



# WTO ACCESSIONS: COMMUNICATIONS STRATEGY

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*THIRD REGIONAL DIALOGUE ON WTO ACCESSION FOR AFRICA*

*ADDIS ABABA, ETHIOPIA*

*FEBRUARY 13, 2020*



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# Agenda

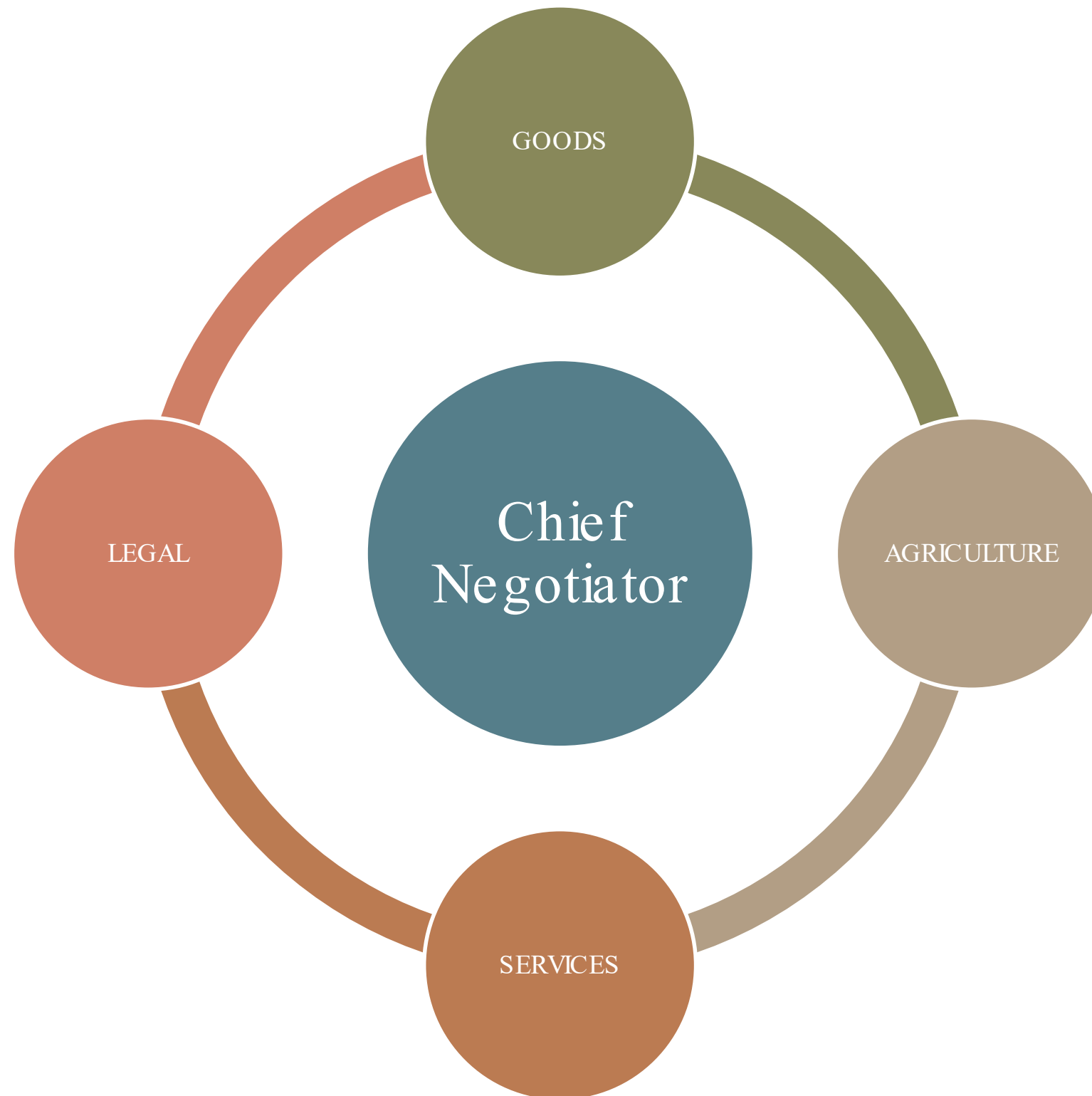
- Team
- Stakeholders
- Messaging
- Messengers
- Building Momentum



# Assumptions

- Gov't National Development Agenda
- National Trade Policy
- MFTR Submitted
- Political Commitment at Highest Level
- Chief Negotiated Appointed
- Core Team Constituted
- National Accession Strategy

# Communications Strategy: The Chief Negotiator and Technical Focal Points

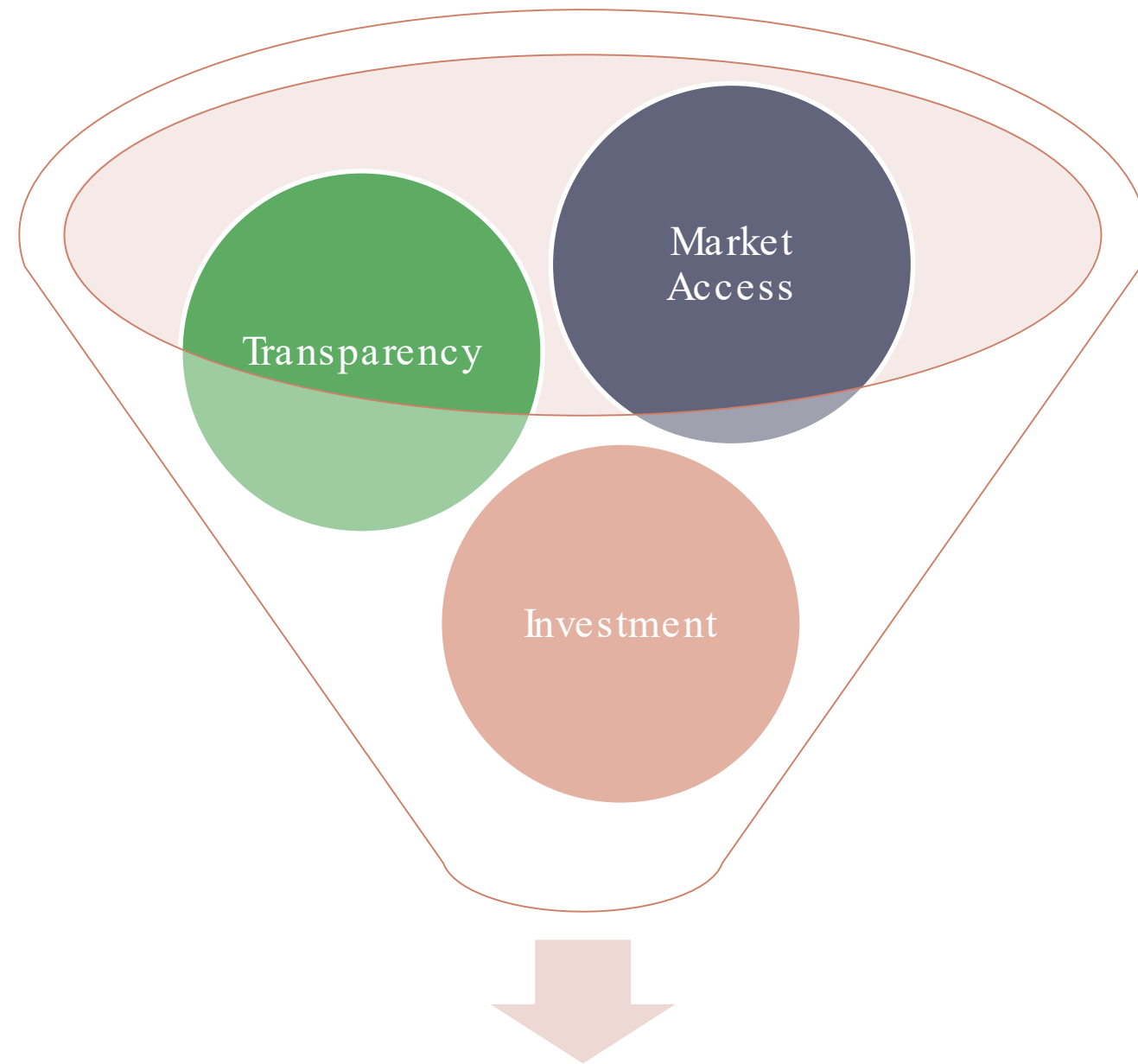


# Communications Strategy: Stakeholders

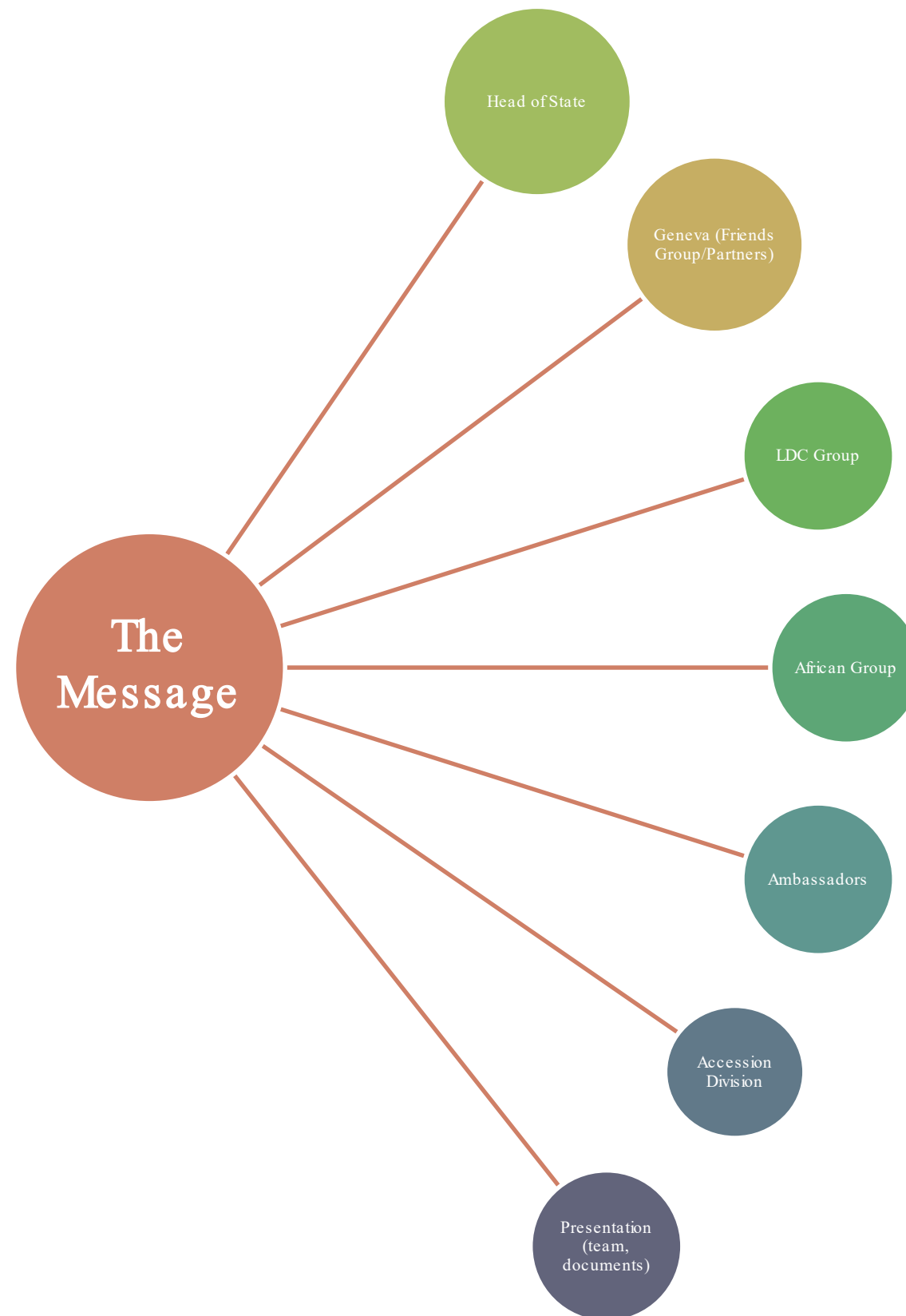




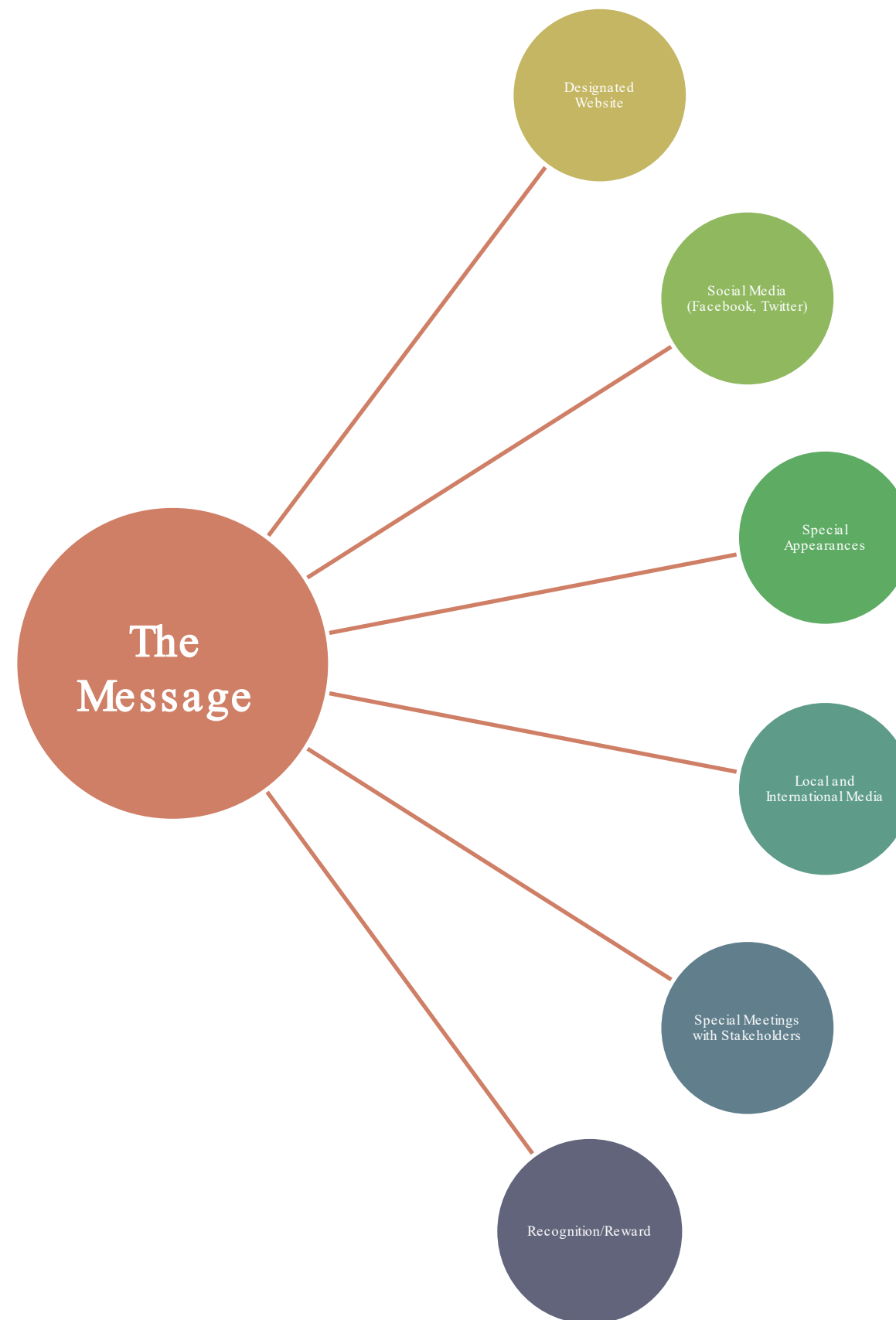
# Communications Strategy: Messaging



# Communications Strategy: Messengers



# Communications Strategy: Building Momentum







Joining the WTO is for You,  
Not the WTO!

Thank You!



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