

Executive Forum on National Export Strategies Export of Services: Hype or High Potential? Implications for Strategy-Makers

Plenary Session I

Facilitating Decision-Making

Since Executive Forum 2004, ITC has been conducting a sizeable R&D programme to enhance its technical cooperation activities, and support programmes, in services exporting.

A major multi-year, global programme of technical assistance has been inaugurated through contributions from Germany, Norway, Sweden and Switzerland. The programme concentrates on assisting developing countries define export strategies (national and/or specifically for the service sector) and creating the capacities required to manage these strategies.

A pilot version of a comprehensive new tool – the Service Sector Strategy Template – has been developed and will be tested and refined over the coming months in partnership with one or two interested countries.

ITC's market analysis tool, TradeMap, has been further strengthened with the addition of a new component that reviews export performance and import patterns in the services sector.

During this session, brief summaries will be given of these three initiatives with a view to acquainting Executive Forum network members on how they may wish to participate in ITC's expanding activities in the area of trade in services.