

WTO Selects Virtue to Deliver its Annual Public Symposium

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Virtue Communications (“Virtue”), a leading provider of online corporate communications solutions today announces that the World Trade Organization (“WTO”) has selected it as the online provider for its annual public symposium which will take place at the Organisation’s headquarters in Geneva from 25 to 27 May 2004.

This year’s symposium, “Multilateralism at a Crossroads” will cover the challenges the WTO and its Members face in ensuring a successful completion of the Doha Development Agenda. Participants from governments, parliaments, civil society, the business sector, academia and the media are invited to discuss how to address the key challenges facing the multilateral trading system in a crucial phase of the Doha Round.

The symposium’s opening plenary session featuring Dr. Supachai Panitchpakdi, WTO Director - General, and Pascal Lamy, EU Commissioner for Trade, among other speakers, will be broadcast live in three languages to an online audience, allowing interested parties from around the world to participate. Additionally, a second session entitled “Trade in Agriculture” will also be broadcast live; both sessions will be available for on demand viewing.

Webcasting allows the WTO to greatly extend the reach of the symposium far beyond the attendees, to a much wider audience, efficiently and cost-effectively as well as promote the global nature of the Organisation.

Klaus Ackerstaff, CEO Virtue, said: “It is very gratifying for Virtue to work with an organisation like the WTO, especially in helping them promote a global agenda. We continue to see the use of webcasting expand as companies from all sectors and industries have a desire to communicate more openly to more people across the world.”

About Virtue Communications

Virtue Communications, part of Virtue Broadcasting Plc, is a leading corporate communications solutions provider in Europe and Asia Pacific enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communication messages which complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Munich, Stockholm, Madrid and Sydney.

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