

**PROGRAMME**

**Executive Forum on National Export Strategies**

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

**Hotel Eden Palace au Lac  
Montreux, Switzerland  
5 – 8 October, 2005**

**Wednesday, 5 October, 2005 – Afternoon (13:30 – 17:00 hrs)**

**13:30-15:30 Registration and Networking**

**15:30-16:00 Introductions and Rules of the Debate:** Mr. P. Walters, Director, Division of Product and Market Development, ITC  
(Byron Room) Mr. Brian Barclay, Coordinator, Executive Forum, ITC  
Ms. Doreen Conrad, Chief, Trade in Services Section, ITC

**16:00-17:00 Welcome and Scene Setting:** Mr. J. Denis Bélisle, Executive Director, ITC  
(Byron Room) Mr. Pascal Lamy, Director-General, WTO

**Thursday, 6 October, 2005 – Morning (9:00 – 12:30 hrs)**

**Plenary Session A:**  
09:00 – 10:30  
(Byron Room)

**Service Exports – Beyond Selling Promises**

**Moderator:** Mr. Joseph Smadja, Deputy Executive Director, ITC  
**Debate Panel:**

- Mr. Lloyd Downey, Austrade, Global Team Leader, Service Exports, Sydney, Australia
- Mr. A. S. Lakshminarayanan, Vice President and Country Manager, Tata Consultancy Services (TCS), London, United Kingdom

**Open Debate**

**Breakout Session 1:**  
10:30 – 12:30  
(Byron Room)

**Exporting Business and Professional Services – Exporting Solutions**

**Moderator:** Ms. Dorothy Riddle, President and Chief Executive Officer, Growth Consultants Inc., Vancouver, Canada

**Trigger Panel 1: How We Do Business**

- The Buyer's Perspective: Mr. Ismail Akil Abbasi, Abbasi Group of Companies, Dubai, United Arab Emirates
- The Seller's Perspective: Mr. David Mizan Hashim, Veritas Architects SDN BHD, Kuala Lumpur, Malaysia

**Open Debate**

**Thursday, 6 October, 2005 – Morning (continued)**

**Breakout Session 2:**  
10:30 – 12:30  
(Belle Epoque Room)

**Exporting Environmental Services – A Clean Sweep of the Marketplace**

**Moderator:** Ms. Linda Schmid, Trade in Services Officer, ITC

**Trigger Panel 2: How We Do Business**

- The Buyer's Perspective: Mr. Tikhala Chibwana, Chief Executive, Malawi Environmental Endowment Trust, Blantyre, Malawi
- The Seller's Perspective: Mr. Seteng Motalaote, CEO, Wave Sanitation Services, Gaborone, Botswana

**Open Debate**

**Breakout Session 3:**  
10:30 – 12:30  
(Victoria Room)

**Exporting Construction, Engineering and Turnkey Services – Building from the Bottom Up**

**Moderator:** Mr. Carlos Primo Braga, Senior Adviser, International Trade Department, The World Bank, Geneva, Switzerland

**Trigger Panel 3: How We Do Business**

- The Buyer's Perspective: Mr. Anders Claesson, Former Vice President, Civil Engineering AB, Far East, SKANSKA, Stockholm, Sweden
- The Seller's Perspective: Mr. Rasit Ünüvar, President, Association of Turkish Consulting Engineers and Architects, Ankara, Turkey

**Open Debate**

**Informal Session:**  
13:30 – 14:00  
(Byron Room)

**Case Study: Business Process Outsourcing (video presentation)**

**Thursday, 6 October, 2005 – Afternoon (14:00 - 17:30 hrs)**

**Breakout Session 4: Exporting Financial Services – Talking Money**

14:00 – 16:00  
(Victoria Room)

**Moderator:** Mr. James French, Managing Director, Pangea Global Financial Solutions, Virginia, USA

**Trigger Panel 4: How We Do Business**

- The Buyer's Perspective: Mr. Ludovic Verbist, Managing Director, AAMIL Ltd, Port-Louis, Mauritius
- The Seller's Perspective: Mr. Sunil Banymandhub, Executive Director, Rogers & Co. Ltd., Port Louis, Mauritius

**Open Debate**

**Breakout Session 5: Exporting Transport and Logistics Services – A Moving Target**

14:00 – 16:00  
(Belle Epoque Room)

**Moderator:** Mr. Loh Wah Sing, Chief Executive Officer, International Trade Institute of Singapore, Singapore

**Trigger Panel 5: How We Do Business**

- The Buyer's Perspective: Mr. Yu Jianmin, Assistant President, Sinotrans Limited, Beijing, P.R. China
- The Seller's Perspective: Mr. Chinpal Rauniar, Consultant, Shiv Sabitri Sadan, Kathmandu, Nepal

**Open Debate**

**Thursday, 6 October, 2005 – Afternoon (continued)**

**Breakout Session 6:**  
14:00 – 16:00  
(Byron Room)

**Exporting Information and Communications Technology Services – Still an Opportunity?**

**Moderator:** Mr. Anton J. Said, Executive Forum, ITC

**Trigger Panel 6: How We Do Business**

- Mr. Didar Alwyn Singh, Joint Secretary, Ministry of Heavy Industries, New Delhi, India
- Mr. George Sharkov, Chairman, BASSCOM, Sofia, Bulgaria

**Open Debate**

**Plenary Session B:**  
16:00 – 17:30  
(Byron Room)

**Breaking Into and Developing the Market – Some Preliminary Conclusions**

**Moderator:** Mr. George Saibel, Director, Special Advisory Services Division, Commonwealth Secretariat, London, United Kingdom

**Commentator:** Mr. John Whelan, Chief Executive Officer, Irish Exporters' Association, Dublin, Ireland

**Open Debate**

**Friday, 7 October, 2005 – Morning (9:00 – 12:30 hrs)**

**Plenary Session C:**  
09:00 – 10:30  
(Byron Room)

**Value-Based Tourism – Getting the Most of the Tourism Dollar**

**Moderator:** Mr. Brian Barclay, Coordinator, Executive Forum, ITC  
**Response Panel**

- Mr. Adama Bah, Secretary General, Association of Small-Scale Enterprises in Tourism, Bakau, The Gambia
- Mr. Roberto Bennett, General Manager, Uruguay XXI, Montevideo, Uruguay

**Open Debate**

**Plenary Session D:**  
10:30 – 12:30  
(Byron Room)

**Business Process Outsourcing – A New Name for Old Business?**

**Moderator:** Mr. Ian Beesley, WOTACO and United Nations Staff College, London, United Kingdom

**Response Panel:**

- The Buyer's Perspective: Mr. Andrew Wall, Chief Technical Officer/Outsourcing Manager, Wall & Associates P.C. Chartered Accountants, Toronto, Canada
- The Seller's Perspective: Mr. Luwanga Abubaker, CEO, Cayman Consults Ltd, Kampala, Uganda
- The Broker's Perspective: Mr. Paul Halpin, Managing Director, Halpin International Ltd., Riviere Noire, Mauritius

**Open Debate**

**Friday, 7 October, 2005 – Afternoon (14:00 – 17:30 hrs)**

**Plenary Session E:**

14:00 – 15:30

(Byron Room)

**Quality Management for Services – Does Assurance Matter?**

**Moderator:** Mr. Martin Kellermann, International Consultant on Standards, Technical Regulations and Conformity Assessment, Pretoria, South Africa

**Response Panel**

- Ms. Françoise Rein, Deputy Vice President, Service Industry, Société Générale de Surveillance, Geneva, Switzerland
- Mr. Olivier Audebert, Services Certification Specialist, AFAQ AFNOR International, Paris, France
- Mr. Kevin McKinley, Deputy Secretary-General, International Organization for Standardization, Geneva, Switzerland

**Open Debate**

**Plenary Session F:**

15:30 – 17:30

(Byron Room)

**Selling the Promise – Credibility through Branding**

**Moderator:** Mr. Simon Anholt, Chairman, Earthspeak, London, United Kingdom

**Response Panel**

- Mr. Costin Lianu, General Director, General Directorate for Export Promotion, Ministry of Economy and Commerce, Bucharest, Romania
- Mr. Olufemi Boyede, Chief Executive, Koinonia Ventures Ltd., Lagos, Nigeria
- Mr. Jacques Rostenne, President, PERWIT International, Ottawa, Canada

**Open Debate**

**Friday, 7 October, 2005 (18:00 – 19:30 hrs)**

**Informal Session:**

18:00 – 19:30

(Victoria Room)

**Trade, Gender and Technical Cooperation – From Ideas to Implementation**

**Moderator:** Ms. Sabine Meitzel, Senior Officer on Cross-cutting Issues, Division of Trade Support Services, ITC

**Saturday, 8 October, 2005 – Morning ( 08:30 – 12:30 hrs)**

**Plenary Session G:**

08:30 – 09:30

(Byron Room)

**Financing Service Exports – Is It Really a Problem?**

**Moderator:** Mr. Hari Sankaran, Joint Managing Director, Infrastructure Leasing & Financial Services Ltd., Mumbai, India

**Response Panel**

- Mr. Slim Chaker, Coordinating Director, Fonds d'Accès aux Marchés d'Exportation (FAMEX), Tunis, Tunisia
- Mr. Isidro A. Sobrecarey, Executive Vice President, Trade and Investment Development Corporation of the Philippines (PhilEXIM), Manila, Philippines

**Open Debate**

**Saturday, 8 October, 2005 – Morning (continued)**

**Plenary Session H:**

09:30 – 11:30

(Byron Room)

**The Need for a Strategic Partnership – Who Does What?**

**Moderator:** Mr. Peter Walters, Director, Division of Product and Market Development, ITC

**Public Sector Panel:**

- Mr. Edsel Custodio, Under-Secretary of State, Ministry of Foreign Affairs, Manila, Philippines
- Mr. Ricardo Estrada, President, Corporation for the Promotion of Exports and Investment (CORPEI), Guayaquil, Ecuador
- Ms. Francoise Hendy, Director of International Business, Ministry of Industry and International Business, St. Michael, Barbados

**Private Sector Panel:**

- Mr. Robert Fournier, Vice-President, Government Relations Economic Developers Association of Canada, Ottawa, Canada
- Mr. David Mizan Hashim, Veritas Architects SDN BHD, Kuala Lumpur, Malaysia
- Mr. John Whelan, Chief Executive Officer, Irish Exporters' Association, Dublin, Ireland

**Open Debate**

**Plenary Session I:**

11:30 – 12:00

(Byron Room)

**Facilitating Decision-Making**

**Introduction:** Ms. Doreen Conrad, Chief, Trade in Services Section, ITC

**Presenters:**

- Mr. Stephen Sultana, Strategy Specialist, Valletta, Malta  
Introduction to ITC's Service Sector Strategy Template
- Mr. Friedrich von Kirchbach, Chief, Market Analysis Section, ITC.  
Analysing Services Trade Flows: The New Services Component in ITC's TradeMap

**Closing Session:**

12:00 – 12:30

(Byron Room)

**Where Do We Go from Here?**

Mr. J. Denis Bélisle, Executive Director, ITC

**Saturday, 8 October, 2005 – Afternoon (14:30 – 17:00 hrs)**

**Planning Session**

14:30 – 17:00

(Victoria Room)

**Trade, Gender and Technical Cooperation – Priorities and Focus**