



**APEC**  
PHILIPPINES  
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## **PUBLIC-PRIVATE DIALOGUE ON SERVICES (PPD III)**

*In partnership with*

The APEC Business Advisory Council (ABAC)  
and the Pacific Economic Cooperation Council (PECC)

17 May 2015

Boracay, Aklan, The Philippines

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## **SUMMARY REPORT**

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# Chapter 1 Introduction

The 2015 series of Public-Private Dialogues (PPD) on Services is designed to engage the public and private sectors, as services providers and users, in a fruitful discussion on how to increase the competitiveness of services in the Asia-Pacific region.

The series aims to:

- Examine developments, challenges, and opportunities for the services sectors;
- Identify new strategies for building the full potential of the services sector;
- Generate policy options towards removing barriers to services trade;
- Develop an innovative approach in pursuing the services agenda of APEC, including through a proposed APEC Services Cooperation Framework;
- Foster collaboration and best practice exchanges to promote services growth.

The PPD on Manufacturing, Agriculture, and Environment-related Services follows from the success of the first PPD held in 2013 in Surabaya, Indonesia, and the PPD on Information Technology and Business Process Management (IT-BPM) Services, Creative Industries, and Research and Development (R&D) Services held last February at SOM1 in Clark, the Philippines.

The 2015 PPD series will culminate in the *Regional Conference of Services Coalitions and Service Industries* at the margins of the Third Senior Officials' Meeting (SOM3) and the Structural Reform Ministerial Meeting in Cebu, the Philippines.

# Chapter 2 Programme

## A Public-Private Dialogue on Manufacturing, Agriculture, and Environment-related Services

### OPENING SESSION

#### **Welcome Remarks**

**Doris Magsaysay Ho**  
ABAC 2015 Chair

#### **Opening Remarks**

**Hon. Laura Q. Del Rosario**  
APEC 2015 SOM Chair

### Opening Session: Services and Inclusive Growth

*This session will introduce the objective of the Dialogue to promote and advance trade and investment in services as a path to achieve inclusive growth. It will discuss how enabling services can help transform traditional sectors, such as manufacturing, agriculture and the environmental infrastructure into modern, efficient, and globally competitive industries. The session will also address how trade and investment in services can lead to job creation and integration of the population into the economic and social mainstream.*

**Moderator/Reactor: Ms. Glenda T. Reyes**  
*Component Lead for Trade and Investment Policy,  
USAID Trade Project Philippines*

#### **Speakers:**

- 1) Dr. Sherry Stephenson**  
*Senior Fellow, International Centre for Trade and Sustainable Development*
- 2) Mr. Juan Sebastian Saez**  
*Co-Author of "Valuing Services in Trade: A Toolkit for Competitiveness Diagnostics", World Bank*

#### **Open Forum/ Q&A**

### Session 1: Manufacturing-related Services

*Services play a key role in enabling trade in goods. Services related to manufacturing are crucial to the smooth flow of goods trade, from production to consumption. Recognizing the intensification of the services content in manufacturing, or 'Servicification', this session will highlight the vital role of services in supporting modern manufacturing processes. Speakers will share their experiences and lessons learned for utilizing services to advance the manufacturing sector, and identify the critical success factors for developing an efficient supply chain that supports the sector. Suggested policy responses to promote and advance trade and investment in manufacturing-related services may also be offered.*

**Moderator: Dr. Gloria O. Pasadilla**

*Senior Analyst, APEC Policy Support Unit*

**Speakers:**

**1) Mr. Patrick Low**

*Senior Vice President, Fung Global Institute, Hong Kong*

**2) Mr. Kohei Shiino**

*Director, International Economic Research Division, Overseas Research Department, Japan External Trade Organization (JETRO)*

**3) Ms. Hildegunn Kyvik Nordås**

*Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD)*

**4) Mr. Joselito B. Turano**

*President and General Manager, Austal Philippines*

**5) Mr. Jose Victor Emmanuel A. De Dios**

*Chief Executive Officer, General Electric Philippines*

**Open Forum / Q&A**

**Lunch at Alta Vista Hotel**

**Special Session: Innovation and Manufacturing**

*Innovation plays a key role in driving growth in the manufacturing sector. Recognizing that the manufacturing sector cannot rely on increasing global demand to sustain continuous growth, firms are increasingly innovating new enabling services. This session will underscore the critical role of innovation, including technology and research and development, to help firms adapt to global competitive pressures. Suggestions on how the Asia-Pacific region can foster greater innovation in the manufacturing sector will be explored.*

**Speaker: Mr. Richard Lee**

*Chairman, Inventec Corporation*

**Open Forum / Q&A**

**Session 2: Agriculture-related Services**

*Services play a key role in enabling trade in agriculture. Agriculture-related services, such as logistics, cold-chain services, and agricultural research and development are crucial in ensuring modern and efficient agricultural production processes, as well as the smooth movement of agriculture from the producer to consumer. This session will highlight the vital role of a modern and efficient supply chain for businesses that seek access to regional and global markets. It will also address the important role of services in improving agriculture techniques. Speakers will share their experiences and insights for using services to support a modern and competitive agriculture sector. Suggested policy responses to promote and advance trade and investment in agriculture-related services may also be offered.*

**Moderator: Ms. Hildegunn Kyvik Nordås**

*Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD)*

**Speakers:**

- 1) **Dr. Ian Ferguson**  
*Departmental Science Advisor, New Zealand Ministry of Primary Industries*
- 2) **Mr. Christopher Findlay**  
*Executive Dean, The University of Adelaide, Australia*
- 3) **Mr. Pierre-Olivier Deplanck**  
*Chief Executive Officer, Rustan's Supercenters, Inc.*
- 4) **Mr. Eddie Chew**  
*Head of Corporate Affairs, ASEAN of Syngenta Asia Pacific Pte. Ltd*

**Open Forum / Q & A**

**Session 3: Environment-related Services**

*Increasing environmental policies and changing consumer preferences and needs are driving the market for environment-related services, from urban planning and green architecture, to renewable energy services. Trade in environment-related services can assist economies in the transition to a green economy by promoting more widespread use of efficient and cost-effective environmental technologies. However, trade and investment in the sector are not always straightforward because environmental services, such as waste management, and water and power services, are often provided by the public sector. This session addresses the opportunities and challenges for trade in environment-related services. Speakers will share their experiences and insights on sector developments, and suggest policy responses and reforms to facilitate trade and investment while considering economies' right to regulate services.*

**Moderator: Dr. Charles E. Morrison**  
President, East-West Center

**Speakers:**

- 1) **Mr. Quan Zhao**  
Trade in Services Officer, International Trade Centre (ITC)
- 2) **Mr. Hirofumi Ishizaka**  
Senior Researcher, PC-Institute for Global Environment Research (PC-IGER) Overseas Division Pacific Consultants Co., Ltd.
- 3) **Dr. Yangyang Li**  
Department of Consulting, Chinese Academy for Environmental Planning
- 4) **Mr. Johannes Benjamin R. Bernabe, Ll. B.**  
*Research Fellow, Center for Advancement of Trade Integration and Facilitation (CATIF)*

**Open Forum / Q&A**

**Session 4: Increasing GVC Participation Through Public-Private Collaboration**

*Trade in services has a critical role in Global Value Chains (GVCs). The APEC Strategic Blueprint for Promoting Global Value Chains Development and Cooperation defines APEC's commitment to promote open, efficient, and internationally-competitive service sectors, and maximize the contribution that services can make to strong, resilient and reliable supply chains in this region. This session addresses how collaboration between the public*

*and private streams can create an enabling environment for GVC growth. Practical action points and approaches to improve public-private collaboration in services and possible avenues to achieve optimal collaboration will be explored.*

***Speaker:***

**Ms. Jane Drake-Brockman**

*Senior Service Advisor, International Trade Centre*

***Open Forum / Q&A***

***Closing Remarks***

## Chapter 3      Summary

The Public-Private Dialogue on Manufacturing, Agriculture and Environment-related Services (PPD III) convened government policy officials, regulators, academia, and service providers and consumer groups, including different stakeholders from the farming and fisheries sectors, small businesses, and professional service providers. The PPD anchored its discussions on how services contribute to overall inclusive growth both as an enabler and an essential part of the connectivity of supply chains in the region.

At the meeting of the Friends of the Chair on Connectivity on 18 May 2015, Ms. Jane Brockman of the International Trade Center in Geneva shared the PPD's key messages and highlights from the discussion as follows:

- Services are a strong contributor to overall economic growth.
- Research by the Organisation for Economic Co-operation and Development (OECD) shows there is a correlation between Global Value Chain (GVC) participation and poverty reduction, and trade in services helps achieve this.
- The ABAC Chair shared that the next generation of consumers are completely different from the past. A new business model and the use of the Internet have created many new opportunities for Small and Medium Enterprises (SMEs). This was an important part of the inclusiveness agenda, because 97% of APEC businesses are SMEs, and 75% of those SMEs are in the services sector. OECD evidence shows that there are four (4) times as many services SMEs in GVCs than there are SMEs in other sectors.
- Most companies spend on innovation and services than in traditional research & development in the manufacturing sector. New data, which captures domestic services value added in GVCs, show that services exports comprise 38% of the region's exports.
- The APEC Policy Support Unit (PSU) shared that services embodied in manufacturing are not just the usual transport and logistics, finance, telecommunication, or professional services. Business case studies, from 12 companies chiefly from Thailand, Indonesia, and Japan, showed that a minimum of 37 different kinds of services went into the manufacturing value chain. In some cases, up to 77 different kinds of services were used. PSU reported that in the production of manufactured goods, 46% of services are outsourced by the local firm which presents opportunities for local SMEs.
- The World Bank presented 100 indicators showing that there are ways in which skills development, digital infrastructure development, and regulatory efficiency can be measured. The World Bank also stated that stakeholder consultation through PPDs help foster competitiveness and thanked the Philippines for persisting with a series of stakeholder consultations.
- Panelists in the environment-related services session had difficulty trying to distinguish between or separate the vital role of environmental services and environmental goods.



Both services and goods are needed to solve global environmental problems, and so trade in both environmental goods and services were vital.

- A session devoted to the role of innovation and services discussed business models that generate new competitive edges not just for services firms, but also for manufacturing and agriculture firms. One of the key messages was that value added local services and services innovation can rescue declining competitiveness in some of the goods sectors, and contribute to whole-of-economy productivity gains.
- Many business studies reinforced that services competitiveness was fundamental to the competitiveness of other sectors. Focusing on services does not mean overlooking other sectors such as agriculture or manufacturing, since services competitiveness was a horizontal issue.
- Services is a very big agenda. It needed a senior home, and a boost in the APEC priorities. PPD III had reinforced the message from the previous PPD (at SOM1 in Clark) that trade in service has a trickle-down effect, and is vital to poverty alleviation in local communities of the Philippines.

# Chapter 4      Program Highlights

## Opening Session: Services and Inclusive Growth

This session introduced the objective of the Dialogue to promote and advance trade and investment in services as a path to achieve inclusive growth. It discussed how enabling services can help transform traditional sectors, such as manufacturing, agriculture and the environmental infrastructure into modern, efficient, and globally competitive industries. The session also addressed how trade and investment in services can lead to job creation and integration of the population into the economic and social mainstream.

The session was moderated by **Ms. Glenda T. Reyes**, Component Lead for Trade and Investment Policy, USAID Trade Project Philippines.

### ***SERVICES AND INCLUSIVE GROWTH***

**by Dr. Sherry Stephenson**, Senior Fellow, International Centre for Trade and Sustainable Development

*Dr. Sherry Stephenson* focused on Poverty, Employment, Connectivity in GVCs, and SMEs. She explained that the services sector is the primary source of global growth. It drove the economies of both developed and developing economies. Dr. Stephenson discussed how services offer the best path to inclusive growth in APEC economies in many and diverse ways.

*Services increase productivity.* Dr. Stephenson underscored that regulatory and structural reforms, and services trade liberalization, can lead to economic growth and poverty reduction. Services can act as “force multipliers” for all other sectors, since efficient services multiply the efficiency and global reach of other activities, including manufacturing and agriculture, and enable greater productivity in these sectors. In order to ensure efficiency gains for both producers and consumers, competition is required. Regulatory reform in the services sector, and services trade liberalization, had important socio-economic benefits, including improvements to the business environment, and productivity and welfare gains for producers and consumers. In fact, it was projected that structural reforms in services bring double the gains in productivity, compared with further liberalization of merchandise trade, especially in air and maritime transport, telecommunication, and electricity sectors.

*Services offer more opportunities for employment in APEC – especially for women.* Dr. Stephenson highlighted that services accounts for 60% of GDP in APEC, and 60% of overall APEC employment. It also accounts for more growth in the region than any other sector. A case study in Korea showed that investment in services created more jobs than investment in the manufacturing sector. In another case study in Indonesia where a “Village Phone”

operator used a microfinance loan to purchase a mobile phone kit and then re-sold the “airtime minutes” to neighbours, showed that 85% of women took advantage of services opportunities for small communities.

*Services improve connectivity in APEC economies through their role in GVCs.* The services sector has a role in “soft infrastructure”, which includes dealing with information technology systems, regulation and licensing of trade and transport safety and governance arrangements covering logistics. Since services are often integrated or bundled with goods and trade indirectly as intermediate inputs into merchandise production, services provide the “link” or “glue” at each point of value chain. In fact, the majority of services, including transport, finance, and business services, facilitate the operation of international production across the region. Connectivity in APEC could not happen without services. GVCs make intensive use of services. Developing economies had increased their participation in GVCs through services trade, and which lead to more inclusive growth. An UNCTAD study showed that domestic value added created from participation in GVCs through services is greater in developing economies than in developed economies (28% vs. 18% of GDP). Further, economies with higher levels of foreign direct investment (FDI) have higher participation rates in GVCs and a higher share in value-added trade compared to their share in global exports.

*Services offer opportunities for SMEs to participate in intra-APEC trade.* OECD research showed that since 1997, more services SMEs were engaged in global networks than manufacturing SMEs. SMEs veer towards services activities because it requires less capital, less infrastructure, is more accessible, offers flexibility, allows for smaller scales of production, and cost is virtually free especially on Mode 1 supply. Presently, service exports as percentage of value added in APEC economies are still low. There was much more room to grow services in APEC.

Dr. Stephenson’s core message was that services would continue to play a key role in APEC’s future growth and trade. APEC’s focus on services was timely and needed.

## **TRADE & COMPETITIVENESS - ANALYTICAL TOOLS FOR TRADE IN SERVICES: RECENT WORK AT THE WORLD BANK**

**by Mr. Juan Sebastian Saez, Senior Trade Economist, World Bank**

*Mr. Juan Sebastian Saez* emphasized that services today are an important component of the global economy and one of the most important and complex subjects in trade negotiations. Lack of data and limited analytical tools for conducting rigorous research are a major constraint, particularly in developing and least developed countries. Economies want to know how to take advantage of new opportunities.

Mr. Saez explained that services trade matters for development because services can have a big impact on growth, employment, and poverty reduction. Services are important for competitiveness, because services provide inputs to other economic activities, and can thus

contribute to overall economic and trade diversification. Services create linkages thus rendering the sector fundamental in global business.

Mr. Saez highlighted that the World Bank Group was gathering new data on services (e.g. trade in value added; bilateral trade flows) to help economies determine feasible policy options. The World Bank had developed toolkits (i.e. Trade Competitiveness Diagnostic Toolkit, Valuing Services in Trade, Regulatory Assessment Toolkit, etc.) to address supply-side factors. The tools show that services is a source of export diversification and source of competitiveness. An economy can identify where it has potential to diversify in services exports. Toolkit users can identify other parts of the economy where it can improve, such as agriculture and production.

## Session 1: Manufacturing-related Services

Services play a key role in enabling trade in goods. Services related to manufacturing are crucial to the smooth flow of goods trade, from production to consumption. Recognizing the intensification of the services content in manufacturing, or 'Servicification', this session highlighted the vital role of services in supporting modern manufacturing processes. Speakers shared their experiences and lessons learned for utilizing services to advance the manufacturing sector, and identify the critical success factors for developing an efficient supply chain that supports the sector. Suggested policy responses to promote and advance trade and investment in manufacturing-related services may also be offered.

The Session was moderated by **Dr. Gloria O. Pasadilla**, Senior Analyst, APEC Policy Support Unit.

### ***PRESENTATION FOR APEC SENIOR OFFICIALS' PUBLIC PRIVATE DIALOGUE ON SERVICES (III) ON MANUFACTURING, AGRICULTURE, AND ENVIRONMENT-RELATED SERVICES***

**by Mr. Patrick Low**, Senior Vice President, Fung Global Institute, Hong Kong

*Mr. Patrick Low* emphasized that services is poorly understood but is becoming more important as consumers nowadays are more demanding, and customization of manufactured goods was services-intensive. Services is also an important source of process innovation, as well as in bundled combination with goods-driven research and development. Bundling services and goods reduces costs, facilitates innovation, differentiate products and helps achieve higher sales value.

He also highlighted that outsourcing is common in the services industry especially in telecommunications, freight services, insurance, and security services. Firms outsourced services to increase efficiency, decrease transaction costs, and reduce risk.

Policy challenges remain. There are costs in frequent and often unannounced policy changes, policy inconsistencies, and inconsistent application of policies by governments and regulators.

Many labor market restrictions and foreign equity restrictions still exist. Inefficiencies in customs regimes, intellectual property protection, and health, safety and environmental regulations are all very costly on business.

## **HOW MANUFACTURING-RELATED SERVICES CONTRIBUTE TO TRADE IN GOODS? (FOCUSING ON DISTRIBUTION/LOGISTICS SERVICES)**

**by Mr. Kohei Shiino**, Director, International Economic Research Division, Overseas Research Department, Japan External Trade Organization (JETRO)

*Mr. Kohei Shiino* emphasized the importance of the supply chain, including distribution and logistics services, in the manufacturing sector. Through case studies, he showed that modern distribution systems, with fewer restrictions on foreign ownership in and the movement of people, lead to lower costs and greater good exports.

Mr. Shiino showed that the manufacturing sector uses multiple production bases to produce parts and components. Eliminating service-link-costs between individual production sites play important roles to attract manufacturers and create industrial clusters.

Manufacturing-related services, including logistics services, wholesale trade services and retail trade services, contribute to the elimination of service-link-costs, because these services account for about 15% of total exports on a value added basis. In addition, exporting maintenance/repair services (through the temporary movement of people) was also an important factor of manufacturing-related services because they allowed clients to use manufactured foods to their maximum potential.

Foreign investment restrictions on the services sector still widely remain in emerging economies, in Asia in particular. Liberalization and facilitation of manufacturing-related services within the APEC framework, as well as regional trade negotiations and regional economic communities, will contribute to the elimination of service-link-costs and have a positive impact on economies' capacity to export manufactured goods.

## **(CAR) MANUFACTURING RELATED SERVICES**

**by Ms. Hildegunn Kyvik Nordås**, Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD)

*Ms. Hildegunn Kyvik Nordås* presented the success factors for car manufacturing-related services. She explained the importance of design and engineering services, to address customer tastes and expectations, and regulatory requirements, and marketing services to ensure a valuable customer experience. Ms. Nordås elaborated that digitization services, such as embedded data sensors, enabled real-time monitoring of performance and led to better motor vehicles.

Ms. Nordås shared that the manufacturing of motor vehicles has always been at the technology frontier. Competitiveness in car manufacturing relies on design, greening, and connectivity in addition to cost.

Cars are increasingly viewed as computers on wheels – and computer services firms may take over strategic innovations in the sector. Staying abreast with technology and

customers relies on access to state of the art services – e.g. ITC, engineering, design, and finance.

### ***APEC SENIOR OFFICIALS' PUBLIC PRIVATE DIALOGUE ON SERVICES (III)***

**by Mr. Joselito B. Turano**, President and General Manager, Austal Philippines

*Mr. Joselito B. Turano* shared the experiences of Austral, which chose to relocate to the Philippines to be closer to their customers, lower costs, and improve their competitiveness.

Mr. Turano shared that Austral's experience in the Philippines was positive. Documentary processing was easy. Government support was evident, particularly as tax incentives were given. The country offered a business friendly environment and stable economic conditions. He added that there is a huge supply of highly skilled labor force, which were young, competent, able to speak English well, and had strong work ethics.

Mr. Turano emphasized that it was easy to build a business case for establishing in the Philippines, but it is a two-way street. Companies need to make sure that they know what it is that they are bringing to the Philippines in return.

### ***GE SUPPLY CHAIN OPERATIONS IN APEC***

**by Mr. Jose Victor Emmanuel "Jocot" A. De Dios**, Chief Executive Officer, General Electric Philippines

*Mr. Jose Victor Emmanuel "Jocot" A. De Dios* shared the story of GE and its experience in GVCs.

GE Supply Chain Operations include manufacturing, sourcing and supplier quality, services, and supporting functions. Localization is a theme GE believes in, not just localization in business process but as well as in products. Since quality remains a huge driving force for GE, it established global research centers to ensure product quality.

As a global company, the primary challenges for GE are: imbalanced economic development, regulatory differences across countries, shortage of technical professionals, lack of unified industry standards, differences on quality, environmental, health and safety standards, local protectionism, value chain capability, and increasing cost pressure.

GE invested heavily in infrastructure in order to build a strong value chain (up and downstream). Mr. De Dios shared that for businesses to remain competitive, they should invest in infrastructure; drive localization; acquire government policy support; prioritize customer expectations on quality and cost; ensure compliance with environmental, health and safety standards. Business also needed governments to provide political stability and improved customs operations.

## Special Session: Innovation and Manufacturing

Innovation plays a key role in driving growth in the manufacturing sector. Recognizing that the manufacturing sector cannot rely on increasing global demand to sustain continuous growth, firms are increasingly innovating new enabling services. This session underscored the critical role of innovation, including technology and research and development, to help firms adapt to global competitive pressures. Suggestions on how the Asia-Pacific region can foster greater innovation in the manufacturing sector were also explored.

### **INNOVATION AND MANUFACTURING**

**by Mr. Richard Lee**, Chairman, Inventec Corporation

*Mr. Richard Lee* emphasized that in the rapidly changing business environment, companies must continue to “innovate to survive”. He noted that in 1995, only one digital company was in the world’s top 10 most valuable companies, whereas there were now four. The average company lifespan had fallen from over 50 years, in the 1960’s, to less than 20 years.

Mr. Lee explained that Inventec has a long history of innovation. Its innovation strategy involved tapping into present and future technologies. Inventec recognized the importance of protecting innovation by expanding its patent portfolio. It also applied the Internet to manufacturing of IT goods, to reduce production time, reduce waste, and improve production efficiency.

As consumers demanded smarter products – such as the growth in smart phones, and smart cars, companies must respond through smarter production, which meant higher-precision, superior quality production, of high-mix, low volume smart products. Smart factories were also needed, in cities close to employees’ homes, and this also demanded green and sustainable production.

Inventec aimed to transform itself into a global Internet company by innovating and utilizing the ‘internet of things’ – to ensure the availability of information in real time, and the ‘internet of services’ – to coordinate services in all supply chains using modalization. It also aimed to lead on 3D printing services, cloud data center services, and social enterprise.



## Session 2: Agriculture-related Services

Services play a key role in enabling trade in agriculture. Agriculture-related services, such as logistics, cold-chain services, and agricultural research and development are crucial in ensuring modern and efficient agricultural production processes, as well as the smooth movement of agriculture from the producer to consumer. This session highlighted the vital role of a modern and efficient supply chain for businesses that seek access to regional and global markets. It also addressed the important role of services in improving agriculture techniques. Speakers shared their experiences and insights for using services to support a modern and competitive agriculture sector. Suggested policy responses to promote and advance trade and investment in agriculture-related services were also offered.

This session, moderated by **Ms. Hildegunn Kyvik Nordås**, Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD).

### ***AGRICULTURAL SERVICES: PUTTING THE VALUE INTO THE GLOBAL VALUE CHAIN***

**by Dr. Ian Ferguson**, Departmental Science Advisor, New Zealand Ministry of Primary Industries

*Dr. Ian Ferguson* explained that agricultural services provide innovation, by adding value at all stages of the value chain, and also regulation, by providing an enabling framework for trade and the integrity of food supply. Conflict between innovation and regulation could be avoided, if regulation develops alongside growth and innovation in the sub-sector.

Agricultural services are inherently science-based, and transportable from developed into developing economies. Small inputs of agricultural services could have a significant impact along the value chain, particularly for developing economies. Agricultural services can increase the commercial value of the end product at all stages of the value chain, for example, by developing new varieties of produce, ensuring crop protection, improving production efficiency, and maintaining product quality during postharvest storage. Food waste, which is significantly higher in developing economies than developed economies, could also be minimized through use of low temperature storage, controlled and modified atmospheres, packaging, pest and disease control, and biocontrol.

Dr. Ferguson emphasized that generics play an important role in the agricultural sector by empowering farmers with the material and information needed to produce superior livestock and improve livestock performance. A successful product needs to meet changing consumer demands on food safety, and would help access markets and increase trade.

Dr. Ferguson said that enhanced trade in services was critical to building the capability and coherence required to achieve regional economic integration and enable all economies and business to participate. It was therefore important that government, industry and service provider connect to achieve the right balance between innovation and regulation.

## **SERVICES AND AGRICULTURE**

**by Mr. Christopher Findlay**, Executive Dean, The University of Adelaide, Australia

*Mr. Christopher Findlay* explained that new retail business models, such as supermarkets, hypermarkets and food processors, had created opportunities for farmers to significantly increase their incomes. Food value chains directly connect food producers with these outlets. He emphasized the importance of distinguishing value chains from supply chains. Value chains are consumer oriented, and led to a focus on profits. On the other hand, supply chains focused on lowering the costs of product flow through increased efficiency.

Mr. Findlay provided an example where the value chain approach was applied to a cocoa production in Vanuatu. Researchers provided assessments of cocoa bean quality and made recommendations on how farmers could change their practices to reach higher standards, receive premium prices, and meet consumer preferences.

The opportunity for smallholders to access the food value chain arises from the development of the services sector. However, lack of critical services, such as logistics and transport, branding services, cold storage, and specialized wholesalers, inhibit their participation. These barriers can be addressed through partnerships with the public sector, such as joint research projects; public funding for a 'platform' with two or three retailers to assess their procurement practices and set up new types of procurement programs involving small farmers; and funding to review and classify different business models for smallholder engagement and translate into action through capacity building activities.

## **BRINGING TO ASIAN CONSUMERS THE BENEFITS OF MODERN RETAIL**

**by Mr. Pierre-Olivier Deplanck**, Chief Executive Officer, Rustan's Supercenters, Inc.

*Mr. Pierre-Olivier Deplanck* emphasized that retail firms need to be responsible to consumer needs, since consumers were now better informed, more health conscious and cost-sensitive. Improving a firm's competitiveness could be achieved by considering a firm's geographic location, proximity to infrastructure, attention to quality, and overall competitiveness.

In today's market, SME agricultural food producers can be competitive in GVCs through ensuring product quality, competitive pricing, good marketing strategies, quick speed to market, and good pre-harvest and post-harvest practices. It was also importance to encourage innovation and utilize up-to-date technology.

Mr. Deplanck explained that DairyFarm Group, owned by Rustan's Supercenters, Inc., supported its global producers by synergizing best practices across the group, building partnerships to encourage and drive efficiencies and productivity, and creating global food sourcing hubs located close to the farmers and producers.

In the Asia-Pacific region, barriers to supply include restrictive regulatory compliance, stringent food safety requirements and product grade specifications. APEC could support agricultural product trade across borders by addressing important questions such as how to

challenge and review regulatory compliance requirements, how to improve quality and guarantee traceability, how to stop declining farming manpower moving to cities, and how to help small farmers to reach economies of scale.

### ***AGRICULTURE: CHALLENGE OR SOLUTION?***

**by Mr. Eddie Chew**, Head of Corporate Affairs, ASEAN of Syngenta Asia Pacific Pte. Ltd.

*Mr. Eddie Chew* highlighted the importance of increasing agricultural productivity, given the world's growing population and decrease in farmland. It was estimated that by 2050, the world would have 2 billion more mouths to feed, but a football field of farmland was lost each second to urbanization and soil erosion. It was also estimated that in the next 50 years, the world must produce more food than the in the last 10,000 years, but the world was currently using resources 50 per cent faster than the planet can sustain.

Linking primary producers with global markets could improve the efficiency of the supply chain and reduce waste. On a macro level, an integrated global trading market would provide greater access to technology and promote competitive markets. There was a need to better collaborate to promote good regulation and regulatory harmonization, so that companies could bring the best technology to farmers worldwide.

Mr. Chew said it was important for farmers to be empowered, which could be achieved through better channels of collaboration with other government, industry and other stakeholders.

### SESSION 3: ENVIRONMENT-RELATED SERVICES

Increasing environmental policies and changing consumer preferences and needs are driving the market for environment-related services, from urban planning and green architecture, to renewable energy services. Trade in environment-related services can assist economies in the transition to a green economy by promoting more widespread use of efficient and cost-effective environmental technologies. However, trade and investment in the sector are not always straightforward because environmental services, such as waste management, and water and power services, are often provided by the public sector. This session addresses the opportunities and challenges for trade in environment-related services. Speakers will share their experiences and insights on sector developments, and suggest policy responses and reforms to facilitate trade and investment while considering economies' right to regulate services.

The session was moderated by **Dr. Charles E. Morrison**, President, East-West Center.

#### ***ENVIRONMENT-RELATED SERVICES: WHY SERVICES MATTER FOR ENVIRONMENTAL SECTOR***

**by Mr. Quan Zhao**, Trade in Services Officer, International Trade Centre (ITC)

*Mr. Quan Zhao* gave an overview of the global environmental services market comprising water services (treatment and utilities), analytical services, waste management, remediation & industrial services, consulting & engineering. OECD data show that services account for about 65% in value terms in the environmental projects. He cited the example of building a solar power plant in the UK where Engineering Procurement Construction (EPC) including building of the power plant and installation of the solar modules, legal / technical consultation, related testing and conformity assessment services, and project management services already comprise half the total project cost.

Despite the essential role services play in the environmental sector, barriers to environmental services trade such as measures applied specifically to environmental services (state monopolies, ownership restrictions; horizontal measures (foreign equity limitations, etc.; measures affecting related services (licensing requirements, etc); domestic regulations; and government procurement are not being thoroughly addressed by regulators.

To liberalize global trade in environmental goods and services, APEC economies are committed to reduce tariffs on the list of 54 environmental goods to a maximum of 5% by 2015. Paragraph 31(iii) of the Doha mandate (2001), calls for “the reduction or, as appropriate, elimination of tariff and non-tariff barriers to environmental goods and services”. Plurilateral EGA, which covers nearly 90% of world trade in environmental goods, builds on the APEC list of 54 products and champions inclusion of services trade. TiSA covers 70% of world services trade and provides new sectoral disciplines.

### ***APEC 2015 PPD III ENVIRONMENT-RELATED SERVICES***

**by Mr. Hirofumi Ishizaka**, Senior Researcher, PC-Institute for Global Environment Research (PC-IGER) Overseas Division Pacific Consultants Co., Ltd.

*Mr. Hirofumi Ishizaka* presented some of the projects of Pacific Consultants Co., Ltd. (PC) in Palau, Maldives and Viet Nam. Tokyo-based PC provides renewable energy consulting services as construction consulting; geological survey/surveying business; measurement certification business; soil pollution survey business; and specialized labor supply business.

The work of PC's research arm, Institute for Global Environment Research (PC-IGER) is geared towards a sustainable low-carbon society through assessment and analysis of climate change policies, development of strategies to cope with global warming, feasibility study and implementation of greenhouse gas emission reduction projects.

Some of the challenges in providing low-carbon energy services in developing economies include: lack of suppliers & engineers; lack of financiers; lack of understanding of technologies, customs duties and taxes, government restrictions, and subsidy. Energy subsidy may dis-incentivize move towards low-carbon energy and the private sector in providing energy services.

### ***PUBLIC-PRIVATE PARTNERSHIP IN CHINA'S ENVIRONMENTAL PROTECTION***

**by Dr. Yangyang Li**, Department of Consulting, Chinese Academy for Environmental Planning

*Dr. Yangyang Li* presented China's experience with public-private partnership (PPP) in environmental protection.

PPP provides public services with environmental protection as pollution controlling, ecological protection, environmental remediation. The private sector provides environmental consulting, environmental assessment, environmental planning, engineering designing, management & business consulting.

PPPs in China are in wastewater treatment, pollutant control, environmental consultancy, river pollution control (watershed protection). China has benefitted from PPP with the private sector providing more public services and private capital flows, while the government can focus on regulations, subsidy, etc.

### ***OPPORTUNITIES AND CHALLENGES IN DEVELOPING TRADE AND INVESTMENTS IN ENVIRONMENTAL SERVICES***

**by Mr. Johannes Benjamin R. Bernabe, Ll. B.**, Research Fellow, Center for Advancement of Trade Integration and Facilitation (CATIF)

*Mr. Johannes Benjamin Bernabe* presented the issues affecting policy-making and international rule-making in developing trade and investments in environmental services.

Political issues include: domestic regulations; inter-agency coordination; and vested interest (economic costs - e.g. oil companies, consumers, subsidies to fossil fuels, auto sector). Substantive technical issues in international rule-making include: sector coverage (Can we still differentiate goods and services?); regulatory framework and embedded barriers (cross-border); and consistency with international rules (e.g. is oil subsidy consistent with WTO rules? Does WTO discuss energy?).

Mr. Bernabe cited examples of services in renewable energy – from its generation to transmission to distribution – as R & D, design, financing, logistics, maintenance, etc.

An issue in liberalizing related services is the dual applicability of related services. Mr. Bernabe posed the question of whether it is possible to slice and carve out related services specific to environment and renewable energy.

Mr. Bernabe proffered the following recommendations to APEC as incubator for developing trade and investments in environmental services:

- Reference paper in EGS and renewable energy services
- Sectoral approach to listing of committed services
- Regulatory cooperation to ensure that environmental services be efficiently scaled
- Competition policy and law

## **SESSION 4: INCREASING GVC PARTICIPATION THROUGH PUBLIC-PRIVATE COLLABORATION**

Trade in services has a critical role in GVCs. The APEC Strategic Blueprint for Promoting Global Value Chains Development and Cooperation defines APEC's commitment to promote open, efficient, and internationally-competitive service sectors, and maximize the contribution that services can make to strong, resilient and reliable supply chains in this region. This session addressed how collaboration between the public and private streams can create an enabling environment for GVC growth. Practical action points and approaches to improve public-private collaboration in services and possible avenues to achieve optimal collaboration were explored.

### ***APEC SENIOR OFFICIALS PUBLIC-PRIVATE DIALOGUE ON SERVICES***

**by Ms. Jane Drake-Brockman**, Senior Service Advisor, International Trade Centre

*Ms. Jane Drake-Brockman* stressed the importance of PPDs for sharing information and giving voice to services SMEs. Learnings would be meaningless if APEC did not give priority to services. It is important to ensure trade in services flow to the local economy.

Many opportunities exist for SMEs to participate in trade in services. Services are embodied in, bundled with, and traded through goods – known as “Servicification” of manufacturing. Services could be traded in their own right as direct exports and also as intermediate inputs in fragmented services value chains or services networks.

Competitiveness in services matters also for goods. Not enough is being done about services content in exports. Manufacturing exports from developing economies tend to have a lower domestic services content.

Critical determinants of competitiveness in services include human capital talent and skills; innovation; knowledge-economy infrastructures; services regulation; trade and investment policies about connectivity and GVC readiness; government focus; services business advocacy; and PPDs and consultation. These factors also improve trade facilitation.

The services agenda, and improving the determinants of services competitiveness, should be addressed on a whole-of-economy level, since collaborative efforts are required. Improving trade facilitation should have less focus on the border but rather behind borders.

Regulatory cooperation is key to regional integration, and a regulatory framework for services requires a cooperative forum. Work was needed on generic services principles even though it is costly. Although services sub-sectors are different, the types of market failure and reasons for regulation are similar.

# **Annex 1**

## **Presentations**

*\*Please find attached ANNEX 1 ZIP file.*



## **Annex 2**

### **Profiles of Moderators and Speakers**



**Doris Magsaysay Ho**  
*ABAC 2015 Chair*

Doris Magsaysay Ho is President and CEO of the Magsaysay Group of Companies, which is involved in shipping, human resources and business process outsourcing services. Magsaysay Transport and Logistics Group operates in the Philippine trade with container liner and tanker services. Its affiliate, Fairmont Shipping Limited, based in Hong Kong, Vancouver and London, operates in the international dry bulk trade. Magsaysay expanded from its roots in shipping to people resource providers. Magsaysay is present in the Philippines, Indonesia, China, Eastern Europe and North America. The company prepares its people for a diverse range of positions for the maritime, cruise, healthcare, hospitality, engineering and other industries. Guided by its principles of investing in people, Magsaysay has been awarded Best in Education and Training at the Seatrade Asia Awards held in Singapore in April 2010. It received the Corporate Social Responsibility Award twice from the Seatrade Asia Awards in 2011 and 2013. It also received the Corporate Social Responsibility Award from the Asian CSR Awards and the ASEAN Business Advisory Council in 2013.



**Hon. Laura Q. Del Rosario**  
*APEC 2015 SOM Chair*

Ambassador Laura Quiambao-Del Rosario, a native of Angeles City, is a career foreign service officer. Having joined the Philippine Foreign Service in 1979, she has been assigned as diplomatic and consular officer in the Philippine Embassy in Vienna, Singapore, and Washington D.C.

In 2003 to 2007, she was appointed as the Philippine Ambassador to India and to Nepal on a non-resident capacity. She then served as Ambassador to Vietnam in 2007-2009.

Mrs. Del Rosario started her professional life as a faculty member of Holy Family in Angeles City. Invited to join the faculty of Maryknoll College in 1971, she became the Acting Department Chairman of the Literary Studies Department. She subsequently assumed the Office of Director of Admissions in 1973 to 1978 and Institutional Planning Officer in a concurrent capacity in the same institutions.

She has maintained her links to the academic world by teaching in various schools such as St. Benilde's College (under De La Salle University), Ateneo de Manila, and Miriam College (formerly Maryknoll College). She was designated as the Director of the Foreign Service Institute from 2009-2011.

She is currently the President of Pax et Lumen International Academy, a Science and Math-oriented school in Angeles. She is also a member of the Board of Trustees of Miriam College.

Now serving as Undersecretary of Foreign Affairs in charge of international economic relations, Ambassador Del Rosario was conferred the Gawad Kamanong Presidential Award of the Grand Cross by President Benigno Aquino III in 2012 for her work in economic diplomacy.

Amb. Del Rosario is married to Dr. Raul Del Rosario with whom she has two sons.



**Glenda T. Reyes**

***Component Lead for Trade and Investment Policy, USAID Trade Project Philippines***

Ms. Reyes is presently working with the USAID Project in the Philippines, the Trade Related Assistance for Development or TRADE Project, where she serves as Lead for the Component on Trade and Investment Policy. Part of her main task is providing technical advice on matters relating to trade and investment policy, enhancing the country's participation in existing and emerging international regional agreements, and improving the government's capacity in trade and investment policy analysis, formulation and negotiations.

Prior to joining the USAID-TRADE Project in 2014, Ms. Reyes was Head/Assistant Director of the Services and Investment Division of the AEC Department of the ASEAN Secretariat, where she provided technical support to the ASEAN high level and senior officials meetings on matters relating to trade in services and investment in the context of establishing a single market and production base. As Head of the Division, she led the ASEAN Secretariat in the servicing of the meetings of the ASEAN Coordinating Committees on Investment (CCI) and Services (CCS). She assisted the Committees in facilitating their deliberation on investment and services issues, and provided them substantive technical support in the development and implementation of strategic initiatives to achieve free flow of investment and services and freer flow of skilled workers. In her nine years with the ASEAN Secretariat, her work and focus were mainly on services and investment in the context of regional integration.



## **Dr. Sherry Stephenson**

***Senior Fellow, International Centre for Trade and Sustainable Development***

Dr. Sherry M. Stephenson is a Senior Fellow with the International Centre for Trade and Sustainable Development (ICTSD). Her internationally recognized expertise lies particularly in the area of services trade. Until end 2012 she was Senior Advisor for Services Trade in the Executive Secretariat for Integral Development of the Organization of American States (OAS) in Washington DC.

While at the OAS, Dr. Stephenson held various positions, including Director of the Trade Department, Deputy Trade Advisor and Head of Institutional Relations. She guided the OAS in its support of several negotiating groups during the decade-long Free Trade Area of the Americas (FTAA) negotiations (1995-2004) and was responsible for providing direct assistance to the FTAA Negotiating Group on Services.

Dr. Stephenson was an Advisor to the Ministry of Trade in Jakarta for three years where she also trained government officials in the content and implementation of the WTO Agreements. As a member of the Pacific Economic Cooperation Council (PECC), she has provided analytical support to the APEC process. Previous positions have been with the GATT and UNCTAD Secretariats and with the Trade Directorate of the OECD.

She has done consulting work for many organizations including The World Bank, Asian Development Bank, Asia-Pacific Economic Cooperation (APEC), Commonwealth Secretariat, Forum Island Secretariat, U.S. Agency for International Development and several national governments. She has lectured in conferences and workshops around the world, educating government officials and members of the trade and development community on topics such as the WTO, regional trade agreements, services trade and global value chains, and has published two books on services and numerous articles.



## **Juan Sebastian Saez**

*Co-Author of Valuing Services in Trade: A Toolkit for Competitiveness Diagnostics, World Bank*

Sebastian Saez is a Senior Trade Economist working at the International Trade Department, PREM, World Bank. Between 1990-1994, he served as advisor to the Minister of Finance, and was involved in the GATT's Uruguay Round negotiations. Subsequently, between 1994 and 1997 he was a member of the Chilean Mission to the World Trade Organization (WTO) where he served as Deputy Permanent Representative. In 1998, as an official of the Ministry of Foreign Affairs of Chile he was Head of the Department FTAA - North America, where he was responsible for the Free Trade Agreement of the Americas negotiations. From August 2001 and July 2003 he was Head of the Department of Foreign Trade, Ministry of Economy of Chile. In this capacity, he participated in trade negotiations with European Union, Korea and the United States. In 2005, he joined the International Trade and Integration Division at UN-ECLAC. In January 2009, he joined the Poverty Reduction and Economic Management Network, Trade Department, as responsible for Trade in Services.

He has published several articles on international economic relations, and the book *Estrategia y Negociación en el Sistema Multilateral de Comercio*, Dolmen Ediciones, (1999).

He is coeditor with: O. Cattaneo, M. Engman, and R. Stern of the book: "International Trade in Services: New Trends and Opportunities for Developing Countries" World Bank, June 2010; Osvaldo Rosales, *Temas controversiales en negociaciones comerciales Norte-Sur*, CEPAL, Santiago de Chile, 2010; Arti Grover Goswami and Aaditya Mattoo, *Exporting Services: A Developing Country Perspective*, World Bank 2012; Olivier Cadot, Mariem Malouche and Sebastian Saez, *Streamlining Non-Tariff Measures: A Toolkit for Policy Makers* April 2012; etc.



**Dr. Gloria O. Pasadilla**

*Senior Analyst, APEC Policy Support Unit*

Gloria O. Pasadilla is a Senior Analyst at the APEC Policy Support Unit in Singapore. Prior to joining PSU, she was a Research Fellow at the ADB Institute in Tokyo. She has written and published extensively on various trade issues, particularly on services trade. She holds a PhD in Economics from New York University, USA; Master in International Law and Economics (summa cum laude) from the World Trade Institute in Bern, Switzerland; and Master in Industrial Economics from the University of Asia and the Pacific, Philippines. Her latest research paper is on regulatory issues affecting trade and supply chain finance.



**Patrick Low**

***Senior Vice President, Fung Global Institute, Hong Kong***

Patrick Low is Vice President for Research at the Fung Global Institute in Hong Kong. Until August 2013 he was Chief Economist at the World Trade Organization. He worked for the WTO since its foundation in 1995. He was appointed Chief Economist in 1997 and served as Director-General Mike Moore's Chief of Staff from 1999-2000. He was in the World Bank's research complex (International Trade Division) from 1990-94. Prior to that, he taught at El Colegio de México in Mexico City from 1987-90 and worked as a consultant for a range of governments and inter-governmental institutions. From 1980-87, he worked at the GATT secretariat in Geneva. Patrick Low was also an Adjunct Professor of International Economics at the Graduate Institute of International and Development Studies, Geneva, from 2004 until mid-2013. He holds a PhD in economics from Sussex University in the United Kingdom and has written widely on a range of trade policy issues.





**Kohei Shiino**

***Director, International Economic Research Division, Overseas Research Department,  
Japan External Trade Organization (JETRO)***

Kohei Shiino joined Japan External Trade Organization (JETRO) in 1994. He was posted to Jetro New Delhi in India from 1998 to 2003 where he was assigned to the research section. From 2003 to 2010, he was posted to International Economic Research Division, Overseas Research Department at the JETRO HQ as a deputy director. During that time, he was engaged in writing “JETRO Global Trade and Investment Report (GTIR)” where he did an extensive research on global trade, FTAs and Trade Policy. From 2010 to 2014, he was posted to JETRO Singapore as a deputy managing director of economic information division, in charge of research covering the Asian region focusing on ASEAN. Currently, he is posted to International Economy Division, Overseas Research Department at the JETRO HQ as a director.



## **Hildegunn Kyvik Nordås**

***Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD)***

Hildegunn Kyvik Nordås is a senior economist at the Trade and Agriculture Directorate at the OECD where she is working on services trade policy analysis. During the past six years she has led a long-term project on developing trade restrictiveness indices (STRIs) for 18 services sectors in 40 countries. Earlier work experience includes research work, policy analysis, managing the economics department at CMI (a research institute in Norway), teaching and policy advice. Long-term assignments abroad include visiting scholar to Stanford University, USA and the Universities of Durban Westville and Western Cape in South Africa. She also managed a long term project providing technical assistance on macroeconomic modelling and policy analysis to the Tanzanian government. Ms Nordås has published extensively in academic journals, book chapters and OECD Trade Policy Papers on international trade in goods and services, development and economic growth.



**Joselito B. Turano**

***President and General Manager, Austal Philippines***

Joey is a seasoned executive with extensive global experience in the areas of manufacturing operations, project management, strategic planning, product launch, supply chain management, quality systems, and organizational development. His expertise includes leading traditional and transformational companies, as well as start-up operations. He started his career as a specialist supervisor and eventually became manager in Honda Cars Philippines Inc., one of the biggest MNC's in the Philippines. Throughout his twenty-five (25) years as a professional, he has occupied senior leadership positions such as being the Vice President of Manufacturing for Ford Motor Company Philippines, Factory General Manager of Concepcion–Carrier Air-conditioning Company, Business Unit Director of Sunpower Philippines, and Operations Director of Pacific Rare Specialty Metals & Chemicals, Inc.

Currently, he is the President & General Manager of Austal Philippines Pty. Ltd., the Philippines Division of Austal Limited, an Australian-based global shipbuilding company and defence prime contractor that specializes in the design, construction and support of defence and commercial aluminium vessels. Being responsible of the overall operations of the company, he has, for three (3) consecutive years delivered the key strategic objectives of the company and has enhanced the local shipbuilding capability of the Austal Philippines Team, creating a brand of quality Filipino workmanship increasingly being known around the globe.



**Jose Victor Emmanuel "Jocot" A. De Dios**  
*Chief Executive Officer, GE Philippines*

As CEO of GE Philippines, Jocot is responsible for driving the company forward, accelerating growth and expanding GE's footprint in the country. With his leadership style and global business perspective, he is tasked to implement the "One GE" approach that leverages the company's broad capabilities and extensive industrial solutions to ensure that customers' needs are addressed. He works closely with GE corporate teams and business leaders in identifying market expansion opportunities and growing GE's diverse businesses in the Philippines.

Prior to joining GE in January 2012, Jocot was CEO and Managing Director of Nido Petroleum Ltd., an ASX-listed oil and gas exploration and production company based in Australia and the Philippines. He also served as Undersecretary of the Philippine Department of Energy and Chairman of the Philippine National Oil Company Exploration Corp. He is currently Chairman of GE Lighting Philippines, Inc. and GE Philippines Meter and Instrument Co., Inc. as well as a member of the boards of petroleum and mining companies. Jocot is a Business Administration graduate from the University of the Philippines and earned his Bachelor of Laws degree from the Ateneo School of Law in Manila. He has a Master of Laws degree from Harvard Law School.



**Richard Lee**

***Chairman, Inventec Corporation***

Mr. Richard Lee is currently the President of Cloud Computing Association in Taiwan (CCAT) and the Chairman of Inventec Corporation. For nearly 40 years, he has been profoundly involved in various NPOs/NGOs activities playing key roles that significantly contributed to the development of Taiwan's Cloud Computing and ICT industry.

Mr. Lee's involvement in Taiwan's ICT industry dates back to 1976 when he joined Inventec. Over the years, his persistent belief in CSR has made it a corporate culture in Inventec. His drives for integrity under the Corporate Governance have improved the commitments with stakeholders. Under his leadership, he also emphasizes Corporate Citizen which encompasses Protecting the Environment and Culture, Helping the Disadvantaged and Supporting the Community.

Mr. Lee constantly endeavors to integrate enterprise development into the development of socioeconomics, improving the quality of life and city. He has successfully led Inventec to become global No.1 largest producer of computer servers. In recent years, Mr. Lee heavily engages in the development of Taiwan's Cloud Computing industry. He believes Cloud Computing is the key and essential in fulfilling each and every organization's Corporate Social Responsibility.



**Dr. Ian Ferguson**

***Departmental Science Advisor, New Zealand Ministry of Primary Industries***

Dr Ian Ferguson is the Departmental Science Advisor at the New Zealand Ministry of Primary Industries. He was Chief Scientist of Plant & Food Research, and formerly HortResearch, for 10 years from 2003. Prior to that he was leader of the HortResearch Postharvest Group and is a leading NZ and international researcher in plant science, horticulture and postharvest science. He is a Fellow of the Royal Society of New Zealand and a Life Member of the NZ Society of Plant Physiologists. He has been a member of many NZ Government funding and review panels and bodies.

Dr Ferguson has had a long research career, specialising in plant and fruit physiology, postharvest and horticultural science, biochemistry and biotechnology. He has extensive experience both in fundamental plant research and in applied research and development for the NZ horticultural industry, particularly with the fruit industry sector. He was until 2014, Joint Editor-in-Chief of the leading international journal Postharvest Biology & Technology.

Dr Ferguson is also involved in a number of international collaborations, including Kasetsart University, Bangkok, Thailand, and a 15 year collaboration with Zhejiang University, Hangzhou, China, where he has been Guang Biao Visiting Professor. He was awarded a membership of the NZ Order of Merit in the NZ 2010 New Year's Honours list for contributions to horticultural science. In 2013, he was given a National Friendship Award by the Chinese Government, and a Westlake Friendship Award by the Zhejiang Provincial Government. In 2014, Dr Ferguson was made a Fellow of the NZ Institute for Agricultural and Horticultural Science, and a Fellow of the International Society for Horticultural Science.

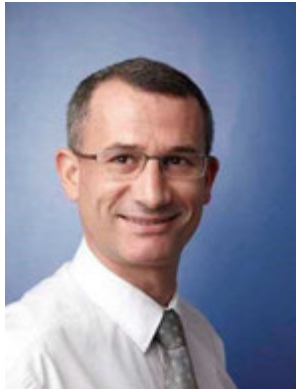


### **Christopher Findlay**

*Executive Dean, The University of Adelaide, Australia*

Christopher Findlay from June 2011 took up the position of Executive Dean (acting) of the Faculty of the Professions at the University of Adelaide. The Faculty includes the Schools of Business, Law, Economics and Architecture. Professor Findlay is also currently Vice-Chair of the Australian Committee for Pacific Economic Cooperation (AUSPECC). From November 2005 Professor Findlay was Professor of Economics and Head of School at the University of Adelaide and before that he was Professor of Economics in the Asia Pacific School of Economics and Government at the Australian National University.

Professor Findlay has a PhD and MEc from the ANU and an Honours degree in economics from the University of Adelaide. He became a Member of the Academy of the Social Sciences in Australia in 2002 and a Member of the General Division of the Order of Australia (AM) in 2007. Australia's economic relations with Asia are the theme of his research. Professor Findlay has been a principal researcher in a series of major research projects on impediments to services trade and investment.



**Pierre-Olivier Deplanck**

*Chief Executive Officer, Rustan's Supercenters, Inc.*

Pierre brings with him 24 years of retail experience in operations, merchandising and general management from France and Asian countries. He spent 17 years in Carrefour then later joined Dairy Farm where he held various senior positions including CEO of Guardian Singapore and now CEO of Rustan's Supercenters.

With a credible record in managing organizations in emerging markets and developing local leaders, Pierre commits to bring the benefits of modern retailing to the Philippines.





## **Eddie Chew**

***Head of Corporate Affairs, ASEAN of Syngenta Asia Pacific Pte. Ltd.***

Eddie Chew is currently Head of Corporate Affairs for Syngenta in ASEAN. Based in Singapore, he is responsible for issues management and stakeholder engagement for the company across six key markets in the territory. He joined Syngenta in 2013 as the Corporate Affairs Business Partner for the Global Rice Strategic Crop Unit, with additional responsibilities for policy advocacy and partnerships as the Head of Public Policy for the Asia Pacific region.

Eddie has an honors degree in Communication Studies from Nanyang Technological University in Singapore, and an MBA from Manchester Business School.



**Dr. Charles E. Morrison**  
*President, East-West Center*

Charles E. Morrison has been president of the East-West Center since 1998. He has been associated with the Center since 1980 in various capacities, including heading its former Institute of Economics and Politics. A U.S. Senate aide early in his career, he has also been a research associate at the Japan Center for International Exchange. Morrison served as the international chair of the Pacific Economic Cooperation Council from 2005 to 2012, and is a member of other national and international bodies that promote trans-Pacific security and economic cooperation. His Ph.D. is from the Johns Hopkins School of Advanced International Studies, where he also once taught on Southeast Asia. He speaks and publishes widely on U.S. Asia policy issues and the countries of the region, and gives special emphasis to regional cooperation, particularly the APEC process.



**Quan Zhao**

*Trade in Services Officer, International Trade Centre*

Mr. Quan Zhao is the Trade in Services officer at the International Trade Centre (ITC). Prior to joining the ITC, Mr. Zhao was the services negotiator at the Permanent Mission of China to the World Trade Organization (2009-2014). He also worked at the Chinese Ministry of Commerce before being posted to Geneva, focused on services trade in WTO Doha Round negotiations and FTAs (2003-2009). He has served as the Chair for WTO's Committee on Trade in Financial Services, and holds a master's degree on international law and economics from the World Trade Institute in Bern.

International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. Its mission is to foster sustainable economic development and contribute to achieving the Millennium Development Goals in developing countries through trade and international business development.



**Hirofumi Ishizaka**

***Senior Researcher, PC-Institute for Global Environment Research (PC-IGER) Overseas Division  
Pacific Consultants Co., Ltd.***

Hirofumi Ishizaka currently works for a leading construction consulting firm in Japan. The main scope of work is climate change with a focus on technologies and projects which reduce the emission of greenhouse gas. Engages primarily with overseas renewable energy and energy efficiency projects. Developed and implemented several solar photovoltaic projects over the past two years.

Previously worked as a sales manager in a small-scale wind turbine manufacturer. Also has substantial experience in developing and implementing Japanese aid projects in developing countries, particularly in the field of natural environment, forestry and rural development. The initial work after graduating university was with the forestry department of a local government in Japan. Holds a master degree in development studies from an institute in the UK.



**Dr. Yangyang Li**

***Department of Consulting, Chinese Academy for Environmental Planning***

Dr. Li is a senior expert in environmental management and policy. Having over 10 year's research experience of environmental modeling and healthy risk management. Involving in the environmental evaluation in the Yangtze Estuary, the dioxin risk assessment and control of MSWI in China, the evaluation of environmental industry development in China and so on. When working as a government adviser in the Chinese Academy for Environmental Planning, focusing on the environmental policy setting for the development of environmental industry, environmental planning for the industrial park construction, and the consultancy for the public-private partnership program.



**Johannes Benjamin R. Bernabe, Ll. B.**

***Research Fellow,  
Center for Advancement of Trade Integration and Facilitation (CATIF)***

Johannes Bernabe is a Research Fellow at the Center for the Advancement of Trade Integration and Facilitation, a policy think-tank of law and economics professors in the University of the Philippines. He is concurrently a Senior Fellow at the Geneva-based International Centre for Trade and Sustainable Development, one of the world's leading knowledge brokers in the field of international trade. He likewise remains a practicing lawyer with the Makati-based firm Ocampo Manalo Bernabe Valdez Lim where he is Of Counsel.

Prior to these, Mr Bernabe was the Philippines' commercial attaché and legal adviser at the Philippine Mission to the WTO. As such, he led the country in negotiations on the GATS (General Agreement on Trade in Services), TRIPS (Trade-Related Intellectual Property Rights) and the WTO Dispute Settlement Understanding, among others. During his time in Geneva, Mr Bernabe was the coordinator and spokesperson for ASEAN on Services trade issues and, for a time, the G-74 group of developing countries. He was likewise the Chairman of the WTO's Working Party on Domestic Regulation in Services trade from 2003-2004.

Mr Bernabe has advised and worked with policy makers and stakeholders in more than a dozen countries and regional groupings in Asia, Latin America, Africa and the Middle East, particularly in the fields of Services trade and WTO Dispute Settlement.

In the Philippines, Mr Bernabe is presently advising the Philippine Congress and Senate on certain key economic legislation, such as the country's long-awaited Competition Law which is due to be enacted in June this year, as well as the much-needed Customs Modernization Law, which implements reforms in trade facilitation and the country's commitments under the Revised Kyoto Convention.

Mr Bernabe graduated cum laude with a degree in Economics and subsequently Law at the University of the Philippines. He took further studies in Law at the University of London and in Public International Trade Law at the International Development Law Institute in Sydney.



## **Jane Drake-Brockman**

***Senior Service Advisor, International Trade Centre (ITC)***

Jane Drake-Brockman is Head of the Services Programme at the International Trade Centre in Geneva. She has a unique combination of deep trade in services experience in business, academia, government and trade related technical assistance.

She was the founder and inaugural CEO of the Australian Services Roundtable (the peak industry body and coalition of services industries in Australia) as well as Board member of the International Chamber of Commerce in Australia. She has served on the Executive Committee of the Hong Kong Coalition of Services Industries and as Convenor of the PECC Taskforce on Services.

She has held senior trade policy positions with the Australian government, including member of the Taskforce for APEC 1 in Canberra 1989, Chief Economist for the Department of Foreign Affairs & Trade and Minister & Charge d'Affaires at the Australian Delegation to the European Union in Brussels.

She has extensive experience in international government organizations including with the Commonwealth Secretariat in London and with the OECD Trade Directorate.

She has held a variety of Visiting Fellowships at the Australian National University, the University of Adelaide and the Chinese University of Hong Kong, where she taught Macroeconomics for Business Executives in the MBA programme while running a services trade and investment consultancy focused on East Asia and the Middle East.

Jane Drake-Brockman has published extensively on trade in services as well as trade policy issues more generally. She is a member of 3 of the ICTSD E15 Initiative Experts Groups, on Global Value Chains, on Services, and on Trade, Finance and Development.

The International Trade Centre (ITC) is a trade-related technical assistance agency under the joint auspices of United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organisation (WTO). Within the United Nations system, ITC has a niche mandate to support SME competitiveness to achieve export success in developing countries.



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