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# LDC Services: Geneva Practitioners Seminar Series: “Making Sense of GATS and Applying Good Practices in Services Negotiations”

## Seminar 4: “Services in Global Value Chains: Key Issues for LDCs”

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Export Promotion and facilitation of services SMEs' access to GVCs

WTO Building, Room B

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# About the Uganda Export Promotion Board

It is a Trade Promotion Organization (TPO) which operates under the Ministry of Tourism, Trade and Industry (MTTI).

It was established by Parliamentary Statute No. 2 of 1996, with a mission to brand Uganda on the world market as a reliable supplier of quality export products

*It was formed for the purpose of the development, promotion and co-ordination of all export related activities that lead to export growth on a sustainable basis*

# Services significance

Services have continued to gain significance and prominence in the Ugandan economy over the past 10 years.

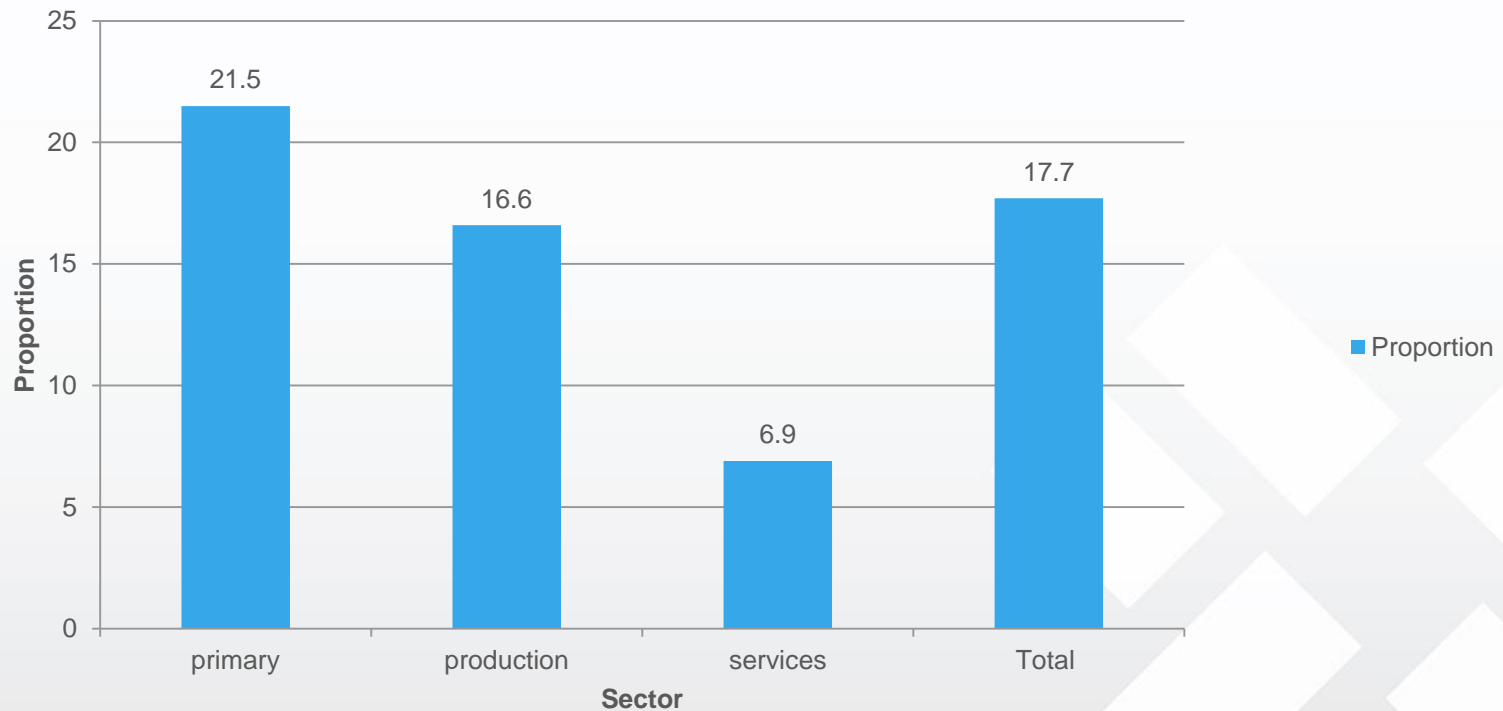
It is now the largest sector of the Ugandan economy overtaking Industry and Agriculture. Services are responsible for over 52% of Uganda's GDP. And is the largest employer

Sector	Male	Female	Total
Agriculture	33.9	33.7	33.8
Manufacturing/industry	23	18.8	21.1
Services	43.1	47.5	45.1
Total	100	100	100

(Source: UBOS Statistical Abstract 2014)

# Services significance

Proportion of working poor per sector



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It accounts for the highest job growth rates

Uganda's service exports are not well captured and documented save for tourism, personal, cultural and recreational services exports.

# Our priority services export subsectors

Uganda's services export strategy prioritized the export of

- ❖ Education services
- ❖ Niche tourism
- ❖ Information communication technologies
- ❖ Health care services, and management of tropical diseases and epidemics
- ❖ Migrant labour

# Interventions and promotion

Promotion of Higher Education exports to the rest of the EAC region through active promotion campaigns in Rwanda, Somali land, Liberia.

Private sector players like secondary schools and universities are setting up shop in the foreign markets in the region and admission offices. Registering an increment in the enrolment of students

ICTs BPO working with ITC on the NTFIII and the SITA project to help strengthen the BPO sector and enhance technology transfer and know how as well as market access.

ICTs exports happening informally in the region with SME taking up contacts in the region.

# Interventions and promotion

Health care exports happening in the region especially with Sudan, DRC, Rwanda and Burundi. Ugandan Experts part of epidemics management teams in Africa like Ebola.

Tourism; we have run a number of successful promotional campaigns in the tourism sector. For our rich flora, fauna geographical and cultural endowments.

Migrant labour exports are being promoted formally through registered contractors for the skilled, semi skilled and unskilled labour.

Limited integration into global Value chains mainly due to lack of capacities, technologies and contacts.



# Key challenges and way forward

- ❖ The services sector is not well organized and has not received as much support as export of goods.
- ❖ The policies for export promotion are majorly informed by knowledge and expertise in goods leading to provision of export development incentives that are not services oriented.
- ❖ Due to internal organizational challenges and the lack of exposure few have been integrated into global value chains, mainly arising out of the nature as SMEs with inadequate exposure to the global value chains
- ❖ There is scarcely credible data to rely on for planning for the services subsector especially trade volumes (exports). It is important that we improve our ability to support SMEs formalize and also learn and adopt data capture techniques for services trade and exports.

End

Thank you

Questions?