



**International Trade Centre**

UNCTAD / WTO

**Executive  
Forum  
2005**

# **Executive Forum 2005**

**Export of Services: Hype or High Potential? –  
Implications for Strategy-Makers**

## **Focus of the Debate**

- 1. Why is the developing world not making a more daring effort to diversify its service exports?**
- 2. Could a service sector strategy designed to internationalise national capacity help?**
- 3. If so, what key issues should the strategy address and what should the public sector do?**