



World Trade & Tech Day 2026



WTO OMC

AI and Trade:
Turning Potential
into Progress.♦

WTO, Geneva
14 September

Event Overview

DATES		VENUE	AUDIENCE
14 September:	Main Event & Policy Sessions	WTO: Geneva	450+ Participants: 250 In-person 200 Online
15 September:	Masterclass	Format: In-Person/ Online participation for audience	Small Group of Ministers Trade Policymakers Tech Innovators & Companies Civil Society & Academics Media

Webpage and registration link: [WTO | World Trade & Tech Day](#)

Programme Format

POLICY SESSIONS

High-level strategic dialogues focusing on global AI governance and trade policy.

PITCHES + EXHIBITION

A showcase in the WTO Atrium featuring AI innovations in trade.

MASTERCLASSES

Practical, hands-on workshops designed for trade officials and delegates.

Programme

MORNING SESSION

09:00 – 10:00	Registration
10:00 – 10:15	Welcome Address Director-General Ngozi Okonjo-Iweala · Room W
10:15 – 11:00	Ministerial Dialogue <i>From Potential to Progress: Why AI Is a Trade Policy Issue</i> Room W
11:00 – 11:20	Keynote Lecture <i>The Rise of Computational Trade</i> Room W
11:20 – 11:50	High-Level Fireside Chat <i>The Future of Trade in an AI-driven Economy</i> Room W
11:50 – 13:00	Panel Discussion <i>Leveraging AI to Reduce Trade Costs</i> Room W

AFTERNOON SESSION

13:00 – 14:30	Lunch Case presentations · Atrium	
14:30 – 15:40	Panel Discussion <i>AI for Trade for Development</i> Room W	Panel Discussion <i>From Farm to Cup: IP and Frontier Technologies Powering the Coffee Value Chain / Room E</i>
15:40 – 16:00	Break	
16:00 – 17:10	Panel Discussion <i>Enabling AI Through Trade: Services, Data and Infrastructure</i> Room W	Panel Discussion <i>AI In Medical Devices: Building trust, sustainability and healthier societies through standards and trade/ Room E</i>
17:10 – 18:00	Closing Panel Room W	
18:00 – 19:30	Evening Reception	

Atrium Pitches/Exhibition

SESSION FORMAT

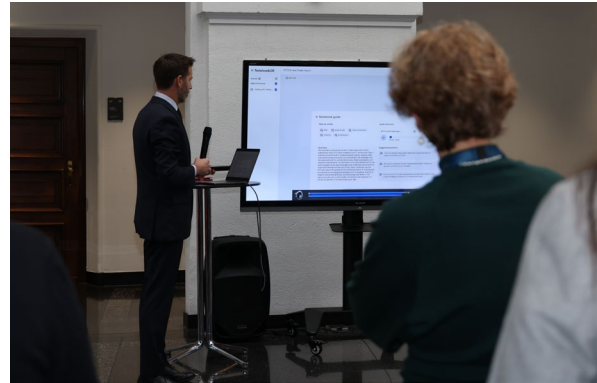
10-15 minute high-impact presentations followed by a focused Q&A session with the audience. Conducted in English.

Poster

- Showing AI use cases on Atrium walls (adapted from ongoing written case study series)

MSME case studies

- DeltaX: Bolivian startup; AI-powered freight management system
- Parsyl: US startup; AI-driven underwriting platform that prices cargo insurance more accurately.
- ELSA: US startup with Vietnamese founder; targets non-native English speakers to speak corporate English better.



Masterclasses

- Trade officials only
- 60 pax total

Trade Policy Analysis

- Legal TINA and TINA by ESCAP
- Clairk by St Gallen Endowment Fund
- WTO Discovery Online

Policy Workflows

- AI Apprenticeship by DiploFoundation
- Smart Customs by World Customs Organization

Learning Outcomes

- Gain basic proficiency in AI tools and governance
- Hands-on interaction with AI tools
- Understand how and when AI skills can be applied
- Understand prerequisites for successful deployment



Research work

- Mapping of trade-related elements included in AI strategies
- AI Trade Policy Toolkit
- Further economic research on AI & Trade

Thank you!