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"MADE IN THE WORLD" INITIATIVE**New World Input-Output Database (WIOD) sheds light on global value chains**

On 16 April 2012, the European Commission held a high-level conference, in which the WTO participated, to mark the launch of the World Input-Output Database (WIOD). This new database allows trade analysts to have a better view of the global value chains created by world trade. These added-value chains have become an essential feature of our economic reality as trade is becoming increasingly globalized and today's traded products are not produced in a single location but are the end-result of a series of steps carried out in many countries around the world.

[> Speech by DDG Jara at the WIOD launch](#)[MORE:
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Instead of counting the gross value of goods and services exchanged, the new database reveals the value-added embodied in these goods and services as they are traded internationally. The findings are significant as they change the perception of the competitiveness of certain sectors in some countries.

- [> More about the conference](#)
- [> WIOD Database](#)
- [> Speech by Commissioner De Gucht on global value chains](#)

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