

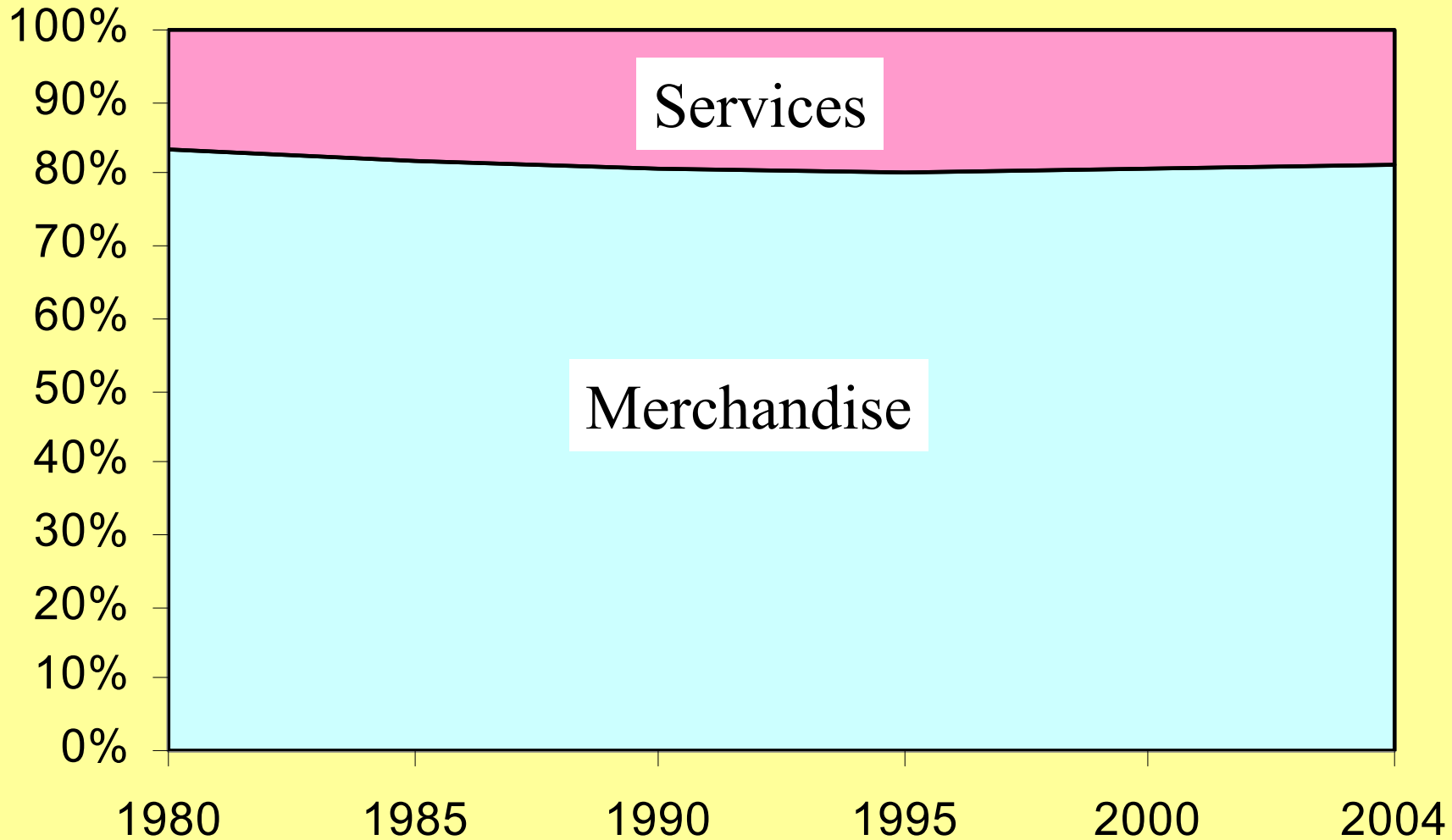
***Services: separating the hype  
from the reality:  
A public Sector Perspective***

***Lloyd Downey  
National Manager Service  
Exports  
Austrade***

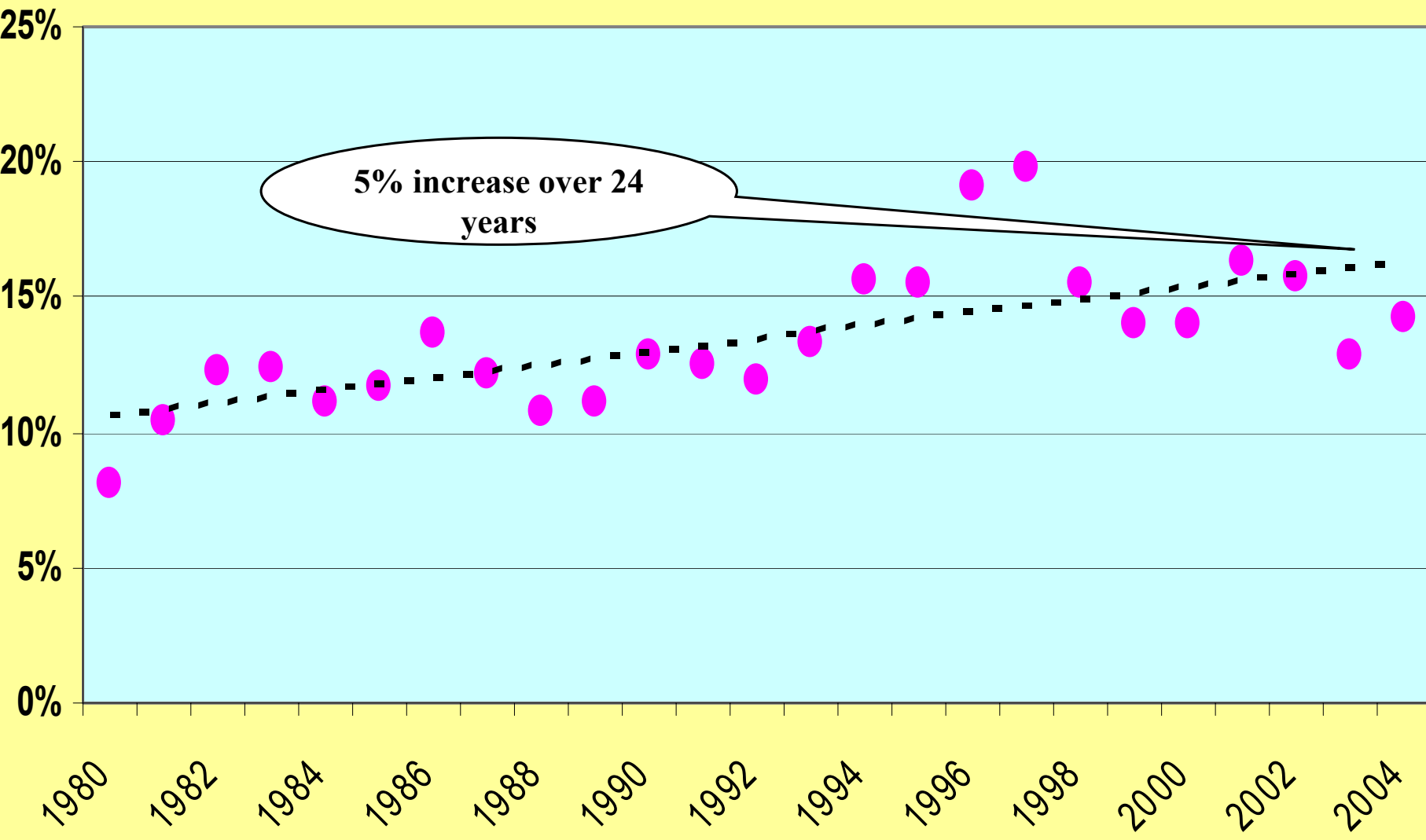
**THOSE WHO  
THROW OBJECTS  
AT THE CROCODILES,  
WILL BE ASKED TO  
RETRIEVE THEM**



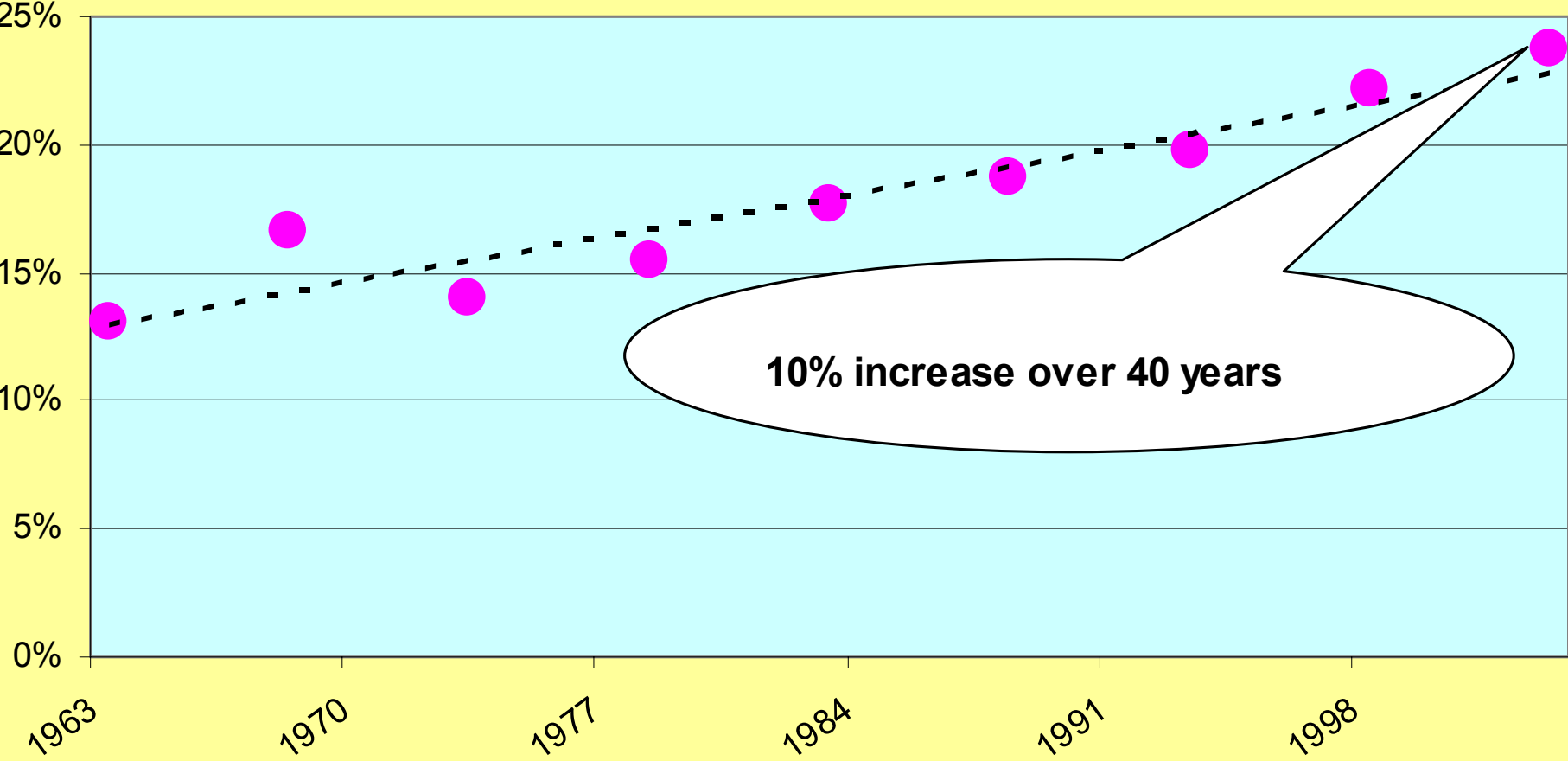
# World Trade 1980 -2002



# Malaysia: Service exports as percent of total exports

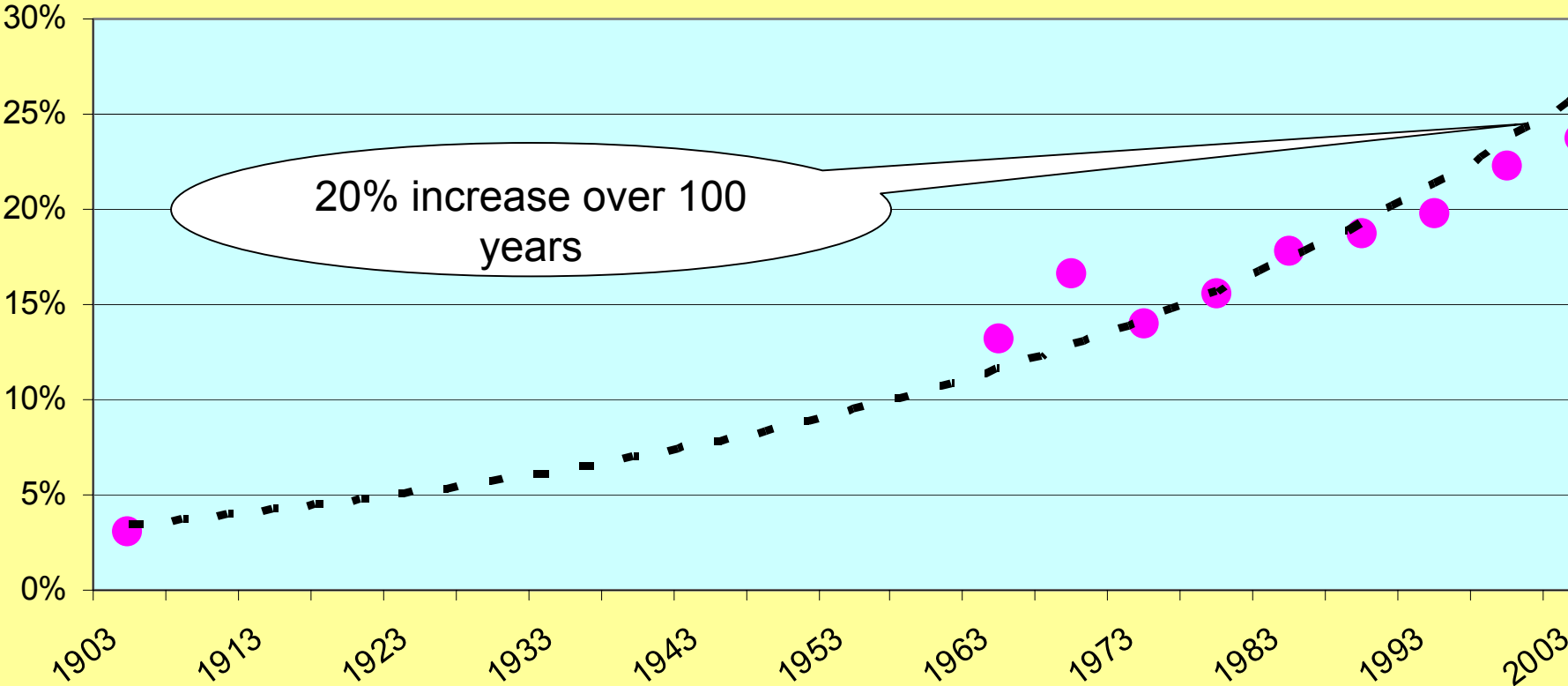


# Australia: Service exports as percent of total exports

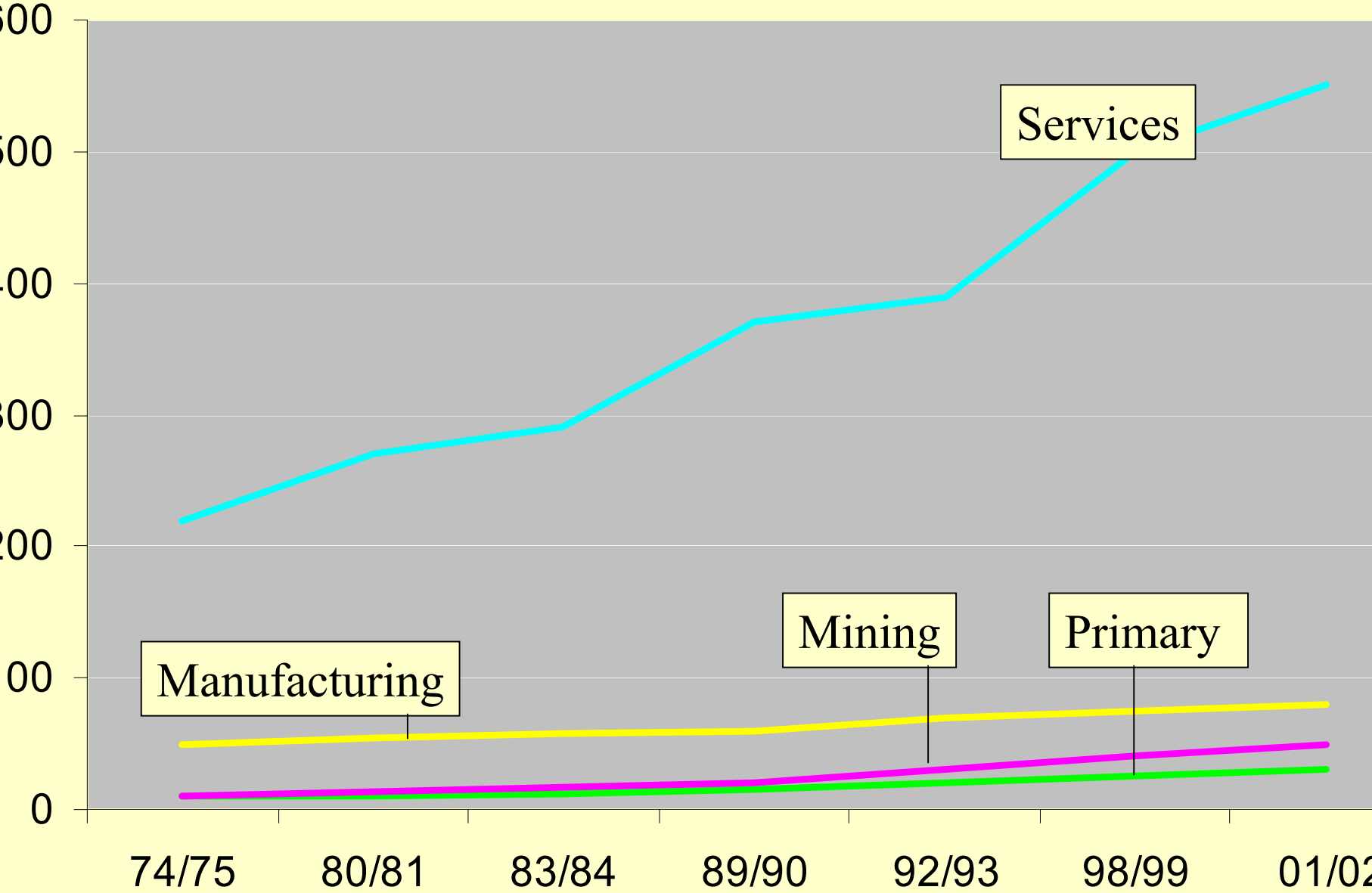


**10% increase over 40 years**

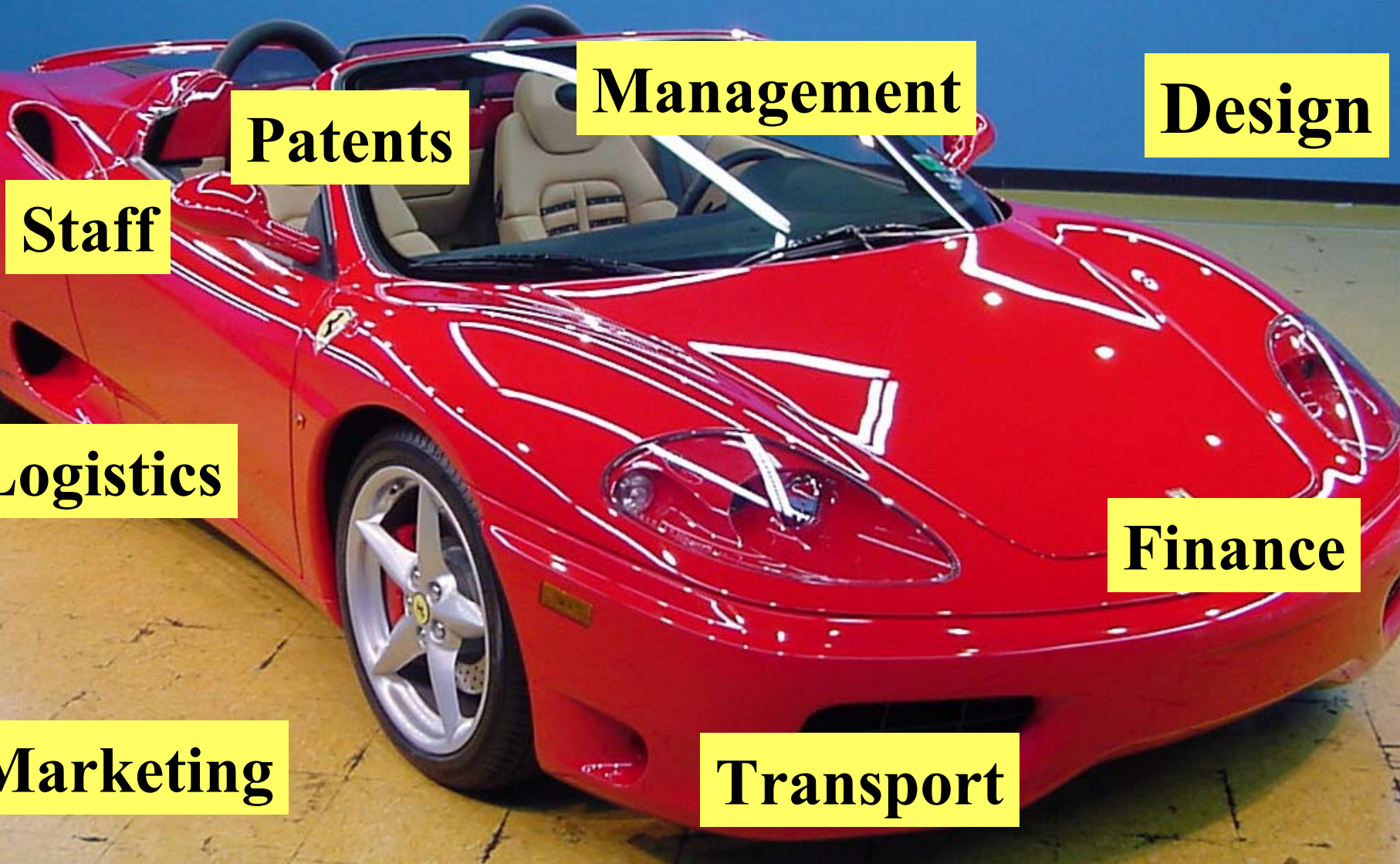
# Australia: Service exports as percent of total exports



# Gross Value added by Sector - \$Billion (real prices)



# Services embedded in manufacturing



**Patents**

**Management**

**Design**

**Staff**

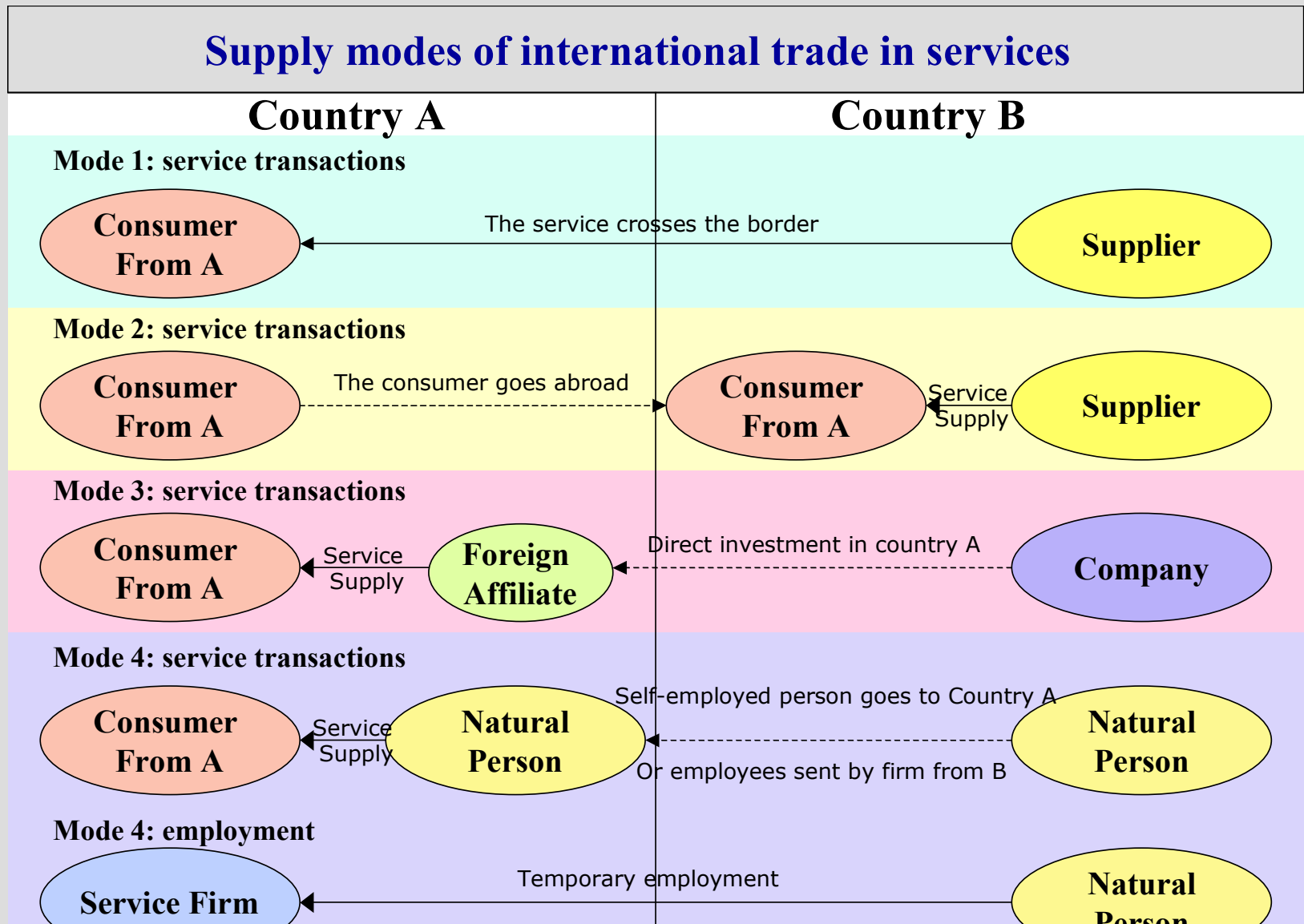
**Logistics**

**Finance**

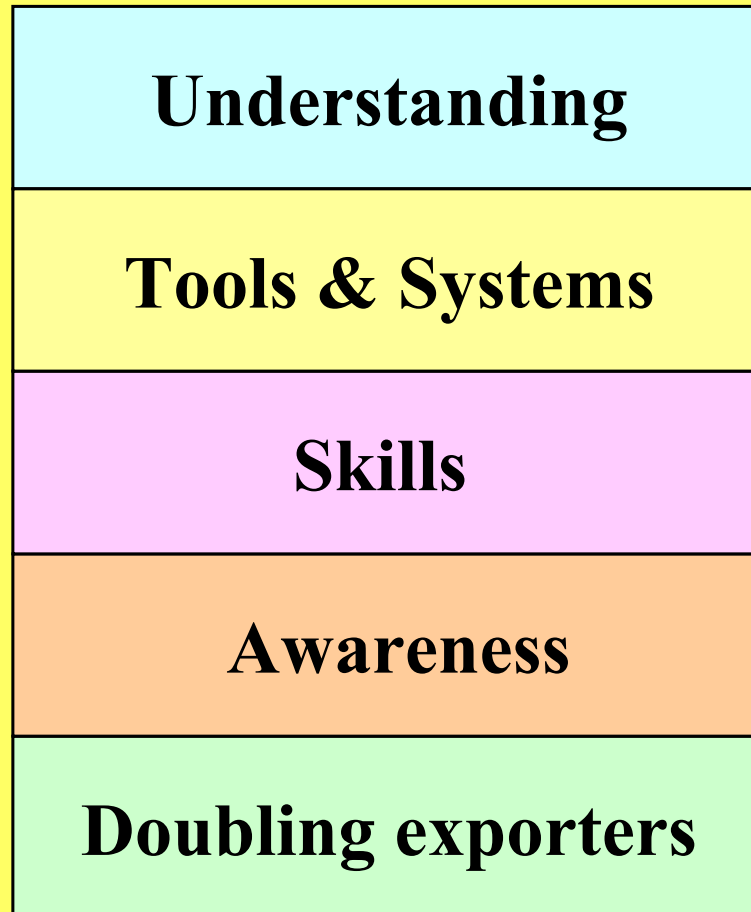
**Marketing**

**Transport**

# Services – Modes of Export



# A service exports strategy

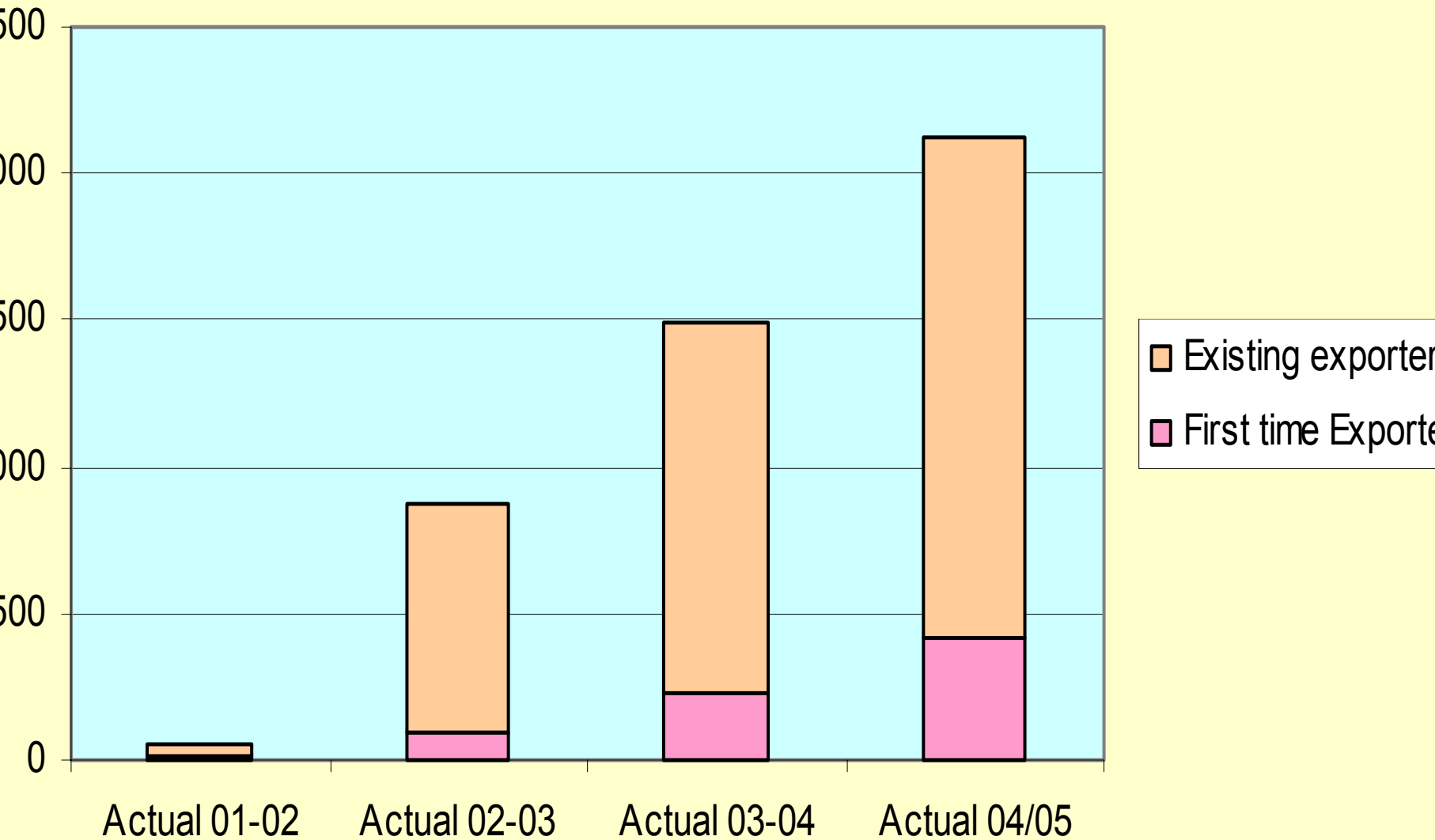


**We have had our “ups and downs”**



# Global Service Team Achievements 02-05

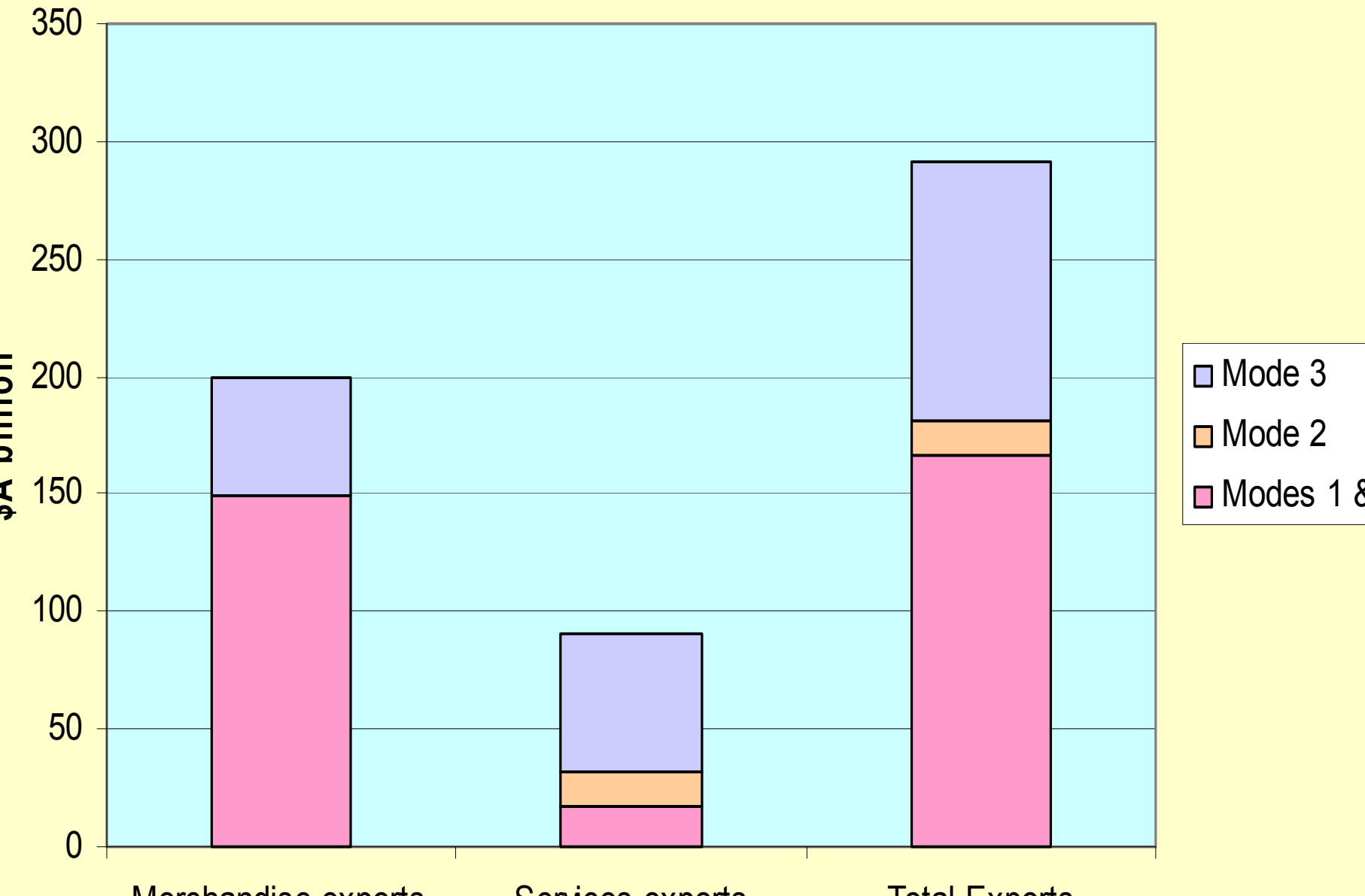
## Number of deals done by service exporters



# Why export is good for business

- **Exporters, on average:**
  - **Are high-performing businesses**
  - **International best practice**
  - **Attract and retain better workers**
  - **Pay better wages than non-exporters**
  - **Are more committed to a safe working environment**
  - **Provide more full time and permanent jobs**

# Australian Foreign Trade by Mode of Export in 2002/03



**And you thought exporting  
Services was tough !**



***We tend to overestimate the possibilities in the short term and underestimate them over the longer term***

**You need plenty of resilience**

