

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

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University for the Creative Arts

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Dr Marisa Henderson, Chief, Creative Economy, UNCTAD, Switzerland

Marisa Henderson is the Chief of the Creative Economy Programme in UNCTAD, a programme which aims to support developing countries to maximise the trade and development gains of the creative economy and to use their rich supply of creativity and cultural assets to generate employment and to reduce poverty.

Marisa has been Chief of the Creative Economy Programme since April 2018, and has already undertaken projects in China, Turkey, Ukraine, Tunisia and Indonesia. Marisa believes that “UNCTAD’s data driven insights on trade in creative goods and services make a unique contribution to understanding the creative economy. UNCTAD’s mandate to conduct research, build consensus, and provide technical cooperation remains as valid and important today as it was fifteen years ago when the Creative Economy Programme started”.

Marisa has been working in UNCTAD for twenty years. Prior to her current position, she worked for UNCTAD Geneva in different capacities including in the Office of the Secretary-General. She also spent three years as the Chief of the UNCTAD Office in New York and three years as the Chief of Staff of the Division of Trade and Commodities in UNCTAD, where she provided authoritative strategic advice and guidance to the Senior Management Team on the vision, mission, mandate and operations of the Trade Division as well as substantive inputs on a range of trade-related development issues.

Marisa received a PhD in International Political Economy from the University of Warwick, U.K, and a master’s in international Relations from FLACSO, Argentina. Before joining UNCTAD, Marisa worked at the Mission of Argentina in Geneva, dealing with WTO issues and at the House of Commons in London working with for the then Labour Shadow Minister on Development. She has taught at University level both in the England and Argentina. Marisa has a number of publications on international trade issues, including the latest “Creative Economy Outlook (UNCTAD, 2019) and training material for UNCTAD’s Commercial Diplomacy and Trade Negotiations Branch and UNCTAD’s Virtual Institute as well as a number of parliamentary reports on trade and development issues, .