

INFORMATION NOTE FROM THE DIRECTOR-GENERAL

MARK YOUR CALENDARS:
WTO OPEN DAY - 19 SEPTEMBER 2010

On 19 September 2010 the WTO will, for the second time, open its doors to the general public as a means of bringing together WTO Members, staff and local residents.

Last year's event was a great success, attracting more than 5,000 visitors to the Centre William Rappard. About 20 delegations participated in the event offering food, wine and souvenirs from their respective countries. Your contribution last year was very valuable and appreciated by the visitors. This year, we would like to encourage more delegations to take part in this special day.

Open Day 2010 will demonstrate the organization's ongoing engagement with the Geneva and Swiss communities. The event provides an informal and relaxed way to inform the public about the WTO, enhance awareness of the organization's activities and improve the image of the WTO by presenting a human face to the public.

The Secretariat would very much like to organize this event in cooperation with Members so that together we can signal strongly that we are all part of the Geneva community.

If Open Day is to be another success, it will require active support and engagement from WTO Members. So, reserve the date in your calendars, and make every effort to contribute to this important initiative.

Members are invited to contribute to the international buffet (food and drinks) that will be organised, like last year, on the terrace of the lake-side of the WTO building. This note includes a registration form for delegations interested in contributing to the Open Day activities by setting up a national stand.

**WTO Open Day
Draft Programme
Sunday, 19 September 10:00 -- 18:00**

- 10:00 Opening Ceremony in CR
- Two mini debates on Geneva International and 15 years of the WTO
- Tours of the WTO building and artworks
- Exhibitions on the WTO in CR Lobby and Salle des Pas Perdus
- Exhibitions in rooms X, A, B and C on specific themes such as agriculture/food security, environment, the human face of the WTO, etc
- International buffet: National Stands will be set up on the terrace of the lake-side of the WTO building. Food and drinks will be available throughout the day.
- Activities for kids
- 18:00 End of Open Day
-

OPEN DAY REGISTRATION FORM FOR
DELEGATIONS INTERESTED IN SETTING UP A NATIONAL STAND

Contact Details

Mission: _____

Name of the Delegation Coordinator for setting up the national stand: Mr, Ms, Mrs

Family Name: _____ **First (Given) Name:** _____

Telephone: _____ **Mobile:** _____

Fax: _____

E-mail: _____

National Stand Information

Indicate what kind of electronic appliance(s) you plan on bringing (if any): _____

Please provide an indication of the quantity and type of food you will provide:

Cold plate(s): _____

Warm plate(s): _____

Dessert(s): _____

Please indicate if you plan on providing national beverages. If, so please list them: _____

Please send the filled out registration form by email or fax to:

E-mail: maria.perez-esteve@wto.org; or

by Fax: +41 22 739 54 58