



WCP planned 2016 activities

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WORLD TRADE ORGANIZATION
ORGANISATION MONDIALE DU COMMERCE
ORGANIZACIÓN MUNDIAL DEL COMERCIO



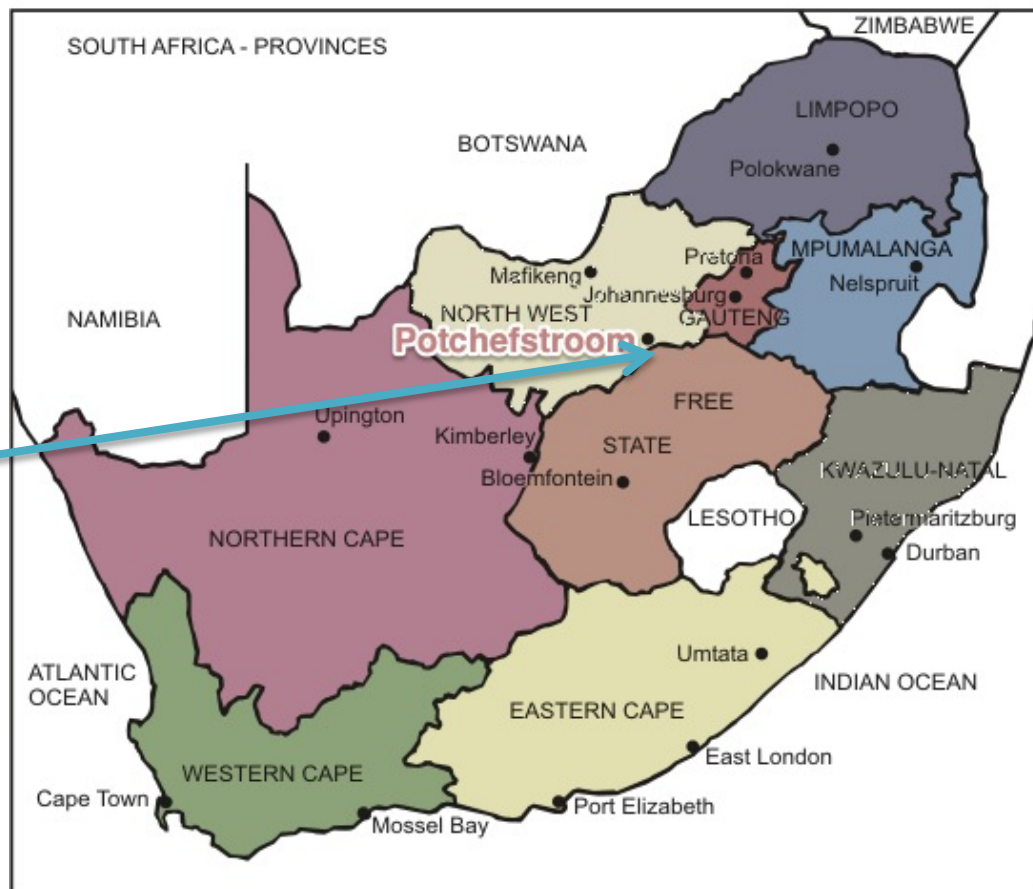
NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
POTCHEFSTROOM CAMPUS

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TRADE research entity

North-West University, South Africa



- Specialists in international trade and economic development
- WTO Chair, 2014-2018
- 15 full-time researchers
- 1 part-time researcher
- MCom & PhD:
 - International Trade
 - Economics

Vision of the TRADE research entity: *“To be a respected authority and leading research entity in the fields of international trade and sustainable economic development, delivering well-rounded graduates, relevant, high-quality and focused research, as well as commercialised expertise, thereby supporting the NWU, government and private sector in their endeavours to bring about a more inclusive and competitive economy, and productive society.”*

Research pillar...



What?

- ❖ Produce more high-quality research outputs, covering a wider range of (especially WTO-gearred) topics

How?

- ❖ Send selected TRADE members for external training/coaching in writing for publications
- ❖ Promote stronger collaboration within TRADE in generating and tackling research topics
- ❖ Sourcing higher impact/ ranked journals for article submission
- ❖ Allocate more funds for content editing
- ❖ Promote networking/collaboration with other WTO Chair holders
- ❖ Allocate more funds to facilitate TRADE members' participation in high-level conferences

Research pillar... contd



What?

- ❖ Increase number of high-quality Master's and PhD students

How?

- ❖ Strengthen marketing effort to attract Master's and PhD students
- ❖ Fine-tune selection criteria for Master's and PhD applicants
- ❖ Award attractive WTO- and NWU-funded bursaries to deserving Master's and PhD students

Research pillar...contd



What?

- ❖ Bring TRADE's WTO-related activities and research outputs to the attention of a larger/more influential audience

How?

- ❖ Convene high-level gatherings to stimulate debates on trade/WTO-related topics (e.g. planned 2016 conference)
- ❖ Distribute timely press releases and policy briefs on WTO-geared events and working group outputs
- ❖ Make effective use of electronic, social and other media to reach and encourage conversations with target audiences

Curriculum Development pillar



What?

- ❖ Enhance TRADE members' skills in carrying out advanced research

How?

- ❖ (With input/assistance from WTO experts), produce a draft curriculum for an Advanced Research Methodology Course aimed at Master's and PhD students
- ❖ Send selected TRADE members and PhD students on STATA training, delivered by WTO experts

Curriculum Development pillar ... contd



What?

- ❖ Upgrade/expand international trade programme curricula (under and post graduate) to reflect more WTO-related content (e.g. market access, trade facilitation, trade costs, dispute settlements, GVCs, etc.)

How?

- ❖ Identify relevant content from TRADE's research and outreach activities
- ❖ Engage WTO and other experts to give periodic talks on relevant subject matter
- ❖ Collaborate with designated curriculum/content development specialists

Curriculum Development pillar ... contd



What?

- ❖ Enhance quality of Master's and PhD students' written outputs

How?

- ❖ Collaborate with Centre for Academic and Professional Language Practice (CAPLP) in upgrading/better tailoring current Academic Writing Skills Course for Master's and PhD students
- ❖ Provide Master's and PhD students with more focused developmental assistance, e.g. coaching in structuring and writing high-impact research proposals and dissertations/theses

Outreach pillar



What?

- ❖ Extend TRADE's/the WTO Chair's reach, and expand its network both locally and internationally

How?

- ❖ Continue to expand the TRADE website and WTO link: www.nwu.ac.za/trade/wto and analyse traffic
- ❖ Conduct WTO-TRADE roundtables aimed at influential academics, government and business representatives, and produce high-level policy briefs/press releases from the proceedings
- ❖ Use social media to stimulate conversations with potential and current students, and other interested parties
- ❖ Plan /organise a high-level WTO conference/ roundtable on WTO related topic in Sept/Oct 2016

Outreach pillar ... contd



What?

- ❖ Recognise excellence in WTO-related research outputs

How?

- ❖ Award WTO prizes for best Master's and PhD dissertation/thesis
- ❖ Award WTO prize for best research article

2014/15 WTO-TRADE Highlights



WTO Chair Launch

On 17 September 2014, at the formal WTO Chair Launch at the North-West University, Prof Wilma Viviers was honoured as one of seven global candidates chosen by the World Trade Organisation (WTO) for its latest Chairs Programme



WTO-TRADE GVC roundtables

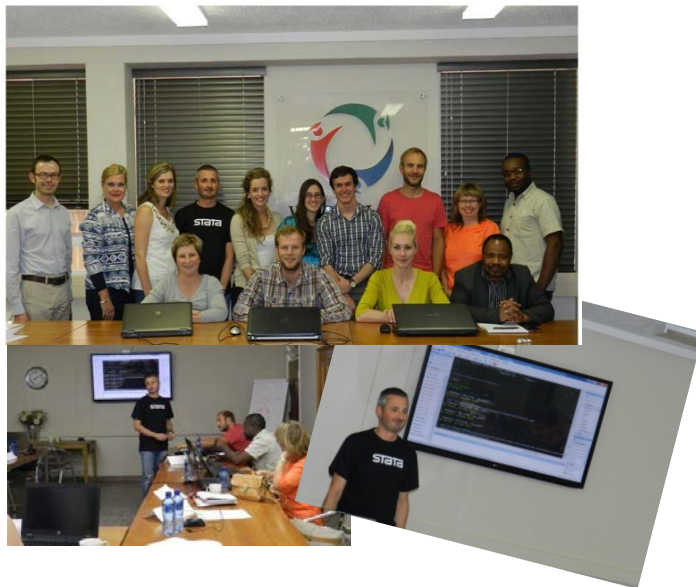
Several WTO-TRADE Global Value Chain roundtable discussions took place throughout the year. Participants included representatives from the South African Department of Trade and Industry and the Agriculture Business Forum. Selected video interviews were also conducted after the events.

2014/15 WTO-TRADE Highlights



TRADE-WTO award functions

Four WTO-funded awards were presented at the TRADE-WTO award functions on 11 March and 13 August 2015 for best Master's dissertation, best PhD thesis, best research paper and most promising honours (4th year) student



STATA training

Two presenters from the WTO presented a course from 8 to 11 September 2015 on using the STATA statistical program, including training in basic descriptive statistics, as well as econometric methods, gravity models and partial equilibrium analysis through SMART

2014/15 WTO-TRADE Highlights



UNCTAD Virtual Institute Workshop

The UNCTAD Virtual Institute presented a workshop from 15 to 19 June 2015 on trade and gender analysis, hosted by the North-West University's TRADE research entity. The workshop focused specifically on different methods of empirical analysis of the links between trade and gender.



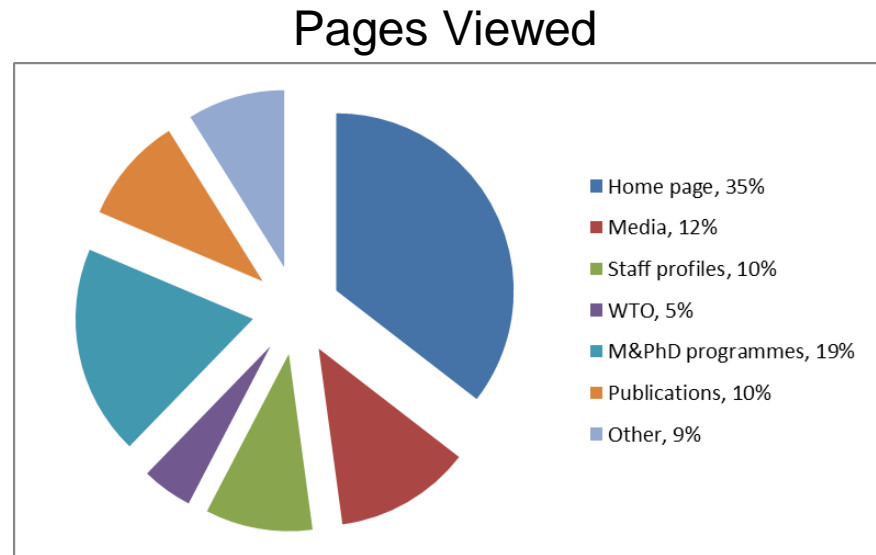
Partnerships and networking

In 2014/15, TRADE continued to consolidate its ties with various institutions and grow its local and international networks. This included signing MOU's with various national institutions and international universities such as well the North West Provincial Government, Department of Agriculture, Forestry and Fisheries and the Maastricht School of Management in the Netherlands

Web Statistics – Aug to Oct 2015

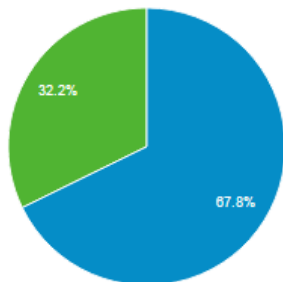


Visitor country	Sessions	
1. South Africa	737	48.20%
1.a. (of which NWU)	350	22.89%
1.b. (of which other SA)	387	25.31%
2. United States	163	10.66%
3. Russia	156	10.20%
4. (not set)	145	9.48%
5. China	32	2.09%
6. Kenya	28	1.83%
7. Netherlands	21	1.37%
8. Germany	19	1.24%
9. Zimbabwe	18	1.18%
10. Japan	17	1.11%

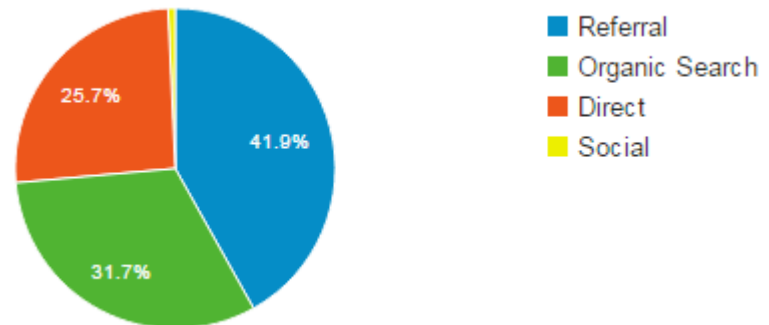


New vs. Returning

■ New Visitor ■ Returning Visitor



Acquisition





Thank you

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www.nwu.ac.za/trade



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