



**Economic and Social  
Council**

Distr.  
GENERAL

TRADE/2001/12  
24 April 2001

ORIGINAL: ENGLISH

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**ECONOMIC COMMISSION FOR EUROPE**

COMMITTEE FOR TRADE, INDUSTRY AND  
ENTERPRISE DEVELOPMENT  
Fifth session, 13-15 June 2001  
Item 5 of the provisional agenda

**INFORMATION BULLETIN N° 1**

**FORUM**

**TRADING INTO THE FUTURE  
E-SERVICES FOR TRADE, INVESTMENT AND  
ENTERPRISE**

**11-12 June 2001**

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**WORKSHOP  
SUCCESSFUL SERVICES EXPORTING**

**Organized Jointly by the**

**United Nations Economic Commission for Europe  
and the  
International Trade Centre**

**12 June  
Palais des Nations, Geneva, Switzerland**

## OVERVIEW OF THE FORUM

### BACKGROUND

The dynamic development of the service sector is a high priority for all countries. The service sector is the key to promoting restructuring of industry and stimulating enterprises and entrepreneurship, especially in countries which are in transition to market economies.

Moreover, the development of services in the modern economy contributes directly to economic development and encourages employment creation. Recognizing the importance of these issues, the United Nations Economic Commission for Europe (UN/ECE) has decided to hold an international forum on the implications of services development for trade, investment and enterprise and particularly in those services that can be delivered electronically.

To that end and as a continuation of the successful forum held last year, the UN/ECE will hold a two-day Forum on **e-Services for Trade, Investment and Enterprise** on 11 and 12 June 2001, immediately prior to the annual session of its Committee for Trade, Industry and Enterprise Development. The Forum will be part of the UN/ECE's Committee for Trade, Industry and Enterprise Development, which will consider the policy implications of the recommendations from the Forum at its meeting from 13 to 15 June and recommend a practical two-year United Nations initiative focused on recommendations for action by Governments and enterprises to promote trade in e-services within the region.

Speakers will include high-ranking officials from UN/ECE member States and key players in industry both at the regional and global level.

Further, in cooperation with the International Trade Centre (ITC), a one-day practical workshop, offering modern techniques for successfully exporting services will be held in parallel on 12 June. International experts will offer useful strategies, case studies and advice to leading entrepreneurs and representatives of the region on all facets of services marketing and exporting.

### OBJECTIVES

The objectives of the Forum are to examine the service sector and its impact on the economies in the region:

- ◆ estimate the impact of recent developments in the Internet and electronic commerce for e-enabled services in the region;
- ◆ consider new ways of promoting service-sector business in the region, especially for SMEs;
- ◆ identify the needs for capacity building in the region to enhance the service sector;
- ◆ promote awareness of 'best practice' in the service sector, especially regarding electronic commerce for trade, investment, innovation and enterprise development;
- ◆ assist in encouraging responsible and ethical business standards in the "new economy";
- ◆ review the infrastructure and prospects for services in the countries of central and eastern Europe and

- the Commonwealth of Independent States;
- ♦ assess the World Trade Organization requirements, including those of the General Agreement on Trade in Services (GATS).

The Forum should also help define relevant elements for the future work programme of the Committee.

## **TARGET AUDIENCE**

The Forum is targeted to the following four groups:

- ♦ representatives and policy makers of Governments in the region
- ♦ leading entrepreneurs and representatives of service-sector enterprises
- ♦ potential investors in the service sector in the region
- ♦ representatives of international organizations, donor agencies, non-governmental organizations, and trade associations.

## **WHY ATTEND?**

The expected benefits of the Forum are:

- ♦ for *policy makers*, to understand the opportunities offered by the e-services sector and the policy or regulatory issues implied; to comprehend the shift from the industrial to the service sector, taking advantage of the level of education, training and technological know-how in the region; and to assist them in defining the employment creation opportunities resulting from the growth of the services sector;
- ♦ for *leading entrepreneurs*, to understand better how to enter trade in services and the opportunities offered in the transition economies market using the new technologies;
- ♦ for *potential investors*, to learn how to get into these markets with least cost and manage the risks inherent in trade in e-services;
- ♦ for *international agencies and NGOs*, to meet a cross-sector of entrepreneurs and representatives of service-sector business from throughout the region.

Participants will be able to meet with experts from all over the world and discuss the exciting market opportunities, become acquainted with the latest technological and regulatory developments, and gain insider knowledge from experts in the field.

## **EXPECTED OUTCOME AND FOLLOW-UP**

The Forum is expected to:

- ♦ recommend a practical two-year United Nations initiative to promote trade in e-services in transition economies focused on preparing recommendations for action by Governments and enterprises;
- ♦ provide distance learning opportunities over the Internet to reduce the digital divide;
- ♦ contribute to the commitment of Governments to develop a business dialogue with the private sector;
- ♦ endorse UN/ECE policy recommendations on best practices to stimulate the service sector.

**ADVANCE PROGRAMME\***

**DAY ONE**

**Monday 11 June 2001**

**10:00 Opening Session**

**Welcome address**

Dr. Danuta HÜBNER  
Executive Secretary, UN/ECE

*Keynote speaker*

His Excellency, Mr. Boris TRAJKOVSKI  
President of the former Yugoslav Republic of Macedonia

**The role of e-services for economic growth**

Mr. Dominique STRAUSS-KAHN\*  
former Minister of Economy and Finance, France

**Do e-services create new ways in trading?**

To be confirmed

**10:45 Session I**

**Innovation and Enterprise Services (creativity and energy)**

*Chairperson*

Mr. A. V. VOLOKITIN,  
Minister, Ministry of Communication and Information, Russian Federation

*Rapporteur*

Mr. P. GANNON  
Senior Vice-President, BEA Systems, Inc

**Opening: E-Marketplace business model in the new economy**

Mr. Bill GATES  
Microsoft Chairman, Presentation by Internet

**New business opportunities in the e-market places**

Mr. Bernard VERGNES  
Chairman Emeritus, Microsoft, EMEA

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\* Information subject to change.

**Mobile-commerce in services**

Mr. Karl ALSMAR  
Executive Vice-President, Ericsson

**E-Services: Moving beyond today's reality**

Mr. Paul. JEREMEAS  
E-services Business Manager, Hewlett-Packard

**Creating and financing high growth SME enterprises**

Mr. Olivier TAVEL  
Senior Partner, Venture Partners

**Potential for network based growth of trade in services**

Mr. M. VEKOVIC  
Vice-President for Marketing, Europe ICN Pharmaceuticals

**13:15 LUNCH BREAK**

**15:00 Session II**

**e-Services in trade logistics and distribution**

Chairperson

Professor Francis-Luc PERRET  
International Institute for the Management of Logistics, University of Lausanne, Switzerland

Rapporteur

Mr. Mike DORAN  
Senior Administrator, European Nuclear Research Institute (CERN)

**Are operations managed more effectively using e-services?**

Mr. V. MATHIVANAN  
Chief Executive Officer, Singapore Network Services Pvt Ltd.

**Horizontalization of e-services**

Dr. Christian FRÜHWALD  
Vice- President, Global Logistics, Siemens AG

**Achieving operational advantages in distribution**

Mr. Georgie NASANOV\*  
Director General, EAN, Russian Federation

**E-services in logistics and supply chain management**

Mr. Vratislav KULHANEK\*  
Chairman of the Board, Skoda Auto

**E-services versus regulatory authorities**

Dr. Martin RAAB  
Managing Director, Deutsche Post, e-Business GmbH

**E-commerce and freight forwarders, what our industry must consider**

Mr. V. Christopher J. GILLESPIE  
President and CEO, Gillespie-Munro Inc.

**17:15 Discussion on performance and market response to quality in e-services**

Chairperson

Mr. Nic De MAESSCHALCK  
Director, World Federation of Insurance Intermediaries

Keynote Speakers

**The complementarity between investment and trade in the new service economy**

Dr. Orio GIARINI,  
Special Adviser, ASEC/Geneva Association

**Increasing credibility and access to foreign financing**

Mr. E. FIECHTER  
Partner, Law Firm, Secretan Troyanov

**DAY TWO**

**Tuesday 12 June 2001**

**10:00 Plenary: Banking, Insurance and Securities**

Chairperson

Sir Derek THOMAS  
Senior Advisor, Rothschild & Son

Rapporteur

Mr. J. ARKELL  
Director, Insurance Outlook, ASEC/Geneva Association

**Allocation of resources to economic activities**

H.E. Mr. Karim MASSIMOV  
Minister of Transport and Communications\*, Kazakhstan

**E-services and the role of the insurance sector**

Mr. Y. ZAYTSEV  
Member of the Executive Board, Head of the Information Technology SWISS RE

**E-banking services in support of international activities**

Deutsche Bank\*

**Innovative e-banking services: success and failures**

BNP Paribas\*

**Financing the knowledge-based economy in central and eastern Europe**

Mr. Peter REINIGER  
Business Group Director, Banking Department, EBRD

**Accurate financial back-office operations via e-services**

Mr. Jean-Francois des ROBERT\*  
Director, Compagnie Nationale des Commissaires aux Comptes, France

**Securities: How will stock exchange develop in transition economies using e-services?**

To be confirmed

**12:15 Discussion on Transparency, responsibility and ethics in the e-service sector**

Chairperson

Professor . P. H. DEMBINSKI  
Secretary General, Observatoire de la Finance, Geneva

Keynote speakers

Professor Janet WINTERS  
The Business School, Canterbury Christ Church, University College

Ambassador Philippe LEVY  
Chairman of the Swiss group, 'Transparency International'

**13:15 LUNCH BREAK**

**15:00 Session IV: E-services and the role of international organizations**

Chairperson

Ambassador MARCHI

Former Chairman of the WTO Committee on Services, Canada

Rapporteur

Mr. Dr. Engelbert RUOSS\*

President R.I.O. IMPULS , Forum für Ökonomie und Ökologie

Keynote speakers

**Enforcement of Intellectual Property Rights and trade in services**

Mr. Dan COOPER\*

Lawyer Covington&Burling

**Trade in financial services and sustainable investment**

To be confirmed

**GATS<sup>1</sup> the current regime and future developments**

Mr. David HARTRIDGE\*

Director in Charge, Telecommunications Services, World Trade Organization

Panellist's from the following organizations:

- European Commission  
Mr. Jean-Pierre EUZEN  
Head of Sector, Electronic Commerce Information Society
- United Nations Conference on Trade and Development  
Mr. Zhongzhou LI
- United Nations Commission on International Trade Law  
Mr. Renauld SORIEUL  
Senior Legal Officer
- International Organization for Standardization  
Mr. Daniele GERUNDINO  
Assistant to the Secretary General

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<sup>1</sup> General Agreement on Trade in Services, WTO



- World Bank  
To be confirmed
  
- World Intellectual Property Organization  
Ms. Lucinda JONES
  
- Société Internationale de Télécommunications Aéronautiques (SITA), Switzerland  
Ms. Rosa M. DELGADO

**17:15 Closing Session: Realizing the potential**

**Future Policy Issues**

Mr. Gusein BAGIROV  
Minister of Trade, Azerbaijan

**E-services: Pre-conditions and challenges**

Mr. Alexander CHUBATENKO  
Head of Ukrainian Parliamentary Committee on e-commerce, Ukraine

**E-service strategy, key elements for success**

To be confirmed

**Employment prospects in the e-services sector**

Deutscher Gewerkschafts Bund\*

**Recommendations from the Forum**

Dr. Carol COSGROVE-SACKS  
Director, Trade Division, UN/ECE

## Session Schedule

| Time           | Monday 11 June   | Tuesday 12 June  |       |              |
|----------------|--|--|-------|--------------|
|                | FORUM  | FORUM  | Time  | WORKSHOP     |
| 9:15           | <i>Coffee</i>  |  | 9:15  | Presentation |
| 10:00          | Opening Session  | III. Plenary:<br>Banking, Insurance &<br>Securities                                  |       |              |
| 10:45          | I. Innovation and<br>Enterprise Services<br>...                              |  |       |              |
| 12:00          | <i>Coffee</i>  | <i>Coffee</i>  |       |              |
| 12:15          | ...<br>Continued   | Discussion<br>Transparency,<br>responsibility and ethics in<br>the e-services sector | 12:15 |              |
| 13:15          | <i>Lunch</i>   |  |       |              |
| 15:00          | II. e-Services in Trade<br>Logistics & Distribution                          | IV. International<br>Frameworks for<br>Regulation and<br>Supervision                 | 15:00 |              |
| 17:00          | <i>Coffee</i>  |  |       |              |
| 17:15<br>18:00 | Discussion<br>Performance and market<br>response to quality in<br>e-services | Closing Plenary<br>Recommendations   | 17:15 |              |

## OVERVIEW OF THE WORKSHOP Tuesday, 12 June

### SUCCESSFUL SERVICES EXPORTING

#### Exporting a service, not a product

Services are intangible and are created after you agree to purchase them. This causes specific challenges for the service exporters that product exporters never face. This topic examines useful approaches for services exporters.

#### The Export Process

An overview of the three stages of exporting services.

#### Establishing Credibility in a New Market

Practical tips and strategies on how to showcase expertise and earn credibility in a foreign market.

#### Relationship Marketing: creating a relationship with your clients

This topic looks at the use of relationship marketing as a way to attract and retain new clients.

#### Effective Networking

Strategies for effective networking at international events.

### **Creating Successful Strategic Alliances**

How to select partners, create agreements and ensure the success of an alliance.

### **E-Trade: E'ing your Organization, taking advantage of the Digital Economy**

Cutting through the hype and hyperbole, this topic examines what this actually means for you and your organization. Things you can do to live, thrive and survive in the increasingly connected E-World.

### **Case studies presented by Microsoft**

Presented by ATLAS.CZ\*

### **Innovation, staying one step ahead of the competition**

Successful services firms are those that innovate as a matter of competitive survival. How to expand market niches by continually innovating.

### **Resources and Referrals**

Sources of assistance, handbooks, publications, websites, with live online Demonstrations.

#### *Presenters*

Ms. Doreen CONRAD, Head, Trade in Services, UNCTAD/WTO International Trade Centre

Mr. Ian WORRELL, Adviser, Trade in Services, UNCTAD/WTO International Trade Centre

Dr. Dorothy RIDDLE, President & CEO, Service-Growth Consultants Inc

Mr. Les ARANY, Team Leader, Services Industries Branch, Industry Canada, Government of Canada

### **Accommodation**

Participants are responsible for arranging their own hotel accommodation. Information can be obtained from the Geneva Tourist Office at the following:

Geneva Tourist Office

Tel: (+41-22) 909 70 00

Fax: (+41-22) 909 70 75

e:mail: [info@geneva-tourisme.ch](mailto:info@geneva-tourisme.ch)

<http://geneva-tourisme.ch/eng/>

### **For further information**

Enquiries about participation should be addressed to the Forum Coordinator:

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CH-1211 Switzerland

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<http://www.unece.org/trade/forums/forum01/index.htm>

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