



World Export Development Forum 2011, Opening Session
Tuesday, May 10 2011, 09h00 - 11h00

Welcome Address by H. E. Dr. Luzius Wasescha
Ambassador of the Permanent Mission of Switzerland to the WTO

Chairperson, Ms Patricia Francis, Executive Director of the International Trade Center,

His Excellency, Mr. Ali Babacan, Deputy Prime Minister of the Republic of Turkey,

Dr. Supachai Panitchpakdi, Secretary General of the United Nations Conference on Trade and Development,

Mr. Pascal Lamy, Director General of the World Trade Organization,

Her Excellency, Dr. Mary Michael Nagu, Minister of State in the Prime Minister's Office of the United Republic of Tanzania,

Mr. Ed Fuller, President and Managing Director, Marriott International Lodging,

Dr. Taleb D. Rifai, Secretary General of the World Tourism Organization,]
Ladies and Gentlemen,

[Alternatively: Excellencies, Distinguished Delegates, Ladies and Gentlemen]

Good morning.

It is a great honor and pleasure for me to address you on behalf of the Government of Switzerland. First of all, I would like to congratulate the International Trade Center, ITC, for organizing together with other partners this event in such a professional manner. This doesn't surprise me at all since the ITC is a long-standing strategic partner to us. Our Swiss State Secretariat for Economic Affairs, SECO, which is responsible, among others, for Switzerland's trade related technical cooperation activities, has been partnering the ITC for more than 10 years in the implementation of the World Export Development Forum.

I would also like to thank the Republic of Turkey for generously hosting us these days in the fascinating town of Istanbul.

Switzerland being itself a famous tourist destination is of course particularly keen on putting sustainable tourism on the front-burner of discussions. Income from tourism accounts to roughly one third of our total export earnings. This reflects some 36 million tourist nights in 2010 and shows the importance of tourism in our services industry.

Talking about the role of tourism as a driver for growth and sustainable development is therefore something close to the heart of almost every Swiss. Personally, I originate from a beautiful tourist area in Switzerland and know first-hand what attracting and maintaining tourism means because that region depends economically for almost 100% on tourism.

While tourism can create positive effects for a whole region there are also risks associated. On the positive side, suppliers of all kinds of goods and services can benefit from increased demand; jobs are being created and migration patterns may improve by stopping people from leaving otherwise less productive areas. On the potential negative side, we have to take into account environmental impacts as well as socio-economic dynamics that might be affected, to mention just a few.

Today's tourism demands more and more not only quantity but also better quality. Before deciding on a destination, travelers ask themselves how a place is faring in

terms of safety and security, in terms of observation of ethical and social standards but also in terms of environmental impacts.

These expectations have to be addressed by a tourist destination in order to have best chances for success. Worldwide, competition for attracting tourists is getting tougher. A destination is usually successful when framework conditions are suitable and the reputation regarding observation of internationally accepted standards is unblemished. Building on this with a convincing product mix will add the cutting edge which can trigger a positive tourist response.

Excellencies, Ladies and gentlemen,

Let me assure you of the continued interest and support of my government in promoting sustainable tourism also together with our global partners. Our strategic orientation includes the strengthening of competitiveness and sustainability of touristic offers, the improvement of a conducive institutional framework and improving market access and touristic information. In concrete terms this translates into support of the creation of sustainable Destination Management Organizations, the development of modern hospitality management as well as introducing Fair Trade concepts into.

I'm not the expert in tourism apart from being an occasional tourist myself and would therefore like to keep my intervention short. More detailed discussions during the plenary sessions and workshops of the coming two days will shed more light on this topic and provide us with more insights.

I wish all of us fruitful deliberations and a successful forum.

Thank you for your attention.

* * * * *