



Canada-Indonesia

Trade and Private Sector Assistance Project (TPSA)

Trade in Services and Services Export Promotion Workshop

Session 6:

Business Associations: How to Promote Services Exports



The Conference Board
of Canada



Government
of Canada

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du Canada





Session 6

Business Associations: How to Promote Services Exports

Why Should Business Associations Get Involved in Services Exporting
Seven Key Strategies:

1. Establish a Services Exporting Committee
2. Conduct Market Research
3. Consultation and Advocacy
4. Offer Export Training
5. Effective Communications
6. Staging Partnering Events
7. Creating a Recognition Program



The key to promoting services exports is:

- Raising awareness of service export potential
- Building the capabilities of SME services providers
- Ensuring supportive policies to services exporters



Business Associations

What business and sector associations should promote services exporting?



Business Support Organizations

- Bilateral Trade Associations
- Chambers of Commerce
- Educational Institutions
- Small Business Regional Centres
- Research Institutes
- Business Women's Associations
- Entrepreneurship Centres

Sector Associations

- Architects, Engineers, Construction
- Information and Communication Technologies
- Management Consulting, Human Resources
- Finance and Insurance
- Health and Tourism-related
- Culture and Creative ... and many more

Others in Indonesia?



What are the Benefits to Promoting Services Exports?

- Contribute to your industry's growth
- Introduce new services
- Increased value for your members
- Attract new members or retain existing members
- Identify new opportunities leading to members' success

To diversify trade, create jobs and enhance economic development.





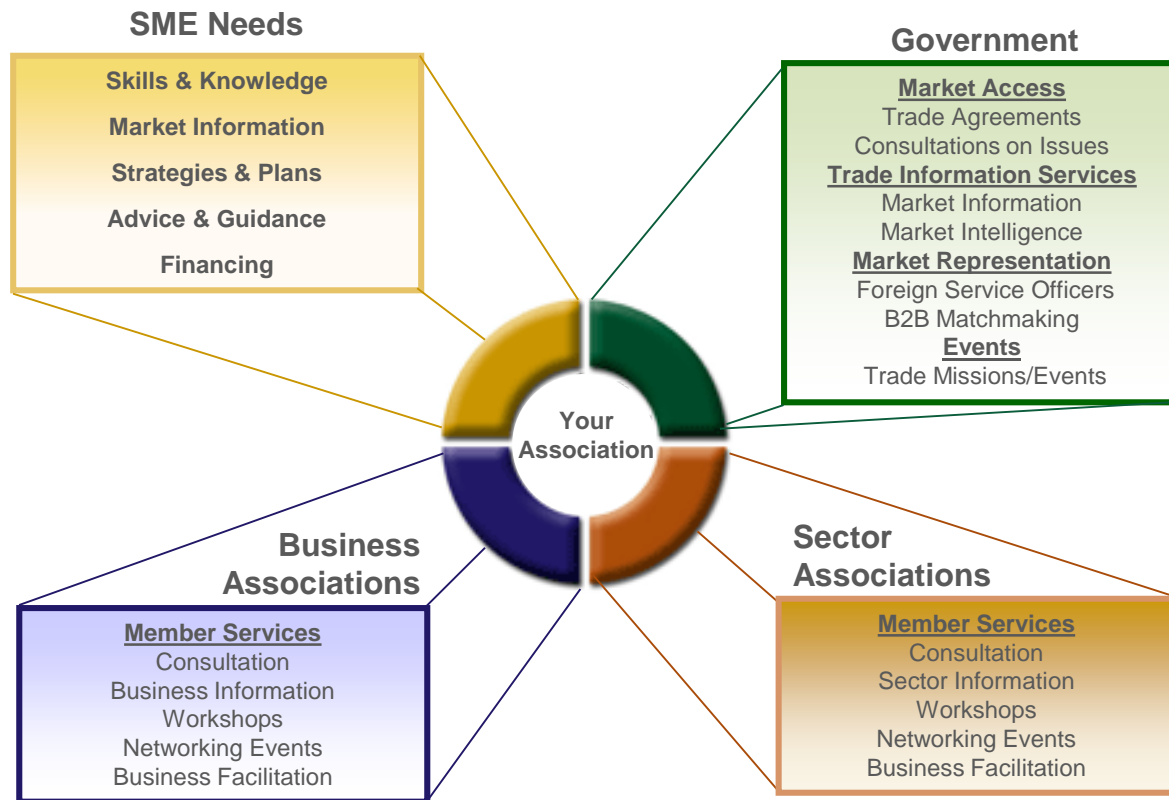
Stakeholder Groups

What other organizations are interested in developing trade in services?





The Role of each Stakeholder





Seven New Member Services you can Offer to Promote Services Exporting



1. Export Committee



2. Market Research



4. Export Training



5. Communications



6. Partnering Events



7. Recognition
Programme



1. Establish an Export Committee

Objectives:

- To establish a focal point for all activities related to services exporting
- To bring together key stakeholders
- To capture/articulate member priorities, market interests
- To develop relevant programs and services
- To contribute to sector development and growth



Does your association have an Export Committee?



Activities of the Export Committee

1. **Export Committee:** Chair or co-chair, task them with the creation of a strategic plan, focusing on priority areas
2. **Research:** Conduct research, surveys, and share the results
3. **Advocacy:** Work with your government – communicate issues and opportunities, input into trade negotiations
4. **Member services:** Develop new services to meet member needs
5. **Communications:** Develop and implement communications strategy
6. **Events:** Organize service export-related events and networking opportunities
7. **Results:** Measure results and reward successes





2. Conduct Market Research

Objectives:

- To collect relevant statistics and industry trends
- To promote understanding of the importance of trade in services
- To prompt your members to consider exporting
- To identify issues and opportunities
- To recommend policy initiatives to government
- To monitor growth and impact over time

Does your association conduct Market Research?
How can you incorporate trade in services?





Activities related to Market Research

1. **Online research:** start by reviewing relevant sources of online information
2. **Focus group:** Convene a focus group of members and conduct surveys
3. **Issues/opportunities:** Based on comments from the focus groups, prepare a list of your findings indicating priorities
4. **Publish findings:** Communicate your findings to members and key stakeholders
5. **Action items:** Establish a systematic process for monitoring and collecting of sector and market information





3. Consultation and Advocacy



Objectives:

- To understand and communicate the issues and priorities of your members
- To ensure your voice is heard in national policy debate and trade in services negotiations
- To recommend policy initiatives to government

**Does your association have an Advocacy Plan?
How can you integrate trade in services?**



Activities related to Advocacy

1. **Participate and collaborate:** Involve your members in government consultations and join forces with other services industry associations to provide a unified voice.
2. **Policy Review:** Request a policy review to identify barriers to trade: e.g. Movement of natural persons, Mutual Recognition Agreements, Protection of Intellectual Property Rights.
3. **National Export Strategy:** Communicate the need to mainstream “trade in services” into your government’s National Export Strategy and strive for policy reforms.
4. **Advocacy Plan:** Be systematic. Establish an annual schedule to meet with government and set targets.
5. **Measure results:** Monitor the progress of your advocacy activities and communicate results.





4. Offer Export Training, including Services



Objectives:

- To build the export-readiness of SMEs
- To build the competencies of business associations and government representatives
- To build a team of trainers and coaches/advisors
- To provide a networking forum
- To develop Export Plans and promote success

What type of training opportunities do you provide?



Activities related to Export Training

1. **Assess member needs:** What are the skills and knowledge requirements and how can you best meet them?
2. **Develop training program:** What type of training –how to export? Sector specific? Market specific? Who offers this training? Frequency and duration? Develop a budget, find sponsors.
3. **Assign instructors:** Internal or external trainers? Training-of-trainers programme? Should a coaching component be added?
4. **Practicality:** Ensure training leads to practical application of skills. What is the outcome, for example development of an Export Plan?
5. **Measure results:** Have the new skills be applied?





4. Effective Communications

Objectives:

- To increase public awareness
- To ensure relevance to member needs and engage them into association activities
- To provide opportunity for exchange of views on services-related issues and opportunities
- To build a “community of followers”



What are the most effective ways for you to communicate to your members, the importance of services trade?



Activities related to Communications

1. **Develop Communications Plan:** Who is the target audience and what is the best way to communicate with them? What budget requirements? Who will be responsible?
2. **Develop Key Messages:** What are the key messages? Growing sector? New market opportunities? Availability of new services? Upcoming events? Success stories?
3. **Determine best communication channels:** Traditional media such as radio, television, newspapers? Technology-related channels such as your website, social media, email marketing?
4. **Measure results:** Measure wherever possible - # website hits, level of activity on social media, incoming calls, opened email messages. Improve where required.





6. Partnering Events

Objectives:

- To introduce members to potential buyers/sellers/partners
- To expose members to new networks where they can gain business information and intelligence and learn about how business is done in other markets and sectors.
- To guide and coach members towards the development of services-related business opportunities in new markets



What kind of events does your association offer and how can you incorporate trade in services?



Activities related to Partnering Events

1. **Type of Event:** Incoming or outgoing trade mission? Sector-specific event? Project specific? Online meeting? Select speakers who will deliver presentations relevant to the sector or market.
2. **B2B Matchmaking:** Request all participating companies to complete a corporate profile using a standard template. The template should indicate company highlights, services and specific objectives for the partnering event. Allow sufficient time for 1 to 1 meetings.
3. **Manage Expectations:** Explain to members that exporting services takes time and patience. A good strategy is to focus on the development of partnerships and strategic alliances.
4. **Monitor progress:** Follow-up after event to determine its success and to provide guidance and assistance if required.





7. Recognition Awards

Objectives:

- To reward successes and help members gain credibility in the international marketplace
- To provide a learning opportunity for all members
- To raise awareness about your association and its role in promoting trade in services
- To capitalize on free publicity via various media channels



**Does your association have an Awards Programme?
How can you incorporate trade in services?**



Activities related to a Recognition Programme

1. **Awards Committee:** Organize an Awards Committee to oversee the evaluation and selection process.
2. **Member Promotion:** Prepare application details, selection criteria and requirements. Promote using various channels.
3. **Sponsors:** Select and approach sponsors in the public and private sector and convene a panel of judges.
4. **Award Categories:** First Time Exporter, Most Innovative Exporter, Market Entry Success, Export Partnership Award, Technology Award, Service Exporter of the Year Award.
5. **Plan Awards Event:** Maximize media exposure. Ensure that winners share their experiences with other members.





Teamwork is Key to Success

What is an Association?

A group of people who get together to accomplish a purpose.

Promoting trade in services can be challenging.
Collaboration and teamwork amongst all service sector stakeholders
will lead to success.



STAKEHOLDERS





Group Discussion

Do you now
better
understand how
business
associations can
promote services
exports?

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

Next steps?