



**SOUTH  
CENTRE**

*South unity, South progress.*

## ***PRESS RELEASE***

Geneva, 1 October 2013

### **The South Centre unveils new website and logo**

The new website of the South Centre [www.southcentre.int](http://www.southcentre.int) went live on 1<sup>st</sup> October 2013 in English, French and Spanish.

The launch of the new website is part of the South Centre's efforts to offer easy access to its research and analytical work, to enhance its outreach activities and to present a fresh look and feel.

The new website offers a contemporary look and streamlined user interface, while the new logo was reshaped to be both true to the original and modern. The revamped website includes increased color and photos.

The new tagline « **South unity, South progress** » emphasizes the principles that underly the work of the South Centre.

The user-friendly interface provides users with more efficient access to the South Centre's publications. Now users will be able to access all the South Centre's publications by types of publications, by issues of work and by key words (tags).

Latest publications and key areas of work are highlighted on the front page in order to directly guide users through the South Centre's focus of the moment.

Other new functions include a Youtube channel, a photo gallery on Flickr and a blog. Followers of the South Centre blog will be able to read all articles of the South Centre's experts.

Users will also be able to follow the South Centre and its activities on Facebook and Twitter. A new mobile version of the website will also allow them to keep informed about the South Centre on their mobile devices.

This redesign will contribute to further promote the voice of the South.

The South Centre is the intergovernmental organization of developing countries that helps developing countries to combine their efforts and expertise to promote their common interests in the international arena. The South Centre undertakes research and analysis on various international policy areas that are relevant to the protection and promotion of the development interests of developing countries. The South Centre helps the countries of the South to develop common points of view and to work together on major international development-related policy issues.

**Contact for the Press :**

Mr. Vicente Paolo YU  
Head of Administration  
South(at)southcentre.int