

# World Export Development Forum 2023

*Diversify with Green Trade: Organic, Digital, Sustainable*

## SESSION BIOGRAPHIES

### Youth Ecopreneur Awards: Green Business Solutions; Land Restoration Initiatives

#### Finalists, Green Business Solutions



**Mr. Chirag M G, Brown Reed Agri Waste Innovations, India**

Mr. Chirag is an entrepreneur who is passionate about building machines that can create positive social impacts at the grassroots level which can then spread across the world. Prior to co-founding and directing Brown Reed Agri Waste Innovations in 2020, a for-profit social enterprise aimed at creating social wealth through sustainable innovations, Mr. Chirag co-founded Red Cape Innovations in 2019. He holds an MSc in Astronautics and Space Engineering from Cranfield University, and a BSc in Physics Mathematics and Electronics from Christ University, Bangalore.



**Ms. Tamara Gondo, Liberty Society, Indonesia**

Ms. Gondo is CEO of the Liberty Society, a social enterprise that empowers marginalized women. The company won the Women Empowerment Principles award 2021. She is one of the 14 Global Young Leaders of Generation 17, a program by Samsung and the UNDP to advocate for the Sustainable Development Goals. Ms. Gondo serves as Director for her non-profit Second Chance Initiative, focusing on child sponsorship and microfinancing for poor households. She also mentors and consults for youth-led NGOs and social projects. Ms. Gondo has previously served as Head of Acquisition at Yuna and as Partnership manager at Digitaraya, a Google for Startup Accelerator. Aside from social work, Ms Gondo was Miss Indonesia Jawa Timur 2019.



**Mr. Abdulrhman Zaki Elhalafawy, Cupmena, Egypt**

Mr. Zaki is a highly motivated and experienced social entrepreneur passionate about driving positive change in the world. Throughout his career, he has demonstrated his ability to manage projects effectively and develop successful business strategies in various fields including agriculture, waste management, agri-tech, and handmade crafts. He has also been recognized as a 'Meaningful Business honoree.' In addition to his professional pursuits, Mr. Zaki is deeply committed to improving the lives of individuals in the MENA region through his work on entrepreneurial projects that support the United Nations Sustainable Development Goals.



**Ms. Oyungerel Munkhbat, Airee, Mongolia**

Oyungerel Munkhbat is an environmental entrepreneur and multi-time founder. AS an environmental scientist, she has 7 years of expertise tackling air pollution, with experience in the fields of sustainable finance, energy efficiency financing, journalism and environmental impact assessment. She currently serves as Chief Information Officer of Airee Felt, a startup she co-founded in 2021 which develops 100% biodegradable wool air filters. In addition to Airee Felt, Ms. Munkhbat is also the founder of the ESG consulting firm, Antifragile LLC, and co-founder of the Breath Mongolia NGO and the Hobby School Alumni NGO. She is a UN Youth Delegate and alumni of the Unleash Plus incubation program.

**Finalists, Land Restoration Initiatives**



**Mr. Max Fontaine, Bondy, Madagascar**

Max Fontaine is a Malagasy social entrepreneur who returned to Madagascar in 2018 to lead rural development projects focusing on agriculture and reforestation. After a stint in the textile industry, he founded Bôndy in 2019 with the crazy idea of transforming Madagascar, "the red island", into a green one, while developing local communities. Bôndy has planted over a million trees in 7 regions of Madagascar with hundreds of partner farmers, benefiting over 10,000 people. These concrete impacts have enabled Max to be chosen by the United Nations, the World Bank and the Malagasy government to represent Madagascar and present Bôndy's innovative model at numerous international summits.



**Ms. Mawuse Christina Gyisun, Sommalife, Ghana**

Mawuse Christina Gyisun is the Co-founder of Sommalife, an agritech company creating transparency and traceability in the shea value chain. Sommalife increases the income of rural women shea producers in West Africa through innovative financing, market access and agroforestry. Ms. Gyisun developed the vision for Sommalife while engaging with many rural women in the local market, and was driven to strive to eradicate poverty in her region. She co-founded Sommalife to make this vision possible. Within three years, she led her team at Sommalife to support over 20,000 rural women farmers in Northern Ghana. Over 7,000 have seen a more than 20% increase in their income through the work of Sommalife.



**Mr. Mashrur Hossain Shurid, iPage, Bangladesh**

Mashrur Hossain is passionate about agribusiness and co-founded iPAGE in 2019 to empower smallholders through actionable information and ecosystem connectivity. He previously founded an IoT startup in 2014. Before embarking on his entrepreneurial journey, Mashrur worked in government service. An electrical engineer by profession, Mashrur comes from a farming family that migrated to Dhaka after a disastrous landslide, spurring him to seek ways to bolster small farmers' resilience using homegrown talent and technology.

## The Judges



**Mr. Andrew Michael Ong, Director, Division for Asia and the Pacific, World Intellectual Property Organization**

Prior to joining the World Intellectual Property Organization, Andrew Ong served as the Deputy Director General of the Intellectual Property (IP) Office of the Philippines where he spearheaded strategic initiatives including business process re-engineering and automation, the creation of an alternative dispute resolution mechanism, the establishment of technology transfer offices in universities and pilot programmes to recognize, commercialize and protect traditional knowledge and geographical indications. In this role he also served as part of the ASEAN Working Group on IP Cooperation. Mr. Ong also previously worked as an external consultant on the Madrid and Hague Registries, a qualified patent agent, and accredited mediator and lecturer on intellectual property law and development in the Philippines.



**Mr. Allan Majuru, Chief Executive Officer, ZimTrade, Zimbabwe**

Mr. Majuru was appointed CEO of ZimTrade in 2018. He spearheaded numerous transformative programmes at Zimtrade, including the global award-winning Eagle's Nest youth startup incubation initiative. Mr Majuru also serves as Chairman of two boards in the agriculture and mining sectors. He currently serves as Zimbabwe's Commissioner General Zimbabwe's delegation for Expo 2025, in Osaka, Japan and previously served as Zimbabwe's country ambassador for the 2021 Intra-African in Durban, South Africa. Mr. Majuru holds an MSc degree in Agricultural Applied Economics from the University of Pretoria and an Honours BSc degree in Agricultural Economics Extension from the University of Zimbabwe.



**Ms. Paula Padrino Vilela, Programme Manager, Land Restoration, United Nations Convention to Combat Desertification**

Ms. Padrino Vilela is an experienced professional in the humanitarian and human rights fields, with experience working for major international organizations such as the International Committee of the Red Cross, NATO and the United Nations. She currently works as a programme management officer at UNCCD in Bonn. Prior to joining the G20 Global Land Initiative, Ms. Vilela was Project Coordinator at the United Nations Environment Programme's Disasters and Conflicts Branch. She holds an LLM in International Humanitarian Law and Human Rights from the Geneva Academy in Switzerland and a Bachelor's Degree in International Relations from the Universidad Europea de Madrid in Spain.



**Mr. Vedant Gandhi, former Ecopreneur award winner; Co-Founder, RecycleX, India**

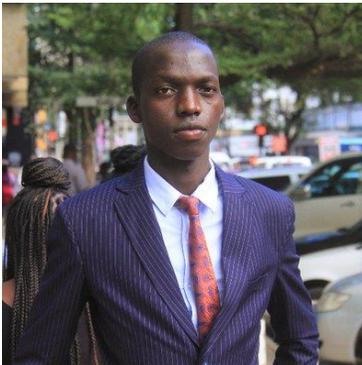
Mr. Gandhi was an award winner for the first edition of the ITC Ecopreneur Awards. He co-founded and directs RecycleX, which recycles industrial carbon coal waste into green building materials. He specializes in environmental and social impact assessments for start-ups and governments, and is passionate about building an ecosystem for climate, clean tech and sustainability focused entrepreneurship. He also helps start-ups to scale up in clean tech space. He previously worked with the United Nations Smart Cities Programme in Bonn, Germany.



**Ms. Diana Carballo, Senior Pro Bono Coordinator, Sidley Austin**

Ms. Carballo is the manager of Sidley's Emerging Enterprises Program and Trade for Development Initiative. She specializes in CSR, partnerships, gender equality, social entrepreneurship, and sustainable development. She holds a master's degree in development studies from the Graduate Institute of International and Sustainable Development in Geneva (IHEID). Ms. Carballo has also played Water polo at the highest international levels, including as a member of the Swiss National Team.

## **Moderators:**



**Mr. Viktor Kiprop, BBC Africa**

Mr. Kiprop is a Business journalist for BBC Africa with significant experience in covering business, economics and governance innovation across Africa. Prior to joining the BBC, Victor worked as a presenter and reporter at NTV Kenya, The EastAfrican and CNBC Africa. He has interviewed global political and business leaders, budding entrepreneurs and policymakers. Victor is also an experienced moderator having guided high-level discussions on some of the world's biggest platforms. He holds a Bachelor's degree in finance and is pursuing his Master's in Development Finance.



**Mr. Ozaal Zesha, Ye! Advisor Pakistan and young entrepreneur**

Mr. Zesha is the founder of ClassNotes, and the Ye! Community Advisor for Pakistan. ClassNotes is a startup that has empowered more than 25 million students to access educational resources online. His work has received international recognition including the TakeOff Istanbul Award, Westerwelle Foundation's Award, TechJuice 25Under25, Pakistan Startup Cup, TiE Austin, and the Startupper of the Year award. Ozaal is part of the Youth Sounding Board and advises the EU and European Commission on youth empowerment. He's been invited to the European Parliament, European Commission's Headquarters, TexasA&M, HULT Prize, and Austin Startup Week as a speaker. He's also a mentor and expert judge at the MassChallenge Accelerator.