ITA 2007
a 10 year anniversary
at the cross-roads

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Exec. VP
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ITA
a unique trade agreement that changed the world
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by revolutionizing

• Performance & globalization of manufacturing & service industries
• Way of working of governments, companies, individuals
• Way of communication by governments, companies, individuals
ITA
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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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a great success ...

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

A new challenge is threatening the world:

“Global Warming”
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ITA should become a key tool to solve it
Our Contribution to reduce CO2 emissions