

Spotlight:

Small Business Champions initiative

Despite their economic importance in developed, developing and least-developed countries, micro, small and medium-sized enterprises (MSMEs) have a disproportionately small share of world trade. Helping more MSMEs to trade internationally is an important step to building a more inclusive trading system that benefits a wider array of citizens. With this in mind, the WTO and the International Chamber of Commerce (ICC) launched the Small Business Champions initiative in August.



The initiative called on companies to submit proposals aimed at helping small businesses trade across borders.

The initiative called on companies and private sector organizations around the world to come up with innovative and practical proposals for encouraging and assisting MSMEs to do business across borders.

Their proposals were also required to indicate how ICC and the WTO could contribute to the implementation of the proposed project. Companies and organizations putting forward successful proposals would be recognized as “ICC-WTO Small Business Champions” following the conclusion of their project.

By the end of 2017, the initiative had announced three successful proposals – one submitted by Google, the second by the Union of Chambers of Commerce of the former Yugoslav Republic of Macedonia and a third submitted jointly by Mercado Libre, an e-commerce company, and Argentina’s Chamber of Commerce and Services.

Google’s proposal was for a video competition, which invited MSMEs to share their stories through a short video about how they have used internet technologies to participate in trade. In September, Google launched the competition entitled “Small Businesses Going Global Video Challenge”.

At a Business Forum in Buenos Aires (see page 174), ICC and the WTO announced the winners of the competition and declared Google as the first “Small Business Champion”. “We were delighted by the level of participation in the video competition. We received so many compelling stories of how internet technologies are changing the trade landscape for MSMEs,” said Director-General Roberto Azevêdo.

The winning video was submitted by Zedi, a small fashion business in Ghana. The founder, Juliet Ajaab, told how she harnessed new technologies, such as the internet and social media, to significantly increase the company’s client base and to reach new markets outside of Ghana.

The two runners-up were My Nametags, a UK-based small business that sells multi-purpose nametags, and the Deering Banjo Co., based in the United States, which produces musical instruments. The prize for the winner and runners-up is a trip to a master class at Google in digital skills tailored to MSMEs.





WTO and ICC announced the winner of the small business video competition in Buenos Aires in December.

The proposal from the Union of Chambers of Commerce of the Former Yugoslav Republic of Macedonia was to create a digital platform for small businesses that would help them integrate into regional and international markets and develop their capacity to export. The “WORLD NET for Small Businesses” would integrate 100 SMEs from the Former Yugoslav Republic of Macedonia into the network and assist them in accessing relevant information and understanding export procedures.

The proposal from Argentina’s Chamber of Commerce and Services and Mercado Libre is to develop a training programme called the “Global SMEs Launchpad”. It will allow 100 SMEs in Argentina to benefit from tailored training aimed at improving their business skills so that they can showcase their products on a dedicated online platform. DG Azevêdo said: “This is an excellent initiative, designed to provide SMEs with the necessary skills to connect with global markets.”

By the end of the year, the Champions initiative had received a large number of proposals from businesses and business associations, with ideas for capacity-building, awareness-raising, online portals and digital platforms. More successful proposals were announced in early 2018.

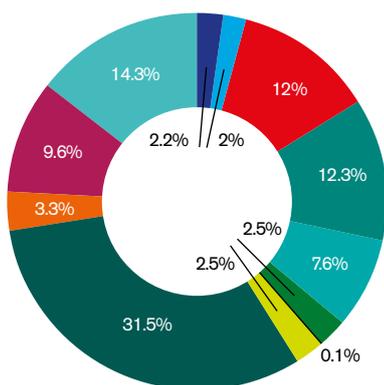


Google’s Head of Global Trade Policy, David Weller (centre), receives the first Small Business Champions Trophy.

Contact with the public

- The WTO website was redesigned in 2017 to give it a fresh look and to make it more accessible to a variety of devices.
- The site attracted almost 1.9 million visits a month; its social media channels have over 1 million followers.
- WTO videos were watched over 700,000 times on social media over the year.
- The WTO’s publications programme was extremely active, issuing 64 publications.

Figure 3: People registered to receive email alerts, as of end-2017



- Accredited media
- Other journalists
- Business representatives
- Government officials
- Lawyers
- Non-governmental organization representatives
- Parliamentarians
- Students (high school)
- Students (university)
- University professors
- Other academics
- Other

WTO website

The website was redesigned in 2017 to give it a more modern look and to make it responsive so that it can be easily viewed on tablets and mobile phones. It attracted almost 1.9 million monthly visits, of which 14.8 per cent were from the United States, 7.9 per cent from China, 5.8 per cent from Mexico and 4.7 per cent from India. Total page views fell slightly from 52.9 million in 2016 to 50.1 million. Over 450 news items were published in 2017.

The most downloaded files were the World Trade Statistical Review 2016 (205,000 downloads) and the World Trade Report 2016 (60,000) followed by the Annual Report 2016 (over 30,000). The most popular video, with 16,000 views, was about the entry into force of the WTO’s Trade Facilitation Agreement (see page 94), while an interview at the WTO with Alibaba founder Jack Ma and Director-General Roberto Azevêdo had 15,000 views.

Just under 86,000 people have registered to receive email alerts for WTO news items (see Figure 3). The largest numbers of registrations are from India (11 per cent), the United States (7 per cent), Mexico (5 per cent), France (4 per cent), Colombia (4 per cent) and China (3 per cent).

Social media

Social media channels remain a key means of providing regular updates about WTO activities to journalists, business people, academics and the general public. The top performing posts in 2017 included a video clip with Nobel Laureate Paul Krugman on the economics of global trade and politics. Posts about the entry into force of the Trade Facilitation Agreement were also popular.

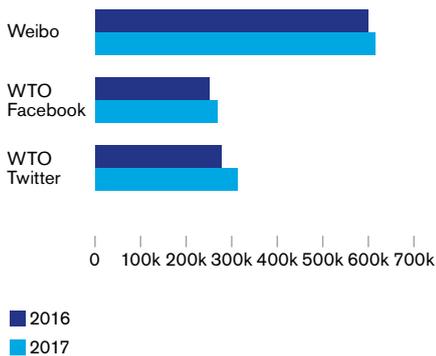
In 2017, the WTO launched Twitter accounts in French and Spanish to complement its English account. At the end of the year, the WTO’s three institutional Twitter accounts had about 313,000 followers; its Facebook page had over 260,000 “likes” and the Organization’s page on Weibo, a Chinese social media platform, had 615,000 followers (see Figure 4).





One of the most-watched videos in 2017 was “Trade changes”.

Figure 4: Growth in numbers of followers of the WTO on Weibo, Facebook and Twitter



WTO videos

The WTO produces videos on a variety of trade topics. In 2017, video productions ranged from very short, social media-friendly clips to hour-long policy lectures to reach out to both the specialist trade community and the general public. One of the most popular videos was “Trade changes”, released at the Public Forum 2017, which illustrates how trade changes, challenges and connects people. WTO videos were watched over 700,000 times on social media over the year.

Visiting groups

In 2017, the WTO welcomed 216 visiting groups (approximately 6,270 people). The presentations mostly covered the WTO’s history, functions and current work. Some groups requested presentations on specific topics, primarily dispute settlement, agriculture, development and intellectual property rights. Most of the presentations (148) were given in English while 30 were given in French, ten in Chinese, eight in Russian, six in German and six in Spanish. Three presentations each were given in Ukrainian and Arabic, and two in Japanese.

WTO publications

The publications programme was very active, issuing 64 publications as well as new apps of the Annual Report and the World Trade Report. The WTO held eight book launches, its highest number in a single year. These included its first co-publication with the United Nations Food and Agriculture Organization, “Trade and Food Standards” (see page 171), and “The WTO Agreements”, the first update to the WTO’s legal rulebook in over 20 years, which replaces “The Legal Texts”.

The publications most frequently downloaded from the website were the WTO’s three flagship publications (see below). Most WTO publications can be downloaded free of charge in the WTO’s three official languages, English, French and Spanish. Printed copies can be purchased from a global network of distributors and the WTO’s online bookshop (<http://onlinebookshop.wto.org>). The apps are available free of charge from the App Store and Google Play.

The WTO’s Publications Facebook page has over 48,500 followers and its Twitter page has over 67,600 followers, an increase of almost 13 per cent on 2016. WTO Publications also has a presence on Foursquare, Google+ and Pinterest. A digital newsletter, “Book News”, is regularly sent to 90,000 recipients.

Flagship publications



Annual Report 2017

ISBN 978-92-870-4144-9 | CHF 50

The Annual Report contains a message from the Director-General, an overview of the past year and in-depth accounts of the WTO's various areas of activity.



Annual Report 2017 app

Free

The Annual Report app includes the full text of the report plus additional features, including videos, photo galleries and interactive maps.



World Trade Report 2017

ISBN 978-92-870-4358-0 | CHF 50

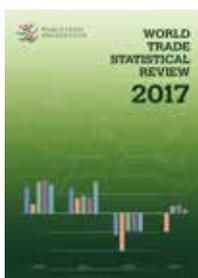
The World Trade Report 2017 looks at how technology and trade affect employment and wages. It analyses the challenges for workers in adjusting to changes in labour markets, and how governments can facilitate such adjustment.



World Trade Report 2017 app

Free

The World Trade Report 2017 app includes the full text of the report plus additional features, including a video of the launch event and the Excel data underlying the charts.

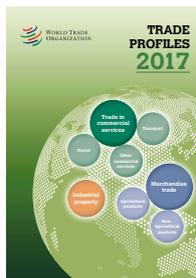


World Trade Statistical Review 2017

ISBN 978-92-870-4151-7 | CHF 50

The World Trade Statistical Review 2017 provides a detailed analysis of the most recent trends for trade in goods and services.

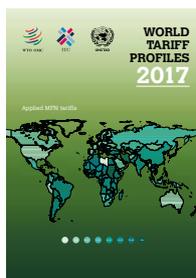
Other annual publications



Trade profiles 2017

ISBN 978-92-870-4157-9 | CHF 50

Trade Profiles 2017 provides key indicators on trade in goods and services for 196 economies, highlighting the major exports and imports for each economy and their main trading partners.



World Tariff Profiles 2017

ISBN 978-92-870-4163-0 | CHF 50

World Tariff Profiles 2017 provides comprehensive information on the tariffs and non-tariff measures imposed by over 170 countries and customs territories. Co-published with the ITC and UNCTAD.



Trade Policy Reviews

In 2017, 23 Trade Policy Reviews were published, analysing the trade policies and practices of Belize, Bolivia, Brazil, Cambodia, the European Union, Gambia, Iceland, Jamaica, Japan, Mexico, Mozambique, Nigeria, Paraguay, Sierra Leone, Switzerland and Liechtenstein, and the West African Economic and Monetary Union.



Dispute Settlement Reports 2016

Six volumes were produced in 2017, providing the full texts of panel reports, Appellate Body reports and arbitration awards issued by the WTO in 2016. A co-publication with Cambridge University Press.



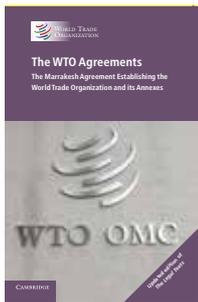
WTO Dispute Settlement: One-Page Case Summaries 1995-2016

ISBN 978-92-870-4529-4 | CHF 40

One-Page Case Summaries provides a succinct summary of the key findings of every dispute panel report up to the end of 2016 and, where applicable, the subsequent Appellate Body report.



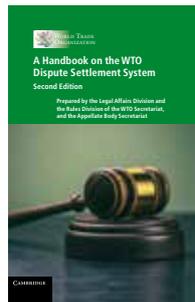
New publications



The WTO Agreements: The Marrakesh Agreement Establishing the World Trade Organization and its Annexes

ISBN 978-1-108-42382-3 Hardback | CHF 90
ISBN 978-1-108-43843-8 Paperback | CHF 40

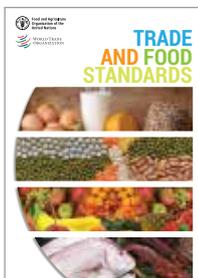
This publication contains the text of the WTO's founding agreement and its annexes, including all amendments and additions since its entry into force until September 2017. It updates and replaces "The Legal Texts". Co-published with Cambridge University Press.



A Handbook on the WTO Dispute Settlement System, 2nd edition

ISBN 978-1-108-41727-3 Hardback | CHF 130
ISBN 978-1-108-40485-3 Paperback | CHF 50

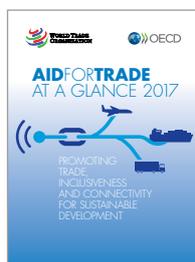
This second edition has been compiled by dispute settlement lawyers of the WTO Secretariat to provide practical information about the day-to-day operation of the WTO dispute settlement system. Co-published with Cambridge University Press.



Trade and Food Standards

ISBN 978-92-870-4537-9 | CHF 40

This publication looks at how the FAO and the WTO provide a framework to facilitate trade on the basis of internationally agreed food standards and underlines how helping developing countries comply with these standards helps them participate in global trade. Co-published with the UN Food and Agriculture Organization (FAO).



Aid for Trade at a Glance 2017: Promoting trade, inclusiveness and connectivity for sustainable development

ISBN 978-92-870-4539-3 | CHF 70

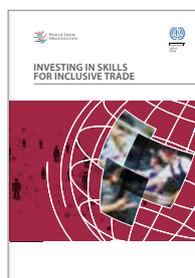
This publication looks at how improving connectivity – both physical infrastructure and digital connectivity – can help developing countries benefit from global trade. Co-published with the OECD.



20 Years of the Information Technology Agreement

ISBN 978-92-870-4537-9 | CHF 40

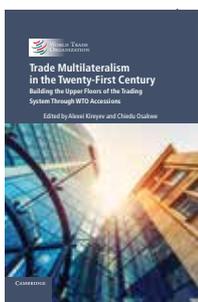
The ITA commits its participants to eliminating tariffs on a wide range of IT products. To mark the Agreement's 20th anniversary, this publication analyses its impact on its participants and on worldwide trade in IT products.



Investing in Skills for Inclusive Trade

ISBN 978-92-870-4016-9 | CHF 40

This publication focuses on the linkages between trade and skills and between trade and skills development policies. It argues that in a fast-changing world the responsiveness of skills supply to demand is particularly important. Co-published with the International Labour Organization.



Trade multilateralism in the 21st century: Building the upper floors of the trading system through WTO accessions

Edited by Alexei Kireyev and Chiedu Osakwe
ISBN 978-1-108-42128-7 Hardback | CHF 110
ISBN 978-1-108-43168-2 Paperback | CHF 40

By examining recent accessions to the WTO, this book looks at how an updated and robust rules-based multilateral framework, anchored in the WTO, remains indispensable to maximizing the benefits of global economic integration and to reviving world trade. Co-published with Cambridge University Press.



Global Value Chain Development Report 2017: Measuring and analyzing the impact of GVCs on economic development

ISBN 978-92-870-4125-8 | CHF 60

The Global Value Chain Development Report 2017 analyzes new data to reveal global trade's increasing complexity and to review how developing countries can integrate more effectively into world trade. Co-published with the World Bank, IDE-JETRO, OECD and the University of International Business and Economics.

Economic research activities

- **The WTO's flagship World Trade Report examines the links between technology, trade and jobs.**
- **Cutting trade costs is crucial to creating more inclusive global value chains, a new report shows.**
- **Together with the OECD and the World Bank, the WTO organized a conference for G20 policy makers to discuss the distribution of gains from trade.**

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. It is responsible for the WTO's flagship publication, the World Trade Report, which aims to deepen understanding about trends in trade, trade policy issues and the multilateral trading system.

The WTO's flagship publication, the World Trade Report, was launched by Director-General Roberto Azevêdo at the WTO Public Forum (see page 166) in September. The report notes that continued economic progress hinges on the ability of societies to remain open to trade and technological advances, while being able to adjust to changes in labour markets, and how governments can facilitate such adjustment.

The Global Value Chains Development Report, "Measuring and Analysing the Impact of GVCs on Economic Development", was co-published in July by the Institute of Developing Economies (IDE-JETRO), the Organisation for Economic Co-operation and Development (OECD), the Research Center of Global Value Chains of the University of International Business and Economics (UIBE), the World Bank and the WTO. Global value chains (GVCs) have helped developing countries make economic

progress but some have benefited more than others. Cutting trade costs is crucial to building more inclusive GVCs.

In 2017, the Geneva Trade and Development Workshop hosted 23 events. It is co-organized by the WTO, the Graduate Institute, the University of Geneva and the United Nations Conference on Trade and Development (UNCTAD). The programme provides a forum for the presentation of cutting-edge research and the exchange of ideas, supports high-quality research and facilitates outreach to policy-makers.

In June 2017, the Economic Research and Statistics Division (ERSD) organized with the OECD and the World Bank a conference in Paris bringing together policy-makers from G20 countries and researchers to discuss the distribution of the gains from trade. Together with the IMF and the World Bank, the WTO provided a study on "Making Trade an

The WTO's flagship publication, the World Trade Report, was launched by DG Azevêdo at the Public Forum.



Engine of Growth for All" (see page 121), which was launched by the heads of the three organizations at a meeting with German Chancellor Angela Merkel in Berlin.

The linkages between trade and skills and between trade and skills-development policies are analysed in a co-publication with the International Labour Organization (ILO). *Investing in Skills for Inclusive Trade* argues that a strong emphasis on skills development is vital for both firms and workers, given the role of skills in productivity and trade performance as well as in access to employment and wage distribution.

In 2017, ERSD organized more lectures in the Trade Dialogues series, which brings technical experts to the WTO to share their insights in a non-technical and accessible manner. Lectures were offered on technology, trade and labour, gains from trade, and trade and innovation.

Launched in 2016, the World Trade Outlook Indicator (WTOI) continued to provide "real time" information on trends in global trade.

Background on the WTO Essay Award for Young Economists

The WTO established the annual WTO Essay Award for Young Economists in 2009. 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.



WTO Essay Award for Young Economists

The winner of the Ninth WTO Essay Award for Young Economists was Meredith Startz of Princeton University for her paper on "The value of face-to-face: search and contracting problems in Nigerian trade". The selection panel also gave honourable mentions to Jingting Fan of the Pennsylvania State University for his work "Talent, Geography, and Offshore R&D" and to Zheli He of Columbia University for her paper, "Trade and Real Wages of the Rich and Poor: Cross-Country Evidence".

Meredith Startz's paper underlines the importance of face-to-face transactions for the importing of goods. The idea is very simple: in contrast to purchasing remotely, travelling to the point where goods are imported entails a higher fixed cost but allows importers to search more effectively for the most up-to-date products and to avoid contract-enforcement issues by engaging in an on-the-spot transaction. Using data from Nigeria, the paper shows that removing search and contracting problems is important for the volume and gains from trade and is likely to be especially important for developing countries.

Jingting Fan's paper looks at the issue of research and development (R&D) location as opposed to production location. Zheli He makes a compelling case for using the real wage rather than nominal wage as the variable of analysis of the effects of trade opening.

Meredith Startz is a Canadian and US national. She received her PhD in economics from Yale University in 2017.

She is currently an IES Fellow at Princeton University.

Jingting Fan is a Chinese national. He received his PhD in economics from the University of Maryland in 2017. He is currently Assistant Professor at Pennsylvania State University.

Zheli He is a Chinese national. She received her PhD in economics from the University of Columbia in 2017.

She is currently affiliated with the Penn Wharton Public Policy Initiative.

Selection Panel

The Selection Panel comprised Dr Avinash Dixit (Emeritus Professor of Economics, Princeton University), Dr Robert Koopman (Director, Economic Research and Statistics Division, WTO), Dr Robert Staiger (Professor of Economics, Dartmouth College) and Dr Alberto Trejos (Professor of Economics, INCAE Business School). Dr Roberta Piermartini (Economic Research and Statistics Division, WTO) coordinated the work of the panel.



Statistics activities

- **The WTO and OECD established a global dataset on bilateral trade in services, covering 191 countries.**
- **The WTO worked closely with international partners to improve trade in services statistics, in particular in Africa and the Middle East.**
- **Inter-agency task force on international trade statistics, convened by WTO and OECD, held an expert meeting to identify how best to measure “digital trade”.**

Background on statistics activities

The Economic Research and Statistics Division supports WTO members and the WTO Secretariat with data on economic and trade policy issues and with technical advisory services on market access negotiations and on the maintenance of goods schedules. The division is the principal supplier of WTO trade statistics and information on tariffs and non-tariff measures. It provides technical assistance for trade policy courses and national workshops and contributes to inter-organizational statistical activities.

Statistical time series and publications

The WTO and the Organisation for Economic Co-operation and Development (OECD) have developed a transparent methodology to create a global dataset of bilateral trade in services statistics by main services categories. This dataset is now available for 1995-2012 and covers 191 countries and partners and 11 main services categories. The accompanying methodology paper can be downloaded from both the OECD and WTO websites.

The approach leverages all available official data and combines these with estimates using derivations, back-casting techniques, interpolation and predictions derived from regression models. Exports and imports are subsequently reconciled by calculating a symmetry-index weighted average between the two.

Another dataset, on trade in services by mode of supply, funded by the European Commission, is being developed in cooperation with other international organizations, data compilers and researchers. Its release is planned for end-2018.

In 2017, the WTO boosted its efforts to improve dissemination of its statistical products. In particular, a bulk download online application was introduced to allow users to download all annual data on merchandise trade and trade in commercial services.

The *World Trade Statistical Review 2017*, published in July, looks into the latest developments in world trade,

with a detailed analysis of the most recent trends for trade in goods and services. It also examines trade in value-added terms and the latest trade policy developments, highlighting recent trends in WTO members' use of trade-restrictive and trade-facilitating measures.

Two other statistical publications were issued in July. *Trade Profiles 2017* provides a series of key indicators on trade in goods and services for 196 economies. *World Tariff Profiles 2017*, a joint publication of the WTO, the International Trade Centre (ITC) and the United Nations Conference on Trade and Development (UNCTAD), provides comprehensive information on the tariffs and non-tariff measures imposed by over 170 countries and customs territories. The special topic in the 2017 edition was “export diversification”, which analyses to what extent economies have diversified their exports.

Statistical capacity building

In 2017, the WTO worked closely with UNCTAD, the OECD, ITC, the United Nations Economic and Social Commission for Western Asia (UNESCWA), the United Nations Statistical Division (UNSD) and the Partnership in Statistics Development in the 21st Century (PARIS21) to improve statistics on trade in services, in particular in Africa and the Middle East.

The WTO organized a course in Geneva on trade in services statistics, with an emphasis on Africa, to which experts from the central banks of France and Italy, UNCTAD, OECD, PARIS21 and ITC contributed. A regional workshop





DG Azevêdo delivered the WTO's forecast for global trade at a press conference in April 2017.

on trade in services statistics for Arab countries, co-funded with the Arab Monetary Fund, took place in the United Arab Emirates and gathered experts from the WTO, UNCTAD, UNESCWA and UNSD.

Both activities focused on best practices for collecting data in services sectors. Prior to the course, selected participants took a five-week e-learning course on trade in services statistics developed in partnership with UNCTAD.

In September, the WTO hosted the first thematic course on trade in value added (TiVA) and global value chains (GVCs), with an emphasis on Africa. The objective was to improve participants' understanding of the policy implications of TiVA and the repercussions of GVCs on trade.

In 2017, the WTO provided technical assistance on trade in services and GVC-related statistics in several countries. A WTO Chairs Programme (see page 186) workshop on GVCs and trade in value added was organized in Potchefstroom (South Africa), focusing on presenting TiVA and GVC concepts and indicators.

Expert meeting on measuring digital trade

In April 2017, the G20 group of developed and developing countries called on the inter-agency Task Force

on International Trade Statistics (TFITS) to engage more actively with national statistical agencies and the business community in developing proposals for efficient reporting systems.

An expert meeting was organized around a task force gathering in Paris in October, bringing together representatives from 18 developed and developing countries and international organizations. It discussed how best to measure cross-border digitally related transactions, or "digital trade".

I-TIP

The WTO's Integrated Trade Intelligence Portal (I-TIP) was updated to increase the information available on non-tariff measures and on services trade policies. As of the end of 2017, more than 51,000 measures had been included.

Preferential Trade Arrangements database

The Preferential Trade Arrangements (PTA) Transparency Mechanism compiles information on non-reciprocal preferential agreements, in particular trade flows from non-reciprocal preferential schemes. It covers more than 30 schemes. The WTO Secretariat initiated an update of the PTA database (<http://ptadb.wto.org>) to provide improved performance and additional insights into utilization of preferential market access (see page 86).

Cooperation with academic institutions

- **The WTO Chairs Programme (WCP) Advisory Board recommended extension of the programme beyond 2018 and into phase III.**
- **The WCP launched dedicated website (WCP e-Platform) to share information and encourage networking.**
- **WCP chairs generated substantial research on trade-related issues, including 11 publications in peer-reviewed journals, five books or book chapters and more than 30 working papers.**

Background on WTO Chairs Programme

The WTO Chairs Programme was launched in 2010 to enhance knowledge and understanding of the trading system among academics and policy makers in developing countries. Chair-holders are selected by a competitive process. Its main objectives are to foster further research on trade and WTO issues, to provide teaching support for the development and delivery of courses on trade policy and WTO-related matters and to organize public activities to disseminate research and promote discussion regarding international trade. The WCP is jointly managed by the WTO's Economic Research and Statistics Division and the Institute for Training and Technical Cooperation.

WTO Chairs Programme

The 2017 WCP Annual Conference, held in Buenos Aires on 6-7 December, prior to the WTO's 11th Ministerial Conference (MC11), reviewed work of the programme, and identified best practices, lessons learned and ways to ensure sustainability. It concluded with an address by the MC11 Chair, Argentine Minister Susana Malcorra.

Chairs presented their research on a number of trade-related topics – trade and poverty, promoting connectivity and trade behind the headlines, which was the theme of the WTO Public Forum (see page 166). The conference saw the launch of a dedicated WCP website, the WCP e-Platform, to facilitate the sharing of information, encourage discussion and promote internet-based networking among associated institutions and individuals.

The Advisory Board, an external body composed of experienced scholars, recommended at its meeting in Buenos Aires on 8 December that the WTO Secretariat seek an extension of the WCP to phase III after an evaluation of the programme. This is scheduled to take place after the second four-year phase (phase II) concludes at the end of 2018.

The Board also made recommendations on improving performance evaluation of the WCP, enhancing work undertaken by

its academic institutions and deepening relations with the chairs from phases I and II. Particular attention was given to the role that Board members could play in support of the chairs' activities.

During the Sixth Global Review of Aid for Trade (see page 154), chairs from the University of Abomey-Calavi (Benin), the University of the West Indies (Barbados), the Getulio Vargas Foundation (Brazil) and the University of Tunis (Tunisia) delivered presentations on the review's theme – "Promoting Trade Inclusiveness and Connectivity for Sustainable Development". The session, organized by the Institute for Training and Technical Cooperation (ITTC) and the WTO's Economic Research and Statistics Division (ERSD), was attended by about 60 participants, including members of the Advisory Board.

In September, chairs from the University of the West Indies (Barbados), Universitas Gadjah Mada (Indonesia), the University of Jordan (Jordan) and the North-West University (South Africa) presented four case studies at the Public Forum on how trade can be a catalyst for growth and poverty alleviation. They highlighted relevant analyses and presented new perspectives. Specific emphasis was placed on the need for trade policy to be inclusive and how to mainstream trade into national development strategies.

19

Nineteen universities from around the world are members of the WTO Chairs Programme.





Chairs from four universities presented case studies at the Public Forum on how trade can be a catalyst for growth and poverty alleviation.

Activities of WTO chairs

The research output of the Phase II chairs was substantial in 2017 – some 11 publications in peer-reviewed journals, five books or book chapters and more than 30 working papers on trade, WTO topics and subjects of importance to the WTO.

The programme helped 18 students develop PhD or Master's theses on WTO-related issues and trained about 2,600 students. Forty-four new or updated courses and diploma programmes were proposed and two new fully-fledged diplomas were developed. The chairs arranged 48 outreach activities, attracting approximately 1,200 participants, among them more than 200 officials or policy-makers.

Chairs were active in several conferences in addition to the Public Forum and the Aid for Trade Global Review, where they reached out to national government agencies, international organizations, the business community, media and other academics to underline the importance of trade. The WTO Secretariat participated in and supported 16 technical assistance activities organized by chairs, such as academic conferences, seminars and specialized courses.

Academic Support Programme

In 2017, 12 activities were implemented under the Academic Support Programme (ASP), which engages with academic institutions from developing countries and least-developed countries (LDCs) that are not part of the WCP. Activities over the year included lecturing arrangements with universities in which WTO staff taught in masters and bachelor degree courses.

Special efforts were made to support university competitions on WTO law. The WTO provided staff to act as panellists in regional inter-university competitions and for the final round at WTO headquarters (see page 139).

The ASP also handled donations of WTO publications to universities and organized presentations to academic audiences. The WTO continued encouraging universities to register lecturers as participants in online courses offered by the WTO's E-campus.



Universities participating in the WTO Chairs Programme

- Phase I Chairs
- Phase II Chairs

