



Outreach

- The WTO launched a Trade Dialogues initiative in 2016, with the aim of providing a range of stakeholders – such as the private sector, NGOs, academia and consumers – with regular opportunities to discuss trade-related issues.
- The first “Trade Dialogues” event was held in May 2016, bringing together over 60 business leaders to discuss how the WTO could address the current needs of the business community. The WTO also launched a “Trade Dialogues” lecture series, aimed at analysing the relationship between trade and labour markets.
- The WTO’s major outreach event of the year, the Public Forum, attracted over 1,100 participants to some 100 sessions organized over three days.

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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.

Public Forum 2016

The 2016 Public Forum – the WTO’s major event for public engagement – focused on how trade can be made more inclusive so that the benefits of trade are spread more widely. Participants looked at how the WTO could help small and medium-sized enterprises (SMEs) gain better access to the global market, and shared ideas on the role of new technologies, digital innovation and e-commerce. The Forum also discussed how women can participate more fully in international trade and better reap the benefits of global trade. The WTO’s World Trade Report and three other publications were launched during the three-day meeting.

Held from 27 to 29 September under the theme “Inclusive Trade”, the 2016 Public Forum attracted over 1,100 participants. Over 100 sessions were held during the three days, including two high-level plenary debates.

The Forum opened with a strong call for more inclusive trade and for a greater focus on the needs of the vulnerable sectors of society. Against a background of slowing growth in world trade (see page 96), speakers emphasized the need to facilitate a greater role for micro, small and medium-sized enterprises (MSMEs) in global trade by addressing barriers such as the gap between those with ready access to information and communications technology (ICT) and those without it (the digital divide) and the lack of trade finance for small businesses (see page 99).

Participants also underlined the need to promote greater participation by women in trade and to ensure that effective policies are put into place to help the poor and those who may suffer job losses resulting from trade. In the second plenary debate, the WTO launched its flagship World Trade Report (see page 157), which examines the participation of MSMEs in global trade.



1,100

The Public Forum attracted over 1,100 participants in 2016.

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

Background on the Public Forum

The Public Forum grew out of 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 vehicle 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. 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.





EU Trade Commissioner Cecilia Malmström speaking at the opening session of the Public Forum.

included how e-commerce and digital trade can help MSMEs and why this contributes to development, what governments, companies and international rules can do to bridge the digital divide, and how to align global trade targets with women's interests.

Participants recognized that the digital economy can generate a new industrial revolution and that it allows small enterprises in developing countries to tap into global markets. But they said infrastructure and skill gaps need to be addressed. A session organized by the missions of the United Kingdom and Australia and the International Trade Centre (ITC) concluded that trade can only be truly inclusive if women

worldwide are empowered. Despite the economic gains offered by trade, only one in five exporting companies is owned by women and 90 per cent of countries have at least one law discriminating against women, the session heard.

In addition to the World Trade Report, the Forum featured three other book launches: *African Perspectives on Trade and the WTO: Domestic Reforms, Structural Transformation and Global Economic Integration* and *Regional Trade Agreements and the Multilateral Trading System*, both co-published by Cambridge University Press, and *Derecho de la Organización Mundial del Comercio*, the first book in Spanish covering the entire corpus of WTO law.

Nigeria's Trade and Investment Minister Okechukwu E. Enelamah speaking at the launch of "African Perspectives on Trade and the WTO".



Building on last year's success, the Forum programme included several "Meet the Author" sessions, presented by the WTO bookshop and library. Stands were organized by a variety of partners showcasing how trade can benefit women. Forum participants presented ideas on how to change the WTO rule book in favour of women's participation in the trading system. Participants were very active on social media, posting many messages about the inclusiveness debate.

Participation

The Public Forum 2016 attracted 1,150 participants (excluding WTO delegates and staff). Participants came from 105 countries, including non-WTO members and observer governments. Businesses provided the largest number of representatives (see page 150), followed closely by NGOs, international organizations and students. Many sessions were the result of collaboration between different types of organization.



Figure 1: Public Forum participation in 2016

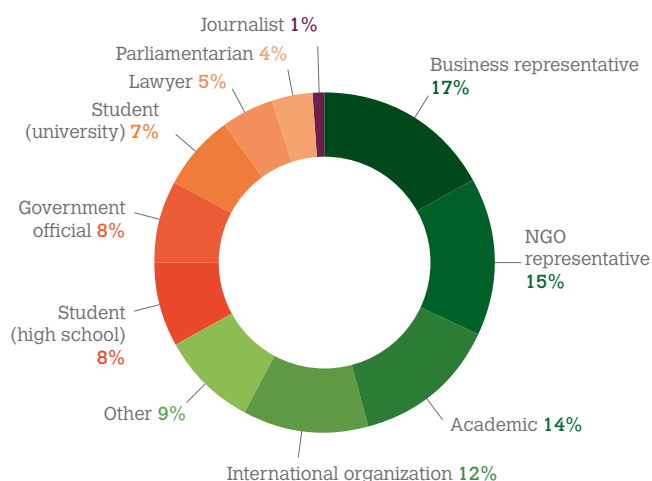
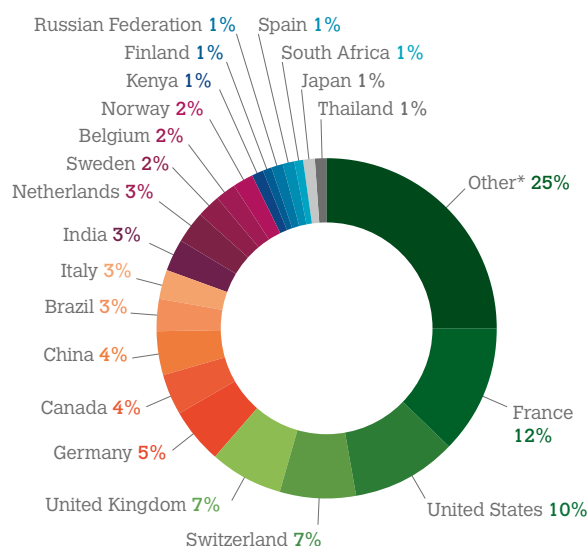


Figure 2: Public Forum participation in 2016, by country



* "Other" covers 85 countries, each with less than 1 per cent participation.

Relations with non-governmental organizations

Non-governmental organizations (NGOs) received regular updates on WTO activities in 2016, including briefings on trade negotiations and other issues. They participated actively in the Public Forum, the WTO's main outreach event with NGOs.

NGOs organized 26 sessions at the Public Forum (see page 140) on a wide range of topics, including inclusive agricultural development, how to facilitate access to world trade for small and medium-sized enterprises (SMEs) and how trade can be more inclusive and help meet the UN Sustainable Development Goals (SDGs).



26

26 sessions at the 2016 Public Forum were organized by non-governmental organizations.

Briefings

NGOs received regular briefings from the WTO Secretariat, where they were updated on the latest developments in trade negotiations as well as on the daily work and activities of the organization. NGO briefings take place after meetings of the WTO's General Council and Trade Negotiations Committee.

May and concerned US tax incentives for large civilian aircraft (see page 112). The other, in December, and which also involved the United States, concerned the importation, marketing and sale of tuna and tuna products (see page 112).

Open hearings

Since 2005, some panel meetings, Appellate Body hearings and arbitration proceedings have been open to the public, including local NGO representatives. In 2016, registered NGOs had the opportunity to attend two panel hearings. One was in

Background on relations with NGOs

The WTO maintains regular dialogue with civil society organizations on various aspects of the WTO and ongoing 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.



A session at the 2016 Public Forum co-organized by the World Farmers' Organisation.



Contact with parliamentarians

The 2016 Parliamentary Conference on the WTO was held on the theme of “What Future for the WTO?” The participants welcomed the successful outcome of the Nairobi Ministerial Conference and stressed that mega regional trade agreements should work alongside multilateral accords. Parliamentarians hailed the ministerial decision on export competition as the most significant step adopted by the WTO in agriculture. The WTO organized several regional workshops with parliamentarians during the year to increase understanding of the multilateral trading system.

The Parliamentary Conference on the WTO, meeting on 13-14 June 2016 at the WTO's headquarters, expressed strong support for the multilateral trading system. Parliamentarians from around the world welcomed decisions taken by the WTO's 10th Ministerial Conference in Nairobi in December 2015. They called the decision on export competition (see page 35) the most significant agreement on agriculture since the creation of the WTO in 1995. Participants urged all WTO members to ratify the Trade Facilitation Agreement (TFA) (see page 73). They also called for new export opportunities to be created for service providers from least-developed countries (LDCs) under the LDC services waiver and the simplification of regulations governing rules of origin (see pages 75 and 65, respectively).

The Steering Committee of the Inter-Parliamentary Union (IPU) on WTO matters, comprising about 30 parliamentarians, met in February in Brussels and in September in Geneva during the WTO's Public Forum (see page 140). The IPU is the international organization of parliaments. Participation in these

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.



DDG Brauner addressing the Parliamentary Conference on the WTO in June 2016.

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. On both occasions, WTO Deputy Director-





The Parliamentary Conference on the WTO met on 13-14 June at the WTO's headquarters.

General Karl Brauner addressed the Committee, briefing members of parliament (MPs) on work at the WTO.

A parliamentary session was held during the Public Forum on "How can global value chains make trade more inclusive? – A legislative perspective". Speakers included members of the European Parliament and members of national assemblies from Pakistan and Indonesia. A speaker from the Organisation for Economic Co-operation and Development (OECD) also addressed the session.

Regional workshops and meetings

In 2016, the WTO organized three regional workshops for MPs from Asia, Africa and the Caribbean. The WTO teamed up with the Organization Internationale de la Francophonie for

the African event held in Madagascar, which also included the private sector and civil society organizations. The Caribbean event was held in Trinidad and Tobago and organized jointly with the Commonwealth Parliamentary Association. The Asia event was held in Singapore and organized jointly with the TEMASEK Foundation. This was the seventh time that the event has been held in Singapore. The three events attracted over 100 participants overall.

The workshops are 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 part of the WTO's regular technical assistance work. The aim of the workshops is to generate greater understanding of the multilateral trading system and to provide a forum for participants to exchange ideas.



Cooperation with other international organizations

In 2016, the WTO cooperated with other intergovernmental organizations on many trade-related issues. Director-General Roberto Azevêdo participated in events organized by the United Nations, the World Bank and the International Monetary Fund and attended the G20 summit in Hangzhou, China. The WTO continued to publish reports on G20 trade and investment measures, together with UNCTAD and the Organisation for Economic Co-operation and Development (OECD).

United Nations

DG Azevêdo attended the autumn 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 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 participated in the 14th Session of the United Nations Conference on Trade and Development (UNCTAD) held in Nairobi with the overall theme of "From Decisions to Actions". The Director-General and Deputy Director-General Yonov Frederick Agah took part in official meetings and roundtables; they also held numerous bilateral meetings with heads of delegations taking part in UNCTAD 14.

The WTO is part of the UN Secretary General-led High-Level Task Force (UN HLTF), which brings together 23 UN agencies and international organizations to enhance coordination in global food security responses. In 2016, the HLTF began to focus on the UN 2030 Agenda for Sustainable Development.

The task force offers high-level policy coordination and political leadership from the UN system, with the aim of achieving the Sustainable Development Goals (SDGs) related to food and nutrition security and to sustainable agriculture and food systems.

On 10 November, DG Azevêdo presented then UN Secretary-General Ban Ki-moon with the WTO Ministerial Decision on Export Competition, which delivers a key contribution to meeting the SDG on "Zero Hunger". The SDGs are the centrepiece of the UN's 2030 Sustainable Development Agenda. The Ministerial Decision, taken at the WTO's Ministerial Conference in Nairobi in December 2015 (see page 35), eliminates agricultural export subsidies and measures with equivalent effect, thereby making a major contribution to the UN target.

The WTO works closely with UNCTAD and the International Trade Centre (ITC) on various aspects of SDG monitoring. An early result of this collaboration was a joint chapter on "international trade as an engine for development" in a 2016 report by the Inter-Agency Task Force on Financing for Development. The report maps out the commitments and action points contained in the Addis Ababa Action Agenda (see page 99) and lays out how the Task Force will monitor their implementation in future years. Work related to the SDGs and Agenda 2030 is coordinated by the "Geneva Trade Cluster".

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 consistent approach to international trade policies.



One of the targets of SDG 2 is to correct and prevent distortions in world agricultural markets, including the elimination of all forms of agricultural export subsidies.





DG Azevêdo participated in the 14th meeting of UNCTAD in Nairobi, Kenya, in July 2016.

The three organizations also produced a joint paper on “trade as an engine for development” as part of the Task Force’s “Issue Brief Series”. Published in July 2016, the paper highlights how trade promotes sustainable development and serves as an engine for inclusive economic growth and poverty reduction. It looks at export trends of developing and least-developed countries (LDCs), market access conditions affecting trade between developing countries and the effects of trade costs.

The WTO and UNCTAD continued to cooperate in providing training and technical assistance to developing countries and LDCs, building on the declaration signed by DG Azevêdo

and Secretary-General Kituyi in October 2015 to strengthen collaboration between the two organizations. 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.

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. At the UNCTAD Ministerial Meeting in Nairobi in July, Deputy Director-General Yonov Frederick Agah took part in a session on a planned multi-donor trust fund for the cluster, together with officials from UNCTAD, the ITC, the International Labour Organization (ILO), the UN Food and Agriculture Organization (FAO) and the United Nations Industrial Development Organization (UNIDO). The agencies confirmed their intention to establish the fund, which will seek to attract further resources for coordinated action.

UNCTAD is also a major WTO partner on programmes such as the Enhanced Integrated Framework (EIF) (see page 130) and the Joint Integrated Technical Assistance Programme, which provides technical assistance to selected LDCs and other African countries.

International Trade Centre (ITC)

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 160).

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



DG Azevêdo presented UN Secretary-General Ban Ki-moon with the WTO Ministerial Decision on Export Competition, which delivers a key target of SDG 2.



DG Azevêdo speaking at the opening of the WIPO-WHO-WTO Joint Technical Symposium on Antimicrobial Resistance in October 2016.

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 50th session of the JAG was held on 4 July 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)

The OECD and the WTO cooperate in a wide range of areas, including in the Trade in Value-Added (TiVA) database (see page 159), launched in January 2013. The WTO released in January 2016 new statistical profiles on global value chains (GVCs) for 61 economies. These profiles, available on the WTO website, bring together a set of indicators on trade taking place within GVCs. 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 database, the two organizations also teamed up to produce 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). This interactive web tool covers 152 countries. The TFIs identify areas for action and assess the potential impact of trade facilitation reforms so that governments can prioritize action and mobilize technical assistance.

Other intergovernmental organizations

The WTO cooperates on trade issues and on the needs of developing countries with several other intergovernmental organizations.

In October, the WTO held a joint technical workshop with the World Health Organization (WHO) and the World Intellectual Property Organization (WIPO). Thirty-five government officials from 30 developing countries and five developed countries attended the workshop on trade and public health (see page 80). The objective was to increase the capacity of participants to analyse and formulate policies at the interface between trade and public health.



DG Azevêdo speaking at an event entitled "Making Trade an Engine of Growth for All" held at the IMF's headquarters in Washington in October 2016.



DG Azevêdo participated in the G20 summit in Hangzhou, China, in September 2016.

The WTO Secretariat attends sessions of the 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 on the role that skills-development policies can play in making trade an engine of inclusive growth.

G20

In July, DG Azevêdo attended the G20 trade ministers meeting in Shanghai, where he launched the WTO's World Trade Outlook Indicator (WTOI) on global trade trends (see page 157). The trade ministers endorsed the G20 Strategy for Global Trade Growth, committing themselves to lower trade costs, boost trade in services, enhance trade finance, promote e-commerce development and address trade and development.

DG Azevêdo attended the summit of the G20 group of leading developed and developing countries in Hangzhou, China, in September. The G20 leaders underlined their commitment to a rules-based and inclusive multilateral trading system and resolved to work with other WTO members to achieve positive outcomes at the 11th Ministerial Conference in December 2017 and beyond.

The G20 leaders endorsed the outcome of the G20 trade ministers meeting, welcomed the establishment of the G20 Trade and Investment Working Group (TIWG) and committed to further strengthen G20 trade and investment cooperation. The TIWG acts as a forum for high-level policy makers to advance multilateral trade and investment agendas and to bolster policy cooperation. The WTO has contributed a range of discussion papers, including in collaboration with other international organizations.

On trade monitoring, the WTO published two six-monthly reports with UNCTAD and the OECD on trade and investment measures in G20 countries (see also page 96). The report published in October highlighted how the uncertain global economic outlook continued to have an adverse impact on international trade.

The WTO's Agriculture and Commodities Division enhanced its policy monitoring in the framework of 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. In October 2016, the Division briefed the FAO on the policy tools and inter-agency coordination activities created in the context of the AMIS.

Contact with the business community

Engagement with the business community increased significantly in 2016. In May, the WTO facilitated a meeting of business leaders at the WTO's headquarters at the request of the International Chamber of Commerce (ICC) and the B20, the business arm of the G20. The event was held as part of the WTO's "Trade Dialogues" initiative, which aims to give stakeholders, including the business community, an opportunity to discuss trade concerns. A follow-up event was held at the WTO's Public Forum, which attracted a large number of private sector representatives.

Trade Dialogues

The Trade Dialogues meeting of the business community on 30 May was the first of its kind to be held at the WTO. The event brought together over 60 business leaders to discuss the challenges and opportunities they face in conducting trade operations and how the WTO could address the current needs of the business community. The attendees were from small and large enterprises, from developed and developing countries, and from a variety of sectors.

In addition to the current negotiating agenda, the business leaders urged the WTO to look at a wide range of issues, such as electronic commerce, rules to better facilitate services and investment flows, support for micro, small and medium-sized enterprises, action to provide trade finance, and many others.

The views of other important stakeholders, such as consumers, represented by Consumers International, and labour, represented by the International Trade Union Confederation, were also heard in a separate session of the meeting.



60

Over 60 business leaders attended the inaugural "Trade Dialogues" event at the WTO in May 2016.

Following the 30 May meeting, the discussion among the business representatives continued in two groups. The first group focused on e-commerce and on micro, small and medium-sized enterprises (MSMEs) while the second group focused on improving market access, trade in services and investment facilitation. ICC and the German Business Federation (BDI) shared the results of these discussions at a dedicated session during the Public Forum (see below).

John Danilovich, Secretary-General of the ICC, reported that ideas discussed by the first group ranged from enhancing connectivity and providing capacity building to MSMEs to helping MSMEs sell goods online more efficiently. The group suggested creating digital trade rules to support e-commerce growth and to improve consumer trust.

Dr Stormy-Annika Mildner, BDI head of foreign trade policy, said the second group called for a roll-back of trade-restrictive measures, the revitalization of WTO trade negotiations, new plurilateral initiatives and the rapid and effective implementation of the Trade Facilitation Agreement (see page 73). It also called for strengthening rules for trade in services, investment facilitation and regional trade agreements

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.





DG Azevêdo participated in the B20 summit in Hangzhou, China, in September 2016 for discussions with international business representatives.

in line with the multilateral process and for improved rules on regulatory issues and competition, she said.

“The Trade Dialogues process is an important opportunity for business to bring ideas and technical expertise to support the development of the WTO system. We believe that with the right global policies in place there is an opportunity to unleash a new era of inclusive trade; one in which all companies — regardless of size, sector or location — can benefit from equal access to the global trading system,” John Danilovich declared.

Public Forum

The WTO's 2016 Public Forum in September (see page 140) drew 180 business representatives to its debates and meetings on the theme of “inclusive trade”, up from 170 in 2015 and 20 per cent more than in 2014. Businesses organized 22 sessions during the three-day event, covering topics such as e-commerce, small and medium-sized enterprises (SMEs), women and trade, and the future trade agenda.

Session organizers included the ICC, World SME Forum, Huawei Technologies, SPINNA Circle Ltd, BusinessEurope, a representative voice of the European business community, the Federation of German business Industries, the Association of Organisations of Mediterranean Business Women, the World Federation of the Sporting Goods Industry,

EUROCHAMBERS (the European association of chambers of commerce), the Semiconductor Industry Association and the National Foreign Trade Council.

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 state of play in the WTO's trade negotiations post-Nairobi (see page 32), the ratification of the Trade Facilitation Agreement and dispute settlement.

In May, Director-General Roberto Azevêdo met with Markus Beyer, Director-General of BusinessEurope. The group has shown particular interest in engaging on issues such as the digital economy, investment and transparency in procurement practices. In June, the DG participated in the ICC World Council and the ICC Brazil Business Day in São Paulo, Brazil.

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.

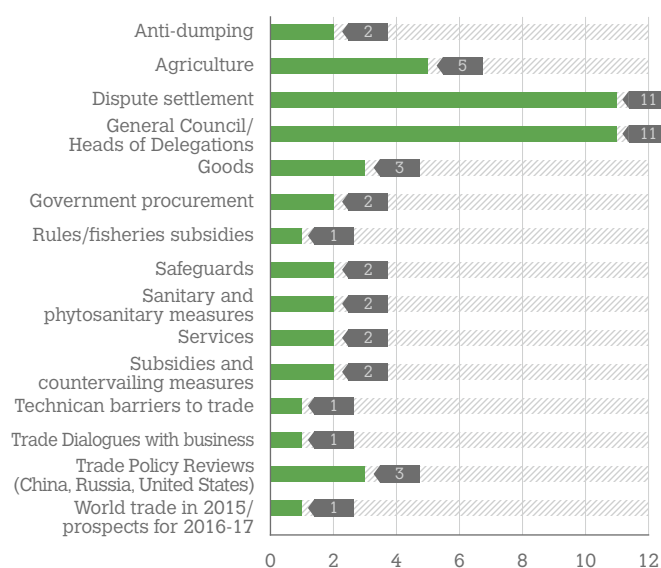


Contact with the media

The WTO organized 49 press events, including press conferences and briefings, in 2016 and expanded its worldwide outreach to journalists. In addition, journalists were invited to seminars, book launches and the Public Forum, the WTO's flagship outreach event. Six training activities were held for journalists, both in Geneva and elsewhere.

Journalists attended over 40 press briefings during the year, covering issues such as dispute settlement, trade negotiations and meetings of the General Council (see Figure 3). Director-General Azevêdo engaged with media throughout the year, including many dozens of interviews and press conferences. Two press conferences were held at the WTO to announce the WTO's trade forecast in April and the outcome of the Trade Dialogues event in May (see page 150), which brought together over 60 business leaders to discuss trade challenges and opportunities.

Figure 3: Meetings/subjects covered by WTO briefings/press conferences in 2016



The WTO received 186 requests in 2016 for registration to the media newsroom of the WTO website, reflecting increased media interest in WTO activities. The newsroom gives journalists access to information under embargo and advance warning of press events. The number of journalists registered stood at over 1,900 at the end of 2016.

The media were invited to various workshops, book launches and seminars at the WTO. These included a workshop on enhancing the participation of micro, small and medium enterprises (MSMEs) in international trade and the Trade Dialogues lecture series, where academic experts share their insights on trade-related developments (see page 150).

In July, DG Azevêdo and Chinese Minister of Commerce Gao Hucheng met with the press in Shanghai for the launch of the WTO's new World Trade Outlook Indicator (see page 158), designed to provide "real time" information on trends in global trade. The DG also delivered a keynote speech to the National Press Club in Washington, D.C. in October.

Training activities

In 2016, the WTO organized six training activities for journalists. Ten Russian and Belarussian journalists attended an information seminar at the WTO in March, covering issues such as the latest developments in WTO negotiations, dispute settlement and regional trade agreements.

Twelve journalists from developing and least-developed countries participated in an information seminar in April. The programme covered topics ranging from the Nairobi Ministerial Conference to global value chains. Participants heard presentations from WTO Secretariat officials and had the opportunity to meet with the heads of delegations of various WTO members. Financial support for both events was provided by the Friedrich Ebert Stiftung, a German foundation.

WTO press officers also participated in national and regional outreach activities for media, parliamentarians and civil society in Colombia, Madagascar, Singapore, and Trinidad and Tobago.



Training event at the WTO for journalists from Africa and Asia.

Contact with the public

The WTO makes use of various channels of communication, such as the WTO website and social media, to engage with the public. The website received just over 20 million visits in 2016 while our social media channels attracted increasing numbers of followers. Video clips on the WTO website were watched over 200,000 times on average each month. Over 70 WTO publications were produced, with five book launches held at the WTO during the year. The WTO welcomed 208 visiting groups in 2016.

WTO website

The WTO website attracted almost 1.7 million visits a month. In 2016, total page views rose to 52.9 million, compared with 47.8 million the previous year. A total of 15.4 per cent of the visitors were from the United States, followed by 5.9 per cent from India, 5.7 per cent from Mexico and 4.4 per cent from China. Over 2,000 web pages were created or updated during the course of the year.

The most downloaded files in 2016 were two WTO flagship publications, *International Trade Statistics 2015* (over 250,000 downloads) and the *World Trade Report* (over 80,000), followed by *Global Value Chains in a Changing World* (over 50,000). The new "World Trade Statistical Review", published in July, was downloaded nearly 40,000 times. The most popular video in 2016, with over 250,000 views, was an interview on the WTO's dispute settlement system with the late Professor John Jackson of Georgetown University, United States.

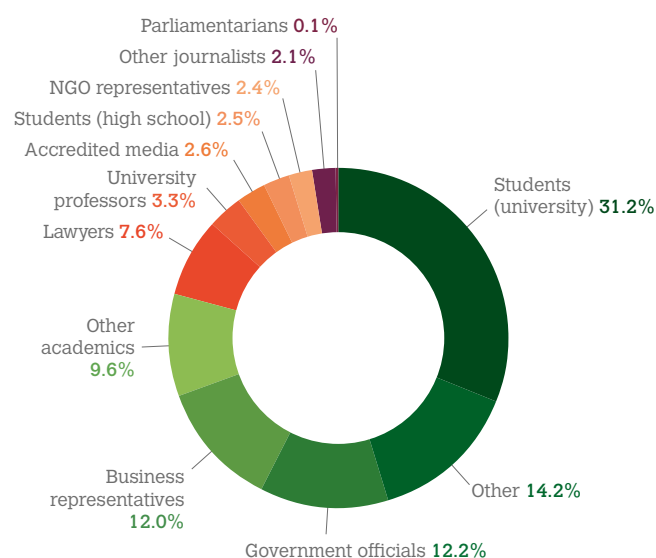
The number of people registered to receive email alerts when news items are published on the website stands at just over 85,000. The largest categories for these alerts are university students (31 per cent), government officials (12 per cent), the business community (12 per cent), the academic community (10 per cent) and lawyers (8 per cent) (see Figure 4). The countries with the largest number of registrations are India (11 per cent), the United States (8 per cent), Mexico (5 per cent), France (4 per cent), Colombia (4 per cent) and China (4 per cent).



1.7 million

The WTO website attracted almost 1.7 million visits a month in 2016.

Figure 4: People registered to receive email alerts, as of end-2016



Social media

Social media remain a key means of providing regular updates about WTO activities to the wider public. Publication of infographics, short video statements and regular updates about the latest developments at the WTO were well received by users of social media. In April, the WTO held its first Twitter chat, featuring Chief Economist Robert Koopman talking about the WTO's forecasts for global trade.

At the end of 2016, the WTO's Twitter account had increased to over 275,000 followers. The WTO Facebook page grew by 27 per cent, with almost 250,000 "likes". Director-General Roberto Azevêdo's Twitter account is followed by nearly 13,000 users. The WTO is also active on Weibo, a Chinese social media platform, with over 600,000 followers.

The audience for the WTO's social media activities includes WTO delegates, students, journalists, businesspeople, academics and the general public.



275,000

At the end of 2016, the WTO's Twitter account had increased to over 275,000 followers.

WTO videos

New WTO videos included several short videos produced exclusively for dissemination on social media platforms; longer videos were produced to explain certain trade issues. "Imagine Inclusive Trade", a video first shown during the Public Forum, highlights some of the challenges faced by small businesses, new companies and women in accessing global markets.

An average of 211,000 video clips were watched or downloaded on the WTO website each month in 2016, with an additional 180,000 views via social media during the year. Videos about the Public Forum, trade forecasts and the Nairobi Ministerial Conference were the most watched recent videos.

Visiting groups

In 2016, the WTO welcomed 208 visiting groups, who wished to find out more about WTO activities and the workplace of the WTO. The total number of visitors was just under 6,000. Presentations to visitors covered the history of the WTO and its current work. Some visiting groups requested presentations on specific WTO topics, such as dispute settlement, agriculture, development and intellectual property.

Most presentations (70 per cent) were given in English; 17 per cent in French and 4 per cent in Chinese. The remaining 9 per cent were given in German, Korean, Russian, Italian, Turkish, Portuguese and Ukrainian.



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The WTO welcomed 208 visiting groups in 2016.

WTO publications

Seventy-two WTO publications were produced in 2016, including apps of the Annual Report and the World Trade Report. Five book launches were held at the WTO. Three of these took place at the Public Forum – the World Trade Report, *Regional Trade Agreements and the Multilateral Trading System* and *African Perspectives on Trade and the WTO*. Two books were launched at the WTO Chairs Programme Annual Conference: *Trade Costs and Inclusive Growth – Case Studies Presented by WTO Chair-holders* (see page 163); and *An Advanced Guide to Trade Policy Analysis: The Structural Gravity Model* (see page 157).

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 and mobile phones.

The WTO's Publications Facebook page has over 48,000 fans, up from 45,000 in 2016, and its Twitter page has over 60,000 followers, an 18 per cent increase on 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 2016

ISBN 978-92-870-4073-2 | CHF 50

The Annual Report contains a message from the Director-General, an overview of the past year and in-depth accounts of the WTO's various areas of activity over the past 12 months.



Annual Report 2016 app

Free

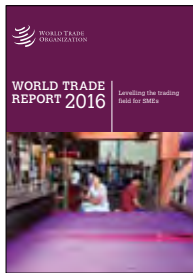
The Annual Report app can be downloaded from the App Store and Google Play for viewing on tablets and mobile phones. The app includes an interactive quiz and the full text of the Annual Report plus videos, photo galleries and interactive maps.



World Trade Report 2016 – Levelling the trading field for SMEs

ISBN 978-92-870-4076-3 | CHF 60

The World Trade Report 2016 examines the participation of small and medium-sized enterprises (SMEs) in international trade. It looks at how the international trade landscape is changing for SMEs and what the multilateral trading system can do to encourage more widespread SME participation in global markets.



World Trade Report 2016 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.



World Trade Statistical Review 2016

ISBN 978-92-870-4110-4 | CHF 50

This new publication replaces the WTO's annual flagship publication, International Trade Statistics. It provides a detailed analysis of the latest developments in world trade, focusing on the most recent trends in goods and services trade and the participation of developing economies in world trade.



Other annual publications

Trade Profiles 2016

ISBN 978-92-870-4113-5 | CHF 50

Trade Profiles 2016 provides a series of key indicators on trade in goods and services for 195 economies. For each economy, the data is presented in a handy two-page format, providing a concise overview of global trade.



World Tariff Profiles 2016

ISBN 978-92-870-4116-6 | CHF 50

World Tariff Profiles 2016 provides comprehensive information on the tariffs and non-tariff measures imposed by over 170 countries and customs territories. It is jointly published by the WTO, the United Nations Conference on Trade and Development (UNCTAD) and the International Trade Centre (ITC).



Boxed set of WTO statistical titles 2016

ISBN 978-92-870-4122-7 | CHF 120

The set comprises the WTO's three annual statistical publications: the World Trade Statistical Review 2016, Trade Profiles 2016 and World Tariff Profiles 2016.



Trade Policy Reviews

The Trade Policy Reviews analyse the trade policies and practices of WTO members. In 2016, 35 reviews were published, covering meetings held in 2015 and in 2016. The TPRs covered Georgia, Morocco, Fiji, Turkey, Maldives, the Kingdom of Saudi Arabia, Ukraine, Malawi, Honduras, Albania, the United Arab Emirates, Zambia, China, Tunisia and Singapore.



Dispute Settlement Reports 2015

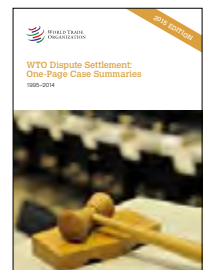
Dispute Settlement Reports 2015 provides the full texts of panel reports, Appellate Body reports and arbitration awards issued by the WTO in 2015. Eleven volumes were published in 2016. Co-published with Cambridge University Press.



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.



New publications

Agriculture – Third Edition – WTO Agreements Series

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

This new edition provides an introduction to 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, as well as the decisions taken on agriculture at the 2013 and 2015 WTO ministerial conferences.



Regional Trade Agreements and the Multilateral Trading System

ISBN 978-1-316-61401-3 | CHF 70

This publication contains a collection of studies examining issues negotiated in regional trade agreements (RTAs) and how WTO rules relate to new rules being developed by RTAs. Co-published with Cambridge University Press.



African Perspectives on Trade and the WTO: Domestic Reforms, Structural Transformation and Global Economic Integration

ISBN 978-1-316-62652-8 | CHF 40

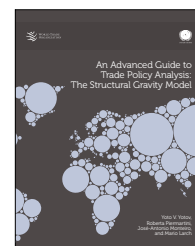
Africa is in a process of economic transformation, but challenges remain in areas such as structural reform, governance, commodity pricing and geopolitics. This publication offers expert insights into how Africa can achieve deeper integration into the multilateral trading system and global economy. Co-published with Cambridge University Press.



An Advanced Guide to Trade Policy Analysis: The Structural Gravity Model

ISBN 978-92-870-4123-4 | CHF 40

This publication outlines one of the most successful tools for the analysis of trade policy and provides practical guidance on how to apply it. Co-published by the WTO and the United Nations Conference on Trade and Development (UNCTAD), the book is a follow-up to *A Practical Guide to Trade Policy Analysis*.



Trade Costs and Inclusive Growth: Case Studies Presented by WTO Chair-holders

ISBN 978-92-870-4375-5 | CHF 50

The publication looks at how implementation of the WTO's Trade Facilitation Agreement can help to reduce trade costs and promote growth. The publication brings together contributions from ten participants in the WTO Chairs Programme, which supports trade-related activities by academic institutions in developing countries.



Trade Finance and SMEs: Bridging the Gaps in Provision

ISBN 978-92-870-4070-1 | Free

Trade finance can play a key role in helping developing countries participate in global trade, helping small businesses grow and supporting the development of the poorest countries. This publication examines this issue and emphasizes the importance of multilateral agencies working together in response.



Economic research activities

The WTO's Economic Research and Statistics Division (ERSD) organized a wide range of outreach activities in 2016, including the launch of the WTO's flagship publication – the *World Trade Report* – and a new book on trade analysis. It participated in workshops, including the Fifth IMF-World Bank-WTO Joint Trade Research Workshop. It launched a new series of lectures on economic and policy developments as part of the WTO's Trade Dialogues initiative. In 2016, the WTO launched the World Trade Outlook Indicator (WTOI) giving “real time” information on trade trends.

The WTO's flagship publication, the *World Trade Report*, was launched by Director-General Roberto Azevêdo in September. The Report examines the participation of small and medium-sized enterprises (SMEs) in international trade, how the international trade landscape is changing for SMEs, and what the multilateral trading system can do to encourage more widespread SME participation in global markets. The report finds that small businesses continue to face disproportionate barriers to trade and highlights the scope for policy actions that would help SMEs participate more actively in world markets.

A new book on trade policy analysis was launched in November by the WTO and the United Nations Conference on Trade and Development (UNCTAD).



DG Azevêdo launched the WTO's flagship publication, the *World Trade Report*, at the Public Forum in September 2016.

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.

An Advanced Guide to Trade Policy Analysis: The Structural Gravity Model outlines one of the most successful tools for the analysis of trade policy and provides practical guidance on how to apply this tool to trade policy making. The book is a follow-up to *A Practical Guide to Trade Policy Analysis*, which was published in 2012. The series aims to enhance researchers' and policy makers' understanding of economic methods and data sources for trade policy analysis.

The Fifth Annual Trade Workshop, organized in collaboration with the World Bank and the International Monetary Fund, was held in Washington, D.C. in November. The workshop brought together trade experts from the three institutions to





"An Advanced Guide to Trade Policy Analysis" was launched at the WTO in November 2016.

present ongoing research papers, to discuss current policy issues and to identify areas of future collaboration. The papers covered topics such as trade barriers, global value chains, trade in services, foreign direct investment and migration, and deepening trade integration through trade agreements.

In 2016, 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 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 the presentation of cutting-edge research, the programme contributes to the exchange of ideas, supports high-quality research and facilitates outreach to policy-makers.

In 2016, the WTO launched the World Trade Outlook Indicator (WTOI), designed to provide "real time" information on trends in global trade. The WTOI was unveiled in Shanghai, China, on 8 July ahead of a meeting of G20 trade ministers. Combining a variety of trade-related indices, the WTOI is designed to give an early indication of trends in world trade. It complements existing tools, such as the WTO's longer-term trade forecasts and other statistical releases. The WTOI will be updated on a quarterly basis.

In June 2016, ERSD worked with Think20, a network of research institutes and think tanks from G20 countries providing research-based policy advice, to organize its annual conference on "global trade and investment cooperation: openness, inclusiveness and growth" as part of the WTO's Trade Dialogues series of outreach activities (see page 150). The conference brought together a wide range of experts for panel discussions on issues such as the future of the multilateral trading system, the relationship between multilateralism and regionalism, how to re-energize global trade growth, and trade and investment policy.

In November, ERSD launched the Trade Dialogues lecture series to allow technical experts to share their insights on topical issues, such as the relationship between trade and labour markets. The aim of the lectures is to promote informed discussion on these topics at a time when negative sentiment towards trade and globalization is on the rise.

The first lecture in the series was given in November by Lucian Cernat from the European Commission and Professor Torben Andersen of Aarhus University, Denmark, who discussed how governments can adjust their policies in response to changes in the labour market. Other lectures – on trade and technology and wage inequality – have been given by Professor David Dorn of the University of Zürich and Professor Eric Verhoogen of Columbia University, New York.



WTO Essay Award for Young Economists

The Eighth WTO Essay Award for Young Economists went to Matthieu Bellon for his paper on trade liberalization and inequality. The winner received a prize of CHF 5,000. The panel also awarded an honourable mention to Eunhee Lee for her work on trade and inequality. The prize-winner was announced at the annual meeting of the European Trade Study Group in Helsinki 8-10 September 2016.

The paper by Matthieu Bellon – “Trade Liberalization and Inequality: a Dynamic Model with Firm and Worker Heterogeneity” – focuses on the effect of trade liberalization on wage distribution.

The paper finds that trade liberalization increases overall welfare and provides firms with both new export markets and new sources of competition. Expanding, high-paying firms increase wages to recruit better workers at a faster rate. Workers in the firms threatened by competition accept wage cuts to delay their employers’ exit from the market and to keep their jobs. Using firm-worker data from France, the author shows that, following trade liberalization, inequality initially increases. It peaks after three years but eventually falls back to half of its peak in the longer term.

Eunhee Lee also received an honourable mention for her paper on the effect of international trade on inequality in



Dr Roberta Piermartini presents the 2016 WTO Essay Award to Matthieu Bellon.

developing countries, entitled. “Trade, Inequality, and the Endogenous Sorting of Heterogeneous Workers”.

Matthieu Bellon is a French national. He received his Ph.D. in economics from Columbia University in 2016. As of September 2016, he works as an economist at the International Monetary Fund.

Eunhee Lee is from the Republic of Korea. She obtained her Ph.D. in economics from Yale University in 2016. Since autumn 2016, she has worked as Assistant Professor of Economics at the University of Maryland.

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.

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.

Statistics activities

In 2016, the WTO made further improvements to its statistical products. The Integrated Trade Intelligence Portal (I-TIP) was updated to increase the range of information available and the WTO's flagship statistical publication – the “World Trade Statistical Review” – was revamped. Improvements were also made to the WTO's two other annual statistical publications, “Trade Profiles” and “World Tariff Profiles”. The WTO hosted three major statistical events during the year.

Integrated Trade Intelligence Portal

The WTO's Integrated Trade Intelligence Portal (I-TIP) was updated to increase the information available on non-tariff measures (NTMs) and on services trade policies. I-TIP provides a single entry point for WTO members' notifications on trade policy measures. These include trade contingency measures (such as anti-dumping), technical measures (such as sanitary and phytosanitary measures and technical barriers to trade) quantitative restrictions, and NTMs relating to the Agreement on Agriculture. The World Bank and the WTO are working together to substantially increase information on WTO members' services trade policies. I-TIP regularly attracts up to 20,000 visits per month.



20,000

I-TIP regularly attracts up to 20,000 visits per month.

the participation of developing economies in world trade. In addition, the publication is now published earlier in the year, bringing it closer to the reporting period.

The WTO has also revamped “Trade Profiles”, expanding its coverage to include indicators on trade in goods and services for 195 economies. Integrating the information previously provided in “Services Profiles”, each country profile is presented in a handy two-page format, allowing for easy comparison between economies.

“World Tariff Profiles”, co-published with the United Nations Conference on Trade and Development (UNCTAD) and the International Trade Centre (ITC), has also been expanded to include information on non-tariff measures, such as anti-dumping actions, countervailing duties and safeguards.

In addition, the WTO released in 2016 new statistical profiles on trade in value added and global value chains (GVCs) for the 61 economies covered by the Organisation for Economic Co-operation and Development (OECD)-WTO trade in value added database. These profiles, available on the WTO website, include insights into the value-added content of exports, the interconnection between economies within GVCs and the role of the services industry in exports.

Statistical publications

In 2016, the WTO revamped its flagship statistical publication, transforming “International Trade Statistics” from a statistical compendium to a publication that combines analytical analysis with statistical data.

The new publication – “World Trade Statistical Review” – sets the statistical data within a global context to help explain the latest trends in global trade. It continues to provide comprehensive data on trade in goods and services but it also looks into areas such as trade policy developments and

Background on statistics activities

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

Statistical capacity-building

The WTO strengthened its technical assistance collaboration with UNCTAD, building on the 2013 memorandum of understanding aimed at sharing information on non-tariff measures and encouraging the use of common standards and classifications.





DG Azevêdo at a press conference to announce the WTO's annual trade forecast in April 2016.

The WTO organized its first thematic course on trade in services statistics for least-developed countries (LDCs) in November. The course was organized in cooperation with the Institute for Training and Technical Cooperation (see page 134) and focused on best practices for collecting data in services sectors of most interest to LDCs.

The course benefited from the contributions of experts from the central banks of France and Italy, ITC, OECD, Paris21 (a worldwide network of statisticians, policy makers, analysts, and development practitioners) and UNCTAD. Prior to the course, participants took a five-week e-learning course on trade in services statistics developed in partnership with UNCTAD.

Trade in Value-Added Data Day

The WTO organized a Trade in Value-Added (TiVA) Data Day in November for WTO members and observers. The objective was to present underlying concepts for trade in value-added terms and to convey the key points arising from TiVA. The meeting was followed by a workshop demonstrating how to extract data from the TiVA database and responding to technical questions. Measuring trade in terms of value added, rather than customs values, gives a clearer picture of today's way of trading, which relies heavily on international supply chains.

Expert meeting on cross-border e-commerce

The WTO collaborated with the secretariats of UNCTAD, the Universal Postal Union (UPU) and OECD to organize a one-day technical workshop on data sources that can help shed light on the relationship between e-commerce and cross-border trade. The workshop considered official statistics as well as private data sources. The four organizations reached out to both national statistical offices and international organizations as well as to the private sector, hoping to build constructive dialogue and future collaboration in the topic.

The aim of the workshop was to identify ways of developing better statistical data in the area of e-commerce, taking into account trade in goods and services. As e-commerce grows in importance, better statistics will be needed for governments and other stakeholders to formulate policies.

Improving services and GVC-related statistics

The WTO is working with the OECD and other organizations, such as the United Nations Statistics Division (UNSD), to improve the estimation of bilateral trade flows and to tackle the issue of so-called bilateral asymmetries. This refers to the fact that what Country A reports as imports from Country B often differs significantly from what Country B reports as its exports to Country A. These asymmetries, especially for services, are significant.

Task Force on International Trade Statistics

The most recent meeting of the Task Force on International Trade Statistics took place in New York on 10-11 October 2016. The meeting covered methodological and quality issues related to trade statistics, e-commerce (measurement of cross-border transactions), bilateral asymmetries, the development of trade in services data sets, and statistical capacity building.

Support for FAO/OECD AMIS database

The WTO contributed significantly to the Agricultural Market Information System (AMIS), an inter-agency platform aimed at enhancing food market transparency and policy responses for food security. In collaboration with the OECD and the Food and Agriculture Organization of the United Nations (FAO), the WTO has developed a procedure to consolidate agricultural policy data contained in various WTO databases into a standard format that conforms with the AMIS database.

Cooperation with academic institutions

The WTO Chairs Programme (WCP) launched a new book on reducing trade costs and inclusive growth at the WCP Annual Conference in November. The WCP's Advisory Board reviewed the achievements of the programme, which aims to support trade-related activities by universities in developing countries, and discussed how to ensure its sustainability. In 2016, 12 activities were implemented under the Academic Support Programme (ASP).

WTO Chairs Programme

The Advisory Board of the WTO's Chairs Programme (WCP) met at the WTO on 20 June 2016 to discuss the achievements of the second four-year phase (Phase II) of the programme and the challenges that lie ahead. It discussed how to ensure the sustainability of the programme and how to further enhance the work undertaken by the programme's academic institutions. Particular attention was given to the role that Board members could play in support of the chairs' activities.

Other topics discussed included how to increase the policy relevance of the chairs' work and whether common research themes could be suggested for the chairs at national or regional level. The Board is an external body composed of experienced scholars whose role is to ensure the academic quality of output generated by chair-holders.

Background on the WTO Chairs Programme

The WTO Chairs Programme was launched in 2010 to enhance knowledge and understanding of the trading system among academics and policy makers in developing countries. Chair-holders are selected by a competitive process. Its main objectives are to provide teaching support for the development and delivery of courses on trade policy and WTO-related matters and to foster further research. Chairs are expected to cooperate with other chairs through joint research, shared lecturing arrangements and student/academic exchanges. Universities awarded a chair are also expected to organize public activities to disseminate research and promote discussion regarding international trade.



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The WTO Chairs Programme, initiated in 2010, has 19 participating institutions.

The Board began to discuss the longer-term strategy of the WCP. It encouraged the WTO Secretariat to pursue an extension of the programme and to deepen relations with the chairs involved in Phases I and II.

The WCP, initiated in 2010 and now with 19 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, whose phases run for four years, is implemented through partnership agreements between the WTO and selected institutions. It is jointly managed by the WTO's Economic Research and Statistics Division (ERSD) and the Institute for Training and Technical Cooperation (ITTC).





A new book on trade costs and inclusive growth was launched at the annual conference of the WTO Chairs Programme in November 2016.

The 2016 WCP Annual Conference, held on 14-16 November, also reviewed the work of the programme and discussed its main achievements and challenges. Thirteen chairs selected during the first phase (2010-13) and six during the second phase (2014-17) are still active in the programme.

The conference began with the launch of a WCP book, *Trade Costs and Inclusive Growth: Case Studies presented by WTO Chair-holders*. The book was based on presentations by the WTO chairs at the Fifth Global Review of Aid for Trade, held in Geneva in 2015, on the theme of "Reducing trade costs for inclusive sustainable growth". The book examines how the Aid for Trade initiative (see pages 127) can assist with implementing the Trade Facilitation Agreement (TFA) (see page 73), the importance of mainstreaming trade into national development strategies and the potential impact of the TFA in various regions. The book is the second WCP publication, the first being *Connecting to Global Markets – Challenges and Opportunities: Case Studies Presented by WTO Chair-holders*, produced in 2014.

Chairs from Getulio Vargas Foundation, North-West University and Istanbul Bilgi University delivered presentations at the WTO Public Forum in September (see page 140) on how to mainstream trade into national development strategies and the role of the WTO and policy makers in making trade an engine for inclusive growth. The session was organized by the ITTC and the ERSD and chaired by WTO Deputy Director-General Yonov Frederick Agah.

In May, a forum on trade and poverty took place at the WTO organized by the WCP and the World Bank. "Connecting to trade: policies and programmes for maximizing poverty reduction impact" was part of a WTO/World Bank work programme on trade and poverty and follows on from the release of their joint publication on *The Role of Trade in Ending Poverty*

in June 2015. The forum was an opportunity for chairs from the Université d'Abomey-Calavi (Cotonou), University of Jordan (Amman) and Tunis Business School to present their research on how trade is helping alleviate poverty in their respective countries. The WTO and the World Bank also issued a call for proposals for papers on trade and poverty to be included in a jointly edited publication to be released in 2017.

The Secretariat also organized regular video conferences with Phase II chairs to follow more closely the progress made by each institution and to better respond to any specific requests. The interaction between chairs, the WCP Advisory Board and the WTO Secretariat, through WCP events and WCP publications, enhanced the engagement and visibility of the WCP and contributed to strengthening this academic network.

Activities of WTO chairs

Chairs arranged a number of workshops and were active in several conferences during 2016. Through these activities, the chairs engaged with government agencies and invited experts, including WTO staff. Initiatives of this type have proven to be effective in maintaining a dialogue with governments, in generating new ideas and creating opportunities to network.

The WTO Secretariat participated in and supported activities organized by chairs, such as academic conferences, seminars and specialized courses. During the year, 15 activities were delivered by the WTO Secretariat, with 386 participants being trained during these events.

Academic Support Programme

In 2016, 12 activities were implemented under the Academic Support Programme (ASP), which engages with academic institutions from developing countries and least-developed countries (LDCs) that are not part of the WCP. Activities over the year included lecturing arrangements with universities in which WTO staff taught in masters and bachelor degree courses.

Special efforts were made to support university competitions on WTO law. The WTO provided staff to act as panellists in regional inter-university competitions and funded the participation of two African teams in the final round held at the WTO headquarters in Geneva.

The ASP also handled donations of WTO publications to universities and organized presentations to academic audiences, together with the WTO Reference Centres Programme (see page 136). During 2016, the WTO continued encouraging universities to register lecturers as participants in online courses offered by the WTO's E-campus (see page 135).

Universities participating in the WTO Chairs Programme

- Phase I Chairs
- Phase II Chairs

