



Outreach

- > The WTO's major outreach event in 2014 was the Public Forum, which attracted 1,064 participants, a 16 per cent increase on 2013.
- > In May, the WTO launched the second phase of the Chairs Programme, which supports trade-related academic activities by universities and research institutions in developing countries, with the selection of seven new chairs.
- > The WTO website received an increasing number of visitors, with page views rising 5 per cent in 2014 while the number of followers of WTO social media channels, such as Facebook and Twitter, soared.

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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

Non-governmental organizations (NGOs) had multiple opportunities to participate in the trade debate in 2014. Whether through the Public Forum, regional workshops, briefings, the new NGO webpage or book launches, NGOs were able to voice their views on trade and the WTO and receive information on the organization's activities. NGOs were invited to attend dispute panel hearings on animal welfare and food labelling.

> Public Forum

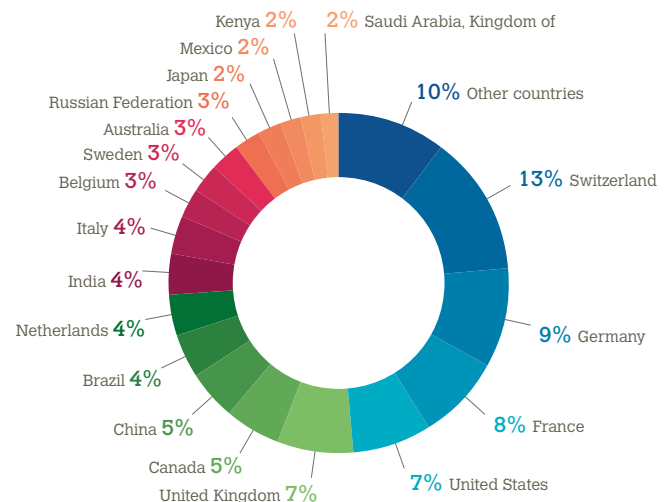
The 2014 WTO Public Forum, held in Geneva in October, looked at the future of trade in an era of innovation and digitalization. Since its launch in 2001, the Forum has provided an annual platform for debate on a wide range of WTO issues and trade topics. It is also an opportunity for the WTO to listen and exchange views with NGOs, academia and the private sector. The Forum attracted 1,064 participants (not including delegates, staff and others who already have WTO accreditation), a 16 per cent increase on 2013.

Participants came from more than 120 countries, including non-WTO members and observer governments, with strong representation from both developed and developing countries (see Figure 1).

Background on relations with non-governmental organizations

The WTO maintains regular dialogue with civil society organizations on various aspects of the WTO and the on-going 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. The WTO's founding agreement establishes a legal basis for consultation and cooperation with NGOs, and the General Council recognized the role of NGOs in raising awareness about the WTO in a declaration in 1996.

Figure 1: Public Forum participation in 2014, by country



Representation was also balanced in terms of the range of participants, with a fifth coming from NGOs, followed closely by representatives of business and international organizations (see Figure 2). Many of the sessions were the result of collaboration between different types of organizations.

The theme of the Forum was "Why trade matters to everyone". It told the human story behind trade and showcased the myriad connections between trade and people's daily lives. It demonstrated how trade impacts on and improves the day-to-day lives of citizens around

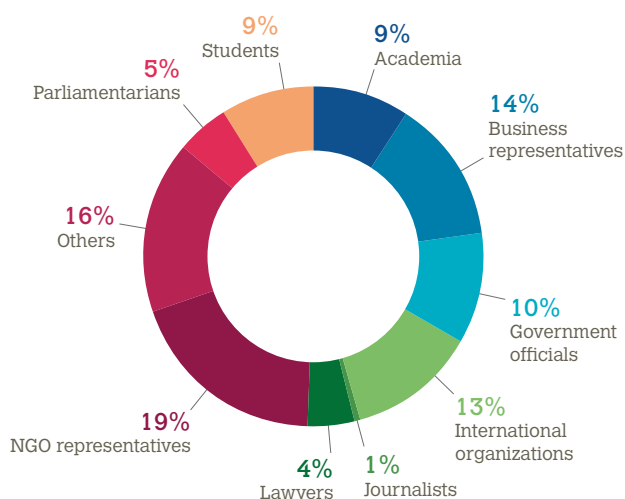


Opening session of the 2014 Public Forum.

the globe, whether in developed or developing countries. Under this thematic umbrella, three sub-themes were discussed: trade and jobs; trade and consumers; trade and Africa.

The programme featured 96 sessions, including two plenary debates. Side events included the “Trade & People Fair”, an exhibition showcasing the connections between trade and people’s lives.

Figure 2: Public Forum participation in 2014



Participants discussed how various communities have improved their living standards through trade.

The Forum also featured lunchtime presentations from the Pew Research Center, which showed the results of its 44-country survey of “world views on trade and investment”, as well as “meet the author” sessions presented by the WTO Bookshop and Library.

Participants had the opportunity to record a two-minute video message – “120 seconds to talk” – on the topic of the Forum which was streamed on social media sites and the WTO website.

> Outreach activities

In August 2014, the WTO and Thailand’s International Institute for Trade and Development held a regional workshop in Bangkok, Thailand, for NGOs from the Association of Southeast Asian Nations (ASEAN). The objective was to share perspectives on trade and the WTO. NGO representatives from Malaysia, Indonesia, the Philippines and Thailand attended the workshop.

In November 2014, the WTO and the Friedrich-Ebert Stiftung (FES), a German organization promoting democracy and political education, organized a regional workshop for East African NGOs in Nairobi, Kenya. The workshop was entitled “Current and future challenges for the multilateral trading system – perspectives from East Africa”. Topics discussed included post-Bali issues, the WTO decision-making process, the dispute settlement mechanism, regionalism versus multilateralism, trade facilitation and food security. NGO representatives from Burundi, Ethiopia, Kenya, Malawi, Rwanda, Sudan, Tanzania and Uganda attended the workshop.

> NGO briefings

The WTO Secretariat held ten NGO briefings in 2014, reporting on meetings of the General Council and the Trade Negotiations Committee. Overall, a total of nearly 230 NGO briefings have been organized since 2000.

> NGO webpage

The WTO webpage dedicated to NGOs was revamped and updated regularly with new information. It serves as an additional communication interface with NGOs.

> NGO papers

NGOs can submit position papers and studies to the WTO Secretariat and have them posted on the WTO website. The list of NGO position papers received by the Secretariat is circulated to WTO members. In 2014, two contributions were received. One was submitted by

the Institute for Trade, Standards and Sustainable Development on the use of voluntary standards while the other was from the International Road Transport Union (IRU) and dealt with the Bali ministerial decisions.

> Public events

NGOs participated in two book launches: that of the World Trade Report, on the theme of *Trade and development: recent trends and the role of the WTO*, and that of *Connecting to global markets: challenges and opportunities*, a volume of contributions from the WTO Chairs Programme (see pages 138-9).

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 2014, two panels were opened to the public: the seal dispute and the COOL cases (see pages 95-106).

Contact with parliamentarians

In 2014, the European Parliament's Committee on International Trade met the Director-General Roberto Azevêdo to discuss the post-Bali agenda. A parliamentary session on the theme was also held at the Public Forum in October. The WTO Secretariat continued to update parliamentarians on WTO issues. It also organized two regional workshops for Arab and Latin American parliamentarians.

> Activities and meetings

DG Azevêdo delivered a speech to the European Parliament's Committee on International Trade in Brussels in February 2014. He urged parliamentarians to help the WTO keep up the negotiating momentum generated by ministers at the Bali Ministerial Conference in December 2013, where they took a number of decisions, including approving the Trade Facilitation Agreement (see pages 39-1).

The Steering Committee of the Inter-Parliamentary Union (IPU) on WTO matters, comprising about 30 parliamentarians, met in October in Geneva. Regular participation in these meetings by the Director-General, senior WTO staff, the Chair of the WTO General Council and Geneva-based ambassadors provides a channel to brief legislators on important issues facing the multilateral trading system. WTO Deputy Director-General Yi Xiaozhun addressed the Committee in 2014 on the state of play regarding the measures approved by ministers in Bali. The IPU is the international organization of parliaments.

A parliamentary session on the theme "Post-Bali agenda: where does parliamentary oversight fit in?" was held during the WTO Public



✓ **Director-General Azevêdo speaking at a meeting of the European Parliament Committee on International Trade and the Steering Committee of the Parliamentary Conference on the WTO in Brussels in February 2014.**

Background on contact with parliamentarians

Due to their constitutional role, parliamentarians play an important role in the multilateral trading system and the WTO. Any deal resulting from intergovernmental negotiations at the WTO will, in most cases, need approval from legislators. The WTO seeks to maintain an open dialogue with parliamentarians and to help them gain a deeper understanding of the organization and its work. The WTO participates in ad hoc parliamentary body meetings and organizes workshops for parliamentarians at national and regional levels.

Forum (see pages 126-7). Speakers at this session included MPs as well as the Executive Director of the International Trade Centre, Arancha González.

> Regional workshops

In 2014, the WTO joined the IMF-Middle East Center for Economics and Finance, based in Kuwait, in organizing a regional parliamentary workshop for participants from African Arab countries. The workshop attracted highly ranked MPs from the region and triggered an interesting debate on the relevance of the work of the WTO and the International Monetary Fund for the region.



Director-General Roberto Azevêdo alongside Vital Moreira, Chair of the International Trade Committee of the European Parliament, at a meeting of parliamentarians in Brussels in February 2014.

The WTO also teamed up with Parlamento Latinoamericano Presidencia, which brings together parliamentarians from Latin American countries, to organize a regional workshop for MPs from Latin America, held in Panama.

The aim of the two workshops, which were each attended by around 30 participants, was to generate greater understanding of the multilateral trading system and to provide a forum for participants to discuss and exchange ideas on trade-related and development-related

issues of particular relevance to their region. They also sought to encourage an informed and open debate on the potential role of the WTO in fostering development.

The workshops were part of regular WTO cooperation with various regional parliamentary associations, foundations and think tanks. These regional workshops complement national workshops for parliamentarians, which are carried out as a part of the WTO's regular technical assistance work.

Cooperation with other international organizations

In 2014, the WTO cooperated 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) leading developed and developing countries.

> United Nations

Director-General Roberto Azevêdo attended the spring meeting of the United Nations Chief Executives Board (CEB) – a high-level body composed of the executive heads of UN agencies, funds and programmes as well as the executive heads of the Bretton Woods institutions (IMF and World Bank) and the WTO. The role of the CEB, chaired by the UN Secretary-General, is to enhance international cooperation on global issues. WTO Secretariat officials also participate in meetings of the Board's subsidiary bodies dealing with programme and management issues.

Deputy Director-General Xiaozhun Yi attended the spring meeting of the UN Economic and Social Council (ECOSOC) held in New York under the broad theme of "Coherence, coordination and cooperation in the context of financing for sustainable development and the post-2015 development agenda".

In meetings with UN Secretary-General Ban Ki Moon and other top UN officials, DG Azevêdo emphasized the positive role played by trade in sustainable, inclusive and equitable economic growth and stressed the need for this to be reflected in international sustainable development targets under discussion. The UN General Assembly is due to approve in September 2015 a series of Sustainable Development Goals (SDGs) to replace the UN Millennium Development Goals (MDGs), which expire in 2015.

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.



Director-General Roberto Azevêdo met with the United Nations Secretary-General Mr Ban Ki-moon at the UN headquarters in New York on 12 March 2014.

The WTO Secretariat is also represented at the United Nations MDGs Gap Task Force, which monitors progress in achieving the MDGs. The MDGs are eight international development goals in areas ranging from hunger to health that were set following the Millennium Summit of the United Nations in 2000.

The WTO is also represented on the United Nations High-Level Task Force (HLTF) on the Global Food Security Crisis, which was established by the CEB in April 2008, following the rise in global food prices and the crisis it triggered. The task force recommends a comprehensive approach to achieving food security, encompassing availability, access, stability and utilization. Since January 2013,

the HLTF has focused on the zero hunger challenge (ZHC) as its central theme. The ZHC, launched at the 2012 UN Conference on Sustainable Development (Rio+20), is working towards a hunger-free world. It lays down five objectives, including ensuring that all people have adequate access to nutritious food and that food systems are environmentally sustainable.

➤ United Nations Conference on Trade and Development (UNCTAD)

The WTO published two six-monthly joint reports with UNCTAD and the OECD on trade and investment measures in the G20 group of leading developed and developing countries. In November, the report urged the G20 economies to take decisive action to reduce their stock of trade restrictions, show restraint in the imposition of new ones and effectively eliminate existing ones. Of the 1,244 restrictions recorded by their reports since the onset of the international financial crisis in 2008, only 282 have been removed, the report said (see page 82).

The WTO and UNCTAD continued to cooperate closely on training and technical assistance to developing countries and least-developed countries (LDCs). UNCTAD is a major WTO partner on programmes such as the Enhanced Integrated Framework (see page 116) and the Joint Integrated Technical Assistance Programme. The latter partnership, which also involves the International Trade Centre (ITC), provides technical assistance to selected least-developed and other African countries. The WTO and UNCTAD jointly sponsor the ITC, a 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.

DG Azevêdo and UNCTAD Secretary-General Mukhisa Kituyi co-hosted a WTO-UNCTAD trade and investment roundtable in Geneva in October. The two organizations stressed their commitment to strengthening their partnership in support of trade and development.

➤ International Trade Centre

The WTO works closely with the ITC to build supply-side capacity and trade-related infrastructure that developing countries need to implement and benefit from WTO agreements. Joint initiatives include the Joint Integrated Technical Assistance Programme, together with UNCTAD and other international organizations, the Enhanced Integrated Framework and the Business for Development initiative. This initiative aims to help the private sector in developing countries

define national priorities for WTO negotiations and to encourage governments to be more mindful of business concerns.

The ITC celebrated its 50th birthday in 2014. In a speech to the ITC Joint Advisory Group (JAG) on 11 June, DG Azevêdo commended the ITC's achievements in helping developing-country exporters. The JAG meets annually to make recommendations on the ITC's work programme.

➤ Organisation for Economic Co-operation and Development

DG Azevêdo attended the Annual OECD Ministerial Meeting and Forum. In addition to the joint reports mentioned above, the OECD and the WTO continued their cooperation on a value-added database launched in January 2013 (see page 143), regularly updating its contents. The database provides information from 57 countries. Measuring trade in terms of value added gives a clearer picture of today's way of trading than the traditional statistics based on customs returns.

The two organizations also teamed up to produce estimates of services trade based on the Extended Balance of Payments Services Classification (EBOPS) of the IMF (see page 143). 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.

➤ Other intergovernmental organizations

The WTO cooperated on trade issues and on 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.

In October, the World Bank Group and the WTO agreed to enhance their cooperation in assisting developing and least-developed countries to better utilize trade facilitation programmes, which can help countries reduce trade costs and more fully engage in the global economy (see page 41). The two organizations are working together to prepare a joint World Bank Group/WTO study on the role of trade in ending extreme poverty and boosting shared prosperity.

Together with the IMF and the World Bank, the WTO hosted a two-day workshop on international trade at the IMF in Washington in November 2014. Experts from the three institutions presented research and exchanged views on current international trade issues, including the links between trade and growth, global value chains, services trade, trade finance, and trade and other policy links.

The WTO also has long-standing working relationships with organizations such as the Food and Agriculture Organization, the World Customs Organization, the World Intellectual Property Organization and the United Nations Educational, Scientific and Cultural Organization. The WCO and the WTO are natural partners in efforts to implement the Trade Facilitation Agreement (see page 39).



Director-General Roberto Azevêdo participated in the G20 Leaders' Summit in Brisbane, Australia, in November 2014.

> G20

The WTO participated actively, and at the highest level, in the work of the G20 during 2014, providing input on trade and on protectionism. DG Azevêdo attended the G20 Summit in Brisbane, Australia, in November.

The WTO's Agriculture and Commodities Division increased its participation in the G20 Agricultural Market Information System (AMIS), an initiative established in June 2011 to enhance food market transparency and encourage international policy coordination.

In 2014, the division continued to contribute trade policy information to the monthly releases of the AMIS Market Monitor. It attended the G20 Rapid Response Forum, the policy coordination body comprising senior officials from AMIS countries, which met in Canberra. The division also took part in the expert meetings of the AMIS Global Food Market Information Group in Rome. In October 2014, the division was invited by the FAO to brief the 70th session of its Committee on Commodity Problems (CCP) on the state of play of the agriculture negotiations.

Contact with the media

More press briefings were held in Geneva in 2014 than the year before, reflecting continued media interest as WTO members sought to implement decisions from the 2013 Bali Ministerial Conference, including on trade facilitation. The number of journalists registered to use the media newsroom on the WTO website rose 6 per cent to 2,347. The WTO also held a number of training activities for journalists.

The Information and External Relations Division (IERD) held 38 press briefings and four press conferences in Geneva in 2014, covering various aspects of the WTO's work, including implementation of the Bali ministerial decisions, dispute settlement, the Doha Round negotiations and the work of the General Council (see Figure 3). The number of press briefings is slightly higher than the 35 held in 2013 and sharply above the 22 held in 2012.

The press conferences in 2014 included those related to the accession of Yemen and Seychelles. In addition, around 140 e-mail briefings on various WTO meetings were sent to journalists around the world. Many of these briefing notes became news stories on the WTO website.

The WTO maintained regular contact with over 2,300 journalists in many countries, who have registered to use the media newsroom on the WTO website. This allows them to receive regular email

bulletins on developments and to access information under embargo. Journalists were regularly invited to WTO events, including book launches and seminars.

> Training activities

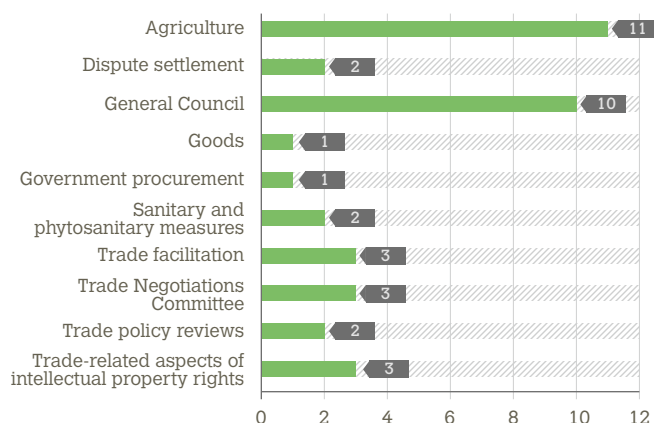
In 2014, the WTO held several training activities for journalists. A seminar for Spanish-speaking journalists and a regional workshop took place at WTO headquarters in Geneva while regional workshops were held in Bangkok, Thailand, and Nairobi, Kenya.

The seminar for Spanish-speaking journalists was organized in collaboration with the Friedrich Ebert Stiftung (FES). Run over three days in July, it was attended by 13 journalists from Argentina, Bolivia, Brazil, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and Peru.



In April, 14 journalists from Russia, Kazakhstan and Ukraine attended a regional workshop at WTO headquarters and met with Director-General Azevêdo.

Figure 3: Meetings/subjects covered by WTO briefings/press conferences in 2014



Presentations by WTO officials covered a wide range of topics, including WTO accessions, dispute settlement, trade facilitation and trade in value-added terms. Participants also had the opportunity to meet with Director-General Roberto Azevêdo and ask questions.

Fourteen journalists from Russia, Kazakhstan and Ukraine attended a regional workshop at WTO headquarters in April. It provided an introduction to the WTO and covered subjects of particular interest to Russia, Kazakhstan and Ukraine. Participants heard presentations on such topics as accessions, agriculture, development, dispute settlement and energy. They also met with DG Azevêdo. The FES covered the cost of this workshop.

The IERD organized a three-day WTO regional workshop for Association of Southeast Asian Nations (ASEAN) journalists in Bangkok, Thailand, in August in collaboration with Thailand's International Institute for Trade and Development. The UN Social Commission for Asia and the Pacific (ESCAP) provided five expert speakers. The workshop had nine participants from Cambodia, Indonesia, Malaysia, Philippines and Thailand. It was followed by a workshop for ASEAN non-governmental organizations (NGOs).

The IERD also organized a regional dialogue for East African media, business and NGO representatives in Nairobi, Kenya, in November, with the assistance of the FES. There were 30 participants from Burundi, Ethiopia, Kenya, Malawi, Rwanda, Sudan, Tanzania and Uganda. During a joint session opened by the Kenyan government, participants had the chance to hear first-hand experiences about the way trade is being facilitated in the region.

Contact with the business community

In 2014, the WTO continued to build its relations with business. The interest from both business groups as well as individual companies to know more about the WTO's functions and operations is growing. This became clear during the 2014 Public Forum, "Why trade matters to everyone", where business was very well represented. The number of private sector visits to the WTO went up significantly in 2014.

> Website

The WTO's website area dedicated to the business community (www.wto.org/business) and its quarterly electronic newsletter have become important sources of information for the private sector. Increasingly, business seeks specific information on the state of play in the post-Bali trade negotiations, on trade statistics and dispute settlement.

> Public Forum

Close to 150 business representatives attended the WTO's 2014 Public Forum, "Why trade matters to everyone". Business organized a total of 15 sessions. Among session organizers were the All India Association of Industries, the World Federation of the Sporting Goods Industry, the International Chamber of Commerce, the United States Council for International Business, BusinessEurope, Europe's leading business lobby, and the International Federation of Pharmaceutical Manufacturers & Associations.

> Outreach

Several of the regional outreach seminars that were organized in 2014 saw private sector participation increasing, compared with previous years. This was particularly evident in a workshop in

Bangkok, Thailand, in August for participants from Association of Southeast Asian Nations (ASEAN) countries, where four out of nine participants were from the private sector. Business representatives comprised a third of the 30 participants at a workshop in Nairobi, Kenya, in November for participants from Eastern Africa. Business interest has grown because of positive developments in the post-Bali negotiating agenda as well as the growing number of bilateral and regional trade agreements and their relation with WTO rules and functions.

Throughout the year, WTO officials met members of the business community during visits to Geneva as well as during travel around the world. The WTO's trade negotiations, the functions of the organization and dispute settlement were among the issues most frequently discussed.



A session organized by TradeMark East Africa at the 2014 Public Forum.

Background on contact with the business community

Business and the WTO have always been closely connected. The private sector is a major beneficiary of transparent and predictable trade rules and obligations. 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.

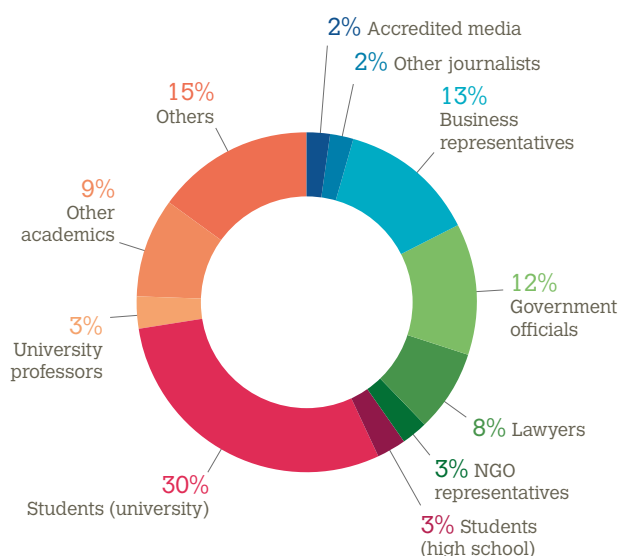
Contact with the public

The WTO website received an increasing number of visitors, with page views rising 5 per cent in 2014. The number of followers of WTO social media pages, Facebook and Twitter, soared and subscription to the WTO channel on YouTube jumped. An average 222,000 video clips were watched every month. The WTO welcomed 216 visiting groups. Over 70 WTO publications were produced, including for the first time an app version of the World Trade Report 2014 for viewing on tablets.

> WTO website

The WTO website regularly attracts over 1.9 million visits a month. In 2014, total page views exceeded 42 million, a 5 per cent increase on 2013. Audio files of WTO meetings and events are listened to on average 39,000 times per month. The most downloaded files in 2014 were the WTO's flagship publications: the *World Trade Report*, *International Trade Statistics* and the *Annual Report*. An average of 222,000 videos clips are watched per month. The most popular in 2014 was the Trade Facilitation Agreement Facility launch, which had 246,000 views, followed by the Ninth Ministerial Conference wrap-up video, with 191,000 views.

Figure 4: People registered to receive email alerts, as of end 2014



The number of people registered to receive email alerts when news items are published on the website stands at over 113,000. The largest categories for these alerts are university students (30 per cent), the business community (13 per cent), government officials (12 per cent), the academic community (12 per cent) and lawyers (8 per cent) (see Figure 4). The countries with the largest total number of registrations are India (9 per cent), the United States (8 per cent), Mexico (5 per cent), China (4 per cent) and France (4 per cent). Over 2,000 web pages were created or updated during the course of the year.

> Social media

In 2014, social media were used extensively to disseminate information about the WTO and to promote events such as the Public Forum and book launches. Social media sites were used to communicate both before and during the Public Forum (see page 126). A "selfie" contest and a survey on "Why trade matters to everyone" were launched through social media. Live tweeting was undertaken during the Forum, and participants had the opportunity to send two-minute video messages which were streamed on social media sites (Facebook, Twitter and YouTube).

As of January 2015, the WTO had four times as many fans and followers for its Facebook page and Twitter than at the end of 2013. The WTO's main Facebook page had 128,266 fans, up from 32,000, while Twitter had 128,000 followers, compared with 33,900 previously. The WTO channel on YouTube attracted 3,585 subscribers, up from 2,600 at the end of 2013. The number of followers of the Twitter account of the Director-General nearly tripled to 4,210, from 1,632 in January 2014. Users include young entrepreneurs, lawyers, students, academics, WTO members, politicians, business executives, journalists, and members of international and non-governmental organizations (NGOs).

➤ Visiting groups

The WTO welcomed 216 visiting groups in 2014, up from 164 in 2013, totalling 5,725 people, compared with approximately 4,800 in 2013. Most of the presentations covered the current work of the organization and the history of the WTO. Some visiting groups were given presentations on specific WTO topics, primarily dispute settlement, agriculture, development and TRIPS.

The majority of the presentations (82 per cent) were given in English. A total of 9 per cent were given in French, while 3 per cent were in German and 2 per cent were in Spanish. The remaining 4 per cent of the presentations were given in Chinese, Dutch, Korean, Portuguese, Thai and Turkish.

➤ WTO publications

Over 70 WTO publications were produced in 2014, including for the first time an app of the World Trade Report. The vast majority of WTO publications can be downloaded free of charge from the WTO website in the WTO's three official languages: English, French and Spanish. The three most downloaded publications in 2014 were the *Annual Report* (approximately 40,000 downloads), *International Trade Statistics* (about 60,000) and the *World Trade Report* (over 110,000). Printed copies can be purchased from a global network of distributors and from the WTO online bookshop at <http://onlinebookshop.wto.org>

Apps of the *Annual Report* and the *World Trade Report* can be downloaded from the App Store and Google Play for viewing on iPads and Android tablets.

The WTO's Publications Facebook page has over 36,000 fans and its Twitter page has amassed over 39,000 followers. WTO Publications also has a presence on Foursquare, Google+ and Pinterest. A digital newsletter, "Book News", is sent regularly to over 57,000 recipients.

➤ Flagship publications

Annual Report 2014

ISBN 978-92-870-3909-5 | CHF 55

The *Annual Report 2014* provides an overview of WTO activities in 2013 and early 2014. A message from the WTO Director-General and a brief summary of the year are followed by an in-depth review of the WTO's main areas of activity.



Annual Report 2014 app | Free

The *Annual Report 2014* is available as an app, which can be downloaded from the App Store and Google Play for viewing on iPads and Android tablets. The report includes videos, photo galleries, charts, podcasts and interactive maps.



World Trade Report 2014

Trade and development: recent trends and the role of the WTO

ISBN 978-92-870-3912-5 | CHF 60

The *World Trade Report 2014* looks at how four recent major economic trends have changed how developing countries can use trade to facilitate development: the economic rise of developing economies, the growing integration of global production through supply chains, the higher prices for agricultural goods and natural resources, and the increasing interdependence of the world economy. It also looks into what role the WTO can play.



World Trade Report 2014 app | Free

The *World Trade Report 2014* is available as an app, which can be downloaded from the App Store and Google Play for viewing on iPads and Android tablets. The app includes the full text of the Report plus the underlying data for all charts and tables in Excel format. It also contains a video and photos of the launch event.



International Trade Statistics 2014

ISBN 978-92-870-3968-2 | CHF 50

International Trade Statistics offers a comprehensive overview of the latest developments in world trade, covering both merchandise and services trade as well as trade measured in value-added terms. Charts and maps highlight the latest developments in world trade.

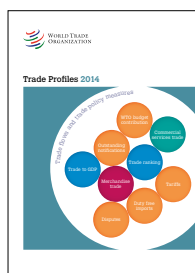


➤ Other annual publications

Trade Profiles 2014

ISBN 978-92-870-3971-2 | CHF 40

Trade Profiles 2014 provides a snapshot summary of the most relevant indicators on growth, trade and trade policy measures on a country-by-country basis. The data provided include basic economic indicators, trade policy indicators, merchandise trade flows, services trade flows and industrial property indicators.



Trade Policy Reviews 2014

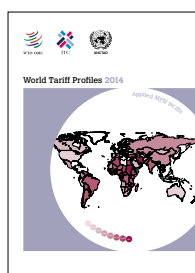
The Trade Policy Reviews analyse the trade policies and practices of WTO members. In 2014, 21 reviews were published, covering: Macao, China; Mexico; Suriname; Switzerland and Liechtenstein; European Union; countries of the Economic Community of Central African States; Viet Nam; Costa Rica; Peru; Kyrgyz Republic; Former Yugoslav Republic of Macedonia; Tonga; Malaysia; Myanmar; Qatar; Kingdom of Bahrain; Oman; Ghana; the Organization of Eastern Caribbean States; China; and Panama.



World Tariff Profiles 2014

ISBN 978-92-870-3974-3 | CHF 50

World Tariff Profiles 2014 provides a unique collection of data on the tariffs imposed by WTO members and other countries. It is jointly published by the WTO, the United Nations Conference on Trade and Development and the International Trade Centre.



Dispute Settlement Reports 2012

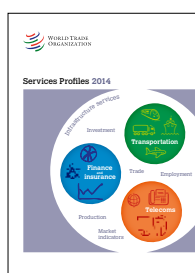
This multi-volume series provides the full texts of panel reports, Appellate Body reports and arbitration awards issued by the WTO in 2012. Thirteen volumes were published in 2014. Co-published with Cambridge University Press.



Services Profiles 2014

ISBN 978-92-870-3977-4 | CHF 40

Services Profiles 2014 provides key statistics on "infrastructure services", i.e. transportation, telecommunications, finance and insurance, for some 150 economies. The profiles reflect data as contained in the WTO's Integrated Trade Intelligence Portal (I-TIP) services database as of July 2014.



➤ New publications

Connecting to Global Markets – Challenges and Opportunities: Case Studies Presented by WTO Chair Holders

(Edited by Marion Jansen, Mustapha Sadni Jallab and Maarten Smeets)
ISBN 978-92-870-3931-6 | CHF 50

This book brings together contributions from the 14 WTO chair holders of the first phase of the WTO Chairs Programme (2010-14).



Boxed set of WTO statistical titles 2014

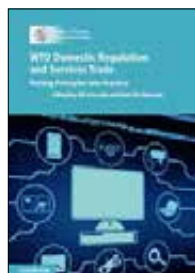
ISBN 978-92-870-3981-1 | CHF 150

The set comprises the WTO's four annual statistical publications: *International Trade Statistics 2014*, *World Tariff Profiles 2014*, *Trade Profiles 2014* and *Services Profiles 2014*.



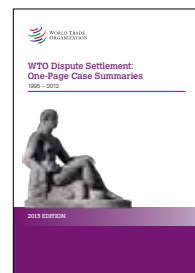
WTO Domestic Regulation and Services Trade: Putting Principles into Practice
(Edited by Aik Hoe Lim and Bart De Meester)
ISBN 978-11-076-3534-0 | CHF 60

This book contains analyses and case studies from academics, regulators and trade experts exploring the scope of WTO legal principles to promote domestic regulatory reform and how domestic regulation is implemented in practice. Co-published with Cambridge University Press.



WTO Dispute Settlement One-Page Case Summaries 1998-2012 (2013 Edition)
ISBN 978-9-28703-935-4 | CHF 35

This publication provides handy one-page summaries of the key findings of every dispute panel report issued up to the end of 2012 and the relevant Appellate Body reports issued over this period.



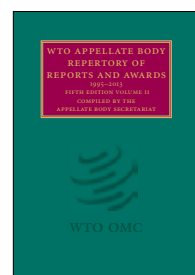
Technical Barriers to Trade – 2nd Edition – WTO Agreements Series
ISSN 1020-4768 | ISBN 978-92-870-3836-4 | CHF 30

This edition of *Technical Barriers to Trade*, fully revised in 2014, provides an overview of the WTO's TBT Agreement, the full legal text of the Agreement, and the decisions and recommendations adopted by the TBT Committee since 1 January 1995.



WTO Appellate Body Repertory of Reports and Awards 1995-2010 (5th Edition)
ISBN 978-1-10705-972-6 | CHF 400

The Repertory covers the Appellate Body's rulings in WTO disputes since its establishment in 1995. This fifth edition has been expanded to two volumes. New excerpts cover the 14 Appellate Body reports and two arbitration awards issued from 2010 to 2013. Co-published with Cambridge University Press.



Economic research activities

In 2014, the WTO's Economic Research and Statistics Division (ERSD) organized more than 20 events, many in collaboration with other institutions. Events included policy lectures, the launch of the WTO flagship publication, the World Trade Report 2014, the third Annual Trade Workshop, co-hosted by the WTO, the World Bank and the International Monetary Fund, and a number of seminars and workshops. WTO economists reported on world trade growth in 2014 and made their forecasts for 2015 (see page 82).

October 2014 saw the launch of the World Trade Report, entitled *Trade and development: recent trends and the role of the WTO*. The Report looks at how four major economic trends since the start of the millennium have changed the relationship between trade and development. The trends identified were the economic rise of developing economies, the growing integration of global production through supply chains, the higher prices for agricultural goods and natural resources, and the increasing interdependence of the world economy.

The Report found that many developing countries have experienced unprecedented growth and have successfully participated in the global economy. The open, non-discriminatory, rules-based multilateral trading system, as embodied by the WTO, has been important in underpinning their success. At the same time, many developing countries have a long way to go in addressing their development challenges. Further progress in the post-Bali agenda would be important to making trade work more effectively for development.

In November 2014, ERSD staff members participated in the third Annual Trade Workshop organized in collaboration with the World Bank and the International Monetary Fund (IMF). The workshop brought together trade experts from the three institutions to present on-going research projects, discuss current policy issues and identify areas of future collaboration. The topics of the papers included the links between trade and growth, global value chains, services trade, trade finance and the future of global trade. The Managing Director

of the IMF, Christine Lagarde, and Director-General Roberto Azevêdo addressed the workshop via video link.

Earlier in the year, the ERSD hosted a presentation by the Chief Trade Economist of the European Commission, Lucian Cernat, on the growing importance of services inputs in manufacturing sector exports.

In 2014, the Geneva Trade and Development Workshop programme, co-organized by ERSD, the Graduate Institute's Centre for Trade and Economic Integration, the University of Geneva and the United Nations Conference on Trade and Development, hosted 19 events. The programme brings 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 high-quality research and facilitates outreach to policy-makers 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 and the University of Geneva.



The 2014 World Trade Report, entitled *Trade and development: recent trends and the role of the WTO*, was launched at the WTO in October 2014.

Statistics activities

The Statistics Group continued to be the principal supplier of WTO trade statistics and information on market access. The WTO's Integrated Trade Intelligence Portal (I-TIP), which includes tariff and non-tariff measures, was further improved in 2014. I-TIP now covers trade in services and benefits from analysis produced jointly with the World Bank. In 2014, the WTO also cooperated with, among others, UNCTAD on market access and trade statistics, with OECD on trade in value-added terms and with the UN regional commissions. As a key contributor to the UN manual on trade in services, the WTO participated in several regional capacity-building initiatives.

➤ Non-tariff measure notifications

Two years since its launch, the WTO's Integrated Trade Intelligence Portal (I-TIP) now covers or will soon cover most non-tariff measures (NTMs) notified to the WTO. I-TIP provides a single entry point for information compiled by the WTO on trade policy measures. Notifications mainly refer to trade defence measures (such as anti-dumping), technical measures (such as sanitary and phytosanitary measures), quantitative (import or export) restrictions, import licences (forthcoming), NTMs relating to the Agreement on Agriculture, including special safeguards and export subsidies (forthcoming), and state trading enterprises.

Improvements to I-TIP, which can be accessed via the WTO website (<http://i-tip.wto.org/goods/>), include increased data coverage and enhanced accessibility and search functions. Users can search the entire range of NTMs, sorting data by imposing and affected country, stock or flow dates, product or type of measure. Graphs allow the user to understand trends, flows and magnitudes, and there are comprehensive tables available by product and imposing country. It is also possible to conduct product searches by combining text descriptions with Harmonized System codes (see page 51) or

even to take into account codes of the International Classification for Standards (ISC), a convention managed by the International Organization for Standardization (ISO). Despite being highly specialized, the goods and services sections attract between them some 10,000 to 20,000 visits per month, of which around 5,000 are visitors requesting specific information.

➤ Collaboration with the World Bank

I-TIP services (<http://i-tip.wto.org/services>), jointly produced with the World Bank, was publicly launched in mid-2014. It facilitates government and other stakeholder access to information relevant for trade policy-making. It offers a set of linked databases providing information on WTO members' commitments under the General Agreement on Trade in Services, services commitments in regional trade agreements (RTAs), applied measures in services, and services statistics.

The integrated database permits searches by WTO member, sector, agreement or source of information. The information is presented in summary form or in detail and can be filtered across a number of additional criteria. Users can easily change from one module to another, switching, for example, from a member's commitments in a given sector to relevant commitments in RTAs and to related services statistics.

Background on statistics activities

The Statistics Group supports WTO members and the Secretariat with quantitative information in relation to economic and trade policy issues. The group is the principal supplier of WTO trade statistics and information on tariffs. It provides technical assistance in the advanced trade policy courses, regional trade policy courses, reference centres and national workshops as well as supplying input on methodological issues in inter-organization statistical activities.

➤ I-TIP data included in *World Tariff Profiles*

The 2014 edition of *World Tariff Profiles* included, as a special topic, data on non-tariff measures, specifically anti-dumping measures. The data are based on WTO members' notifications and are also available in I-TIP. They are complemented by information from the World Bank's Global Antidumping Database.



Director-General Roberto Azevêdo announces the WTO's annual trade statistics and forecasts at a press conference held at the WTO's headquarters on 14 April 2014.

› International cooperation: OECD-WTO value-added database

Since the value-added database was first released in January 2013, it has been regularly updated and now holds data for 57 countries across 18 industrial sectors, covering 1995, 2000, 2005, 2008 and 2009. In spring 2015, coverage will be extended to 61 countries (adding Colombia, Costa Rica, Croatia and Tunisia) and the industrial coverage will be extended to 34 sectors, with data for 2013 added. Measuring trade in terms of value added gives a clearer picture of today's way of trading. Traditional statistics that rely on customs values fail to capture the fact that international supply chains are at the core of globalization in the 21st century.

A major challenge of the project is producing estimates on bilateral trade. While for goods trade this is based on information drawn from the UN Comtrade database, it is more difficult for services. The Organisation for Economic Co-operation and Development (OECD) and the WTO have teamed up to advance the production of estimates based on the IMF's Extended Balance of Payments Services Classification (EBOPS). Reducing reported bilateral

asymmetries is also a challenge. What one country reports as imports from another differs significantly from what that second country reports as imports from the first. These asymmetries, especially for services, are significant. As a result, the international statistical community, through the United Nations, OECD and the inter-agency task force convened by WTO, has jointly engaged in processes that should help reduce these asymmetries.

Together with OECD, the WTO is cooperating with UN regional commissions in Africa and Latin America to promote the compilation of official statistics needed to extend the coverage of the value-added database in these regions.

› Cooperation with UNCTAD on non-tariff measures

The WTO strengthened technical assistance collaboration with UNCTAD in 2014, building on the memorandum of understanding signed in 2013 to share and cross-validate information on NTMs, encouraging the use of common standards and classifications.

WTO Essay Award for Young Economists

The WTO Essay Award for Young Economists was shared in 2014 by Jonathan Dingel from the United States and Claudia Steinwender from Austria. Dingel's paper dealt with why higher-income countries export higher-quality goods while Steinwender focused on the impact of the better transmission of market and price information on market efficiency and trade.

In his paper, "The Determinants of Quality Specialization", Jonathan Dingel notes there are two possible explanations for why higher-income countries tend to export higher-quality (skill-intensive) products: producers in higher per capita income countries have access to bigger markets (home market effect) for higher-quality goods, and higher per capita income countries tend to boast a relatively greater abundance of skills. He finds that more than half of the variation observed in the data is explained by the home market effect. The Selection Panel said the paper addresses a central question in trade theory in an extremely competent way and has potentially important trade policy implications.

Claudia Steinwender's paper, "Information Frictions and the Law of One Price: When the States and the Kingdom became United", studies the effect of better transmission of information on market efficiency and trade. The paper finds substantial welfare gains from reducing so-called information frictions, which are the difficulties and costs of obtaining market information from elsewhere. In the judgment of the Selection Panel, this is a masterly paper both in terms of the question it poses and its execution. Furthermore, it makes an important contribution to understanding the role that WTO transparency provisions play in fostering trade and efficiency.

Jonathan Dingel studied economics and political science at Gonzaga University (United States) and received a Ph.D. in economics from Columbia University (United States). He is an Assistant Professor in economics at Booth School of Business at the University of Chicago (United States).

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.

Claudia Steinwender studied economic mathematics at Vienna University of Technology and international business administration at the University of Vienna (Austria). She received a Ph.D. in economics from the London School of Economics (UK). She is spending the coming year as an IES Fellow at Princeton University (United States) and then joining the faculty of the Harvard Business School (United States) in the autumn of 2015 as Assistant Professor.

► Academic Selection Panel

The Academic Selection Panel for 2014 comprised Dr Avinash Dixit (Emeritus Professor of Economics, Princeton University), Dr Robert Staiger (Professor of Economics, Wisconsin University), Dr Robert Teh (Director, Economic Research and Statistics Division, WTO) and Dr Alberto Trejos (Professor of Economics, INCAE Business School). Dr Roberta Piermartini (Counsellor, Economic Research and Statistics Division, WTO) coordinated the work of the panel.



Jonathan Dingel and Claudia Steinwender receive the 2014 WTO Essay Award for Young Economists from Roberta Piermartini, WTO Counsellor.

Cooperation with academic institutions

The WTO launched the second phase of its WTO Chairs Programme (WCP) in 2014 with the selection of seven new chairs, taking the total number to 21. During the year, the WCP continued to strengthen its capacity to contribute to trade policy and decision-making. In 2014, the WCP issued an edited volume, *Connecting to Global Markets – Challenges and Opportunities: Case Studies Presented by WTO Chair Holders*, with contributions from all 14 chairs from the first phase. The Academic Support Programme continued to support academic institutions from developing countries and least-developed countries (LDCs).

> WTO Chairs Programme

In May, the WTO launched the second phase of the WTO Chairs Programme (WCP) with the selection of seven new chairs (see Table 1) to join the 14 already taking part in the initiative. Inauguration ceremonies for the seven new institutions were held in 2014 and early 2015, with the participation of WTO deputy directors-general (see page 148). Under the programme, each institution will receive financial support of up to CHF 50,000 per annum for up to four years.

Table 1: New chairs selected in 2014

Country	Institution and chair-holder
Benin	University Abomey-Calavi Professor Fulbert Amoussouga Gero
Brazil	Getulio Vargas Foundation, Sao Paulo School of Economics Professor Vera Thorstensen
Indonesia	University Pelita Harapan Professor John Riady
Oman	Sultan Qaboos University Associate Professor Houcine Boughanmi
South Africa	North-West University Professor Wilma Viviers
Tunisia	University of Tunis, Tunis Business School Assistant Professor Leila Baghdadi
Turkey	Istanbul Bilgi University Assistant Professor Pinar Artiran

The chairs were selected from 77 proposals received through a competitive process led by the WTO Secretariat, with the support of the WCP Advisory Board, an external advisory body composed of 21 scholars, whose role is to ensure the academic quality of outputs generated by the chairs. The selection process took into account criteria such as potential for developing capacities at the host institution, relevance of research topics to trade policy and WTO-related issues, quality of research proposals, prospect to offer new courses or update current ones, potential for interaction with policy-making institutions (such as government departments), ability to establish networks with other academic institutions, sustainability of the activities, and capacity to maintain an appropriate team in the host institution to collaborate with the chair-holder.

The WTO's academic collaboration activities are channelled through the WCP and the Academic Support Programme (see below). These complementary projects support academic institutions in research, curriculum development and outreach activities, with a view to enhancing their institutional capacities and their potential to contribute to trade-related policy analysis.

Launched in 2010, the WCP completed its first four-year cycle in 2013. The second phase will run until 30 May 2018 and is funded with support from the Netherlands. The Secretariat will continue to work with chairs from the first phase and they will benefit from scientific and trade-related technical assistance support.

The programme is implemented through partnership agreements between the WTO Secretariat and the selected institutions. The WTO provides financial, scientific and technical support to its partners in three interdependent pillars: research, curriculum development and outreach activities for up to four years. At the end of this period, it is intended that programmes should continue as appropriate, possibly with financial support from other sources.

The WCP gives chairs access to WTO material and expertise. Events like the WCP Annual Conference or the biennial Global Review of Aid for Trade have provided chairs with an opportunity to present their work to the Geneva-based policy community. In addition, the WCP has encouraged networking and collaboration among chairs. A recent result of this collaboration is an edited volume containing contributions from all 14 chairs of the first phase of the programme: *Connecting to Global Markets – Challenges and Opportunities: Case Studies Presented by WTO Chair Holders*. This volume was officially launched in February 2014.

In 2014, the WCP contributed to the increasing consolidation of WTO chairs' capacity to contribute to policy and decision-making through research and outreach activities. The outreach was enhanced through more and regular interactions with government officials, both at the national and international level.

There was strong collaboration between the chairs, with several of them contributing to activities organized by other chairs. As a result, the chairs network has deepened and strengthened, resulting in joint projects and publications. Regarding the sustainability of the programme, diverse initiatives are being developed by the chairs to ensure that they will continue with the same vigour without the annual financial support of the WTO.

> Four years of achievement

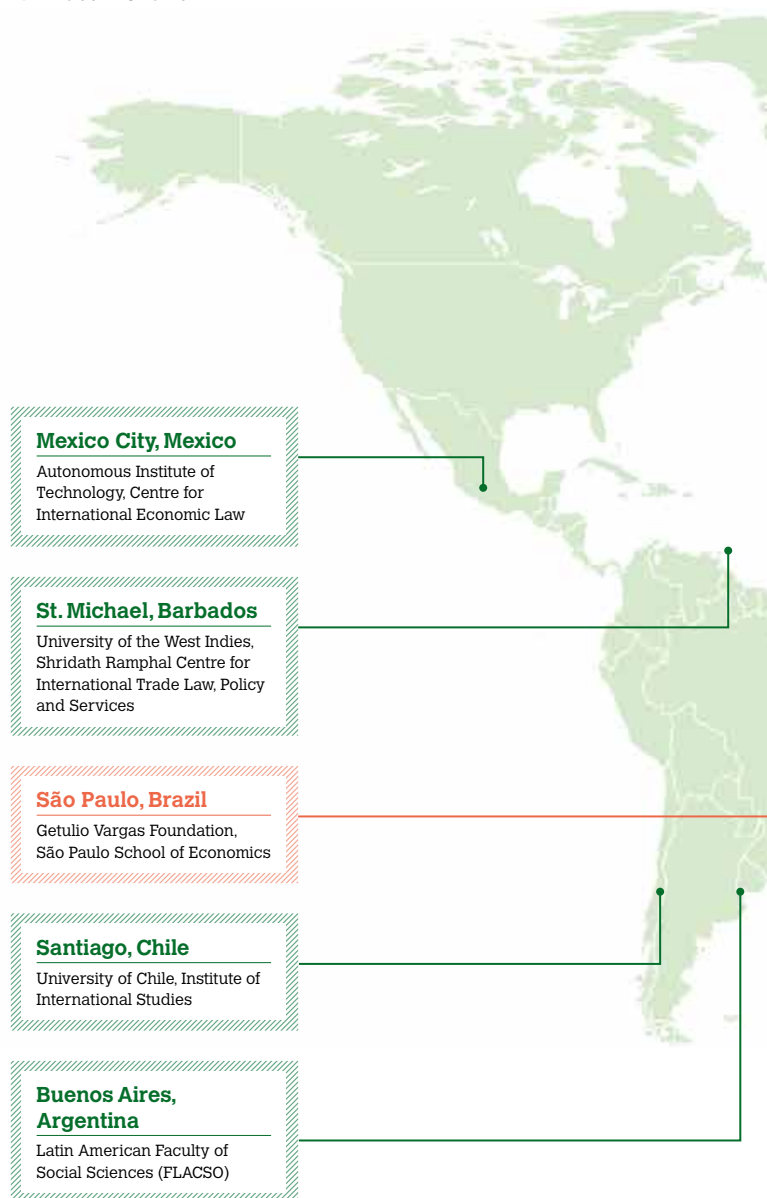
Over the four years of the programme, more than 300 journal articles and research papers have been published in addition to 22 books and about 12 new masters' programmes. A new journal dedicated to trade and WTO-related issues was created in Latin America under the auspices of the programme. In terms of outreach, another pillar of the programme, over 300 seminars, conferences, workshops and roundtables have been organized over the years. Chairs have worked with government agencies, private and public sector companies and also with international organizations other than the WTO.

Other activities undertaken in 2014 included a workshop on the WTO's TRIPS (Trade-Related Aspects of Intellectual Property Rights) Agreement and intellectual property-related matters held in Balaclava, Mauritius, in March 2014, with the financial support of the WCP. Under the auspices of the WCP, some 80 postgraduate students from various universities across China attended a summer school organized by the School of WTO Research and Education of the Shanghai University of International Business and Economics that focused specifically on the trade and environment nexus.

> Universities participating in the WTO Chairs Programme

● Phase 1 Chairs

● Phase 2 Chairs





> Academic Support Programme

In 2014, 24 activities were implemented in member and acceding countries under the Academic Support Programme (ASP), which aims to support academic institutions from developing countries and LDCs that are outside the scope of the WCP. These included 15 lecturing arrangements with universities in which WTO staff taught in masters and bachelor degree courses. The ASP also supported conferences and academic events organized by academic institutions as well as university competitions on WTO law.

The ASP also handled the donation of WTO publications to universities and organized presentations to academic audiences together with the WTO Reference Centres Programme (see page 122). During 2014, the ASP also began registering university lecturers as participants in courses offered by the WTO's E-campus, the e-learning hub that offers online interactive courses on a variety of international trade matters.

Chairs Programme: Phase 2

The WTO Chairs Programme (WCP), which supports and promotes trade-related academic activities by universities and research institutions in developing and least-developed countries (LDC), moved into its second phase in 2014 with the selection of seven more institutions to join the 14 already in the programme.

During 2014 and in early 2015, WTO deputy directors-general attended inauguration ceremonies at the seven universities in Benin, Brazil, Indonesia, Oman, South Africa, Tunisia and Turkey (see page 145) selected from the 77 that applied worldwide. In making its choice, the WTO Secretariat was helped by an independent, external Advisory Body, made up of 20 respected academics. The programme provides financial support of up to CHF 50,000 per annum for up to four years for programme-related activities.

The second phase will run until 30 May 2018 and is funded with support from the Netherlands. At the end of the four years, it is intended that the institutions will remain part of the WCP network but with financial support from other sources. The WTO Secretariat is continuing to work with chairs from the first phase, which will benefit from scientific and trade-related technical assistance. Such assistance can include WTO missions to support the chair's teaching, research or outreach activities or invitations to attend the annual WCP conference.

Begun in 2010, the programme contributes to building a worldwide network of academic and research institutions, sharing knowledge, experience, good practices and pedagogical material. Joint capacity-building efforts undertaken by the WTO and the academic institutions benefit the WTO itself and enhance the

ability of academic institutions to train government officials as well as students who may one day become government officials.

Launching the programme at the Getulio Vargas Foundation, São Paulo, in December 2014, Deputy Director-General David Shark said: "Not only is the WTO Chairs Programme one of the WTO's flagship products in terms of trade capacity building, it is an effective way to reach out to the academic community and develop links between academia and the policy world."

As Deputy Director-General Xiaozhun Yi told the programme launch at the Universitas Pelita Harapan, Indonesia, in October 2014, one of the WTO's current focuses is to remedy supply-side constraints faced by developing countries. These constraints are not just about lack of trade-related infrastructure and the high cost of credit, they also reflect a scarcity of people with the kind of training and capability that can inform policy-making. "This is the supply-side constraint that we, through the WTO Chairs Programme, are trying to address," he said.

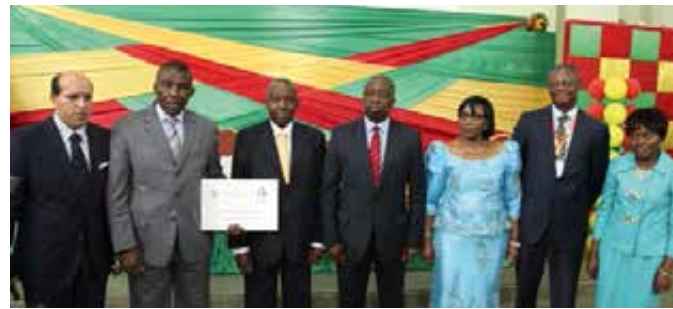
In February 2015, DDG Yi inaugurated the Faculty of Law, Istanbul Bilgi University in Turkey, into the programme. He expressed the hope that "the WTO's contribution will make a difference in further developing academic courses, promoting new research initiatives, and linking up these enhanced institutional capacities to other universities and research institutions in Turkey and in this region".



Universitas Pelita Harapan in Indonesia: ceremony attended by DDG Xiaozhun Yi on 15 October 2014.



North-West University of Potchefstroom, South Africa: ceremony attended by DDG Dave Shark on 17 September 2014.



University of Abomey Calavi in Cotonou, Benin: ceremony attended by DDG Yonov Frederick Agah on 24 November 2014.



Istanbul Bilgi University in Turkey: ceremony attended by DDG Yi on 12 February 2014.



University of Tunis: ceremony attended by DDG Karl Brauner on 30 October 2014.



Sultan Qaboos University, Oman: ceremony attended by DDG Shark on 27 October 2014.



São Paulo School of Economics, Brazil: ceremony attended by DDG Shark on 5 December 2014.

> Links academia with policy-makers

Of the 21 WCP chairs, seven are from Southern Saharan Africa. Apart from Benin and South Africa, they are Kenya, Morocco, Mauritius, Namibia and Senegal. Deputy Director-General Yonov Frederick Agah officially launched the WTO Chair awarded to the University of Abomey Calavi in Cotonou, Benin, in November 2014. He expressed confidence that "this Chair will contribute to train a new generation of experts on trade policy and will benefit from the chairs network".

The Tunis Business School of the University of Tunis was officially inaugurated into the WTO Chairs Programme at a ceremony attended by Deputy Director-General Karl Brauner in October 2014. DDG Brauner told the university that the programme helps to "decompartmentalize" the academic and the policy-making worlds. It helps "to establish a better dialogue between those responsible for defining and conducting trade policy, and academics who are able to provide the empirical data and quantitative assessments needed to guide them in their decisions."

An example of the contribution that the chairs can make was a book published in February 2014 with the support of the WTO Secretariat. *Connecting to Global Markets – Challenges and Opportunities: Case Studies presented by WTO Chair-holders* collected research carried out by the 14 chairs of the first phase of the WCP. Director-General Roberto Azevêdo described the book as a "very fitting" conclusion to the first phase of the programme.

The work is based on the premise that in a more globalized economy, where developing countries have emerged as major trading powers and where new ways of organizing production have become more widespread, the countries that connect to this new trading system will follow the path to growth and economic development more quickly, he said. However, its clearest message is just how much academics can contribute to policy-making in developing countries, DG Azevêdo added.