WTO ACCESSIONS: COMMUNICATIONS STRATEGY

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THIRD REGIONAL DIALOGUE ON WTO ACCESSION FOR AFRICA

ADDIS ABABA, ETHIOPIA

FEBRUARY 13, 2020
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

- Government
- Civil Society
- Private Sector
- Donors/Partners

Negotiating Team
Communications Strategy: Messaging

- Transparency
- Market Access
- Investment

People/Lives/Citizens
Communications Strategy: Messengers

The Message

- Head of State
- Geneva (Friends Group/Partners)
- LDC Group
- African Group
- Ambassadors
- Accession Division
- Presentation (team, documents)
Communications Strategy: Building Momentum

- Designated Website
- Social Media (Facebook, Twitter)
- Special Appearances
- Local and International Media
- Special Meetings with Stakeholders
- Recognition/Reward
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Thank You!
Contact Us

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