

## **Willem van der Geest**

The flagship report of the International Trade Centre (ITC) – the joint agency of the World Trade Organization and the United Nations - on "Market access, Transparency and Fairness in Global Trade" will be presented at this seminar. It was published in December 2010, and is available at [www.intracen.org/publications](http://www.intracen.org/publications) and at the lecture. This is the first of an annual series on market access issues, focusing on reducing global poverty by improving market entry for developing countries and fairness in trade. It discusses trade transparency and fairness in the context of global trade; highlights key market access issues for developing countries such as tariffs, non-tariff measures and the utilization of preferences; examines the relationship between export development and poverty reduction, and outlines implications for both developing country policies as well as international measures to improve markets. The report includes an analysis of the outcomes and impact of 'Fair Trade' voluntary standards on producers and exporters in developing countries.

Willem van der Geest is ITC's Lead Economist and Acting Director of the Division of Market Development. He is responsible for ITC's market analysis and research as well as ITC's work on trade intelligence and sector development. He holds a PhD in Economics from the Faculty of Economics, University of Cambridge. He has published widely on issues of structural adjustment, food policy management and distribution-improving development policies. He has worked with the University of Oxford as well as a Brussels-based think tank, linked to the European Commission.