



# PROGRAMME

Day 1, 22 October 2019, Tuesday

<p>11:30 13:00</p>	<p><b>SERVICES MODE 5: TRADE POLICY MEETS INDUSTRIAL POLICY</b>            Moderator: Ms. Pamela Coke-Hamilton, Director, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)</p> <p><b>Kick-start services talk</b> - How to unlock Latin America's export potential through final and intermediate services.</p> <ul style="list-style-type: none"> <li>Mr. Nanno Mulder, Chief, International Trade Unit, International Trade and Integration Division, Economic Commission for Latin America and the Caribbean (ECLAC)</li> </ul> <p><b>Expert panel</b></p> <ul style="list-style-type: none"> <li>Dr. Maximiliano Mendez-Parra, Senior Research Fellow, International Economic Development Group, Overseas Development Institute (ODI), United Kingdom of Great Britain and Northern Ireland</li> <li>Mr. René A. Hernández, Researcher, University of Alcalá and Lecturer, University of Chile</li> <li>Professor Enrique Gilles, Professor, Universidad EAN, Bogotá, Colombia</li> <li>Dr. Jorge Arbache, Vice President for Private Sector, Development Bank of Latin America (CAF) (VC)</li> </ul> <p><b>Interactive debate</b></p>
<p>13:00 14:00</p>	<p><b>LUNCH</b></p>
<p>14:00 15:30</p>	<p><b>TRADE POLICIES TO HARVEST THE POTENTIAL OF SERVICES VALUE-ADDED</b>            Moderator: Amb. Guillermo Valles, Special Advisor, Ministry of Foreign Affairs, Uruguay</p> <p><b>Kick-start services talk</b> - Policies affecting services' value added in Brazil's exports.</p> <ul style="list-style-type: none"> <li>Dr. Luiz Eduardo Salles, Consultant, United Nations Conference on Trade and Development (UNCTAD)</li> </ul> <p><b>Expert panel</b></p> <ul style="list-style-type: none"> <li>Ms. Xiaolin Chai, Director, Trade in Services and Investment Division, World Trade Organization (WTO)</li> <li>Professor Carlos A. Primo Braga, Associate Professor, Fundação Dom Cabral, Brazil</li> <li>Ms. Romina Gayá, Trade in services consultant, Institute for the Integration of Latin America and the Caribbean (INTAL), Inter-American Development Bank (IDB)</li> <li>Dr. Marina Foltea, Founder and Managing Director, Trade Pacts, Switzerland</li> </ul> <p><b>Interactive debate</b></p>
<p>15:30 15:45</p>	<p><b>COFFEE-BREAK</b></p>
<p>15:45 16:30</p>	<p><b>LAUNCH OF GUIDEBOOK ON METHODOLOGY: MEASURING SERVICES VALUE-ADDED IN DEVELOPING COUNTRIES</b>            Moderator: Dr. Mesut Saygili, Associate Economic Affairs Officer, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)</p> <p><b>Launch talk:</b> Launch of guidebook on the methodology: Measuring services value-added in developing countries.</p> <ul style="list-style-type: none"> <li>Professor Eduardo Amaral Haddad, Consultant, United Nations Conference on Trade and Development (UNCTAD)</li> </ul> <p><b>Discussant</b></p> <ul style="list-style-type: none"> <li>Professor Fernando Salgueiro Perobelli, Associate Professor, Universidade Federal de Juiz de Fora (UFJF), Brazil</li> </ul>

# PROGRAMME

Day 1, 22 October 2019, Tuesday

<p>16:30 18:00</p>	<p><b>MEASUREMENT OF SERVICES VALUE-ADDED: FROM DATA TO DEVELOPMENT</b> Moderator: Professor Carlos A. Primo Braga, Associate Professor, Fundação Dom Cabral, Brazil</p> <p><b>Kick-start services talk</b> - Application of methodology: Measuring services value-added in Brazil.</p> <ul style="list-style-type: none"> <li>• Professor Eduardo Amaral Haddad, Consultant, United Nations Conference on Trade and Development (UNCTAD)</li> </ul> <p><b>Expert panel</b></p> <ul style="list-style-type: none"> <li>• Mr. Alvaro Espinoza, Deputy Secretary General, Latin American Integration Association (ALADI)</li> <li>• Dr. José Manuel Rueda-Cantuche, Scientific Officer, European Commission - Joint Research Centre</li> <li>• Mr. Francisco Guillen Martin, Deputy Director General of National Accounts, National Institute of Statistics and Geography (INEGI), Mexico (VC)</li> </ul> <p><b>Interactive debate</b></p>
<p>18:00 19:00</p>	<p><b>RECEPTION</b></p>

Day 2, 23 October 2019, Wednesday

<p>09:00 10:00</p>	<p><b>SERVICES AT YOUR SERVICE: BENCHMARKING SUCCESS STORIES</b> Moderator: Dr. Lucian Cernat, Chief Economist, Directorate General for Trade, European Commission</p> <p><b>Benchmark panel</b></p> <ul style="list-style-type: none"> <li>• Mr. Graham Clarke, Executive Director, Barbados Coalition of Services Industries, Barbados</li> <li>• Mr. Henrique Pereira, Chief Executive Officer, WayCarbon, Brazil</li> <li>• Mr. Antonio Cabreira, Executive Director, Neltume, Chile</li> </ul> <p><b>Interactive debate</b></p>
<p>10:00 11:15</p>	<p><b>SERVICES POLICIES IN PROFESSIONAL SERVICES TO ENHANCE VALUE-ADDED POTENTIAL</b> Moderator: Ms. Gabriella de Figueiredo Dorlhiac, Executive Director, International Chamber of Commerce (ICC) Brazil, Brazil</p> <p><b>Kick-start services talk</b> - Policies affecting the value-added of professional services in exports.</p> <ul style="list-style-type: none"> <li>• Dr. Luiz Eduardo Salles, Consultant, United Nations Conference on Trade and Development (UNCTAD)</li> </ul> <p><b>Discussants</b></p> <ul style="list-style-type: none"> <li>• Ms. Vanessa Carvalho, Foreign Trade Analyst, Secretariat of Foreign Trade, Special Secretariat of Foreign Trade and International Affairs, Ministry of Economy, Brazil</li> <li>• Mr. Rafael Moreira, Technical Analyst, Competitiveness Unit, SEBRAE Nacional, Brazil</li> <li>• Ms. Karla Borges, Lawyer and Partner, Borges Furlaneto Sociedade de Advogados (BLSA), Brazil</li> </ul> <p><b>Interactive debate</b></p>

# PROGRAMME

Day 2, 23 October 2019, Wednesday

11:15 11:30	<b>COFFEE BREAK</b>
11:30 12:45	<b>SERVICES POLICIES IN INFORMATION AND COMMUNICATION TECHNOLOGY SERVICES TO ENHANCE VALUE-ADDED POTENTIAL</b> Moderator: Mr. Bruno Antunes, Economic Affairs Officer, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)  <b>Kick-start services talk</b> - Policies affecting the value-added of information and communication technology services in exports. <ul style="list-style-type: none"><li>• Dr. Luiz Eduardo Salles, Consultant, United Nations Conference on Trade and Development (UNCTAD)</li></ul> <b>Discussants</b> <ul style="list-style-type: none"><li>• Mr. Igor Manhães Nazareth, Under-secretary for Innovation, Secretariat of Industry, Commerce, Services and Innovation Development, Special Secretariat for Productivity, Employment and Competitiveness, Ministry of Economy, Brazil</li><li>• Mr. Roberto Hirayama, Regulatory Bureau – ANATEL, Brazil</li><li>• Mr. José Tavares, Director, Centre for Integration and Development Studies (CINDES)</li></ul> <b>Interactive debate</b>
12:45 13:00	<b>CLOSING SESSION</b> <b>Closing remarks</b> <ul style="list-style-type: none"><li>• Mr. Herlon Brandão, Undersecretary of Foreign Trade Intelligence and Statistics, Secretariat of Foreign Trade, Special Secretariat of Foreign Trade and International Affairs, Ministry of Economy, Brazil</li><li>• Ms. Pamela Coke-Hamilton, Director, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)</li><li>• Dr. Lucian Cernat, Chief Economist, Directorate General for Trade, European Commission</li></ul>

## LOGISTICS

Venue: Esplanada dos Ministérios - Ministério da Economia, Bloco K, Auditório do Subsolo, Brasília, Brazil  
Language: Simultaneous interpretation will be provided in English and Portuguese.

Information page: <https://unctad.org/en/pages/MeetingDetails.aspx?meetingid=2256>  
Registration is free and mandatory: <https://international-meeting-services-value-added-exports.eventbrite.co.uk>

## CONTACT:

Mr. Bruno Antunes / [bruno.antunes@un.org](mailto:bruno.antunes@un.org) / Tel. +41 22 9175526

MINISTÉRIO DA  
ECONOMIA



This meeting is organized under the auspices of the project "Measurement of services value-added in exports and analysis of related services and trade policies" implemented by UNCTAD and funded by the European Union.