Mr. President,
Mr. Director General,

- First of all, allow me to thank the government and people of Indonesia for their warm hospitality.

- Let me also express my full support to the statement already delivered by EU Trade Commissioner, Mr Karel De Gucht on behalf of the European Union.

- It is widely understood that the ninth WTO Ministerial Conference takes place during a period of a deep and protracted worldwide economic crisis.

- In the midst of the major challenges that the globe is facing, we feel that trade protectionism is not the right answer. Instead, a clear commitment from all of us is necessary in order to make a concrete step forward. To give greater freedom of choice to the end consumer.

- This, however, presupposes a consumer able to make informed decisions on the price he is prepared to pay for the product he chooses. Because not all the products are the same. And I believe one of the future challenges that WTO should be prepared to deal with should be to establish procedures and rules for the global recognition and protection of what is gaining more and more ground
worldwide as Protected Designations of Origin and Protected Geographical Indications.

- Another area of major importance, in our opinion, is that of Trade Facilitation, where an Agreement would pave the way for simplifying policies and administrative procedures. Significant work has been carried out in several chapters. In others, like that of transit, careful consideration of all the parameters is necessary. In our opinion the issue should be covered by bilateral agreements, which can better take into account environmental and traffic issues.

- As a final remark, I would say that it is vital that we should increase our efforts for the conclusion of the Doha Round and for the achievement of a comprehensive and ambitious Agreement, based on the principle of Single Undertaking. As President of the Council of the European Union / Foreign Affairs Trade Formation, during the 1st half of 2014, I will support the promotion of a post Bali agenda that would contribute to this purpose.

Thank you very much.