**Revised programme**

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| 13 March 2012 Grand Hotel Kempinski | |
| 19:30 | **Cocktail reception Salon Léman** |
| 20:15 | **Sit-down dinner Foyer A** |
| 20:30 | **Opening remarks**  *Gary Hufbauer, Reginald Jones Senior Fellow, Peterson Institute for International Economics*  “The way forward in the WTO: coupling trade and WTO reform”  *James Bacchus, Chairman Global Trade Practice, Greenberg Traurig and former Chairman of the WTO Appellate Body*  “Setting a business-driven 21st century trade policy agenda” |
| 14 March 2012 WTO Headquarters | |
| 09:00 | **Breakfast buffet Centre** **William Rappard**  **Room D** |
| 10:00 | **Welcome and introduction**  *Pascal Lamy, Director-General, WTO* |
| 10:30 | **Opening address**  *Victor K. Fung, Honorary Chairman, ICC*  “WTA: Platform for global business engagement on future trade policy agenda setting” |
| 10:45 | ***Simplify, streamline, cut costs. Creating better procedures for doing business in foreign markets.***  In an age where global value chains have changed the nature of production and supply, streamlining customs and logistical procedures is essential for maintaining a competitive position in the marketplace. How can improved WTO rules on trade facilitation and trade in services enhance trading opportunities? |
| 11:45 | ***Fostering synergies between multilateral rules and plurilateral or other preferential trade agreements (PTAs)***  The Doha Round has already made concrete progress in implementing a Transparency Mechanism for preferential trade agreements including notification, analysis and an electronic database of PTAs. Moreover, many governments are looking to plurilateral negotiations -- inside the WTO and outside -- for trade opening opportunities. WTO Members' success in striking the new Government Procurement Agreement has raised hopes among some that the plurilateral approach is an avenue worth pursuing particularly in services. Are plurilateral or regional agreements compatible with a multilateral trading system or do they create separate regulatory regimes and additional costs and confusion for businesses? |
| 12:45 | **Working lunch** |
| 13:45 | ***The changing nature of obstacles to trade. With tariffs coming down sharply in many parts of the world due to global value chains, other forms of trade barriers are rising quickly. What are these barriers and what is the best way to address them?***  Regulations, standards, government procurement procedures and the use of currencies as a tool for competitiveness have all been identified as non-tariff barriers that are slowing the pace of trade today. The session should look at how the WTO can help to address these barriers through greater transparency, dispute settlement or new negotiations. |
| 14:45 | ***What does business want and expect from the global trading system?***  The Doha Round has not attracted enthusiastic support from the business community in no small part because businesses were not actively involved in the preparations for the negotiations. With the round at an impasse and governments struggling to find the way forward, businesses have renewed opportunities to suggest how the global trade agenda should be framed. What are the issues that governments should be raising at the WTO? |
| 15:45 | **Rapporteur’s summary** |
| 16:15 | **Concluding remarks**  *Geoffrey Gamble, Director of International Government Affairs, DuPont and Chair, ICC Commission on Trade and Investment Policy* |