



# Services-led transformation for post-pandemic recovery

22-24 September 2021, online

## Background

The Global Services Forum (GSF) is a biennial Forum that has been linked to UNCTAD quadrennial conferences. UNCTAD launched the Global Services Forum at UNCTAD 13 in Doha (Qatar, 2012). Since then, the Forum took place in Beijing (China, 2013), at UNCTAD 14 in Nairobi (Kenya, 2016) and in Buenos Aires (Argentina, 2018). The Global Services Forum seeks to advance the development agenda linked to the services' economy and trade and promote partnerships between stakeholders.

The 5th edition of the GSF addresses the role of services in structural transformation and diversification to reduce vulnerability to economic shocks and promote a more resilient post-pandemic recovery. The Global Services Forum 2021 aims to increase awareness on these topics and identify policy options, strategies and partnership opportunities. This event contributes to [the fifteenth session of the Ministerial Conference of the United Nations Conference on Trade and Development \(UNCTAD 15\)](#) in October 2021, which theme is "From inequality and vulnerability to prosperity for all".

The GSF will bring together key relevant stakeholders from all regions - policy makers, regulators, business leaders, academics, coalitions of services industries and others – who will share their views and experiences on ways to unlock the development potential of services.

## Events in the Global Services Forum 2021

A series of events will take place in the Global Services Forum 2021, including:

- **Services-led transformation for post-pandemic recovery - High-level pre-event to the 15th Ministerial Conference of the United Nations Conference on Trade and Development**  
22 September 2021, 10-11.30 a.m. AST, 4-5.30 p.m. CEST
- **FIREFLY Cultural Exhibit - Barbados Coalition of Service Industries cultural event with the participation of performers from Barbados**  
22 September 2021, 11.30 a.m.-12 p.m. AST, 5.30-6 p.m. CEST
- **Governance and export performance of modern services in Latin America and India - Book presentation**  
22 September 2021, 8.30-9.30 a.m. AST, 2.30-3.30 p.m. CEST

CONCEPT NOTE  
Unedited



UNITED NATIONS  
UNCTAD



# CONCEPT NOTE

- **Create, Innovate, Recover: digitalizing creative industries for a sustainable recovery in Africa - High-level event**  
23 September 2021, 6.30-8 a.m. AST, 12.30-2 p.m. CEST
- **More resilient and sustainable tourism for the post-pandemic recovery**  
23 September 2021, 8:30-9.30 a.m. AST, 2.30-3.30 p.m. CEST
- **Promoting the participation of developing regions in global information and communications technology-enabled services trade**  
23 September 2021, 10 a.m.-12 p.m. AST, 4-6 p.m. CEST
- **Towards a new framework for Services Policy Review - United Nations Conference on Trade and Development Brainstorming Workshop, by invitation only**  
24 September 2021, 8-9.30 a.m. AST, 2-3.30 p.m. CEST
- **Business opportunities in the new era of global services**  
24 September 2021, 10 a.m.-1 p.m. AST, 4-7 p.m. CEST

The details on the topics covered, speakers and logistics for each of these events are included in the corresponding concept note and programme.

## Expected outputs

- Increased awareness of the role of services in economic diversification and structural transformation.
- Improved understanding on policy options and strategies in harnessing the development potential of services in post-pandemic recovery.
- Improved understanding on how to promote the participation of developing regions in global ICT-enabled services trade.
- Enhanced knowledge on options to more resilient and sustainable tourism for post-pandemic recovery.
- Increased understanding on digitalizing creative industries.
- Improved awareness on business opportunities in the new era of global services.
- Improved understanding for priorities in technical cooperation, especially as regards the Services Policy Review (SPR) Framework.



CONCEPT NOTE

## Logistics

**Venue and date:** The GSF 2021 will be held online on 22–24 September 2021.

**More information and registration:** The GSF requires prior registration [here](#)

**Languages:** English, Spanish, French\* and International Sign. (\*in some sessions).

## Co-organizers

### United Nations co-organizers



### Other co-organizers



THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL CAMPUS  
BARBADOS, WEST INDIES