



WTO Business SURVEY

Over 300 businesses responded to a recent WTO survey that asked the business community to tell us their views on the WTO and its work.

Main findings

95% believe the work of the WTO is vital for businesses.

97% believe that trade plays a role in generating growth and creating jobs.

72% think that the WTO has been successful in ensuring that governments comply with their commitments.

62% believe that the Doha Round can deliver benefits to businesses.

Priorities for the WTO

Many businesses agree that the current economic outlook could be improved by:

- concluding the Doha Round
- completing a Trade Facilitation Agreement
- finalizing information technology and services negotiations
- reducing tariff and non-tariff barriers to trade
- reforming and improving WTO dispute settlement procedures
- keeping protectionism at bay.



“The WTO’s role should be the Guardian of free trade and Initiator of negotiations on topical trade & business issues”

How can the WTO and businesses work better together?

52% of businesses would like networking events to be organized with WTO members.

56% would like business to be involved in WTO technical assistance and training.

61% would like business representatives to be allowed at WTO meetings.

Over **90%** think business representatives should be involved in WTO training and capacity building for parliamentarians.

Trade negotiations

Many businesses believe they can play a more active role in advancing multilateral trade negotiations by:

“making clear at home and internationally that by far the best way to stabilize world trade is a multilateral agreement with clear sanctions if agreements are not followed by all participants”.

“The business sector should encourage their governments to participate earnestly in trade negotiations with the objective of reaching agreement, even if concessions must sometimes be made.”

Trade policy making

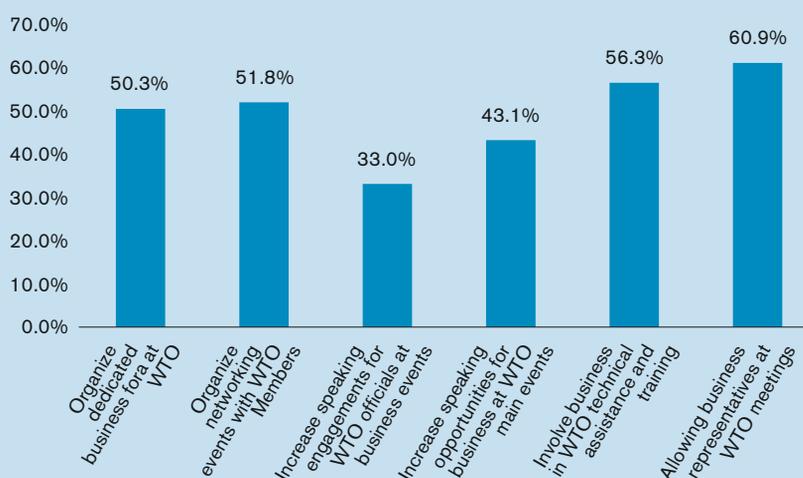
Businesses would like to be fully involved in trade policy making by:

“providing feedback and input regarding business needs, so that governments can better see the benefits of furthering multilateral trade cooperation”.

“The business sector should provide information on obstacles and barriers present in their export markets but also in the home country.”

Ways of improving cooperation between the WTO and business

Percentage of respondents



Information provided by the WTO

89% of businesses find the information provided on the WTO website relevant to their international activities.

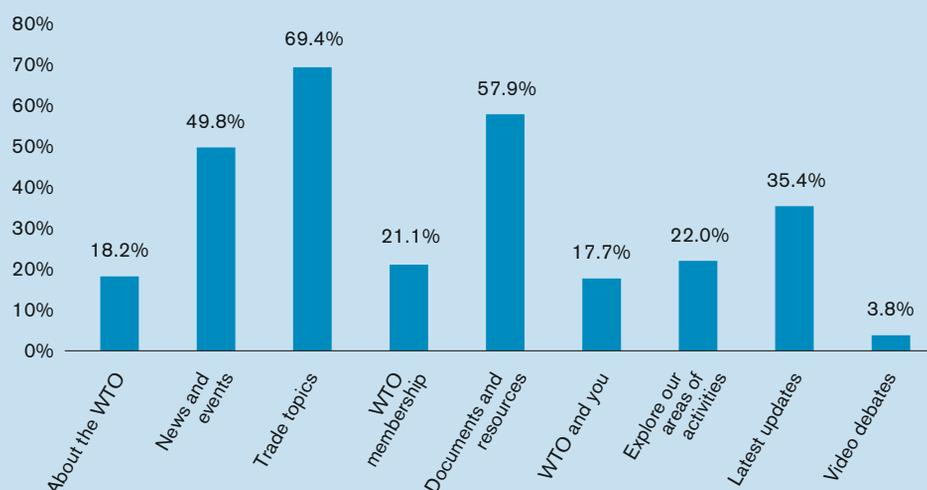
82% would like to have a dedicated WTO web area for the business community.

95% are interested in receiving an electronic newsletter with WTO news and information.

80% are satisfied with WTO outreach efforts (website, social media, the Public Forum, WTO briefings and visits).

Most important and useful parts of the website

Percentage of respondents



“Business groups should take better advantage of the Public Forum... Business needs to be more active in educating about their interests and how they contribute to development.”

