of value along the supply chain (RT2)
  - Labour rights and other social issues (RT3)
  - Other (RT4)
- 16.15 Coffee break
- 16.30 **Tackling present challenges: thematic roundtables (continuation)**
- 17.30 End of first day



**Wednesday 29 February**

9.00 **Responding to challenges: the power of collective action**

9.45 **The future of the banana sector: thematic roundtables**

- Sustainable production systems and environmental impact (RT1)
- Distribution of value along the supply chain (RT2)
- Labour rights and other social issues (RT3)

11.45 Coffee Break

**Presentations and discussion session**

12.00 ***The banana industry in Ecuador: world's leading exporter***

*Ing. Alfonso Roggiero, Asesor de la Coordinación Zonal, Ministry of Agriculture, Ecuador*  
*Ab. Eduardo Ledesma, Executive Director, Association of Ecuadorian Banana Exporters*

12.40 ***New perspectives of study: life cycle assessment***

*Rémi Tessier and Pauline Feschet, Compagnie Fruitière*

13.00 Lunch break

14.00 **Colombia: history of a particular case**

*Omar Casarrubia, SINTRAINAGRO*

14.25 ***Trade and distribution trends***

*Magne Svartbekk, CSR Director, BAMA, Norway*

14.45 **Looking to the future: *the way forward for the WBF***

15.50 Coffee break

16.00 **Wrap-up session**

17.00 **End of meeting**