

Ambassador Rita Hayes

Ambassador Rita Hayes is Chair of Hayes International Advisors, LLC where she counsels industry and institutional leaders on a diverse range of economic, political and regulatory matters. Drawing upon her deep understanding of how government and business intersect, Ambassador Hayes has advised CEOs of Fortune 500 companies, regulatory bodies and institutions, assisting clients in negotiating complex, high-profile agreements and implementing strategies tailored for clients' helping to build business strategies for growth in global markets. She assists clients on issues arising both on a national level and internationally working with them to develop and execute strategies tailored for their specific markets.

Ambassador Hayes served as Ambassador to the World Trade Organization (WTO) from 1997 to 2001, a post to which she was nominated by President Bill Clinton in 1997 and unanimously confirmed by the U.S. Senate. She represented the United States at the WTO during a very critical period from 1997 to 2001. From 2001 through December 2006, she held the position of Deputy Director General of the World Intellectual Property Organization (WIPO) to which she was approved by the 184 Member States. At the conclusion of her appointment at WIPO, she served as Senior Advisor in Hogan & Hartson LLP's Geneva, Switzerland office.

In response to the global economic crisis, Ambassador Hayes was invited in 2008 to serve as an expert for the International Chamber of Commerce's (ICC) World Business Summit. Working with CEOs of Fortune 500 companies and the leadership of national governments and international organizations, she lead a dialogue on the changing landscape in international trade given the new presence of emerging economies and sovereign wealth funds, as well as the role of innovation and technology in driving new growth and job creation in developed markets.

As Deputy Director General of WIPO, Hayes was the leading voice on copyright and related rights policy. She had the overall responsibility for the development of international legal standards in the field of copyright. In her capacity as Deputy Director General, she also maintained relations with the copyright industries worldwide and addressed Member States' requests for assistance in developing copyright legislation.

During her tenure at WIPO, she worked with Member States to reach a consensus on an updated treaty for the protection of broadcasters' rights. She had under her supervision WIPO's library and collection of laws relating to Member States' legislative enactments. Coordinating joint projects with Member States on communication and public outreach, she worked extensively with various channels for promoting information on WIPO's activities. She oversaw the organization's Enforcement Division, which works with Member States, non-governmental organizations, and the private sector in promoting more effective enforcement of intellectual property rights.

Maintaining and developing the organization's relations with the private sector through regular consultations with industry groups was an initiative under her purview. Ministerial level consultations on intellectual property and related issues in both developed and developing

countries involving Ministries of Trade, Industry, Finance, Justice, Culture, Education, Energy, and others were among the consultations that she conducted at WIPO.

Ambassador Hayes served as Deputy U.S. Trade Representative and Ambassador to the WTO from November 1997 through August 2001, and she served as Acting U.S. Trade Representative from January through March 2001. Working closely with Directors General of the WTO and ministers and senior government officials from Member States, she strived to build consensus for WTO initiatives.

She presented, argued, and defended U.S. positions before the WTO General Council, the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Council, the Trade Policy Review Board, and other committees within the WTO. Consulting and forging understandings with heads of various other-related institutions in Geneva on trade matters such as WIPO, the United Nations Conference on Trade and Development (UNCTAD), the World Health Organization (WHO), the International Trade Center (ITC), the World Bank, and the International Monetary Fund (IMF) were among her accomplishments.

Ambassador Hayes encouraged greater participation and transparency in WTO proceedings. In February 1998, she launched U.S. negotiations at the WTO to obtain a declaration on Global Electronic Commerce, leading the U.S. delegation in Geneva to achieve a first-time multilateral declaration for a work program and a duty-free cyberspace commitment at the May 1998 WTO Ministerial Conference. Meeting regularly with members of the U.S. Congress, parliaments, staff, and delegations, as well as private sector groups, she explained and examined approaches to trade policy.

Confirmed by the U.S. Senate in 1996, Ambassador Hayes served with Ambassadorial rank from 1996 to 1997 as U.S. Chief Textile Negotiator in the Office of the U.S. Trade Representative (USTR) in Washington, D.C. and conducted multilateral and bilateral negotiations. She represented the USTR on a number of interagency committees, such as the textile and wholesale and retailer industry advisory competitiveness of American fiber, textile, apparel, consumer products, and businesses.

During the Uruguay Round negotiations leading up to the Marrakesh Agreement that established the WTO and launched several multilateral agreements, including the WTO textiles agreement (ATC) under the GATT Multi-Fiber Arrangement, she negotiated several bilateral textile agreements, special bilateral visa arrangements for textile and apparel products and agreements to avoid transshipment. Consulting with the U.S. Congress in preparation for the Uruguay Round concerning the implementation of legislation, she conducted open hearings at the International Trade Commission and other locations to formulate methodology for implementing the provisions of the ATC phase-out. She also served on and addressed export promotion boards in various states concerning consumer goods of export interest to U.S. companies including jewelry, automobiles, footwear, and other products.

From 1983 to 1992, Ambassador Hayes served as Chief of Staff for two members of the U.S. Congress.

Selected Published Speeches

Enforcement of Intellectual Property Rights, State Intellectual Property Office of China (SIPO) and China Intellectual Property Training Center (CIPTC), Beijing, China, December 2006.

Twelfth Global Arbitration Forum, China and the WTO, Geneva, Switzerland, December 2006.
Patent and Copyright Policies, New Challenges, International Organization for Standardization, Geneva, Switzerland, June 2006.

Trade and Importance of Copyright Enforcement for Central American, Latin American and Caribbean Countries, Bogota, Colombia, April 2006.

“Broadband and Digital Content: Creativity, Growth and Employment,” Conference on the Future of Digital Economy: Digital: Digital Content Creation, Distribution and Access, Organization for Economic Cooperation and Development, Rome, Italy, 2006.

First Global Congress on Combating Counterfeiting and Piracy, Brussels, Belgium, 2004,
Second Global Congress, Lyon, France, 2005 and the Third Global Congress, Geneva, Switzerland, 2007.

Fifth Annual Conference on Dispute Resolution in the WTO, Cameron May, Brussels, Belgium, June 23, 2002.

“The Future of the WTO and Due Process in WTO Dispute Resolution,” Inauguration of the Third Annual Conference of the World Trade Law Association, London, UK, 1999.

“Accelerating Economic Development: Global Electronic Commerce & Telecommunications Services,” Information Industry Congress, Geneva, Switzerland, 1997.

Selected Published Works

“World Economy at the Crossroads: global rules for an independent world economy,” International Chamber of Commerce, *contributing author*, Stockholm, Sweden, June 2008.

“WTO and Trade Disputes,” China Federation of Industrial Economics, Beijing, China, April 2007.

“Outreach for Industry in Latin America and the Caribbean,” World Intellectual Property Organization and the Ministry for Development, Industry and Foreign Trade in Brazil, Sao Paulo, Brazil, October 2003.

“Promoting Intellectual Property for Economic Growth,” Vanderbilt University Law School, Nashville, Tennessee, 2003; published, *Vanderbilt Journal of Transnational Law*, vol. 36, 2003.

“World Trade Organization: Next Step,” Challenges of Change, European Documentation and Research Center, University of Malta (2000), Peter Xureb, ed.

Practices / Industries

- International Trade
- Intellectual Property
- Emerging Markets
- Foreign Investment
- Government Regulations

Areas of Focus

- International Trade Policy & Foreign Investment
- Intellectual Property Policy and Enforcement
- World Trade Organization
- World Intellectual Property Organization
- World Health Organization
- United Nations
- International Organizations

Education

- B.A., University of Georgia, 1967
- Honorary Degree, Doctor of Humane Letters, College of Charleston, 1999
- Honorary Degree, Doctorate Outstanding Public Service, *Doctorate*, University of South Carolina, 2000

Memberships and Awards

- Vice Chair of the Executive Board of the Ex Libris Society of University Libraries at the University of South Carolina.
- Council on Foreign Relations, United States

- Advisory Committee for International Business and Economic Law, Georgetown University Law Center
- Distinguished Recipient, awarded by the Minister of Culture, Spain, and La Sociedad de Artistas de Espana (AIE) in recognition of the defense of intellectual property rights, Madrid, 2006