
PROGRAMME

Tuesday, 19 March 18:00-20:30

The International Trade Centre’s interactive seminar series on trade in services highlights key current issues and development trends in trade in services and brings them to the attention of business and policy stakeholders. The objective of the seminars, part of ITC’s revitalized programme on Trade in Services, is to assist in building services export excellence in developing countries leading to services export growth.

18:00 [REGISTRATION AND REFRESHMENTS](#)

18:30 [WELCOME AND INTRODUCTION](#)
Patricia Francis, Executive Director, ITC

18:40 [PANEL DISCUSSION:
ROLE OF SERVICES IN TRADE AND DEVELOPMENT](#)

[Moderator:](#)

Hamid Mamdouh, Director, Trade in Services Division, World Trade Organisation

[Private Sector Panel:](#)

Michael R. Landry, Vice President, Corporate Development, Manulife Financial and Chairman, Canadian Services Coalition, Toronto

Mei Hua (Louisa) Su, Deputy Secretary-General, Taiwan Coalition of Services Industries, Taipei

Carlos A. Primo Braga, Director, Evian Group@IMD, Lausanne

Ian Birks, Chief Executive Officer, Australian Services Roundtable, Sydney

John Cooke, Chairman, Liberalisation of Trade in Services Committee, TheCityUK and Acting Leader of the European Services Forum Delegation, London

[Commentators:](#)

H.E. Ambassador Tim Yeend, Permanent Representative of Australia to the WTO

H.E. Ambassador Joakim Reiter, Permanent Representative of Sweden to the WTO and Chairman of the WTO Council for Trade in Services

H.E. Ambassador Michael Punke, Permanent Representative of the United States to the WTO

H.E. Ambassador Fernando de Mateo, Permanent Representative of Mexico to the WTO

19:20 [Q & A](#)

20:00 [CLOSING REMARKS](#)
Patricia Francis, Executive Director, ITC

[NETWORKING RECEPTION](#)

SPEAKERS’ BIOS

[ABDEL-HAMID MAMDOUH](#)

Director, Trade and Services Division, World Trade Organization, Geneva



Mr. Mamdouh heads the WTO division that oversees the implementation of the General Agreement on Trade in Services (GATS) and is also responsible for providing legal, policy and technical advice to Member governments of the WTO in the area of services. He is a former member of the Diplomatic Service of the Arab Republic of Egypt.

[MICHAEL R. LANDRY](#)

Vice President, Corporate Development, Manulife Financial, Toronto



Mr. Landry oversees policy development at the leading Canada-based financial services group and also represents the company to governments, industry associations and multilateral organizations. He has participated in several business development initiatives, including the company’s entries to China, Japan and Vietnam. He is a member of the Financial Leaders Working Group and a founding member of the Canadian Services Coalition, both of which work to reduce barriers to trade in services. He sits on the Board of Directors of the Canada-China Business Council and its Executive Committee and on the Board of Directors of the Canada-India Business Council.

[MEI HUA \(LOUISA\) SU](#)

Deputy Secretary General, Taiwan Coalition of Service Industries (TWCSI), Taipei



Ms. Su has been Deputy Secretary General of TWCSI since 2010, representing companies from over 60 services sectors. She also serves as the Director of the International Affairs Department at the General Chamber of Commerce of Taiwan. She is experienced in various industry sectors in business development, market analysis and international trade affairs, particularly in relation to the WTO. Prior to her current position at TWCSI, Ms. Su spent seven years as Secretary General of the Taiwan Bags Association.

[CARLOS A. PRIMO BRAGA](#)

Director, The Evian Group, Lausanne



Mr. Braga is professor of international political economy at the IMD Business School in Lausanne and Director of The Evian Group, an international coalition of corporate, government and opinion leaders, united by a common vision of enhancing global prosperity by fostering an open, inclusive and equitable global market economy in a rules-based multilateral framework.

Before joining IMD in 2012, Mr. Braga held various positions at the World Bank, including Special Representative and Director for Europe, External Affairs Vice-Presidency (2011-12) and Director, Economic Policy and Debt (2008-10). In 2010 he was also Acting Executive Secretary of the Development Committee.

[IAN BIRKS](#)

Chief Executive, Australian Services Roundtable, Sydney



Mr. Birks was appointed Chief Executive of the Australian Services Roundtable in 2012, following a 30-year career in the information technology (IT) industry. He also serves as the Chair of the Australian Government’s IT Industry Innovation Council and is a past CEO and National Board Member of the Australian Information Industry Association. He spent more than 20 years as founder and later CEO of Ideas

International Limited, a listed market research and advisory firm that was acquired by the Gartner Group last year.

[JOHN COOKE](#)

Chairman, Liberalisation of Trade in Services Committee, TheCityUK, London



Mr. Cooke has been Chairman of the Liberalisation of Trade in Services (LOTIS) Committee since 2006 at International Financial Services London, which in 2010 expanded to become TheCityUK, an association representing the UK financial services industry and related professional services. He is also European Co-Chairman of the Financial Leaders Working Group, a global network, which offers private sector views on financial services liberalisation. From 1997 to 2003, Mr. Cooke was Head of International Relations at the Association of British Insurers. His earlier career was with the UK Department of Trade and Industry.

ENHANCING SERVICES ENTERPRISES' EXPORT READINESS

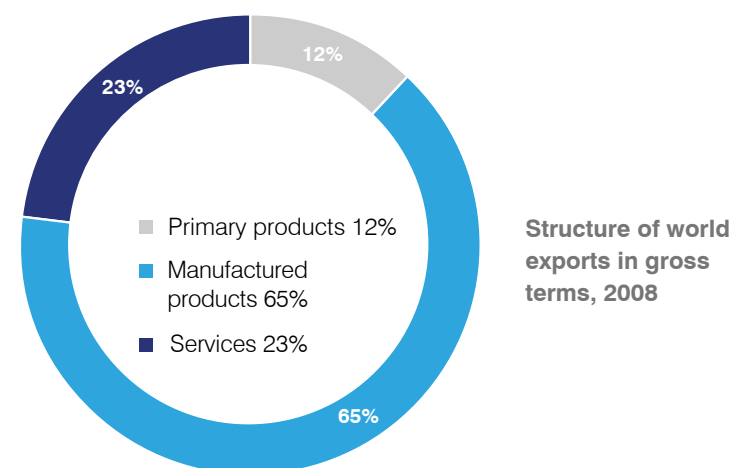


ENHANCING INSTITUTIONAL SUPPORT FOR SERVICES EXPORTS



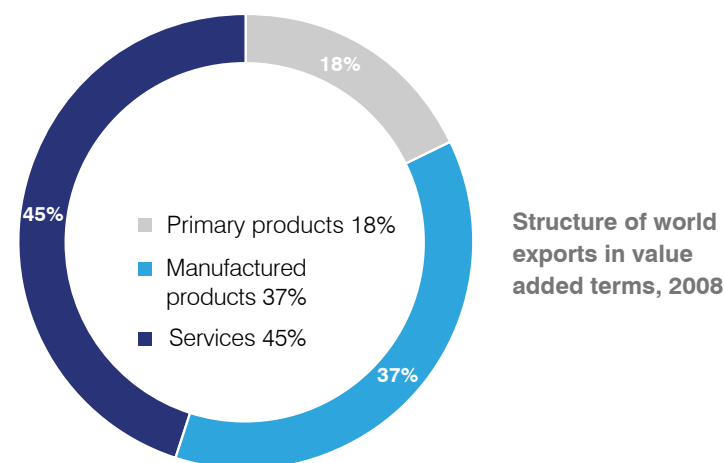
Balance of payments data

shows services exports at 23% of global exports



WTO/OECD trade in value added data

shows services approaching half of global exports



Source: Hubert Escaith, WTO, Trade Data Day 16 January 2013

FOR MORE INFORMATION

ITC Trade in Services Team
(Division of Market Development, Sector Competitiveness Section)

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TRADE IN SERVICES SEMINAR SERIES

Interactive briefing sessions by ITC for the Geneva community

INAUGURAL SESSION: 19 March, 18:00-20:30

Salle A, International Convention Centre
17 Rue de Varembe, Geneva 1211