



Ministerio de Producción  
Presidencia de la Nación



UNIVERSIDAD  
DE CHILE

# Global Services Forum

in association with REDLAS Conference 2018:

Knowledge-based services for sustainable development

13–14 September 2018, Buenos Aires, Argentina

## Day 1 — Thursday 13 September 2018

University of Buenos Aires – Faculty of Economic Sciences  
Entrance by Córdoba 2122 – Buenos Aires – Argentina

08:30–09:00 **Registration**

09:00–09:45 **Opening session**

H.E. Ms. Paula Szenkman, Secretary, Secretariat of Productive Transformation, Ministry of Production, Argentina

Mr. Ricardo Pahlen Acuña, Dean, Faculty of Economic Sciences, University of Buenos Aires, Argentina

Ms. Isabelle Durant, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD) [video]

Mr. Martin Abeles, Director, Economic Commission for Latin America and the Caribbean (ECLAC), Office in Buenos Aires, Argentina

Mr. Gunter Rieck, Regional Program Director, Konrad Adenauer Foundation, Chile

09:45–11:15 **Ministerial session: Knowledge-based services as enablers of productive and export diversification**

*Moderator: Ms. Florencia Carbone, Trade Journalist, Argentina*

H.E. Ms. Kamina Johnson-Smith, Minister, Ministry of Foreign Affairs and Foreign Trade, Jamaica

H.E. Ms. Carolina Cosse, Minister, Ministry of Industry, Energy and Mining, Uruguay

H.E. Mr. Mariano Mayer, Secretary, Secretariat of Entrepreneurs and Small and Medium Enterprises, Ministry of Production, Argentina

H.E. Mr. Douglas Ferreira, Secretary, Secretariat of Trade in Services, Ministry of Industry, Foreign Trade and Services, Brazil

H.E. Mr. Duayner Salas, Vice Minister, Ministry of Foreign Trade, Costa Rica

H.E. Mr. Chang K. Kim, Deputy-Minister, Ministry of Trade, Industry and Energy, Republic of Korea

H.E. Ms. Olga Lucía Lozano, Former Vice Minister of Foreign Trade, Colombia

11:15–11:30 **Coffee break**

PROGRAMME

## Day 1 — Thursday 13 September 2018 (continued)

- 11:30–13:00 **Focused session:** The 2030 Agenda for Sustainable Development: A services agenda?  
*Moderator: Ms. Olga Lucía Lozano, Former Vice Minister of Foreign Trade of Colombia*  
 Mr. Lucian Cernat, Chief Economist, Directorate General for Trade, European Commission  
 Mr. Ricardo Meléndez-Ortiz, Chief Executive Officer, International Centre for Trade and Sustainable Development (ICTSD), Switzerland  
 Mr. Maximiliano Mendez-Parra, Senior Research Fellow and Head of Trade, The Overseas Development Institute (ODI), United Kingdom  
 Mr. Carlos Primo Braga, Adjunct Professor, Fundação Dom Cabral, Brazil  
 Ms. Aiganyam Baimaganbetova, Advisor, Eurasian Economic Commission (EEC)
- 13:00–14:30 **Lunch**
- 14:30–16:00 **Business leaders' session:** Digitalization and automation as drivers of innovation and internationalization in services  
*Moderator: Ms. Teresa Aishemberg, Executive Director, Uruguay Exporters Association*  
 Mr. Gustavo Béliz, Chief, Institute for the Integration of Latin America and the Caribbean (INTAL), Inter-American Development Bank (IDB)  
 Mr. Raúl Katz, President, Telecom Advisory Services, United States of America  
 Mr. Rodrigo Aznárez, Customs and Trade Compliance Manager of Latin America, United Parcel Service (UPS)  
 Mr. Wang Changxiang, Senior Advisor, American Outsourcing Institute, United States, and Chairman, Global Services Institute  
 Mr. Graham Clarke, Executive Director, Barbados Coalition of Services Industries
- 16:00–16:30 **Coffee break**
- 16:30–18:00 **Special session:** Strategies towards a knowledge-intensive economy in Argentina  
*Moderator: Mr. Andrés López, Head, Department of Economics, University of Buenos Aires, Argentina*  
 H.E. Ms. Paula Szenkman, Secretary, Secretariat of Productive Transformation, Ministry of Production, Argentina  
 H.E. Mr. Fernando Grasso, Secretary, Secretariat of Industry, Ministry of Production, Argentina  
 H.E. Ms. Mercedes Miguel, Secretary, Secretariat of Innovation and Quality in Education, Ministry of Education, Argentina  
 Mr. Hugo Miguel, Undersecretary, Secretariat of Information and Communication Technologies, Ministry of Modernization, Argentina  
 Mr. Nicolás Grosman, Latin America leader (Fellow), McKinsey Global Institute, Mexico  
 Mr. Ariel Arrieta, Co-Founder and Managing Partner, NXTP Labs, Argentina
- 18:30–20:00 **Reception** hosted by the University of Buenos Aires and sponsored by the Bank of Investment and Foreign Trade (BICE)  
*Welcome Speech: Mr. Alberto Barbieri, Rector, University of Buenos Aires, Argentina*

## Day 2 — Friday 14 September 2018

University of Buenos Aires – Faculty of Economic Sciences  
 Entrance by Uriburu 781 – Buenos Aires – Argentina

- 09:00–09:50 **Keynote speech**  
 (Room 464) The role of services in times of challenged globalization – Mr. Patrik Ström, Head, Department of Business Administration, University of Gothenburg, Sweden
- 10:00–11:30 **Parallel sessions A, B and C**  
 (Room 464) **A. Impact of multilateral and regional trade agreements**  
 (with simultaneous translation English and Spanish)  
*Moderator: Ms. Liping Zhang, UNCTAD*  
 Recent preferential trade agreement's disciplines for tackling regulatory divergence in services: A step too far? – Mr. Gabriel Gari, Queen Mary University of London, United Kingdom  
 Andean Community: Subregional regulatory framework for trade in services and investments and convergence towards 21st century standards – Mr. Juan Falconi, Former Coordinator of Macroeconomics and Statistics Division, Andean Community  
 Mend it, don't end it: The case for upgrading the G20's pledge on Protectionism – Mr. Johannes Schwarzer and others, CEP, Switzerland

**Day 2 — Friday 14 September 2018 (continued)**

10:00–11:30 **Parallel sessions A, B and C (continued)**

(Room 440) **B. Services adding value to agribusiness**

*Moderator: Mr. Günter Rieck, Konrad Adenauer Stiftung, Chile*

Resource-intensive goods and services in South America: New opportunities for productive transformation – Mr. Marcel Vaillant, University of the Republic, Uruguay

Development, innovation and obstacles to the growth of knowledge-based services companies for biologically based production: The case of precision agriculture and information and communication technologies for agriculture – Mr. Andrés López and Mr. Jeremías Lachman, University of Buenos Aires, Argentina

Mr. Luis Villalba, Director General of Trade in Services, Vice-ministry of Trade, Ministry of Industry and Trade, Paraguay

(Room 442) **C. Public policies for modern services exports in the Pacific Alliance**

*Moderator: Mr. Enrique Gilles, EAN University, Colombia*

The governance of modern services: The case of Colombia – Ms. Carmen Astrid Romero, Sergio Arboleda University, Colombia

The export of services linked to information and communication technology and the National Software Programme in Mexico: Achievements and limitations of an industrial policy – Mr. Alfredo Hualde, Colegio de Frontera Norte, Mexico, and Ms. Celina López, University of Guanajuato, Mexico

Intellectual property rights as a branding service for exports value-adding: an analysis of Chile's "Sello de Origen" programme – Ms. Javiera Cáceres, University of Chile

11:30–11:45 **Coffee break**

11:45–13:15 **Parallel sessions D, E and F**

(Room 463) **D. Clusters of knowledge-based services**

*Moderator: Mr. Andrés López, University of Buenos Aires, Argentina*

Does foreign direct investment lower income inequality? A closer look to countries receiving captive centers from multinational enterprises – Ms. Vivian Couto, Duke University, United States

Knowledge intensive services linked to global value chains in the Northern Border of Mexico – Mr. Humberto García, Colegio de la Frontera Norte, Mexico

Participation of small and medium enterprises in international trade: The case of companies producing software and computer services in the city of Mar del Plata – Ms. Lucía Mauro, Ms. Daniela Calá, Mr. Federico Bachmann and Ms. Andrea Belmartino, National University of Mar del Plata, Argentina

Reverse cycle of innovations in the dominant logic of services: A look at the information age – Ms. Júlia Monteiro, Mr. Claudio Guarcello and Mr. Eduardo Raupp de Vargas, Federal University of Rio de Janeiro, Brazil

(Room 464) **E. Mode 5 and classification and measurement issues in services and services trade (with simultaneous translation English and Spanish)**

*Moderator: Mr. Bruno Antunes, UNCTAD*

Mode 5 in international trade in services – Mr. Lucian Cernat, Chief Economist, Directorate General for Trade, European Commission

How to include Mode 5 services commitments in bilateral free trade agreements and at multilateral stage? – Ms. Marina Foltea, Founder and Managing Director, Trade Pacts, Switzerland

Long-term inflationary services and the problem of sectorial measurement in National Accounts: An analysis of the American case – Mr. Rafael Leão and Mr. Jorge Arbache, Ministry of Planning, Brazil

Knowledge based services in Brazil – Ms. Renata de Oliveira Carvalho and Mr. Francisco de Assis Campos da Silva, Ministry of Industry, Foreign Trade and Services, Brazil

11:45–13:15 **Parallel sessions D, E and F (continued)**

(Room 466) **F. Public policies for modern services exports in Mercosur, Costa Rica and India**

*Moderator: Mr. Alfredo Hualde, Colegio de Frontera Norte, Mexico*

International trade in services and policies to promote the international insertion of Brazil – Mr. Lucas Ferraz, Getulio Vargas Foundation, Brazil

The governance of policies for exports of modern services: The case of Uruguay – Mr. Javier Peña Capobianco, Ms. Mariana Ferreira and Mr. Federico Bermudez, Uruguay XXI, Uruguay

The governance of policies for exports of services: The case of Costa Rica – Mr. Francisco Monge and Ms. Arlina Gómez, Ministry of Foreign Trade, Costa Rica, and Mr. Sandro Zolezzi, Coalición Costarricense de Iniciativas de Desarrollo (CINDE)

Modern services in India: Policy making and governance – Ms. Prachi Agarwal, Jawaharlal Nehru University, India

13:15–14:45 **Lunch**

14:45–16:15 **Parallel sessions G, H and I**

(Room 463) **G. Competitive determinants and positioning of services sectors**

*Moderator: Mr. Nanno Mulder, ECLAC*

Information and exports firm-level evidence from an online business platform – Ms. Marisol Rodriguez, Mr. Jeronimo Carballo, Mr. Carlos Salamanca and Mr. Christian Volpe, IDB, United States

The Effects of exporting on labor productivity: Evidence from German firms – Mr. Johannes Schwarzer, Council on Economic Policies (CEP), Switzerland

From award to diffusion: An investigation into the innovations recognized by awards of the National School of Public Administration, Brazil – Ms. Marina Figueiredo Moreira, Mr. Valmir Emil Hoffmann and Ms. Elisângela Duorado, University of Brasilia, Brazil

(Room 466) **H. Human capital in services**

*Moderator: Ms. Carmen Astrid Romero, Sergio Arboleda University, Colombia*

Global value chains, services and quality employment: The case of Bogotá – Mr. Enrique Gilles, EAN University, Colombia

Characteristics and working conditions of workers in knowledge-intensive services in Argentina and Mexico (2011-2016) – Mr. Jorge Romero, Ms. Vania López and Mr. Juan Reyes, Benemérita Autonomous University of Puebla, Mexico

Training of human capital in knowledge-based services: Factors associated with the choice of university careers in science or mathematics in Argentina – Ms. Eugenia Orlicki, National Council of Scientific and Technical Research–Research Center for Transformation (CONICET–CENIT), Argentina

Public and private initiatives for human capital formation in the Chilean software sector: A comparative analysis with a gender focus – Ms. Aracely Núñez, University of Chile

(Room 464) **I. Services adding value to manufacturing**

(with simultaneous translation English and Spanish)

*Moderator: Mr. Patrik Ström, Gothenburg University, Sweden*

DataNetworks of Foreign Services Affiliates Evidence from Japanese Micro-Data – Ms. Francesca Spinelli, Ms. Dorothee Rouzet and Mr. Hongyong Zhang, Organisation for Economic Co-operation and Development (OECD)

The new spatial hybridization of transnational corporations: The blending of corporate locational dynamics across mature and emerging markets – Mr. Andrew Jones, City University of London, United Kingdom, and Mr. Patrik Ström, University of Gothenburg, Sweden

Mechanisms for knowledge creation based on a services model in the pulp industry – Mr. Diego Gilberto Ferber, Federal University of Mato Grosso do Sul, Brazil

Characteristics of outsourcing process in Mexican manufacturing (2003-2013) – Mr. Jordy Micheli and Mr. Eduardo Valle, Metropolitan Autonomous University, Mexico

16:15–16:45 **Closing coffee**