



WORLD TRADE ORGANIZATION
ORGANISATION MONDIALE DU COMMERCE
ORGANIZACIÓN MUNDIAL DEL COMERCIO

Innovation in International Organizations

Can we do better?

Contents

01. Introduction
02. Why care
03. Some possible explanations
04. Q&A

01. Introduction

Today's topic

- The modern economy is all about **innovation, disruption, changing paradigms**, and an **acceleration in the rhythm of change**.
- International Organizations (IOs) may not be seen as fitting in this image.
- Is this true?
- How do they react to changes in the environment?
- This presentation will give some hints based on the experience of 2 such organizations (1 very big and 1 medium-sized).

An image is worth 1000 words

- My image
- Switzerland in 2017
- The divine order

Are IOs like a peaceful Swiss village?

- Hmm... *Jein!*
- We see averages.
- Reality is more complex.



The future is already here

"It's just only not evenly distributed."

-- William Gibson





WTO OMC

02. Why care

Innovation, disruption, change

- Why change something that works?
- Old habits die hard



Innovation, disruption, change

- Because the times they are not a changin'
- They have already changed!

ESTRADA
DESAMORIONADA

DESVIO

Portuguese - English

ROAD
COLLAPSED

DIVERSION 2km



Innovation, disruption, change

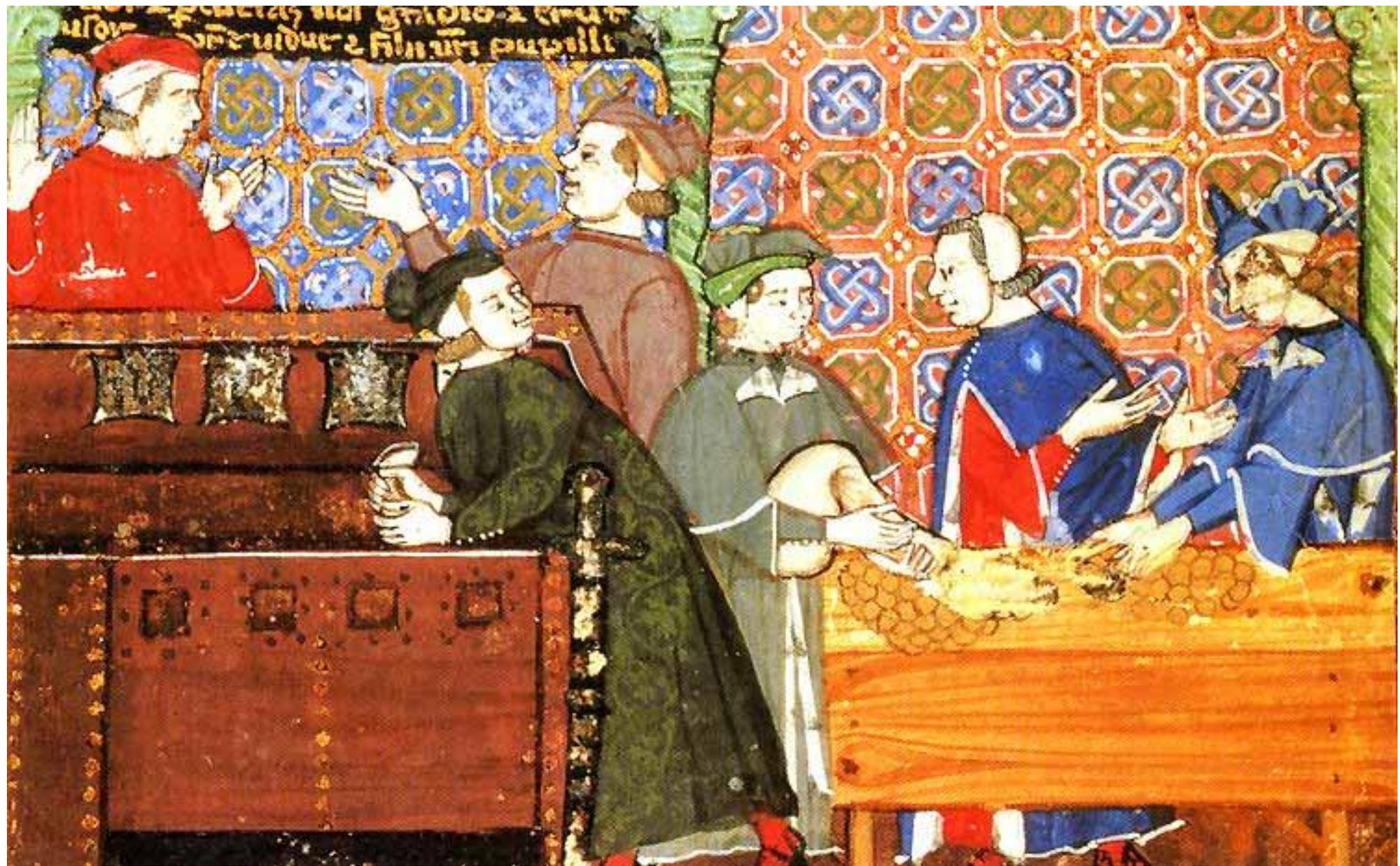
- We live in times of AI → disruption
- Innovation is the name of the game

03. Some possible explanations

What's the opposite of too much money at the end of the month?

- Budgets under stress, but in general still sufficient
- Some tweaks can save the day many times
- A good crisis can stimulate ideas
- The example of PAHO

Excellence can be a blocker





СБЕРБАНК



THRU













Who drives the car?



Who drives the car?

- Whom do we translate for?
- The client?
- Then, we have to create tailor-made solutions.
- But, do we?

Who drives the car?

- Many people in IOs despise the term *client* or *customer*.
- We only work for colleagues.
- And it shows!
- Because it's not true.
- The real driver is the language.
- And only we know it well.

Who drives the car?

- The result is one product only.
- Web pages that read like technical reports.
- Tweets that look like speeches.

ONE
PRODUCT ONLY

We are 'so special'

- Impossible entry barriers
- Only we can do it
- Resistance to sharing



BUSINESS NEWS OCTOBER 17, 2019 / 5:00 PM / 24 DAYS AGO

Ford partners with Volkswagen, Amazon to build charging network for cars

Ford-VW alliance expands to include autonomous and electric vehicles

VW will invest \$2.6 billion in Argo AI, the Pittsburgh based autonomous vehicle startup backed by Ford

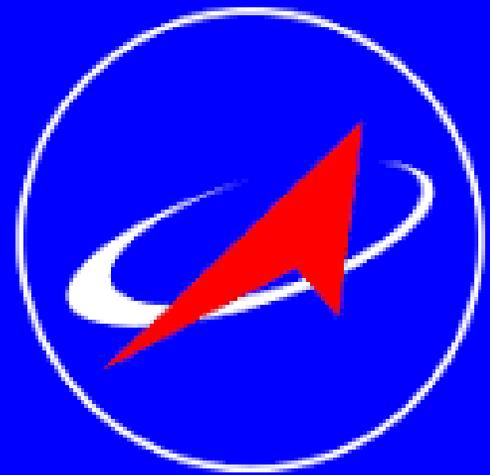
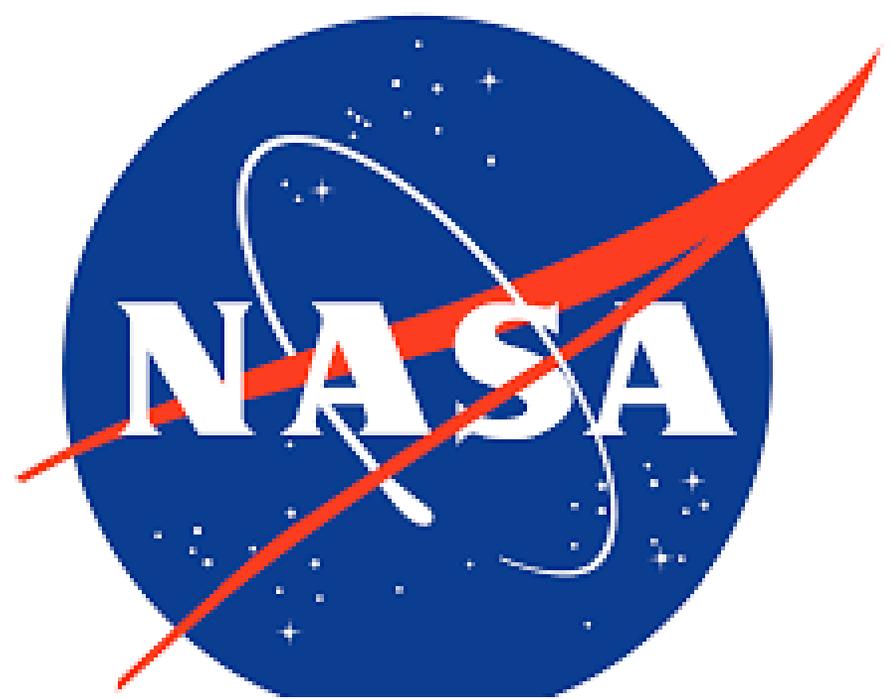
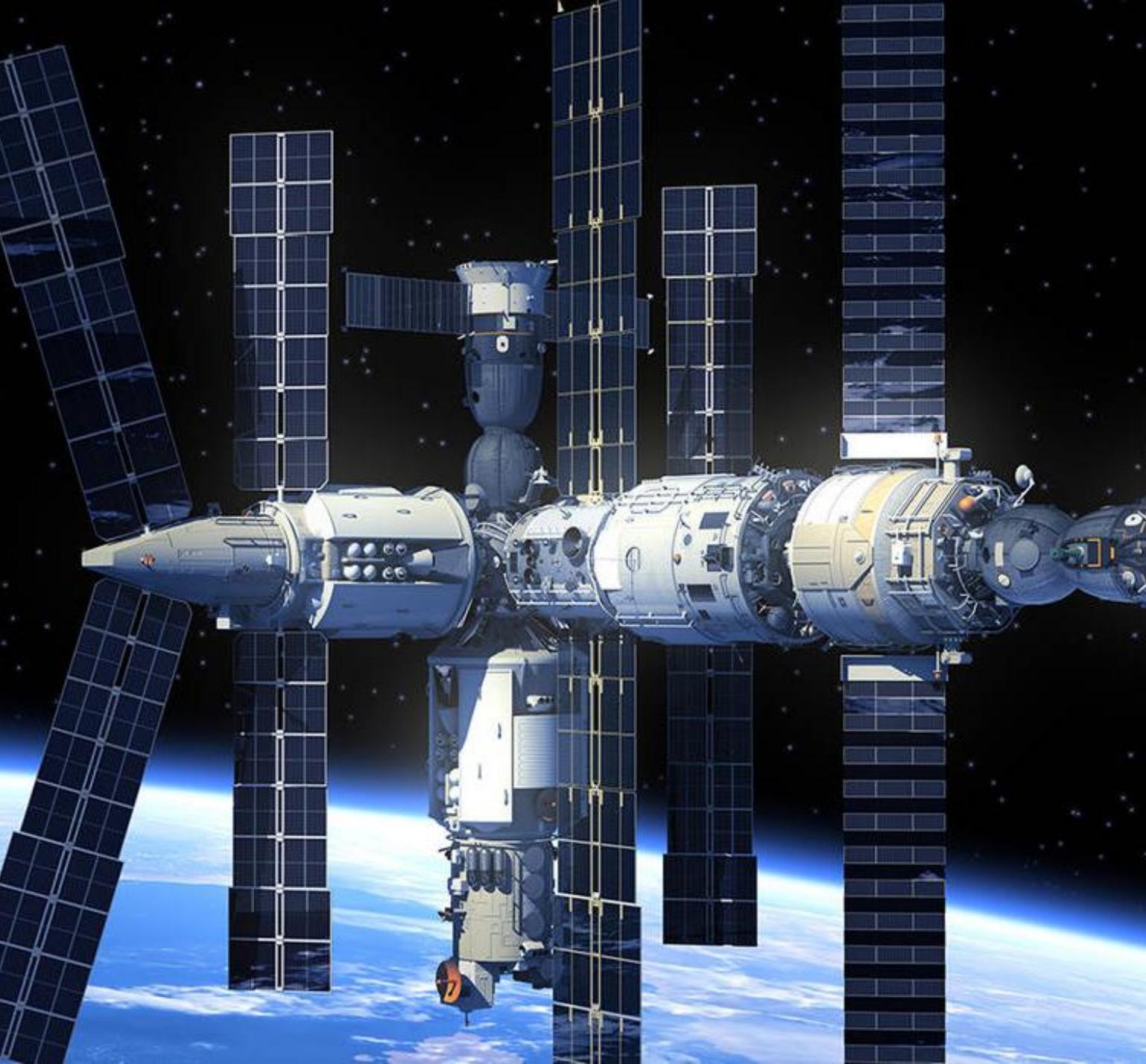
By [Andrew J. Hawkins](#) | [@andyjayhawk](#) | Jul 12, 2019, 8:00am EDT

July 14, 2019 12:00 AM

Expanded Ford-VW deal 'just makes sense'

1,529 views | Jul 12, 2019, 08:00am

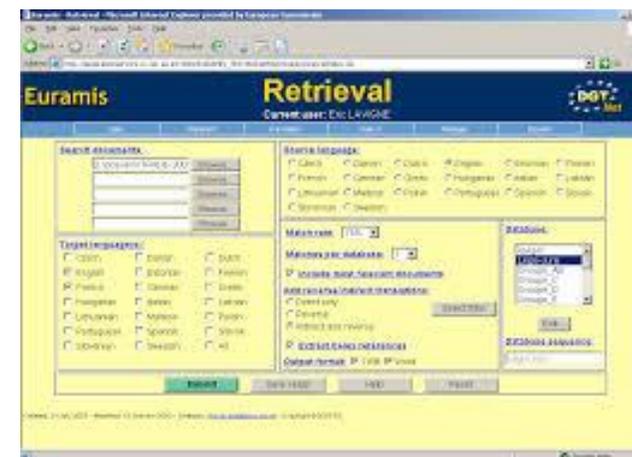
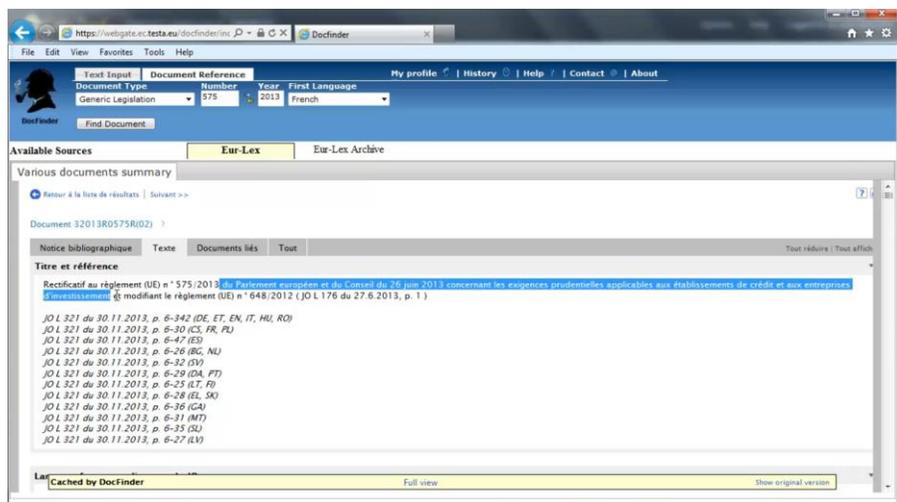
Ford And Volkswagen Partner On Self-Driving And Electric Vehicles



РОСКОСМОС

We are 'so special'

- Language tools in the EU family



We are 'so special'

- In-house developed vs. commercial
- The myth of free resources
- The myth of 'we can do it better'
- Total fit to needs \Leftrightarrow quick, proven development
- Long financial cycles
- IT domain competences lacunar

In the cloud...

- The cloud is cheaper, safer and more flexible.
- But the problem is the jurisdiction
- And the reluctance it still generates



WTO OMC

Any questions?