

# 2008 INTERNATIONAL AID + TRADE EVENT

29th - 30th February 2008 Geneva Palexpo, Switzerland

On January 29th and 30th, the global humanitarian community came together at Geneva PALEXPO in Switzerland to embrace the challenge of integrated aid and development.

The International Aid + Trade Event is an open platform for communication, coordination and partnership, designed to address the challenges faced by the diverse groups of organisations and individuals striving for more efficient, and ultimately more effective, aid and humanitarian relief on a daily basis.

This event, the third organised by Aid + Trade Limited, saw record numbers of visitors attending what many said was the most successful event to date.

Experts from the United Nations and aid agencies, non-government organisations (NGOs), governments, inter-governmental organisations (IGOs), business and academia took the opportunity to discuss the complex international relief issues and share knowledge about how to improve international disaster relief efforts.

It also provided important networking opportunities to encourage communication and coordination – essential for effective response to the growing number of emergencies around the world.

The event boasted over 100 exhibitors and 1600 visitors, featuring a popular no-frills demonstration area for experiencing large kit up-close, a challenging outdoor all-terrain vehicle demonstration course, moderated workshop panel discussions involving experienced pre-eminent members in the field of aid, relief and development, and learning centre sessions from leading organisations.



Workshop sessions

## Workshops and Learning Centre Sessions

High-level speakers from around the globe discussed crosscutting and real life issues in the workshop sessions, which covered the different phases of disaster, conflict, relief, recovery, development and disaster prevention.

Moderated by BBC correspondents Kate Adie and Brian Hanrahan, these workshops allowed speakers from UN agencies, NGOs, IGOs and commercial organisations to discuss and debate issues such as globalisation, finance, logistics, law and order, disaster response, pandemics, shelter, African development and transport.



Kate Adie

The sessions were definitely a time for audience participation, questions and analysis with speakers and visitors addressing issues and solutions in order to increase the effectiveness of aid and humanitarian relief implementation internationally.



Brian Hanrahan



Display area

*"The workshops that happen are a great way of going beyond just looking at what the solutions are and who's doing what, and actually debating some of the issues"*

**Graham Saunders**  
Head of Shelter, IFRC

## Workshops and Learning Centre Sessions

### Harnessing globalisation

- Roberto Dotta - Project Officer, Business Humanitarian Forum
- Dr Supachai Panitchpakdi - Secretary-General, UNCTAD
- Anthony Dunnett - President, International Health Partners

### Law, order and human security

- Ted Paterson - Head of Evaluation Section, GICHD
- Alistair McAslan - Director of Humanitarian Resilience - Cranfield University
- Derek Wright - Director of Development, International Peace Operations Association (IPOA)
- Evert Somer - Project Officer for the Cooperation Programmes of NATO Civil Emergency, NATO
- Louise Rimmer - Director of Communications, International Action Network on Small Arms (IANSA)

### Pre-disaster recovery planning

- Oisín Walton - Communications Director, Télécoms Sans Frontières (TSF)
- John Mitchell - ALNAP, ODI
- David Fisher - Senior Legal Research Office, IDRL, IFRC

### Emergency preparedness: effective procurement practice

- Finbarr Curran - Director, WFP Field and Emergency Support Office (FESO)
- George Fenton - Associate Supply Chain Director, Humanitarian and Emergency Affairs, World Vision International
- Marie-Luise Ahlendorf - Programme coordinator, Transparency International
- Jamie Bartram - Coordinator of the Unit for Assessing and Managing Environmental Risks to Health, World Health Organisation

### African development

- Myles Wickstead - Ex-Head of Secretariat, Commission for Africa
- Claire Hickson - Head of Advocacy and Communications - SaferWorld
- Sylvie Bétemps Cochin - Trade Promotion Adviser, International Trade Centre
- Andrew Morton - Focal Point for environment

### The media and disasters

- Sally Begbie - International President, Global Hand
- Edward Giardet - Independent Journalist, writer and producer

### Naturelink

- Janie de Klerk
- Franz Nicolaas Vermaak

### Overseas Lease Group

- George Badcock III
- Tracey Badcock

### Infoterra

- Dr Franz Jaskolla
- Jean-Louis Bellan

### Normaca

- Jan Karlsen
- Leif Naess

### Guest Moderators

- Kate Adie - BBC correspondent
- Brian Hanrahan - BBC correspondent

### Partnering for relief – optimising logistics

- Matthew Hollingworth - Head of the Augmented Logistics Intervention Team for Emergencies, WFP
- Saif Ahmed - CEO, Muslim Aid
- Rob McConnell - Coordinator, Fleet Forum
- George Fenton - World Vision

### Linking mine action to development – strategic planning and managing the recovery process (training session)

- Ted Paterson - Head of Evaluation Section, GICHD

### Transporting relief

- Barry Coleman - Executive Director, Riders for Health
- Rob McConnell - Coordinator, Fleet Forum
- Dr. David Stone - Director, ProAct Network
- Andrea Coleman - CEO, Riders for Health
- Loic Cohen - Senior Logistics Specialist, Care International

### Shelter provision coordination

- Graham Saunders - Head of Shelter, IFRC
- Antonella Vitale - Co-Director, Shelter Centre
- Tom Corsellis - Co-Director, Shelter Centre
- Vladimir Kozharnovich - Programme Manager, UNIDO
- Worldwide Shelters, Iddic Shelters, Hesco Bastion, D&D-FRB

### Containing pandemics

- Sadia Kaenzig - Senior Communications and Press Officer, Drugs for Neglected Diseases initiative (DNDi)
- Phil Harris - Information Officer, FAO
- David Heymann - Assistant Director-General for Communicable Diseases, WHO

### Strengthening capacity in disaster response

- Francois Grünwald, President, Groupe URD
- Veronique de Geoffrey, Groupe URD
- David Dickie, Director, Advance Aid
- Jonathan Potter, Executive Director, People In Aid
- Sally Begbie, International President, Global Hand

### GIS in humanitarian activities

- Emanuele Gennal - Global Affairs Account Executive, EMEA ESRI Europe
- Luc St Pierre - Senior Geographic Information Systems Officer, UNHCR
- Alain Retiere - Director, UNOSAT
- Menghestab Haile - Food Security Early Warning Advisor, Vulnerability Analysis and Mapping
- Steeve Ebener - Project Manager, E-Health Team, World Health Organisation

### Financing for development

- Charles Ansbach - CFRE, President, Ansbach & Associates
- Drew Harding - Executive Director of Harvest Aid Inc
- Paul Clements-Hunt - Head, UNEP FI
- Philip Smith - Director, INTL Global Currencies
- Pasi Rinne - Chairman, ProAct Network
- Jon Godson - Chartered Environmentalist and Registered Principal Environmental Auditor, Gaia Group

*"I was excited by the authority of the speakers in some of the areas this year. They are thought leaders in their fields and I was excited that this event was bringing speakers of that calibre."*

**Sally Begbie**  
President, Global Hand

## Shelter Roundtable

This year we introduced a shelter roundtable, where members of the shelter sector discussed issues that were raised during the Shelter Provision Coordination workshop session. The roundtable was designed to improve coordination and understanding between business, the UN, aid agencies and NGOs, resulting in increased efficiency in the way problems are addressed, solutions are designed and distributed, and contracts are agreed. If companies can better understand agencies' needs, their products will be more appropriate therefore benefiting all parties, including the end user in the affected area.

The roundtable was chaired by BBC reporter Brian Hanrahan and was attended by members of the UNIDO, IFRC, Shelter Centre and Oxfam, as well as commercial organisations such as Iddic Shelters, Worldwide Shelters and Hesco Bastion. This session proved a great success with the groundwork laid for a working group that will eventually address issues of inefficiency and lack of coordination in the shelter sector and will look at how the products and processes can be improved through cooperative working on an ongoing basis.



*"The information that is being gathered and disseminated by the various speakers and workshops helps us in our business for designing products and services to better meet our customers needs"*

**Kent Romney**  
Pacific Domes, Ltd

## Event Sponsors



## International exhibition hall

The international exhibition hall was full of innovative and exciting products and services from organisations around the world, with the Display Area allowing visitors to get up-close and interact with the large kit.

This year the event also featured an Asian Pavilion, African Pavilion and an Education Zone, plus NGO, IGO and UN Pavilions. Featuring organisations such as the Red Cross, People in Aid, WHO, FAO, UNEP-FI and WFP, the NGO and UN Pavilions gave UN agencies, NGOs and IGOs the opportunity to meet other agencies, decision makers, visitors and businesses.

The African Pavilion, sponsored by Hewlett Packard Africa and Advance Aid, was set up to assist developing African companies in attending the event, enabling them to display their goods and services and make essential contacts within the humanitarian relief, aid and development community on a level playing field.

Outside at the Vehicle Demonstration Zone, humanitarian vehicles cruised the all-terrain track, allowing visitors to experience what it was like to drive a large 4x4 off road. Experiencing how vehicles perform in a variety of conditions first-hand gave visitors an in-depth understanding of the challenges of transport in delivering humanitarian relief.

*"This is the third time we've been at this event and we see it grow every year. It's really the branding of our name but also to let people know what we do. There is such a wide variety of people here which makes it very interesting for us"*

**Frank Hollsmuller**  
Esri Europe



## Meet the Buyers

Housed by D&D-FRB, procurement managers and logisticians met face-to-face with exhibiting companies that offer goods and services specified by the agencies. This was an invaluable aspect of the event for exhibitors and procurement managers alike.

## Interact and Network

Once again the Cocktail Reception proved a huge hit, giving exhibitors, speakers and visitors the chance to unwind after a busy day, enjoy a drink and interact with other members of the humanitarian community. This year the Cocktail Reception was housed in the exhibition hall, with the assistance of Pacific Domes.

The Business and Workshop Lounges also enabled visitors, exhibitors and speakers to meet informally and make new contacts. Visitors flocked to the Business Lounge to use the Sony-donated laptops and the free Wifi. New for 2008, the Workshop Lounges allowed visitors and speakers to further the topics raised in the workshop sessions.

*"An event like this is able to bring a lot of people together with an interest in [various] areas. It's much better to be properly prepared and have a properly coordinated international response where that's required so it's a great networking opportunity."*

**Myles Wickstead**  
Ex-Head of Secretariat, Commission for Africa

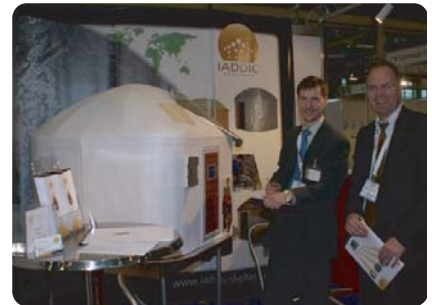
*"We see Aid + Trade as an excellent platform for networking opportunities to meet with our larger aid, UN and NGO customers. We've met most of the people we wanted to meet so in that respect we can say it was a success."*

**Mans Leieune**  
Vizada

## Exhibitors

- 3B Scientific GmbH
- Agility
- Agrex S.p.A
- AIPACS KENYA
- Air Water Corporation
- Alchemy Co., Ltd
- Aquatabs
- BCB International Ltd
- Broadcrown Ltd
- BushProof
- Butyl Products Limited
- Chemilizer Products, Inc
- CLARKE MOSQUITO CONTROL
- Cranfield University
- Coventry University
- D&D-Fast Response Buildings Inc
- Danimex Communication
- Development Executive Group
- DEVNET
- Edama GmbH
- EDILSIDER S.P.A
- E-Drive Technology
- EEC.,plc
- Emunio ApS
- Engineers without Borders
- EOD Technology, Inc
- ESRI
- EUROVINIL S.p.A.
- Ever Ready First Group
- FAO
- GATEWAY COMMUNICATIONS
- Global Hand
- Global Relief Solutions Fzco
- GlobalTT.com
- GLORIA sprayers
- GONOW
- Groupe URD
- Harvest Aid Inc
- Hardigg Cases
- Help the Needy
- HESCO Bastion Ltd
- HP Africa
- HydraChem Ltd
- IADDIC Shelters
- IANSA
- Infoterra Group
- InTec PRODUCTS, INC
- Interliner Services
- International Development Department (IDD), University of Birmingham, UK
- International Health Partners
- INTL Global Currencies
- IPOA
- IVECO
- KITCHEN ESSENTIALS - INDIA
- Kwikspace Modular
- LMS FRANCE WORLD WATER TREATMENT

- Muramatsu-Fuso Co.,LTD.
- Naps Systems Oy
- NATO
- Naturelink Aviation
- Normeca A/S
- NUH Container
- Octagon Europe Limited
- Ohashi Imaemon Co Ltd
- OLYSET NET Sumitomo Chemical
- On Course 4WD
- ORION ELECTRIC Co Ltd
- Overseas Lease Group, Inc
- Pacific Domes
- Peace and Cues co Ltd
- Pensi Rescue Oy
- People In Aid
- Pure Hydration
- Q Drum Ltd
- Relief Pod International
- Relief Quote
- Riders for Health
- RYOHU Freeze-Systems Co Ltd
- Saab Communication
- SatCom Global
- SATLYNX
- Scan Global Logistics
- Seldon Technologies
- Singapore Telecommunications
- SOLARMATE
- Survivor Industries Inc
- Talia Limited
- TECHNO RELIEF / TECHNO TARP
- Thuraya
- TNK Higashi Nippon Co.,LTD
- TOEI Co.,Ltd
- Toyota Gibraltar Stockholdings
- TPI Housing AB
- Tradewinds Outdoor Ltd
- Trelleborg Protective Products AB
- Trunz Water Systems AG
- TSF
- TTM Technologie Transfer Marburg
- UnatSolar
- UNEP FI
- University College London
- UNWFP- Field and Emergency Support Office (FESO)
- US Department of Commerce
- Vestergaard Frandsen
- Vizada
- Western Auto LLC
- WHO
- World Shelters
- Worldwide Shelters
- Yu-shin Techno Co.,Ltd



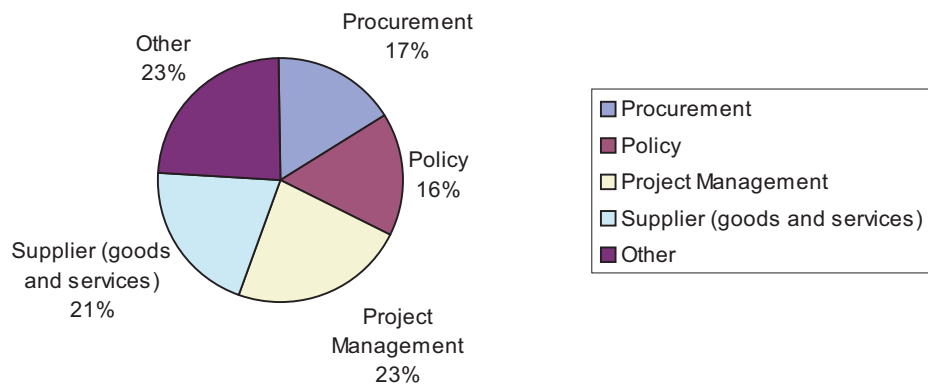


### Visitors

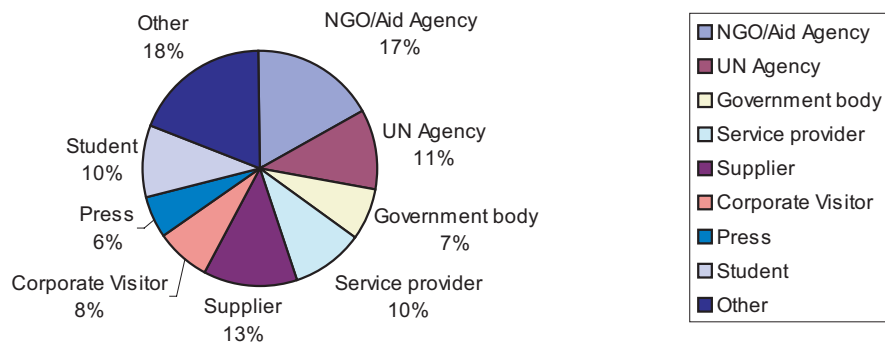
The 2008 International Aid + Trade Event experienced an increase in the number of visitors from the 2007 event with over 1600 visitors from the humanitarian relief, aid and development sector attending over the two days. These included representatives from specialised procurement agencies, UN agencies, international, regional and local NGOs, and governments.

This year, over 100 senior procurement officers from major humanitarian organisations with significant spending budgets attended the event. Whether developing existing supplier relations or meeting and greeting potential partners, the event offered an invaluable audience that will contribute to the effectiveness of procurement practice.

### Job Function



### Type of Organisation



## Event Feedback

**Graham Saunders, Head of Shelter, IFRC** - It's an opportunity to bring together the disparate actors who work in humanitarian action and humanitarian relief. There are few opportunities to bring together the supply sector, the humanitarian sector and some of the other ones who often don't get a look in, like some of the innovators, academics and some of the practitioners who are not necessarily normally part of the conversation. I think it provides the opportunity to draw out issues and ideas that perhaps wouldn't necessarily be captured elsewhere.

**Rob McConnell, Coordinator, Fleet Forum** - For me, aid and trade is partnerships, that's the theme we've been discussing this afternoon. The advantage is this is a great networking opportunity. The international community is spread far and wide and events like this bring them all together, not everybody but there are enough people here to form the discussions, to set up the discussions, that we need to put partnerships together.

**Sally Begbie, President, Global Hand** - One of the things I'm increasingly hearing is respect for this event within the sector, from the professionals who are full time in this area. And it's the networking, within the first hour of my being here, a pocket full of business cards that I know I want to follow up on.

**Vladimir Kozharnovich, Programme Manager, UNIDO** - This is a very good purpose to meet together to discuss different approaches and different solutions, to benefit and challenge and to bring resources into the pool. It's a very useful meeting.

**David Dickie, Director, Advance Aid** - The big advantage for me is getting all the people I need to see in one room, in one place, which saves me months and months of travelling around and actually going and seeing those people. It's actually bringing together the decision makers and the people I need to speak to regularly on the one day.

**Charley Ansbach, Skystone Ryan** - For me there is a couple of levels going on here. One of them is simply the buying and selling of effective services and goods and materials to the aid and disaster response communities. That's a great and useful thing unto itself. The second thing I've seen going on here is the synergies that happen, there's a lot of exchange and dialogue between the people who are creating products and services and the people who are using them, and in there you start to find refinements on both sides. And as I watched some of the dialogues that were going on at the event, I was watching both the exchange of goods and services and the exchange of ideas, and that to me is really exciting.

**Alastair McAslan, Director of Humanitarian Resistance, Cranfield** - It's been very successful, this is the second year that we've been here. We're developing a longer-term partnership arrangement with a number of people who are on the site, but also with people who visit both from the Geneva UN headquarters and with other agencies that are based in the city."

**Ann Fazakerley, Octagon Europe, Ltd** - It's been really good actually, we've had a look of interest this year. We were here for the first time last year so we were really just here to see what the market was like, but a much more positive response this year, we're really very pleased with the people that we've seen and the comments that we've had. So we're delighted.

**Frank Hollsmuller, Esri Europe** - This is the third time we've been at this event and we see it grow every year. It's really the branding of our name but also to let people know what we do. There is such a wide variety of people here which makes it very interesting for us. We have the NGO community which quite often uses our products but we also have the big vendors here who might also be interested in our products for their work. So on both sides we have potential users. I'm always surprised of what you can see here at this event.

**Heidi Luquer, Seldon Technologies** - We've been very pleased, it's been a bit of a surprise. We came expecting to meet a number of suppliers and we have met some but what's been even more remarkable is the number of other buyers and exhibitors who look like potential partners so that's exciting. We thought we were talking to suppliers and it turns out we see potential partnerships with people who are building shelters and all other types of things that are going on here.



**David Covell, Mobile Medical International Corporation** - This is our first time here at Aid + Trade and it gave us an introduction into how it works here with the various competitors, so we've got a lot out of it absolutely, some great contacts.

**Jon Grant, Pure Hydration** - It's been great, lots of visitors we haven't met before. This is our first foray into the aid market and we've met a lot of people. The big advantage of coming to something like this is you meet all these people under the one roof. It's very, very convenient.

**Kristian Strand, Danimex Communication** - It's been very well organised. We are very happy with the outcome we've had from this exhibition. The big advantage is there are a lot of customers coming here, both existing and new ones, and we can combine it with meeting up with a lot of the UN and NGO organisations who have their base here in Geneva. We think it's a very valuable few days that we spend here.

