

## A Journal and its Editor

Petros C. MAVROIDIS

As 2004 was leaving us, Jacques Werner was leaving the *Journal of World Trade*. It is quite rare nowadays, that a journal of this type is intimately identified with its Editor. Yet, this has been the story of this journal so far.

Many have properly forgotten what the journal looked like when Jacques jumped on board: a periodical sample of papers without a vocation; a whole made of parts with no connection between them; in short, a journal without an objective function, an unattractive proposition. Jacques gave it a meaning, a purpose and a life of its own. He transformed it into the policy journal that we all know today, one of the pioneers in the debate on world trade, and more generally, integration-related issues. And he did it in his own inimitable way: always experimenting and innovating, without fearing the costs associated with the unknown, but, at the same time, without disrespecting his clients, the authors and the readership.

Just glance through any of the previous numbers and look at the names that have endorsed through their writings the *Journal of World Trade*. I think it is no exaggeration to state that almost all leaders in this field have appeared once or more in its pages. And then, do not underestimate the fact that both theorists as well as practitioners sent their contributions here. And this is yet another personal accomplishment of Jacques: he managed to eliminate some artificial dividing lines, he rose beyond the “us and them” mentality. The end result has been quite rewarding to the readership, the ultimate client. And the intended readership has endorsed this approach: the number of subscribers is simply unprecedented for this type of publication.

The journal, along with the annual conferences that Jacques has been organizing for some years now, have extended the relevance of world trade beyond the four walls of the World Trade Organization building, and have made Geneva one of the most active participants in this discussion.

Jacques’ accomplishments are indeed a tall order, and he set standards that will be difficult to meet in the future. He managed to create a distinctive *persona* for this journal and the rational expectations of the readership every year overshoot those of the previous year. We will miss his enthusiasm, his constant reminders of the respect we owe to authors and readers alike, his consistent urges to move forward, to explore new grounds, his appetite to surpass his own very high standards: we will miss his leadership.

Jacques of course, as you might have anticipated, is not leaving this field altogether. He will continue to work from his own corner and provide us with challenges that we will have to live up to (to the extent that we are able to do so). He will be around for a long, long time experimenting, producing, being Jacques. And, I anticipate we will be turning to him every now and then to discuss the next steps.

This is not an “adieu” dear friend, it is a simple “au revoir” in the same context, amid the same ongoing discussions and keeping in mind our resolve to honour the debate. Thank you very much for everything you have done. And by the way, Jacques, do subscribe to this journal. We aim to keep it where you took it. We will try as hard as we can to make it happen.