



EXECUTIVE SEMINAR

GLOBAL GOVERNANCE PROGRAMME

SERVICES AND GLOBAL VALUE CHAINS FOR SUSTAINABLE DEVELOPMENT

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Cappella

Villa Schifanoia, Via Boccaccio 121 - Florence



20 - 22 FEBRUARY 2017

■ INTRODUCTION

Services play a critical role for firms' competitiveness, including as inputs into value chains. While in the past their impact on growth, employment, production and value added seemed to be confined to developed countries, the increasing fragmentation of production and the participation of developing countries to global value chains suggests that their recent development is key also for developing and emerging countries.

Many firms in manufacturing sectors increasingly engage in the so-called servicification: a shift into or an increase in the production and sale of services. Upgrading along a value chain often requires servicification, in the sense that activities that generate a higher share of the total value of a product tend to be services, ranging from R&D and design to retail distribution and brand management. Different services can have different impacts on sustainable development (and on productivity). An efficient, competitive financial sector is critical in ensuring that capital is deployed where it has the highest returns. Transport services contribute to the efficient distribution of goods and are the means through which services providers move to the location of clients (and vice versa). Telecommunications are key intermediate inputs and a "transport" mechanism for information services and other products that can be digitised. Business services, such as accounting and legal services, reduce transaction costs associated with the operation of financial markets and the enforcement of contracts. Retail and wholesale distribution services are a vital link between producers and consumers, with the margins that apply in the provision of such services influencing the competitiveness of firms on both the local and international market. The importance of services has also been recognised for Sustainable Development Goals (SDGs). Some of the SDGs map directly to the performance of specific services sectors (e.g., health services in SDG 3, education in SDG 4, etc.). For other SDGs there exists a direct relationship between economic growth and the achievement of the goal. In such cases what matters is the effect of services on growth. The growth channel is relevant for many SDGs and this raises the

question of how services and services trade can contribute to higher growth. In short, there exist both direct and indirect mechanisms that connect the performance of service activities to the SDGs.

These themes are addressed in the executive seminar, with a direct involvement of participants and the use of recently developed databases (WIOD, TIVA, EORA etc).

■ PROGRAMME

20 FEBRUARY

9.30 - 9.45	Opening Bernard Hoekman Director Research Area Global Economics, Global Governance Programme
9.45 - 11.15	Productivity in Services, Employment and Economic Growth Christine Oughton SOAS
11.15 - 11.30	Coffee break
11.30 - 12.30	Services in Global Value Chains in developing countries Giorgia Giovannetti European University Institute & University of Florence
12.30 - 13.30	Lunch break
13.30 - 15.00	Services Trade Barriers, Regulatory Policies and GVCs: Measurement and Impacts I Iza Lejarraga OECD
15.00 - 15.15	Coffee break
15.15 - 16.45	Services Trade Barriers, Regulatory Policies and GVCs: Measurement and Impacts II Iza Lejarraga OECD
16.45 - 17.00	Fruit & juice break
17.00 - 18.30	Alliances for Action: A multi-stakeholder approach for improving MSME and SME participation in GVC's (Case studies and interactive session) Hernan Manson International Trade Centre, Michael Clark Food and Agriculture Organisation of the United Nations
20.30	Dinner

21 FEBRUARY

9.30 - 10.30	Internationalisation of SME's and participation in GVC's: Policy implications for developing countries (Case Study and interactive session) Matias Urritigoity International Trade Centre
10.30 - 11.00	Coffee break

11.00 - 12.30	FDI and Integration of SMEs into GVCs - opportunities, challenges and policies Adnan Šerić UNIDO
12.30 - 13.30	Lunch break
13.30 - 15.00	Services, Trade & Sustainable Development: Linkages and Recent Research Mina Mashayekhi UNCTAD
15.00 - 15.30	Coffee break
15.30 - 16.30	Services competitiveness and export performance: a micro approach Giorgia Giovannetti European University Institute & University of Florence
16.30 - 18.00	Case study and interactive session Adnan Šerić UNIDO

22 FEBRUARY

9.30 - 11.00	Research & Development in Global Value Chains I Davide Castellani University of Reading
11.00 - 11.30	Coffee break
11.30 - 13.00	Research & Development in Global Value Chains II Davide Castellani University of Reading
13.00 - 14.00	Farewell lunch

■ SPEAKERS

Davide Castellani	University of Reading, United Kingdom
Michael Clark	Food and Agriculture Organisation of the United Nations, Italy
Giorgia Giovannetti	University of Florence & European University Institute, Italy
Iza Lejarraga	OECD, France
Hernan Manson	International Trade Centre, Switzerland
Mina Mashayekhi	UNCTAD, Switzerland
Christine Oughton	SOAS, United Kingdom
Adnan Šerić	UNIDO, Austria
Matias Urritigoity	International Trade Centre, Switzerland

■ PARTICIPANTS

Gabriel Aduda	Office of the Head of Service of the Federation, Nigeria
Maxwell Ako Owusu-Ampaw	Peoples Friendship University, Russia
Mohammad Alam	Bangladesh Tariff Commission, Bangladesh

Alessia Armao	University of Torino, Italy
Sunil Asopa	Jai Narayan Vyas University, India
Stefano Baldini	Oxfam, Italy
Francesco Beggiato	International Trade Centre, Switzerland
Claudio Cali	European Investment Bank, Luxembourg
Mark de Vries	Erasmus University of Rotterdam, Netherlands
Betty Doxy	TV Caramel, Haiti
Oyundari Ganbaatar	Sustainable Development Consulting, Mongolia
Daniel Ighifa	Ambrose Alli University Ekpoma, Nigeria
Michael Kisaka	Hacettepe University, Turkey
Valentina Salimbeni	University of Torino, Italy
Filippo Santi	University of Florence, Italy
Wajid Hasan Shah	Bangladesh Institute of Development Studies, Bangladesh
Ravi Sharma	Les Roches International School of Hotel Management, Switzerland
Surendar Singh	Consumer Unity Trust and Society, India
Mamica Skenderi	South East European Research Institute, Greece
Eva Toussaint	Internat Solling, Germany
Igwe Uche	University of Sussex, United Kingdom
Jean Baptiste Wenchel	TV Caramel, Haiti