



## ***Canada-Indonesia***

***Trade and Private Sector Assistance Project (TPSA)***

**Trade in Services and Services Export Promotion Workshop**

### **Session 5:**

## **Government Agencies: How to Support Services Exporters**



The Conference Board  
of Canada



Government  
of Canada

Gouvernement  
du Canada







## Session 5:

### Government Agencies: How to Support Services Exporters

- National Export Strategy Plans and Services Exports
- Aligning Policies to Support Service Exporters
- Raising Public Awareness of Service Exports
- Representing the Interests of Services Exporters in Trade Negotiations
- Getting the Private Sector Engaged
- Strengthening National Service Industry Associations
- “Employability” Skills Training for Services Sector Workers
- Case Study: The Canadian Approach to Services Trade Promotion
- Supporting Business Women in International Trade
- How to Build DGNE’s and ISD’s Capacity to Promote Trade in Services





## National Export Strategy/Plan and Service Exports

### Do Indonesian National Export Strategies & Plans include Service Exports?

- Indonesian export strategy/plans do include service exports, however, trade in services is less developed and promoted, and also concentrated in a few sectors (travel, transport, construction, computer and information, etc).
- It is important to formulate a national services export promotion strategy and plan, particularly through the DGNED annual planning process
- Indonesia active with trade shows featuring goods – for services there is a need to focus on services-related and sector-specific conferences and events

**Question: How can Indonesia promote the services exports through the development and implementation of the national export strategy and plans?**





# **Align Government Policies to Support Service Exporters**

## **How Can Government Policies be Changed/Reformed to Support Service Exports?**

- Services and domestic regulations – reforms required in Indonesia
- All governments have the right and responsibility to regulate services and services providers – how is the regulatory responsibility carried out in Indonesia?
- What government policies could be reformed to support service exports? - Any specific measures affecting services and foreign investment in the service sectors, for example:
  - Professional qualifications
  - Technical standards
  - Licensing requirements
  - Foreign investment ownership restrictions, geographical limitations, etc.
  - Others





## **Key Policies to be Reviewed/Reformed to Ensure Fair Competition**

- Competition policies (SOEs vs. private sector; foreign vs. domestic)
- Standard of practice policies
- Incentives policies
- Skills development policies
- Legal ownership policies





## **Ensuring Market Access for Services**

- More market access for services through WTO/FTA negotiations
- Easy, visa-less cross-border movement of service providers
- Mutual recognition of foreign professional credentials
- Access to skilled workers by foreign invested companies and service exporters
- Equal access of local service firms to government procurement opportunities





## Consult with the Private Sector in Services Negotiations

Consider the following consultation questions with the private sector:

- **Markets:** Which markets are of most interest to Indonesian service exporters?
- **Barriers:** What types of barriers are they encountering in those markets? How can government help them reduce these barriers?
- **Sub-sectors:** What services are already being exported by Indonesian firms successfully?
- **Domestic regulations:** What changes would Indonesian service exporters like in domestic policies and regulations in order to reduce their costs of doing business, and increase their international competitiveness?

**Can they prepare position papers on specific services issues  
for government services negotiators?**





# Getting the Private Sector Engaged in Services Negotiations

Invite inputs from the private sector in the request-offer exercise

- Progress of services negotiations by theme, mode or sector
- What specific market access or national treatment liberalization would Indonesian firms like to request from particular trading partner?
- Keep the private sector informed of the progress and state the negotiations – debriefings, newsletters, studies and reports, etc.
- Provide training and capacity building for the private sector stakeholders, particularly those service-oriented business associations







# Strengthening National Services Industry Associations

## Indonesian National Service Industry Associations (NSIA)

- **Some examples** – nursing association, accounting, management consulting, engineering, environmental services, financial, ITC, design, creative industry, tourism, hotel and restaurant associations, etc.
- **How can the NSIA support Indonesian service exporters?** – standards setting, code of conducts, professional training, partnerships, MRA negotiations, etc
- **How can the government help ensure the effectiveness of the NSIA –**
  - Group discussions among the participants





## Employability” Skills Training for Services Sector Workers

- Regular training programs for service workers: tourism, nursing, construction, engineering, financial services, real estate, etc
- Government grants and financial support
- Emphasis should be on the skills and process
- Professional/certificate training programs by professional associations
- IETC Service Export Training for SMEs







# Case Study: The Canadian Approach to Trade Promotion



Source: Global Affairs Canada



## The Canadian Approach to Trade Promotion

- Outreach to Canadian businesses
- Joint effort of various government agencies
- Focus is on both goods and services however much more needs to be done to focus on service sector exports
- Go Global Workshops in cities across Canada provides information on trade promotion services

Source: Global Affairs Canada [www.international.gc.ca](http://www.international.gc.ca)

### GO GLOBAL SUPPORTING EXPORT SUCCESS

#### Export Tools at Your Fingertips

- Foreign market intelligence
- Introductions in key networks
- Cost- and risk-reduction advice
- Business problem troubleshooting
- On-the-ground support

[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)



- Help with government-to-government contracting
- Aerospace, defence and security expertise
- Unique access to U.S. Department of Defense contracts

[www.CCC.ca](http://www.CCC.ca)



- Market knowledge
- Credit insurance
- Bank guarantees
- Foreign buyer financing
- Political risk insurance
- Foreign investment and foreign affiliate support

[www.EDC.ca](http://www.EDC.ca)



- Consulting services:
  - To assess exporting opportunities
  - To help select the right markets to target
  - To develop a successful entry strategy
- Financing:
  - To conduct business development overseas
  - To increase inventory to export to new markets
  - To purchase or expand facilities to meet growing demand
  - To invest in equipment and technology to increase production

[www.BDC.ca](http://www.BDC.ca)



# GO GLOBAL

SUPPORTING EXPORT SUCCESS

#ExportSuccess

## EXPORT PLANNING

Market Research  
↓  
Connections to Partners  
↓  
Navigation through government programs



## GOING TO MARKET

Marketing Planning  
↓  
General Business Planning and Advice  
↓  
Consulting  
↓  
Finding Foreign Market Contacts

TCS | SDC

## FINANCING

Insuring Sales  
↓  
Working Capital  
↓  
VC, Equity/Sub-Debt  
↓  
Asset Financing  
↓  
Performance Bonds



## MARKET ENTRY

Foreign Investment  
↓  
Accessing global supply chains  
↓  
Accessing foreign government procurement markets  
↓  
Direct commercial sales  
↓  
Resolving business problems



TCS | SDC CCC



## THE BDC DIFFERENCE

BDC IS THE ONLY BANK DEDICATED EXCLUSIVELY TO ENTREPRENEURS.

Our sole focus is on understanding your business, meeting your needs and helping you succeed.

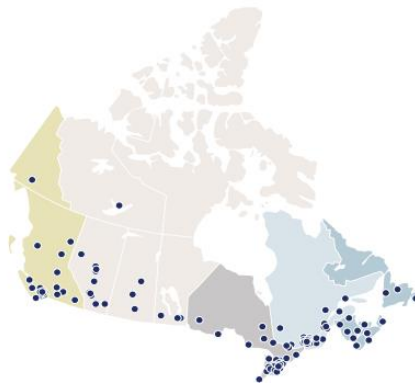
We know it's not easy to be a business owner. That's why we're here to provide resources and advice to maximize the potential of your company over the long term.

Our approach puts the emphasis on supporting your company in a way that preserves cash flow. At the same time, we understand your business is more than just dollars and cents. That's why we look at it as a whole, including your vision for the future.

With BDC, you have the peace of mind that comes with having an experienced, knowledgeable and committed advisor in your corner.

WE ARE CANADA'S DEVELOPMENT BANK.  
YOUR SUCCESS IS OUR BUSINESS.

BDC is the only bank dedicated **exclusively** to entrepreneurs



Locate your nearest business centre at  
[bdc.ca/businesscentres](http://bdc.ca/businesscentres)

**Contact us**  
1 888 INFO BDC  
(1 888 463-6232)

Email  
[info@bdc.ca](mailto:info@bdc.ca)

Follow us  
[f](#) [t](#) [in](#) [v](#)

Visit [bdc.ca](http://bdc.ca)



- Financing
- Consulting
- Venture Capital



FINANCING

CONSULTING

VENTURE  
CAPITAL



## COMMITTED TO YOUR SUCCESS

BDC's mission is to help businesses just like yours become stronger, more competitive and profitable. We offer the financing, venture capital and consulting services that companies need to grow, both at home and abroad.

We support entrepreneurs in all industries and at all stages of development. From more than 100 business centres across Canada and online at BDC.ca, we are committed to your long-term success and have the tools and experience to help make it happen.

You have ambitious goals for yourself and your business. BDC is ready to support you at every step of the way. Learn more about what we can do for your business.





Export  
Development  
Canada

Export Development Canada provides Canadian exporters with financing, insurance and bonding services, as well as foreign market expertise.



### Country Information

Detailed information about countries and markets around the world.



### TradeInsights

Information and tips on export trade and international business and the latest on our products and services.



### Calendar of Events

Subscribe to our newsletter to receive information on upcoming events.



### Weekly Commentary

Hear from our Chief Economist Peter G. Hall and learn about current global economic trends.



# Global Affairs Canada - Canadian Trade Commissioner Service

1,000 trade professionals

150 cities around the world

Guides and Market Studies

Funding programmes

Events



## CANADEXPORT

The official magazine of the Canadian Trade Commissioner Service.

### Our Offices

Our **Trade Commissioners** provide expert advice and problem-solving skills—whether you export, invest or partner.

### Events for Canadians



**Prospectors & Developers Association of Canada (PDAC) International Convention, Trade Show & Investors Exchange (March 06-08, 2016)**

PDAC is the world's largest annual mineral convention and focuses on investment, finance, mineral exploration, and

development.



**India Aviation 2016 (March 16-18, 2016)**

The Canadian Trade Commissioner Service invites Canadian companies and educational institutions to take part in India Aviation 2016, India's flagship civil aviation event organised by the Indian Ministry of Civil Aviation.

### Events for International Investors



**Canada Investment and Innovation Forum: Taipei and Seoul (April 19 & 21, 2016)**

An Investment Roadshow to Asia will take place in April 2016 in partnership with the Consider Canada City Alliance. The two-city program will raise awareness of Canada as an innovative, foreign investment location through seminars, round table discussions and business-to-business meetings.





# How Canada Supports Business Women in International Trade





## Canada-European Union Comprehensive Economic and Trade Agreement



### European Union

A Market of  
New Opportunities for  
Canadian Businesses



### The largest and most lucrative market in the world

- 28 countries with annual economic activity of \$18 trillion
- Market of more than 500 million consumers
- World's largest importer of fish and seafood—annual average: \$21 billion
- One of world's largest markets for government procurement—annual average: \$3.3 trillion
- One of world's largest services economies—annual average: \$12.6 trillion
- Canada-EU bilateral goods and services trade—annual average: \$111.7 billion

## GO GLOBAL SUPPORTING EXPORT SUCCESS



### Latin America & Caribbean New Market Opportunities for Canadian Businesses







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



\*ASEAN countries are Brunei, Burma, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam.





**TCS**

Everywhere you do business  
**The Canadian Trade Commissioner Service**

We're here to help you in more than **175 CITIES** worldwide with **120 YEARS** of experience

With the TCS, Canadian companies access **36% more** markets

With the TCS, Canadian companies export **18% more** goods and services

## GET THE TCS ADVANTAGE

The Canadian Trade Commissioner Service (TCS) can help you...



### CONNECT YOUR BUSINESS

Tap into the TCS's global network of business professionals.

### SAVE TIME & MONEY

TCS knowledge and expertise helps your company to save time and money.



### GAIN BUSINESS INSIGHT

The TCS provides key market insight and practical business advice.

### REDUCE RISKS

The TCS can help reduce risks and avoid costly mistakes.



### FIND NEW OPPORTUNITIES

The TCS opens the door to a world of business opportunities.

### RESOLVE BUSINESS PROBLEMS

The TCS helps you resolve problems in foreign markets.



### FIND KEY CONTACTS

The TCS helps you find qualified, reliable contacts.

### EXPAND TO GLOBAL MARKETS

The TCS helps your business navigate the complexities of global markets.



### Connect with us

[tradecommissioner.gc.ca/ourservices](https://tradecommissioner.gc.ca/ourservices)

1-855-464-6009

[CanadExport.gc.ca](https://www.facebook.com/CanadExport.gc.ca)

[@TCS\\_SDC](https://twitter.com/TCS_SDC)

[linkedin/TCS-SDC](https://www.linkedin.com/company/TCS-SDC)



Foreign Affairs, Trade and  
Development Canada  
Trade Commissioner Service

Affaires étrangères, Commerce  
et Développement Canada  
Service des délégués commerciaux

Canada





# Forum for International Trade Training

## Canada's International Trade Training Organization

Trade in Services content continuously being integrated into the curriculum.



Online Courses



Instructor-led Courses

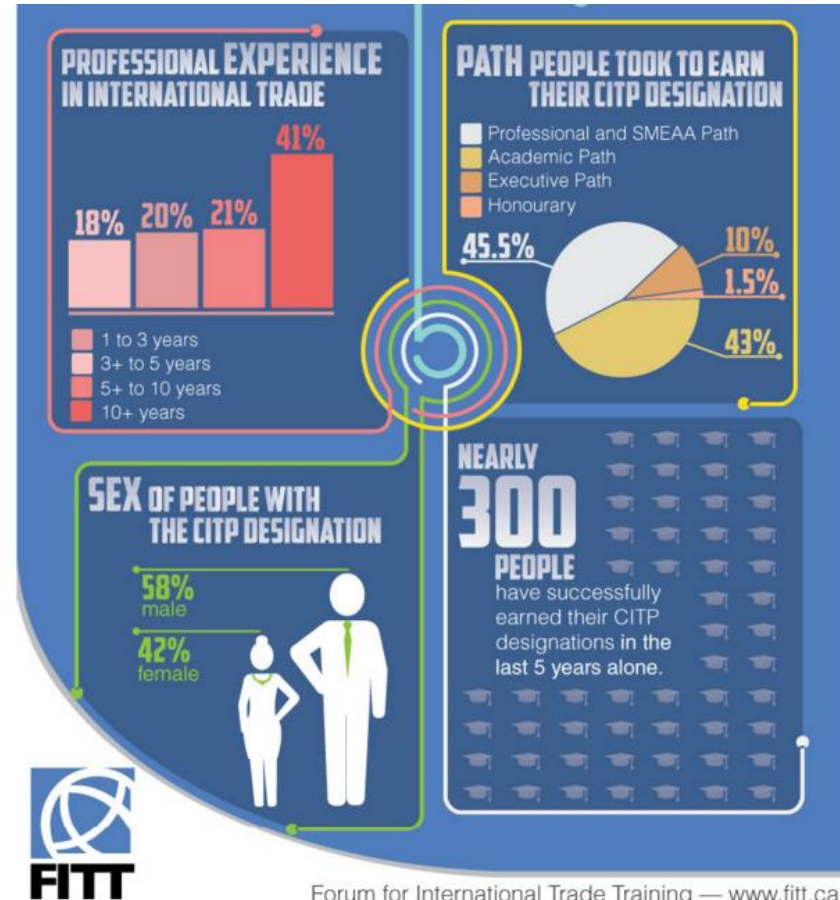
Other Learning Resources



Customized International Business Courses



Workshops







# Indonesia's Services Trade Promotion Strategy

DGNED and ISD play an important role in the promotion of Indonesian trade in services



What can be done to further strengthen their capacity?

Group Discussion





# Group Discussions

Do you now  
better  
understand  
how  
government can  
support trade in  
services?

What was the  
most  
interesting  
thing you  
learned from  
this module?

Next steps?