**Talking Points**

By Talal Abu-Ghazaleh

* Congratulations D.G. Roberto Azevedo.
* Distinguished Excellences & friends.
* A Businessman perspective on:

1. Internet Era
2. Digital Products
3. IPR on the Internet
4. Internet Innovation
5. Conclusions
6. INTERNET ERA

* Four Documents (to take and Shred)
  + WTO at the Crossroads; A Report on the Imperative of a WTO Reform Agenda (As Panelist).
  + WTO Blueskying; Ideas for the New DG (With Evian Group).
  + Pursuing 21st Century Trade Rules for the Internet Era (Brief Statement).
  + Pursuing 21st Century Trade Rules for the Digital Economy (Discussion Paper ).
* Three proposals **ITA, IPR & BAC.**
* Internet is subsequent to WTO.
* A new mode requires new trade rules.

1. DIGITAL (KNOWLEDGE) PRODUCTS

* WTO E-commerce program is on track.
* Trade in digital products and not E-Commerce is the question.
* Google’s trade needs a mode 5.
* Knowledge traders such as Google, Yahoo, Facebook, Tuenti, Baidu, Yandex, Microsoft, Bing, now Ali Baba are some of the largest traders.
* E-bay, Rakuten, MercadoLibre, for example, underpin SME trade internationally and that trade is growing.

1. IPR ON THE INTERNET

* Internet IP protection and promotion is globally lacking.
* Very little achieved beyond the UDRP by ICANN. We need an INTERNET DSS.
* IPR Protection is the fuel that lights the fire of creativity in society- Franklin Roosevelt.
* We need that fuel for Internet creativity. TRIPS in collaboration with WIPO.
* WIPO needs to develop an IPR discipline for the internet economy.
* As AGIP Chair( totally web based) I claim that discipline is lacking.

1. INTERNET INNOVATION

* The beauty of the computer is that the person at the other end does not realize that I am dog- Era [Magazner](https://www.google.com.eg/search?rlz=1T4SKPT_enEG415EG446&biw=1257&bih=609&q=Era+Magazner&nfpr=1&sa=X&ei=hClIUvKfCoS3hAfG94C4AQ&ved=0CC0QvgUoAQ)- Democracy.
* Knowledge products and knowledge creation will be the source of future wealth of economies all over the world.
* If the UN can get involved with ICT, surely WTO can as well. If not, something is very wrong.
* As Co-Chair of the UN ICT TF, Chair UNGAID and as founder of the UN IGF(2001), I can certify that UN did.
* Internet is a platform for innovation.
* New ICT Technologies are the fastest growing innovations.
* Internet makes trade growth and wealth creation more efficient, cheaper, faster and universal thus providing more democratization, transparency and employment.

1. CONCLUSION

* In my proposal document, I suggest a concrete roadmap.
* TAGorg and CCIA in collaboration with my great friend Hon. Sergio Marchi, we are developing strategies for implementation of the roadmap to be proposed to WTO based on conclusions of the roundtable, we held last week in Washington.

1. Accordingly, I suggest that the WTO DG may appoint a **multistakeholder digital economy taskforce**
2. I also suggest that the WTO DG may establish a **Business Advisory Council** to engage the private sector at the WTO remembering that business is the trader while the negotiating governments are the regulators.
3. Further, TRIPS Council may consider establishing with internet community representatives a joint **TF for an IPR Agreement.**