

Catalyzing Action:

EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050

26 – 27 November 2012
Brussels



Eduardo Escobedo **Sustainable Luxury**

Eduardo Escobedo heads the business and policy themes of the BioTrade Initiative. Previously, Eduardo headed the Regional Trade Programme for Latin America and the Caribbean as well as the Non-Agricultural Market Access Programme at the International Centre for Trade and Sustainable Development. He was trade advisor and negotiator for Mexico during the bilateral trade negotiation between Mexico and the European Union, as well as for the initial period of Doha Round of the WTO. An Industrial and Systems Engineer by training, Eduardo has held positions in the private sector such as Productivity Engineer for General Electric and Assistant General Manager for Uriarte Talavera. Eduardo holds a M.A.

on Development Studies from the University of Geneva and a B.Sc. on Industrial and Systems Engineering from the Instituto Tecnológico de Monterrey. He also holds a post-graduate certificate on Advanced Studies in Corporate Social Responsibility from the University of Geneva and International Business Administration from the University of Vienna.