

JAG 58th Session Closing Remarks—ITC Executive Director Pamela Coke-Hamilton

Thank you, Chair.

We began today's 58th session of the Joint Advisory Group with our time-honoured tradition of passing the gavel from one chair to another.

This is more than just a rite of passage: it's the closing of one rewarding chapter of our history, alongside the opening of another.

Chair, you've shepherded us through today's discussions beautifully, with clarity of purpose and with a strategic, thoughtful, and impact-driven mindset.

It's made me even more excited for the next year of our collaboration, and grateful for the trust you've placed in us when taking on this role.

Your summary just now confirms that events like the JAG aren't just talk.

They're moments that can help us at ITC prepare for whatever the future holds—a future that, as our past 60 years have shown us, is anything but predictable.

I'll now share just a few brief reflections so we can finish on schedule, or close to it, and can go out and enjoy this beautiful Geneva summer day.

First, thank you to everyone who joined us today, taking time out of your busy schedules in the lead-up to the WTO's Ninth Aid for Trade Global Review.

Your thoughtful feedback, honest reflections, and brilliant ideas have led us to hope that even as ITC celebrates its 60th anniversary and our successes thus far, the best is yet to come.

You remind us to take a step back and look at the big picture, making sure that we don't miss the forest for the trees.

You reinforce why we can never be satisfied with "good enough" when it comes to making trade work for the people we serve.

You show us that while every one of your countries has a unique experience of trade-led development, there are values that we all share.

Values like collaboration.

Values like resilience.

Values like innovation.

Meetings like these give us insights that we genuinely can't get anywhere else. We're immensely proud to be part of your community, one that's full of steadfast supporters for trade-led development and all it has to offer.

I'll now share a few of the highlights from what I've heard today.

Many of you are worried, and rightly so, about what our volatile global landscape will mean not just for trade, but by the people who are driving it: the world's small businesses.

All of you were clear that our dedication to partnerships is one of our greatest assets, including within our own sisterhood of the ITC, WTO, and UNCTAD.

You've given a welcome vote of confidence in our four moonshots and what they've meant for delivering on our strategic plan, and more importantly for the MSMEs we serve.

You've encouraged us to go even further in our efforts to make trade more connected, sustainable, and inclusive—especially in today's increasingly fragile context.

As the Chair noted in her summary, there are also areas where we need to keep striving to do even better, whether that means more diverse funding sources or more tailored support in our priority countries.

And that's exactly what we'll do next.

Since we opened our doors 60 years ago, we have constantly sought to bring our very best selves to everything we do.

We have never stopped learning and we've never been afraid to dream big—and to then chase those dreams all the way through.

That's what you can continue to expect from us, not just for our next year together, but for our next 60 years together and beyond.

Thank you all, and I look forward to seeing you all on Thursday for our 60th anniversary celebrations!