



**Asia-Pacific
Economic Cooperation**

2022/CTI/WKSP14/001

Agenda

Submitted by: Australia



**Workshop on Fostering Greater SME
Participation in Global Value Chains –
Session 4 on Trade on Services
26 October 2022**

Workshop on Fostering Greater SME Participation in Global Value Chains

SESSION 4: TRADE IN SERVICES

Wednesday 26 October 2022 (Online only, 1.5 hours)

12:00pm to 1:30pm Australian Eastern Daylight Time

Objectives

In this session, we will seek to understand:

- (i) Issues faced by services SMEs when doing cross-border business
- (ii) How services providers contribute to the success of other exporters
- (iii) How new technologies enhance trade in services.

Program

Welcome remarks	Angela Wright, Senior Project Manager, Export Council of Australia
Scene setting	Arnold Jorge, CEO, Export Council of Australia
Agricultural training and business services perspective	Reynaldo Gil G. Lomarda, Co-Founder and President, GreenMinds Inc. (The Philippines)
Start-up translation services perspective	Nathan Aherne, Managing Director, TStreet (Australia)
Engineering and design services perspective	Jason Hazell, Co-Owner and Director, Plane Support (Australia)
Software services perspective	John Adams, CEO, SapphireOne (Australia)
Manufacturing services perspective	Daisuke Takei, Head of CADDi Vietnam, CADDi (Japan / Viet Nam)
Event services perspective	Elaine Wang, General Manager, Melink Exhibition Co., Ltd (China)
Marketing services perspective	Yoshinori Sakuno, Group Managing Director, doq (Australia / Japan)
Business services perspective	Tonya McNeal-Weary, Founder and Managing Director, IBS Global Consulting (United States)
Legal and business matching services perspective	Young Cheigh, Chair, Ask Law Moon (Republic of Korea)
Business services perspective	Raylene Whitford, Partner, Indigenous Strategy Lead, Monitor Deloitte (Canada)
Q&A / panel discussion	Facilitated by Arnold Jorge
Close	Angela Wright