PROGRAME
Executive Forum on National Export Strategies
Export of Services: Hype or High Potential? - Implications for Strategy-Makers
Hotel Eden Palace au Lac
Montreux, Switzerland
5 – 8 October, 2005

Wednesday, 5 October, 2005 – Afternoon (13:30 – 17:00 hrs)
13:30-15:30 Registration and Networking
15:30-16:00 Introductions and Rules of the Debate:
     Mr. P. Walters, Director, Division of Product and Market Development, ITC
     Mr. Brian Barclay, Coordinator, Executive Forum, ITC
     Ms. Doreen Conrad, Chief, Trade in Services Section, ITC

16:00-17:00 Welcome and Scene Setting:
     Mr. J. Denis Belisle, Executive Director, ITC
     Mr. Pascal Lamy, Director-General, WTO

Thursday, 6 October, 2005 – Morning (9:00 – 12:30 hrs)

Plenary Session A: Service Exports – Beyond Selling Promises
09:00 – 10:30
(Byron Room)
Moderator: Mr. Joseph Smadja, Deputy Executive Director, ITC
Debate Panel:
• Mr. Lloyd Downey, Austrade, Global Team Leader, Service Exports, Sydney, Australia
• Mr. A. S. Lakshminarayanan, Vice President and Country Manager, Tata Consultancy Services (TCS), London, United Kingdom
Open Debate

Breakout Session 1: Exporting Business and Professional Services – Exporting Solutions
10:30 – 12:30
(Byron Room)
Moderator: Ms. Dorothy Riddle, President and Chief Executive Officer, Growth Consultants Inc., Vancouver, Canada
Trigger Panel 1: How We Do Business
• The Buyer’s Perspective: Mr. Ismail Akil Abbasi, Abbasi Group of Companies, Dubai, United Arab Emirates
• The Seller’s Perspective: Mr. David Mizan Hashim, Veritas Architects SDN BHD, Kuala Lumpur, Malaysia
Open Debate
Thursday, 6 October, 2005 – Morning (continued)

Breakout Session 2: Exporting Environmental Services – A Clean Sweep of the Marketplace
10:30 – 12:30
(Belle Epoque Room)

Moderator: Ms. Linda Schmid, Trade in Services Officer, ITC

Trigger Panel 2: How We Do Business
• The Buyer’s Perspective: Mr. Tikhala Chibwana, Chief Executive, Malawi Environmental Endowment Trust, Blantyre, Malawi
• The Seller’s Perspective: Mr. Seteng Motalaote, CEO, Wave Sanitation Services, Gaborone, Botswana

Open Debate

Breakout Session 3: Exporting Construction, Engineering and Turnkey Services – Building from the Bottom Up
10:30 – 12:30
(Victoria Room)

Moderator: Mr. Carlos Primo Braga, Senior Adviser, International Trade Department, The World Bank, Geneva, Switzerland

Trigger Panel 3: How We Do Business
• The Buyer’s Perspective: Mr. Anders Claesson, Former Vice President, Civil Engineering AB, Far East, SKANSKA, Stockholm, Sweden
• The Seller’s Perspective: Mr. Rasit Ünüvar, President, Association of Turkish Consulting Engineers and Architects, Ankara, Turkey

Open Debate

Informal Session: Case Study: Business Process Outsourcing (video presentation)
13:30 – 14:00
(Byron Room)

Thursday, 6 October, 2005 – Afternoon (14:00 - 17:30 hrs)

Breakout Session 4: Exporting Financial Services – Talking Money
14:00 – 16:00
(Victoria Room)

Moderator: Mr. James French, Managing Director, Pangea Global Financial Solutions, Virginia, USA

Trigger Panel 4: How We Do Business
• The Buyer’s Perspective: Mr. Ludovic Verbist, Managing Director, AAMIL Ltd, Port-Louis, Mauritius
• The Seller’s Perspective: Mr. Sunil Banyamandhub, Executive Director, Rogers & Co. Ltd., Port Louis, Mauritius

Open Debate

Breakout Session 5: Exporting Transport and Logistics Services – A Moving Target
14:00 – 16:00
(Belle Epoque Room)

Moderator: Mr. Loh Wah Sing, Chief Executive Officer, International Trade Institute of Singapore, Singapore

Trigger Panel 5: How We Do Business
• The Buyer’s Perspective: Mr. Yu Jianmin, Assistant President, Sinotrans Limited, Beijing, P.R. China
• The Seller’s Perspective: Mr. Chinpal Rauniar, Consultant, Shiv Sabitri Sadan, Kathmandu, Nepal

Open Debate
Thursday, 6 October, 2005 – Afternoon (continued)

Breakout Session 6:
Exporting Information and Communications Technology Services – Still an Opportunity?
14:00 – 16:00
(Byron Room)

Moderator: Mr. Anton J. Said, Executive Forum, ITC

Trigger Panel 6: How We Do Business
- Mr. Didar Alwyn Singh, Joint Secretary, Ministry of Heavy Industries, New Delhi, India
- Mr. George Sharkov, Chairman, BASSCOM, Sofia, Bulgaria

Open Debate

Plenary Session B:
Breaking Into and Developing the Market – Some Preliminary Conclusions
16:00 – 17:30
(Byron Room)

Moderator: Mr. George Saibel, Director, Special Advisory Services Division, Commonwealth Secretariat, London, United Kingdom

Commentator: Mr. John Whelan, Chief Executive Officer, Irish Exporters’ Association, Dublin, Ireland

Open Debate

Friday, 7 October, 2005 – Morning (9:00 – 12:30 hrs)

Plenary Session C:
Value-Based Tourism – Getting the Most of the Tourism Dollar
09:00 – 10:30
(Byron Room)

Moderator: Mr. Brian Barclay, Coordinator, Executive Forum, ITC

Response Panel
- Mr. Adama Bah, Secretary General, Association of Small-Scale Enterprises in Tourism, Bakau, The Gambia
- Mr. Roberto Bennett, General Manager, Uruguay XXI, Montevideo, Uruguay

Open Debate

Plenary Session D:
Business Process Outsourcing – A New Name for Old Business?
10:30 – 12:30
(Byron Room)

Moderator: Mr. Ian Beesley, WOTACO and United Nations Staff College, London, United Kingdom

Response Panel:
- The Buyer’s Perspective: Mr. Andrew Wall, Chief Technical Officer/Outsourcing Manager, Wall & Associates P.C. Chartered Accountants, Toronto, Canada
- The Seller’s Perspective: Mr. Luwanga Abubaker, CEO, Cayman Consults Ltd, Kampala, Uganda
- The Broker’s Perspective: Mr. Paul Halpin, Managing Director, Halpin International Ltd., Riviere Noire, Mauritius

Open Debate
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|                   |                                                   |                                                                          | Mr. Olivier Audebert, Services Certification Specialist, AFAQ AFNOR International, Paris, France  
|                   |                                                   |                                                                          | Mr. Kevin McKinley, Deputy Secretary-General, International Organization for Standardization, Geneva, Switzerland  
|                   |                                                   |                                                                          | **Open Debate**                                                                     |
| 15:30 – 17:30     | Plenary Session F: Selling the Promise – Credibility through Branding | Mr. Simon Anholt, Chairman, Earthspeak, London, United Kingdom | Mr. Costin Lianu, General Director, General Directorate for Export Promotion, Ministry of Economy and Commerce, Bucharest, Romania  
|                   |                                                   |                                                                          | Mr. Olufemi Boyede, Chief Executive, Koinonia Ventures Ltd., Lagos, Nigeria  
|                   |                                                   |                                                                          | Mr. Jacques Rostenne, President, PERWIT International, Ottawa, Canada  
|                   |                                                   |                                                                          | **Open Debate**                                                                     |
| 18:00 – 19:30     | Informal Session: Trade, Gender and Technical Cooperation – From Ideas to Implementation | Ms. Sabine Meitzel, Senior Officer on Cross-cutting Issues, Division of Trade Support Services, ITC | **Open Debate**                                                                     |
| 08:30 – 12:30     | Plenary Session G: Financing Service Exports – Is It Really a Problem? | Mr. Hari Sankaran, Joint Managing Director, Infrastructure Leasing & Financial Services Ltd., Mumbai, India | Mr. Slim Chaker, Coordinating Director, Fonds d’Accès aux Marchés d’Exportation (FAMEX), Tunis, Tunisia  
|                   |                                                   |                                                                          | Mr. Isidro A. Sobrecarey, Executive Vice President, Trade and Investment Development Corporation of the Philippines (PhilEXIM), Manila, Philippines  
|                   |                                                   |                                                                          | **Open Debate**                                                                     |
Plenary Session H: The Need for a Strategic Partnership – Who Does What?
09:30 – 11:30
(Byron Room)

Moderator: Mr. Peter Walters, Director, Division of Product and Market Development, ITC

Public Sector Panel:
- Mr. Edsel Custodio, Under-Secretary of State, Ministry of Foreign Affairs, Manila, Philippines
- Mr. Ricardo Estrada, President, Corporation for the Promotion of Exports and Investment (CORPEI), Guayaquil, Ecuador
- Ms. Francoise Hendy, Director of International Business, Ministry of Industry and International Business, St. Michael, Barbados

Private Sector Panel:
- Mr. Robert Fournier, Vice-President, Government Relations Economic Developers Association of Canada, Ottawa, Canada
- Mr. David Mizan Hashim, Veritas Architects SDN BHD, Kuala Lumpur, Malaysia
- Mr. John Whelan, Chief Executive Officer, Irish Exporters’ Association, Dublin, Ireland

Open Debate

Plenary Session I: Facilitating Decision-Making
11:30 – 12:00
(Byron Room)

Introduction: Ms. Doreen Conrad, Chief, Trade in Services Section, ITC

Presenters:
- Mr. Stephen Sultana, Strategy Specialist, Valletta, Malta
  Introduction to ITC’s Service Sector Strategy Template
- Mr. Friedrich von Kirchbach, Chief, Market Analysis Section, ITC.
  Analysing Services Trade Flows: The New Services Component in ITC’s TradeMap

Closing Session: Where Do We Go from Here?
12:00 – 12:30
(Byron Room)

Mr. J. Denis Bélisle, Executive Director, ITC

Saturday, 8 October, 2005 – Afternoon (14:30 – 17:00 hrs)

Planning Session Trade, Gender and Technical Cooperation – Priorities and Focus
14:30 – 17:00
(Victoria Room)