

## World Trade Forum 2010

# Trade Governance in the Digital Age

World Trade Institute, University of Bern  
*with the kind support of the Ecoscientia Foundation*

## Tentative Programme\*

Day One: Friday, 3 September 2010

**14:00-14:15**

Thomas Cottier and Mira Burri (both World Trade Institute)

**Welcome**

**Session 1: Tectonic Shifts in Digital Trade Markets and Regulation (14:15-15:45)**

Anupam Chander (University of California, Davis)

**Trade 2.0**

Thomas Cottier (World Trade Institute)

**New Technologies and International Economic Law**

Christian Tietje (University of Halle)

**Global Information Law**

Mira Burri (World Trade Institute)

**Digital Media and Their Impact in the Context of International Trade**

*Chair and discussant:* John Palfrey (Harvard University)

*-Coffee Break-*

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\* All speakers confirmed; some contributions' titles only provisional; chair and discussant roles to be confirmed.

**Session 2: Old and New Buzzwords in the Digital Trade Discourse (16:15-17:30)**

David Luff (Appleton Luff)

**Convergence**

Pierre Larouche (University of Tilburg)

**Net Neutrality**

John Palfrey (Harvard University)

**Interoperability**

*Chair and discussant:* Sacha Wunsch-Vincent (World Trade Institute and WIPO) / *discussant:* Chris Marsden (University of Essex)

**Day Two: Saturday, 4 September 2010**

**Session 3: The State of Play in Trade and Trade Regulation. Prospects for Change (9:00-11:00)**

Martin Roy and Lee Tuthill (both World Trade Organization)

**What's in a Name? GATS Classification and Negotiating Issues for Online Services**

Sacha Wunsch-Vincent (World Trade Institute and WIPO) and Arno Hold (Swiss Federal Institute of Intellectual Property)

**Trade Rules for the Digital Age – Re-engineered Version 2.0**

Rohan Kariyawasam (University of Cardiff)

**Better Regulation of Digital Markets: A New Look at the Reference Paper?**

Henry Gao (Singapore Management University)

**Searching for the Missing Link: Trade, Censorship and Human Rights in the Digital Era**

Panagiotis Delimatsis (University of Tilburg and World Trade Institute)

**Protecting Public Morals in a Digital Era: Revisiting the WTO Rulings in US – Gambling and China – Audiovisual Products**

Amy Porges (Porges Law)

**A Look from the Practice: Making Trade Rules Work for Those Doing Business in the Internet Economy**

*Chair and discussant:* Pierre Sauvé (World Trade Institute) / *discussant:* David Luff (Appleton Luff)

-Coffee Break-

#### **Session 4: The Impact on Digital Technologies on the Global Intellectual Property Regime (11:15-12:45)**

Antony Taubman (World Trade Organization)

##### **TRIPs and Digital Technologies**

Daniel Gervais (Vanderbilt University)

##### **Country Clubs, Empiricism, Blogs and Innovation: The Future of International Intellectual Property Norm-Making**

Mathias Schaeli (Swiss Federal Institute of Intellectual Property)

##### **Technological Evolution in the Digital Age: Paradigm Shift for the International Intellectual Property Enforcement in Global Trade?**

Jeremy de Beer (University of Ottawa)

##### **Digitisation, Orphan Works Licensing and the Role of Rights Management Information**

*Chair and discussant: William New (IP Watch) / discussants: Carsten Fink (WIPO) and Cyrill Rigamonti (University of Bern)*

*-Lunch Break-*

#### **Session 5: Digital Technologies, IP and Development (14:00-16:00)**

Sisule Musungu (IQSensato)

##### **IP, Development and the Changing Geography of Innovation in the Digital Age**

Ahmed Abdel Latif (International Centre for Trade and Sustainable Development)

##### **The WIPO Internet Treaties and Developing Countries: Issues and Challenges**

Mira Burri (World Trade Institute)

##### **The Practical Reality of the Digital Divide beyond the Politics of Development**

Philipp Aerni (ETH Zurich and World Trade Institute) and Dominik Rügger (ETH Zurich)

##### **Promoting Entrepreneurship and Development through E-mentoring Platforms**

Martin Labbé (International Trade Center)

##### **Harnessing ICTs for Development: The Trade-related Technical-assistance Perspective**

*Chair and discussant: Dominique Foray (University of Lausanne) / discussants: Rohan Kariyawasam (University of Cardiff); Constantine Bartel (UNCTAD)*

***Wrap-up and farewell***