INFORMATION TECHNOLOGY (IT) AND IT-ENABLED BUSINESS SERVICES

These are among the fastest-growing components of world trade today.

TRANSPORT, LOGISTICS AND DISTRIBUTION

Efficient services improve access to global goods value chains.

TOURISM, INCLUDING HEALTH AND WELL-BEING TOURISM

Developing countries have demonstrated significant competitive advantages in tourism, including medical tourism.

PROGRAMME

Thursday, 30 May 09:00–11:30

09:00  Arrival and ITC video presentation
09:20  Welcome address by Beijing Municipality
09:25  Welcome address by Ministry of Commerce People’s Republic of China (MOFCOM)
09:30  KEYNOTE ADDRESS
 Mr. Jean-Marie Paugam, Deputy Executive Director, International Trade Centre (ITC)
 “The New Services Export Promotion Programme of ITC for Export-oriented Cities and Enterprises”
09:40  KEYNOTE ADDRESS
 Mr. Bian Zhenhu, Chairman, China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)
09:50  ADDRESS
 Mr. Dick de Man, Centre for the Promotion of Imports from Developing Countries (CBI) of the Netherlands
 “Market Intelligence Tools”
10:00  ADDRESS
 Mr. Abdel-Hamid Mamdouh, Director, Trade in Services Division, World Trade Organization (WTO)
 “The Importance of Value-Added Services for Export Competitiveness”
10:20  Oriental Fashion Parade
10:25  Presentation by China West Household Textile City (Chengdu)
10:35  Presentation by King Deer Cashmere City (Baotou)
10:45  Presentation by Shenzhen Fashion and Creative City
10:55  Signing of MoU on a framework for cooperation between ITC and CFNA
 Acknowledgment of Cooperation between ITC and China West Household Textile City (Chengdu)
 Acknowledgment of Cooperation between ITC and King Deer Cashmere City (Baotou)
 Acknowledgment of Cooperation between ITC and Shenzhen Fashion and Creative City
11:15  Fashion Parade
11:30  Group photo
11:35  Press Conference, followed by one-on-one media interviews

SPEAKERS’ BIOS

JEAN-MARIE PAUGAM
Deputy Executive Director, ITC, Geneva, Switzerland

Mr. Paugam has been Deputy Executive Director of ITC since March 2011. Prior to joining ITC, he held various senior positions in the French civil service in the area of trade promotion and trade policy (Ministry of Economy and Finance, Trade Directorate and Treasury Directorate). Mr. Paugam’s main areas of expertise include international trade and investment, trade negotiations and the WTO, trade and development, export finance and the EU-Mediterranean Economic Partnership.

DICK DE MAN
Deputy Managing Director, CBI, Netherlands

Mr. de Man is Deputy Managing Director of CBI, part of the Netherlands Ministry of Foreign Affairs. Since October 2010 he has headed CBI’s Research and Development division and has been responsible for strategy development, market intelligence, knowledge management, monitoring and evaluation, international relations and marketing and communications. He represents the Netherlands’ Minister for Development Cooperation in areas relating to the ITC Trust Fund.

ABDEL-HAMID MAMDOUH
Director, Trade in Services Division, World Trade Organization, Geneva, Switzerland

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.

ITC INITIAL SERVICES SECTOR FOCUS

INFORMATION TECHNOLOGY (IT) AND IT-ENABLED BUSINESS SERVICES

These are among the fastest-growing components of world trade today.
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