

# CEOs SPEAK OUT ON WTO DOHA ROUND

## A WORD FROM BUSINESS ASSOCIATION LEADERS

*(EU ASSOCIATIONS)*

ERNEST-ANTOINE SEILLIÈRE, PRESIDENT, BUSINESSEUROPE

*"An ambitious conclusion to the Doha Round is crucial for businesses across Europe. From all areas of the economy - large scale industry, services businesses of all types and small and medium sized companies - the quotes from business leaders listed below show that business is fully behind EU negotiators' efforts to achieve real results on industrial goods, services and rules in the DDA. The launch of this round at Doha almost six years ago created great expectations in the business community; it is now time for our leaders to deliver."*

LORD VALLANCE OF TUMMEL, CHAIRMAN, ESF

*"Services sector liberalisation through the Doha Round could result in global welfare gains equalling \$1.7 trillion, which is more than double the potential gains from liberalization of trade in goods, and 31 times the projected gain from agriculture liberalization. A strong services sector enables financial, technological, and infrastructure development, which in turn facilitates greater investment and trade in agricultural and manufacturing products. There is much more to lose than to win in this process, so negotiators must positively conclude this WTO round"*

PIERRE SIMON, PRESIDENT, EUROCHAMBRES

*Doha is good for European business and for European SMEs: more sustainable markets and more predictable rules. A failure of this round could jeopardize 60 years of global economic integration. Which political leader would take that responsibility?*

SENATOR FEARGAL QUINN, PRESIDENT, EUROCOMMERCE

*« More than 5 million European retailers and wholesalers work hard to crown their customers – day by day. Consumers enjoy the benefits of the tough competition in this sector: jobs are created and prices go down. But traders can only be competitive if they can rely on a liberal and stable trade policy. As globalisation progresses, trade liberalisation, simpler procedures and better rules can only be secured multilaterally. We expect from all trade policy makers to live up to their responsibility - save the Doha Round now! »*

FERRY DEN HOED, PRESIDENT, FTA

*“The WTO is the only institution to foster trade liberalisation in an efficient and comprehensive manner. Only multilateral trade rules can provide legal security and predictability worldwide. Both are of utmost importance for our company.”*

*(TRANSATLANTIC ASSOCIATIONS)*

CLAUDIO MURRI, CHAIR, AMERICAN CHAMBER OF COMMERCE TO THE EUROPEAN UNION

*“However difficult it may be, the WTO and the multilateral trading system must not be allowed to fail. We live in a global economy. A system of bi- and plurilateral agreements, although useful for some transactions, is no substitute for a sound, coherent international framework. Walking away from these WTO negotiations, which are the chance-of-a-generation to increase market access and set global trading rules, is not the legacy for which these negotiators should want to be remembered. It's not too late, but it will take a stepping up of commitment, effort and political will.”*

MARTIN BROUGHTON, CHAIRMAN, BRITISH AIRWAYS AND CO-CHAIR, TABD

*“At TABD, we recognize the huge importance of a successful completion of the WTO Doha Round for both developing and developed nations, and have repeatedly called upon political leaders to act. Our member companies operate globally and need predictable and transparent international trade rules to manage increasingly global supply chains and business operations. That is why we urge you to use this last window of opportunity to resume talks swiftly and lead them towards a successful result. ”*

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**RIJKMAN GROENINK, CHAIRMAN,  
MANAGING BOARD ABN AMRO BANK  
N.V.**

*"Financial institutions such as ABN AMRO are on the forefront to break down barriers between markets and continents. With a presence in over 50 countries it is easy to see how free trade and economic development are hampered by tariff walls and subsidies. Now is the time for everyone involved to have the courage to drop short term interests. We have to move on, realize the WTO-agenda and create the conditions for sustainable growth, development and prosperity for next generations."*

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**HERBERT HAINER, CEO OF ADIDAS**

*"As a global group operating in nearly all countries of the world, we are looking forward to a successful conclusion of the Doha Development Agenda. It would facilitate the market access both in industrialized and in developing countries."*

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**HANS WIJERS, CEO AKZO NOBEL**

*"A last attempt to save the Doha round from complete failure is of the utmost importance, especially in view of the need for solid embedding of developing countries into an open and fair world trading system".*

**GIORGIO BONETTI, ATTILIO CARMAGNANI  
"AC" S.P.A., GENOVA, ITALY**

*"We are chemical distributors mainly depending on imported products and a quick, efficient and reliable customs clearance system is of paramount importance, the WTO agreement on trade facilitation would provide benefit to my company."*

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**DR. JÜRGEN HAMBRECHT, CHAIRMAN OF  
THE BOARD OF EXECUTIVE DIRECTORS OF  
BASF AKTIENGESELLSCHAFT**

*"Protectionism hampers growth and development. The chemical industry - one of the most globalised industries - strives for further trade liberalisation through the Doha Development Agenda. We call upon all responsible in trade policy to resume negotiations and reach a meaningful conclusion in the shortest possible time."*

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**BEN VERWAAYEN – CEO OF BT**

*"As the main driver of today's global economy, competition and open markets are vital to the service sector. The DOHA Round forms an unmissable opportunity to deliver significant results for the service sector. Affordable modern communications bring together developed and emerging markets and help to integrate the underdeveloped and more remote regions. Further liberalisation will accelerate this process and enhance economic growth across the globe."*

**PAUL ADAMS, CEO OF BRITISH AMERICAN TOBACCO, BAT**

*"We support greater political effort to secure a successful conclusion to the Doha Round. Aligned around the multilateral process, administered by the WTO with its proven dispute resolution mechanisms - this surely remains the best, most transparent and coherent method that we have of getting the right result for all countries - developing and developed alike. And we must not lose sight of the need to balance liberalisation with differing stages of economic development and to allow time for transition where needed. As a global enterprise we benefit from the set of rules that the WTO multilateral system offers and stand to benefit further from liberalisation and we believe that a positive outcome to this present trade round can, and should, be win win for everyone."*

**WERNER WENNING, CEO, BAYER AG**

*"The WTO must make every effort to achieve progress in liberalizing world trade. Open markets promote growth in all countries and thus increase prosperity for many people. They are essential for the dependable supply of goods and services throughout the world. For a research-based, internationally oriented company like Bayer, a successful outcome of the Doha Round is therefore of major importance. We very much hope it can be achieved."*

**SIR JOHN SUNDERLAND, CHAIRMAN, CADBURY SCHWEPPES.**

*"It is critical that developed country governments show leadership and a genuine commitment to reach agreement on the Doha Development Round. Increasing market access, reducing tariffs and reforming protectionist systems of agricultural support will benefit business, but equally importantly the economies and citizens of developing countries around the world."*

**PAOLO FELLIN  
VICE PRESIDENT, EUROPE, AFRICA, MIDDLE EAST MARKETING DIVISION  
CATERPILLAR INC.**

*"When it comes to trade agreements it has long been said that 'no deal is better than a bad deal.' And while that may still be true, it is becoming increasingly apparent that when it comes to the WTO Doha Agenda 'no deal is a bad deal.' If we fail in this endeavor, we will have lost a once-in-a-generation chance to reduce poverty and increase global economic growth. Failure should not be an option, but unless business speaks out with a much louder voice about the importance of trade liberalization it could happen."*

*At Caterpillar, we have no bigger governmental affairs priority than supporting the WTO Doha Development Negotiations. It's time to open markets ... it's time to cut subsidies ... and it's time to play by the rules. But most importantly, it's time to complete the Doha Development Agenda!"*

**STUART POPHAM, SENIOR PARTNER,  
CLIFFORD CHANCE LLP**

*"The Doha Round is a unique opportunity to dismantle trade barriers to services generally, and in particular barriers to legal services in key markets around the world simultaneously, bringing benefits too in the form of improvements to the local legal infrastructure and access to innovative legal products and expertise."*

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**HENK VERMAAS, CEO CAPGEMINI  
NETHERLANDS B.V.**

*"Too many times nowadays Cap Gemini is confronted with barriers in offering our services on a global level. WTO/Doha is the only credible framework to reduce and alleviate these barriers thereby creating a truly global world".*

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**ANDREAS SEITZ, C&A EUROPEAN  
EXECUTIVE BOARD**

*"An updated GATS agreement with new opportunities for market-access in third countries would enable us to open up new stores in highly potential markets outside the EU."*

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**DR. DIETER ZETSCHKE, CHAIRMAN OF THE  
BOARD OF MANAGEMENT  
DAIMLERCHRYSLER/ HEAD OF MERCEDES  
CAR GROUP**

*"As a global company with operations in approximately 200 countries, DaimlerChrysler has a vital interest in a strong and rules-based multilateral trading system as the most effective means to further dismantling of both*

*tariffs and non-tariff barriers worldwide. The current multilateral trade round offers a window of opportunity to negotiate ambitious trade liberalization and achieve faster development.*

*DaimlerChrysler hopes that there will be sufficient political will to resume the suspended talks soon and to reach an agreement that substantially lowers tariffs and non-tariff barriers, most notably in those markets where customs tariffs tend to be far higher than on OECD-average."*

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**DR. JOSEF ACKERMANN, CHAIRMAN OF THE  
MANAGEMENT BOARD AND THE GROUP  
EXECUTIVE COMMITTEE, DEUTSCHE BANK  
AG**

*"Without a successful conclusion of the Doha Development Agenda, the world trading system is prone to increasing protectionist pressure, a proliferation of the distorting effects of bilateral trade agreements and increasing market fragmentation. In the long run, a failure to conclude global trade negotiations would seriously undermine the open world economy, including the global capital markets. Incidentally, liberalisation of financial services is in the interests of advanced and emerging economies alike, as more efficient financial markets not only provide new opportunities, but also support the processes of development."*

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**DR PETER BERNERT, OWNER, DIE  
BRIEF TAUBE (FASHION RETAILER), VIENNA,  
AUSTRIA**

*"As a fashion retailer I need the stable and predictable multilateral policy environment that only the WTO can provide."*

**IAN DUDSON, DUDSON LTD,**

*"The WTO Doha round represents the best opportunity for trade distortions to be removed and the stalling or failure of these talks would be a missed opportunity. It is vital for UK companies such as ours that the DDA is re-established and brought to a successful conclusion."*

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**BERNARD MERIC, CHAIRMAN , EXECUTIVE COUNCIL, AMERICAN CHAMBER OF COMMERCE TO THE EUROPEAN UNION  
SENIOR VICE PRESIDENT EXTERNAL AFFAIRS EMEA  
HEWLETT-PACKARD**

*"HP believes that multilateral trade agreements are the best way to achieve a level playing field trading system and would therefore warmly support the successful completion of the Doha Round.*

*HP advocates a true level playing field where internationally accepted standards can be used for providing products and services and where unclear and complex systems of national standards and product approval schemes are eliminated. The success of Doha is crucial to achieving this goal."*

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**MICHAEL TRESCHOW, CHAIRMAN OF THE BOARD OF DIRECTORS, ERICSSON**

*"Only a multilateral deal is good for business, consumers and society as a whole. So my appeal to world leaders is the following: the world economy is watching you! Save the WTO and the Doha Round for the benefit of all!"*

**ALAN JENKINS, CHAIRMAN, EVERSHEDES LLP**

*"Legal services have an important role to play in facilitating the smooth and easy flow of trade and investment from one country or region to another. As a firm whose strategy is built on this principle and on the basis of collaboration on a formal structured basis in Eversheds International we see the daily proof of this statement in our business. Our business has grown as has that of our associated firms. This is also more than just about business flows but also about sustainable development in that we are happy to exchange know how, expertise and experience to the mutual advantage of the cooperating law firms and clients we serve. This is not possible unless there is a liberal market for legal services. The rising tide lifts all boats. Compare the experience of those countries which permit the free establishment and exchange of ideas with those that don't and the case is clear."*

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**JEFF IMMELT, CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER, GENERAL ELECTRIC**

*"The prize of a successful and ambitious Doha Round can still be won ... (and) is well worth the intense effort it will take to conclude the talks ... GE strongly supports that effort in the belief that the creation of substantial new business opportunities in a multilateral environment will translate into higher living standards across the globe".*

**PETER VAN BEEK, GD BEMONTEX,  
NIEUWEGEIN, THE NETHERLANDS**

*"The WTO is a very important organisation and its existence will be vital for economic growth and a better spread out of economic funds throughout the world"*

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**HEINZ WERNER, HEINZ WERNER TEXTIL  
GMBH, WOLLBACH - BAD NEUSTADT,  
GERMANY**

*"Recent cases have shown how urgently world trade needs stricter multilateral rules on antidumping. Reinforced WTO rules on antidumping would make my life much easier."*

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**HANS ULRICH MAERKI, CHAIRMAN, IBM  
EMEA**

*"The services economies in both developing and developed countries are increasingly important engines of economic growth and employment. Globally integrated companies, whether large or small, are playing a positive role in bringing innovation to new markets. The Doha Development Agenda provides an essential framework for liberalised trade in services and thus underpins the future of global economic growth."*

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**MR. JOUKO NIEMINEN, MANAGING  
DIRECTOR OF INTRADE PARTNERS OY  
(FINLAND)**

*"Trade facilitation at the WTO-level would save our company a significant amount of money. Money that at present is being wasted on unnecessary bureaucratic constraints."*

**PROF. DR. HELMUT MERKEL,  
KARSTADTQUELLE**

*"Procedural barriers do not only concern customs procedures in third countries but also - to a large extent - at European borders and so it is essential that the DDA will be concluded successfully. We need a multilateral agreement on trade facilitation."*

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**ARNDT G. KIRCHHOFF, CEO OF KIRCHHOFF  
AUTOMOTIVE GMBH & Co. KG**

*"Small and medium-sized enterprises especially need a strong WTO as SMEs benefit in particular from international legal certainty and transparent rules. The WTO negotiations offer the potential to greatly improve access for European companies to the rapidly growing emerging markets. This opportunity must be seized."*

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**AD SCHEEPBOUWER, CEO KPN**

*"KPN is active in telecommunications and IT businesses. The internet has given a huge boost to the globalisation of these businesses, which need to be able to operate across borders unhampered by any national restrictions impeding free enterprise, competition and innovation. KPN views the WTO as the most important actor to counter unjustified protection of national trade interests".*

**LORD PETER LEVENE – CHAIRMAN -  
LLOYD'S OF LONDON**

*"Even today there remains an assortment of barriers in many countries to the free transaction of insurance and reinsurance. The current WTO Trade Round provides a real opportunity to achieve progressive dismantlement of such barriers on a broad multilateral basis, thereby extending the benefits of liberalisation of insurance markets to a greater number of customers worldwide".*

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**SECONDO TRIBOLDI, METACHEM S.P.A.,  
SORESINA, ITALY**

*"As a chemical trader I need quick, efficient and reliable customs clearance systems. If adopted, the WTO agreement on trade facilitation would provide significant benefits to my company."*

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**DR. HANS-JOACHIM KÖRBER, CHAIRMAN  
OF THE BOARD OF MANAGEMENT AND CEO,  
METRO AG**

*« We need a liberal and reliable trade policy. More predictability and less red tape are indispensable for our business operations worldwide. To ensure the indispensable level playing field, there is no alternative to the WTO - the Doha Round must succeed. »*

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**ALPHONS SCHOUTEN, SENIOR VICE  
PRESIDENT MEXX EUROPE HOLDING BV**

*"A successful conclusion of the Doha negotiations is crucial for our industry and its future. For Mexx as a globally operating company a WTO agreement is vital for real free trade and accessibility of countries. It is equally of vital importance to the developing world."*

**DR. MICHAEL OTTO, OTTO GROUP,  
GERMANY**

*"An increase in international trade as a consequence of a successful DDA conclusion will support the efforts to prevent unacceptable working conditions and to decrease inefficient supply chains in supplier countries to the benefit of local workers and consumers."*

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**KARL PISEC, PISEC GROUP, VIENNA,  
AUSTRIA**

*"As an export trader with a special interest in Russia and many other countries in all parts of the world I need to be sure that simple and harmonised rules are effectively applied. Only the WTO can provide such rules."*

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**PETER ELVERDING, CEO ROYAL DSM**

*"For my company broad market access for industrial products, transparent rules and sufficient trade facilitation are essential for economic prosperity and further growth".*

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**GERARD KLEISTERLEE, PRESIDENT AND  
CEO, ROYAL PHILIPS ELECTRONICS**

*"Philips as a global leader in healthcare and lifestyle is a strong supporter of the WTO and the aims of the Doha Development Agenda. It will simplify market access globally and stimulate trade which makes good sense as a way to raise standards of health and welfare around the world".*



**PETER SANDS, GROUP CHIEF EXECUTIVE,  
STANDARD CHARTERED BANK**

*"Liberalisation of barriers to trade has been a major factor in enabling emerging economies to grow their way out of poverty. It is essential that the WTO's current multilateral trade negotiations should reinforce that process so as to provide a further stimulus to global flows of trade in goods and services."*

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**DR. F.B. HUMER, CHAIRMAN OF THE BOARD  
OF DIRECTORS AND CHIEF EXECUTIVE  
OFFICER OF ROCHE HOLDING LTD,  
CHAIRMAN OF EFPIA**

*"Open markets for products, investment and technology are the basis for economic growth, more jobs and higher living standards in the developed countries as well as in the developing world. In addition, strong IPR protection in such an open global trade system will guarantee high investments in research and the development of innovative new products and healthcare solutions to the benefit of patients, the society and the national healthcare systems. Therefore, it is crucial that the DDA with the objective to improve the Global Trade System will be completed as soon as possible."*

**PETER BAKKER – CEO OF TNT**

*"As a facilitator of industry and trade, TNT has seen at first hand what a modern global economy can mean for citizens of all nations to improve their standards of living. We therefore strongly urge all WTO members to end the current deadlock in the negotiations and work towards a successful conclusion of the Doha Development Round"*

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**KEES VAN DER WAAIJ, CEO UNILEVER  
NETHERLANDS**

*"A successful conclusion of the Doha Development Agenda would offer tremendous trade opportunities for developing countries and will sustain economic growth. This will result in increased purchasing power in consumer markets which are important for Unilever".*