

Building Competitiveness in Trade in Services



SUMMARY

This course introduces participants to the different aspects of competitiveness in trade in services, with the aim of identifying specific actions to enhance it. The course lectures cover the importance of trade in services for a country's economy from a developmental perspective, the framework for assessing competitiveness in trade in services, and finally the role which Trade and Investment Support Institutions (TISIs) can play in supporting small and medium service enterprises through policy advocacy, sector development and capacity building. Particular focus is placed on value chains, as well as on the role of digital technology for trade in services.

COURSE OBJECTIVES

This course is primarily aimed at trade advisors and staff working in TISIs, TPOs, EPOs, as well as government organizations.

AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Argue for the importance of trade in services;
- Identify the elements crucial to the competitiveness of trade in services; and
- Identify actions that can be taken by TISIs to enhance the competitiveness of service exports.

CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

COURSE STRUCTURE

- Lecture 1: The Importance of International Trade in Services
- Lecture 2: The Competitive Environment for Trade in Services
- Lecture 3: The Role of TISIs: Policy Advocacy and Promoting Trade in Services
- Case Study Exercise

REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at: learning.intracen.org

Once on the website, simply create a new account, input your information, and sign up to the course.

Sample course slides

What is international trade in services?

International trade in services is the supply of services between residents and non-residents of a country.

How are services exported?

Click here for more information

The WTO General Agreement on Trade in Services (GATS - 1994) defines international trade in services as the supply of a service:

- 1
- 2
- 3
- 4

Hover over each button to learn more.

Click on the graph to enlarge it.

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How can the trading costs for services be reduced?

Trading costs for goods tend to be made up of tariffs and other non-tariff measures which are imposed at a country's national borders. These are typical, and policy makers are well aware of them. However, measures affecting trade in services are less visible, as they tend to be imposed behind the border. Generally speaking, the costs of trade in services can be reduced by enacting more efficient regulation. This process can be supported at different levels:

- Multilateral negotiations at the World Trade Organisation (WTO)
- Regional trade agreements (RTAs)
- Unilateral measures

Click on each of the buttons to learn more.

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