

Mr. Niky Fabiancic



Resident Coordinator, United Nations in Brazil

Niky Fabiancic is the Resident Coordinator of the UN System in Brazil since October 28th, 2015.

He also served as Resident Representative of the United Nations Programme for Development (UNDP) in Brazil from 2015 to 2018. From 2012 to 2015, Niky Fabiancic served as UN Resident Coordinator and UNDP Resident Representative for the Bolivarian Republic of Venezuela. He also served as Deputy Assistant Administrator and Deputy Regional Director for the Regional Bureau for Latin American and the Caribbean in UNDP New York from 2007-2012. He was United Nations Resident Coordinator and UNDP Resident Representative to the Dominican Republic from 2002-2007, and Deputy Resident Representative in Venezuela from 1999-2002.

Niky Fabiancic was Chief, Office of the Director, in the Development Group Office, New York from 1994-1999. He was Information Management Officer for the Division of Management Information Services at UNDP Headquarters from 1992-1994. Niky Fabiancic began his career with UNDP in 1985.

Niky holds a Master of Science in Telecommunications and Computing Management from Brooklyn Polytechnic University, New York (USA), and an Electrical and Electronics Engineering Degree from University of Mendoza (Argentina).

Ms. Pamela Coke-Hamilton



Director, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)

Pamela Coke Hamilton is an expert on trade and development policy, currently serving as the Director of the Division on International Trade and Commodities at the United Nations Conference on Trade and Development (UNCTAD) where she is responsible for leading, among other issues, the engagement on the future of the multilateral trading system, gender and trade, data analysis, technical assistance on trade and accession issues for member states and the nexus between trade and climate change.

Her experience covers a wide range of trade issues at the national, regional and international level. She has been a diplomat and a trade negotiator for her native Jamaica as well as for the wider Caribbean. She has spearheaded the Aid for Trade initiative for the Caribbean at the Inter-American Development Bank and served as Director of Trade and Competitiveness, including covering issues related to services trade, antidumping and the trade and globalization challenges facing small island developing states at the Organization of American States. She has also served as the Executive Director of the Caribbean Export Development Agency, where she led major private sector development projects and launched the WeXport platform project aimed at empowering women.

Ms. Coke-Hamilton holds a Juris Doctor in Law from Georgetown University and a BSc in International Relations and Economics from the University of the West Indies.

Dr. Lucian Cernat



Chief Economist, Directorate General for Trade, European Commission

Dr. Lucian Cernat is the Chief Trade Economist of the European Commission. With over 20 years of experience in the trade policy field, he is in charge of economic advice on EU trade policy, influencing over 5 trillion euros of EU trade and investment flows annually. Lucian Cernat obtained his PhD from University of Manchester and a postgraduate diploma from Oxford.

Ms. Gabriella de Figueiredo Dorlhiac



Executive Director, International Chamber of Commerce (ICC) Brazil, Brazil

Gabriella Dorlhiac is the Executive Director for ICC Brasil. She started at ICC in 2017 as Senior Policy Advisor and became Head of Policy the following year. Previously, Gabriella was Executive Director at the International Relations and Foreign Trade Institute (IRICE) in São Paulo. She lived in Washington for 8 years where she worked as a Senior Director for Albright Stonebridge Group. Before that, Gabriella was a reporter for O Estado de São Paulo newspaper, writing about international affairs. Gabriella holds a Bachelor's degree in Communication for the Catholic University of São Paulo and an MA in Security Studies from Georgetown University.

Ms. Yana Dumaresq Sobral Alves



Deputy Special Secretary, Special Secretariat of Foreign Trade and International Affairs, Ministry of Economy, Brazil

Mrs. Dumaresq was appointed in January 2019 as the Assistant Deputy Minister for Foreign Trade and International Affairs in the newly created Ministry of the Economy of Brazil. She joined the Brazilian Civil Service in January 2009, as Foreign Trade Analyst of the Ministry of Industry, Foreign Trade and Services (MDIC), where she also served as Deputy Minister (2018), Undersecretary of Strategy and Competitiveness (2016-2017), Chief of Staff (2015) and Chief Advisor to the Deputy Minister (2010-2011). In 2012, Mrs Dumaresq served as Deputy Head of the Rio+20 Office to coordinate Brazil's participation in the UN Conference on Sustainable Development. From 2013 to 2014, Mrs Dumaresq joined the World Economic Forum's team in Geneva as Associate Director for Latin America.

Mrs. Dumaresq holds a Master's degree in Trade and Environmental Policy from the University of Cambridge. She also holds a Master's degree in Global Leadership from the GLF consortium, chaired by the World Economic Forum and composed by INSEAD, Columbia University, London Business School, Wharton School and China Europe International Business School - CEIBS. She holds an Bachelor's degree in International Relations from the University of Brasília.

Mrs. Dumaresq also participated in executive training programs at Harvard Business School, at the UK's National School of Government and at the United Nations Institute for Training and Research (UNITAR).

Formerly: Project Manager for Climate Change with the UK's Foreign and Commonwealth Office and consultant of the UN Environment.

SERVICES VALUE-ADDED AS ENABLER OF DIVERSIFICATION AND UPGRADING

MODERATOR

Professor Vera Thorstensen



Professor and Head of the Center on Global Trade and Investments, School of Economics, Getulio Vargas Foundation (FGV), Brazil

Vera Thorstensen is a professor at the FGV - Getulio Vargas Foundation in São Paulo and Head of the Center on Global Trade and Investments. She was the economic advisor of the Mission of Brazil to the WTO from 1995 to 2010 and was Chair of the WTO Committee on Rules of Origin for seven years. She is the WTO Chair Holder in Brazil and the President of the Brazilian Committee on Technical Barriers to Trade, a governmental body under the National Council on Metrology, Standardization and Industrial Quality (CONMETRO) since 2014. She was an invited professor at Sciences-Po, IELPO-Barcelona, IEE-Lisbon, where she lectured on Trade Negotiations. She has a Master and Doctoral Degrees in Finance and Economics by EAESP-FGV and completed post-doctoral programs at Harvard (EUA), Centre for European Policy Studies (Brussels) and was a Visiting Scholar at the Interamerican Development Bank (Washington).

KICK-START SERVICES TALK

Ms. Pamela Coke-Hamilton



Director, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)

TOPIC: Services and the 2030 Agenda for Sustainable Development.

Pamela Coke Hamilton is an expert on trade and development policy, currently serving as the Director of the Division on International Trade and Commodities at the United Nations Conference on Trade and Development (UNCTAD) where she is responsible for leading, among other issues, the engagement on the future of the multilateral trading system, gender and trade, data analysis, technical assistance on trade and accession issues for member states and the nexus between trade and climate change.

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PUBLIC POLICY PANEL

Mr. Alexander Mora



Former Minister of Foreign Trade of Costa Rica,
Chairman and Chief Executive Officer TecApro /
Evicertia CenAm, Costa Rica

TOPIC: Services inputs for inclusive trade and
development.

Minister of Foreign Trade of Costa Rica (2014-2018) in charge of WTO, UNCTAD, OECD, WEF, WB, IADB, ECLAC representations and of overseeing its portfolios and public policies on foreign trade and investments and of successfully lead negotiation and first phase implementation of Costa Rica's current OECD accession process. Entrepreneur and shareholder of several ICT companies in Europe and Latin America. Former chairman and director of banks, insurance and investment fund companies. Member of several NPOs.

Ms. Allyson Francis



Services Specialist, Caribbean Export
Development Agency, Forum of the Caribbean
Group of African, Caribbean and Pacific States,
Caribbean Community (CARICOM)

TOPIC: Services value-added in CARIFORUM.

Ms. Sonja H. Allyson Francis serves as the Services Specialist at Caribbean Export Development Agency. At the Agency her main task is to address Services sector development, this includes the Cultural and Creative Industries, Education, Spa and Wellness, Professional Services and Financial Services. Ms. Francis has a wealth of knowledge on international trade issues, in particular the Services Sectors where she has focused for the last thirteen years of her 19-year career on and has published several articles on the topic. Ms. Francis also has in depth knowledge of CARIFORUM-EU Economic Partnership Agreement (EPA), having assisted the Caribbean Regional Negotiating Machinery (CRNM) in preparing the Caribbean region's goods and services offers, demands and fall-back positions for the said negotiations and served the Trade in Services and Investment Specialist within the EPA Implementation Unit of CARIFORUM Directorate. Ms. Francis was also the lead negotiator for Services for CARICOM in the CARICOM Canada trade agreement negotiations. Ms Francis is a lawyer by profession and holds a Master of International Law and Economics, Magna cum laude from the World Trade Institute.

Ms. Beatrice Chaytor



Senior Expert Trade in Services, CFTA Support Unit, Trade and Industry Department, African Union Commission

TOPIC: The experience of the African Union in using trade policies to enhance the contribution of services' value-added to productive and export capacity.

Beatrice Chaytor is an international trade lawyer, providing advice and support to African governments in their engagement with regional and international trade policy processes. She is currently Senior Expert - Trade in Services in the Department of Trade and Industry at the African Union Commission and works on the negotiations for the establishment of the African Continental Free Trade Area (AfCFTA).

Dr. Lucian Cernat



Chief Economist, Directorate General for Trade, European Commission

TOPIC: Trade in services: unlocking the policy potential of recent analytical developments.

Dr. Lucian Cernat is the Chief Trade Economist of the European Commission. With over 20 years of experience in the trade policy field, he is in charge of economic advice on EU trade policy, influencing over 5 trillion euros of EU trade and investment flows annually. Lucian Cernat obtained his PhD from University of Manchester and a postgraduate diploma from Oxford.

SERVICES MODE 5: TRADE POLICY MEETS INDUSTRIAL POLICY

MODERATOR

Ms. Pamela Coke-Hamilton



Director, Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)

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Her experience covers a wide range of trade issues at the national, regional and international level. She has been a diplomat and a trade negotiator for her native Jamaica as well as for the wider Caribbean. She has spearheaded the Aid for Trade initiative for the Caribbean at the Inter-American Development Bank and served as Director of Trade and Competitiveness, including covering issues related to services trade, antidumping and the trade and globalization challenges facing small island developing states at the Organization of American States. She has also served as the Executive Director of the Caribbean Export Development Agency, where she led major private sector development projects and launched the WeXport platform project aimed at empowering women.

Ms. Coke-Hamilton holds a Juris Doctor in Law from Georgetown University and a BSc in International Relations and Economics from the University of the West Indies.

KICK-START SERVICES TALK

Mr. Nanno Mulder



Chief, International Trade Unit, International Trade and Integration Division, Economic Commission for Latin America and the Caribbean (ECLAC)

TOPIC: How to unlock Latin America's export potential through final and intermediate services.

Nanno Mulder is Chief of the International Trade Unit of UNECLAC. He worked as economist at OECD during 2002-2005 and at the French Centre for Prospective and International Studies CEPII during 1996-2002. He has a Masters and PhD in economics from the University of Groningen and is President of the Latin American network for research and policy on services REDLAS.

EXPERT PANEL

Dr. Maximiliano Mendez-Parra



Senior Research Fellow, International Economic Development Group, Overseas Development Institute (ODI), United Kingdom of Great Britain and Northern Ireland

TOPIC: Digital economy and economic transformation: agriculture in East Africa.

Max is a trade economist and former trade official in Argentina. He is the leader of the trade analysis team at ODI, where he is involved in assessing the implications of trade policy in economic transformation. He holds a PhD in Economics from the University of Sussex.

Mr. René A. Hernández



Researcher, University of Alcalá and Lecturer, University of Chile

TOPIC: Intermediate services, productivity and structural change: lessons for trade and industrial policy.

A development economist by training, Mr. Hernández is currently a Researcher at the University of Alcalá and Lecturer at the University of Chile. He served for the last 28 years as Senior Economic Affairs Officer for the Economic Commission for Latin America and the Caribbean (ECLAC) and for the United Nations Development Program (UNDP). His current research interests include international economics, global value chains, the economics of services, development economics and industrial organization. He is one of the editors of *Innovation and internationalization of Latin American Services* (2016), *Latin America's emergence in global services: A new driver of structural change in the region?* (2014) and *Global Value Chains and World Trade: Prospects and Challenges for Latin America* (2014). Mr. Hernández has lectured widely at universities in Europe, Latin America and the United States. He completed his postgraduate studies in economics at Vanderbilt University and the University of Warwick.

Professor Enrique Gilles



Professor, Universidad EAN, Bogotá, Colombia

TOPIC: Services value-added and employment in Latin American countries.

Enrique Gilles is Professor of Economics at Universidad EAN in Bogotá, Colombia. He holds a Ph.D. in Economics from the Toulouse School of Economics, France. His research agenda covers the effects of globalization -in particular global value chains- on sustainability: economic activity, employment and emissions.

Dr. Jorge Arbache



Vice President for Private Sector, Development Bank of Latin America (CAF)

TOPIC: The effects of services mode 5 in digitalization and development.

Jorge Arbache is Vice President for Private Sector at the Development Bank of Latin America, CAF, in Lima, Peru. Previously, was Secretary of International Affairs of the Ministry of Planning, Development and Management, Brazil and Executive Secretary of the Brazil-China Investment Fund. He was also Chief Economist in the Ministry of Planning in Brazil; Senior Economic Advisor to the Presidency of BNDES and Senior Economist at the World Bank in Washington, DC. He is also professor of Economics at the University of Brasilia. Arbache has more than 28 years of experience in the areas of government, academia, international organizations and private sector. His interest lies in economic growth agendas and sectoral policies including international trade, investment, productivity, competitiveness, innovation, digital economy, industry and services. He is the author of four books and dozens of scientific articles published in international academic journals. He is founder of the blog economyadeservicos.com, which is the main forum of discussions regarding services and the digital economy in Brazil. He has a degree in Economics and in Law and PhD in Economics from University of Kent (UK).

TRADE POLICIES TO HARVEST THE POTENTIAL OF SERVICES VALUE-ADDED

MODERATOR

Amb. Guillermo Valles



Special Advisor, Ministry of Foreign Affairs,
Uruguay

Ambassador Guillermo Valles is a career diplomat with 45 years of professional experience. He served in Japan and Argentina and was Ambassador to China, the European Union, Belgium, Luxemburg, U.N. and WTO in Geneva. He was Deputy Foreign Minister of Uruguay. He chaired Rules negotiations in WTO for six years and served in U.N. as Director of Division of International Trade in goods and services and Commodities (UNCTAD).

KICK-START SERVICES TALK

Dr. Luiz Eduardo Salles



Consultant, United Nations Conference on Trade
and Development (UNCTAD)

TOPIC: Policies affecting services' value added in
Brazil's exports.

Luiz Eduardo Salles is a partner at Azevedo Sette, where he specializes in economic law matters. He holds a PhD and a Masters (Swiss Confederation Scholar) in International Law from the Graduate Institute of International and Development Studies in Geneva. He was Albert Gallatin Fellow at the University of Michigan. He holds an LLB from UFMG and a BA in International Relations from PUC-MG.

EXPERT PANEL

Ms. Xiaolin Chai



Director, Trade in Services and Investment Division, World Trade Organization (WTO)

TOPIC: Services inputs and multilateral efforts.

Xiaolin Chai heads Trade in Services and Investment Division (TSD) of WTO Secretariat. She has previously worked in the Ministry of Commerce of China as the Director General for the WTO Affairs, the Alternate Permanent Representative of China to UNIDO, and Minister for Commercial Affairs of the Chinese Mission to EU. Chai had worked in UNICEF for 10 years and received an MPA from Harvard University.

Professor Carlos A. Primo Braga



Associate Professor, Fundação Dom Cabral, Brazil

TOPIC: Trade policies for development through services value-added.

Primo Braga is an Associate Professor, Fundação Dom Cabral and a Visiting Professor at IMD, Switzerland. He was the Special Representative and Director for Europe, The World Bank (2011-12), Director, Economic Policy and Debt (2008-10) and the WBG's Acting VP and Corporate Secretary (2010). He received a degree in Mechanical Engineering (1976), ITA and an MSc (1980) in Economics from USP. He holds a PhD (1984) in Economics from the University of Illinois, Urbana-Champaign, USA.

Ms. Romina Gayá



Trade in services consultant, Institute for the Integration of Latin America and the Caribbean (INTAL), Inter-American Development Bank (IDB)

TOPIC: Trade policies to harvest the potential of services value-added to digitalization and development.

Romina Gayá works as trade in services consultant for the Institute for the Integration of Latin America and the Caribbean (INTAL) of the Inter-American Development Bank. She has extended experience as a researcher, professor and consultant for international organizations, research centres, governments and the private sector.

Dr. Marina Foltea



Founder and Managing Director, Trade Pacts, Switzerland

TOPIC: How to include 'Mode 5' services commitments in FTAs and at multilateral stage

Dr Foltea is an international trade law expert advising global companies and governmental institutions around the world. She is Founder and Managing Director of Trade Pacts – Global Trade and Public Affairs Advisors based in Geneva. She is also Assistant Professor at Polish Academy of Sciences, Institute of Law Studies. Dr Foltea has obtained her Ph.D. in International Economic Law in 2010 from the University of Bern.

LAUNCH OF GUIDEBOOK ON METHODOLOGY:
MEASURING SERVICES VALUE-ADDED IN DEVELOPING COUNTRIES

MODERATOR

Dr. Mesut Saygili



Associate Economic Affairs Officer, Division on
International Trade and Commodities, United
Nations Conference on Trade and Development
(UNCTAD)

Mesut Saygili is an economic affairs officer in the Trade Analysis Branch of DITC. Before joining UNCTAD he was working as an economist at the Research Department of the Central Bank of Turkey. His area of research and work experience include international trade in goods and services, exchange rates, and technology and innovation. Mesut received his bachelor's and Master's degrees in economics from Middle East Technical University, Turkey and his PhD in economics from University of Washington, USA.

LAUNCH TALK

Professor Eduardo Amaral Haddad



Consultant, United Nations Conference on Trade
and Development (UNCTAD)

TOPIC: Launch of guidebook on the methodology:
Measuring services value-added in developing
countries.

Eduardo A. Haddad is Full Professor at the Department of Economics at the University of Sao Paulo, Brazil, where he directs the Regional and Urban Economics Lab (NEREUS). He is Senior Fellow at the Policy Center for the New South, Morocco and President-Elect of the Regional Science Association International (RSAI).

DISCUSSANT

Professor Fernando Salgueiro Perobelli



Associate Professor, Universidade Federal de Juiz de Fora (UFJF), Brazil

TOPIC: Measurement of the services value-added: a validation exercise using Colombian dataset.

Professor Perobelli has academic experience on regional development, input-output, CGE models and sectorial analysis. As a consultant he worked to Inter-American Development Bank (IDB), Federation of Industries of Minas Gerais (FIEMG), Energy Research Company (EPE), Amazon Development Superintendence (SUDAM), Minas Gerais Energy Company (CEMIG), Pernambuco Energy Company (CELPE), Institute of Applied Economic Research (IPEA).

Day 1, 22 October 2019, Tuesday, 16:30 – 18:00

MEASUREMENT OF SERVICES VALUE-ADDED: FROM DATA TO DEVELOPMENT

MODERATOR

Professor Carlos A. Primo Braga



Associate Professor, Fundação Dom Cabral, Brazil

Primo Braga is an Associate Professor, Fundação Dom Cabral and a Visiting Professor at IMD, Switzerland. He was the Special Representative and Director for Europe, The World Bank (2011-12), Director, Economic Policy and Debt (2008-10) and the WBG's Acting VP and Corporate Secretary (2010). He received a degree in Mechanical Engineering (1976), ITA and an MSc (1980) in Economics from USP. He holds a PhD (1984) in Economics from the University of Illinois, Urbana-Champaign, USA.

KICK-START SERVICES TALK

Professor Eduardo Amaral Haddad



Consultant, United Nations Conference on Trade and Development (UNCTAD)

TOPIC: Application of methodology: Measuring services value-added in Brazil.

Eduardo A. Haddad is Full Professor at the Department of Economics at the University of Sao Paulo, Brazil, where he directs the Regional and Urban Economics Lab (NEREUS). He is Senior Fellow at the Policy Center for the New South, Morocco and President-Elect of the Regional Science Association International (RSAI).

EXPERT PANEL

Mr. Alvaro Espinoza



Deputy Secretary General, Latin American Integration Association (ALADI)

TOPIC: ALADI trade in services.

Deputy Secretary General - Latin American Integration Association (ALADI), Montevideo, Uruguay. Period 2018 – 2021.

Delegate. Permanent Mission of Chile to the WTO (1995 - 2000).

Legal adviser and Head of the WTO Department, Ministry of Foreign Affairs - Chile (1992 - 2018).

He served as a panellist in 5 WTO dispute cases.

Dr. José Manuel Rueda-Cantuche



Scientific Officer, European Commission - Joint Research Centre

TOPIC: Measuring services value added in EU exports to Brazil.

Dr. José M. Rueda-Cantuche is Scientific Officer of the European Commission and Associate Professor at the Pablo de Olavide University in Spain. He is editorial board member of the latest UN Handbook on Supply, Use and Input-Output Tables and the forthcoming UN Handbook on Global Value Chains. He also participates in the OECD Expert Groups on Extended Supply and Use Tables and on Regional-Global TIVA initiatives. His research interests are focused on Input-Output Accounts, Input-Output Analysis and Input-Output Modelling in relation to Global Value Chains, with more than fifty articles in international scientific journals and more than twenty monographs and book chapters published. He actively collaborates in the International Input-Output Association and was former vice-president and president of the Hispanic-American Input-Output Society.

Mr. Francisco Guillen Martin



Deputy Director General of National Accounts, National Institute of Statistics and Geography (INEGI), Mexico

TOPIC: Services and exports of services in the Mexican economy.

Mr. Francisco Guillén Martín has more than 37 years of experience in the public sector, mainly in the National Institute of Statistics and Geography (INEGI), where he has served as Deputy Director General of National Accounts since April 2010. He has previously worked as Special Advisor to the President of INEGI and as a macroeconomics and national accounting professor at Anahuac University.

He has promoted several projects in the economic field, including, among others, the Accounts by Institutional Sector, the Informal Subsector of Households Account and the seasonally adjusted series for 14 short-term indicators. Mr. Martín was the starter and coordinator of the System of Economic and Environmental Accounts of Mexico (SCEEM in Spanish), a pioneer project of its kind, and he created and published the first annual series of the Regional Gross Domestic Product.

SERVICES AT YOUR SERVICE: BENCHMARKING SUCCESS STORIES

MODERATOR

Dr. Lucian Cernat



Chief Economist, Directorate General for Trade,
European Commission

Dr. Lucian Cernat is the Chief Trade Economist of the European Commission. With over 20 years of experience in the trade policy field, he is in charge of economic advice on EU trade policy, influencing over 5 trillion euros of EU trade and investment flows annually. Lucian Cernat obtained his PhD from University of Manchester and a postgraduate diploma from Oxford.

BENCHMARK PANEL

Mr. Graham Clarke



Executive Director, Barbados Coalition of Services
Industries, Barbados

TOPIC: Services value-added in exports:
opportunities for Barbados.

Graham A. H. Clarke, MA, DipM, FCIM Chartered Marketer, is the current Executive Director of the Barbados Coalition of Service Industries, a company set up to promote trade in services and to enhance the competitiveness of the services sector in Barbados. He has a keen interest in the development of people and has a diverse background working within public, private and third sector organizations.

Mr. Henrique Pereira



Chief Executive Officer, WayCarbon, Brazil

TOPIC: Environmental technology as direct service exports and as mode 5 exports: WayCarbon's experience.

Henrique is co-founder and CEO of WayCarbon, a technology-based company that works to promote the transition to a low carbon and resilient economy. Henrique holds a master's degree in Environment and Development and has 14 years of work experience, supporting private and public sectors in Latin America and Africa.

Mr. Antonio Cabreira



Executive Director, Neltume, Chile

TOPIC: Providing services' value-added for enhancing productive and export capacity in agriculture.

Thirty-year-old Chilean entrepreneur and a career in digital media. Studied Business with a master's degree in Marketing at Universidad de Chile and worked for digital agencies and as chief digital media for one of the biggest retailers in the region, until founding Neltume.

SERVICES POLICIES IN PROFESSIONAL SERVICES TO ENHANCE VALUE-ADDED POTENTIAL

MODERATOR

Ms. Gabriella de Figueiredo Dorlhiac



Executive Director, International Chamber of Commerce (ICC) Brazil, Brazil

Gabriella Dorlhiac is the Executive Director for ICC Brasil. She started at ICC in 2017 as Senior Policy Advisor and became Head of Policy the following year. Previously, Gabriella was Executive Director at the International Relations and Foreign Trade Institute (IRICE) in São Paulo. She lived in Washington for 8 years where she worked as a Senior Director for Albright Stonebridge Group. Before that, Gabriella was a reporter for O Estado de São Paulo newspaper, writing about international affairs. Gabriella holds a Bachelor's degree in Communication for the Catholic University of São Paulo and an MA in Security Studies from Georgetown University.

KICK-START SERVICES TALK

Dr. Luiz Eduardo Salles



Consultant, United Nations Conference on Trade and Development (UNCTAD)

TOPIC: Policies affecting the value-added of professional services in exports.

Luiz Eduardo Salles is a partner at Azevedo Sette, where he specializes in economic law matters. He holds a PhD and a Masters (Swiss Confederation Scholar) in International Law from the Graduate Institute of International and Development Studies in Geneva. He was Albert Gallatin Fellow at the University of Michigan. He holds an LLB from UFMG and a BA in International Relations from PUC-MG.

DISCUSSANTS

Ms. Vanessa Carvalho



Foreign Trade Analyst, Ministry of Economy,
Brazil

Vanessa Carvalho is a Foreign Trade Analyst at the Ministry of Economy. Until 2019 she was the General Coordinator of Strategic Studies and Information of the then Ministry of Industry, Commerce and Services.

She was Advisor at the Secretariat of International Affairs of the Ministry of Planning, Development and Management, responsible for foreign trade services at the Ministry.

Economist, holds a master's degree and is currently in the doctoral program in Economics at the University of Brasilia. She has a specialization in public policy evaluation by Itaú Social (2012) and Industrial Policy by UNIDO (2016). Since 2015, researches and publishes on digital transformation, services and economic development.

Mr. Rafael Moreira



Technical Analyst, Competitiveness Unit,
SEBRAE Nacional, Brazil

Rafael Moreira is a technical analyst at the Competitiveness Unit of SEBRAE Nacional, where he works with the Brazil Plus Productive Program. From 2016 to 2018, as advisor to the Board of Administration and Finance, he coordinated the institution's Digital Transformation initiatives. He holds a Master's degree (University of Brasilia) and an undergraduate degree (University of Maryland - USA) in Economics and attended a PhD in Economics at the Graduate Center at the City of New York (CUNY). In 2015, together with Professor Jorge Arbache, founded the site Economiadeservicos.com, reference in the theme of digital economy and services. His research areas include services, productivity, micro and small businesses, foreign trade, digital economy and entrepreneurship.

Ms. Karla Borges



Lawyer and Partner, Borges Furlaneto Sociedade
de Advogados (BLSA), Brazil

Karla Borges is an international trade law expert. As an experienced professional she advises companies and sectorial associations on matters involving international trade law, investments, regulatory issues and international disputes. She is also international trade law professor and has published several articles, papers and chapters of books.

SERVICES POLICIES IN INFORMATION AND COMMUNICATION TECHNOLOGY SERVICES
TO ENHANCE VALUE-ADDED POTENTIAL

MODERATOR

Mr. Bruno Antunes



Economic Affairs Officer, Division on
International Trade and Commodities, United
Nations Conference on Trade and Development
(UNCTAD)

Bruno Antunes works on economic affairs at the United Nations Conference on Trade and Development (UNCTAD) and formerly at the United Nations Economic Commission for Latin America and the Caribbean (ECLAC). Manages UNCTAD project on “Measurement of services value-added in exports and analysis of related services and trade policies” to reduce the knowledge gap in developing countries on measuring services value added in exports, and on analysing policies that affect this services value added. Applies trade, services, industrial policy analyses to promote sustainable and inclusive economic development. Focuses on value chains, services value-added; trade and services policies, including infrastructure, financial inclusion, digital economy; trade, migration, employment.

KICK-START SERVICES TALK

Dr. Luiz Eduardo Salles



Consultant, United Nations Conference on Trade
and Development (UNCTAD)

TOPIC: Policies affecting the value-added of
information and communication technology
services in exports.

Luiz Eduardo Salles is a partner at Azevedo Sette, where he specializes in economic law matters. He holds a PhD and a Masters (Swiss Confederation Scholar) in International Law from the Graduate Institute of International and Development Studies in Geneva. He was Albert Gallatin Fellow at the University of Michigan. He holds an LLB from UFMG and a BA in International Relations from PUC-MG.

DISCUSSANTS

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

Under-secretary for Innovation, Secretariat of Industry, Commerce, Services and Innovation Development, Special Secretariat for Productivity, Employment and Competitiveness, Ministry of Economy, Brazil.

Mr. Roberto Hirayama



Regulatory Bureau - ANATEL, Brazil

TOPIC: Telecom/ICT services and their impact.

Roberto Mitsuke Hirayama, engaged in the Telecom/ICT sector, currently at the Regulatory Agency (Anatel), especially on Planning and Regulation/Policy roles and international cooperation, following ITU-T and ITU-D activities since 2008, both in the ITU-T and ITU-D, where he is Vice-Chair of SG1 and Rapporteur of Q.2/1.

Mr. José Tavares



Director, Centre for Integration and Development Studies (CINDES), Brazil

José Tavares de Araujo Jr. is Director of the Centre for Integration and Development Studies - CINDES and partner of the company Ecostrat Consultores; holds a doctorate in economics from the University of London, retired full professor at the Federal University of Rio de Janeiro, former Executive Secretary of the Customs Policy Commission - CPA (1985-88) and the Foreign Chamber - CAMEX (1995), and former Secretary of Economic Monitoring of the Ministry of Finance (2003-04); He has authored several works published in about ten countries in the areas of international trade, competition policy and industrial organization. As an independent consultant, he has served several international organizations, such as the World Bank, Inter-American Development Bank (IDB), Organization of American States (OAS), Economic Commission for Latin America (ECLAC), Latin American Integration Association (ALADI) and the United Nations Organization for Industrial Development (UNIDO).

CLOSING SESSION

Mr. Herlon Brandão



Herlon Brandão is the Undersecretary of Economic Analysis and Trade Statistics of Brazil. For over 16 years, he has been a Foreign Trade Analyst of the Ministry of Economy. Mr. Herlon coordinated the Brazilian trade statistics production and dissemination. He also led programs of export assistance for small businesses. He holds a master's degree in Economics at the University of Brasilia.

Undersecretary of Economic Analysis and Trade Statistics, Secretariat of Foreign Trade, Special Secretariat of Foreign Trade and International Affairs, Ministry of Economy, Brazil

Ms. Pamela Coke-Hamilton



Pamela Coke Hamilton is an expert on trade and development policy, currently serving as the Director of the Division on International Trade and Commodities at the United Nations Conference on Trade and Development (UNCTAD) where she is responsible for leading, among other issues, the engagement on the future of the multilateral trading system, gender and trade, data analysis, technical assistance on trade and accession issues for member states and the nexus between trade and climate change.

Her experience covers a wide range of trade issues at the national, regional and international level. She has been a diplomat and a trade negotiator for her native Jamaica as well as for the wider Caribbean. She has spearheaded the Aid for Trade initiative for the Caribbean at the Inter-American Development Bank and served as Director of Trade and Competitiveness, including covering issues related to services trade, antidumping and the trade and globalization challenges facing small island developing states at the Organization of American States. She has also served as the Executive Director of the Caribbean Export Development Agency, where she led major private sector development projects and launched the WeXport platform project aimed at empowering women.

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