



Outreach

- > The 2015 Public Forum – the WTO’s major outreach activity – attracted 1,300 participants to the three-day event, providing a platform for discussions under the general theme “Trade works”.
- > On 14 June 2015, the WTO held its fifth Open Day, which was attended by over 3,000 people. Entitled “Merci Genève”, the event provided an opportunity for the WTO to thank Geneva and its people for hosting the organization over the past 20 years.
- > The WTO increased its cooperation with other intergovernmental organizations, launching a new co-publication with the World Bank on trade and reducing poverty, and strengthening its collaboration with the United Nations Conference on Trade and Development by signing a new joint declaration on promoting trade as a tool for development.
- > The Tenth Ministerial Conference in Nairobi was attended by over 300 representatives of non-governmental organizations, some 350 journalists and 23 business organizations.

Relations with non-governmental organizations	138
Spotlight: Public Forum 2015	140
Contact with parliamentarians	142
Cooperation with other international organizations	144
Contact with the media	148
Contact with the business community	150
Contact with the public	151
WTO website	151
Social media	152
WTO videos	152
Visiting groups	152
WTO publications	152
Spotlight: WTO Open Day	156
Economic research activities	158
Statistics activities	160
WTO Essay Award for Young Economists	162
Cooperation with academic institutions	163
WTO Chairs Programme	163
Academic Support Programme	164

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

In 2015, non-governmental organizations (NGOs) had many opportunities to voice their views on trade issues and received regular updates on WTO activities. NGOs participated in a number of WTO events, such as the Public Forum, the Fifth Global Review of Aid for Trade and WTO 20th anniversary activities, as well as at the Tenth Ministerial Conference in Nairobi. The WTO organized regional workshops for NGOs and provided regular briefings on trade negotiations and other issues.

The Public Forum is the WTO's main outreach event with NGOs. The 2015 Forum, whose theme was "Trade Works", was held from 30 September to 2 October (see page 140). NGOs organized 39 sessions on a wide range of themes. These included sessions on improving the lives of East African women, on whether competition policy should be subject to WTO rules and on the United Nations' 2030 agenda (see page 119). NGOs also participated in WTO 20th anniversary events, such as "The TBT (technical barriers to trade) at 20: Reducing Trade Friction from Standards and Regulations" (see page 64) and "20 Years of Building Pathways to Sustainable Development" (see page 82).

Workshops

In September, the WTO organized workshops in Nairobi for civil society, including NGOs, business representatives and Kenyan Members of Parliament. The aim was to increase awareness of the role and functions of the WTO and to inform participants about preparations for the Tenth Ministerial

Conference to be held in the Kenyan capital in December. Each workshop drew more than 60 people.

In October, the WTO and the German foundation Friedrich-Ebert Stiftung (FES) organized a regional workshop for Southern African NGOs and business and media representatives in Cape Town, South Africa. The workshop looked at Southern African trade perspectives and the challenges facing this region in the multilateral trading system. Among the issues discussed were preparations for the Tenth Ministerial Conference, WTO decision-making, dispute settlement, trade facilitation, regionalism versus multilateralism, and food security. Participants from Botswana, Lesotho, Mauritius, Namibia, Madagascar, Mozambique, South Africa, Swaziland, Zambia and Zimbabwe took part in the workshop.

In November, the WTO and the "Organisation Internationale de la Francophonie" organized a regional workshop in Senegal. It was entitled "En Route to Nairobi: Regional Dialogue in French-speaking Africa in Preparation for the 10th Ministerial Conference of the WTO". Representatives of NGOs and the private sector took part. Participants discussed key issues regarding the Nairobi Ministerial Conference, in particular the expectations, challenges and priorities for African francophone countries.

Background on relations with NGOs

The WTO maintains regular dialogue with civil society organizations on various aspects of the WTO and on-going trade negotiations. The aim of this dialogue is to enhance cooperation and increase awareness of WTO activities and the multilateral trading system. The WTO's founding agreement establishes a legal basis for consultation and cooperation with NGOs. The General Council recognized the role of NGOs in raising awareness about the WTO in a declaration in 1996.

Nairobi Ministerial Conference

Some 232 NGOs from 49 countries were accredited for the Nairobi Ministerial Conference in December, and 300 NGO representatives attended the event. About 30 side events were organized by NGOs during the conference. NGOs were briefed on a daily basis regarding the negotiations, and a dedicated webpage was created gathering together relevant information for NGO representatives. NGOs also received regular updates via email alerts.



A session at the 2015 Public Forum co-organized by the World Farmers' Organization.



232

A total of 232 NGOs from 49 countries were accredited for the Nairobi Ministerial Conference in December.

NGOs submitted 17 position papers and studies to the WTO Secretariat, which circulated them to WTO members. The papers covered issues such as agriculture, youth, development, trade facilitation, the Information Technology Agreement and services.

Open hearings

Since 2005, a number of panel meetings, Appellate Body hearings and arbitration proceedings have been open to the public, including NGOs. As a result, registered NGOs have been able to follow the open hearings through video links. In 2015, two panels were opened to the public in the country of origin labelling (COOL) dispute about food labelling (see page 115).



Public Forum 2015

The 2015 Public Forum focused on how and why trade works, and for whom. Participants discussed the contribution of the WTO to the strength and stability of the world economy over the past 20 years. They looked at how the multilateral trading system boosts growth, lifts people out of poverty, increases access to goods and medicines and promotes beneficial relationships between nations. The Forum also examined areas where the WTO can do more to ensure that trade benefits all.

Held from 30 September to 2 October under the theme “Trade Works”, the 2015 Public Forum attracted a larger number of participants than the previous year (see below) for its 90 sessions, including two high-level plenary debates. The opening session featured a discussion on “Making Trade Work More Inclusively”. The panel looked at how international trade contributes to development and how trade policy should be shaped at the multilateral level. In the second plenary debate – “Making trade work for business” – speakers exchanged views on how trade policy should be used to address global challenges, how trade can work better and where the WTO can do more for the private sector.



The Public Forum sessions were organized by a wide range of participants, including WTO members, businesses, non-governmental organizations (NGOs), academia, law firms and international organizations (see below). Topics for debate included how trade can help reduce economic gaps between developed and developing countries, how trade fosters global integration, and how intellectual property rights function for global trade and access to medicines.

The Forum featured four book launches related to the WTO's 20th anniversary: *WTO Accessions and Trade Multilateralism: Case Studies and Lessons for the WTO at Twenty*; *20 Years of the WTO: A Retrospective*; *The Making of the TRIPS Agreement: Personal Insights from the Uruguay*



1,300

The Public Forum attracted 1,300 participants in 2015.

Background on the Public Forum

The Public Forum grew from the WTO's desire to open its doors to non-governmental organizations (NGOs). Over the years the event has grown to become the WTO's major outreach event for public debate across a wide range of trade issues. It is a unique platform for senior government representatives, global leaders in business, academics, NGOs and trade delegates to come together to discuss trends in global trade and the role of the WTO. Private sector participation has increased year on year. Trade associations and private sector companies have organized an increasing number of sessions, bringing practical experience to global trade issues.

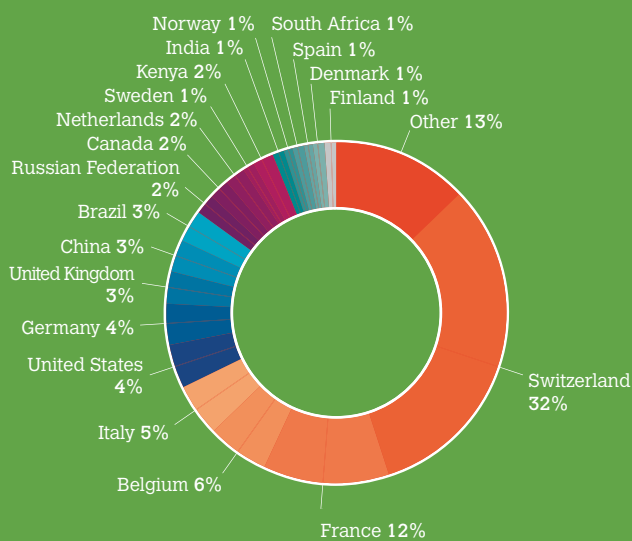




Round Negotiations; and *The WTO at Twenty: Challenges and Achievements*.

The Forum programme included “Meet the Author” sessions, presented by the WTO Bookshop and Library, and stands organized by a variety of partners showcasing how trade works. Themes for the stands included “Trading Safely”, “Trade for LDC Development”, “Linking Haiti Artisans to Value Chains” and “Pursuing Sustainability in the Global Economy”. Participants were able to send messages on how and why trade works at a photo corner. All messages were posted on social media.

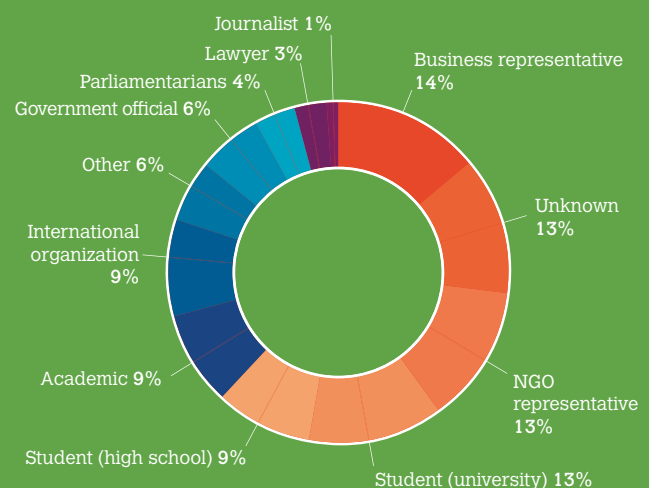
Figure 1: Public Forum participation in 2015, by country



Participation

The Public Forum 2015 attracted 1,300 participants (excluding WTO delegates and staff), 21 per cent more than in 2014. Participants came from 85 countries, including non-members and observer governments. Businesses provided the largest number of representatives, followed closely by NGOs and students. Many sessions were the result of collaboration between different types of organization.

Figure 2: Public Forum participation in 2015



Note: “Unknown” reflects on-the-spot registration where participants did not specify their type of organization.

Contact with parliamentarians

The Parliamentary Conference on the WTO called for prompt ratification of the Trade Facilitation Agreement at its annual meeting in February. Director-General Roberto Azevêdo told parliamentarians that they are “crucial” to the work of the WTO. DG Azevêdo also participated in an African Parliamentarians Conference in Morocco in April. The WTO was involved in a number of regional workshops and meetings with parliamentarians aimed at promoting understanding of the multilateral trading system.

In April 2015, DG Azevêdo participated in a conference for African parliamentarians in Marrakesh, organized by the Government of Morocco to mark the WTO's 20th anniversary. The event was attended by 19 African delegations, including ten at the level of President of the country's Parliament. DG Azevêdo and the Prime Minister of Morocco, Abdelilah Benkirane, opened the conference, which focused on the ratification of the WTO's Trade Facilitation Agreement (see page 83). DG Azevêdo also took part in a parallel conference for African trade ministers, which was attended by 24 ministers.

The Parliamentary Conference on the WTO, meeting on 16-17 February 2015 at the WTO's headquarters, expressed strong support for the multilateral trading system.



DG Azevêdo participating in a conference in Marrakesh in April 2015, organized by the Government of Morocco to mark the WTO's 20th anniversary.

Background on contact with parliamentarians

Parliamentarians play an important role in the multilateral trading system and the WTO due to their constitutional role. 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 parliamentary body meetings and organizes workshops for parliamentarians at national and regional levels.

Parliamentarians from around the world called for prompt ratification of the Trade Facilitation Agreement (see page 83), a redoubling of efforts to conclude the Doha Round and a permanent solution to the issue of public stockholding for food security purposes (see page 35).

Addressing the conference, DG Azevêdo told parliamentarians that their involvement “is crucial in all of our work – because it is through you that we hear the voices of the people that we are here to serve”. He urged parliamentarians to continue supporting the WTO, including by helping to secure speedy ratification by their countries of the Trade Facilitation Agreement and acceptance of an amendment to the TRIPS (trade-related intellectual property rights) Agreement





The annual Parliamentary Conference on the WTO was held at the WTO's headquarters on 16-17 February 2015.

concerning access to affordable medicines for developing countries (see page 78).

The Steering Committee of the Inter-Parliamentary Union (IPU) on WTO matters, comprising about 30 parliamentarians, met in October in Geneva on the sidelines of the WTO Public Forum. The IPU is the international organization of parliaments. Participation in these meetings by senior WTO staff, the Chair of the WTO General Council and Geneva-based ambassadors provides a means to brief legislators on important issues facing the multilateral trading system. WTO Deputy Director-General Yi Xiaozhun addressed the Committee, outlining preparations for the Tenth Ministerial Conference in Nairobi at the end of the year. The WTO Secretariat briefed the Committee about the Trade Facilitation Agreement.

A parliamentary session was held during the Public Forum in October on "reducing trade costs: why speedy legislative action on the Trade Facilitation Agreement is of paramount importance". Speakers included members of the European Parliament and members of national assemblies from Africa and Asia.

Regional workshops and meetings

In 2015 the WTO organized two regional workshops for members of parliament (MPs) from Asia and from the Indian

Ocean Commission, an intergovernmental organization composed of Comoros, Réunion, Madagascar, Mauritius and Seychelles, and the East African Community. The WTO also teamed up with the Organization Internationale de la Francophonie for a multi-stakeholder consultation involving African MPs, in Dakar, Senegal, to discuss the Tenth Ministerial Conference.

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.

The International Monetary Fund (IMF) invited the WTO Secretariat to contribute to two regional meetings organized for parliamentarians from the Arab and Central and Eastern European & Central Asian Countries (CEEAC) regions. The meetings attracted senior MPs from the regions and included a debate on the relevance of the work of the WTO and the IMF for the two regions.

The two meetings, which were each attended by around 30 participants, aimed to generate greater understanding of the multilateral trading system and to provide a forum for participants to exchange ideas. They included an open debate on the role of the WTO in fostering development.

Cooperation with other international organizations

In 2015, the WTO cooperated with a variety of intergovernmental organizations. With the United Nations Conference on Trade and Development (UNCTAD), it signed a declaration to strengthen collaboration. It co-published a report with the World Bank on trade's role in ending poverty and continued to publish reports on G20 trade and investment measures, together with UNCTAD and the Organisation for Economic Cooperation and Development (OECD). Director-General Roberto Azevêdo was in New York for the UN General Assembly at which the new Sustainable Development Goals (SDGs) were adopted.

United Nations

DG Azevêdo attended the spring and autumn meetings 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 International Monetary Fund (IMF), the 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.

The Director-General attended the UN's Third International Conference on Financing for Development in Addis Ababa, Ethiopia, in July. He stressed the importance of addressing issues related to trade finance and credit insurance as a means of improving export opportunities for developing and least-developed countries. At the same event, Deputy Director-General Xiaozhun Yi moderated a round table session on global partnerships. He emphasized the role that public-private partnerships could play in resolving social, environmental and economic issues and in contributing to meeting some of the UN's Sustainable Development Goals (SDGs) (see page 119).

In September, DG Azevêdo attended a UN General Assembly, which adopted the SDGs. He delivered the keynote speech at the SDG Business Forum, a high-level event organized on the margins of the UN Summit by the International Chamber of Commerce, the International Finance Corporation, the UN Global Compact and the World Economic Forum.

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

The WTO is also represented on the UN 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. Since January 2013, the HLTF has focused on the zero hunger challenge (ZHC) as its central theme. Launched at the 2012 UN Conference on Sustainable Development (Rio+20), the ZHC is working towards a hungerfree 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 and UNCTAD work together on trade and development issues and cooperate closely in providing training and technical assistance to developing and least-developed countries. The heads of the WTO and UNCTAD signed a declaration in October 2015 to strengthen this collaboration, committing them to work together to harness trade as a tool for development and poverty alleviation.

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.



DG Azevêdo attended the UN Chief Executives Board (CEB) meeting held at UN Headquarters in New York on 18 November 2015.

The WTO also cooperates with UNCTAD within the framework of the UN inter-agency “cluster” on trade and productive capacity, which aims to coordinate trade and development operations throughout the UN system. UNCTAD is a major WTO partner on programmes such as the Enhanced Integrated Framework (EIF) (see page 128) 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 countries and other African countries.

The WTO and UNCTAD jointly sponsor the ITC, a trade promotion body for developing countries. The WTO also collaborates with ITC and UNCTAD in the annual publication of the *World Tariff Profiles* (see page 153). UNCTAD and ITC contributed to the joint OECD-WTO publication *Aid for Trade at a Glance 2015: Reducing Trade Costs for Inclusive, Sustainable Development* that was presented at the Fifth Global Review of Aid for Trade (see page 126).



DG Azevêdo and Angel Gurría, OECD Secretary-General, at the Fifth Global Review of Aid for Trade in July 2015.

International Trade Centre (ITC)

The WTO works closely with the ITC to provide the support that developing countries need to implement and benefit from WTO agreements. In addition to the collaboration noted above, the WTO and ITC are also working together in the Business for Development initiative, which aims to help the private sector in developing countries define national priorities for WTO negotiations and encourage governments to be mindful of business concerns.

The ITC's Joint Advisory Group (JAG) meets annually to make recommendations on the ITC's work programme. The 49th session of the JAG was held on 26 June at the WTO. The report of the meeting was presented to the WTO's Committee on Trade and Development and was subsequently adopted by the General Council.

Organisation for Economic Co-operation and Development (OECD)

In addition to their joint reports mentioned below, the OECD and the WTO cooperate in the Trade in Value-Added (TIVA) database, launched in January 2013. The 2015 edition covers 61 economies – four more than in 2014 – and 34 manufacturing and services sectors. 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.

To improve the OECD-WTO joint database on trade in value added, the two organizations also teamed up to produce bilateral estimates of services trade based on the Extended Balance of Payments Services Classification of the IMF.

The OECD and WTO are also cooperating on the development of a set of trade facilitation indicators (TFIs). The 2015 update of this interactive web tool covers 152 countries. The TFIs identify areas for action and help assess the potential impact of trade facilitation reforms so that governments can prioritize action and mobilize technical assistance.



Dr Jim Yong Kim, President of the World Bank Group, at the launch of the joint WTO-World Bank publication, *The Role of Trade in Ending Poverty*.

Other intergovernmental organizations

The WTO cooperates on trade issues and on the needs of developing countries with a number of intergovernmental organizations. In June 2015, the World Bank Group and the WTO jointly launched a new co-publication, *The Role of Trade in Ending Poverty*, which looks at the complex relationships between economic growth, poverty reduction and trade.

Together with the IMF and the World Bank, the WTO hosted a two-day workshop on international trade in Geneva in June 2015. 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.

In October, the WTO held a joint technical symposium with the World Health Organization and the World Intellectual Property Organization – “Public Health, Intellectual Property, and TRIPS at 20: Innovation and Access to Medicines” – which looked at access to, and innovation in, medical technologies. The symposium (see page 9) was one of a number of events marking the 20th anniversary of the WTO and its agreements, including the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS).

Together with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the WTO launched a new publication, *CITES and the WTO: Enhancing Cooperation for Sustainable Development* (see page 154).



DG Azevêdo and CITES Secretary-General John E. Scanlon (left) at the launch of the co-publication *CITES and the WTO: Enhancing Cooperation for Sustainable Development*.





DG Azevêdo attended the G20 summit in Antalya, Turkey in November 2015.

The WTO Secretariat attends sessions of the International Labour Organization (ILO) Governing Body and the International Labour Conference as an observer and participates in meetings of the Governing Body's Working Party on the Social Dimension of Globalization. The ILO and the WTO are undertaking research to be published in 2016 on the role that skills-development policies can play in making trade an engine of inclusive growth.

G20

DG Azevêdo attended the G20 summit in Antalya, Turkey, in November as well as the G20 trade ministers meeting in Istanbul in October. The G20 summit communiqué includes the commitment to a strong and efficient multilateral trading system and leaders reiterated their determination to work together to improve its functioning, including through ensuring a successful Nairobi ministerial conference. To support this work, they also agreed that trade ministers should continue to meet on a regular basis and that a supporting working group be established. Other elements of the G20's work on trade were also advanced, including on the monitoring of trade-restrictive measures and analytical work on the relationship between the multilateral trading system and regional trade agreements.

On trade monitoring, the WTO published two six-monthly reports with UNCTAD and the OECD on trade and investment

measures in the G20 group of leading developed and developing countries. In October, the report highlighted the uncertain global economic outlook which continued to have an adverse impact on international trade. It noted that G20 economies faced a number of important challenges to deliver on their collective pledge to refrain from implementing new trade-restrictive measures and to remove existing ones (see page 92).

On regional trade agreements (RTAs), work led by the WTO focused on identifying key provisions in RTAs, including those that go beyond existing WTO rules and provisions for which the WTO currently has no rules. This included the examination of all RTAs notified by the G20 to the WTO, which found that while most were based on multilateral rules there was also some divergences with multilateral rules and between different RTAs. The G20 recognised the importance for RTAs being supportive of the multilateral trading system.

The WTO's Agriculture and Commodities Division increased its participation in the G20 Agricultural Market Information System (AMIS), an initiative established in 2011 to enhance food market transparency and encourage international policy coordination. The division attended the G20 Rapid Response Forum, the policy coordination body comprising senior officials from AMIS countries, and the expert meetings of the AMIS Global Food Market Information Group.

Contact with the media

Some 350 journalists attended the Tenth Ministerial Conference, including 12 journalists from least-developed countries (LDCs) whose attendance was supported by the WTO. The WTO held several training activities for journalists, including seminars in Geneva, and WTO press officers participated in a number of national and regional outreach activities. The number of WTO press briefings and press conferences rose to 53, compared with 42 the previous year, reflecting media interest in the WTO's 20th anniversary and the run-up to the Ministerial Conference in Nairobi.

The WTO's press briefings and press conferences covered almost every area of WTO activity, from dispute settlement to trade negotiations. In addition, the Information and External Relations Division (IERD) maintained regular contact with journalists through e-mail briefings. Approximately 150 of these were sent to journalists in 2015 to update them on the latest WTO activities. The topics covered include the notification of new trade disputes and background notes on panel or Appellate Body rulings.

The media were invited to many of the WTO's 20th anniversary events, including a seminar organized jointly by the WTO, the World Health Organization and the World Intellectual Property Organization (see page 9) and workshops on issues such as sustainable development and technical barriers to trade. They were also invited to publication launches and to the announcement of trade forecasts by WTO economists.

On average, every two days a new journalist requested registration in the Media Newsroom of the WTO website, a specific area dedicated to journalists. This brings the total number of those registered to 2,523 at the end of 2015.

Ministerial Conference

Around 350 journalists attended the Tenth Ministerial Conference in Nairobi in December. The IERD provided background briefings to journalists on areas of particular relevance, such as trade facilitation, the expansion of the Information Technology Agreement (ITA), trade and development, and preferential rules of origin (see page 39).

Twelve journalists from LDCs were invited to attend the Conference in cooperation with the Friedrich Ebert Stiftung (FES), a German foundation. They enjoyed special access to officials and exclusive briefings. The journalists were from Benin, Ethiopia, Lao People's Democratic Republic, Lesotho, Madagascar, Malawi, Mali, Myanmar, Senegal, Togo, Uganda and Zambia.



350

Some 350 journalists attended the Tenth Ministerial Conference.

Training activities

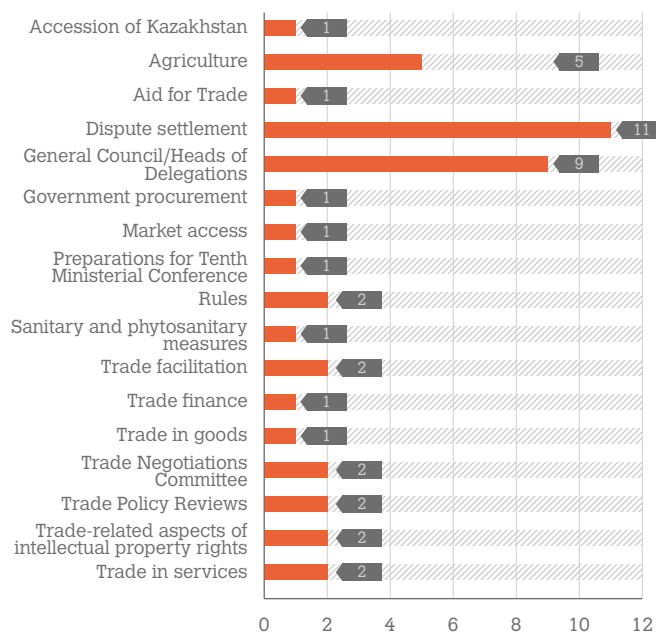
In 2015, the WTO held several training activities for journalists, including seminars in Geneva for Russian journalists and francophone journalists from several countries.

Ten journalists from Russia attended a regional workshop at WTO headquarters in March. It provided an introduction to the WTO and covered subjects of particular interest to Russia. Participants heard presentations on such topics as accessions, agriculture, development, dispute settlement, regional trade agreements and energy (see Figure 3). The FES covered the cost of this workshop.



DG Azevêdo and Kenya's Cabinet Secretary for Foreign Affairs and International Trade, Amina Mohamed, at a press conference during the Fifth Global Review of Aid for Trade.

Figure 3: Meetings/subjects covered by WTO briefings/press conferences in 2015



In May, eight journalists participated in a seminar for Francophone countries. The participants were from Benin, Cameroon, Congo Brazzaville, Côte d'Ivoire, Madagascar, Mauritius, Senegal and Tunisia. Presentations were made by a variety of WTO experts on a wide range of topics.

Press officers participated in several national and regional outreach activities for media, parliamentarians and civil society in Kenya, Panama, Paraguay and South Africa. They also took part in other outreach activities in France, Italy and Senegal. Some of these activities were organized by IERD.

Contact with the business community

The WTO's annual Public Forum attracted a significant increase in business representatives in 2015, showing the strong interest of business groups and companies in contributing to the debate about WTO activities. The business community was also well-represented at the Tenth Ministerial Conference in Nairobi. Twenty-three of the non-governmental organizations accredited for the event were business organizations.

Public Forum

Over 170 business representatives attended the WTO's 2015 Public Forum, "Trade Works", in October (see page 140). This was significantly higher than the previous year's total of 150. Businesses organized 25 sessions during the three-day event, compared with 15 in 2014, covering topics such as agriculture, information technology, intellectual property and global value chains.

Session organizers included the International Federation of Freight Forwarders Association, the Moroccan Association of Exporters, the International Chamber of Commerce, the National Foreign Trade Council, BusinessEurope, the Federation of German Industries, the All India Association of Industries, the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) and JETRO, Japan's External Trade Organization.

Ministerial Conference

The WTO held several regional meetings in Nairobi, Kenya, and in Cape Town, South Africa, in the run-up to the Tenth Ministerial Conference (MC10) to update the business community on preparations for MC10 (see page 20). A total of 23 business organizations attended the Ministerial Conference in Nairobi at the end of the year.

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.



DHL representative speaking at a Trade Facilitation Agreement event at the Tenth Ministerial Conference on 17 December 2015.

Other contact with businesses

Throughout the year, WTO officials met with members of the business community visiting Geneva and held meetings with business representatives during visits overseas. The issues most frequently discussed included the latest state of play in the WTO's trade negotiations, the ratification of the Trade Facilitation Agreement and dispute settlement.

The WTO's web pages dedicated to the business community (www.wto.org/business) and its regular electronic newsletter continue to be important channels of communication with the private sector, providing the latest updates on trade negotiations, trade statistics and new initiatives aimed at encouraging dialogue with the business community.

Contact with the public

The WTO website received just over 20 million visits in 2015. The site was merged with the WTO members' website to bring all WTO material into one self-contained area. The WTO expanded its use of social media, almost doubling its number of Twitter followers. An average of 356,000 video clips were watched on the WTO website every month, a significant increase on the previous year. The WTO welcomed 223 visiting groups, up from 216 in 2014. Ninety WTO publications were produced, including a variety of titles to mark the WTO's 20th anniversary.

WTO website

The WTO website attracted over 1.8 million visits a month. In 2015, total page views rose to 47.8 million, compared with 43.6 million the previous year. A total of 16 per cent of the visitors are from the United States, followed by 6 per cent from Mexico, 5.75 per cent from India and 4.5 per cent from China. Over 2,000 web pages were created or updated during the course of the year.



1.8 million

The WTO website attracts over 1.8 million visits a month.

The most downloaded files in 2015 were two of the WTO's flagship publications, "International Trade Statistics" (130,055 downloads) and the "World Trade Report" (73,823), followed by "Global Value Chains in a Changing World" (48,959), published in 2013. An average of 356,000 videos clips were watched per month, almost double the previous year's 222,000. The most popular in 2015, with 446,584 views, was a 2012 interview on the WTO's dispute settlement system with Professor John Jackson of Georgetown University, United States, who sadly died in November.

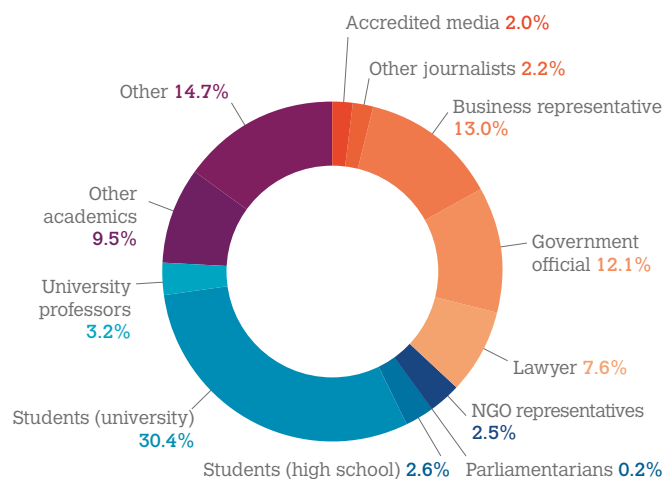
In 2015, the WTO merged its members' website with the public website, creating a one-stop shop for members seeking access to both public and restricted documents. A new "lightbox" facility allows all documents related to official meetings at the WTO to be instantly downloaded

by "logged-in users". Since the merger in August 2015, logged in members have viewed more than 1.5 million pages on the WTO website.

The number of people registered to receive email alerts when news items are published on the website stands at just over 100,000. 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 number of registrations are India (10 per cent), the United States (8 per cent), Mexico (5 per cent), China (4 per cent) and France (4 per cent).

Figure 4: People registered to receive email alerts, as of end 2015



Social media

In 2015, the WTO expanded its use of social media to provide more regular updates about WTO activities and major WTO events. New features included regular statistical updates, more news content from the website and alerts about job vacancies at the WTO. Increased use of social media was made at events such as the Fifth Global Review of Aid for Trade, the Public Forum and the Tenth Ministerial Conference in Nairobi to provide more timely reporting of these events.

The WTO's Twitter followers almost doubled to 245,000 by the end of 2015. WTO tweets were viewed over 6 million times in 2015. The Twitter account of Director-General Roberto Azevêdo had 7,683 followers in January 2016, compared with 4,210 a year ago. The WTO's Facebook page was "liked" by over 170,000 users, a 40 per cent increase from a year earlier. The WTO is also present on Weibo, a Chinese social media platform, with over 620,000 followers. The audience for the WTO's social media activities includes WTO delegates, students and academics.



245,000

The WTO's Twitter followers almost doubled to 245,000 in 2015.

WTO videos

The WTO broadened its video production in 2015 and introduced new formats. To mark the 20th anniversary of the WTO, a new video series, "Trade Starts Here", was launched to showcase people from around the world who have benefited from trade. Among the stories are those of Nang Arn, who has moved from working in the fields of Cambodia to managing a team in a factory exporting electrical wiring, and Olivier Madiba from Kenya, who benefits from copyright protection under the WTO's TRIPS Agreement to export his video games around the world.

An average of 356,000 video clips were watched on the WTO website every month in 2015, compared with 220,000 the previous year. On the WTO's YouTube channel, WTO videos were played 130,000 times in 2015. "The WTO at Twenty" was the most watched WTO video on YouTube, with 10,000 views.

Visiting groups

The WTO welcomed 223 visiting groups in 2015, up from 216 in 2014. The total number of visitors was 6,325, compared with 5,725 the previous year. 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, including dispute settlement, agriculture, development and intellectual property.

The majority of the presentations (80 per cent) were given in English. A total of 12 per cent were given in French, while 2 per cent each were in Spanish and German. The remaining 4 per cent of the presentations were given in Arabic, Chinese, Finnish, Korean, Portuguese, Russian and Thai.



223

The WTO welcomed 223 visiting groups in 2015.

WTO publications

Ninety WTO publications were produced in 2015, up from 70 in 2014, including apps of the Annual Report and the World Trade Report. Eight book launches were held at the WTO to mark the WTO's 20th anniversary, including "The WTO at Twenty: Challenges and Achievements", "WTO Accessions and Trade Multilateralism – Case Studies and Lessons from the WTO at Twenty" and "A History of Law and Lawyers in the GATT/WTO: The Development of the Rule of Law in the Multilateral Trading System".

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. 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 tablets.

The WTO's Publications Facebook page has over 45,000 fans, up from 36,000 in 2014, and its Twitter page has amassed over 52,000 followers, some 33 per cent more than the previous year. WTO Publications also has a presence on Foursquare, Google+ and Pinterest. A digital newsletter, "Book News", is sent regularly to over 90,000 recipients.



Flagship publications

Annual Report 2015

ISBN 978-92-870-3982-8 | CHF 50

The Annual Report begins with a message from the WTO Director-General and an overview of the past year. This is followed by more in-depth accounts of the WTO's areas of activity over the past 12 months.



Annual Report 2015 app

Free

The Annual Report app can be downloaded from the App Store and Google Play for viewing on tablets. The report includes the full text of the Annual Report plus videos, photo galleries, charts, podcasts and interactive maps.



World Trade Report 2015 – Speeding up trade: benefits and challenges of implementing the WTO Trade Facilitation Agreement

ISBN 978-92-870-3985-9 | CHF 60

The WTO's Trade Facilitation Agreement, agreed at the Bali Ministerial Conference in December 2013, is the first multilateral trade agreement concluded since the establishment of the WTO in 1995. The World Trade Report is the first detailed study of the potential impact of the Agreement.



World Trade Report 2015 app

Free

The World Trade Report app can be downloaded from the App Store and Google Play for viewing on tablets and mobile phones. 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 2015

ISBN 978-92-870-3988-0 | 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 while more detailed data are provided in a variety of tables.

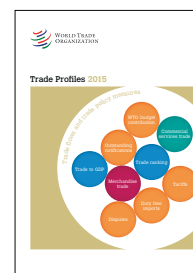


Other annual publications

Trade Profiles 2015

ISBN 978-92-870-3991-0 | CHF 40

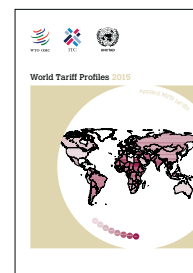
Trade Profiles 2015 provides one-page snapshots of the most relevant indicators on growth, trade and trade policy measures for over 200 economies, including all WTO members.



World Tariff Profiles 2015

ISBN 978-92-870-3994-1 | CHF 50

World Tariff Profiles 2015 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.



Services Profiles 2015

ISBN 978-92-870-3997-2 | CHF 40

Services Profiles 2015 provides key statistics on "infrastructure services", i.e. transportation, telecommunications, finance and insurance, for 186 economies. This includes, for the first time, data for all WTO members.



Boxed set of WTO statistical titles 2015

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

The set comprises the WTO's four annual statistical publications: *International Trade Statistics 2015*, *World Tariff Profiles 2015*, *Trade Profiles 2015* and *Services Profiles 2015*.



Trade Policy Reviews

The Trade Policy Reviews analyse the trade policies and practices of WTO members. In 2015, 14 reviews were published for reviews undertaken in 2014 and 2015, covering Australia, Barbados, Brunei Darussalam, Canada, Djibouti (in French and English), Hong Kong (China), India, Japan, Mauritius, Mongolia, New Zealand, Pakistan and the United States.



Dispute Settlement Reports 2014

Dispute Settlement Reports 2014 provides the full texts of panel reports, Appellate Body reports and arbitration awards issued by the WTO in 2014. Eight volumes were published in 2015. Co-published with Cambridge University Press.



New publications

WTO Dispute Settlement: One-Page Case Summaries, 1995-2014 (2015 edition)

ISBN 978-92-870-4009-1 | CHF 40

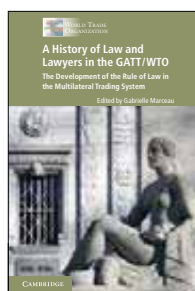
“One-Page Case Summaries” provides a succinct summary of the key findings of every dispute panel report up to the end of 2014 and, where applicable, the subsequent Appellate Body report.



A History of Law and Lawyers in the GATT/WTO: The Development of the Rule of Law in the Multilateral Trading System

ISBN 978-1-107-08523-7 | CHF 130 | Hardback

The book paints an interesting portrait of the role that law and lawyers have played in the history of the multilateral trading system. It includes contributions from current and former GATT and WTO staff members, including many current and former Appellate Body members. Co-published with Cambridge University Press.



Agriculture – 2nd Edition – WTO Agreements Series

ISBN 978-92-870-4022-0 | CHF 30

This latest title in the WTO Agreements series introduces the WTO's Agreement on Agriculture, outlining its key principles, the work of the Agriculture Committee, and how disputes have interpreted WTO law on agriculture. It includes the full text of the Agriculture Agreement and the decisions taken on agriculture at the 2013 Bali Ministerial Conference.



CITES and the WTO: Enhancing Cooperation for Sustainable Development

ISBN 978-92-870-4060-2 | Free

This publication illustrates how the relationship between the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and the WTO has evolved into a leading example of how global trade and environmental regimes can support each other and work coherently to achieve shared objectives. Co-published with CITES.



Aid for Trade at a Glance 2015: Reducing Trade Costs for Inclusive, Sustainable Growth

ISBN 978-92-870-4019-0 | CHF 90

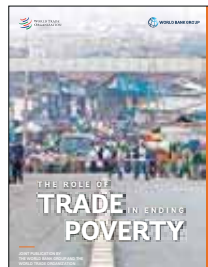
“Aid for Trade at a Glance 2015” reveals how reducing trade costs can help to achieve sustainable growth. It contains contributions from the Enhanced Integrated Framework, the International Trade Centre, the United Nations Conference on Trade and Development and the World Bank. Co-published with OECD.



The Role of Trade in Ending Poverty

ISBN 978-92-870-4013-8 | CHF 40

“The Role of Trade in Ending Poverty” looks at the complex relationships between economic growth, poverty reduction and trade, and examines the challenges that poor people face in benefiting from trade opportunities. Co-published with the World Bank.



WTO Accessions and Trade Multilateralism: Case Studies and Lessons from the WTO at Twenty

ISBN 978-1-107-47224-2 | CHF 70

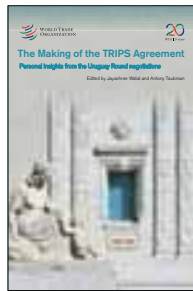
This publication looks at how WTO accession negotiations have expanded the reach of the multilateral trading system, not only geographically, but also conceptually, clarifying disciplines and pointing the way to their further strengthening in future negotiations. Co-published with Cambridge University Press.



The Making of the TRIPS Agreement: Personal Insights from the Uruguay Round Negotiations

ISBN 978-92-870-4025-1 | CHF 70

“The Making of the TRIPS Agreement” presents the diverse personal accounts of the negotiators of this unique trade agreement. In probing how negotiations led to an enduring agreement that has served as a framework for policy-making in many countries, the contributions offer lessons for current and future negotiators.



Twenty Years of the WTO

ISBN 978-92-870-4006-0 | CHF 60 | Hardback

This publication provides an overview of the first two decades of the WTO, describing the origins of the organisation, its evolution and its achievements, combining quotes from leading figures with historical photos of key events in the WTO's history over the past 20 years.



The WTO at Twenty: Challenges and Achievements

ISBN 978-92-870-4063-3 | CHF 40

This publication describes the WTO's achievements over the past 20 years, and looks ahead to the challenges facing the multilateral trading system in the future.



Status of WTO Legal Instruments (2015 edition)

ISBN 978-92-870-4057-2 | CHF 30

“Status of WTO Legal Instruments” covers the legal instruments drawn up by WTO members in relation to the Marrakesh Agreement establishing the World Trade Organization and the plurilateral trade agreements annexed to that Agreement. For each legal instrument, information is provided regarding signature, acceptance, ratification, accession and entry into force.



20th anniversary brochures

Free

The WTO produced a series of 11 brochures to mark its 20th anniversary, each looking into a specific area of WTO activity and highlighting achievements over the past 20 years. The topics covered are trade in services, training and technical assistance, technical barriers to trade, the TRIPS Agreement, accessions, the Government Procurement Agreement, sanitary and phytosanitary measures, WTO dispute settlement, the Trade Facilitation Agreement, trade and the environment, and trade and tariffs.



The History and Future of the World Trade Organization (French and Spanish editions)

ISBN 978-92-870-4055-8 – French | ISBN 978-92-870-4056-5 – Spanish | CHF 120 | Hardback

A comprehensive account of the economic, political and legal issues surrounding the creation and evolution of the WTO. Fully illustrated with photographs dating back to the early days of trade negotiations, the publication reviews the WTO's achievements as well as the challenges it has faced, and identifies the key questions that WTO members need to address in the future.



WTO Open Day

Over 3,000 visitors attended the WTO's fifth Open Day on 14 June. Organized as part of the WTO's 20th anniversary activities, the Open Day, entitled "Merci Genève", provided the WTO with the opportunity to thank the people of Geneva for hosting the organization since it was established in 1995.

The aim of the 2015 Open Day was to give members of the public the chance to discover more about the WTO's activities, to explore the home of the WTO, and to talk with WTO staff and WTO members about the history of the organization and its current work.

The day kicked off with an opening ceremony attended by Director-General Roberto Azevêdo, Chair of the General Council Ambassador Fernando de Mateo, Representative of the Swiss Confederation Ambassador Didier Chambovey, Mayor of Geneva Esther Alder, and Serge Dal Busco, a member of the Geneva State Council.

In his address to participants, DG Azevêdo said: "Today is about you. We want to thank the Geneva community. Each one of us has a deep personal connection to the city, and that of course is because of you." Mr de Mateo said: "For those of us who work in delegations and missions in the city, there is no better place. The international spirit of Geneva creates the perfect environment to advance our work."

DG Azevêdo presented the Fondation des Immeubles pour les Organisations Internationales (FIPOI) with a "Thank You" award for its collaboration with the WTO since 1995.

In particular, he thanked FIPOI for its renovation work at the WTO and for the construction of the new building alongside the existing Centre William Rappard. DG Azevêdo said: "I thank you for being our partner, our team-mate – and I am proud to say – our friend for the last 20 years". The "Thank You" prize, a symbol of the WTO's gratitude to the city of Geneva, will be awarded annually to a local institution for its contribution to the work of the WTO.

Guided tours by WTO staff provided visitors with the opportunity to explore the WTO's historic building and artworks. These include a number of gifts provided by international governments since the inauguration of the building in 1926. The guided tours also included a visit to the Director-General's office and the "Green Room", where



3,000

Some 3,000 people attended the WTO's 2015 Open Day.





high-level meetings take place. The new building, designed by the German firm Wittfoht Architecture, was also part of the tour. Approval of its construction was granted in a cantonal referendum in 2009.

Geneva's Mayor, Mme Alder, said: "By approving the extension project of the Centre William Rappard in 2009, the citizens of Geneva clearly showed their commitment to the presence of your organization in Geneva and to the fact that this is an international and multicultural city."

A series of short films about the WTO were on display throughout the day. Special exhibitions included displays of documents relating to the role of law in the WTO and to the organization's dispute settlement activities. Interactive touch

screens offered visitors the opportunity to learn about the WTO's work and membership through photo galleries and videos. Sessions on interpretation were organized by the WTO's team of interpreters, who explained what the work involves and how the interpretation booths work.

Visitors were able to sample cuisine from around the world provided by a variety of WTO members offering national specialities in an eating area overlooking Lac Léman. Activities for children included story-telling, face painting and a bouncy castle, while live music was provided by WTO members of staff throughout the day.

Economic research activities

The WTO's Economic Research and Statistics Division (ERSD) organized a wide range of outreach activities in 2015, including the launch of several key WTO publications, the holding of the Fourth Annual Trade Workshop, which brought together researchers from the WTO, the World Bank and the International Monetary Fund (IMF), and a number of seminars.

At the Fifth Global Review of Aid for Trade (see page 126) in July, Director-General Roberto Azevêdo and World Bank President Jim Kim launched a new co-publication by the two institutions, *The Role of Trade in Ending Poverty*. The publication looks at the complex relationships between economic growth, poverty reduction and trade and examines the challenges that poor people face in benefiting from trade opportunities. It discusses how trade could make a greater contribution to ending poverty if increasing efforts were made to lower trade costs, improve the environment for growth, implement trade policy in conjunction with other areas of policy, better manage risks faced by the poor and improve data used for policy-making.

As part of the activities to commemorate the 20th anniversary of the WTO, the WTO Secretariat launched a new publication, *The WTO at Twenty: Challenges and Achievements*, at the Public Forum (see page 140) in October. The book draws together contributions from various divisions of the WTO



DG Azevêdo with former WTO chief economist Patrick Low at the launch of *The WTO at Twenty: Challenges and Achievements* in October 2015.

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.

Secretariat to describe the WTO's achievements over its first 20 years, and looks at the challenges arising from an increasingly complex and diverse global trading system.

The WTO's flagship publication, the World Trade Report, was launched by DG Azevêdo in October. Focusing on the Trade Facilitation Agreement (TFA), it provides the first detailed study of the potential impact of the TFA. The report finds that the Agreement has the potential to increase world trade by up to US\$ 1 trillion per annum and possibly more under the ideal circumstances of full implementation of the TFA. The report also finds that developing countries will capture a large part of the available gains from implementing the Agreement. These findings are consistent with existing





The World Trade Report was launched by DG Azevêdo in October 2015.

studies on the scale of potential benefits from trade facilitation but the report goes further by identifying and examining in detail a range of other benefits.

These benefits include diversification of exports from developing countries and least-developed countries to include new products and partners, increased involvement of these countries in global value chains, expanded participation of small and medium-sized enterprises in international trade, increased foreign direct investment, greater customs revenue collection and reduced incidence of corruption.

The Fourth Annual Trade Workshop organized in collaboration with the World Bank Group and the International Monetary Fund was held at the WTO in June. The workshop brought together trade experts from the three institutions to present

on-going research papers, discuss current policy issues and identify areas of future collaboration. The topics of the papers included: global value chains, growth and price movements; trade, productivity and growth; and uncertainty and trade.

In 2015, 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 (UNCTAD) – hosted 20 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 presentation of cutting-edge research, 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.

Statistics activities

The WTO made further improvements to its Integrated Trade Intelligence Portal (I-TIP), which now includes increased data coverage on tariff and non-tariff measures. With the Organisation for Economic Co-operation and Development, the WTO has updated the database on trade in value-added terms, which now covers 61 countries and 34 sectors. In July 2015, the WTO hosted Trade Data Day, which examined recent advances in trade and market access statistics and looked ahead to future challenges.

Integrated Trade Intelligence Portal

The WTO's Integrated Trade Intelligence Portal (I-TIP) on the WTO website now covers most non-tariff measures (NTMs) notified to the WTO. I-TIP (<http://i-tip.wto.org>) provides a single entry point for notifications on trade policy measures. These notifications include trade contingency measures (such as anti-dumping), technical measures (such as sanitary and phytosanitary measures and technical barriers to trade), quantitative (import or export) restrictions, import licences and pre-shipment inspections, and NTMs relating to the Agreement on Agriculture.

Recent improvements to I-TIP include increased data coverage and enhanced search functions. Users can now search the entire range of NTMs, sorting data by imposing and affected country, product or type of measure. Graphs illustrate current trends while comprehensive tables are available by product and imposing country. Product searches can also be undertaken by Harmonized System codes (see page 55) or codes of the International Classification for Standards. The goods and services sections of I-TIP attract up to 20,000 visits per month.

Background on statistics activities

The Statistics Group supports WTO members and the Secretariat with data on economic and trade policy issues. The Group is the principal supplier of WTO trade statistics and information on tariffs. It provides technical assistance in advanced trade policy courses, regional trade policy courses and national workshops and contributes to inter-organizational statistical activities.

Collaboration with the World Bank and UNCTAD

The World Bank and the WTO are working to substantially increase information on services trade policies applied by WTO members. I-TIP services (<http://i-tip.wto.org/services>), jointly developed with the World Bank, offers a set of linked databases providing information on WTO members' commitments under the General Agreement on Trade in Services (GATS), services commitments in regional trade agreements (RTAs), applied measures in services, and services statistics. The integrated database, launched in 2013, permits searches by WTO member, sector, agreement or source of information. The information can be filtered across a number of additional criteria.

The WTO strengthened technical assistance collaboration with the United Nations Conference on Trade and Development (UNCTAD), building on the memorandum of understanding signed in 2013 to share and cross-validate information on non-tariff measures and encourage the use of common standards and classifications.

The 2015 edition of World Tariff Profiles, co-published with UNCTAD and the International Trade Centre (ITC), included a focus on anti-dumping measures based on WTO members' notifications available in I-TIP and information from the World Bank's Global Antidumping Database.

Trade Data Day

In July 2015, the Statistics Group hosted Trade Data Day, a collaborative effort with the ITC, UNCTAD and the World Bank. The seminar examined the main advances in trade and market access statistics and looked ahead to future challenges. The seminar focused in particular on the monitoring and analysis of non-tariff measures, and trade and market access information systems on commercial services.

The event highlighted the need to improve the quality of trade statistics and to work more on new areas such as trade in value-added terms and services trade by enterprise



Trade Data Day was co-organized by the WTO and the International Trade Centre, the UN Conference on Trade and Development and the World Bank in July 2015.

characteristics (STEC). The rise of global value chains has resulted in a growing emphasis on measuring and analysing trade in value added. These statistics consider the value added by each country in the production of goods and services that are consumed worldwide.

Collaboration with the OECD

The OECD-WTO database on Trade in Value Added (TiVA) was updated in 2015, with coverage extended to 61 countries (adding, for the first time, Colombia, Costa Rica, Croatia and Tunisia). It now covers 34 sectors, up from 18 in 2014, and includes data for 2010 and 2011.

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.

In January 2016, the WTO released new statistical profiles on global value chains (GVCs) for the 61 economies covered by the database. These profiles, available on the WTO website, provide insights into the value-added content of exports, the interconnection between economies within GVCs and the role of the services industry in exports. Other indicators related to GVCs include trade in intermediate goods, trade facilitation and foreign direct investment.

The OECD and the WTO are working to improve the estimation of bilateral trade flows through the IMF's Extended Balance of Payments Services Classification. The WTO is also working with the OECD and other organizations, such as the United Nations, to tackle the issue of bilateral asymmetries. What one country reports as imports from another country often differs significantly from what the second country reports as exports. These asymmetries, especially for services,

are significant. Inter-agency co-operation on this should help to reduce these asymmetries.

The WTO is cooperating with the OECD and 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.

In cooperation with the WTO's Institute for Training and Technical Cooperation (ITTC) (see page 132), training workshops were organized for government officials and researchers in developing countries (Mali, Indonesia and Jordan), with the aim of integrating trade in value added into their trade and development policies.

Task Force on International Trade Statistics

The Task Force on International Trade Statistics, co-chaired by OECD and the WTO, met in 2015 in Paris. The task force is the result of a merger between two previously existing bodies, the Task Force on International Merchandise Trade Statistics and the Task Force on Statistics on International Trade in Services. These two bodies used to meet jointly on a regular basis, reflecting the interconnectedness and overlap between trade in goods and trade in services. To better coordinate activities, the two task forces were merged.

Support for ITA negotiations

The Statistics Group assisted the WTO's Market Access Division in providing members of the Information Technology Agreement (ITA) with relevant data on trade and tariffs and in verifying draft schedules of commitments during the negotiations to expand the coverage of the ITA. In December, participants in the ITA expansion negotiations announced the conclusion of the talks, with the addition of 201 IT products to the list of items covered by the Agreement (see page 47).

WTO Essay Award for Young Economists

The 7th WTO Essay Award for Young Economists went to Christoph Boehm, Aaron Flaaen and Nitya Pandalai-Nayar for their joint paper on the role that global supply chains play in the cross-country transmission of shocks. The winners shared the prize of CHF 5,000. The prize winners were announced on 10 September 2015 at the annual meeting of the European Trade Study Group in Paris.

In their paper entitled “Input Linkages and the Transmission of Shocks: Firm-Level Evidence from the 2011 Tohoku Earthquake”, Christoph Boehm, Aaron Flaaen and Nitya Pandalai-Nayar look at the consequences of the Japanese earthquake on US imports. The paper finds that US firms most reliant on inputs from Japan (Japanese affiliates) suffered large drops in their US output in the months following the shock, roughly one-for-one with the drop in imports.

The effects are large because these firms largely engaged in intra-firm input trade. The inputs involved firm-specific knowledge and capabilities that could not easily be substituted by other inputs or suppliers.

In the judgment of the selection panel, the paper “contributes importantly to our understanding of the way shocks are propagated through the modern global economy. Its findings are striking, but convincing, and have important implications not only for trade and foreign direct investment, but also for international macro (economics)”. Understanding cross-country propagation mechanisms is key to assessing the impact of trade policy changes and the context in which WTO rules and disciplines apply, they added.

Christoph Boehm (www.christopheboehm.com) is from Germany. He studied Business Management and Engineering at Dresden University of Technology and holds an MA in Economics from the University of Michigan and from Tufts University. He is a PhD candidate in economics at the University of Michigan (expected 2016).

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.

Aaron Flaaen (www.aaronflaaen.com) is from the United States. He studied Economics and International Business at the University of South Carolina and holds an MA and PhD in Economics from the University of Michigan. He is currently an economist at the Federal Reserve Board of Governors in Washington D.C.

Nitya Pandalai-Nayar (www.nityapandalainayar.com) is from India. She studied Mathematics and Economics at Wellesley College and holds a M.Sc. in Economics from the London School of Economics. She is a PhD candidate in economics at the University of Michigan (expected 2016).

Academic Selection Panel

The Academic 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 (Counsellor, Economic Research and Statistics Division, WTO) coordinated the work of the panel.



Roberta Piermartini (WTO Counsellor) presents the 2015 WTO Essay Award to co-winner Aaron Flaaen.



Cooperation with academic institutions

Members of the WTO's Chairs Programme presented case studies on how reducing trade costs can boost growth at the Fifth Global Review of Aid for Trade in July and at the Public Forum in October. Chairs arranged a number of workshops and were active in several conferences during 2015. Their annual reports showed that the programme's objectives are being met. The WTO implemented 12 activities under the Academic Support Programme, which aims to support academic institutions from developing countries that are not part of the Chairs Programme.

WTO Chairs Programme

The Annual Conference of the WTO Chairs Programme (WCP), held on 2-3 November 2015, took stock of its achievements and heard a call by WTO Deputy Director-General Xiaozhun Yi for a firmer connection between the research priorities of the WTO and those of the chairs. He noted some immediate short-term research priorities, including work on small and medium-sized enterprises (SMEs), which will be the subject of the 2016 World Trade Report (see page 153).

Following a call from the WTO Secretariat for papers on "Reducing Trade Costs for Inclusive, Sustainable Growth", the theme of the Fifth Global Review of Aid for Trade (see page 126), a number of chairs presented case studies at the event in July and at the WTO Public Forum in October. A book on "Trade costs and inclusive growth", drawing on the presentations, is due to be published by the WTO in 2016.

The Chairs Programme, initiated in 2010 and now with 21 participating institutions, aims to enhance understanding of the multilateral trading system and WTO issues among academics and students in developing countries and to

encourage dialogue between policy makers and academics. The programme is implemented through partnership agreements between the WTO and selected institutions. It is jointly managed by the Economic Research and Statistics Division (ERSD) and the Institute for Training and Technical Cooperation (ITTC).



21

The Chairs Programme, initiated in 2010, has 21 participating academic institutions.

Background on the WTO Chairs Programme

The WTO Chairs Programme aims to support and promote trade-related academic activities by universities and research institutions in developing and least-developed countries. Fourteen institutions were selected as WTO Chairs for a four-year term in 2009. An additional seven institutions were selected for phase II of the programme in 2014.

At the Public Forum (see page 140), a workshop was held on the experiences of academic institutions in the Chairs Programme. It discussed lessons learned from their participation in the programme, the main challenges, how the chairs make policy recommendations, and what further support could be provided to the chairs. Chairs from the Getulio Vargas Foundation in Sao Paulo, Istanbul Bilgi University and the University of West Indies in Barbados made presentations on how academics can work with policy makers to develop better trade policies.

The WTO managers of the programme made two presentations on activities undertaken in the areas of research, curricula development and outreach, and on research projects

that the WTO will be undertaking in 2016. The managers encouraged the chairs to send in case studies for the 2016 WTO World Trade Report on small business. The chairs were also invited to develop a collection of case studies on trade costs and poverty on topics such as the rural poor, workers in the informal economy, women and people living in fragile states.

Workshops and conferences

Chairs arranged a number of workshops and were active in several conferences during 2015. In July, the Getulio Vargas Foundation held a workshop on “WTO Dispute Settlement after 20 Years”, bringing together almost 50 participants, including government representatives. Another workshop was conducted in Santiago by the University of Chile (a member of the programme) and REDLAS (the Latin American Network for Research on Services) to address the role of services in economic development, international trade and global value chains.

A conference on “WTO and Health: The Law and Policy of Traditional Chinese Medicine” was held in Shanghai, China, co-sponsored by the Shanghai University of International Business and Economics, a programme member. The WCP's fifth conference on “Trade Facilitation in the Arab Region” was organized by another chair, the University of Jordan, and its School of Business in Amman in October. It focused on the importance of reducing trade costs to increase productivity and the role of trade facilitation in reducing these costs.

Second phase

All the chairs provide annual reports on activities undertaken and progress achieved during the year. In 2014, seven new chairs were added to the 14 already existing. The new chairs in phase II of the programme receive up to CHF 50,000 to support their activities in the programme. In addition, seven chairs from phase I received a fresh grant of up to CHF 10,000 after successfully submitting proposals on capacity-building projects on trade policy and WTO matters. The programme is funded by the Netherlands.

All chairs in phase I continue to benefit from scientific and trade-related technical assistance support. They were requested to complete an online report of their activities and outputs related to the programme. The reports highlighted the value of the programme in contributing to their activities.

In terms of phase II chairs, the reports confirm that most chairs are meeting the objectives of the activity and budget plans they submitted and have strengthened their activities on trade and WTO issues at both the national and international level.

Academic Support Programme

In 2015, the WTO implemented 12 activities under the Academic Support Programme in WTO member countries and in countries seeking to join the WTO. The aim of the

Universities participating in the WTO Chairs Programme

- Phase I Chairs
- Phase II Chairs



programme is to support academic institutions from developing and least-developed countries that are not part of the WTO Chairs Programme.

Activities included WTO staff lecturing on WTO issues in a number of universities. The WTO also supported university competitions on WTO law by providing staff to act as panellists in regional inter-university competitions.



The WTO funded the participation of two African teams to the final round on 2-7 June of a competition involving simulated WTO panel proceedings. The event was organized by the European Law Students' Association (ELSA), with the support of the WTO and its legal divisions, and was held at WTO headquarters. The winner of the competition was the West Bengal National University of Juridical Sciences, India, with the National Law University, Jodhpur, India, the runner-up.

The programme also provided WTO publications to universities and organized presentations to academic audiences together with the WTO Reference Centres Programme (see page 134). The WTO continued to encourage universities to register lecturers as participants in online courses offered by the WTO's e-learning tool, E-campus (see page 134).