**Business for Development**  
**Implications for Export Strategy-Makers**

**Strategic Implications of the Doha Development Agenda**

**The Issue:** The Doha Development Agenda provides a vital opportunity for all developing countries and transition economies to improve their position in the international market place through influencing the rules that govern the Multilateral Trading System (MTS). To achieve this, they must improve the efficiency and content of their trade policy formulation and negotiating processes through a deeper and meaningful partnership between the public and private sectors.

Many developing country Governments have not succeeded in involving the business community in the formulation of WTO negotiation strategies. Business, for its part, has not always been able to understand developments in the MTS and to articulate its position effectively on issues under negotiation in the WTO.

In short, in the area of MTS, business advocacy culture is weak and business advocacy institutions are poorly developed.

**The Proposition:** Effective participation in the negotiation, and the MTS in general, can only be achieved if the implications of the negotiation for business (and the impact on its long term competitiveness) are fully understood and reflected in the national negotiating position.

This requires three things:

- An informed business community (i.e. informed and aware of the issues being negotiated, and their implications)
- A managed programme of advocacy to influence the national negotiating position
- A receptive public sector (ready to adjust negotiating positions to business sector requirements and to promote active advocacy).

Efficiency in trade policy formulation and the implementation of follow-up competitiveness strategies, require Government and business to co-operate on an on-going basis. This, in turn, requires the creation of mechanisms to broaden awareness, deepen dialogue and promote consensus between the public and private sectors.

There is no “magic formula”. Each country has to define its own approach. There are, however, common features of any successful effort to establish effective business advocacy.

**Focus of the Debate:** We propose the debate focus on the following:

1. What are the key issues for developing/transition economies on the Doha Development Agenda where the business advocacy can make a real difference?

2. What are the essential features of a successful effort to establish effective business advocacy and is there a “best practice” or a set of “good practices” which should be applied?

3. What are the principal challenges confronting advocacy in the post-Cancun period and what should be the “best practice” responses?