
PROGRAMME

Thursday, 30 May 09:00–11:30

- 09:00 Arrival and ITC video presentation
- 09:20 Welcome address by Beijing Municipality
- 09:25 Welcome address by Ministry of Commerce People's Republic of China (MOFCOM)
- 09:30 **KEYNOTE ADDRESS**
Mr. Jean-Marie Paugam, Deputy Executive Director, International Trade Centre (ITC)
"The New Services Export Promotion Programme of ITC for Export-oriented Cities and Enterprises"
- 09:40 **KEYNOTE ADDRESS**
Mr. Bian Zhenhu, Chairman, China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)
- 09:50 **ADDRESS**
Senior Representative from the Global Services Coalition (tbc)
- 10:00 **ADDRESS**
Mr. Dick de Man, Centre for the Promotion of Imports from Developing Countries (CBI) of the Netherlands
"Market Intelligence Tools"
- 10:10 **ADDRESS**
Mr. Abdel-Hamid Mamdouh, Director, Trade in Services Division, World Trade Organization (WTO)
"The Importance of Value-Added Services for Export Competitiveness"
- 10:20 Oriental Fashion Parade
- 10:25 Presentation by China West Household Textile City (Chengdu)
- 10:35 Presentation by King Deer Cashmere City (Baotou)
- 10:45 Presentation by Shenzhen Fashion and Creative City
- 10:55 Signing of MoU on a framework for cooperation between ITC and CFNA
Acknowledgment of Cooperation between ITC and China West Household Textile City (Chengdu)
Acknowledgment of Cooperation between ITC and King Deer Cashmere City (Baotou)
Acknowledgment of Cooperation between ITC and Shenzhen Fashion and Creative City
- 11:15 Fashion Parade
- 11:30 Group photo
- 11:35 Press Conference, followed by one-on-one media interviews

SPEAKERS' BIOS

JEAN-MARIE PAUGAM

Deputy Executive Director, ITC, Geneva, Switzerland



Mr. Paugam has been Deputy Executive Director of ITC since March 2011.

Prior to joining ITC, he held various senior positions in the French civil service in the area of trade promotion and trade policy (Ministry of Economy and Finance, Trade Directorate and Treasury Directorate). Mr. Paugam's main areas of expertise include international trade and investment, trade negotiations and the WTO, trade and development, export finance and the EU-Mediterranean Economic Partnership.

DICK DE MAN

Deputy Managing Director, CBI, Netherlands



Mr. de Man is Deputy Managing Director of CBI, part of the Netherlands Ministry of Foreign Affairs.

Since October 2010 he has headed CBI's Research and Development division and has been responsible for strategy development, market intelligence, knowledge management, monitoring and evaluation, international relations and marketing and communications. He represents the Netherlands' Minister for Development Cooperation in areas relating to the ITC Trust Fund.

ABDEL-HAMID MAMDOUH

Director, Trade in Services Division, World Trade Organization, Geneva, Switzerland



Mr. Mamdouh heads the WTO division that oversees the implementation of the General Agreement on Trade in Services (GATS) and is also responsible for providing legal, policy and technical advice to member governments of the WTO in the area of services. He is a former member of the Diplomatic Service of the Arab Republic of Egypt.

ITC INITIAL SERVICES SECTOR FOCUS

INFORMATION TECHNOLOGY (IT) AND IT-ENABLED BUSINESS SERVICES

These are among the fastest-growing components of world trade today



TRANSPORT, LOGISTICS AND DISTRIBUTION

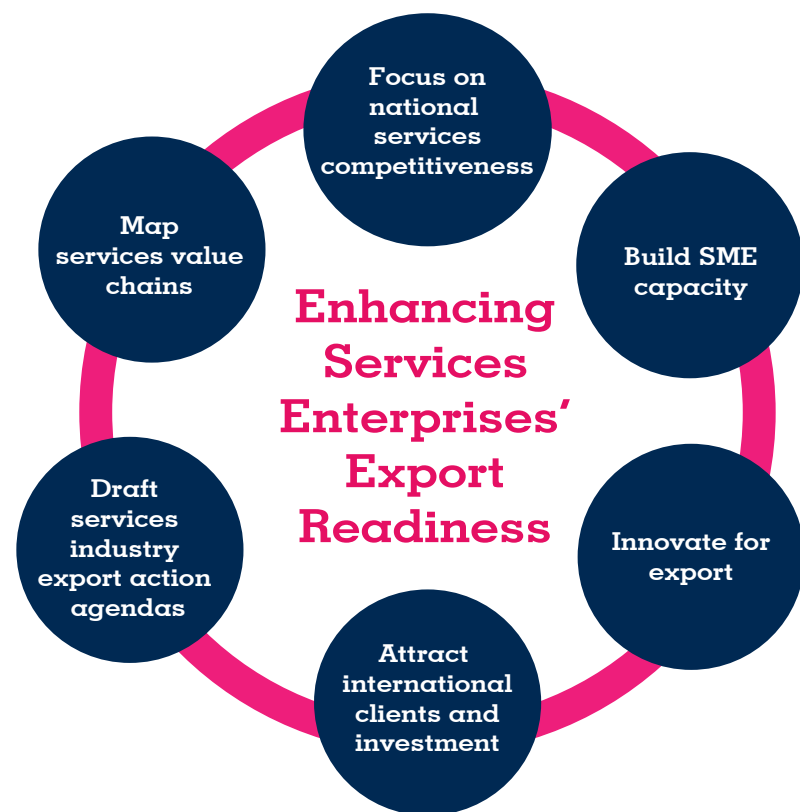
Efficient services improve access to global goods value chains



TOURISM, INCLUDING HEALTH AND WELL-BEING TOURISM

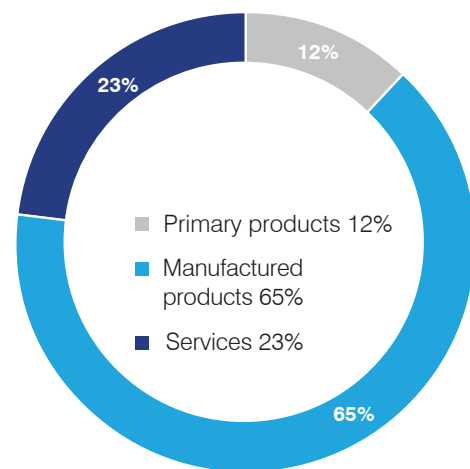
Developing countries have demonstrated significant competitive advantages in tourism, including medical tourism





Balance of payments data

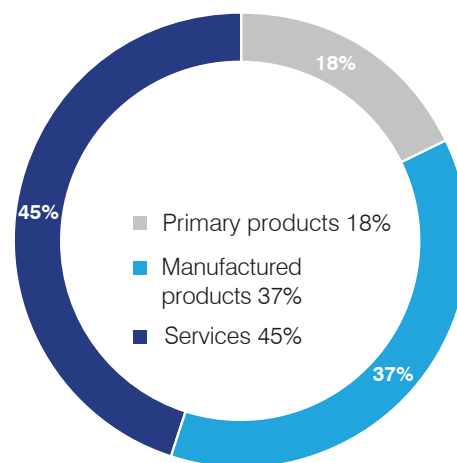
shows services exports at 23% of global exports



Structure of world exports in gross terms, 2008

WTO/OECD trade in value-added data

shows services approaching half of global exports



Structure of world exports in value-added terms, 2008

Source: Hubert Escaith, WTO, Trade Data Day, 16 January 2013

FOR MORE INFORMATION

ITC Trade in Services Team
(Division of Market Development, Sector Competitiveness Section)

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INTERNATIONAL TRADE CENTRE SEMINAR

The Development Impact of services in international trade

CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES

Beijing, Thursday, 30 May, 09:00–11:30
Fashion & Design Pavilion, Floor No. -1,
Exhibition Hall, China National Convention Center