



WTO ACCESSIONS: COMMUNICATIONS STRATEGY

PRESENTED BY: AXEL M. ADDY,

Former Chief Negotiator/Minister of Commerce and Industry, Liberia

THIRD REGIONAL DIALOGUE ON WTO ACCESSION FOR AFRICA

ADDIS ABABA, ETHIOPIA

FEBRUARY 13, 2020



ECOCAP
INVESTMENT
GROUP

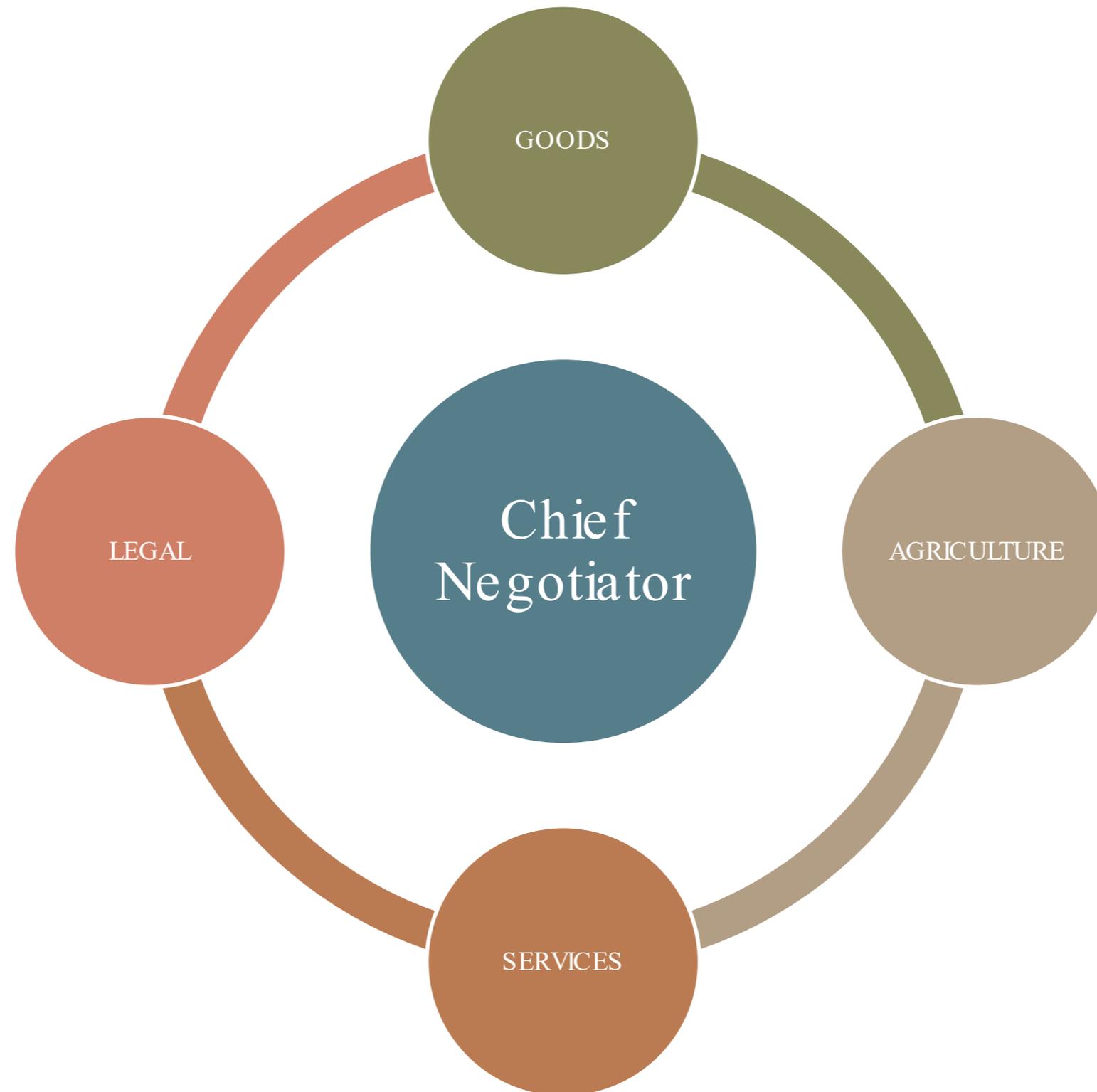
Agenda

- Team
- Stakeholders
- Messaging
- Messengers
- Building Momentum

Assumptions

- Gov't National Development Agenda
- National Trade Policy
- MFTR Submitted
- Political Commitment at Highest Level
- Chief Negotiated Appointed
- Core Team Constituted
- National Accession Strategy

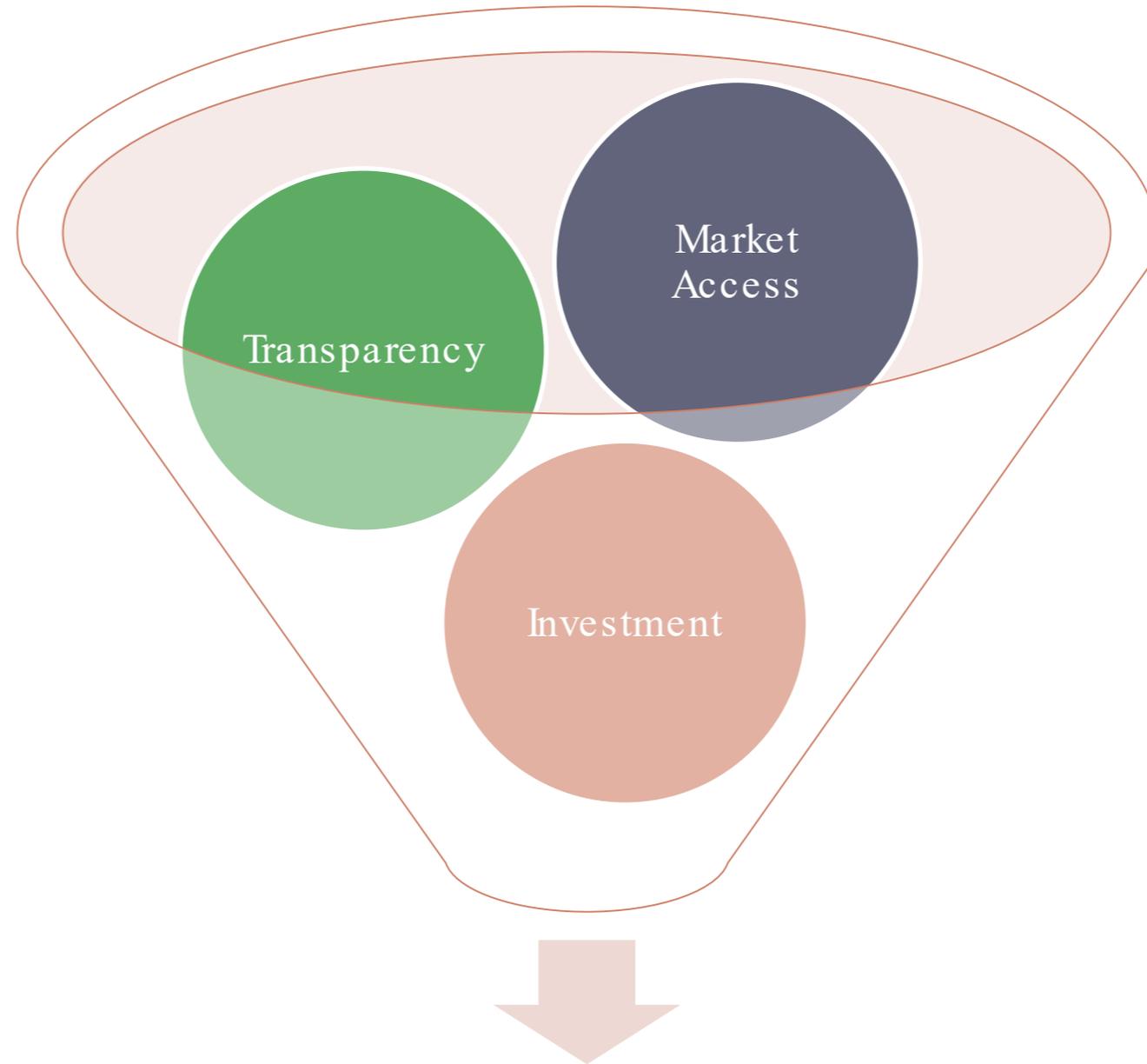
Communications Strategy: The Chief Negotiator and Technical Focal Points



Communications Strategy: Stakeholders

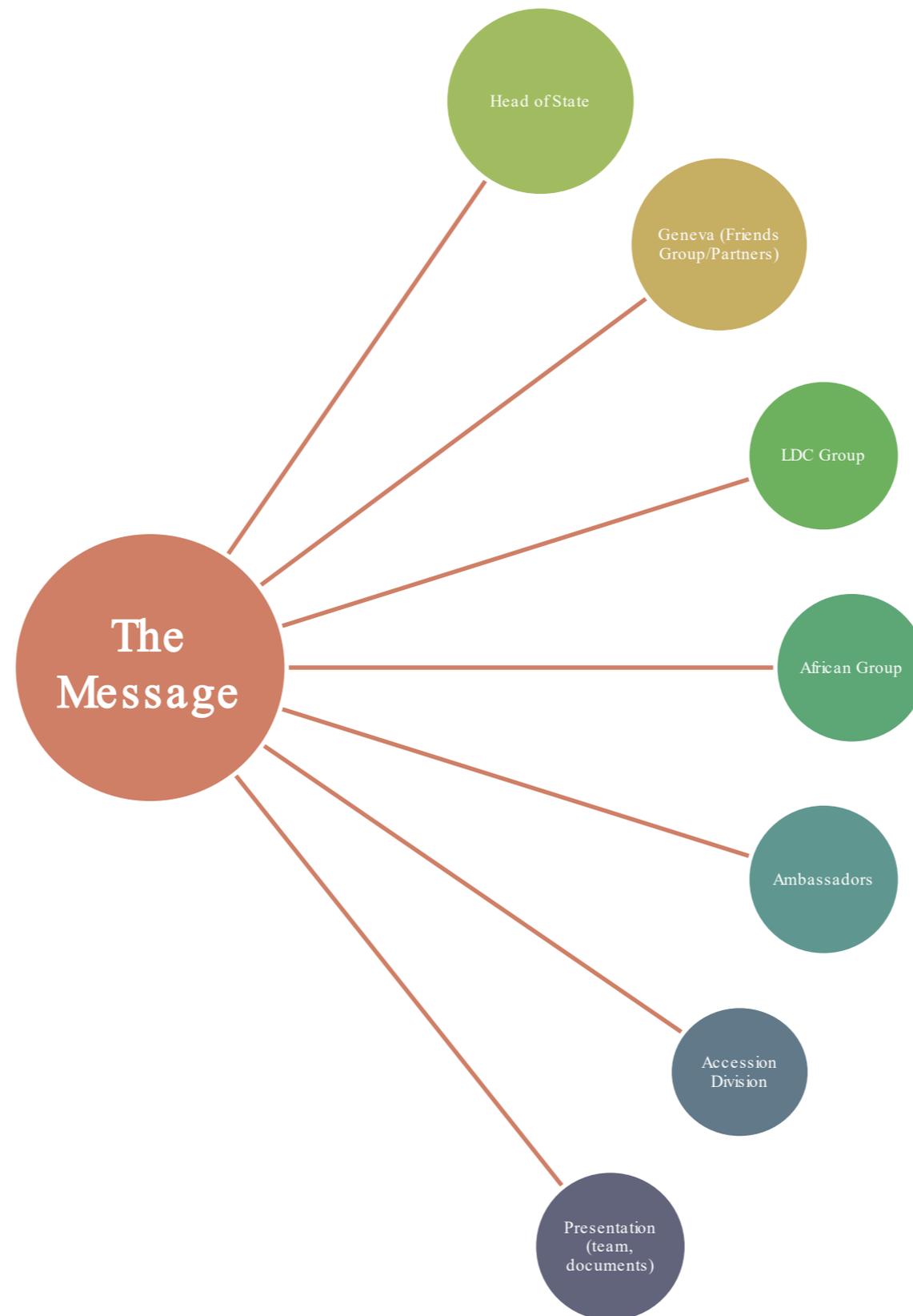


Communications Strategy: Messaging

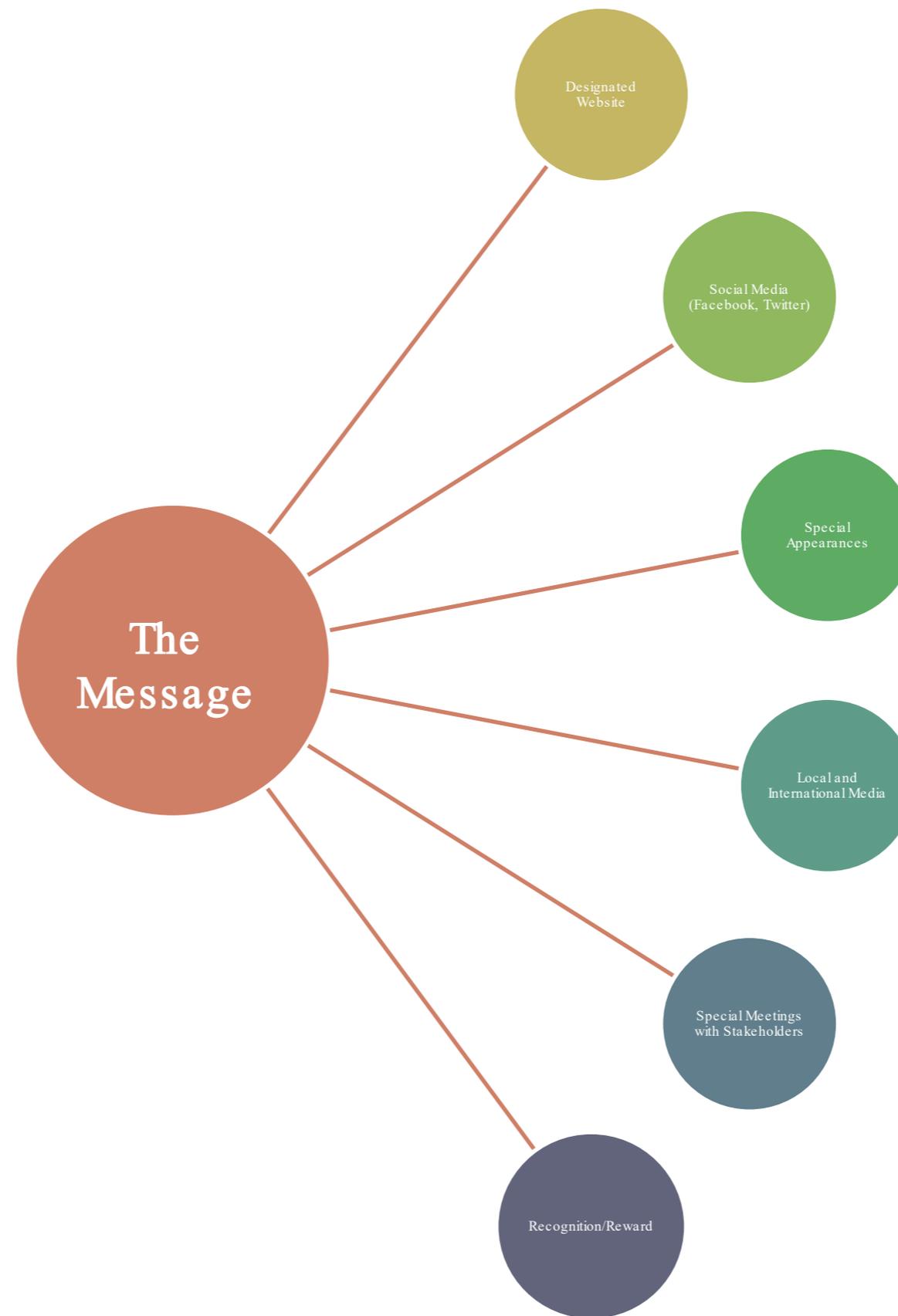


People/Lives/Citizens

Communications Strategy: Messengers



Communications Strategy: Building Momentum





Joining the WTO is for You,
Not the WTO!

Thank You!

Contact Us

www.ecocapinvestmentgroup.com

aaddy@ecocapinvestmentgroup.com

