



WTO 13th Ministerial Conference (MC13)

ICC External Communication and Stakeholder Engagement Matrix

	PRE-MC13		MC13			
	JANUARY	FEBRUARY	FEBRUARY 26	FEBRUARY 27	FEBRUARY 28	FEBRUARY 29
CONTENT	Global Industry Statement on E-Commerce Moratorium (updated with new signatories)	Open letter from ICC Secretary General to trade ministers setting out baseline requests for MC13 (week of February 12 th)			Global business recommendations (to be delivered to WTO Director General during MC13)	
		Release of new ICC study on economic costs of WTO dissolution (week of February 19 th)				
EVENTS	Webinar on E-Commerce Moratorium (January 25)	Pre-MC13 briefing from WTO secretariat for Trade Commission members and ICC National Committees (February 14 th)(virtual)	WTO/delegation briefing for members (in person)	ICC National Committee breakfast	MC13 Business Forum & networking lunch	
				WTO/delegation briefing for members (in person)		
				ICC DSI workshop at World Economic Forum Trade Tech event		
COMMUNICATIONS	E-commerce Moratorium advocacy campaign – leveraging existing ICC content and new SME video	Continuation of E-Commerce Moratorium advocacy campaign	ICC op-ed on business expectations for MC13			ICC media reaction to MC13 outcome