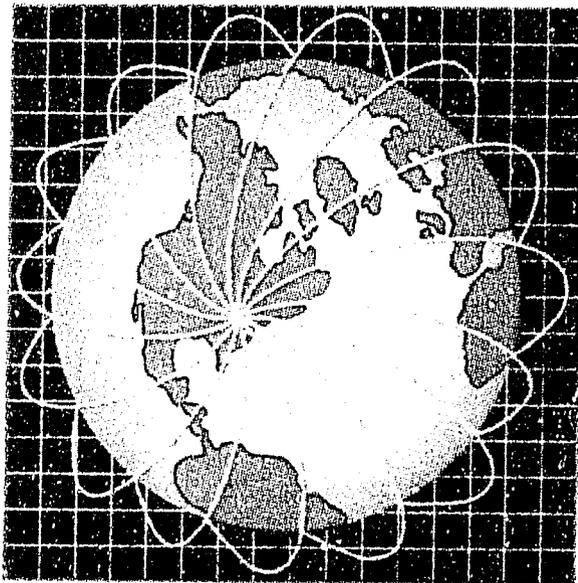


Summary of Proceedings from **THE GLOBAL SUMMIT FOR MAYORS**



World Symposium on
Trade Efficiency
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Summary Prepared by:

Coopers
& Lybrand

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Introduction

Goals, Participants and Components

The World Summit on Trade Efficiency, convened in Columbus, Ohio, U.S.A., provided an opportunity for exploring means to promote business and economic growth in today's trading environment. More specifically, in the words of Vice President Al Gore, the summit examined avenues for "harnessing information technology to benefit the international and U.S. business community and create jobs by increasing trade." As part of this exploration, the summit brought together a wide range of representatives involved in international trade with the common goal of reducing trade inefficiencies and utilizing information technologies to facilitate trade.

The summit attracted 2,000 representatives from 127 governments, 300 cities and 400 businesses around the world. These representatives participated in the four components of the World Summit on Trade Efficiency:

- **The United Nations International Symposium on Trade Efficiency**, in which ministers and senior officials from member countries of the United Nations Conference on Trade and Development (UNCTAD) joined to promote trade relations and assess new ways to conduct international trade.
- **The Global Summit for Mayors**, which brought together mayors from around the world to share their ideas on using trade to support municipal development, as well as to dialogue with trade ministers and business leaders from around the world.
- **The Global Executive Trade Summit**, in which senior-level business executives gathered to discuss the newest technologies available to simplify and facilitate international commerce, and to interact with trade ministers and municipal leaders to explore strategies for increasing participation in international trade.
- **The World Trade Efficiency and Technology Exhibit**, which provided all participants a "hands-on" opportunity to investigate electronic commerce solutions for trade efficiency.

The Global Summit for Mayors

The Global Summit for Mayors, one component of the World Summit on Trade Efficiency and the main subject of this summary of proceedings, brought together 150 mayors and municipal leaders from cities of all sizes throughout the world. Under the umbrella theme of "The New Local Government/Private Sector Partnership for Trade and Development," the municipal leaders discussed a number of sub-topics during the four day summit, including "Municipal Infrastructure for Trade," "Cities and Global Competition," and "Economic Development on the Electronic Highway and the Role of Local Governments." In addition, the mayors participated in sessions of the U.N. International Symposium on Trade Efficiency.

Through dialogue on such topics, the Global Summit for Mayors provided the opportunity for local leaders to become better prepared for the changing world, by learning from one another and sharing experiences. Such interaction is particularly important for mayors, according to the Honorable Victor Ashe, mayor of Knoxville, Tennessee, because they must be aware and even ahead of new trends in order to plan creatively for and capture the full potential of these changes for the local economy and the people who live there.

Rationale for the World Summit for Trade Efficiency

Development Through Trade

Behind the goals of the World Summit for Trade Efficiency lie the United Nations' broader objectives: the promotion of higher standards of living, full employment, and conditions of economic and social progress and development. The United Nations Conference on Trade and Development (UNCTAD), created in 1964, is the main entity within the United Nations (U.N.) system that seeks to accomplish these goals through international trade. The rationale for focusing on international trade is that it creates business opportunities that contribute to economic growth and job creation.

In convening the World Summit on Trade Efficiency, UNCTAD recognized the excellent opportunity that presently exists to achieve development through trade. Today, governments around the world are working to facilitate trade by liberalizing their domestic markets and cooperating to set international trading standards. Moreover, information technology enables businesses to identify and take advantage of trading opportunities in a less costly manner. Such actions on the part of both government and businesses indicate that the importance of trade -- and the need to facilitate trade -- is now widely understood.

Constraints to Trade

However, while gains toward liberalized trade have been made, constraints to trade have not yet been eliminated. These constraints inhibit trade and, thus, hinder economic gains. U.N. Secretary General Boutros Boutros-Ghali identified six areas that impede trade: (i) government controls; (ii) financial services; (iii) business information; (iv) transportation; (v) telecommunications; and (vi) business practices. Each of these areas is outlined below.

Government Controls

While some degree of government control in the movement of goods and financial flows is required to protect the national economy, health, and security, such controls can easily become inefficient, costing billions of dollars in bureaucratic hold-ups and delays. According to Boutros-Ghali, the roles of bureaucrats and traders must be re-envisioned: bureaucrats must become facilitators, rather than controllers of trade; and traders should be seen as agents of development, rather than as sources of tax revenue. Moreover, government intervention should be transparent and clear.

Financial Services

Because it is not always available quickly and efficiently, financing represents another major constraint to trade and economic growth. Wider availability and greater knowledge of modern financial techniques is essential in order to minimize lost or delayed trade. Moreover, in some developing countries, financial institutions may be able to provide the dynamic and innovative services needed by traders in their countries, and, in the words of Boutros-Ghali, should "claim their rightful place as providers of [these] services."

Business Information

Limited access to information inhibits the ability of businesses (especially small- and medium-sized enterprises) to trade. Knowing what customers want, and planning and managing to meet their requirements, calls for a sophisticated information system. Small- and medium-sized businesses, in particular, may not have access to such systems and thereby may miss trade opportunities.

Transportation

Products of export industries have to be moved quickly to the right market at the right time. However, delays can be caused by inefficient domestic networks or by poor links to international sea or air routes. Thus, insufficient transportation means loss of trading opportunities.

Telecommunications

Telecommunications are inseparable from efficiency in trade because information is the key to trade, and telecommunications are the vital carriers of that information. However, not all businesses, especially those in developing countries, have access to telecommunications networks. Hence, ensuring developing country access to telecommunications is essential to fostering market driven development.

Business Practices

Finally, global traders need to adopt global standards and practices, including uniform commercial codes and use of modern business practices and methods.

Recognition of these constraints to trade -- as well as the possibility of development through trade -- form the basis not only for convening a global summit on the issue and for specific U.N. efforts in the area of trade efficiency (as described in the next section), but also for involving municipal leaders in trade development, as examined in Section III.

The Trade Efficiency Initiative

Overview

In response to the constraints outlined in the previous section, UNCTAD launched the Trade Efficiency Initiative during the 1992 UNCTAD VIII conference in Cartagena de Indias, Colombia. The overall goals of the initiative are to improve efficiency of international trade, reduce the cost of transactions, reduce unnecessary bureaucracy, and ensure that developing countries share in trading opportunities.

The Trade Efficiency Initiative calls for: (i) greater synergy between governments and non-governmental actors, including the private sector, in order to fully exploit the existing potential for growth and development; and (ii) facilitating access to technology in order to give small- and medium-sized companies in developing and developed countries the same access to the international marketplace that large corporations enjoy.

The Trade Point Network

To achieve the Trade Efficiency Initiative's goals, UNCTAD launched the Trade Point Network. The first trade point was established in February 1992 in Cartagena with the occasion of the UNCTAD conference. Presently, 28 trade points are operational, 60 more are being set up, and 40 more have been requested by cities around the globe. Among the operational trade points is Trade Point U.S.A. (located in Columbus, Ohio), the first trade point in North America.

As described by Carlos Fortin, officer-in-charge of UNCTAD, a trade point serves three purposes. First, it is a trade facilitation center. That is, a trade point serves as a space where an entrepreneur (especially those whose businesses are small- or medium-sized) who wants to engage in international trade transactions can find everything he or she needs to conduct the transaction. For example,

a trade point provides access to trade-related services, such as banking, insurance, and transport, as well as to government agencies that are involved in trade, such as customs departments. Second, a trade point is a depository and source of business information regarding, for instance, markets, potential customers, prices, and trends of trade. In short, the trade point offers access to databases that help a company or entrepreneur identify business opportunities. Third, the trade point is part of a global network that will ultimately allow paperless international trade through electronic means.

According to Fortin, trade points have several advantages. First, trade points are more than just traditional "business centers." Instead, as described above, they incorporate the wide variety of trade-related actors -- in both the government and the private sector - - with which a company may need to interact to complete a trade transaction. Hence, trade points serve a coordinating function that works to improve trade efficiency.

THE TRADE POINT

"The trade point is a center of commerce, it is an open window on the world; it is a place where you can be in contact with anyone who trades abroad in a world where the fight for business survival grows more intense every day. In fact, trade points offer businesses a vast information network. Through trade points, business can negotiate and trade without any intermediaries, helped by state of the art technology - faxes, telephones, computers."

UNCTAD Trade Point Network Video Presentation

Second, while a trade point is initially established following (relatively uncomplicated) UNCTAD guidelines, each trade point relies on local initiative, and, therefore, each trade point takes into account the unique circumstances of its location. While UNCTAD provides training in the use of trade point software, for example, staffing is primarily local.

Third, trade points are essentially private ventures, supported by a local business organization. While UNCTAD can provide some initial financing, establishing a trade point does not require major outlays. After it is set up, the trade point becomes self-financing and, in the long run, independent. Lastly, on the commercial side, trade points are nondiscriminatory. That is, they are open to any organization that wants to provide services or who wants to use those services.

Introduction

Several trends are taking place today that are changing the nature of trade. Summit participants emphasized that national leaders, business executives and municipal leaders must understand these changes, the opportunities they present, and how to take advantage of these opportunities to promote business and economic growth. Two trends of particular importance are: the information and communications revolution; and the liberalization of trade, including the implications of the Uruguay Round of trade talks of the General Agreement on Trade and Tariffs (GATT). According to summit participants, as a result of these trends, trade has been "democratized." Each of these issues is discussed below.

The Information and Communications Revolution

The first trend, as described by the Honorable Gregory Lashutka, mayor of Columbus, Ohio, is the explosive growth in telecommunications and computer networks. As a result of the proliferation of these networks, the world has exited the "industrial age" and entered the "information age." The use and availability of information and computer networks have expanded significantly because, among other reasons, the cost of computers themselves and of long distance telecommunications has declined. This declining cost means that even small- and medium-sized firms -- the businesses that provide growth for most cities and countries -- can trade and interact with companies around the world, not just those with whom they can meet in person.

The expansion of telecommunications and computer networks, along with their decline in cost, has precipitated the world's entry into an age where access to information is critical. According to Mayor Lashutka, for companies, information is now the key ingredient to growth and profitability. Moreover, quick access to information -- on markets, buyers, and distributors, for instance -- is also necessary in order to move products in a timely manner.

Nevertheless, several summit speakers stressed that technology -- and use of technology to gain or generate information -- is not in itself an end. Rather, appropriate use of technology and the information it provides enables people around the world to transform their creativity and strengths into expanded commerce and production. The box below, regarding electronic data interchange (EDI), describes a technology that in some cases can help organizations utilize and integrate information to achieve broader trade-related goals.

USING TECHNOLOGY TO IMPROVE PERFORMANCE

As described by Irvin Chmielewski, UN/EDIFACT Rapporteur for PanAmerica and of EDS of Troy, Michigan, electronic commerce is a business strategy. That is, as part of their plans for growth, businesses must take advantage of technologies to improve performance and to enhance trade and community interactions.

One such technology being used today is electronic data interchange, or EDI. EDI is a computer-to-computer transmission of business data in machine understandable standard format. It integrates information into internal systems that can process data without manual effort and, hence, can improve efficiency. According to Chmielewski, however, EDI is a tool -- not an automatic solution. Thus, a company needs to know what it is going to do with EDI before purchasing it.

Liberalization of Trade

The second important trend, also introduced by Mayor Lashutka, is the move in many countries toward political and economic liberalization and freer trade. Efforts such as the implementation of the Uruguay Round of GATT will facilitate trade and business transactions and open a new world of economic opportunity. In particular, as stated by Ambassador Ernesto Tironi, chairman, GATT Committee on Trade and Development, the Uruguay Round will significantly lower tariffs on imports and exports; lift quotas or nontariff restrictions; reduce uncertainty by disallowing the arbitrary closure of domestic markets; establish a predictable international framework for selling services, such as banking, insurance, telecommunications, transportation, tourism, and professional services; institute protection for intellectual property, e.g., trademark, patent, and copyrights; and contribute to global stability by mitigating the risk of commercial wars and unilateral retaliation.

Through trade liberalization agreements, such as the Uruguay Round of GATT, it has been estimated that world output will rise by \$5 to \$7 trillion over the next decade. This will add \$50 billion each year to international trade flows. Indeed, the Uruguay Round is the largest and most comprehensive trade agreement in history. It will stimulate world demand for every country's products, thereby boosting incomes, creating jobs, and raising standards of living. In addition, exports from developing countries will flow more easily into developed markets as a result. Thus, substantial benefits exist for those developing countries that position themselves to take advantage of these opportunities to compete in international markets.

However, as Ambassador Tironi pointed out, while gains for all countries are possible, there is no certainty that any particular country will gain. Summit participants emphasized that in order to realize the gains from trade, liberalized markets and use of information technology must go "hand-in-hand." For example, UNCTAD can strive to decrease barriers to information flows, but without decreases in barriers to trade and investment, its efforts will be less effective. Similarly, for the promise of liberalized trade to be fulfilled, companies must be able to translate market opportunities into real business transactions. Businesses can achieve this "translation" through access to information technology that enables them not only to identify opportunities but also to react quickly to their customers' needs.

"Democratization" of Trade

Many summit participants stressed that liberalized trade and the use of information technology has important implications for development because they can broaden participation in the global marketplace, i.e., "democratize" trade. For example, new technologies not only can help facilitate all aspects of international business transactions and help create new trade linkages, but also can link small- and medium-sized enterprises to buyers and sellers throughout the world. This relationship to small- and medium-sized enterprises is particularly important since such companies often cannot otherwise afford an international presence. Technology can help turn communities into new international business centers and open new trading horizons, bringing businesses in the United States and other developed markets into contact with new emerging markets and companies. As a result of trade liberalization through the GATT, for

example, developing country trade is likely to increase by at least fourteen percent over the next decade.

As the box below demonstrates, the Trade Efficiency Initiative and the global Trade Point Network are first steps in working toward "democratization." They do so by providing concrete and specific microeconomic conditions (i.e., increased access to information technology) under which poorer countries and small- and medium-sized enterprises can take advantage of improved macroeconomic conditions (i.e., liberalized trade). The UNCTAD initiative seeks to ensure that not only transnational corporations, but smaller firms as well, are able to trade from one corner of the globe to the other through the use of a laptop, a modem and a telephone line.

DEMOCRATIZING TRADE: TRADE POINTS IN BOLIVIA AND BRAZIL

In Cochabamba, Bolivia, the trade point has helped alpaca knitwear makers address their most pressing problem – finding clients in sufficient numbers to keep their cooperative going and to ensure a reasonable income for everyone. Here the trade point facilitated trade by receiving orders, contacting cooperative manufacturers, and to a certain extent monitoring production. For the knitwear cooperative, the trade point also took care of everything to do with export – documentation, transport, and insurance. In Cochabamba, the trade point is vital because it gives the small business access to export markets, generates foreign exchange, and creates employment.

Likewise, according to the Honorable Tarso Genro, mayor of Porto Alegre, Brazil, the trade point will guarantee the access of the small- and medium-sized enterprises to international trade by making available new information and communication technologies. Democratizing trade in this manner is of significant importance as the small- and medium-sized enterprises in Brazil employ more than 90% of the labor force. By multiplying the business opportunities for these companies, the trade point will generate an enormous quantity of new jobs.

While the amount of support from the private sector and from national and local governments demonstrated at the summit was encouraging and provided a strong impetus to the effort to facilitate and democratize trade, many symposium speakers spoke of more that can be done. These additional steps include: support for market oriented economics, social welfare, good governance and sustainable development; expansion of the trade point concept worldwide into a truly open network for global trade; and the establishment of an internationally-agreed upon set of standards and concrete guidelines for achieving trade efficiency at regional, national and local levels. Steps such as these enable countries to use the marketplace as an engine for their own development.

The Importance of Cities

During the summit, participants reflected on the important role of cities in encouraging trade and, through trade, economic development. Three phenomena, described below, were cited by participants as the foundation for cities' involvement in trade, as well as for the necessity and significance of such involvement.

Historical Importance

Cities have historically been the gateways for trade. Indeed, the great cities of past centuries were often major trading centers. Knut Hammarskjold (chairman and chief executive officer of the Atwater Institute in Montreal, Quebec, Canada) noted that as far back as the thirteenth and fifteenth centuries, cities asserted their influence on trading systems by developing networks such as that which stretched from Bremen in the south to Stockholm in the north, and Bergen in the west to Novgorod in the east, and linked at least sixty other cities in between. Other cities, such as Rotterdam, Shanghai, and Venice, were founded and prospered as a result of trade.

Some of the mayors who attended the summit represented cities that had strong traditions of trade. For instance, Her Worship Patricia Kreiner, mayor of Capetown, commented that Capetown owes its existence to trade, having historically served as a strategic stopping point for ships sailing between Asia and Europe. The historical role of cities provides an important baseline as cities emerge as a force in modern international trade.

Recent Trends

According to summit participants, the historical linkages between cities and trade have been reinforced by at least one modern trend - increasing migration from rural to urban areas. Pedro Buttazzoni, counselor for the Regional Metropolitan Council in Santiago, Chile, reported that by 2026, an estimated two-thirds of the world's population will reside in urban areas. In Chile, Buttazzoni observed that already municipalities account for over eighty percent of the country's population.

Other summit participants provided additional evidence of this trend from the contexts of their cities, countries and regions. For instance, Abdoulaye Ndiaye, president of the Advanced Institute for African Enterprise Development in Dakar, Senegal, cited a report by the Organization for Economic Cooperation and Development that projected a one hundred-fold increase in the urban population of

West Africa during the period 1930 to 2000 (versus a ten-fold increase in the overall population during the same period). Likewise, Jessie Mutua, chairperson of the National Association of Kenyan Women in Business, noted the rapid population growth of Nairobi, Kenya.

In general, this trend toward urbanization implies increasing challenges for municipal leaders as their responsibilities, mandates, and constituencies grow. More specifically, with respect to trade, rapid urban growth may prompt, or may have already prompted, city leaders to promote trade as a means of economic development, with the expectation that trade-related employment may be able to absorb the growing numbers of city dwellers.

Characteristics of Local Government

Several summit participants expressed the opinion that municipal governments possess defining characteristics that give them an "edge" not only in addressing the challenges presented by phenomena such as urbanization, but also in taking advantage of opportunities in the global economy, such as the liberalization of trade. A key characteristic highlighted by participants was the proximity of local governments to their constituents. As mentioned by John Charlton (vice president of Chase Manhattan Bank in New York) and the Honorable Al Duerr (mayor of Calgary, Alberta, Canada), mayors are closer to their communities and, thus, to community needs and local constraints. Accordingly, municipal leaders are better able to tailor strategies and solutions that effectively meet local requirements. Moreover, as emphasized in the box below, municipal leaders may be less constrained than leaders in other levels of government to design creative programs in areas such as trade. This "window" for creativity at the municipal level offers the potential for involvement in initiatives such as the Trade Point program.

FLEXIBILITY OF GOVERNMENT AT THE LOCAL LEVEL

"Governance nationally and internationally is trapped in traditional concepts, its structures inflexible ... [in essence] the 'status quo machine'. Cartagena [the UNCTAD meeting at which the Trade Efficiency Initiative was launched] represented a needed change from this status quo – and resurrected the historical role of the city as the initiator and node for international trade in the modern global context ... Cities individually, and networking, can be the movers of trade."

Knut Hammarskjöld, chairman and chief executive officer, Atwater Institute, Montreal, Quebec, Canada

Areas for Municipal Action

Participants in the Global Summit for Mayors described a number of key areas in which municipal leaders can take action to enhance their cities' involvement in international trade. These areas were emphasized by participants because they represent arenas in which mayors can be particularly effective, partly as a result of the aforementioned close connection between local governments and the people served. Central areas for municipal action include: the labor force; physical infrastructure; information; and planning.

The Labor Force

The quality of a city's work force -- its human capital -- was mentioned most frequently by summit participants as not only a requirement for successful involvement in trade, but also an area where municipal leaders can have particular influence. A number of aspects of work force quality are critical to economic development in general and expansion of trade in particular. First, the importance of primary education as a foundation for a skilled labor force was stressed, along with the role of municipalities in promoting and providing this foundation, due to municipalities' long-standing involvement with local educational institutions.

To build on this foundation, cities -- in conjunction with local employers -- must strive to ensure that workers have the opportunity and capability to engage in what Mayor Duerr termed "lifelong learning". The opportunity and ability to continue learning and education processes in parallel with participation in the work force are especially important given rapid changes in technology and the world as a whole. Moreover, municipal efforts to encourage a skilled labor force must be responsive to the needs of local businesses. In essence, as stated by Abdoulaye Ndiaye, human resources must not only be high quality but also geared toward enterprise. Likewise, U.N. Secretary General Boutros Boutros-Ghali argued that training and business education must be expanded, so that modern business practices and methods are more generally known and available to workers and employers alike.

Two other broad aspects of the labor force were also mentioned as critical for development of trade. First, Mayor Duerr described the need for cities to encourage in the local community, and thus in its workers, an outward focus and appreciation of the world around them. Doing so will help define the tangible links between local communities and trading partners around the globe. Similarly, John Charlton emphasized another aspect of the labor force that municipal leaders can shape and that relates directly to involvement in trade,

namely, the importance of a welcoming attitude to foreign investment and involvement in local economic activities as a key "backdrop" to expansion of trade.

Physical Infrastructure

The importance of a city's physical infrastructure -- a traditional component of economic development efforts -- was emphasized as a compelling need for the modern information age and the modern trading system. For instance, several participants mentioned transportation as central to trade and economic development and as an area where cities can act. As discussed in the summit, adequate transportation systems promote not only the ability of companies to get their goods to the right market at the right time, but also the ability of workers to travel efficiently to and from work -- although Mayor Duerr remarked that, in some countries, the advent of "telecommuting" may actually reduce stress on transportation systems. Related to transportation issues, the importance of adequate airport and air freight services was also noted.

Housing, electricity, and telecommunications were three other aspects of physical infrastructure considered critical to trade as a means of economic development. For instance, Jessie Mutura noted that approximately fifty percent of Nairobi's inhabitants live in unplanned and un- or under-serviced neighborhoods, a phenomenon common throughout the developing world. Thus, providing adequate housing presents a critical challenge to cities as they develop their infrastructure systems. Likewise, William Lhota, executive vice president of the American Electric Power Service Corporation in Columbus, Ohio, related the centrality of electricity to infrastructure and economic development. According to Lhota, electricity may help the economy more than any other single commodity. Finally, many participants emphasized the importance of telecommunications in the information age. As described earlier, telecommunications allow vital information to be carried to and from cities, thus connecting them to opportunities around the world.

Information

Information flows are central to today's world. In two key ways, municipalities can work to make their cities part of the information highway. First, officials need to provide information on their cities: businesses and their trading partners need to have easy, efficient and comprehensive access to information regarding the myriad rules and regulations that affect business and trade practices, such as taxes, land use, government contracts, etc. In other words, the business community -- both local and foreign -- needs to have a clear understanding of the municipal environment. Second, cities can facilitate access to other information required by businesses attempting to engage in international trade. As described by several participants, including Pearleen Chan (managing director of Network Services Private Ltd. in Singapore) and Pedro Buttazzoni, businesses

particularly need information on goods, services, and markets. By providing both types of information -- on local conditions and on goods, services, and markets available worldwide -- cities can simultaneously promote trade and overall development.

Planning

Seminar participants emphasized that in order to address the issues outlined above, cities need to plan carefully. In fact, participants reflected that municipal trade and economic strategies should be designed much as private companies develop business plans, particularly with respect to defining goals, actions, and means. As a starting point for the planning process, Costis Toregas (president of Public Technologies, Inc. of Washington, D.C.) recommends that municipal leaders inventory the strengths of their cities. By conducting an inventory, mayors will then understand not only what their city does well but also where changes need to be made. Moreover, the planning process should be participatory. That is, it should incorporate the views of key partners in trade and economic development and explicitly work to build partnerships, which, as described below, were viewed by participants as an important means of encouraging trade.

Partnerships

United Nations Secretary General Boutros Boutros-Ghali remarked in the opening plenary of the U.N. International Symposium on Trade Efficiency that the symposium marked the beginning of a new partnership between international organizations (such as the United Nations), national governments, local governments, and the private sector. As noted by the secretary general, the fact that all of these groups gathered in Columbus reflects a growing spirit of partnership and facilitation among governments of all levels and with the private sector around the world. The importance of these types of partnerships, in various forms, were later re-emphasized.

For instance, several participants noted the importance of effective coordination between municipal and national levels of government in the area of trade. For this reason, participants welcomed the Columbus symposium because trade ministers and mayors were both present and thus had the opportunity to interact. Likewise, the presence of business leaders at the Global Executive Summit was hailed as another opportunity to build partnerships -- in this case between the private and public sectors. Steven Waldhorn, of DRI/McGraw Hill, contended that such partnerships are critical for

economic development, including expansion of trade. In particular, Waldhorn advised that municipal planning, mentioned above as one of the key actions cities can take to engage their constituents in trade, should be accomplished through public-private sector dialogues, in order to ensure that economic strategies are driven by the needs of local businesspeople.

**PUBLIC-PRIVATE PARTNERSHIPS
IN BALTIMORE, MARYLAND, U.S.A.**

In order to emphasize the importance of partnership and collaboration between the public and private sectors, James Hughes, executive director of the World Trade Center of Baltimore, Maryland, described the evolution of his organization. Specifically, five years ago, the government of the state of Maryland embarked upon a strategy to expand and strengthen the activities of the Baltimore World Trade Center. As part of the strategy, the governor of the state solicited, and received, critical input from the private sector regarding how the World Trade Center could help city and state businesses engage more significantly into international trade. While the first-year budget of this strategy was funded fully from the state government, today the World Trade Center raises seventy-five percent of its funds from the private sector, indicating that what began as a public sector initiative has been fully embraced by the private sector.

In addition to on-going dialogue with businesspeople, participants recommended that municipal leaders reach out to a broad spectrum of constituents. For example, Mayor Duerr mentioned talking with representatives of the health care system, the educational community, and public utilities to gain their input into economic development strategies. Knut Hammarskjold noted the increasing role, power and involvement of non-governmental organizations and private sector organizations, and advocated their inclusion in government decision-making because such organizations represent the opinions of the "real" world. According to Hammarskjold, local levels of government are inherently closer to non-governmental organizations than are national or international bodies, which is a significant advantage for cities.

Cities in Developing Countries: Particular Concerns

Both the mayors at the Global Summit for Mayors and other officials who attended the ministerial portions of the World Summit on Trade Efficiency expressed concerns that many developing countries, and their cities, may be constrained from taking steps, including efforts in the areas identified above, to improve local conditions for business and trade. As a result, developing countries may not be able to take advantage of the opportunities presented by liberalized trade or to expand the roles of municipalities in trade.

In particular, representatives of developing countries stated that they lack human skills, infrastructural facilities and financial resources — all of which are noted above as key areas in which mayors might act to encourage their cities' roles in trade. Without international support in these areas, participants reasoned, many developing countries do not have the capacity to participate in municipal-led trade initiatives such as the UNCTAD Trade Point program. Accordingly, the ability of cities in developing countries to derive benefit from such initiatives would be hindered without the continued support of international organizations, such as the U.N. system.

Recognizing these constraints, those present at the summit adopted "The Proclamation of Mayors" (contained in Annex C to this report). This proclamation, communicated to UNCTAD by Mayor Lashutka, set out several trade objectives, among which was a call for all parties to "work with governments at all levels to ensure that all cities of the world have the freedom and power to generate and sustain initiatives for global trade efficiency, promotion, and development."

Ministers from developing countries raised another point related to the ability of all cities and countries to pursue trade efficiency for development. Specifically, developing country ministers emphasized that while developing countries have themselves taken measures to liberalize and promote trade, their efforts can have only limited results in the absence of external support and of changes in the broader trading regime. That is, without open markets (particularly in developed countries) toward which to direct the goods produced in developing countries, developing countries' efforts to liberalize and promote trade may not have the desired impacts on growth and development. Thus, the final act of the Uruguay Round of GATT negotiations, discussed above, will hold important implications for developing countries and their cities.

The Results of Increased Participation in Trade

Many participants looked forward to the expected results of increased participation in trade: namely, prosperity and peace. In emphasizing the potential for increased prosperity through trade, participants described the economy as the engine for development. As a vital part of the economy, trade was described as essential to broad-based, sustainable economic development. Moreover, economic growth serves to reinforce other dimensions of development and helps to make possible progress in areas such as health. Thus, participants looked to increased trade as a means to boost overall prosperity.

In addition, several participants noted that countries that trade with each other often form relationships that transcend economic boundaries, promoting more open dialogue and peaceful means of resolving disputes. U.N. Secretary General Boutros Boutros-Ghali summarized the possibility of building a more peaceful world through active encouragement of trade: "today, over seventy thousand soldiers wearing the blue helmets of the United Nations are keeping peace around the world. But for peace to endure, it must rest on a foundation of economic development. Peace-keeping is an urgent need. Peace-building is an even more important task for the future. The architecture of peace and prosperity will follow the blueprint of trade -- open and efficient international trade." Within such an open and efficient trading system, as demonstrated by the participants of the Global Summit for Mayors, cities can play a central role.

ANNEX A

GLOBAL SUMMIT FOR MAYORS

TUESDAY, OCTOBER 18, 1994

5:00 p.m. - 6:00 p.m. **HALL C**
Welcome to Columbus, Ohio
The Honorable Gregory S. Lashutka
Mayor, Columbus, Ohio

"The Trade Point Opportunity"
Carlos Fortin
Officer in Charge
United Nations Conference on Trade and Development (UNCTAD)

6:00 p.m. - 8:00 p.m. **EXHIBITION HALL**
Preview of World Trade Efficiency and Technology Exhibition
Hospitality Reception
Hosted by Honda

WEDNESDAY, OCTOBER 19, 1994

8:30 a.m. - 9:30 a.m. **HALL C**
Breakfast
Hosted by IBM

9:30 a.m. - 12:00 p.m. **BALLROOMS 1 - 3**
Opening Plenary

12:00 p.m. - 1:30 p.m. **EXHIBITION HALL**
Opening Ceremony of World Trade Efficiency and Technology Exhibition

1:30 p.m. - 2:30 p.m. **HALL C**
Lunch

3:00 p.m. - 6:00 p.m. **BALLROOM 3**
MUNICIPAL INFRASTRUCTURE FOR TRADE

Moderator: **The Honorable Victor Ashe**
Mayor, Knoxville, Tennessee
President, U.S. Conference of Mayors

(Subset) **"Modern Transportation, Cities and Trade"**
Knut Hammarskjold, Chairman and Chief Executive Officer
Atwater Institute
Montreal, Quebec, Canada

"Electric Power: Plugging into Global Markets"
William J. Lhota, Executive Vice President
American Electric Power Service Corporation
Columbus, Ohio

"Financial Services Infrastructure"
John Charlton, Vice President
Chase Manhattan Bank
New York, New York

GLOBAL SUMMIT FOR MAYORS

WEDNESDAY, OCTOBER 19, 1994 - 3:00 p.m. to 6:00 p.m. Session - Continued

"Telecommunications Infrastructure and the Global City"
Adyr da Silva, President and Chief Executive Officer
Telebras
Brasilia, Brazil

"Business Organizational Infrastructure"
Jessie W. Mutura, Chairman
National Association of Kenya Women in Business
Nairobi, Kenya

6:00 p.m. - 8:00 p.m.

BALLROOMS 1 - 3
"Sights, Sounds, and Tastes of Columbus"
Social Evening - Convening in the Ballroom

THURSDAY, OCTOBER 20, 1994

9:30 a.m. - 10:00 a.m.

BALLROOM 3
Keynote Address
"The New Diplomacy: Cities and Global Competition"
Dr. Joseph D. Duffey, Director
United States Information Agency

10:00 a.m. - 12:30 p.m.

BALLROOM 3
CITIES & GLOBAL COMPETITION

Moderator:

Charles Royer
Harvard University
Former Mayor of Seattle, Washington

(Subset)

"Incentive for Trade: Attracting Competitive Industries"

Abdoulaye Ndiaye, President
Advance Institute for African Enterprise Development
Dakar, Senegal

Steven Waldhorn
DRI/McGraw Hill
San Francisco, California

Mrs. Pearleen Chan, Managing Director
Network Services
Private Ltd. (SNS), Singapore

Her Worship Patricia Kreiner
Mayor, Capetown, South Africa

GLOBAL SUMMIT FOR MAYORS

THURSDAY, OCTOBER 20, 1994 - 10:00 a.m. to 12:30 p.m. - Continued

(Subset) "Thinking Globally, Acting Locally: The Trade Point in the City"

The Honorable Gregory S. Lashutka
Mayor, Columbus, Ohio

Pedro A. Buttazoni, Counselor
Regional Metropolitan Council, Santiago, Chile

James L. Hughes, Executive Director
World Trade Center, Baltimore, Maryland

The Honorable Ivan Dvornik
Deputy Mayor, Kiev, Ukraine

The Honorable Sha Lin
Deputy Mayor, Shanghai, P.R.C.

The Honorable Tarso Genro
Mayor, Porta Allegre, Brazil

The Honorable M'Hamed-Ali Bouleyman
Mayor, Tunis, Tunisia

2:00 p.m. - 3:00 p.m.

BALLROOMS 1 - 3
THE IMPORTANCE OF THE URUGUAY ROUND FOR BUSINESS

Moderator:

Carlos Fortin
Officer in Charge
UNCTAD

Joan Spero
Under Secretary of State for Economic, Business and Agricultural Affairs

Ambassador Ernesto Tironi
Chairman
GATT's Committee on Trade and Development

3:00 p.m. - 5:30 p.m.

VICTORIA'S SECRET CATALOGUE DISTRIBUTION CENTER
Board Buses in North Parking Lot at 3:00 p.m.
Hospitality Reception at London Grill
Presentations by Bill Holley, Vice-President, Greater Columbus Chamber of Commerce
and Robert Thatcher, Vice President, Distribution, Victoria's Secret
Guided Tour (15-20 people per group) of Victoria's Secret's elegant, innovative catalogue
center. Victoria's Secret is The Limited's famous division of women's intimate apparel.
Buses leave for the Convention Center at 5:00 p.m.

6:30 p.m. - 8:30 p.m.

COLUMBUS MUSEUM OF ART
Cocktail Reception for Mayors Summit Delegates
Hosted by Greater Columbus Arts Council and PEBSO

GLOBAL SUMMIT FOR MAYORS

FRIDAY, OCTOBER 21, 1994

9:00 a.m. - 12:00 p.m.

**BALLROOM 3
ECONOMIC DEVELOPMENT ON THE ELECTRONIC HIGHWAY
AND THE ROLE OF LOCAL GOVERNMENTS**

Moderator:

**Dr. Costis Toregas, President
Public Technologies, Inc. (PTI)
Washington, D.C.**

**Irvin Chmielewski
UN/ Edifact Rapporteur
EDS of Troy, Michigan**

**Jean Louis Graindorge, Secretary General
Urba2000
Lille, France**

**The Honorable Al Duerr
Mayor, Calgary, Alberta, Canada**

12:00 p.m. - 1:00 p.m.

**BALLROOM
Closing Session**

ANNEX B

ANNEX B

Argentina

Hector J. Cavallero
Mayor
Municipality of Rosario
Rosario, Argentina

Jorge Alberto Obeid
Mayor
Santa Fe, Argentina

Miguel Alberto Pascual
Councillor (City Council)
Santa Fe, Argentina

Armenia

Vahagn Kchachatrian
Mayor
Yerevan, Armenia

Azerbaijan

Rafael Allaverdiev
Mayor
Baku, Azerbaijan

Faik Mamedov
Deputy Mayor
Baku, Azerbaijan

Bangladesh

Kazi N.M. Baset
Sahco International, Ltd.
Dhaka, Bangladesh

Syad Shakhaowat Hossain
Sanco International Ltd.
Dhaka, Bangladesh

Abdul Wahhab
Chief Executive Officer
Chittagong City Corporation
Chittagong, Bangladesh

Bangladesh (continued)

Sheikh Tayebur Rahman
Mayor
Khulna City Corporation
Khulna, Bangladesh

Belarus

Svetlana K. Goldade
Chairperson
Gomel City Council of People's Deputies
Gomel, Belarus

Konstantin Khomich
Mayor
Polotsk, Belarus

Piotr Krechko
Chairman, State Customs Committee
Minsk, Belarus

Aleksander V. Milinkevich
Mayor
Grodno, Belarus

Aleksander Miyanovskiy
Mayor
Novopolodysk, Belarus

Valery N. Neushev
Chairman of the City Executive Committee
Vitebsk, Belarus

Alexander M. Nijakovskiy
Chairman
Novopolotsk, Melodezhnaja, Belarus

Ivan B. Ventsel
Council Chairman/Mayor
Brest. Engels, Belarus

Bolivia

Groys Medrano
City of La Paz
La Paz, Bolivia

Botswana

Mahomed Ebrahim
Mayor
Francistown, Botswana

Brazil

Silvia Lucia Regueria Brend
Assistant, Trade Point Florianopolis
Florianopolis, Brazil

Jose Newton Carpintero
University of Campinas
Campinas, Sao Paulo, Brazil

Carlos Carvalho
Executive Director, Trade Point Rio de Janeiro
Rio de Janeiro, Brazil

Adyr da Silva
President and Chief Executive Officer
Telebras
Brazil

Rogério Santana dos Santos
Director, Trade Point Porto Alegre
Porto Alegre, Brazil

Jorge Fischer
Advisor
Telebras
Brazil

Tarso Genro
Mayor
Porto Alegre, Brazil

Jose Megalhaes
Mayor
Campinas, Sao Paulo, Brazil

Brazil (continued)

Henry Uliano Quaresma
Director, Trade Point Florianopolis
Florianopolis, Brazil

Joao Bosco Ribeiro
Director, Trade Point Brasilia
Brasilia, Brazil

Joaquim Domingos Roriz
Governor of Brasilia
Brasilia, Brazil

Ulysses Semeghini
President, Trade Point Campinas
Campinas, Sao Paulo, Brazil

Leodir Senger
Operating Manager, Trade Point
Porto Alegre
Porto Alegre, Brazil

Joao Claudio Todorov
President, Trade Point Brasilia
Brasilia, Brazil

Jose Utzig
Secretary of Town Hall
Porto Alegre, Brazil

Canada

Al Duerr
Mayor
Calgary, Alberta, Canada

Knut Hammarskjold
Chairman and Chief Executive Officer
Atwater Institute
Montreal, Quebec, Canada

Central African Republic

Anne Marie Ngouyombo
Deputy Mayor
Bangui, Central African Republic

Chile

Pedro A. Buttazzoni
Counselor
Regional Metropolitan Council
Santiago, Chile

China

Bo Chen
Deputy Director
Tianjin Commission for Foreign Economic
Relations and Trade
Tianjin, China

Hongjiang Chen
Deputy Secretary General
Tianjin, Peoples Republic of China

Youlie Chen
Deputy Mayor
Shantou, Guangdong, China

Zhijiang Feng
Deputy Chief of the General Office
Tianjin Municipal Government
Tianjin, China

An Li
Deputy Mayor
Qingdao, Shangdong, China

Sha Lin
Deputy Mayor of Shanghai
Shanghai, China

Guoyong Lu
Vice President, Tianjin Worldwide, Inc.
New York, New York

Qin Mei
Trade Point Development Center
Shanghai, China

Lu Shanzhao
Deputy Mayor
Chongqing, Sichuan, China

He Shaohua
Deputy Mayor
Chengdu, Sichuan, China

Wang Shouchu
Deputy Mayor
Guangzhou, Guangdong, China

Hongjun Wang
Deputy Chief, Tianjin Commission
for Economic Relations and Trade
Tianjin, China

Huang Xueqi
Deputy Mayor
Tangzhou, Jiangsu, China

Columbia

Luis Ramos-Botero
Mayor
Medellin, Columbia

Dubai

Qasim Sultan
General Director
Dubai

Ecuador

Kurt Freund
President
Fundacion Ecuador
Quito, Ecuador

Egypt

Ahmed A. Guweili
Governor
Ismailia, Egypt

France

Maddy Gay
Director Chamber
Dijon, France

France (continued)

Jean-Louis Borloo
Mayor
Valenciennes, France

Jean Louis Graindorge
Secretary General
Urba2000
Lille, France

The Gambia

Antouman Saho
Mayor
Banjul, The Gambia

Ghana

Kaku Korsah
Metro Chief Executive Mayor
Sekondi, Ghana

Honduras

Margarita Dip
Mayor
La Ceiba, Honduras

Hungary

Attila Varhegyi
Mayor
Szolnok, Hungary

Jeno Perlaki
Mayor
Budapest, Hungary

Jamaica

Arthur Gilchrist
Mayor
St. James Parisa Council
Mobay, Jamaica

Jordan

Mandooh Al Abaadi
Mayor
Amman, Jordan

Kenya

Josiah K. Magut
Mayor
Eldoret, Kenya

Jessie Mutura
Chairperson
National Association of
Kenya Women in Business
Nairobi, Kenya

Korea

Sunghoo Kim
Economic Advisor to the Mayor
Kwangju City, Korea

Choi L. Seon
Mayor
Inchon, Korea

Mauritius

John Dacruz
Mayor
BeauBassin-Rose Hill, Mauritius

Moldova

Andrei Cheptine
Vice Minister of Economy
Chisinau, Moldova

Serafim Urechean
Mayor
Chisinau, Moldova

Morocco

Adhane Benabdallah
First Vice President
Municipal Council Marrakesh-Menara
Marrakesh, Morocco

Rachael Barrett
Assistant to the City Council
Marrakesh, Morocco

The Netherlands

Luigi van Leeuwen
Mayor
Zoetermeer, Netherlands

New Zealand

Keith Clarke
Mayor
Tauranga, New Zealand

Paraguay

Carlos Fillizzola
Mayor
Asuncion, Paraguay

Peru

Jose Aguilar
Mayor
Piura, Peru

The Philippines

Timoteo Encarnacion
Mayor
Cavite City, Philippines

Rodolfo O. Reyes
Deputy Administrator
Subic Bay Metropolitan Authority
Subic Bay, Philippines

Poland

Bogdan Zdrojewski
Mayor
Wroclaw, Poland

Romania

Corneliu Neagoe
Mayor
Constanta, Romania

Russia

Alexander Kolodtchouk
Deputy Head, Trkvtsk Region
Trkvtsk, Russia

Vladimir Panov
Interpreter
Vladimir Region Administration
Vladimir, Russia

Vladimir Veretennikov
Administration Deputy Head
Vladimir, Russia

Yuri Vlasov
Administration Head
Vladimir, Russia

Senegal

Mamadou Diop
Mayor
Dakar, Senegal

Abdoulaye Ndiaye
President
Advanced Institute for African Enterprise
Development
Dakar, Senegal

Singapore

Pearleen Chan
Managing Director
Network Services Private Ltd.
Singapore

Slovenia

Marko Morel
Municipality of Ljubljana
Ljubljana, Slovenia

Joze Strgar
Mayor
Ljubljana, Slovenia

South Africa

Louis M. Cloete
Deputy Mayor
Pretoria, South Africa

Patricia Kreiner
Mayor
Capetown, South Africa

Barend J. Taljaaro
Senior Secretary, Office of
the Mayor
Pretoria, South Africa

Sri Lanka

G.H. Nimal Chandrasiri de Silva
Mayor
Kurungela Municipal Council
Kurungela, Sri Lanka

Nalintilaka Herath
Mayor
Nuwara Eliya, Sri Lanka

D.F. Pathirana
Mayor
Kandy, Sri Lanka

Switzerland

Jean Chevaliaz
Syndic
Municipality of Pully
Pully, Switzerland

Carlos Fortin
Officer in Charge
U.N. Conference on Trade and Development
Geneva, Switzerland

Turkey

Burnhan Ozfatura
Mayor
Izmir, Turkey

Ukraine

Igor Dodolev
First Deputy Minister
Ukraine

Ivan Dvornik
Deputy Mayor
Kiev, Ukraine

Ihor Gayduchak
Deputy Trade Minister
Trade Mission of Ukraine
New York, New York

Leonid G. Kosakivskiy
Mayor
Kiev, Ukraine

Vladimir Matvienko
Chief Executive Officer,
Prminves Bank
Kiev, Ukraine

United States of America

Paul Agidius
Mayor
Moscow, Idaho

Victor Ashe
Mayor
Knoxville, Tennessee

Earl Baker
State Senator
Senate of Pennsylvania
Harrisburg, Pennsylvania

United States of America (continued)

Thomas Barnes
Mayor
Gary, Indiana

Lock Beachum
Second Ward Councilman
City of Youngstown
Youngstown, Ohio

Donald Borut
Executive Director
National League of Cities
Washington, D.C.

Anita Bridges
Bank One
Columbus, Ohio

James Brooks
International Projects Coordinator
National League of Cities
Washington, D.C.

Gary Burkholder
City Councilman
Pickerington City Council
Pickerington, Ohio

John Charlton
Vice President
Chase Manhattan Bank
New York, New York

Irvin Chmielewski
UN/EDIFACT Rapporteur
Troy, Michigan

Susan Clark
International Program Manager
City of Phoenix Economic Development
Department
Phoenix, Arizona

Gus Comstock
Economic Development Director
City of Chillicothe
Chillicothe, Ohio

Karen Conley
Community Affairs Coordinator
City of Chillicothe
Chillicothe, Ohio

James A. Coyle
Mayor
Rockville, Maryland

Jacob Dobkin
Vice President
Maxellis
Columbus, Ohio

Joseph D. Duffey
Director
U.S. Information Agency
Washington, D.C.

Johnny Ford
Mayor
Tuskegee, Alabama

Andrew Frank
Senior Advisor
U.S. Information Agency
Washington, D.C.

Daniel B. Garry
Public Issues Manager
3M
St. Paul, Minnesota

Sue Glidewell
Mayor
Rainbow City, Alabama

James Grimes
Mayor
Frederick, Maryland

Jeannette Hamby
Senator
State Legislature of Oregon
Hillsboro, Oregon

United States of America (continued)

William L. Hamilton
Director of Finance
The Kentucky League of Cities
Lexington, Kentucky

Steve Hettinger
Mayor
Huntsville, Alabama

Sharon Hogan
Economist
Ohio Legislative Budget Office
Columbus, Ohio

James Hughes
Executive Director
World Trade Center
Baltimore, Maryland

M. Jay
Development Director
Fremont, Ohio

Arun Jhaveri
Mayor
Burien, Washington

Karen Klunk
Legislative Aide
Senate of Pennsylvania
Harrisburg, Pennsylvania

William J. Lhota
Executive Vice President
American Electric Power Service Corporation
Columbus, Ohio

Donna B. Kreisberg
Intergovernmental Affairs Officer
U.S. Department of State
Washington, D.C.

Gregorgy S. Lashutka
Mayor
Columbus, Ohio

Millie MacLeod
Council Member/Vice Mayor
City of Moorhead
Moorhead, Minnesota

Richard D. Mason
Bank One
Columbus, Ohio

John Millar
Vice President, Academic Affairs
Tiffin University
Tiffin, Ohio

William Miller
Assistant Director
Legislative Research Commission
Frankfort, Kentucky

Thomas Morales
Council Member
Avondale, Arizona

Willie Mount
Mayor
Lake Charles, Louisiana

Ilona Pishchik
Director, International Finance
and Economic Partners
Forest Hills, New York

Lucille Rollins
Chief of Staff
City of Gary
Gary, Indiana

Charles Royer
Harvard University
Cambridge, Massachusetts

Ernest Rubi
Economic Development Director
City of Turlock
Turlock, California

United States of America (continued)

Dag Ryen
Executive Editor
Council of State Governments
Lexington, Kentucky

Joan D. Stepter
Bank One
Columbus, Ohio

Robert D. Storbeck
Bank One
Columbus, Ohio

Joseph Sulzer
Mayor
Chillicothe, Ohio

Costis Toregas
Public Technologies, Inc.
Washington, D.C.

Steven Waldhorn
DRI/McGraw Hill
San Francisco, California

Curtiss Williams
Director of Development
Gahanna, Ohio

Zimbabwe

Alexander Mupawaenda
Councillor
Harare, Zimbabwe

Charles Tawenowa
Mayor
Harare, Zimbabwe

ANNEX C

PROCLAMATION OF MAYORS

Columbus, Ohio - U.S.A.

21 October 1994

WHEREAS, the Mayors, assembled together in Columbus, Ohio, U.S.A., at the Global Summit for Mayors on this day of 21 October 1994, proclaim that a principal challenge facing municipal leaders is to enhance the knowledge, potential and skills of our citizens to enable them to participate effectively in the global market; and

WHEREAS, we dedicate ourselves to exercise the political will called for by Secretary-General Boutros Boutros-Ghali in his Address of 19 October 1994;

WE NOW CALL UPON all the Mayors of the World:

- 1. To join us in discovering the potentialities offered by information and communication technologies in the pursuit of serving our citizens;*
- 2. To work with governments at all levels to ensure that all cities of the world have the freedom and power to generate and sustain initiatives for global trade efficiency, promotion, and development;*
- 3. To enhance private-sector participation in meeting these goals;*
- 4. To encourage the involvement of all municipal leaders in the development of internationally-accepted information technology standards; and*
- 5. To cultivate creative and innovative information technologies designed to fulfill the needs of all our peoples and adapted to our unique situations and local conditions.*

WE HEREBY RESOLVE to achieve these objectives in our communities by implementing energetically the principles set forth in the Columbus Declaration and we invite the Mayor of Columbus, Gregory S. Lashutka, to communicate this PROCLAMATION and the other proceedings of this Global Summit for Mayors to the United Nations Conference on Trade and Development and to the appropriate national and international forums.