

**GENERAL AGREEMENT
ON TARIFFS AND TRADE**

RESTRICTED

**Spec(94)29
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(94-1542)

SUPPLEMENTARY BUDGET 1994

**ADDITIONAL FUNDING IN 1994 AS A RESULT OF
THE DECISION TO CREATE THE WORLD TRADE ORGANIZATION**

<u>Additional Expenditure</u>	<u>Sw F</u>
1. Additional posts (1 D; 17 P; 5 GS for 2 months)	1,426,000
2. Additional funds for temporary assistance and overtime	400,000
3. Marrakesh and Implementation Meetings	200,000
4. Reproduction of documents	140,000
5. Translation	620,000
6. Development of a WTO logo	150,000
7. Printing and Audiovisual material	590,000
8. E.D.P.	150,000
9. Consultancy fees	<u>575,000</u>
Sub-Total	4,251,000
<u>Anticipated Budgetary Savings</u>	(140,000)
<u>Credit for Unforeseen Expenditure</u>	(100,000)
<u>Surplus Account 1993</u>	<u>(555,000)</u>
Total	<u>3,456,000</u>

1. It is proposed that the 1994 financial implications of the decision to create the WTO be financed by utilizing first the credit of Sw F 100,000 under the Budget section for Unforeseen Expenditure. As indicated at the last meeting of the Committee on 1 June 1994, the use of the Surplus Account of Sw F 556,146 (see doc. L/7483, paragraph 7) will have to be presented to the Committee; it is now proposed that this amount of some Sw F 555,000 be utilized for covering the supplementary budget. The balance amounting to Sw F 3,456,000 will be withdrawn from the Working Capital Fund (WCF) by application of paragraph (iii) (b) of the WCF rules and reimbursed by the inclusion of an item in the 1996 budget.

2. The Working Capital Fund stood on 30 June 1994 at some Sw F 6,161,000. Therefore, if this proposal is approved, the WCF could be reduced by the end of 1994 to about Sw F 2,705,000

Additional Expenditure

Additional posts

3. The cost of the creation of 23 new posts¹ in 1994 for a 2 month period, including the recruitment costs and the basic permanent equipment is estimated at Sw F 1,426,000. For the list of these new posts see Annex I.

Additional funds for temporary assistance and overtime

4. (i) The 1994 budget provided Sw F 130,000 for the replacement of staff during extended sick leave and additional staff for workload peaks. Today an amount of Sw F 200,000 has been spent and based on the needs already identified an additional provision of Sw F 150,000 is required.
- (ii) An amount of Sw F 250,000 is proposed for overtime. The 1994 budget provided Sw F 380,000 against an average expenditure over the last 5 years of Sw F 627,000, and as of end June Sw F 439,000 has been spent. It is anticipated that the requirement for urgent work will continue and that the total provision be increased to Sw F 630,000.

Marrakesh and Implementation Meetings

5. The estimated cost (the final position is not yet known) to the GATT of the Marrakesh Ministerial is Sw F 250,000. In addition there will be a meeting of senior officials in Geneva later in the year which is estimated to cost a further Sw F 50,000. As the 1994 budget provides Sw F 100,000 for such meetings, an additional provision of Sw F 200,000 is proposed.

Reproduction of documents

6. Some 77 million pages of documents were reproduced in 1993. As of the end of June 1994, some 44 million pages have been reproduced which is indicative of a production of the order of 100 million pages in 1994. On the basis of this projected increase for 1994, an additional amount of Sw F 140,000 is now required.

Translation

7. In view of recent developments it is now foreseen that additional funds will be needed for translation in 1994. In order to limit this expenditure, part of the additional work will be subcontracted to freelance translators working at home (which produces an approximate 40% saving). It is estimated that the translation of the analytical index into French and Spanish will cost Sw F 260,000. Also, work not foreseen when the budget was prepared, is the translation of the schedules of services concessions. Finally, the several preparatory subcommittees of the WTO and the Implementing Conference will create additional demand. Therefore an additional amount of Sw F 620,000 is needed for translation.

¹Pending the approval by the WTO Preparatory Sub-Committee on Budget, Finance and Administration.

Development of WTO logo

8. An amount of Sw F 50,000 is proposed to cover the cost of an international competition for a new logo and a further amount of Sw F 100,000 for the development of this logo (see Annex II).

Printing and Audiovisual Production

9. The printing of certified copies of the schedules of tariff concessions will cost more than foreseen initially (Sw F 40,000). This work is now estimated at some Sw F 300,000 (600 copies of 32 volumes totalling 26,632 pages). In addition a series of booklets on individual WTO agreements to include texts and explanatory material should be produced before the end of 1994. The cost of the production of these booklets is estimated at Sw F 305,000. Therefore a total of Sw F 565,000 is needed for Printing. The development of audiovisual material is also foreseen in 1994, including a film on the Marrakesh Meeting. It is estimated that an additional amount of Sw F 25,000 is needed in this respect.

EDP

10. To reduce the number of hard copies of the schedules of tariff concessions, it is necessary to also produce them in electronic form. This is estimated to cost Sw F 150,000.

Consultancy fees

11. The following amounts for consultancy fees related to the creation of the WTO are proposed:

- (i) for the job classification exercise: Sw F 150,000;
- (ii) for an external management review: Sw F 200,000;
- (iii) for the establishment of a new pension fund: Sw F 120,000; and
- (iv) for a new payroll and budget system: Sw F 150,000.

12. The estimates for the new pension fund and for a new payroll and budget system are dependent on decisions on the new salary scale to be taken by the Preparatory Committee. For the payroll and budget system, the final fee for consultants, should a completely new system be required, will be of the order of Sw F 150,000. The total cost of these consultancies is Sw F 620,000. As the 1994 budget provides only Sw F 48,000, an additional Sw F 572,000 rounded up at Sw F 575,000 is proposed.

Anticipated Budgetary Savings

13. The situation at 30 June 1994 allows to anticipate budgetary savings of some Sw F 140,000 due *inter alia* to the office accommodation and to a lower increase of the salaries of the Professional and higher category of staff than the anticipated increase foreseen in the approved budget.

ANNEX I

**ADDITIONAL POSTS TO BE CREATED
IN 1994 FOR 2 MONTHS**

I. At Director level (2 posts)

- one in the Intellectual Property and Investment Division
- one in the Trade and Environment Division

II. At the Professional level ([17] posts)

- two in the Legal Affairs Division
- one in the General Council and Appeals Division
- one in the Market Access (Goods) Division
- [one in the Agriculture Division]
- [one in Rules Division]
- [two in the Technical Cooperation and Training Division]
- two in the Trade Policy Review Division
- one in the Statistics and Informatics Division
- one in the Intellectual Property and Investment Division
- [two in the Trade and Environment Division]
- [three in the Services Division]

III. At the General Service level ([6] posts)

- one in the Legal Affairs Division
- [one in the Agriculture Division]
- [one in the Technical Cooperation Division]
- one in the Trade Policy Review Division
- one in the Trade Environment Division
- [one in the Services Division]

As two posts, one at the Director level in the Market Access (Goods) Division and one at the General Service level in the Textiles Division, can be cancelled in 1994, the net requirements is only [23] new posts: 1D + [17P] + [5GS].

ANNEX II

**LOGO AND OVERALL CORPORATE IMAGE OF THE
WORLD TRADE ORGANIZATION**

1. The creation of a corporate image for the identity of the World Trade Organization is needed in order to ensure that the new organization is identified quickly, distinctly and differently from the GATT. The starting point of a corporate image is a **Logo** which should be imaginative, striking, universal as well as practical and economical in terms of reproduction.
2. The new **Logo** should be used immediately upon the WTO's first day of operation for stationary, notices, publications, etc. In order to create a **Logo** and the development of a concept for identity/personality of the new organization, it is proposed to launch a restricted competition among selected international design agencies (5 or 6) which will submit one or more basic **Logo** concepts. From these selected agencies, 2 or 3 will be retained to provide fully worked presentations on the basis of which decision will be made.
3. It is estimated that the cost of the competition will be Sw F 50,000 (comprising a "prize" for the firm producing the chosen design of Sw F 30,000 plus two rejection fees of around Sw F 10,000 for the one or two agencies rejected). The corporate identification contract in respect of complete art work for all uses of the **Logo** will be developed. This contract will be the subject of competitive tenders and is estimated at this stage to be Sw F 100,000.
- 4. The proposed basic terms of reference of the competition for the **Logo** are attached for easy reference.

FIRST BRIEFING

The Logo

The main element in the identity/personality of the World Trade Organization will be provided by *the logo*. This will consist of two components: the *Symbol* (graphic design) and the *Name* (WTO - World Trade Organization, OMC - Organisation mondiale du commerce, OMC - Organización Mundial del Comercio)

The *symbol* (graphic design) will be unique and universally used in all forms of communication.

The *name* (or initials) will be variable in the three different languages: English, French and Spanish.

Both elements should each be well defined and self-sufficient. The separate elements however should be complementary when used together.

The logo must be simple, easy to recognise and remember. It must be different from those of other organizations with similar initials, activities or authority - in particular, that of the World Tourism Organization. It should not be reminiscent of the United Nations logo.

The logo should not be symbolic of any specific industry or business. It should reflect the worldwide vocation of the WTO.

For some uses, the symbol will be accompanied by the name in one language only, in others all three languages will be used.

It would be helpful to see designs using the WTO acronym alone as well as WTO-OMC together.

Practical: The logo must be usable in different sizes, in colour(s) and in black/white, in line art, in negative and (if appropriate) in halftone. It must be simple to reproduce at low cost. The chosen type face should be standard and widely available. The logo should be usable in printed, audio-visual and electronic format.

Size and colours :

The logo should not have more than **two colours** (pantone) used in 100%. Green should not be used.

The logo will often be used in **black** or one colour. The use in one colour should not greatly reduce its impact and quality.

Minimum size: the symbol should be easy to reproduce on a diameter of 15 to 20 mm. The name (initials) should be easy to reproduce and read in a typeface of 10pt.

Maximum size: The graphic design should be reproducible on a diameter of 1 meter.

Use of the logo:

- In printed form :** Stationery
Press paper
Official documents
Publications: cover and inside layout
Conference material such as badges, documentation folders, posters, invitations, ..
Brochures, flyers, booklets, information bulletins, posters,.. and other promotional material.
- In electronic form:** Use inside the organization for memos, faxes, letterheads, desktop publishing,..
Use outside by printers, designers, press,...through scanning
- In audio-visual form:** Slide presentations
TV
Video material
- Other:** Office decoration (signs outside and inside the building, flags,..)
Official seals (embossing)