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## UNVEILING OF THE WTO LOGO

Mr. Renato Ruggiero, Director-General of the WTO, will officially unveil the logo of the World Trade Organization on Thursday 9 October at the WTO.

"The adoption of an official logo by the World Trade Organization is another step in establishing this unique institution on a firm and lasting foundation. It is the visual representation of a dynamic organization with a vital role to play in ensuring the continued and rules-based expansion of trade worldwide," said Mr Ruggiero.

The design is adapted from the logo originally commissioned by the Government of Singapore for the WTO's first Ministerial Conference which was hosted by Singapore in December 1996. In April 1997, the WTO General Council accepted Singapore's offer to transfer to the WTO the logo and its copyright.

The original logo was created by Su Yeang Design, a Singapore-based graphic arts company, and selected from over 200 entries in a competition held by the Government of Singapore. "A hint of the globe is suggested by the six graphic arcs symbolizing world trade with member nations meeting to forge strategic alliances," according to Ms Su Yeang. "Dynamism and optimism prevail as the swirls integrate, encapsulating WTO's united spirit of promoting fair and open trade."

### **Note to Editors**

The unveiling ceremony will take place at 11.30 am in the reception area of the WTO. Ambassador Celso Lafer of Brazil, Chairman of the WTO General Council, Ambassador Chak Mun See of Singapore and Ms Su Yeang will be present for the unveiling.

All members of the media, including photographers and TV crews, are invited to attend. After the unveiling ceremony, the media will have a brief opportunity to meet Mr. Ruggiero and his press officers to discuss any WTO issue.

A Corporate Identity Manual has been produced to illustrate how the different adaptations of the logo should be utilized. Copies of the Manual and electronic versions of the logo are available upon request. Contact Publications for more information (tel: 41 22 739 5439; email: [publications@wto.org](mailto:publications@wto.org)).