



**SERVICES: A NEW FRONTIER FOR SUSTAINABLE DEVELOPMENT**  
服务业：可持续发展的新领域

# HIGH-LEVEL SESSION 1

## SERVICES & JOB CREATION

**9.30–12.30, 28 MAY 2013**  
**CNCC, LEVEL 1, FUNCTION HALL A**

**9:30 - 11:00**

**PANEL A: JOB-ENGINE SERVICES: OPPORTUNITIES FOR EMPLOYMENT CREATION IN THE SERVICES SECTOR AND THE IMPORTANCE OF SERVICES TRADE**

**Chair**

- **H.E. Dr. Arvin Boolell**, Minister of Foreign Affairs, Regional Integration and International Trade, Mauritius

**Introductory remarks**

- **Mr. Richard Boucher**, Deputy Secretary-General, OECD

**Questions to be addressed**

- What is the potential in services and trade in services to create jobs?
- Which are the requirements for policy and business environment to ensure that services create jobs?
- How to strengthen backward and forward linkages with services to create jobs?

**Panellists**

- **H.E. Mr. Arnold Nicholson**, Minister of Foreign Affairs and Foreign Trade, Jamaica
- **Mr. Thierry Garnier**, Group Vice-President and CEO of Carrefour Great China
- **Mr. Clas Neumann**, Senior Vice President and Head of SAP Labs Network

**Contributors**

- International Collaborative Initiative on Trade and Employment Partners
  - i. **Ms. Guan Jinghe**, Deputy Country Director, China Office, International Labour Organization
  - ii. **Ms. Mina Mashayekhi**, Head of Trade Negotiations and Commercial Diplomacy Branch, UNCTAD
  - iii. **Mr. Hamid Sharif**, Director, Country Office China, Asian Development Bank

Interactive discussion on Panel A

AGENDA

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**11:00 - 12:30**

**Chair**

**Questions  
to be addressed**

**PANEL B: SERVICES, JOB CREATION AND TRADE POLICIES**

- **Mr. Harsha V. Singh**, Deputy Director-General, World Trade Organization

- Which trade policies in services maximize the benefits for the labour market?  
- How can regional or multilateral trade agreements contribute to job creation in services?

- What are the opportunities and obstacles for the creation of jobs in services related to international trade in services?

**Panellists**

- **Mr. Manuel María Cáceres**, Vice Minister of Economic Relations and Integration, Paraguay

- **Dr. Song Byoung Jun**, President, Korea Institute for Industrial Economics and Trade, Korea

- **Mr. Ajit Ranade**, Chief Economist, Aditya Birla Group, India

- **Ms. Diane Jurgens**, Managing Director of Shanghai OnStar /  
**Ms. Lois McEntyre**, Subscriber Services Director of Shanghai OnStar, People's Republic of China

**Discussant**

- **H.E. Mr. Joakim Reiter**, Ambassador and Permanent Representative of Sweden to the World Trade Organization

**Contributors**

- International Collaborative Initiative on Trade and Employment

- **Mr. Niny Khor**, Economist, Asian Development Bank

- **Mr. Nanno Mulder**, Chief, International Trade Unit, ECLAC

Interactive discussion on Panel B



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## HIGH-LEVEL SESSION 2 *SERVICES & VALUE ADDED*

**9.30–12.30, 28 MAY 2013**  
**CNCC, LEVEL 1, FUNCTION HALL C**

# AGENDA

**9:30 - 11:00**

**PANEL A: SERVICES AS A CATALYST OF INTERNATIONAL TRADE THROUGH GLOBAL VALUE CHAINS**

**Chair**

- **Mr. S.R. Rao**, Commerce Secretary, Ministry of Commerce, India

**Questions to be addressed**

- What is the relation between services and global value chains as an engine for trade?
- How to address development opportunities and challenges of services through global value chains?
- How can global value chains increase development opportunities for developing countries?
- What is necessary (national, regional and multilaterally) for developing countries to be active players in global value chains?

**Panellists**

- **Mr. Esko Hamilo**, Under-Secretary of State for External Economic Affairs of the Ministry of Foreign Affairs, Finland
- **Ms. Huo Jianguo**, President, Chinese Academy of International Trade and Economic Cooperation, People's Republic of China
- **Mr. Christopher Lu**, CEO, Deloitte Great China
- **Ms. Lena Johansson**, Director-General, National Board of Trade, Sweden

**Contributors**

- **Mr. Hamid Mamdouh**, Director, Trade in Services Division, World Trade Organization, Jordan
  - **Mr. Sebastian Saez**, Senior Trade Economist, World Bank
- Interactive discussion on Panel A

**11:00 - 11:15**

Coffee Break

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11:15 - 12:30

**PANEL B: FROM SERVICES TO VALUE ADDED: TRADE POLICIES IMPLICATIONS**

**Chair**

- **Dr. Talal Abu-Ghazaleh**, CEO and Founder, Talal Abu-Ghazaleh Organization, Jordan

**Questions to be addressed**

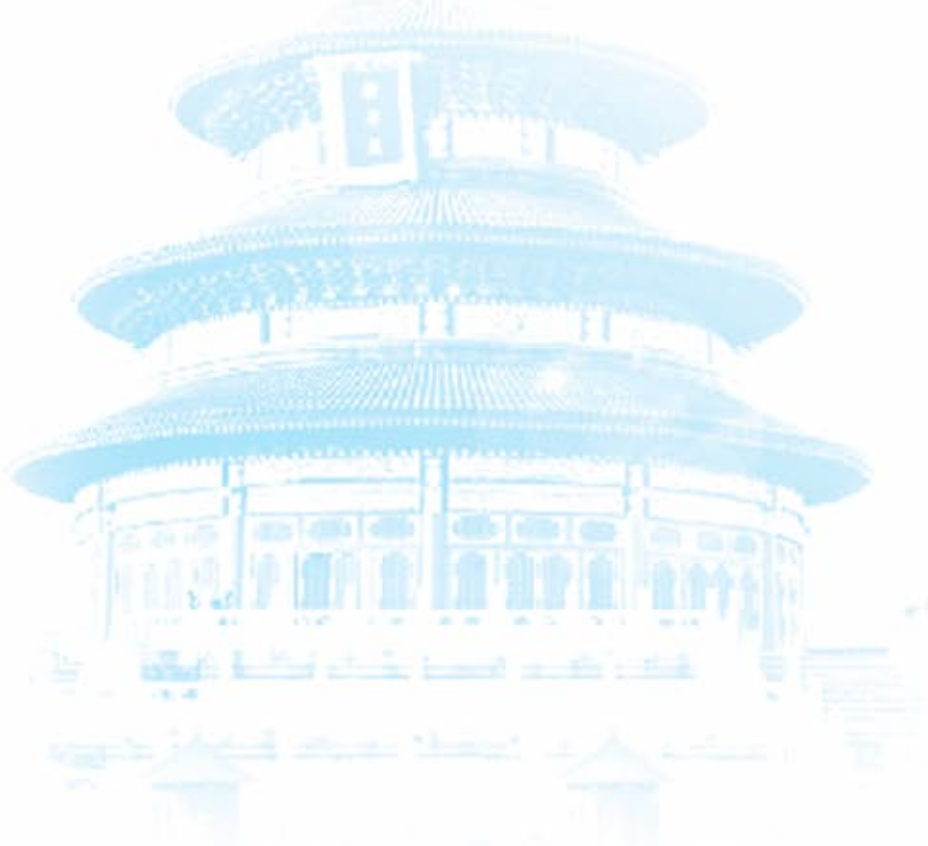
- Do the input of services in traded goods represent an opportunity of competitiveness and creating comparative advantage?
- How do services provide an opportunity for value-added creation?
- What are the trade policies necessary to maximize the benefits of the services components of trade and moving into sectors with higher value added?
- What are the domestic factors to ensure services ensure value added and represent growth and development?
- What is the role of services in industrialization/re-industrialization?

**Panellists**

- **H.E. Mr. Temeki Tsolo**, Minister of Trade and Industry, Cooperatives and Marketing, Lesotho
- **Mr. Riccardo Monti**, Special Advisor to the Minister for Economic Development and President of the Italian Trade Commission, Italy
- **Mr. Hu Jinyan**, Deputy Head of the Economic Affairs Department of the Liaison Office of the Central People's Government in Macao, Special Administrative Region, People's Republic of China
- **Mr. Gerry Mattios**, Partner, Bain and Company, United States of America
- **Ms. Nuning S. Barwa**, President, Perkosmi, Indonesia

**Contributors**

- **Ms. Sherry Stephenson**, Senior Fellow, International Center for Trade and Sustainable Development
  - **Mr. Ravi Ratnayake**, Director of the Trade and Investment Division, ESCAP
- Interactive discussion on Panel B





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# AGENDA

## HIGH-LEVEL SESSION 3 *BUILDING SUPPLY AND EXPORT CAPACITY: THE CASE OF OUTSOURCING SERVICES*

**14.30–17.30, 28 MAY 2013**  
**CNCC, LEVEL 1, FUNCTION HALL A**

**14:30 - 15:30**

### **PANEL A: OUTSOURCING BECOMING A NECESSITY MORE THAN A NEED**

**Chair**

- **Mr. Ameet Nivsarkar**, Vice President and Head Global Trade Development, NASSCOM, India

**Questions**

- How has outsourcing gained importance in the current world economic situation?

**to be addressed**

- How have the types of services being outsourced changed over last 5 years? How are Social Media, Analytics and Cloud changing the ecosystem?
- What is driving outsourcing decisions for the customers?
- Where do emerging countries position themselves in the offshoring landscape?

**Panellists**

- **Mr. Hanumantha Karthik**, Vice President, Research, Everest Group
- **Mr. Russell Ives**, Managing Director, Business Process Outsourcing, Accenture for Australia and New Zealand
- **Mr. Tiak Koon Loh**, CEO, Pactera Technology International Ltd., People's Republic of China
- **Mr. Marco Sorgetti**, Director General, International Federation of Freight Forwarders Associations
- **Mr Jean-Marie Paugam**, Deputy Executive Director, International Trade Centre (ITC)

**15:30 - 16:00**

Interactive discussion on Panel A

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**16:00 - 17:00**

**PANEL B: BUILDING SUPPLY AND EXPORT CAPACITY:  
SUCCESS FACTORS AND CHALLENGES**

**Chair**

- **Mr. Mahbub Ahmed**, Secretary, Ministry of Commerce, Bangladesh

**Questions**

**to be addressed**

- What are the challenges to develop supply and export capacity in IT services that are outsourced and how can they be addressed?
- (From a business perspective) what is required to succeed in outsourcing, in the current market environment?
- How can Governments' policy/measures/actions be assessed with regard to corporate decisions to outsource functions to specific markets?
- What are the challenges faced by Governments designing policies aimed at developing services sectors, with the view to capture greater opportunities from outsourcing?

**Panellists**

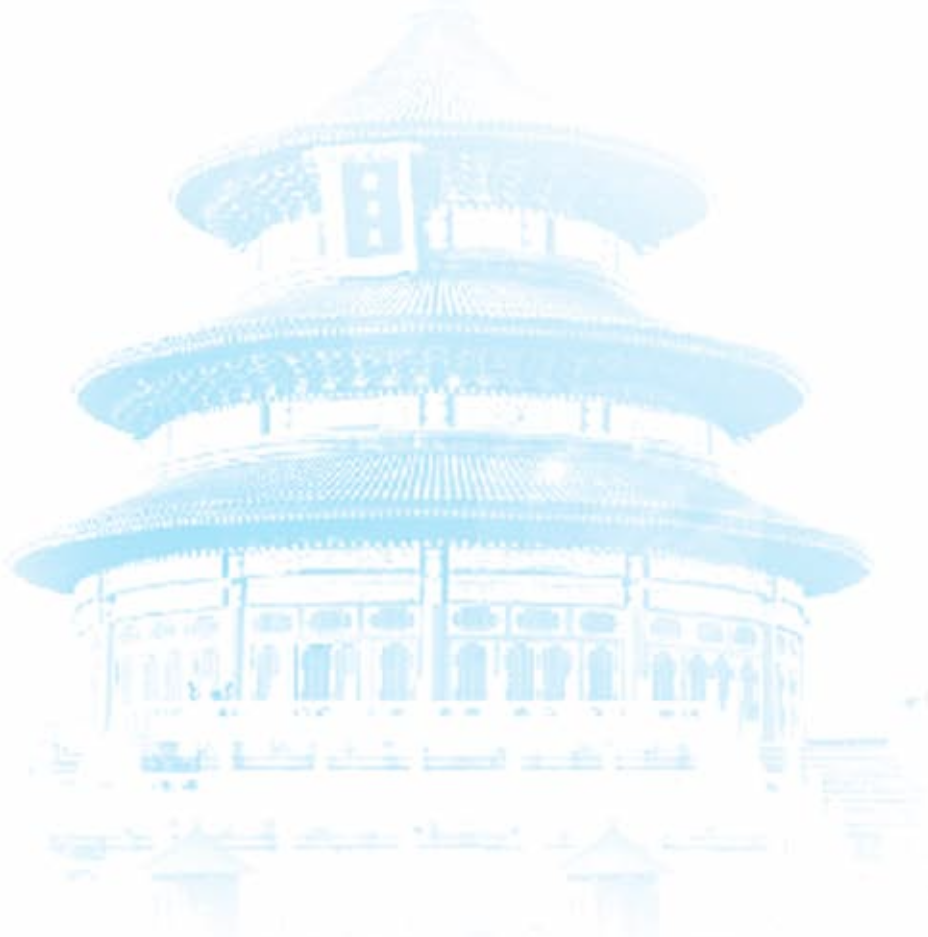
- **Mr. Abdelwahab Maatar**, Minister of Trade and Handicrafts, Tunisia
- **Mr. Wim van Heumen**, Programme Director for Services, Center for the Promotion of Imports from Developing Countries, the Netherlands
- **Ms. Pumela Salela**, Member of the Advisory Council of the World BPO/ITO Forum

**Contributors**

- **Mr. Nanno Mulder**, Economic Commission for Latin America and the Caribbean, ECLAC
- **Mr. Gerardo Antonio Meza Grillo**, Ministry of Foreign Trade and Tourism, Peru
- **Mr. Robert Skidmore**, Chief of Sector Competitiveness, Division of Market Development, ITC

**17:00 - 17:30**

Interactive discussion on Panel B





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# HIGH-LEVEL SESSION 4 CREATING AND PROMOTING PARTNERSHIPS

**14.30–17.30, 28 MAY 2013**  
**CNCC, LEVEL 1, FUNCTION HALL C**

**14:30 - 16:00**

## **PANEL A: SERVICES PARTNERSHIPS 360**

### **Chair**

- **Mr. Alexander Mora Delgado**, President, Cámara de Tecnología de Información y Comunicación, Costa Rica

### **Questions**

### **to be addressed**

- What are the main benefits deriving from inter-firm partnerships? Are partnerships and networking needed for services firms to succeed?
- How can inter-firm partnerships build synergies and deliver new business opportunities?
- Are there significant risks with inter-firm partnerships? Can firms lose business secrets and clients to other firms?
- Sharing innovation and skill transfer among firms: Net gain or loss?
- Are partnerships more important for some services firms than for others? Do benefits vary based on a firm's size, sector of activity, country of origin or its level of international trade?
- What are the main benefits deriving from firm-government, firm-association and firm-IO partnerships?
- Services firms need to build export capacity, and developing countries need better statistics to support decision-making; how are governments and international organizations working together to fill this gap?

### **Panellists**

- **H.E. Hon. Amelia Kyambadde**, Minister of Trade, Industry and Cooperatives, Uganda
- **Dr. Talal Abu-Ghazaleh**, CEO and Founder, Talal Abu-Ghazaleh Organization, Jordan
- **Mr. Pascal Kerneis**, Managing Director, European Services Forum

AGENDA

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- **Dr. Annie Wu**, Vice Chairman, Beijing Air Catering Company Ltd., People's Republic of China
  - **Mr. Sebastien Saez**, Senior Trade Economist, World Bank
  - **Dr. Mohammad Razzaque**, Adviser and Head, International Trade and Regional Cooperation, Economic Affairs Division, Commonwealth Secretariat
  - **Mr. Hu Bo, Chairman**, Ci Ming Check Up Management Group, People's Republic of China

#### Contributors

- **Mr. David Primack**, Executive Director, International Lawyers and Economists Against Poverty, Canada
- **Ms. Lisa Cummins**, Vice-Chair, Caribbean Network of Service Coalitions
- **Mr. Henri Laurencin**, Chief, Development Statistics and Information Branch, UNCTAD

Interactive discussion on Panel A

#### 16:00 - 17:30

#### PANEL B: CREATIVE SERVICES: AN EXAMPLE OF PARTNERSHIPS

#### Chair

- **H.E. Sheikh Hamad bin Abdulaziz Al-Kawari**, Minister of Culture, Arts and Heritage, Qatar

#### Questions to be addressed

- How can creative and innovative services contribute to sustainable development?
- Why do local and municipal governments play an important role in the creative services industries?
- How can governments support the development of skills-based creative services in their economies?
- Creative services firms require workers with skills; are universities and vocational schools on board?
- What are the success criteria for building value-chains in the creative services industry?

#### Panellists

- **Mr. Ping Li**, CEO, International Federation of Multimedia Associations, Canada (video)
- **Mr. Fred C. Y. Wang**, Chairman of Salon Films Group, Honorable Vice Chairman of China Film Foundation and Secretary General of Hong Kong International Film Festival Society, China Hong Kong (video)
- **Mr. Ismail Ertürk**, Main Advisor, Istanbul Commerce University, Turkey (video)
- **Mr. Alexander Mora Delgado**, President, Cámara de Tecnología de Información y Comunicación, Costa Rica (video)
- **Mr. Yong Xiang**, Vice-Dean of the Institute for Cultural Industries, Peking University, People's Republic of China

#### Contributors

- **Mr. Hu Jiahuang**, Advisor, China Society for World Trade Organization Studies, People's Republic of China
- **Mr. Cheng Shang Li**, International Consultant on Creative Economy

Interactive discussion on Panel B

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# GLOBAL SERVICES FORUM SUMMIT

*VISIONS ON THE GLOBAL SERVICES ECONOMY  
AND TRADE IN SERVICES IN THE 21ST CENTURY*  
*AN ENABLING ENVIRONMENT FOR SERVICES  
AND SERVICES TRADE*

**14.30–17.30, 29 MAY 2013**  
**CNCC, LEVEL 1, BALLROOM A**

# AGENDA

- CHAIR** - **H.E. Mr. Arnold Nicholson**, Minister of Foreign Affairs and Foreign Trade, Jamaica
- QUESTIONS**
- What are the opportunities and challenges created by the advent of global services economy and trade in services in the 21st century?
  - How best can one harness the potential of services economy and trade for economic growth, employment and development?
  - What national policies and regulations are needed for building services productive capacities and competitiveness, as well as for creating employment?
  - How to ensure policy coherence across all sectors of the economy?
  - What lessons can be learned in increasing beneficial participation of developing countries international trade in services?
  - How best can national policy and regulatory frameworks and services trade liberalization be made coherent, coordinated and sequenced?
  - Which way forward in international cooperation on trade in services - multilateral, plurilateral, regional, bilateral or unilateral?
  - Beyond liberalization, what forms of partnerships are needed to build an enabling environment for services economy and trade in services?
- KEYNOTE SPEAKER** - **Mr. Supachai Panitchpakdi**, Secretary-General, UNCTAD

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**SPEAKERS**

- **Mr. Gyan Chandra Acharya**, Under-Secretary-General and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States, United Nations
- **Mr. Harsha V. Singh**, Deputy Director-General, World Trade Organization
- **H.E. Mr. Temeki Tsolo**, Minister of Trade and Industry, Cooperatives and Marketing, Lesotho
- **H.E. Mr. Arvin Boolell**, Minister of Foreign Affairs, Regional Integration and International Trade, Mauritius
- **H.E. Mr. Sheikh Hamad bin Abdulaziz Al-Kawari**, Minister of Culture, Arts and Heritage, Qatar
- **H.E. Mr. Osman Omer Ali Elsharif**, Ministry of Trade, Sudan
- **H.E. Mr. Abdelwahab Maatar**, Minister of Trade and Handicrafts, Tunisia
- **H.E. Ms. Amelia Kyambadde**, Ministry of Trade, Industry and Cooperatives, Uganda
- **Dr. Alvaro Augusto da Paixão Junior**, Secretary of State for Commerce, Angola
- **Mr. Mahbub Ahmed, Secretary**, Ministry of Commerce, Bangladesh
- **Mr. S. R. Rao**, Commerce Secretary, India
- **Mr. Riccardo Monti**, Special Advisor to the Minister /President, Ministry of Economic Development/Italian Trade Commission, Italy
- **Mr. Manuel María Cáceres**, Vice-Minister of Economic Relations and Integration, Paraguay
- **Mr. Abdulla Al Saleh**, Undersecretary, Ministry of Economy, United Arab Emirates
- **Dr. Talal Abu-Ghazaleh**, Chairman and Founder, Talal Abu-Ghazaleh Organization, Jordan
- **Sir Thomas Harris**, Vice Chairman, Standard Chartered Bank

