V FAIRTRADE BANANA FORUM COLOMBIA 2025 MAY 20 - 21



AGENDA

Tuesday May 20 th	
Opening Ceremony Jose Zuñiga (ASBAMA), Emerson Aguirre (AUGURA), Marike de Peña (CLAC)	08:30 am
Global banana market: changing existing power dynamics, while driving sustainability Carolina Dawson (CIRAD) John Hopkins (Fyffes) * Sara Elder (IISD) Robert Desson (Fairtrade America and Fairtrade Canada)	09:00 am
Coffee Break	11:00 am
Panel: Building an inclusive commercial strategy and agenda with a focus on sustainability, challenges and opportunities Moderator: Victor Prada (FAO World Banana Forum) Panelists: Jose Hidalgo (AEBE), Carolina Jaramillo (UNIBAN), Jose Zuñiga (ASBAMA)	11:30 am
Lunch	
	12:30 pm
CSDDD regulations, a rights-based approach to decent working and living conditions Mariano Jiménez (CORBANA) Marike de Peña (CLAC) Adela Torres (Sintrainagro)	12:30 pm 02:00 pm
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Wednesday May 21st

The urgency of joining forces to respond to climate risks and build resilient banana value chains Luis Pocasangre (CATIE) * Jose Madriz (CLAC) Miguel Romero (CIAT) *	09:00 am
Coffee Break	10:30 am
Panel: Opportunities and experiences in joining forces for climate action Panelists: Leonardo Marriaga (Banana Network Colombia), Hilario Silupu (Banana Network Peru), Representative of DR small farmers, Martin Schueller (FT Germany) *	11:00 am
Lunch	12:30 am
Small farmers, drivers of social and environmental change, facing risks of being excluded from global markets Victor Prada (FAO World Banana Forum) Marike de Peña (CLAC) Jennie Coleman (Equifruit) *	02:00 pm
Coffee	03:30 pm
Panel: Towards a sectoral and value chain commitment to maintain the participation of smallholder farmers in banana exports Panelists: Jose Zuñiga (ASBAMA), Jose Hidalgo (AEBE), Retail Representative *	04:00 pm
Closing remarks	05:30 pm

(*) TBC to be confirmed. The agenda is subject to updates



