



8 June 2020

(20-4065)

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Original: English/Spanish

## **APPOINTMENT OF THE NEXT DIRECTOR-GENERAL**

### **NOMINATION PROCESS**

The following communication, nominating **Mr Jesus Seade Kuri** for the position of Director-General, has been received from the **Delegation of Mexico** on **8 June 2020**.

In keeping with the procedures set out in WT/L/509 this nomination, together with supporting information, is being distributed as received to all Members.

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MISION PERMANENTE DE MEXICO ANTE LA OMC

Geneva, Switzerland, 8 June 2020

**EMB. DAVID WALKER**  
**Chair of the WTO General Council**

Excellency,

I have the honor of transmitting to you the letter of Mrs. Graciela Marquez, Minister of Economy, regarding the nomination of Mr. Jesus Seade Kuri for the position of Director General of the World Trade Organization

Please accept the assurances of my highest consideration

Sincerely,

A handwritten signature in black ink, appearing to read 'Angel Villalobos', followed by a stylized flourish.

Emb. Ángel Villalobos Rodríguez



MISION PERMANENTE DE MEXICO ANTE LA OMC



Courtesy translation

Office of the Minister  
Mexico City June 8, 2020

H.E. David Walker,  
Chairman of the General Council  
World Trade Organization - WTO  
154 Rue de Lausanne  
1211 Geneva 2  
Switzerland

Your Excellency,

It is with honor that I inform you the Government of Mexico's decision to nominate Mr. Jesus Seade Kuri, PhD to the post of Director-General of the WTO.

Dr. Seade is a renowned economist, trade negotiator, diplomat, academic, and politician. Among his previous held positions, he was Ambassador of Mexico to the GATT and Chief Negotiator of the Uruguay Round. Subsequently, he was appointed Deputy Director General of the nascent WTO, where he was in charge of the areas of administration, government relations, and relations with other international organizations. In addition, his responsibilities included supervising capacity-building and technical assistance activities. Currently, he is the Deputy Secretary for North America and during 2018 and 2019 he was a negotiator of the Trade Agreement of Mexico, the United States and Canada (TMEC).

He has had important collaborations with other international organizations, particularly in the International Monetary Fund, where he promoted and presided over actions for economies in financial crises, particularly in the regions of Latin America, Europe, the Persian Gulf and Africa.

Likewise, he has a vast experience in the academic field, with chairs or professorships at different universities such as the University of Warwick, El Colegio de México, Lingnan University and Shenzhen University.

Considering the above, Dr. Seade would contribute all his knowledge and experience to improve the functioning of the WTO and support the creation of consensus for agreements that strengthen the multilateral trading system.

The Government of Mexico is convinced that Members will support this candidacy as the best option to lead our Organization.

Yours sincerely,

Dr. Graciela Marquez  
Minister of Economy  
Government of Mexico

Jesús SEADE – CV

8 June 2020

**Profile:**

**Unique experience in global trade negotiations and policy. Extensive interaction with senior authorities in all regions while at WTO, IMF, W.Bank and as an academic. Strong business interfacing thereon. Effective negotiator and consensus builder. In particular:**

➤ **WTO:**

- i. **Ambassador/GATT and Chief Negotiator/Mexico in creation of WTO.** Co-author (with EU + Canada) of proposal to create WTO (not just reinforce GATT).

Then elected as:

- ii. **Deputy Director-General of GATT**, in new management team (under Peter Sutherland) tasked with and successful in **leading the then-collapsing negotiations to completion**. Also chaired the **additional negotiations demanded by LLDCs** before accepting creation of WTO on terms negotiated.

and

- iii. founding **Deputy Director-General of WTO**, responsible for relations with authorities in capitals, business sectors and press, trade and finance (negotiated strong rights for WTO in formal agreement with IMF), research, publications and training.

➤ **NAFTA replacement:**

- iv. **Chief Negotiator of USMCA** (US, Mexico, Canada Agreement) and **Under-Secretary for North-America**, Mexico.
- v. **Senior Advisor at IMF:** Chief Officer responsible for **IMF work + policy design** (for Board decision) on:
  - a. **three major financial crises** in Turkey, Brazil and Argentina (inc lead coordinator of then-largest-ever IMF loan - a \$29bn G7 syndication for Brazil) and
  - b. **massive debt relief for 15 high-debt African countries** (HIPC Initiative).
- vi. **Extensive involvement with official and policy fora in Hong Kong and China PRC** during 12 years in university leadership, member of trade and financial HKG advisory bodies, and active participant in business fora.
- vii. **Throughout his career extensive WTO, WB and IMF involvement in Africa** (reflecting interest and languages) and secondly LATAM and Middle East.

Mexican and Lebanese citizen. Long-term resident in Hong Kong SAR and China; USA; Switzerland; UK; and Mexico. Senior official in all three top international economic organisations: WTO, IMF and World Bank and in the Mexican government. Influential work on 50+ countries. Extensive work on/ in Africa (in its 3 main European languages) as well as Middle East, Europe, LATAM. At home in diverse cultures and all continents. *Citizen of the world.*

- Studies:**
- Chemical Engineer *Summa Cum Laude*, UNAM, Mexico
  - D.Phil. (PhD) and M.Phil. in Economics, University of Oxford.
- Currently (2018-)** **Under-Secretary for North-America** (Ministry of Foreign Affairs) **and Chief Negotiator for the USMCA** (*US, Mexico and Canada Trade Agreement, successor to NAFTA.*), Mexico.
- Previous Positions**
1. **Associate Vice-President for Global Affairs**, CUHK-Shenzhen Univ, China PRC (Jan '17-Jul '18).
  2. **Vice-President, Lingnan University**, Hong Kong SAR (+ Chair Prof.; '07-'16).
    - **Concurrently while in Hong Kong:**
      - Senior Advisor to Secretary of Financial Services
      - Senior Advisor to Trade + Industry Secretary
      - Vice-Chairman, HK Academy for Corporate Responsibility (ongoing)
      - Head of govt-funded policy work: *HK as a Financial Centre for China and for the World.*
  3. **International Monetary Fund: Senior Advisor** (1998-2006). *As in Profile-v above. Also*, Head for all IMF Transparency work (Banking, Fiscal, Data). Extensive engagement in Africa, Middle East, LATAM and Europe.
  4. **World Trade Organization and GATT: Deputy Director-General** (1994-98). *As in Profile-ii-iii above. Also, to note:* (a) **Extensive involvement esp. in Africa** (anglo-, franco- and lusophone and MENA) explaining results and assisting preparations; (b) in Nov 93 as DDG-GATT led team to prepare an *Analysis of the Proposed Uruguay Round Agreement with Particular Attention to the Interest of Developing Economies*, required prior to end of negotiations but decided to produce an extensive in-depth (not the much-recommended cursory) analysis that significantly helped clear the dense air at end and reach final agreement.
  5. **Mexico's Chief Negotiator in creation of WTO** (and Ambassador to GATT; 1989-94). In the negotiations, and as Chair of various GATT committees and working parties, established an influential position as an independent but constructive developing country and a creative and effective consensus builder. Consensus support fm negotiators to become DDG as per #4 above.
    - **Georgetown Law School: International Economic Law Advisory Board Member** (1998-2010)
  6. **World Bank: Principal Economist** – senior expert first on **Fiscal Policy** in *Country Policies Department* and then head for all economic work of **Brazil Department**. (resp. major involvement in fiscal reform at DRC (then Zaïre) and in the design of Morocco's VAT; and ibid. re. Brazil's VAT system.) Recurrent work on DRC while at WTO and IMF.
  7. **Warwick University, UK: Chair Professor.** Founder and Director of Development Economics Research Centre (now Centre for the Study of Globalisation and Regionalism). While on leave from Warwick, professor in France (CEPREMAP) and in Mexico (professor and founding Director of the Economics Department at El Colegio de México).
- Languages:** Fluent in all three official WTO languages and fluent also in Portuguese. Conversational German. Advanced beginner in Putonghua.