



4 DECEMBER 2013 - TRADE AND DEVELOPMENT SYMPOSIUM

FUNDAMENTALS FOR SERVICES EXPORT READINESS

Date: Wednesday 4 December 2013

Time: 11:45 – 13:15

Venue: Westin Resort Hotel, Nusa Dua, Bali, Indonesia

Organizer: The International Trade Centre (ITC)

Provisional Agenda

Moderator: Mr. Anders Aeroe, Director, Market Development Division, ITC Geneva

Introductory Presentations:

Role of Services Value-added:

Dr. Yose Rizal Damuri, Head, Department of Economics, Center for Strategic and International Studies and Academic Coordinator, Indonesian Services Dialogue, Jakarta

Drivers of Services Competitiveness:

Professor Christopher Findlay, Executive Dean, Faculty of the Professions, University of Adelaide and member, Australian Services Roundtable, Adelaide

Aid for Trade in Services, How to help SMEs in LDCs?

Ms. Aissatou Diallo, Senior Officer, Trade in Services, ITC Geneva

Mr. David Primack, Executive Director, International Lawyers and Economists Against Poverty (ILEAP), Toronto

Panel Response: What does it take to export services?

- **Hon. Jean Louis Billon**, Minister of Trade, Craft and SMEs Promotion, Côte d'Ivoire
- **Mr. Chris Kanter**, Chairman and Founder, Sigma Sembada Group, Vice-President for Trade and International Relations, Indonesian Chamber of Commerce and Industry, Deputy Chair, Indonesian Employers Association and Business Coordinator, Indonesian Services Dialogue
- **Hon. Alioune Sarr**, Minister of Trade, Entrepreneurship and Informal Sector, Senegal
- **Sir Thomas Harris**, Vice-Chairman (Asia), Standard Chartered Bank and Chairman, European Services Roundtable, London
- **Hon. Alva Baptiste**, Minister for External Affairs, International Trade and Civil Aviation, St Lucia
- **Mr. Sammy Yen**, General Manager, Lion Medical Tourism Services Co., Ltd and Executive Director, Taiwan Coalition of Service Industries, Chinese Taipei
- **Ms. Mere Falamaka**, Permanent Delegate of the Pacific Islands Forum to the WTO

Q and A and General Discussion

Rapporteur: Key Take Aways – Ms. Jane Drake-Brockman, ITC Senior Services Adviser ITC



Summary of the session: In the context of the Trade and Development Symposium to be organized in the margins of the Bali WTO Ministerial Conference, the International Trade Centre (ITC) is pleased to host a session on “Fundamentals for Services Export Readiness” on Wednesday 4 December 2013 from 11:45 to 1:15 pm at the Westin Hotel, Nusa Dua.

The objective is to raise awareness of the importance of services in world trade, the potential that developing and least developed countries (LDCs) have in services export and the key ingredients for services competitiveness.

Today, the services sector is contributing significantly to the value of both the agribusiness and manufacturing sectors. Services represent 45% of world exports according to the new OECD/WTO database in trade in value added. To remain competitive, agri-business and manufacturing companies are integrating an increasing number of services into their production chains. The session will discuss the importance of services value-added as well as the fundamentals that drive services competitiveness at both the national and the firm level.

Services export success requires an enabling business environment, and depends on the overall:

- Availability of Human Capital and an adequate skills base;
- Enabling Digital Infrastructure
- Quality of Institutions and rule of law;
- Protection and development of Intangible Assets and a supportive environment for services Innovation for Export

The regulatory environment also impacts on the potential for growth in services exports, especially in relation to;

- Extent of International Trade and Investment Connectedness and Ease of Inter-Operability
- Movement of Business Persons
- Efficiency of Domestic Regulation
- Relevance of International agreements
- Targetted policies to build and nurture centres or hubs of excellence in services

Effective business organization to give adequate voice to services sector stakeholders and facilitate public/private dialogue is also helpful to services exporters especially from developing countries.

The session will provide an opportunity to highlight the main challenges faced by exporters from LDCs to access global markets and will identify concrete capacity building interventions to be deployed in the context of Aid for Trade to upgrade LDC services exporters' knowledge and skills. The session will benefit from inputs and perspectives from business champions, government office holders, academics and development partners.

ITC is a trade-related technical assistance agency under the joint auspices of the World Trade Organization and the United Nations. ITC assists small and medium sized enterprises in developing and transition economy countries to become more competitive in global markets, contributing to sustainable economic development within the frameworks of the Aid for Trade agenda and the Millennium Development Goals.