

**WORLD EXPORT DEVELOPMENT FORUM 2007**  
**Bringing Down the Barriers –**  
**Creating a Dynamic Export Development Agenda**

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**Thursday, 11 October 2007**

Plenary Brainstorming – Part 1

**The Dynamic Export Development Agenda: Implications for Technical Assistance**

Lakshmi Puri, Acting Deputy Secretary-General, UNCTAD, Switzerland  
Stephen Browne, Deputy Executive Director, ITC  
Hans-Peter Egler, Head, Trade and Clean Technology Cooperation Development, SECO, Switzerland  
Richard S. Newfarmer, Special Representative to the UN and WTO, World Bank, Switzerland  
Moderator: Tim Sebastian, Chairman, Doha Debates, UK

This roundup session put together eight recommendations on technical assistance suggested by the panellists, drawing from the past two days of discussions on ways to meet the current need for dynamic export development:

- Target correctly, embrace a holistic approach – find the right groups to reach.
- Use wiki(nomics) – along the lines of the Internet-based Wikipedia, create a “Tradepedia” of on best practice in export development, with knowledge contributed freely by experts around the world.
- Set up national e-based “first-stop-shops” on exporting, based on networks of local experts.
- Replenish IDA – the aid allocation from the concessional arm of the World Bank.
- Put competitiveness at the centre of development strategies.
- Facilitate technology transfer (look into public intellectual property transfers); bring Foreign Direct Investment into the process.
- Bench-learning institutions: create self-learning portals about benchmarking for exporters and standards specialists.
- Re-direct Aid for Trade from governments to exporters with potential for growth and wider economic impact.

Moderator Tim Sebastian asked the participants who approved of all these recommendations to put up their hands, and noted that about half of the representatives of the 40 countries seemed to go along with the proposals.