

# Outreach

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- The WTO published two joint reports with the United Nations Conference on Trade and Development and the Organisation for Economic Co-operation and Development (OECD) on trade and investment measures in the G20 countries.

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- Over 300 businesses replied to a WTO survey asking for their views on the work of the WTO and on how to improve cooperation between business and the WTO.

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- The WTO and the (OECD) developed a database on trade in value-added terms that was launched in early 2013.

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### **Background on outreach**

The WTO maintains regular dialogue with non-governmental organizations, parliamentarians, other international organizations, the media and the general public to enhance cooperation and raise awareness of trade issues.

# Relations with non-governmental organizations

The 2012 WTO Public Forum, whose theme was “Is Multilateralism in Crisis?”, attracted many representatives of non-governmental organizations (NGOs). The WTO continued to hold briefings on trade issues for NGOs, and NGO representatives were able to attend two dispute panel hearings, which have been open to the public since 2005.

### WTO Public Forum

The 2012 Public Forum, held in Geneva on 24-26 September, provided participants with the opportunity to express views and voice concerns on all aspects of the multilateral trading system. Since its launch in 2001, the Forum has become one of the most important meeting grounds for dialogue between relevant stakeholders of the multilateral trading system.

This year, the Forum addressed the question “Is Multilateralism in Crisis?”, taking into account both the Doha Round deadlock and WTO activities that continue to work well. It took a close look at the factors shaping 21st-century trade in a fast-changing world, with a view to identifying solutions to the challenges that lie ahead. The new world order in which the WTO operates was also among the topics for discussion.

The programme featured 44 sessions, including three high-level panels, 31 regular panels, three ideas workshops, three book launches and one youth panel, besides the opening and closing sessions. New approaches to multilateral trade opening and the role of non-state actors in strengthening the multilateral trading system were also widely debated. The Forum also allowed participants to provide valuable guidance on how the WTO can face today’s challenges and contribute to greater cooperation across all areas of global governance.

The Public Forum attracted about 1,200 participants from a wide variety of backgrounds and organizations (see Figure 1).

### New features at the Forum

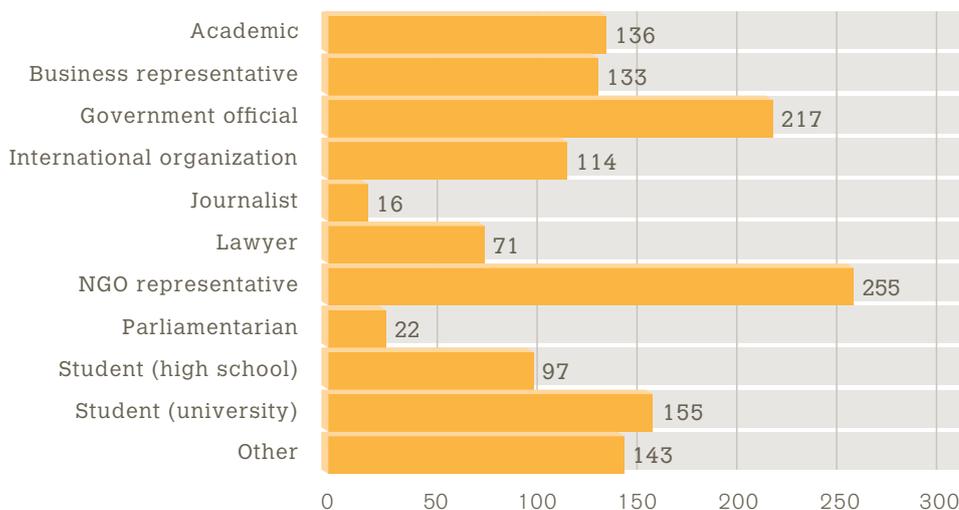
This year, the Forum included a number of new features. In the run-up to the event, a discussion forum was launched on the WTO’s website, allowing stakeholders to submit short articles on the Public Forum’s themes and to give their views on articles submitted by others.

At the Forum, ideas workshops were organized in parallel to the various formal sessions – one for each day of the Forum. These provided an opportunity for participants to share their ideas on a number of key trade topics (environment and dispute settlement among others) in an informal and interactive environment.

By using specially adapted USB sticks, participants were able to collect digital information about the event and to download background information from smart tags displayed at various points within the WTO.

A cartoon exhibition provided a humorous insight into how the WTO has been portrayed. In total, over 100 cartoons were on display from prominent international newspapers, including *Le Monde*, *Le Temps*, *The International Herald Tribune*, *The Financial Times*, *China Daily*, *The Washington Post* and *The Economist*.

Figure 1: Public Forum participation in 2012



Source: WTO on-line registration figures for the 2012 Public Forum.



Micheline Calmy-Rey, Former President of the Swiss Confederation, gave the inaugural speech at the 2012 Public Forum.

At the Social Media Corner, participants were invited to record a video message in response to the question “Is Multilateralism in Crisis?”. Their videos were subsequently posted on the WTO website.

#### Outreach activities

Two regional technical assistance events were organized in Ghana and Colombia, reaching out to African and Latin-American NGOs.

NGOs from Benin, Burkina Faso, Cameroon, Congo, Democratic Republic of Congo, Côte d'Ivoire, Gabon, Ghana, Guinea, Mali, Niger, Nigeria, Senegal and Togo attended a regional dialogue session in Accra, Ghana, on 29-31 October 2012. The meeting was entitled “Current and future challenges for the multilateral trading system – perspectives from Western Africa”.

From 7 to 8 November, a group of Latin American trade-related NGOs met in Bogotá, Colombia, to participate in a roundtable discussion on trade and sustainable development

in Latin America. The focus was on the evolving global trade landscape and protectionism in Latin America, trade disputes at the regional and multilateral level, perspectives for new preferential trade agreements, with an emphasis on the Trans-Pacific Partnership Agreement, policies and strategies to better integrate the Latin American region into global value chains and the importance of trade facilitation for the region.

#### NGO briefings

The WTO Secretariat undertook ten NGO briefings in 2012, reporting on the General Council and Trade Negotiations Committee meetings, the World Trade Report, the Rio+20 agenda and a seminar on exchange rates. Overall, a total of nearly 200 briefings have been organized since 2000.

#### NGO papers

NGOs can submit their position papers and studies to the WTO Secretariat and have them posted on the WTO website. A monthly list of available NGO papers is sent to WTO members. In 2012, only one contribution was received. Submitted by the International Chamber of Commerce, it addressed “Cross-Retaliation under the WTO Dispute Settlement Mechanism involving TRIPS Provisions”.

#### Public hearings

Since 2005, a number of panel meetings, Appellate Body hearings and arbitration proceedings have been open to the public, including NGOs. As a result, registered NGOs have been able to follow the open hearings through video links. In 2012, two dispute panel meetings and one Appellate Body hearing were opened to the public (DS412 – “Canada – Renewable Energy”, DS426 – “Canada – Feed In Tariff Program” and DS384/DS386 – “US – COOL” – see pages 80-81).



#### Background on relations with non-governmental organizations

The WTO maintains regular dialogue with civil society organizations on various aspects of the WTO and the ongoing Doha Round negotiations, with the aim of enhancing cooperation and increasing public awareness of WTO activities and the role and value of the rules-based multilateral trading system.

# Youth Ambassador Programme



**In 2012, the WTO named its first two Youth Ambassadors, students Ankita Mishra from India and Karina Hehs from Brazil, who were appointed after winning a contest to produce the best essay and video, respectively, on the theme of “How can trade promote development?”.**

The WTO Youth Ambassador Programme, launched in 2011, aims to raise awareness of trade issues among young people, encourage their engagement in policy discussions and bring new perspectives to trade debates.

Ankita is an MBA student at the Institute of Business Management in Pune, India, while Karina is studying Agricultural Engineering at the University of São Paulo, Brazil. Ankita's essay and Karina's video were chosen from 116 essays and 20 videos submitted to the selection panel for the inaugural contest, whose prize was the ambassadorships.

Ankita plans to get young Indians, particularly in the universities, thinking more about trade matters. “India enjoys the asset of a huge young population ... (I plan to) ... organize discussion forums and debates to get their views on how India can contribute

to global development,” she said shortly after being named one of the ambassadors by WTO Director-General Pascal Lamy.

Karina will launch a blog and a website in Brazil to discuss trade issues. She has already begun work on setting up the website, which she will use to act as a channel between society, especially young people, and the WTO, so that the views of young people get heard, she said. “Everyone has to play their role; you cannot expect the WTO or another country to do your share. So if everyone does their share, we can have global trade that helps people instead of promoting more segregation,” she said. “I think it is really important to be a Youth Ambassador because... all the ideas I am going to present here are sort of in representation of all other young people around the world,” she said.





Since September 2012, the WTO has remained in contact with the two Youth Ambassadors to follow their progress and assist them in implementing their projects.

The two young people kicked off their ambassadorships by attending the 2012 WTO Public Forum in Geneva where they attended a session on the topic tackled by their competition entries, along with other students with a proven interest in international trade issues. The Forum, held at WTO headquarters in September (see page 112), is an annual event that provides a platform for public debate and discussion across a wide range of WTO issues and activities.

Karina reminded the audience of how important it is for the idealistic voice of youth to be part of the trade debate. All voices need to be heard in the process of developing new ideas for

promoting trade and development, she said. As she declared in her prize-winning video: "With a few changes in attitude, everyone can contribute to the process of building a fair global trading system and can promote development along the way."

Ankita explained the concept of "soft trade", which was a key part of her winning essay. She believes that the driving forces of trade should be changed. Instead of being driven solely by materialistic motives, trade should be a tool to promote the advancement of developing nations. Knowledge sharing and capacity building could be the way to accomplish this. Ultimately, bridging the gap between change-loving youths and decision-makers is a good way to achieve progress, she said.

The theme for the 2013 Youth Ambassador contest will be announced in the spring.



# 116

20 videos and 116 essays and were submitted for the contest.



# Contact with parliamentarians

**In 2012, the annual Parliamentary Conference on the WTO, organized by the Inter-Parliamentary Union (IPU) and the European Parliament, was held at the WTO. The WTO Secretariat continued the distribution of its regular newsletter to a growing number of parliamentarians. It also organized two regional workshops for parliamentarians in cooperation with regional and international partners.**

## Parliamentary Conference on the WTO

For the second time, the Parliamentary Conference was held at WTO headquarters, this time under the overall theme of “Back to basics: connecting politics and trade”. It attracted some 300 legislators, who debated international trade and WTO issues, with a particular focus on the challenges of the role of trade in creating jobs.

Participants met WTO Director-General Pascal Lamy and some ambassadors to the WTO as well as members of the Director-General’s Panel on Defining the Future of Trade (see page 121). In his welcoming remarks, Mr Lamy said: “We believe we are accountable to parliamentarians ... We believe that this accountability and your own engagement and involvement in our trade issues is a good way to strengthen the multilateral trading system, providing legitimacy for what we do.”

The main themes of the Conference debates were “Trade as a tool of economic growth, job creation and poverty alleviation” and “Trade in services: time for political decisions”. The Conference produced a document listing the challenges for job creation in the current crisis. In this document, WTO agreements and negotiations are identified as particularly important, given the potential of trade to contribute to economic growth, job creation and poverty alleviation.

## Formal meetings of parliamentary bodies

The Steering Committee of the IPU on WTO matters met twice in 2012, in Geneva on the sidelines of the WTO Public Forum, and in Brussels at the European Parliament.

WTO Deputy Director-General Alejandro Jara represented the WTO at the Brussels Steering Committee meeting and spoke at a workshop organized by the European Parliament on the “Future of the WTO and the international trading system”. He briefed both meetings on the current situation at the WTO and the state of play in the Doha negotiations. The workshop attracted almost 400 participants, including representatives of European industries and many Members of the European Parliament (MEPs) and their staff.

The Steering Committee is made up of around 30 parliamentarians. The WTO Director-General, senior staff, the Chair of the WTO General Council and Geneva-based ambassadors regularly participate in its meetings to brief legislators on important issues facing the multilateral trading system.

## WTO Public Forum

At the WTO Public Forum (see page 112) in Geneva, the Assemblée Parlementaire de la Francophonie organized a well-attended session entitled “Is a multilateral approach to fair trade possible? The parliamentarian point of view”. Food sovereignty was one major concern raised, particularly by African countries, which feared that rapid liberalization of agricultural markets can make it difficult for countries to meet their own food needs.



### Background on contact with parliamentarians

Parliamentarians have constitutional responsibility to consider and ratify WTO agreements negotiated by their governments. The WTO seeks to maintain an open dialogue with parliamentarians and help them gain a deeper understanding of the organization and its work. The WTO participates in the meetings of ad hoc parliamentary bodies and organizes workshops for parliamentarians at national and regional levels.



The annual Parliamentary Conference on the WTO, organized by the Inter-Parliamentary Union and the European Parliament, was held on 15-16 November 2012 at the WTO.

### Regional workshops

In 2012, the WTO held two regional workshops for parliamentarians:

- in Singapore, for parliamentarians of the ASEAN-plus countries (the ten member countries of the Association of South-East Asian Nations plus Australia, China, Japan, the Republic of Korea and New Zealand), organized in collaboration with the Temasek Foundation, a non-profit philanthropic organization based in Singapore
- in Vientiane, Lao People's Democratic Republic (PDR), for Francophone members of parliament from Asia Pacific, attended by representatives from Viet Nam, Cambodia and Laos. Deputy Director-General Valentine Rugwabiza participated in this meeting.

The WTO regularly cooperates with regional parliamentary associations, such as the Commonwealth Parliamentary Association, the Assemblée Parlementaire de la Francophonie and the Inter-Parliamentary Forum of the Americas as well as the Temasek Foundation to organize outreach activities at the regional level.

Regional initiatives complement the national workshops for parliamentarians, which are carried out as part of the WTO's regular technical assistance work. Through these initiatives, the WTO has been able to enhance working relations with national parliaments as well as with parliamentary organizations.

### Newsletter

In 2012, the WTO published four issues of the "WTO Newsletter for Parliamentarians", which is distributed to parliamentarians and made available on the WTO website.

## Cooperation with other international organizations

In 2012, the WTO participated in the Rio+20 Earth Summit and the XIIIth UNCTAD Ministerial Conference. It continued cooperation with a variety of intergovernmental organizations, including the United Nations, the Organisation for Economic Co-operation and Development (OECD), the International Monetary Fund (IMF) and the World Bank. Together with the United Nations Conference on Trade and Development (UNCTAD) and the OECD, the WTO published reports on trade and investment developments in the Group of 20 (G20) countries.

### United Nations

In 2012, the WTO Director-General participated actively in the Rio+20 Earth Summit, held in Rio de Janeiro, Brazil. He told the meeting that “we must strive to take the multilateral trading system forward so it may help us place the global economy on a sustainable development pathway”.

The Director-General also took part in the XIIIth UNCTAD Ministerial Conference in Doha, Qatar. On the sidelines of this event, he delivered a speech to an International Trade Centre (ITC) seminar on the Arab region, where he outlined the need to “unlock trade for job creation”. In Qatar, he also joined a ministerial breakfast bringing together ministers of least-developed countries (LDCs) and Enhanced Integrated Framework (EIF) partner agencies, organized by the WTO, UNCTAD and the EIF Executive Secretariat.

The Director-General attended the two regular meetings of the United Nations Chief Executives Board (CEB) – a high-level body composed of heads of UN agencies, funds and programmes as well as the Bretton Woods institutions and the WTO. The UN Secretary-General chairs the CEB. The role of the CEB is to enhance international cooperation on global issues. WTO Secretariat officials participate in meetings of the Board’s subsidiary bodies dealing with programme and management issues.



The WTO participated in the Rio+20 Earth Summit, held in Rio de Janeiro, Brazil on 20-22 June 2012.

The WTO Secretariat is represented at the high-level United Nations Coordination Committee, which monitors progress in achieving the United Nations Millennium Development Goals, as well as at meetings of the UN Economic and Social Council, which deals with development issues.

### United Nations Conference on Trade and Development (UNCTAD)

In 2012, the WTO published two joint reports with UNCTAD and the OECD on trade and investment measures in the G20 group of leading developed and developing countries. The latest report showed that there had been a slowdown in the imposition of new trade-restrictive measures by G20 economies, but that trade frictions seemed to be increasing. Presenting the report, WTO Director-General Pascal Lamy urged G20 governments “to redouble their efforts to keep their markets open, and to advance trade opening as a way to counter slowing global economic growth”.

With UNCTAD, the WTO also co-published a book on trade policy analysis. Written by experts with practical experience in the field, *A Practical Guide to Trade Policy Analysis* outlines the major concepts of trade policy analysis and contains practical guidance on how to apply them to concrete policy issues.

The WTO continued its close cooperation with UNCTAD on training and technical assistance to developing countries and LDCs. UNCTAD is a major partner of the WTO in programmes such as the EIF (see page 101) and the Joint Integrated Technical Assistance Programme. The two organizations jointly sponsor the ITC, the trade promotion body for developing countries.

The WTO and UNCTAD organize various inter-regional information sessions and training activities to help representatives from developing countries learn more about the WTO and trade negotiations. These activities usually involve staff from both the WTO and UNCTAD. The WTO also cooperates with UNCTAD within the framework of the UN interagency “cluster” on trade and productive capacity, which aims to coordinate trade and development operations throughout the UN system.



### International Trade Centre

The WTO works closely with the International Trade Centre (ITC) to build supply-side capacity and trade-related infrastructure that developing countries need to implement and benefit from WTO agreements. Some of the joint initiatives include the Joint Integrated Technical Assistance Programme, the EIF and the Business for Development initiative.

Together with UNCTAD, the WTO and ITC have made important commitments to strengthening their interagency cooperation. One area of successful collaboration is within the interagency cluster on trade and productive capacity (see left).



The WTO/UNCTAD co-publication *A practical guide to trade policy analysis* was launched at the WTO on 26 June 2012.

### Organisation for Economic Co-operation and Development

The WTO and the OECD have a long-standing and close working relationship at all levels, with WTO Secretariat officials participating in many OECD meetings. The two organizations have recently developed a new database for measuring trade in value-added terms rather than the traditional customs returns. The database was formally launched in January 2013 (see page 130). The WTO also continued to publish joint reports with the OECD on trade and investment developments (see above). The Director-General also participated in the annual OECD Forum and Ministerial Meeting.

### Other intergovernmental organizations

The WTO cooperated on trade issues and the needs of developing countries with a number of intergovernmental organizations, such as the United Nations Development Programme (UNDP), the IMF and the World Bank. The WTO also has longstanding working relationships with organizations such as the UN Food and Agriculture Organization (FAO), the World Customs Organization, the World Intellectual Property Organization (WIPO) and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

The WTO worked with the World Health Organization (WHO) and WIPO in 2012 on preparing a study of the linked roles that public health policies, intellectual property and trade can play in advancing medical technology and ensuring it is available equitably to all who need it. The co-publication – *Promoting access to medical technologies and innovation: Intersections between public health, intellectual property and trade* – was launched at the WTO on 5 February 2013.

### G20

The WTO participated actively, and at the highest level, in the work of the G20 during 2012, providing input on trade and on protectionism. The Director-General attended the G20 Summit in Los Cabos, Mexico, in June 2012.



#### Background on cooperation with other international organizations

The WTO works closely with other intergovernmental organizations and regional bodies, especially those involved in trade-related issues. This cooperation helps to ensure coordinated action and a coherent approach to international trade policies.

# Contact with the media

**In 2012, the WTO continued to have regular contact with journalists, through press briefings, press conferences and e-briefings. The number of journalists registered to use the “media newsroom” on the WTO website rose 16 per cent to 2,702. The WTO also held a number of training activities for journalists.**

The WTO’s Information and External Relations Division held 22 press briefings and two press conferences in 2012 covering various aspects of the WTO’s work, including dispute settlement, the Doha Round negotiations and the work of the General Council (see Figure 2). In addition, around 130 e-mail briefings on various WTO meetings were sent to journalists.

The WTO also maintained regular contact with 2,702 journalists in many countries, up from 2,330 in 2011, who have registered to use the “media newsroom” on the WTO website. This allows them to receive regular email bulletins on developments at the WTO and to access information under embargo. Journalists were also regularly invited to WTO events, including book launches and seminars.

### Training activities

In 2012, the WTO held four training activities for journalists: a seminar at the WTO for French-speaking journalists, a regional workshop in Ghana, and two national workshops, held in Colombia and the Dominican Republic, respectively.

The fifth seminar for French-speaking journalists was organized in conjunction with the Friedrich Ebert Stiftung Institute. The three-day seminar (30 April-2 May) at the WTO was attended by journalists from Benin, Burkina Faso, Cameroon, Côte d’Ivoire, Democratic Republic of the Congo, Mali, Senegal and Togo. The seminar provided the opportunity for journalists to learn more about the WTO through presentations by experts on specific issues combined with interactive sessions and the use of various media tools (videos and social media). The participants also undertook a field trip to a Swiss customs post where they had a first-hand look at examples of trade facilitation.

The regional workshop in Accra, Ghana (29-31 October), was attended by journalists from Benin, Burkina Faso, Cameroon,

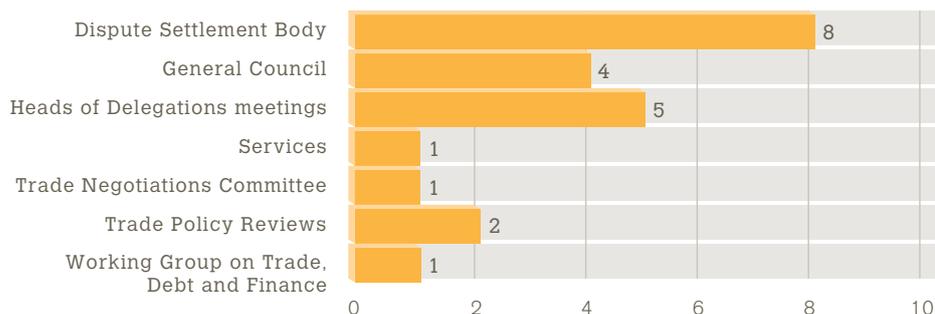


A regional workshop for journalists was organized by the WTO and the Friedrich Ebert Stiftung Institute in Accra, Ghana, on 29-31 October 2012.

Congo, Democratic Republic of the Congo, Côte d’Ivoire, Gabon, Ghana, Guinea, Mali, Niger, Nigeria, Senegal and Togo. The workshop provided an introduction to the WTO, an update on the Doha Round, a briefing on WTO disputes of interest to West Africa, and a comprehensive guide on how to access WTO information. The Friedrich Ebert Stiftung Institute helped to cover the costs of the workshop.

National media workshops were held in Santo Domingo, Dominican Republic (29-31 October) and Bogotá, Colombia (6 November). They are part of the WTO technical assistance programme, which invites governments to request WTO training missions for media workshops in their respective countries. Both seminars provided comprehensive introductions to the WTO and a forum for discussion of national and international trade issues.

**Figure 2: Meetings/subjects covered by WTO briefings/press conferences in 2012**



# Contact with the business community

In 2012, the WTO took a number of initiatives to bring the WTO and the business community closer together. The Director-General launched a panel of eminent persons, with a strong business presence, to analyse challenges to trade opening. The WTO also carried out a survey among business leaders on how to improve cooperation between business and the WTO.

## Panel on Defining the Future of Trade

The Director-General established in April 2012 a panel of eminent persons to analyse challenges to global trade opening in the 21st century.

The panel has a strong business presence, recognizing the role and responsibilities the private sector has in driving trade and the trading system in support of growth, development, jobs and the fight against poverty. The panel's analysis will be published in 2013 and should make an important contribution to debate between WTO members on the best way to tackle these challenges.

## ICC World Trade Agenda Launch

In March 2012, the WTO hosted a meeting of over 80 business leaders and trade experts to launch the ICC Business World Trade Agenda, an initiative of the International Chamber of Commerce (ICC). It aims at involving global business leaders in defining the multilateral trade negotiation priorities for the private sector and helping governments set a trade policy agenda for the 21<sup>st</sup> century that contributes to economic growth and job creation.

In the presence of the ICC leadership, the Qatar Chamber of Commerce, the WTO Director-General and many representatives of the WTO membership, the WTO held an in-depth briefing on the state of play in the World Trade Agenda consultations in December 2012. "The WTO is not only business-friendly but business-like in the way we address our work," Director-General Pascal Lamy told the gathering.

## WTO business survey

The WTO launched a survey in November 2012 of businesses from various sectors and different regions to get their views on the work of the WTO and on how cooperation with the business community can be improved. Over 300 businesses replied.

The survey found that 95 per cent see the work of the WTO as vital for businesses, 97 per cent believe that trade plays a role in generating growth and creating jobs and 72 per cent think that the WTO has been successful in ensuring that governments comply with their commitments. In addition, 62 per cent believe that the Doha Round can deliver benefits to businesses. Allowing business representatives at WTO meetings and involving them more in technical assistance programmes were two of the recommendations made in the survey.



The International Chamber of Commerce and the Qatar Chamber of Commerce and Industry held a briefing on the ICC's World Trade Agenda initiative at the WTO on 6 December 2012.

### Background on contact with the business community

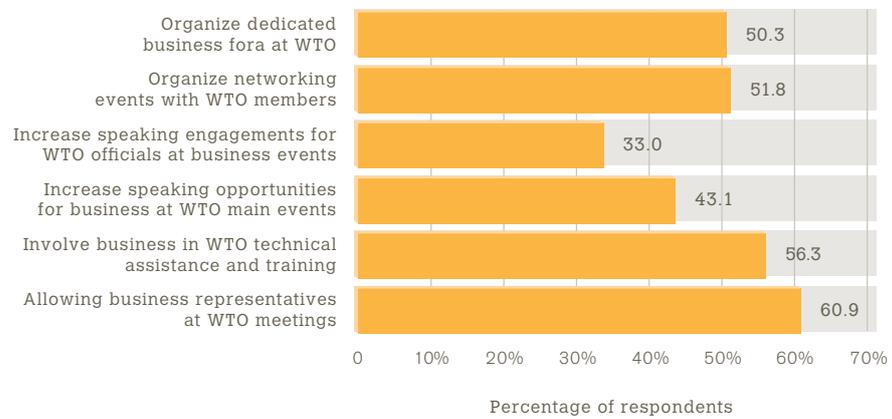
Business, trade and the WTO have always been closely connected. The biggest beneficiary of transparent and predictable trade rules and obligation is the private sector. Without business, there would be no trade and no WTO. Business is an important interlocutor for both governments and the WTO. It is actively involved in the multilateral trading system and participates in public activities of the WTO.

The survey also sought the business community’s opinions on how the WTO communicates with business. It found that 89 per cent of businesses considered the information provided on the WTO website to be relevant to their international activities, 82 per cent would like to have a dedicated web area for the business community, 95 per cent were interested in receiving an electronic newsletter containing WTO news and information, and

80 per cent expressed satisfaction with WTO efforts to reach out to them via social media, the website, the Public Forum, and WTO briefings.

The WTO will provide more detailed findings from the survey later in 2013.

**Figure 3: Key findings of the WTO business survey**  
**Ways of improving cooperation between the WTO and business**



## Contact with the public

Visitors to the WTO website continue to grow, with the site currently attracting almost 1.4 million visits a month. In addition, over 151,000 people have registered to receive email alerts when website updates are published. The WTO is also attracting an increasing number of followers on its social media pages, such as Facebook, Twitter and YouTube. The WTO receives numerous public email enquiries and comments (over 40,000 in 2012) and welcomed over 180 visiting groups to its offices in 2012. Over 100 new titles were published by the WTO during the year.

### WTO website

The WTO website currently attracts almost 1.4 million visits a month. The number of people who have registered to receive email updates now stands at over 151,000. The largest categories for email alerts are university students (29 per cent) and business representatives (14 per cent). The countries with the largest total number of registrations are India and the United States. Over 2,000 pages were created or updated during the course of the year.

One of the new features launched on the website in 2012 is the “Information Centre”, which provides a weekly round-up of WTO news and a preview of events in the weeks to come. Another new feature is the “International Trade and Market Access” tool, which provides a new dynamic presentation for all WTO data on merchandise and commercial services trade. The data is presented in the form of interactive maps, charts and data tables, using arrows and pop-up boxes to depict trade flows and to provide additional information.

### Social media

In 2012, the WTO continued to make extensive use of social media, such as Facebook, Twitter and YouTube, to convey information about its work and its membership. The number of fans and followers of the WTO on Facebook and Twitter more than doubled in 2012 due to more active use of these media. The WTO’s main Facebook page currently has over 16,000 fans while the WTO’s publications page on Facebook has 5,076 followers. On Twitter, the WTO has over 13,000 followers. The WTO’s channel on YouTube has over 1,500 subscribers.

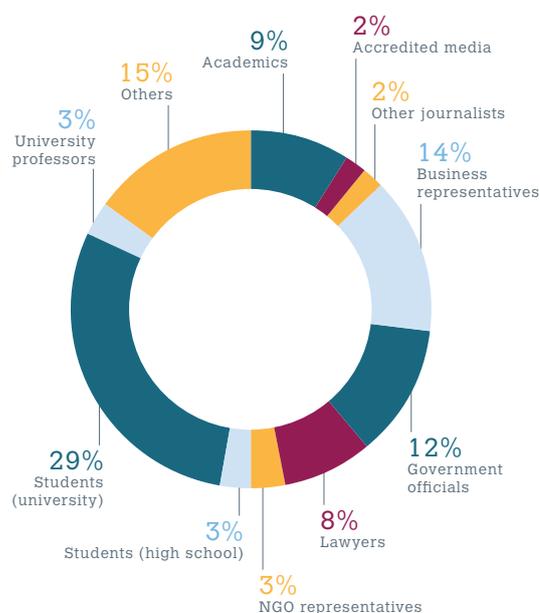
Social media are used in particular to promote WTO events, such as the Public Forum (see page 112). The information provided is geared specifically for Facebook and Twitter. Fans and followers can access information that is not on the WTO website, such as a daily summary of WTO coverage in the media and interviews with the WTO Director-General. In September 2012, a virtual “Open Day” was created on Facebook to present the work of WTO members through videos and other sources of information.

### Visiting groups

The WTO welcomed 183 visiting groups in 2012, totalling approximately 5,700 people. Most of the presentations covered the history, functions and current work of the organization. Some visiting groups were given presentations on specific WTO topics, primarily dispute settlement, agriculture, development and trade-related aspects of intellectual property rights (TRIPS).

The majority of the presentations (74 per cent) were given in English. A total of 12 per cent were given in French while 4 per cent were in German. The remaining 10 per cent of the presentations were given in Chinese, Dutch, Italian, Korean, Portuguese and Spanish.

Figure 4: Individuals registered with the WTO website’s contacts database, as of end 2012



## WTO publications

In 2012, the WTO produced over 100 publications in the WTO's three working languages: English, French and Spanish. Most of these publications can be downloaded free of charge from the WTO website. Printed copies can be purchased from the WTO online bookshop at <http://onlinebookshop.wto.org>.

### Flagship publications

#### Annual Report 2012

ISBN 978-92-870-3825-8 | CHF 55

The 2012 WTO Annual Report is divided into two parts: 1) a brief summary of the organization, with an overview of 2012; and 2) a detailed review of the WTO's main areas of activity.



#### World Trade Report 2012 Trade and public policies: A closer look at non-tariff measures in the 21st century

ISBN 978-92-870-3815-9 | CHF 60

Regulatory measures for trade in goods and services raise challenges for international cooperation in the 21st century. The World Trade Report 2012 examines why governments use these non-tariff measures and to what extent such measures may distort international trade.



#### International Trade Statistics 2012

ISBN 978-92-870-3840-1 | CHF 50

International Trade Statistics provides comprehensive statistics on the world's leading exporters and importers, with information broken down by region, country, product and commercial service. Major trends are illustrated with numerous charts and maps.



### Other annual publications

#### Trade Profiles 2012

ISBN 978-92-870-3846-3 | CHF 40

Presented in a handy format, with one page devoted to each country, Trade Profiles provides a country-by-country breakdown of trade flows and trade policy measures for WTO members and those seeking to join the WTO.



#### World Tariff Profiles 2012

ISBN 978-92-870-3843-2 | CHF 50

World Tariff Profiles provides a listing of the tariffs imposed by each WTO member on its imports and an analysis of the market access conditions it faces in its major export markets. Co-published by the WTO, the United Nations Conference on Trade and Development (UNCTAD) and the International Trade Centre (ITC).



#### Boxed set of WTO statistical titles 2012

ISBN 978-92-870-3849-4 | CHF 100

The set comprises the WTO's three annual statistical publications: International Trade Statistics 2012, World Tariff Profiles 2012 and Trade Profiles 2012. (Available in English only.)



#### WTO Public Forum 2011: Seeking answers to global trade challenges

ISBN 978-92-870-3786-2 | Online only

The 2011 WTO Public Forum publication provides a round-up of the discussions that took place at the 2011 event, for which the special theme was "Seeking answers to global trade challenges".



#### Trade Policy Reviews 2012

The Trade Policy Reviews provide detailed coverage of WTO members' trade policies and practices. Fourteen reviews were published in 2012 covering Bangladesh, Norway, Republic of Korea, Singapore, Colombia, China, Uruguay, United Arab Emirates, the Philippines, Nepal, Trinidad and Tobago, Turkey, the State of Kuwait, and the Kingdom of Saudi Arabia. Co-published with Bernan Press.



### Dispute Settlement Reports 2011

The Dispute Settlement Reports include dispute settlement panel and Appellate Body reports as well as arbitration awards in disputes concerning the rights and obligations of WTO members under the provisions of the Marrakech Agreement. Ten volumes were published in 2012 covering reports issued in 2011. Co-published with Cambridge University Press.



### WTO Analytical Index: Guide to WTO Law and Practice – 3rd edition

ISBN 978-1-107-02525-7 | CHF 400

The WTO Analytical Index is a comprehensive guide to the interpretation and application of the WTO agreements by the Appellate Body, dispute settlement panels and other WTO bodies. This edition covers cases from January 1995 to September 2011. Co-published with Cambridge University Press.



### New publications

#### 15 years of the Information Technology Agreement: Trade, innovation and global production networks

ISBN 978-92-870-3826-5 | CHF 40

To mark the 15th anniversary of the Information Technology Agreement, this publication charts the history of the Agreement and the effect it has had on the global trade in information technology products.



#### The WTO Dispute Settlement Procedures: A Collection of the Relevant Legal Texts – 3rd edition

ISBN 978-1-107-68415-7 | CHF 60

This fully updated edition collects together the treaty texts, decisions and agreed practices relating to the procedures that apply in the settlement of WTO disputes. Co-published with Cambridge University Press.



#### A Handbook on the WTO TRIPS Agreement

ISBN 978-1-107-62529-7 | CHF 80

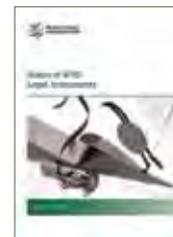
The Handbook provides a comprehensive explanation of the WTO Agreement on Trade-related aspects of Intellectual Property Rights (TRIPS), later legal instruments, current policy issues and the relationship between TRIPS and public health. Co-published with Cambridge University Press.



#### Status of WTO Legal Instruments (2012 edition)

ISBN 978-92-870-3853-1 | CHF 20

This publication covers the legal instruments drawn up by WTO members in relation to the Marrakesh Agreement Establishing the World Trade Organization and the plurilateral trade agreements annexed to that agreement. For each legal instrument, information is provided regarding signature, acceptance, ratification, accession and entry into force.



#### A Practical Guide to Trade Policy Analysis

ISBN 978-92-870-3812-8 | CHF 50

This publication provides the main tools for the analysis of trade policy. It outlines the major concepts of trade policy analysis and contains practical guidance on how to apply them to policy questions. An accompanying DVD contains data required for the exercises. Co-published with the United Nations Conference on Trade and Development (UNCTAD).



#### 10 things the WTO can do

ISBN 978-92-870-3831-9 | Unpriced

This new publication highlights some of the benefits of the trading system, but it does not claim that everything is perfect – otherwise there would be no need for further negotiations and for the system to evolve and reform continually. The publication replaces “10 Benefits of the WTO Trading System” and “10 Common Misunderstandings about the WTO”.



#### WTO Dispute Settlement: One-Page Case Summaries (1995-2011): 2012 edition

ISBN 978-92-870-3828-9 | CHF 35

The publication provides a summary of the key findings of every dispute panel report up to the end of 2011 and, where applicable, the subsequent Appellate Body report.



## Cooperation with academic institutions

In 2012, cooperation with academic institutions focused on three main activities: the mid-term review of the WTO Chairs Programme (WCP), the annual meeting of the stakeholders of the WCP and the sponsoring of projects by universities not covered by the WCP. Fifty-four activities were carried out in support of academic institutions from developing and least-developed countries, including lectures, sponsoring of academic projects, regional and national seminars, attendance at academic conferences, study visits to the WTO and the donation of WTO publications to universities.

### WTO Chairs Programme

Launched in 2010, the WTO Chairs Programme (WCP) currently supports 15 universities from developing countries. The programme provides financial and substantive support for a period of up to four years. An external advisory board consisting of 23 eminent scholars assists in decisions regarding its operations.

The programme helps academic institutions provide students with a deeper understanding of trade policy issues and enhance the contribution of these institutions to the analysis, formulation and implementation of national trade policies.

The mid-term review assessed progress in the implementation of the Chair's respective projects and the overall functioning of the programme, notably with regard to the quality of results, the management of the projects and the sustainability of the projects after the conclusion of the four-year memorandum of understanding.

The review provided numerous comments and recommendations. In general, it seems clear that the WCP has been a catalyst in generating a significant amount of activity in the areas of curriculum development and teaching, research and outreach. It is felt that the programme has significantly contributed to enhancing the visibility of partner institutions and their relationship with the respective national governments.

Recommendations made to the WTO and the Chairs are being implemented. In a speech in June 2012, the Director-General Pascal Lamy noted that areas for improvement highlighted by the review include the development of new and/or clearer guidelines in relation to some administrative aspects of the programmes and better and more detailed reporting. There is also a question whether some Chairs would like more active participation by Secretariat counterparts in their programmes. Secretariat officials have volunteered to be available to assist in any way the Chairs consider appropriate, but it is for the Chairs to let their counterparts know if they think they can be of assistance, he said.

The annual meeting of the WCP was held in June 2012 to review the work undertaken by the Chairs, to discuss the findings of the mid-term review and to discuss several research papers completed by the Chairs. Opening the conference, the Director-General noted that the Chairs are strengthening their roles as reference points on trade-related matters vis-à-vis

### Universities participating in the WTO Chairs Programme



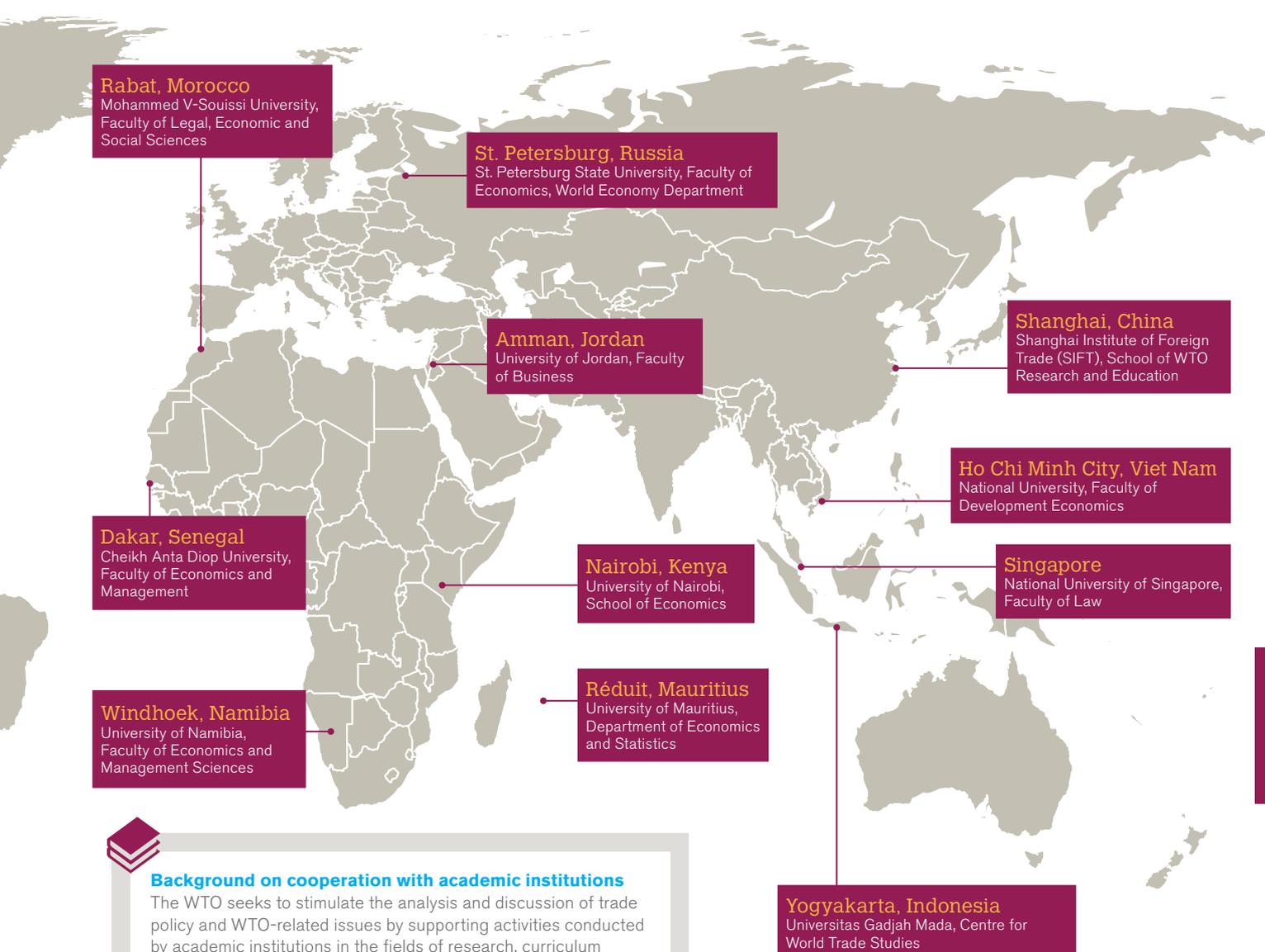
their respective communities. He said that the 15 Chairs have produced more than 100 pieces of research, including four books, many working papers, articles, case comments and one database.

**Academic Support Programme**

The Academic Support Programme aims at supporting academic institutions from developing countries and least developed countries (LDCs) outside the scope of the WCP. It also supports existing or new academic projects through lecturing arrangements, donation of publications, research collaboration and a fellowship programme for doctoral students.

A new feature was introduced in 2012, adding a sponsoring mechanism for small projects in the fields of research, curriculum development and outreach. Seven projects were initially selected from Ecuador, Fiji, Haiti, Iran, Madagascar, South Africa and Tunisia. This mechanism will be reviewed for the purposes of determining possible improvements for 2013.

Twenty-four activities were implemented under the Academic Support Programme during 2012, including regional and national level activities. In addition, several study tours of the WTO for universities partnering with the WTO were organized while donations of publications were made to twenty-four academic institutions.



**Background on cooperation with academic institutions**

The WTO seeks to stimulate the analysis and discussion of trade policy and WTO-related issues by supporting activities conducted by academic institutions in the fields of research, curriculum development, teaching and outreach, and by contributing to enhancing the capacity of academic institutions in these areas. WTO support is implemented through the WTO Chairs Programme and the Academic Support Programme.

OUTREACH

# WTO Essay Award for Young Economists

**The WTO Essay Award for Young Economists went in 2012 to American economist Treb Allen for a paper on information frictions in trade. The selection panel also gave a special mention to the work of Pablo Fajgelbaum, an Argentine national, on labour market institutions and international trade.**

The paper by Treb Allen, currently a Fellow at the International Economics Section at Princeton University (United States), offers a framework to understand the role of information frictions in trade and to quantify their effects. Information frictions can be caused by several factors, including the growing number of regulatory standards for manufactured and agricultural goods that exporters need to meet to access export markets.

Entitled "Information Frictions in Trade", the paper finds that information frictions, more than transportation costs, account for a large part of trade costs. In the judgement of the Academic Selection Panel, the paper contributes significantly to understanding the changing nature of trade costs and their relation to trade flows.

The paper by Pablo Fajgelbaum, entitled "Labor Market Frictions, Firm Growth, and International Trade", develops a theoretical framework for studying the impact of labour market institutions on export dynamics and the gains from trade. The paper provides empirical evidence consistent with a number of the model's key predictions, including that labour market rigidities negatively affect export participation by limiting firms' growth. According to the Academic Selection Panel, this is an extremely well executed paper that offers new insights into the role of trade and labour policies on export flows.

Treb Allen studied political economy at Williams College before obtaining a Ph.D. in Economics from Yale University (United States). He will be joining the Economics Department of Northwestern University (United States) as an Assistant Professor in 2013.

Pablo Fajgelbaum studied economics at the University Torquato di Tella in Argentina and later received a Ph.D. in economics from Princeton University. He is currently an Assistant Professor in the Economics Department at the University of California, Los Angeles (United States).

### Academic Selection Panel

The Academic Selection Panel for 2012 comprised Dr Avinash Dixit (Emeritus Professor of Economics, Princeton University), Dr Patrick Low (Director, Economic Research and Statistics Division, WTO), Dr Robert Staiger (Professor of Economics, Wisconsin University, United States) and Dr Alberto Trejos (Professor of Economics, INCAE Business School). Dr Michele Ruta (Counsellor, Economic Research and Statistics Division, WTO) coordinated the work of the panel.



### Background on the WTO Essay Award for Young Economists

In April 2009, the WTO established the annual WTO Essay Award for Young Economists. The award, which carries a prize of CHF 5,000, aims to promote high-quality economic research on the WTO and WTO-related issues and to reinforce the relationship between the WTO and the academic community.



The WTO Essay Award for Young Economists went in 2012 to American economist Treb Allen of Yale University.

## Economic research activities

**In 2012, the Economic Research and Statistics Division (ERSD) organized 56 events, many in collaboration with other institutions. They included the launch of the World Trade Report 2012, a seminar on exchange rates and trade, the annual Global Trade Analysis Project (GTAP) conference, a co-publication with UNCTAD and a series of seminars in the Geneva Trade and Development Workshop programme.**

In March 2012, ERSD organized a two-day seminar for the Working Group on Trade, Debt and Finance on the relationship between exchange rates and trade. The seminar brought together the private sector, governments, international agencies and academia (see page 69).

In June, it co-organized the 15th Annual Conference on Global Economic Analysis with the Global Trade Analysis Project (a global network of researchers and policymakers), UNCTAD and the International Trade Centre. The conference promotes the exchange of ideas among economists conducting quantitative analysis of global development issues. The theme for the 2012 conference was "New Challenges for Global Trade and Sustainable Development". The event attracted 250 participants from 46 countries and 150 papers were presented.

Also in June, UNCTAD and the WTO launched a co-publication entitled *A Practical Guide to Trade Policy Analysis*. The publication aims to help economists with an interest in the applied analysis of trade and trade policies to choose the best sources of data and the most useful tools to analyse world trade and trade policies. It explains analytical techniques, reviews the data necessary for analysis and provides illustrative applications and exercises for independent practice. The accompanying DVD contains datasets and other materials to complete the exercises.

In July 2012, the World Trade Report, "Trade and public policies: a closer look at non-tariff measures in the 21<sup>st</sup> century", was launched. The report observes that non-tariff measures (NTMs) have acquired growing importance as tariffs have been progressively reduced or ceilings set. At the same time, the variety and complexity of NTMs have grown as they have been increasingly used to attain a broad range of public policy objectives.



The 2012 World Trade Report, entitled *Trade and public policies: a closer look at non-tariff measures in the 21<sup>st</sup> century*, was launched by Director-General Pascal Lamy and Chief Economist Patrick Low (centre).

The World Trade Report explores the changes in the NTM universe and discusses the challenges they raise for the multilateral trading system. The report finds that the transparency of non-tariff measures must be improved and that the WTO has a central role to play, with its multiple transparency mechanisms. It suggests that more effective criteria may be needed to identify why a measure is used. It argues that current WTO disciplines may not always strike the right balance between policy commitments and flexibility. Finally, it suggests that addressing the adverse trade effects of public policies requires regulatory convergence, which raises the question of the role of the WTO in achieving this convergence.

In 2012, the Geneva Trade and Development Workshop programme, co-organized by the WTO, the Graduate Institute's Centre for Trade and Economic Integration, the University of Geneva and UNCTAD celebrated its fifth anniversary. The 21 events hosted during the year brought together academics and researchers in the Geneva region working in the area of trade and development. By providing a forum for discussion, the programme contributes to the exchange of ideas, supports relevant and high-quality research and facilitates outreach to policymakers and the wider Geneva trade policy community.



### Background on economic research activities

The WTO's Economic Research and Statistics Division organizes regular seminars and conferences as well as online forums involving academics and researchers in Geneva and around the world. These activities include the Geneva Trade and Development Workshop programme, which is a joint project with the Graduate Institute's Centre for Trade and Economic Integration, the United Nations Conference on Trade and Development (UNCTAD) and the University of Geneva.

## “Made in the World”

In 2012, the WTO and the Organisation for Economic Co-operation and Development (OECD) developed a database on bilateral trade flows measured in value-added terms rather than the traditional customs value. The "Made in the World" Initiative and its implications for trade and development policies was also the subject of several international seminars. At its Puerto Vallarta meeting in March 2012, the G20 highlighted the importance of understanding the role of global value chains in international trade and their implications for the world economy.

### The need for new statistics

International supply chains are at the core of globalization in the early 21<sup>st</sup> century. They have changed the old ways of organizing international specialization and of understanding comparative advantages. Most manufacturing activities and many services industries today are characterized by supply chain production, and nearly all supply chains have an international dimension. Traditional statistics that rely on customs values cannot give a clear picture of today's way of trading and they fail to fully capture the huge role played by services in manufacturing. Most importantly, they are not sufficient for ensuring that trade policy is properly informed.

The need for adequate information on the industrial interconnection between countries increased dramatically with the 2008-09 global crisis. The role of international supply chains in leveraging the growth of international trade and the rise of emerging country economies during the two decades preceding this crisis was generally recognized. But their responsibility in synchronising the transmission of the financial crisis has since concentrated the attention of analysts on the importance of the issues at hand.



### Background on economic research activities

Globalization is changing business models and increasing international fragmentation of production. Companies increasingly divide their operations across the world, from the design of the product and manufacturing of components to assembly and marketing, so creating international production chains. More and more products are "made in the world" rather than in any particular country. In this process, the nature of comparative advantages is altered, with new trade opportunities being created for emerging countries. In 2011, the WTO launched the "Made in the World" Initiative (MIWI) to support the sharing of projects, experiences and practical approaches in measuring and analysing international supply chains.

### Cooperation with other international organizations

In 2012, the WTO and the OECD set out to develop statistics on trade in value added and produce a publicly available database of trade flows estimated in value-added terms. The database was launched in Paris in January 2013. Its aim is to help policymakers, academics and the public at large better understand trade in the 21<sup>st</sup> century. By measuring bilateral trade in value-added terms, the database better reflects the true nature of economic interdependencies in today's international economy, in particular the role of imports of intermediate goods and services in determining export performance.

In a similar initiative, the European Commission held a high-level conference in April, in which the WTO participated, to mark the launch of the World Input-Output Database (WIOD). This new database allows trade analysts to have a better view of the global value chains created by world trade. Also in April, the G20 meeting of leading developed and developing countries in Puerto Vallarta (Mexico) identified the incidence of global value chains in today's world economy as one of the priority issues to be considered by the international community.

China's Ministry of Commerce, the WTO, the United Nations Conference on Trade and Development (UNCTAD) and the OECD jointly organized a conference in Beijing in September 2012 that gathered national and international experts to discuss global value chains in the 21<sup>st</sup> century and their policy implications for trade, investment, statistics and developing countries.

The WTO also cooperated with a number of regional initiatives for exploring the statistical and analytical implications of "Made in the World". In March 2012, the WTO organized a workshop with the United Nations Economic Commission for Latin America and the Caribbean on measuring trade in value added. It took place during an inter-agency seminar on "Latin America's Prospects for Upgrading in Global Value Chains". Participants included experts from different agencies active in the field, including the Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO), the Mexican Statistical Institute (INEGI), the US International Trade Council, the WIOD project and the OECD.



In 2012, the OECD and WTO worked together to develop a database of trade in value-added terms. The launch of the database in January 2013 was attended by EU Trade Commissioner Karel de Gucht (left), OECD Secretary General Angel Gurría (centre) and WTO Director-General Pascal Lamy.

Following a WTO contribution to an Asia-Pacific Economic Cooperation (APEC) conference in Singapore in November 2011 on exploring whether international input-output tables and related models may be a practical tool for policymaking in APEC, an APEC meeting in February 2012 in Moscow analysed evidence on global value chains and trade in services. In May, a trade policy dialogue on “Facilitating Global Supply Chains” was also organized in Kazan, Russia. The WTO presented the latest developments in new statistical measures of trade in a world of global supply chains and demonstrated how new value-added indicators can provide evidence for better trade policy.

#### Practical implications

The focus of discussion in 2012 was also on the practical implications of “Made in the World” for public policy and trade facilitation. The Fung Global Institute (FGI) invited the WTO to co-organize the global value chain sessions in a regional meeting on “Towards a New Global Economy: Re-defining Asia’s Role”, which took place in Hong Kong, China, in May/June.

Similarly, the WTO sponsored a conference organized in San José in October/November by Costa Rica’s Ministry of Commerce and Investment, the Inter-American Development Bank and the OECD on “Tapping into International Value-Chains: Opportunities and Challenges for Latin America”. In November, the WTO, FGI and the Temasek Foundation Centre for Trade Negotiations organized a conference in Singapore to promote dialogue between private and public policymakers and to identify practical implications in terms of policymaking.

#### Website

The “Made in the World” website ([www.wto.org/miwi](http://www.wto.org/miwi)) provides a discussion forum and access to relevant sources of information to address the issues raised by this initiative and to foster the development of statistical research in the field of international supply chains.