



21 February 2013

## IOE PARTICIPATION IN LAUNCH OF WTO BUSINESS SURVEY

WTO presented the findings of a survey on their interface with business which showed general satisfaction with their current outreach but a need to have more dedicated information and contact with business. In response WTO has set up a [dedicated webpage for business](#). They are also providing an e-newspaper as part of their enhanced communications and interaction strategy. To register for this IOE members can go to <http://icd.wto.org/member/register.aspx?l=e> and register your data as a public user.

Adviser [Janet Asherson](#) presented the IOE's insights alongside other business organisations at this event where the main issues of concern to business were noted as:

- Business aspirations for tariff-free market access
- Elimination of trade subsidies
- Concern about the definition of environmental goods within the context of trade liberalisation
- Need to analyse global value chains

The WTO is considering setting up a Business Advisory Committee and will discuss this further with business representatives. IOE will keep members informed of developments.

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