ITC TRADE IN SERVICES SEMINAR  
DATE: 8 – 9 MAY 2014  

VENUE: Room W, World Trade Organisation, 154 Rue de Lausanne, CH-1211 Geneva  
TIME: 15.00 on 8 May to 13.00 on 9 May  
(Followed by informal consultations 13.00 to 17.00 on Friday 9 May)

LDC SERVICES EXPORTS; BUSINESS SUCCESS STORIES AND CHALLENGES

This seminar is part of ITC’s Trade in Services programme which aims to build developing country export competitiveness in services. The objective is to provide an opportunity in Geneva for services exporters from least developed and other developing countries to showcase their talent and to interact with the services trade policy and Aid for Trade communities to highlight with practical commercial evidence the many and varied constraints and challenges they face in reaching the international market, especially in the regulatory arena.

The seminar will provide a platform from which to highlight services export business experience in a wide variety of countries, sub-sectors and modes of delivery. In hearing first hand of the heartaches and the celebrations, the Seminar will draw closer attention to the need for more widespread application of “better practice” regulatory regimes for services business.

Day 1: Thursday 8 May

15:00  Chair: Mr. Anders Aeroe, Director, Division on Market Development, ITC  
Welcome Remarks: Xiaozhun Yi, Deputy Director-General, WTO Secretariat (tbc)  
Opening Address: Ms. Selina Jackson, World Bank  
“Policy Framework for Regulating Trade and Investment in Services”

15:45  Business Panel 1: Moderator: Ms. Caroline McCarthy, Australian Mission to the WTO  
Panelists:  
Mr. Amiri Mugarura, Chief Technology Officer, HeHe Limited, Rwanda  
Ms. Joanita Lwanga, Executive Director of Uganda Healthcare Federation

16:15  Q&A Session

16:45  Business Panel 2: Moderator: Ms. Zoritsa Urosovic, World Tourism Organisation  
Panelists:  
Ms. Khin Ni Ni Soe Flora, Managing Director, Marco Polo Travels & Tours, Myanmar  
Dr. Keith Nurse, University of West Indies Consulting, Jamaica

17:15  Q&A Session

18:00  Cocktail hosted by the Australian Permanent Mission to the WTO  
The Atrium, WTO Building
Day 2: Friday 9 May

08:45 Coffee and Croissants: Salle des Pas Perdus, WTO, William Rappard Centre

09:30 Chair: Mr Rob Skidmore, Sector Competitiveness, ITC

09.30 Business Panel 3: Moderator: Mr. Martin Labbe, NTF3, ITC
Panelists:
Mr. Laszlo Klucs, Expert, CBI Netherlands: “A ‘buyer’ or ‘client’ Perspective”
Mr. Shameem Ahsan, President, Bangladesh Association of Software and Information Services (by Video Conference)
Mr. Mohamed Lakhlifi, Senior Vice President, Nearshore Park, Morocco

10.15 Q&A session

10.45 Business Panel 4: Moderator: Ms Sumana Hussein, DFID
Panelists:
Mr. Chabala Lumbwe, Managing Director of Madison General, Zambia
H.E. Ms. Mere Falemaka, Permanent Representative of the Pacific Islands Forum

11.15 Q&A Session

11.45 Case Study Panel 5: Moderator: Mr Andrew Crosby, ICTSD
Presenters:
Mr. Hannes Schloemann, Director, WTI Advisors Ltd. WTI Advisors
Dr. Sherry Stephenson, ICTSD (Burkina Faso, Senegal, Uganda, Ethiopia)
Ms. Jane Drake-Brockman, ITC (Cambodia)

12.30 Q&A Session

13.00 Concluding Remarks and Close of Formal Meeting
Mr. Anders Aeroe, Director Division for Market Development, ITC

14.30-17.30 Informal Meetings with business visitors
Room 2-40, ITC, 54-56 Rue Montbrillant

ITC is a trade-related technical assistance agency under the joint auspices of the World Trade Organization and the United Nations. ITC assists small and medium sized enterprises (SMEs) in developing and transition economy countries to become more competitive in global markets, contributing to sustainable economic development within the frameworks of the Aid for Trade agenda and the Millennium Development Goals.

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This event is generously supported through funding from the Australian Department of Foreign Affairs and Trade