



Economics

Books and Journals from
Cambridge University Press

Cambridge's economics list is renowned for the breadth and quality of its publishing.

Our book list is home to the work of some of the most important economists in the history of the discipline, most notably John Maynard Keynes, as well as the work of almost 30 Sveriges Riksbank Nobel Prize laureates, including Kenneth Arrow, Herbert Simon, Robert Solow and Joseph Stiglitz.

This is complemented by a cluster of key journals such as *Econometric Theory*, *Journal of Economic History* and *Journal of Financial and Quantitative Analysis*.

For further details visit:

cambridge.org/core-economics

Cambridge
Core



CAMBRIDGE
UNIVERSITY PRESS



Law

Books and Journals from Cambridge University Press

Cambridge have an established and ever expanding academic law list in public and private law subjects crossing books and journals aimed at a global readership.

Particular strengths lie in international law, human rights and transitional justice, transnational and comparative law, jurisprudence, and legal history.

We also publish a growing number of titles with an inter-disciplinary and socio-legal approach.

For further details visit:
cambridge.org/core-law

Cambridge
Core

 CAMBRIDGE
UNIVERSITY PRESS



Cambridge Core

The new home of
Cambridge Journals

cambridge.org/core

Cambridge **Core**



WORLD TRADE REVIEW

Subscriptions

World Trade Review (ISSN 1474–7456) is published four times a year in January, April, July and October. Four parts form a volume.

The 2017 subscription price (excluding VAT) of a volume, which includes print and electronic access, is £340.00 (US \$608.00 in USA, Canada and Mexico); £40.00 (US \$63.00) for individuals, which includes print only, ordering direct from the publishers and certifying that the journal is for their personal use. The electronic-only price available to institutional subscribers is £290.00 (US \$506.00 in USA, Canada and Mexico). Single parts are £94.00 net (US \$162.00 in USA, Canada and Mexico) plus postage. EU subscribers (outside the UK) who are not registered for VAT should add VAT at their country's rate. VAT registered members should provide their VAT registration number. Japanese prices for institutions (including ASP delivery) are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan.

Orders, which must be accompanied by payment, may be sent to a bookseller, subscription agent or direct to the publisher: Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK; or in the USA, Canada and Mexico: Cambridge University Press, Journals Fulfillment Department, 1 Liberty Plaza, Floor 20, New York, NY 10006, USA. Periodicals postage paid at New York, NY and at additional mailing offices.

Copying

This journal is registered with the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, USA. Organizations in the USA who are also registered with the C.C.C. may, therefore copy material (beyond the limits permitted by sections 107 and 108 of U.S. Copyright law) subject to payment to the C.C.C. of the per copy fee of \$15.00. This consent does not extend to multiple copying for promotional or commercial purposes. Code 1474–7456/16. ISI Tear Sheet Service, 3501 Market Street, Philadelphia, PA 19104, USA, is authorized to supply single copies of separate articles for private use only. Organizations authorized by the Copyright Licensing Agency may also copy material subject to the usual conditions. For all other use, permission should be sought from Cambridge or from the American Branch of Cambridge University Press.

World Trade Review is included on Cambridge Core. For information on other Press titles go to cambridge.org/.

Enquiries about advertising should be sent to the Journal's Promotion Department of the Cambridge or American Branch of Cambridge University Press.

This journal issue has been printed on FSC-certified paper and cover board. FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Please see www.fsc.org for information.

© Cambridge University Press 2017

Printed in the UK by Bell & Bain Ltd

ISSN 1474–7456

WORLD TRADE REVIEW

Private Standards and the WTO: Reclusive No More PETROS C. MAVROIDIS AND ROBERT WOLFE	1
The Forgotten History of Food Security in Multilateral Trade Negotiations MATIAS E. MARGULIS	25
Servicification of Firms and Trade Policy Implications MAGNUS LODEFALK	59
Does WTO Accession Help Domestic Reform? The Political Economy of SOE Reform Backsliding in Vietnam TU-ANH VU-THANH	85
The International Registration of Non-traditional Trademarks: Compliance with the TRIPS Agreement and the Paris Convention QIAN ZHAN	111
Case Summaries	
<i>Colombia – Measures Relating to the Importation of Textiles, Apparel and Footwear (Colombia–Textiles), DS461</i>	141
<i>Menzies Middle East and Africa S.A. and Aviation Handling Services International Ltd. v. Republic of Senegal</i>	143
Book Review	
<i>Export Restrictions on Critical Minerals and Metals – Testing the Adequacy of WTO Disciplines</i> by Ilaria Espa	149
DYLAN GERAETS	

Cambridge Core

For further information about this journal please go to the journal website at:
[cambridge.org/wtr](https://doi.org/10.1017/S147474561600046X)



MIX
Paper from
responsible sources
FSC® C007785

CAMBRIDGE
UNIVERSITY PRESS