



WORLD TRADE
ORGANIZATION



WTO CHAIRS
PROGRAMME

WCP Outreach Activities: Achievements 2014

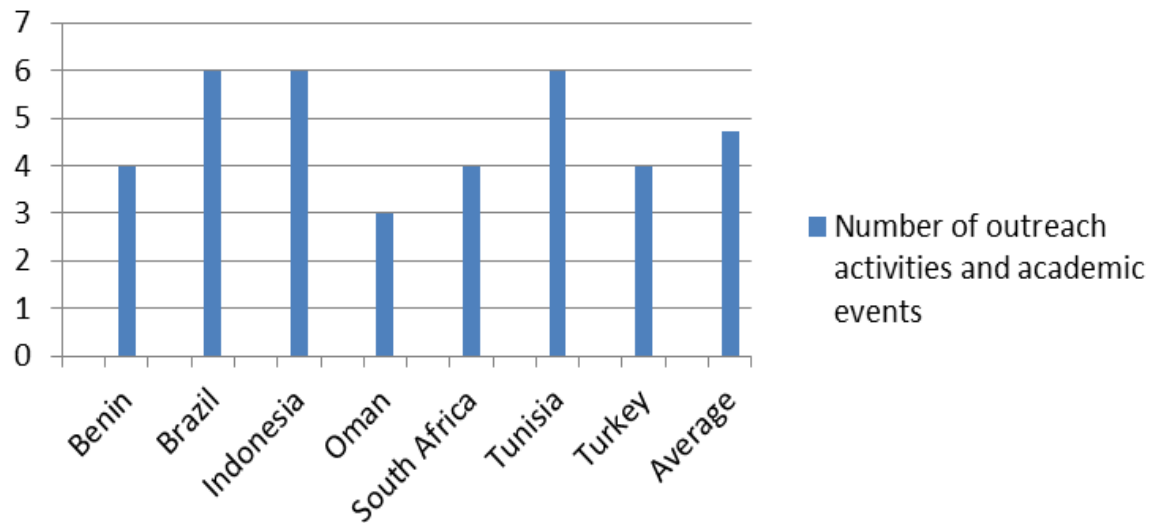
WTO Chair Programme Annual Conference

This pillar is aimed at disseminating research and promoting discussions regarding international trade and trade cooperation.

In the period 2014, WCP Chairs organized :

- 5 seminars
- 7 conferences
- 3 workshops
- 1 short course
- 3 roundtables, and
- 1 essay award

Number of outreach activities and academic events



Outreach activities target groups focused on:

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

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, generate new ideas, and create opportunities to network.

Examples include:

- **North West University**
- **Getulio Vargas Foundation**
- **Istanbul Bilgi University**
- **Tunis Business School**

Engaging government agencies

- **Getulio Vargas Foundation:** Annual Conference on International Trade. Policy makers, academics invited to speak on “WTO at 20: Accomplishments and New Challenges” and second day of conference enabled postgraduate students to present their research in the presence of policy makers.
- **North-West University:** Training for Ten policy decision-makers from the Department of Trade and Industry (DTI) to use Decision Support Model (DSM) to identify export opportunities for South Africa
- **Tunis Business School:** WTO Chair Seminars with a panel including Ambassador of Japan and a University Professor from Tsukuba University in Japan. Seminar enabled TBS to select candidates to pursue graduate degrees at Japanese universities and collaborate with the Japanese International Cooperation Agency on building partnerships.
- **Istanbul Bilgi University:** Workshop on International Trade in Services and Turkey's Competitiveness, with the Turkish Exporters Assembly and the Turkish Ministry of Economy regarding the negotiations and conclusions of the new economic integration agreements.

Collaboration with International Institutions

- **Tunis Business School:** policy panel on “Promoting exports in MENA countries” organized in partnership with the World Bank; and policy panel on “SMEs and International Markets: The missing link for inclusive growth” organized in partnership with the International Trade Centre
- **University Pelita Harapan:** Roundtable on “Domestic and International Dimensions of Genetic Resources and Traditional Knowledge” in collaboration with the New Zealand Centre of International Economic Law and Indonesian Intellectual Property Society. The discussion included experts that offered both domestic and international perspectives.

Some Chairs specifically collaborated with the public and private sector companies, such as:

- **Istanbul Bilgi University:** Conference on Trade Remedies, organized with the Turkish Ministry of Economy, attracted business community, such as the Turkish Steel Industry. The Chair has now been invited to attend several brain storming sessions with the Turkish steel Industry and the Turkish Government.
- The Chair also organized a Construction Services and Dispute Resolution Conference in partnership with the Swiss Arbitration Association and Schellenberg Wittmer Law Firm where eminent legal practitioners in the field of construction services were present.

Collaboration with other academic institutions

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
- Presenting papers as part of the university's seminar program.

Examples include:

- **University Pelita Harapan**
- **Tunis Business School**
- **Getulio Vargas Foundation**

Collaborations in academic teaching

- **University Pelita Harapan:** organized Seminar on Agriculture and Food Security and invited academics from Indonesia, Australia and Japan
- **Tunis Business School:** invited professor from University of Sultan Qabos to present at 1st MENA Trade Workshop.
- **Getulio Vargas Foundation:** Chair has developed an extensive WTO Network with Brazilian Universities, more than 20, which have been divided into 19 Working Groups to debate and publish on various WTO related topics.

Participation in conferences and seminars- Some illustrations:

- **Getulio Vargas Foundation:** Chair and team attended 17 international conferences such as Global Strategy Review (Oslo); Summit on the Global Agenda 2014 (Dubai); Conference on Restoring Multilateral Trade Cooperation (Beijing)

WCP Awards to stimulate research

- **North-West University:** launched prizes for Recognition of Excellence in Research Outputs such as Best Master's Dissertation, Most Promising Honours Student, Best PhD Thesis, and Prize for the Highest Impact Research Article. These were presented at a WTO awards function.

WCP flagship activities

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

- **Gertulio Vargas foundation:** Annual conference on international trade, this years “WTO at 20: Accomplishments and New Challenges”

A wide range of themes have been covered, including:

- **North-West University :**
 - Global Value Chains
 - Trade Facilitation
- **University d'Abomey-Calavi:**
 - Trade Finance
 - Value Chains, Economic Integration and Sustainable Development
- **Getulio Vargas Foundation:**
 - WTO Dispute Settlement
 - WTO at 20: Accomplishments and New Challenges
- **Istanbul Bilgi University :**
 - Trade Remedies
 - International Trade in Services and Turkey's Competitiveness
- **Sultan Qaboos University:**
 - Food Security in the MENA Region
- **Tunis Buiness School:**
 - Promoting Exports in MENA Countries
 - SMEs and International Markets
- **University Pelita Harapan:**
 - Agriculture and Food security

Positive spill overs from being part of a network

Some WCP Chair
collaborations in outreach
activities

- Chair from **Tunis Business School** organized the 1st MENA Workshop and invited the Chair from **Qaboos Sultan University** who will host the 2nd MENA Workshop in Oman
- **North-West University:** two roundtables focused on Global Value Chains and trade facilitation. Private sector, academics and government officials attended and working relations developed with Department of Trade and Industry for future partnerships and policy analysis.

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:

- **Getulio Vargas Foundation:** World Bank; World Economic Forum; UNCTAD; Faculties of Law in over 20 universities in Brazil
- **University d'Abomey-Calavi:** UNDP; World Bank; Dutch Cooperation
- **University Pelita Harapan:** Asian WTO Research Network; New Zealand Centre of International Economic Law
- **Tunis Business School:** ITC, World Bank, Japanese International Cooperation Agency
- **Sultan Qaboos University:** International Food Policy Research Institute
- **Istanbul Bilgi University:** Turkish Steel Exporters Association; World Bank; Swiss Arbitration Association; Ankara TED University; and UNCTAD
- **North-West University:** Maastricht School of Management

Using the Web

➤ Creation of website

WCP Websites have been created in all 7 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 **Sultan Qaboos University** contributed to blog articles on the Arab Food and Nutrition Security Blog. **North-West University** actively uses Twitter (@NWU_TRADE) to update interested parties on the latest activities of the Chair. **Tunis Business School** also has a Facebook account (<https://www.facebook.com/chaieres.tbs>).

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;

Lessons learnt

- Strengthen web presence
- Develop ways to obtain feedback from participants and provide more information about audiences and outputs
- Link more research activities with government needs
- Develop new partnerships to sustain the activities of the Chairs