“Diversity of Cultural Expressions and Preferential Treatment”
-Designing a new capacity building and research programme-

International meeting of experts
Programme

Montreal, Canada, 22-23 June 2017

Agenda of the meeting

Thursday 22 June
Venue: PHI Center, 407 Rue Saint-Pierre, Montréal,

Morning session, 9h30-13h00

• Welcoming words and introduction by Véronique Guèvremont (University Laval)
  - The UNESCO Chair on the Diversity of Cultural Expressions: a new partner
  - Monitoring culture in trade agreements: a work in progress

• Introduction by Danielle Cliche (UNESCO)

• Tour de table: exchange of experiences, views and ideas on implementing the new Aschberg programme strategy

Key questions to be addressed:

- What are the most important priorities that we need to address amongst the 3 components underlined in the strategy?
- Who are our key targets?
- Who are the key partners we need to work with?

13h00-14-30: lunch

Afternoon session, 14h30-18h00

- Tour de table. From capacity building (component 1) to technical assistance (component 2): assessment of existing resources/materials/training initiatives on preferential treatment

Key questions to be addressed:

- How can we work together to collect more data, information and case studies?
- What training materials are needed? What format? Which targets?
- Type of cooperation with WTO?
- What would be the most effective methodologies for delivering capacity building interventions/training workshops?

19h30: Dinner (Venue: tbc)

Friday 23 June 2017
Venue: meeting room at Hotel “Place d’Armes”

9h15: Departure from hotel (10 mn walking distance)

Morning session: 9h30-13h00

- Tour de table: defining a methodology and work plan for preparing the impact studies on trade agreements (component 3)

Key questions to be addressed:

- What is the aim of the impact studies?
- How to define a common methodology?
- Can we agree on a common structure?
- How to access data and information?
13h00-14-30: lunch

Afternoon session, 14h30-18h00

- Tour de table. Discussion on impact studies continued.

Key questions to be addressed:

- How to organize the work of experts?
- What support is needed from UNESCO?
- What is our time frame?
- When and how to launch the impact studies?

19h30: Dinner (Venue: tbc)