

Plenary Session H

The Need for a Strategic Partnership – Who Does What?

Issue: “Best practice” calls for a partnership between the public and private sectors, not just at the design stage of export strategy, but during implementation.

Indeed, the complexities of the services sector, the special requirements of each sub-sector, and the need for innovative promotional approaches would seem to suggest that a public-private sector alliance to manage strategy is imperative.

But there are few such partnerships. What seems right in theory, appears not to be followed in practice.

Focus of the debate: It is suggested that the panellists focus on the following:

1. What does managing strategy really mean? What are the specific requirements of the services sector?
2. Is a private-public sector partnership really essential to define and manage a national strategy for the services sector? Why?
3. What are, in practice, the fundamentals of an effective partnership, structurally and operationally?
4. What are examples of national “best practice”?