

PHILIPS



ITA 2007

a 10 year anniversary at the cross-roads

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ITA
a unique trade agreement
that changed the world

ITA **a unique trade agreement that changed the world**

by revolutionizing

- **Performance & globalization of manufacturing & service industries**
- **Way of working of governments, companies, individuals**
- **Way of communication by governments, companies, individuals**



ITA
a unique trade agreement
that changed the world

leading to

- **Unprecedented levels of business productivity**
- **Creation of new mass markets**
- **Globalization of business & competition**

ITA
a great success ...
but important issues remain



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but important issues remain

- **ITA failed to address non-tariff barriers adequately**
- **ITA represents only a minority of WTO members**
- **ITA lacks an effective mechanism to keep pace with change**

Solving ITA's remaining issues alone is not enough

by far the most terrifying film
you will ever see.

A new challenge is threatening the world:

an inconvenient truth

“Global Warming”

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A GLOBAL WARNING

ITA should become a key tool to solve it

Our Contribution to reduce CO2 emissions



Green Flagship

2006

42" LCD
widescreen flat TV
Pixel Plus 2 HD 42PF7621D



Best performance in:

- Energy consumption
- Product weight
- Packaging



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