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WCP Outreach Activities: Achievements 2010-2012

WTO Chair Programme Annual Conference

July 2013



This pillar seeks to support (focuses on) the organization of public activities though, the provision of a grant, aimed at disseminating research and information, and promoting discussions regarding international trade and trade cooperation.

In the period 2010-2012, WCP Chairs activities organized included:

- 63 seminars
- 27 conferences
- 24 workshops
- 20 short courses,
- 13 roundtables, and
- 9 essay awards.

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Sadni Jallab, Mustapha, 03/06/2013



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Outreach activities target groups focused on (included)

- **Government agencies**
- **International institutions**
- **Private and public sector companies**
- **Other academic institutions**



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Engaging government agencies

- Often through smaller meetings where selected topics were discussed, with the participation of invited experts, including WTO Staff
- Initiatives of this type have proven to be effective in maintaining a dialogue with governments and they are also practical in organizational terms.

Examples include:

- **FLACSO**
- **University of Chile**
- **Universitas Gadjah Mada**
- **University of Nairobi**
- **University Mohammed V –Souissi**
- **National University of Singapore**



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Engaging government agencies

- **FLACSO:** Seminar for parliamentarians, organized jointly by ECLAC and IADB in 2011; seminar on current challenges in the multilateral trading system, jointly organized by LATN Network and University of Rosario
- **University of Chile:** Trade policy courses at the Ministry of Foreign Affairs in 2011; and in 2012 two specialized courses for officials from the Agriculture and Cattle Service and for officials from the Ministry of External Relations
- **Universitas Gadjah Mada:** government officials participated in Short Course Series on International Trade in 2010, 2011 and 2012
- **University of Nairobi:** workshop held with the Ministry of Trade and other stakeholders on the status of the Doha Round in 2010
- **University Mohammed V Souissi:** Seminar with the Ministry of Trade on Trade in services in 2011



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Some Chairs specifically target (collaborated with) the private sector, such as:

- **University of Jordan:** specialized short courses on exports matters for exporters in private and public companies



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Collaboration with other academic institutions

Outreach activities also included **Chair holders lecturing externally and inviting external professors to the host institution.**

These activities usually took the form of:

- delivering a guest lecture to the host institution
- undertaking collaborative research with faculty or staff
- contributing to the university's teaching by presenting at lectures or faculty seminars
- presented papers as part of the university's seminar program.

Examples include:

- **University of Chile**
- **SPSU**
- **NUS**
- **University Mohammed V-Souissi**



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Collaborations in academic teaching

- **University of Chile:** invited external professors to participate in the Master's Degree programme in International Strategy and trade Policy
- **SUIBE :** Chair holder presents at the "Echo of Moscow" monthly since October 2010.
- **NUS:** Chair holder taught two classes at the University of Syah Kuala, Ache, Indonesia in 2011
- **University Mohammed V Souissi:** invited professor from University of Algeria to teach at the master and also to support the academic community



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Participation in conferences and seminars- Some illustrations:

- NUS: WTO Regional Trade Policy course for Asia Pacific Officials (New Delhi) and Capacity building programme on Trade in Services and Investment Liberalization
- ITAM: Conference on International Economic Law
- University of Nairobi: Africa Trade Forum (Addis Ababa) and Trade Facilitation Mini Plenary



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WCP Awards to stimulate research

- **FLACSO WTO Chair Prize** for research introduced in 2010 and in 2011, 31 papers submitted by authors from 16 countries
- **University of Chile WTO Award to Young Researchers**, paper on "Analysis of the customs tax management in the National Customs Service of Chile" chosen in 2010.
- **University of Jordan- WCP Essay Award** launched for graduate and undergraduate students, 3 papers accepted.
- **Mohammed V University–Souissi WCP Essay Award for Young Economists** launched in 2011



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WCP flagship activities

Chairs have been able to develop new and leverage on existing partnerships to develop high profile WCP flagship activities such as:

- **University of Mauritius:** introduced an annual WCP flagship activity, the International Conference on Trade and Investment (ICTIC)
- **SUIBE:** developed the Summer School for WTO-Oriented Postgraduates and the Annual Conference of China WTO Dispute Settlement Mechanism Centre



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A wide range of themes have been covered, including:

- **University Cheikh Anta Diop:**
 - Economic Issues of Climate Change
 - Trade market opportunities and trade performance of West African producers
- **University of Chile:**
 - Foreign Investment issues
 - Food security and Food Safety
- **SUIBE:**
 - Innovation, Technology Transfer and Intellectual Property
- **University of Mauritius:**
 - The crisis of the European monetary union
- **Mohammed V University**
 - Trade in Services
- **The University of the West Indies (Cave Hill, Barbados)**
 - Innovation Governance and Small State Competitiveness, Migrations



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Positive spill overs from being part of a network

Some WCP Chair
collaborations in outreach
activities

- **University Cheikh Anta Diop** sponsored a session on WAEMU regional trade during the conference organised by the Chair in **Mohammed V University-Souissi**.
- Chairs from **ITAM, FLACSO and the University of Chile** organized a conference on Offshore Services in Global Value Chains, held in Chile in 2012.
- **University of Jordan** Chair presented a paper on "Perspectives of Emerging Markets" at a conference organized by **University of Mauritius**



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External partnership agreements

Outreach activities can contribute to sustainability of WCP activities, for instance, if they lead to the development of external partnership agreements

Examples include:

- **University of Barbados:** Institute of International Relations, St. Augustine Campus, and Trinidad and Tobago
- **ITAM:** FAO; UNECLAC; SIEL; CEDDET
- **UGM:** Indonesia's Chamber of Commerce; UGM Faculties of Law, Social and Political Sciences, Economics and Business, Agriculture, and Agricultural Technology; Community of East Asian Scholars; ASEAN Foundation and ASEAN Secretariat
- **University of Nairobi:** Egerton University; Makerere University; University of Dares Salaam; University of Adelaide; TRALAC; and University of Barcelona
- **Mohammed V University:** United Nations Economic Commission for Africa; African Trade Policy Centre; Virtual Institute UNCTAD; and Ministry of Trade and Industry
- **University of Namibia:** University of Botswana; and TRALAC
- **SUIBE:** Foreign and Commonwealth Office; Russian Union of Industrialists and Entrepreneurs; UNDP; **SPSU**, Faculty of Law
- **UCAD:** Institute for Development and Economic Planning; WAEMU Commission; Commonwealth Secretariat; and IFPRI



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Using the Web

➤ Creation of website

WCP Websites have been created in a total of 12 Chairs. They are linked to the homepage of the main university website. The websites contain activity reports, research papers, links to books published and information on forthcoming events.

➤ Using social media

Chair holders, such as Universitas Gadjah Mada, University of Chile, The University of the West Indies and FLACSO actively use (are also using) Facebook and Twitter to update interested parties on the latest activities of the Chair.



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Summary

- WCP has generated a vast number of outreach activities;
- The focus has been on reaching out to national government agencies, international agencies and other academics;
- Experiences with activities of type a, b, c have been particularly positive

Lessons learnt

- Strengthen web presence, for instance through global public website
- Develop ways to obtain feedback from participants and provide more information about audiences and outputs
- Link more research activities with government needs
- Developed new partnerships to sustain the activities of the chairs