



UIBE News

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The USTR General Counsel Tim Reif Visits UIBE

Tim Reif, the United States general counsel of the Office of the United States Trade Representative (USTR) visited UIBE and delivered a speech before an audience of students, faculty, and administrators on the meaning of “Rules-based trade: the Basis for Strong and Sustainable Trade and the Best Antidote for Protectionism.”



The USTR delegates included Claire Reade, Chief Counsel of USTR’s Office of China Affairs; Tim Stratford, Assistant Trade Representative; Chris Adams, Minister Counsel of the US Embassy; Melissa Horwitz, Executive of Economic Section of the US Embassy. From UIBE: Shi Jianjun, President of UIBE; Lin Guijun, Vice President of UIBE; Xia Haiquan, Director of Office of International Cooperation and Exchange; and Alex Goldsborough, Director of the International Marketing and Communications Department.

An informal talk between Mr. Reif and President Shi preceded the speech, the former was introduced to UIBE and some of its increasingly international team, reflecting the international nature of UIBE, which

likes to project an image as, “a University where there is no better place to discuss international trade issues openly.”



Indeed UIBE works hard to continue the progressive development of its institutional framework, including student curricula, and its faculty, in order to reflect current economic conditions and address issues of concern within its fields of expertise, notably international business, economics, trade issues, law, and finance.



In a Spirit of frankness, President Shi further mentioned that “more China-US dialogues, more bilateral consultations, and negotiations are urgent in order to contain the risk of rising of trade protectionism, especially as the global economic recession is still unfolding.”



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Fully aware he was addressing UIBE students, as well as students from some of UIBE's exchange programs, Mr. Reif started out by discussing the mechanisms of rules-based trade system of the GATT, fathered by the US in 1947, and the WTO, to which China gained access in 2001, and how to address issues of protectionism. Ever the Professor, he peppered his explanation with quiz-style questions which, in his impressed opinion, the students had "well-prepared", and he passed with flying colours!

During the ensuing Q & A session, questions were raised regarding the role international governments play in the enforcement of WTO principles; USTR's opinion on the intensified China-US trade frictions; and the cooperation between the US President and Congress in deciding on appropriate trade policies. Mr. Reif fielded all questions with clear, sincere, and helpful answers.

At the end of the speech, Vice President Lin Guijun expressed his thanks to Mr. Tim Reif to whom the students rushed up, to ask further questions, obviously they were quite taken by his honest and knowledgeable answers.



"Professor" Reif then turned his attention to delivering a series of examples, ranging from global economic growth, international trade bodies, and the effective enforcement of relevant laws and regulations. He covered the primary objectives and significance of the WTO's plan to establish a rules-based trade system, before turning to issues of fair competition and fair trade, the reduction of Non-Tariff barriers and the transparency of trade policies and laws.