



INTERNATIONAL MEETING ON SERVICES VALUE-ADDED IN EXPORTS

Services Policies in Professional Services to Enhance Value Added Potential

BRASÍLIA 23 OCTOBER 2019

“THERE ARE NO SUCH THINGS AS SERVICE INDUSTRIES.

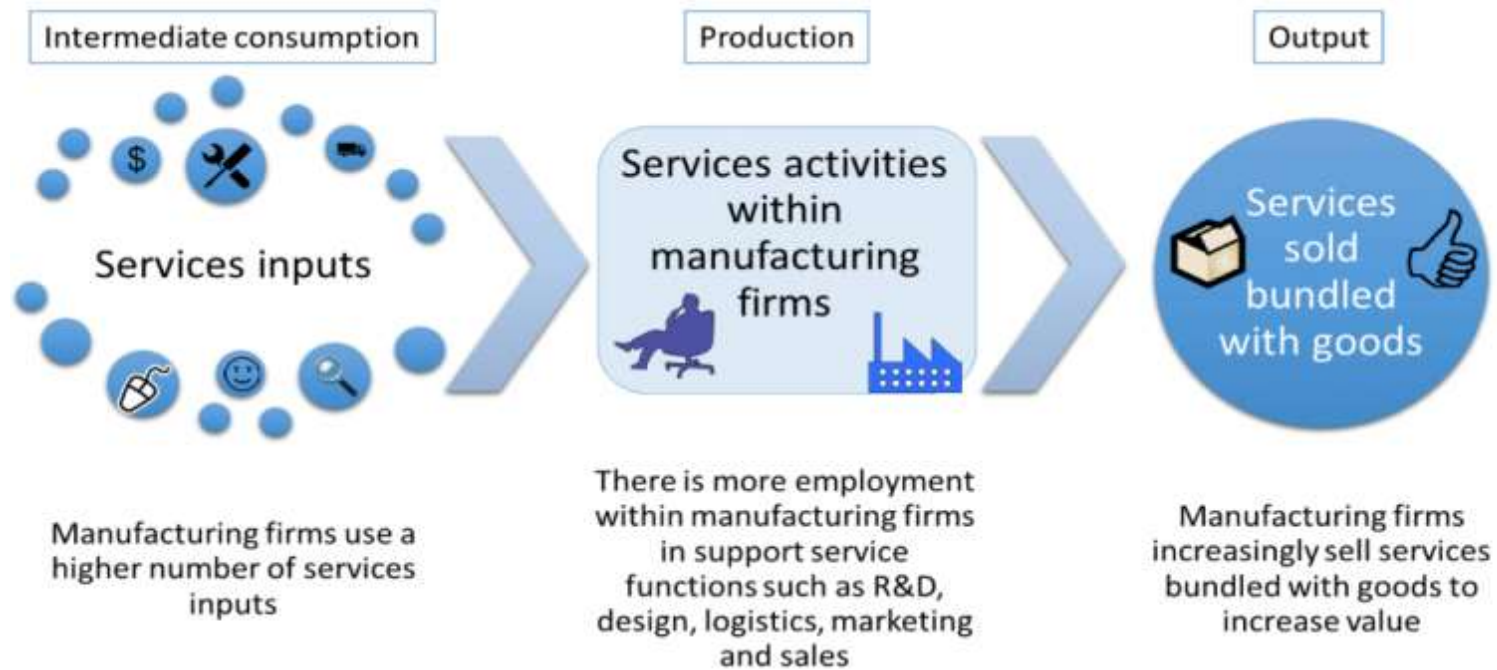
THERE ARE ONLY INDUSTRIES WHOSE SERVICE COMPONENTS ARE GREATER OR LESS THAN THOSE OF OTHER INDUSTRIES.

EVERYBODY IS IN SERVICES”.

THEODORE LEVITT (1972)

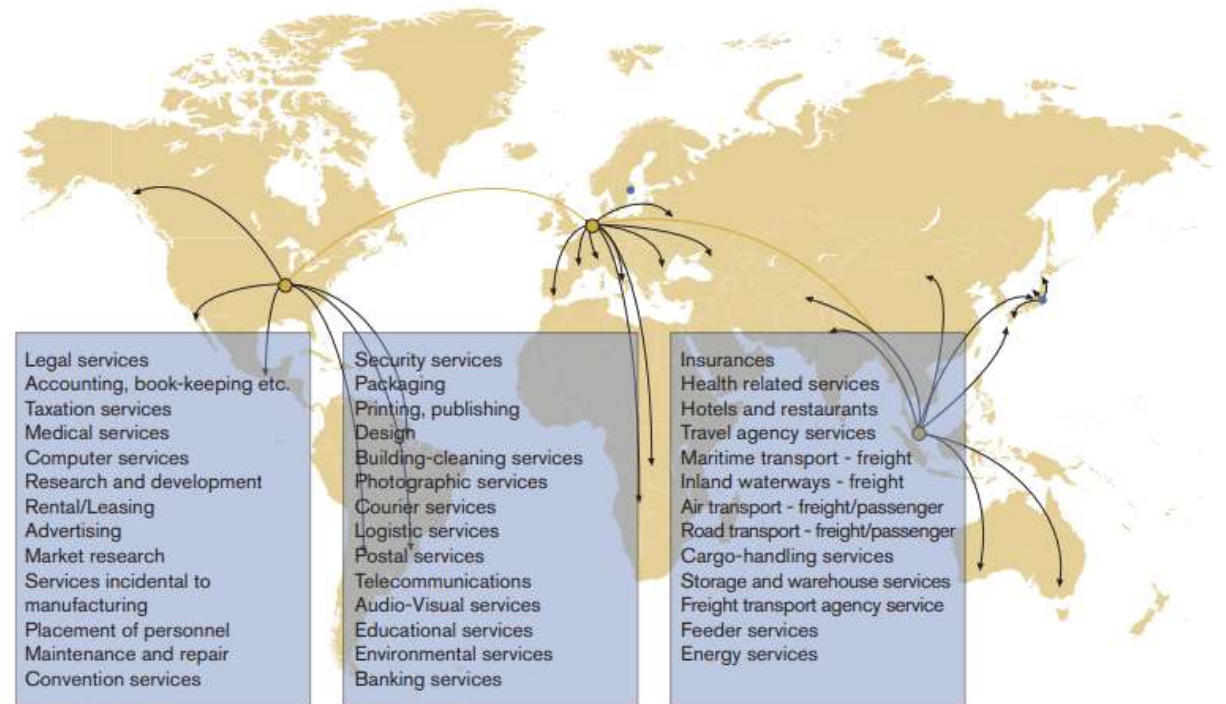
SERVICIFICATION

REDEFINING HOW INDUSTRIES GENERATES VALUE



CASE STUDIE – SANDIK E AROMATICA

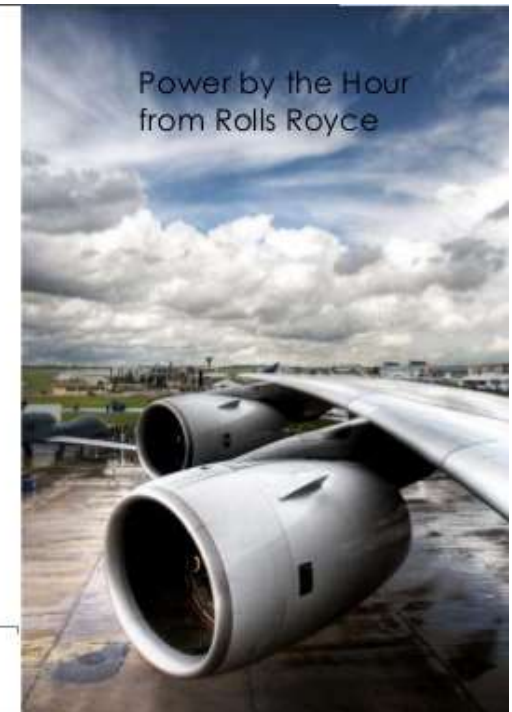
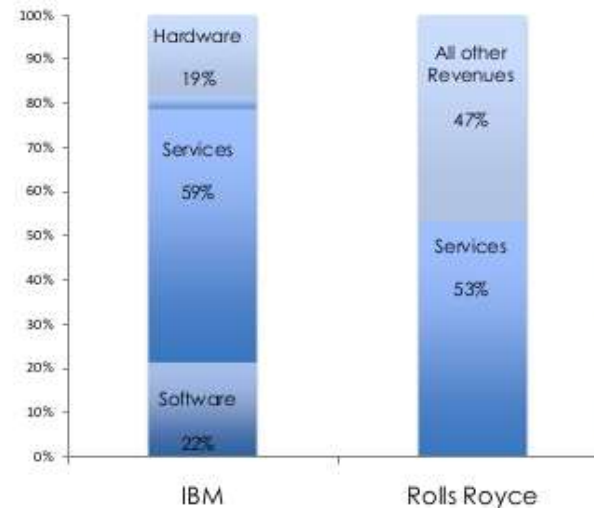
- National Board of Trade (2013)
- Enginering company uses more then 40 services in its chain to deliver services



IBM E ROLLS ROYCE

- **Rolls Royce Aerospace – integrated solutions: service – product**
- “Power by the Hour”
- **IBM, 1988:** Services (5%), hardware (79%)

IBM and Rolls Royce

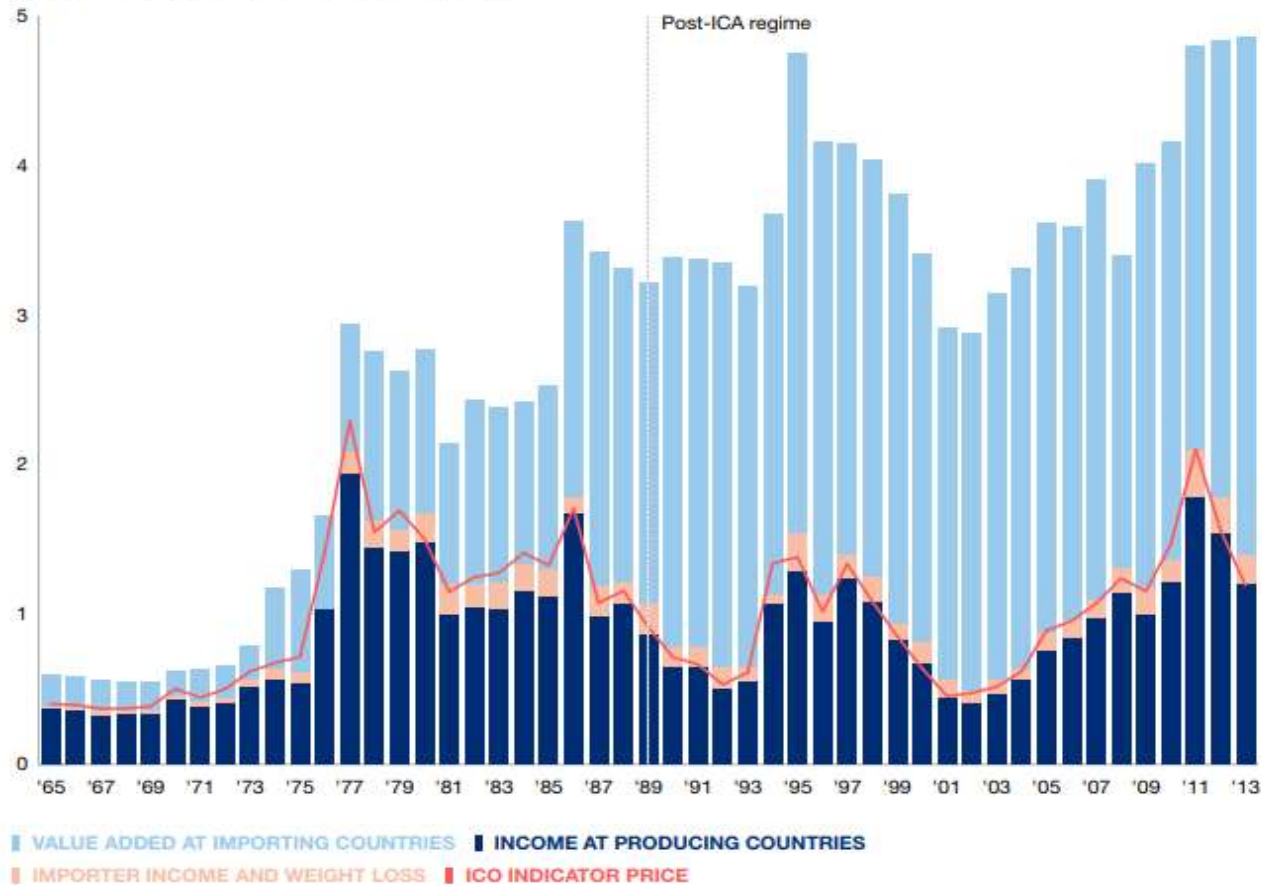


COFFEE GVC

Daviron & Ponte (2005)

Where does the value comes from? Blending, packaging vs product differentiation

Income and value distribution of coffee sales (USD/lb)



Source: Sámper et al. (2017) based on data collected from the FAO and ICO.

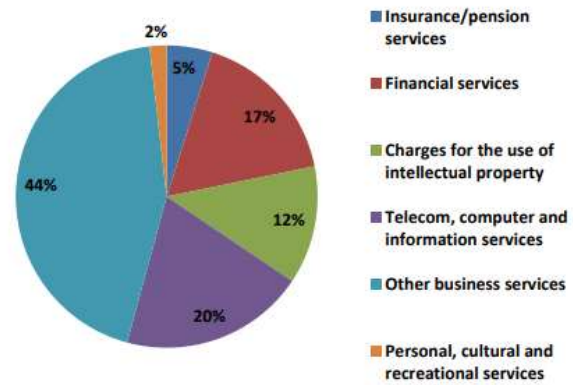
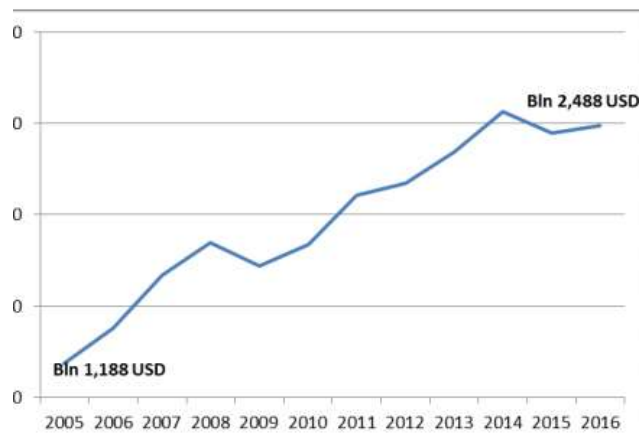
SERVICIFICATION AND UPGRADE UPGRADE

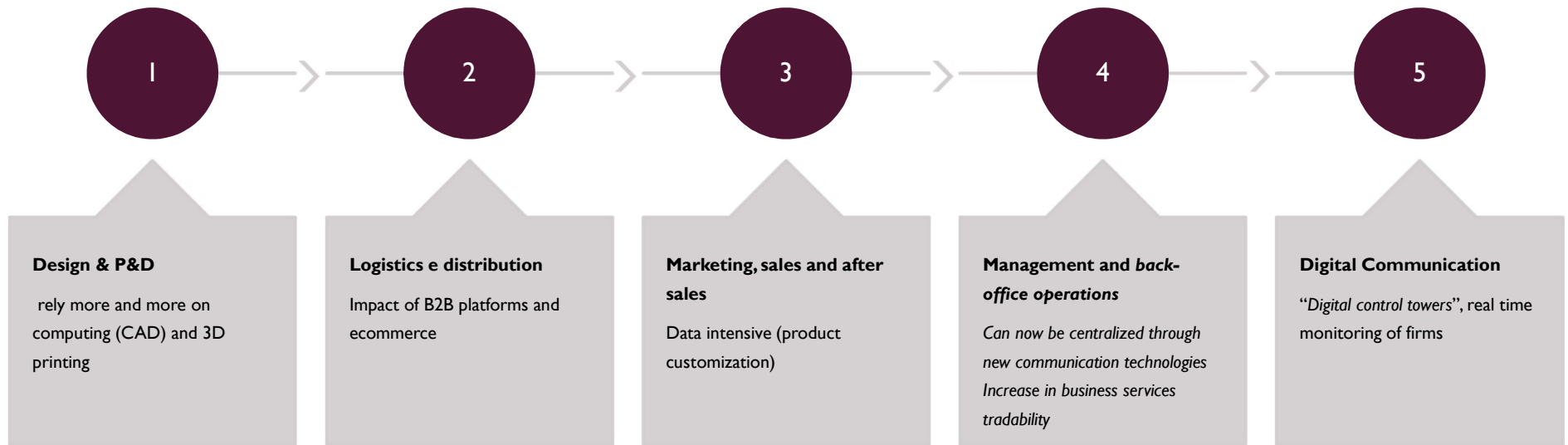
- Services provide potential for upgrading in coffee chain – premium segments (\$5.14 vs 1.45)
- Ex: Colombian coffee Juan Valdez e jamaican coffee Blue Mountain.



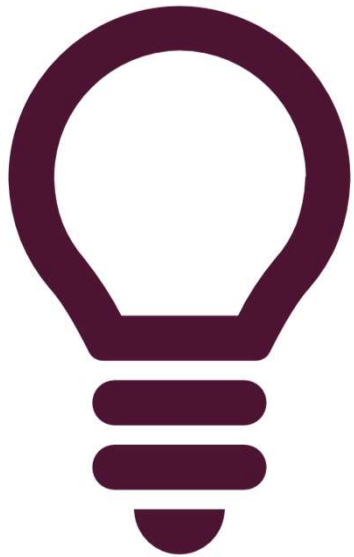
SERVICIFICATION – DIGITALIZATION IS A KEY ENABLER

Trade in digitally deliverable services





SERVICIFICATION AND DIGITALIZATION ARE RELATED CONCEPTS



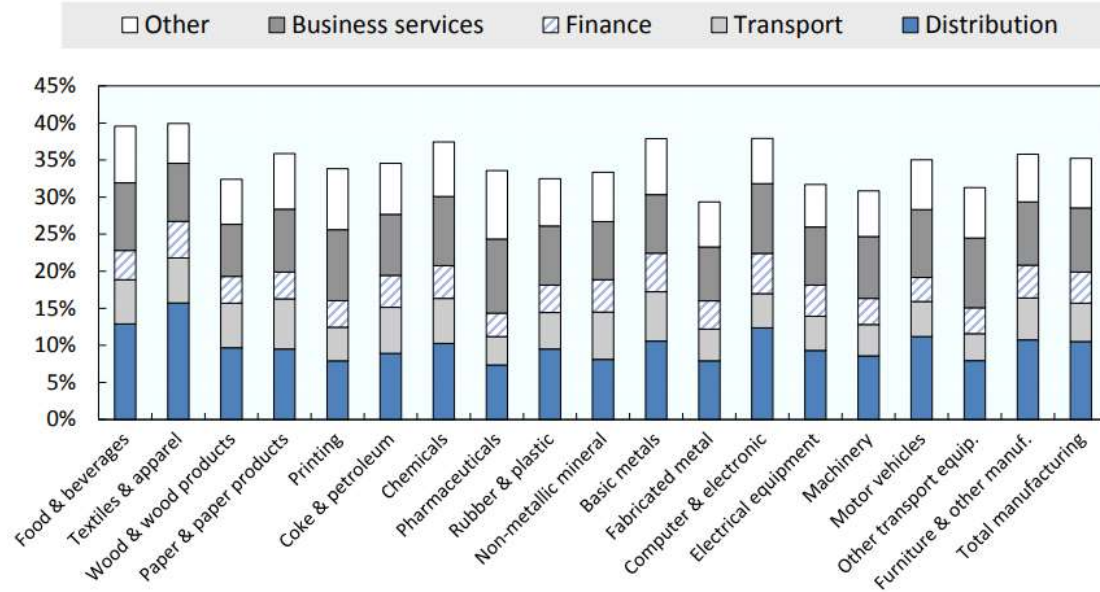
EVIDENCES OF SERVIFICATION

“In God we
trust; all others
must bring
data”

EDWARD DEMING

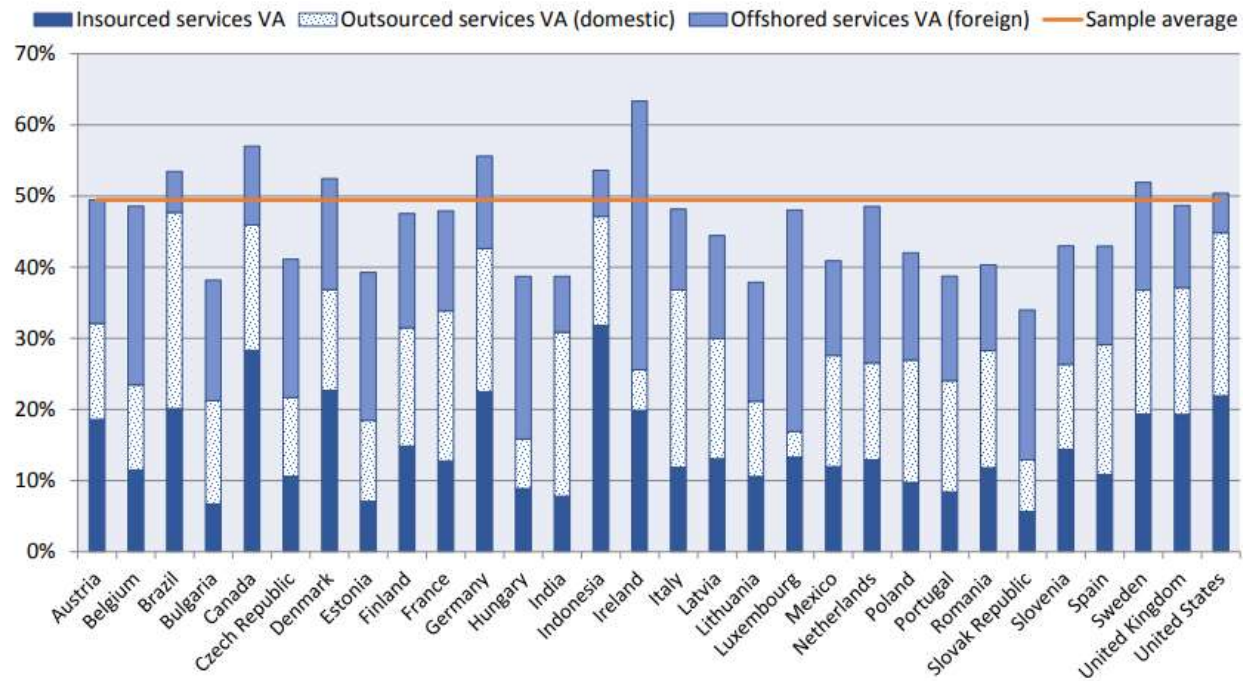


Services inputs embodied in manufacturing exports, by industry, 2014



WHICH SERVICES?

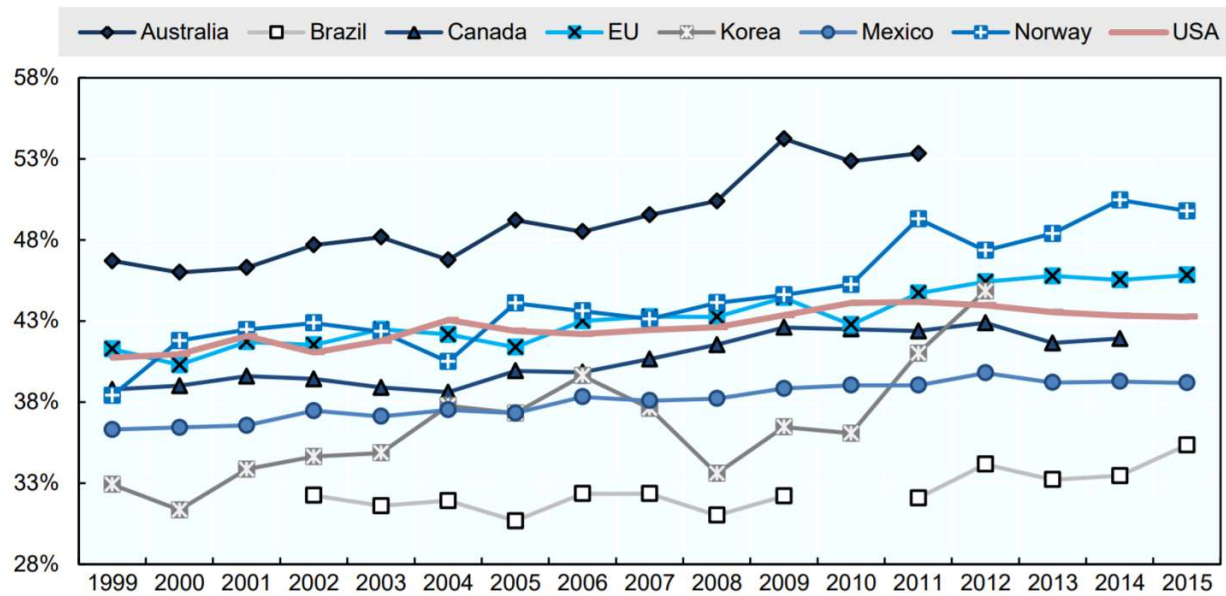
Share of insourced, outsourced and offshored VA in manufacturing exports, by country, 2014



IN HOUSE SERVICES

- Services activities within companies – hard to identify and measure
- Services inputs, whether domestic or foreign, account for 37% of the value of manufacturing exports in the sample of countries (mostly OECD economies) (Miroudot and Cadestin, 2017).
- By adding service activities within manufacturing firms, **this share increases to 53%** and the contribution of services to overall exports is close to two-thirds;
- Across countries, between 25% and 60% of employment in manufacturing firms is found in service support functions such as R&D, engineering, transport, logistics, distribution, marketing, sales, after-sale services, IT, **management, administration and back-office support**. In Germany in 2015, 11% of total employment is in services within manufacturing firms;

Figure 9. Share of services employment within manufacturing firms, 1999-2015

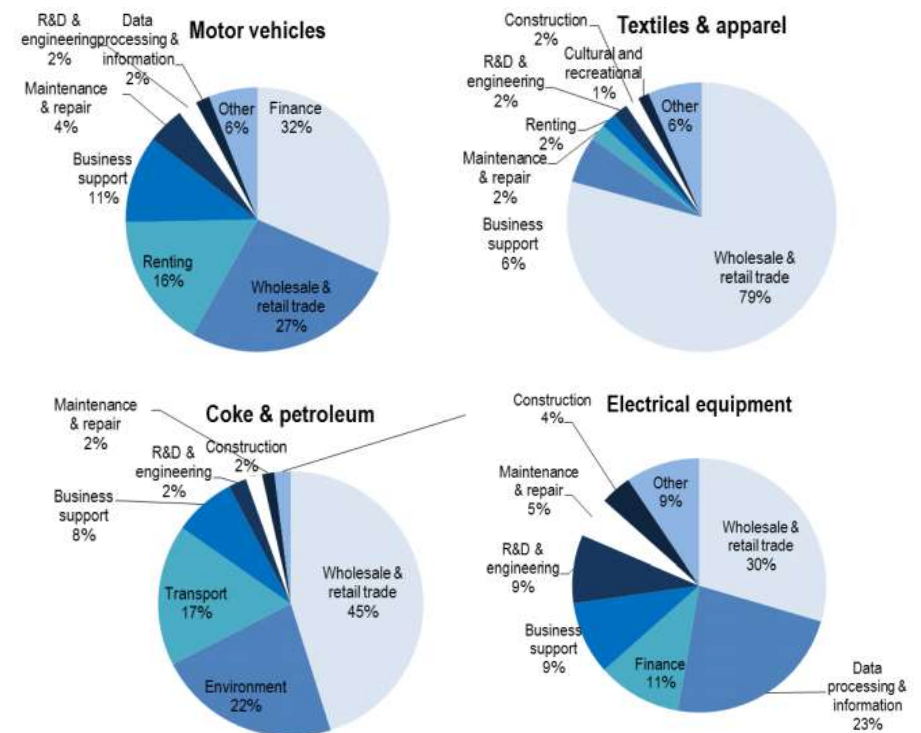


Source: Occupational data described in Annex A. EU is an aggregation of 24 EU countries.

SERVICES BUNDLED WITH GOODS

- Hard to see though traditional trade databases
- ORBIS Database
- Firms involved in manufacturing and distribution are more competitive and export more
- Creation of links with clients
- SMEs are also part of the servicification and contribute to exports of services bundled with goods. They tend to be relatively more involved in the complementary activities and indispensable services suggesting that their exports of goods are more vulnerable to barriers to services.

Figure 13. Main bundles of goods and services observed in the ORBIS dataset, by industry, 2013



MAIN BUNDLES OF GOODS AND SERVICES (ORBIS DATASET)

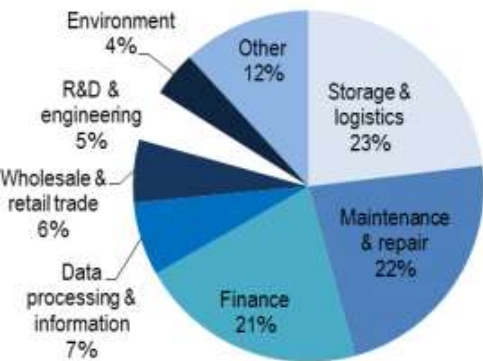
Maintenance & Repair – more importante for aircraf than the actual sale

Construction – sell of wood does not happen unless there is a construction contract

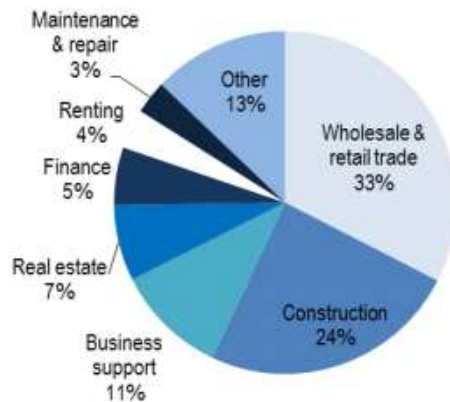
P&D and engineering – provide better solutions for delivery of chemicals

Maintenance & Repair/instalation – indispensable for selling complex machinery

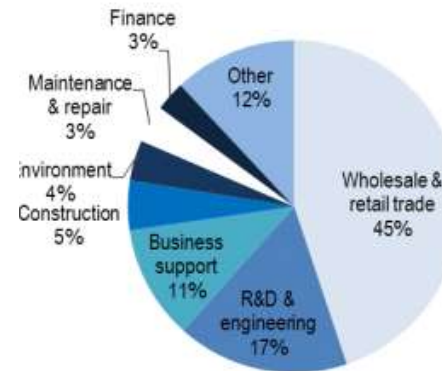
Other transport equipment



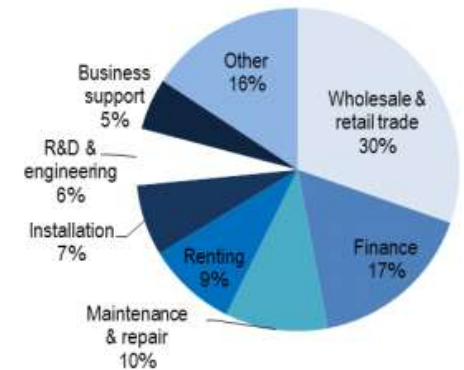
Wood



Chemicals & minerals



Machinery

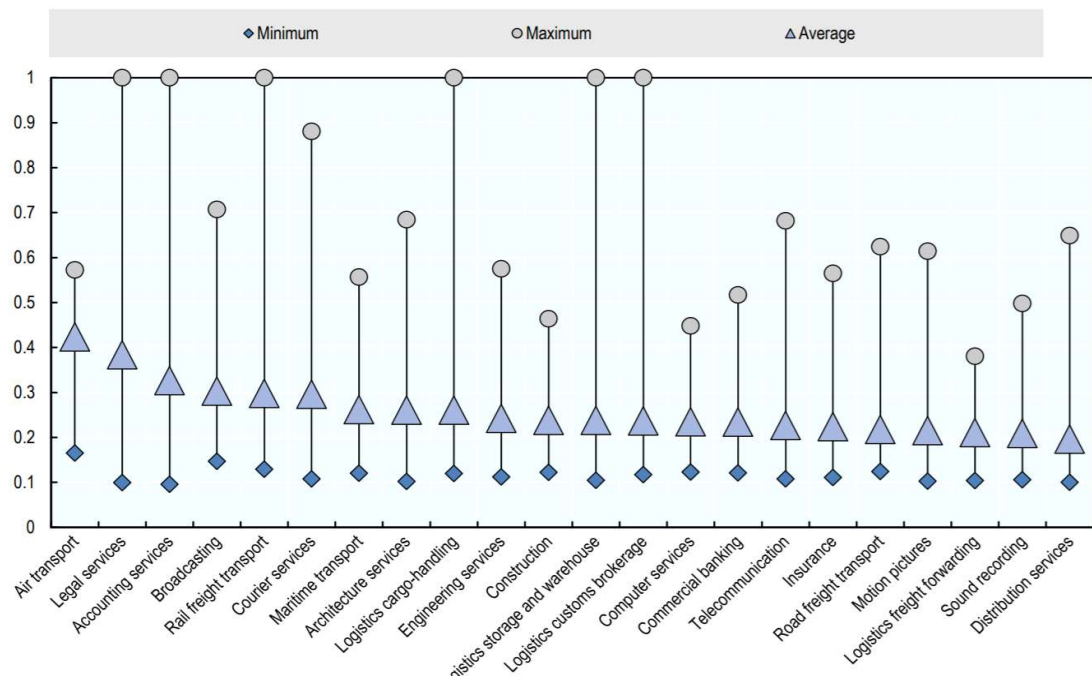


PROFESSIONAL SERVICES

- Definition by WTO W/120:
- Legal Services
- Accounting, auditing and bookkeeping services
- Taxation Services
- Architectural services
- Engineering services
- Integrated engineering services
- Urban planning and landscape
- architectural services
- Medical and dental services
- Veterinary services
- Services provided by midwives, nurses, physiotherapists and para-medical personnel
- Other professional services

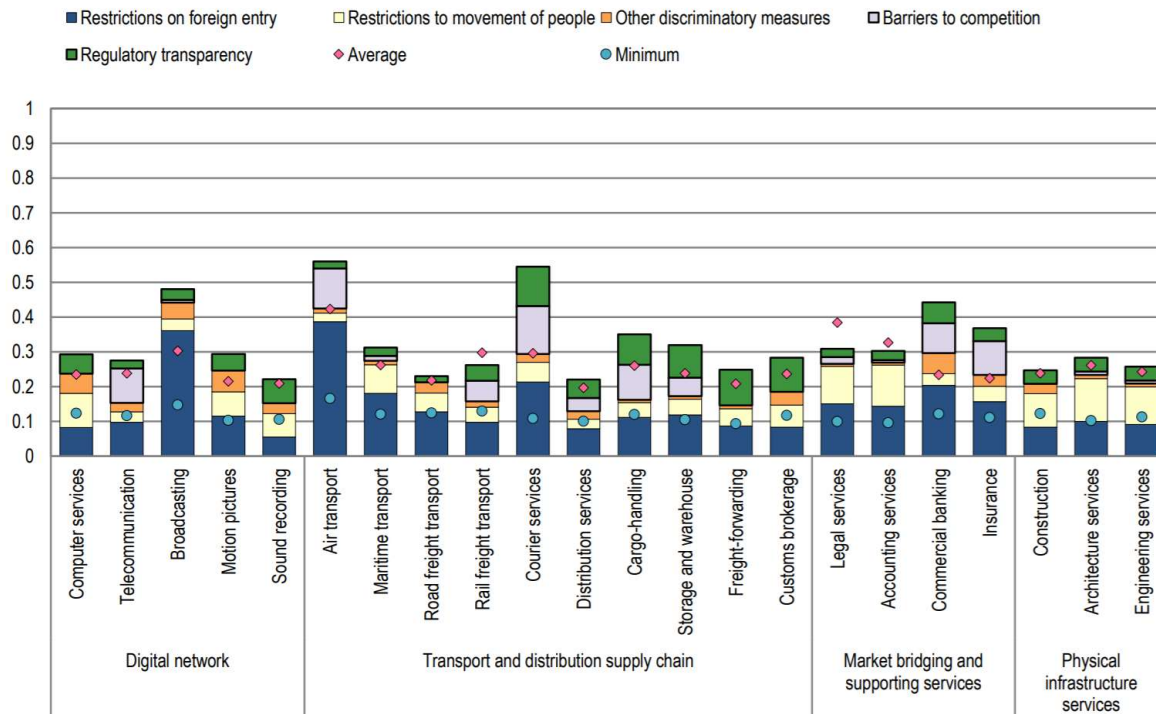
PROFESSIONAL SERVICES, DOMESTIC REGULATION AND TRADE

Figure 1. STRI average, minimum and maximum scores by sector, 2018



STRI: BRAZIL

STRI by sector and policy area



MAIN ISSUES REGARDING LEGAL AND ACCOUNTING SERVICES IN BRAZIL

- Only locally licensed lawyers can hold shares in law firms and they are prohibited from associating with or being hired by foreign legal professionals. However, foreign lawyers can register after passing an exam, or practice their home country and international law as foreign law consultants.
- Accounting services cover also auditing services. Similar to legal services, accountants and auditors that obtained their qualifications abroad are required to take a local examination to revalidate their credentials and only locally licensed and registered accountants can become equity partners in Brazilian accounting companies.”

Projeto de Lei da Câmara nº 80, de 2018

Autoria: Câmara dos Deputados

Iniciativa: Deputado Federal José Mentor (PT/SP)

Nº na Câmara dos Deputados: PL 5511/2016

Assunto: Jurídico – Direito civil e processual civil.

Natureza: Norma Geral

Com sua aprovação, todas as pessoas que buscam resolver seus conflitos fazendo uso dos métodos consensuais, tais como a mediação e a conciliação, serão obrigadas a contratar um advogado.

Texto inicial

Imprimir

Ementa:

Altera a Lei nº 8.906, de 4 de julho de 1994, que “Dispõe sobre o Estatuto da Advocacia e a Ordem dos Advogados do Brasil (OAB)”, para estabelecer a obrigatoriedade da participação do advogado na solução consensual de conflitos.

Explicação da Ementa:

Obriga a participação do advogado na solução consensual de conflitos, tais como a conciliação e a mediação.

Situação Atual

Em tramitação

Relator atual: Senador Rodrigo Pacheco
Último local: 10/07/2019 – Comissão de Constituição, Justiça e Cidadania (Secretaria de Apoio à Comissão de Constituição, Justiça e Cidadania)
Último estado: 10/07/2019 – AUDIÊNCIA PÚBLICA

Participe

Opine sobre esta matéria

3.210

1.343

SIM

NÃO

Compartilhe



Resultado apurado em 23/10/2019 às 08:39

THANK YOU.

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