



Canada-Indonesia Trade and Private Sector Assistance Project (TPSA)

Trade in Services and Services Export Promotion Workshop

**Venue: Prama Grand Preanger Hotel, Bandung
Wednesday 30 March and Thursday 31 March 2016**

Program Agenda

Overview

The Conference Board of Canada (CBoC) is undertaking the Canada-Indonesia Trade and Private Sector Assistance (TPSA) project, funded by Global Affairs Canada (formerly Foreign Affairs, Trade and Development Canada-DFATD). The project's aim is to reduce poverty and increase sustainable economic growth in Indonesia through the expansion of Indonesian trade with Canada and the encouragement of Canadian investment in Indonesia.

The objective of this 2-day workshop is to provide an overview of Trade in Services and Service Export Promotion. The workshop will be of interest to individuals from both government agency and private sector participants who are interested in the development and promotion of Indonesian trade in services. Through a combination of presentations and interactive discussions, Indonesian participants will have the opportunity to discuss issues and ideas on how to strengthen the involvement of Indonesian SMEs in trade in services and how the government agencies and business associations promote services exports, particularly to Canada.

Who Should Attend

Government: officials responsible for trade policy development and service export promotion in the following areas: Trade Policy Formulation, Trade Negotiations (particularly services negotiations), Trade Promotion (particularly DGNE and IETC), Statistics, Line Ministries, Small Business Development, Innovation, Regional Economic Development, etc.

SME exporters, business association representatives and/or individuals interested in trade in services and service export promotion: Coalition of Service Industries, Indonesia Services Dialogue, Chambers of Commerce, and some services-oriented business associations such as: Architecture, Engineering, Finance, Information and Communication Technologies (ICT), Management Consulting, Health and Wellness Tourism, Culture and Creative Services, etc.

Note: The workshop will be conducted in English only.

Program Agenda

Day 1 – Wednesday 30 March 2016		Presenter/Facilitator
8:30am	Registration	
9:00 am -9:15 am	<p>Opening Remarks</p> <p>A Senior Indonesian Official, DGNED, MoT, Jakarta, Indonesia</p> <p>Greg Elms, Field Director, TPSA, Jakarta, Indonesia</p> <p>Wenguo Cai, Senior Trade and Investment Expert, TPSA, Ottawa, Canada</p> <p>Introduction of Participants</p> <p>Indonesia Services Dialogue – The Indonesian Perspective on Trade in Services – Challenges and Opportunities (to be confirmed)</p>	
9:15 am -10:45 am	Session 1: Introduction to Trade in Services and Services Export Promotion	
9:30-10:45	<ul style="list-style-type: none"> ▪ Importance of Trade in Services in Indonesia and other Countries ▪ What is "Trade in Services" and how are Services Traded? ▪ Constraints and Challenges Faced by SME Service Providers ▪ Overview of Services Trade Policy and Negotiations <ul style="list-style-type: none"> - Issues and Challenges - General Agreement on Trade in Services (GATS) - Key Issues in Services Negotiations in the WTO: from Doha to Nairobi - Brief Introduction to the Plurilateral TiSA negotiations - Taking Advantage of GATS and FTAs to Export Services Successfully ▪ Overview of Services Trade Promotion <ul style="list-style-type: none"> - Issues and Challenges - SME Service Providers - Business Associations - Trade Promotion Organizations - Coalitions of Service Industries 	<p>Diane Girard</p> <p>Wenguo Cai</p>
10:45 am - 11:00 am	Tea/Coffee Break	
11:00 am - 12:30 pm	Session 2: Measuring and Improving Trade in Services Statistics: Concepts, Data Quality and Methodology	
	<ul style="list-style-type: none"> ▪ Concepts and Sources of Trade in Services Statistics ▪ Trade in Services Data Accuracy/Quality and Methods ▪ Balance of Payment Statistics on Trade in Services ▪ Statistics on International Supply of Service by Mode ▪ Measuring Trade in Services Statistics by Sector ▪ Improving Trade in Services Statistics - How? ▪ Trade in Services Statistics in Indonesia ▪ Further Resources on Trade in Services Statistics 	Wenguo Cai
12:30 pm - 1:30 pm	Lunch break	
1:30 pm -3:00 pm	Session 3: Roadmap for SME Service Providers: Getting Ready to Export	
	<p>Export-readiness – a 12-step Roadmap Approach</p> <ol style="list-style-type: none"> 1. International Trade, and Trade in Services 2. Assessing Export-readiness 3. Developing an Export Plan 4. Researching Markets 5. Researching Sectors 6. Gathering Market Intelligence 7. Starting with a Marketing Plan 8. Developing an Online Strategy using the Internet 9. Winning Business 10. Market Entry Options 11. Financing and Getting Paid 12. Contracting and Legal Aspects 	Diane Girard

3:15 pm -4:45 pm	Session 4: A Case Study: The Canadian Market and Canadian Services Trade Negotiations and Promotion	
	<ul style="list-style-type: none"> ▪ Overview of the Canadian Market ▪ Canada's International Trade in Services ▪ The Canadian Services Coalition: Its Role and Operation ▪ Canadian Service Export Promotion: Canadian Trade Commissioner Service ▪ Canada's Participation in GATS and TiSA Negotiations ▪ Canada's Negotiations and Implementation of Services Commitments in GATS and FTAs ▪ Coordination of Canada's Services Negotiations and Implementation ▪ Canada-Indonesia Bilateral Trade in Services: Opportunities and Challenges 	Diane Girard Wenguo Cai
Day 2 – Thursday 31 March 2016		Presenter/Facilitator
8:30 am -9:00 am	Registration	
9:00 am -10:30 am	Session 5: Government Agencies: How to Support Services Exporters	
	<ul style="list-style-type: none"> ▪ Including Services in National Export Strategy and Plans ▪ Providing Services-Related Information to the Private Sector and the General Public ▪ Raising the Public Awareness of Service Exporting ▪ Aligning/Reforming Government Policies and Practices to Support Service Exporting ▪ Representing the Interests of Services Exporters in Trade Negotiations ▪ Negotiating Possible Mutual Recognition Agreements (MRAs) on Professional Qualifications ▪ Developing/Using International Quality Assurance Standards ▪ Marketing Local Services Supplies to Foreign Investors ▪ Strengthening National Service Industry Associations ▪ "Employability" Skills Training for Services Sector Workers 	Wenguo Cai
10:30 am - 10:45 am	Tea/Coffee Break	
10:45 am -12:15 pm	Session 6: Business Associations: How to Promote Service Exports?	
	12 Possible Initiatives for Business Associations <ol style="list-style-type: none"> 1. Why Should Business Associations Get Involved in Service Exporting 2. Establishing a Services Export Committee 3. Promoting Awareness of Service Industries Trends 4. Successful Services Exporting Workshops 5. Articles, Newsletters and Publications 6. Creating a Services Exporting Recognition Program 7. Developing Corporate Sponsorships 8. Staging Partnering Events 9. Participating in National and Global Services Networks 10. Putting "Trade in Services" into your Organization's Website 11. Working with your Government 12. Trade in Services Publications 	Diane Girard
12:15 pm - 1:15 pm	Lunch	

1:15 pm -2:45 pm	Session 7: Coalitions of Service Industries	
	<ul style="list-style-type: none"> ▪ What is a Coalition of Service Industries? ▪ How Services Coalitions Operate? ▪ Creating a Coalition of Service Industries ▪ Sustaining a Coalition of Service Industries ▪ Best Practices from Coalitions around the World ▪ Businesswomen in Trade in Services - Challenges and Solutions ▪ Roles and Opportunities for Women Entrepreneurs in Services Exports ▪ How Coalitions and Business Associations can Support Women Entrepreneurs? 	Diane Girard
3:00 pm – 4:15 pm	Session 8: Roundtable Discussion: How Can Indonesians Promote Trade in Services? Moderators: Wenguo Cai and Diane Girard	
	<p>Sample Questions for Discussion:</p> <ul style="list-style-type: none"> ▪ What are the opportunities and challenges associated with Indonesia's services exports? ▪ Why is the percentage of Indonesia's trade in services so low? ▪ What are the key constraints/barriers to the development of Indonesia's trade in services? ▪ What reforms are required to strengthen the competitiveness of Indonesia's services sectors? ▪ Should Indonesia actively join the services negotiations (TiSA, TPP, RCEP, and others)? ▪ How can government agencies promote trade in services - by what measures? ▪ How can the Indonesia Services Dialogue be improved in the future? ▪ How can DGNED/MoT develop their capacities to support service exports in Indonesia? <p><i>Note: During the workshop, participants will be encouraged to suggest discussion topics for this session.</i></p>	
4:15 pm - 4:30 pm	Evaluation and Concluding Remarks	

Biographical Notes of Course Instructors/Facilitators:

Wenguo Cai

Wenguo Cai is currently the Director of International Programs of the Conference Board of Canada, responsible for business development and trade-related technical assistance in developing countries and transition economies. He has more than 25 years of trade-related work experience. He used to be a trade negotiator in the Ministry of Foreign Trade and Economic Cooperation (now the Ministry of Commerce) of the Government of China and travelled to Geneva for many trade negotiations in the 1980's. After he moved to Canada, he worked at the Centre for Trade Policy and Law (CTPL) in Ottawa from 1991 to 2003, primarily responsible for the design, delivery and evaluation of trade-related technical assistance projects in Asia and other developing countries. He joined the Conference Board of Canada (CBoC) in December 2003, and since then, he has been working on trade policy analysis and trade-related capacity building in many developing countries. In the last 22 years, he has designed, delivered, managed and evaluated more than 80 trade-related projects in Asia, Africa, Latin America and the Pacific. He has lectured frequently on WTO and other trade issues, and published many articles on trade and development in academic journals, including the *Journal of World Trade*, and *World Competition: Law and Economic Review* in Geneva. Several of his publications are translated into Vietnamese, Chinese, Urdu and Russian. He has served as a consultant to the DFATD (CIDA), EU, UNDP, UNCTAD, ESCAP, ASEAN, PIFS, DFID, the World Bank and some private companies and NGOs. He has participated most of the WTO Ministerial Conferences from Singapore to Doha, to Bali and to Nairobi. He holds an M.A. in Public Administration from Carleton University, Ottawa, Canada (1991) and an M.A. in Economics from Nankai University, Tianjin, China (1985).

Diane Girard

Diane Girard holds the designation of Certified International Trade Professional (CITP). For the past 15 years, she has been a Senior Associate of TFO Canada, a Canadian NGO with a 30-year history in providing trade facilitation and support to developing countries. She is also the founder and president of Global Links Network, an international trade facilitation firm that specializes in private sector development and trade-related capacity-building with a particular focus on trade in services for developing countries. With over 25 years' experience in the international marketplace, she has been involved in a variety of projects in over 70 countries. The development of trade in services has become the hallmark of her work in developing and transitional economies. Through projects primarily financed by international development agencies, services have included private sector development and capacity-building of regional and national trade promotion organizations, coalitions of service industries, business support organizations, educational institutions and small and medium-size enterprises. She is first and foremost an entrepreneur having focused her efforts on making the international business environment more user-friendly for new global traders, micro-enterprises, women-owned businesses and young entrepreneurs. From 2009-2011, she was instrumental in introducing a new training and coaching programme for the Indonesia Export Training Centre (IETC).