

# SUSTAINING COALITIONS OF SERVICES INDUSTRIES





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This practical guidebook forms part II of the ITC technical paper series on the Coalitions of Services Industries (CSIs). Part I of the series was titled *Creating Coalitions of Services Industries*.

This paper aims to assist new and growing services trade support institutions, specifically CSIs, in attracting members and helping them increase services exports through the elaboration of new member services offerings. It can be used to facilitate the public/private partnerships necessary to develop the services sector and provides guidance on identifying specific strategies to incorporate into CSI members' support programmes and developing strategies to improve support for the sector. This guidebook also contains bibliographical references (pp. 30-31).

Descriptors: **Trade in Services, Trade Support Institutions, Manuals.**

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## Contents

Acknowledgements	iii
Abbreviations	vi
<b>Introduction</b>	<b>1</b>
1. Understanding trade in services: trends, differences and challenges	4
Trends: the role of services in global value chains	4
Exporting services is different	4
Challenges from the perspective of a services provider	5
Needs	6
2. A coalition of services industries: features and benefits	7
Activity	7
Objectives	7
How to establish a CSI: 11 points for consideration	7
3. Structuring a support system: stakeholders and initiatives	11
Activity	11
Objectives	11
How to structure a support system	11
4. Research and analysis: supply-side capabilities	13
Activity	13
Objectives	13
How to undertake services-sector data collection	13
5. Raising awareness: from information to action	16
Activity	16
Objectives	16
How to undertake a trade-in-services campaign	17
6. Enhancing competitiveness: SME skills upgrading	20
Activity	20
Objectives	20
How to develop a services SME skills-upgrading programme	20
7. Services SME internationalization: outreach and strategies	22
Activity	22
Objectives	22
How to develop a services export-promotion programme	22
8. Government regulations: advice and guidance	24
Activity	24
Objectives	24
How to enhance government relations	24

9.	Drivers of competitiveness in services	27
	Activity	27
	Objectives	27
	How to lobby for regulatory best-practice benchmarking for services competitiveness	27
10.	Building hubs of services excellence	28
	Activity	28
	Objectives	28
	How to build a hub of services excellence	28
	Creating a CSI: How ITC can help	29

<b>Bibliography</b>	<b>30</b>
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Table 1.	Distinctive factors of goods and services exports and marketing	5
Table 2.	Potential impact of establishing a CSI on various stakeholders	10

## Abbreviations

The following abbreviations are used:

AGM	Annual general meeting
APEC	Asia-Pacific Economic Cooperation
BOP	Balance of payments
BPO	Business process outsourcing
CPD	Continuing professional development
CRM	Customer relationship management
CSI	Coalition of services industries
GDP	Gross domestic product
ESF	European Services Forum
GATS	General Agreement on Trade in Services
GVC	Global value chain
ITC	International Trade Centre
MSME	Micro, small and medium-sized enterprise
OECD	Organisation for Economic Co-operation and Development
SME	Small and medium-sized enterprise
TISA	Trade in Services Agreement
TiVA	Trade in value added
TPO	Trade promotion organization
TSI	Trade support institution
WTO	World Trade Organization

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