

**FRIDAY 13 OCTOBER**  
**HALF DAY EVENT** Starting 9:00 Sharp!  
 Venue: European Economic & Social Committee, 99 Rue Belliard, Brussels

**ESTF**  
 European Services Forum

**TRADE IN SERVICES:**  
**Unlocking a multi-trillion euro economy for all and across sectors**

Free Registration  
 Please RSVP by Monday 9th October 2017 at [brussels-events@humbrophy.com](mailto:brussels-events@humbrophy.com)

**FEATURING KEYNOTE SPEAKER** Cecilia Malmström  
 EU Trade Commissioner **FEATURING KEYNOTE SPEAKER**

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### Biography of speakers



**Karl Brauner** has been Deputy Director-General of the WTO since 2013. Prior to that, he held the position of Director General for external economic policy in the German Federal Ministry of Economics in Berlin for 12 years. In that role, he was responsible for all the instruments of export promotion and was also in charge of export controls. His area of responsibility comprised all of Germany's bilateral economic relations outside the EU.

Regarding EU issues, he served as Germany's representative in the European Union's Trade Policy Committee whose role is to determine the EU's trade policy. He has taken part in all WTO ministerial conferences since the launch of the Doha Development Agenda. He is a lawyer by profession, with degrees from Germany and the United Kingdom (Cambridge). He started his career in the legal department of the Federal Ministry of Economics in Bonn in 1983. In 1986-87, he worked at the German Mission to the United Nations in New York. Further postings abroad were in Athens and Sydney. Before being put in charge of trade policy in 2001, his responsibilities at the Ministry of Economics in Berlin comprised a range of issues, such as budget, human resources and general administration. At the WTO, Karl Brauner's areas of responsibility include the two legal divisions dealing with the WTO's dispute settlement system (Rules and Legal Affairs), the division for administration and general services including budget and finance as well as the human resources division.



**Ingo Borchert** is Senior Lecturer in Economics at University of Sussex in the UK. He is a Fellow of the UK Trade Policy Observatory – UKTPO. Previously, he served as an Economist at the World Bank, Washington DC, from 2008-2011, where he co-created the global Services Trade Restrictions Database, which is now published jointly by the WTO and the World Bank. His ongoing research focuses on structural gravity modelling of trade and trade costs in services, and he has published on the effects of services trade restrictions on trade costs, investment, and access to services in leading academic journals. He has served as advisor to the UK House of Lords and has been an invited speaker on services policies at the OECD, APEC, and the EU-China Trade Project. He has studied the effect of globalization on distance elasticities and the resilience of services trade flows during the financial crisis. Mr Borchert holds a PhD in Economics and Finance from the University of St.Gallen, Switzerland.



**Edward Bowles** is Managing Director, Group Public Affairs, a position he has held since October 2016. His responsibilities include regulation, trade policy and political affairs as they impact the Bank at Group level. Prior to this, Edward has held a number of different roles at Standard Chartered, including Corporate Affairs, Brand & Marketing and Compliance. He joined the Bank in 2007. In addition to his role at Standard Chartered, Edward is a member of the European Commission's Advisory Group on TTIP, the Bar Council's Working Group on Brexit and the Board of Hacked Off. Prior to joining Standard Chartered, Edward was a civil servant, serving as: Private Secretary to the Permanent Secretary, Private Secretary to two Ministers and Head of Human Rights, all at what is now the Ministry of Justice. Prior to his time in Whitehall, Edward was a practising Barrister, employed in the Crown Prosecution Service; during this time, he was also elected to the Bar Council, including as Chairman of the Young Bar. Edward Bowles was Chairman of the Policy Committee of the European Services Forum in 2012 and 2013. Edward holds an MBA from Imperial College (2007) and was Called to the Bar at Middle Temple in 1993.



**Sigve Brekke** is the President and Chief Executive Officer (CEO), Telenor Group (Appointed: 17 August 2015)

Background: Sigve Brekke, born 1959, joined Telenor in 1998 as an Advisor, and was in 1999 employed as Manager Business Development and later Managing Director of Telenor International, Region Asia. Mr. Brekke served as co-Chief Executive Officer of dtac from 2002 to 2005, and Chief Executive Officer in dtac from 2005-2008. He most recently served as Executive Vice President and Head of Asia Region, prior to his appointment to President and CEO. Before joining Telenor, Mr. Brekke has served as the State Secretary (Deputy Minister) of Defence in Norway in 1993, and has also held position as an associate at the Center for Science and International Affairs, at Harvard University, USA.

Education: Mr. Brekke holds a Master degree in Public Administration from John F. Kennedy School of Government, Harvard University.



**Lucian Cernat** is the Chief Economist, DG Trade of the European Commission. With almost 20 years of experience in the trade policy field, he is in charge of economic advice on EU trade policy, influencing over 4.5 trillion euros of EU trade flows annually. He is a frequent speaker at high-level events alongside award-winning economists and his publications were quoted in leading international journals (Financial Times, Wall Street Journal) and other media. He is also a regular [VoxEU](#) columnist, writing on various trade-related topics. His latest paper on "[Trade Policy Analysis 2.0](#)" was among the top 10 most read economic papers at the end of 2014.

Until 2008, Dr Cernat held various positions at the United Nations in Geneva dealing with trade and development issues. He has written extensively on the development impact of trade policies, WTO negotiations, EU preferential market access, regional trade agreements, competition policy, and corporate governance. Prior to his UN experience, he was a trade negotiator with the Romanian Ministry of Foreign Affairs. Lucian Cernat obtained his PhD from University of Manchester and a postgraduate diploma from Oxford University.



**Noel Clehane** is the incoming Chairman of the European Services Forum (ESF) in October 2017. He is the Global Head of Regulatory & Public Policy Affairs at BDO and is a very experienced chartered accountant with almost 30 years' experience of practice and high-level public affairs in the accounting profession and broader financial services sector. He coordinates the involvement of the BDO network globally in regulatory and public policy affairs by developing, overseeing and ensuring execution of its public policy strategy. His primary qualification is that of Chartered Accountant being a Fellow of Chartered Accountants Ireland and also both a Fellow and Council Member of the Institute of Chartered Accountants in England & Wales. He has extensive involvement in many related extracurricular activities. He is based at the BDO Global Office at Brussels, Belgium.



**Iana Dreyer** is the founder and editor of Borderlex.eu. Before founding her publishing activity, Iana worked in think tanks, writing on trade and energy policy in Brussels and Paris. She has worked for the European Centre for International Political Economy, and the Institute Montaigne and the EU Institute for Security Studies. Iana has also worked for the Financial Times group and has trained in journalism. Iana is a graduate from the School London School of Economics and Sciences Po in Paris. Iana is currently based in London.



**Mr. John Drummond** is Head of the Trade in Services Division in the Trade and Agriculture Directorate of the Organization for Economic Cooperation and Development (OECD). He leads the work of the Trade in Services Division in providing evidence-based policy advice on issues such as services trade liberalisation, global value chains, trade and investment and trade policy-making in the digital economy. In particular, Mr. Drummond is responsible for the continued development of the OECD Services Trade Restrictiveness Index (STRI) that provides policy makers and negotiators with information and measurement tools to open up international trade in services and negotiate international trade agreements. Mr. Drummond, a Canadian national, has more than seventeen years of experience with Canada's Department of Foreign Affairs, Trade and Development. He has held a variety of positions related to bilateral, regional and multilateral trade policy and negotiations including, in particular, in the area of services trade. Mr. Drummond holds an Honours B.A. in International Relations from the University of Windsor and a Diploma of Graduate Studies in International Economics from the Institut Universitaire de Hautes Etudes Internationales.



**Antonio Fernandez-Martos** is Member of the Task Force Art50 of the European Commission, dealing with Brexit negotiations, since November 2016. Previously, he was Head of the Investment Unit in Directorate for Trade in the European Commission since beginning 2016. From 2012 to 2016, he was Director General for International Trade and Investment in the Spanish Ministry of Economic Affairs and Competitiveness in Madrid, where he was in charge of the development and implementation of Spain's trade and investment policy, under the guidance of the Secretary of State for Trade. From 2003 to 2012 he held many position on the Directorate for Trade in the European Commission. He was Advisor on International Economic Affairs in the Spanish Prime Minister's Office from 2000 to 2003. He holds diplomas in Law and Economics from the Comillas Pontifical University in in Madrid, Spain.



**Stuart Harbinson** is now an independent trade policy consultant based in Geneva. He notably works as Senior Consultant for the Public Affairs firm Hume&Brophy and contributes to ECIPE's publications. He had a distinguished career in public service in Hong Kong. From 1994 to 2002 he represented Hong Kong, and then the Hong Kong Special Administrative Region of China, in the WTO in Geneva. He subsequently joined the WTO Secretariat as Chief of Staff to Director-General Dr Supachai Panitchpakdi and then became Senior Adviser to Director-General Pascal Lamy. He also worked in the UNCTAD Secretariat in Geneva. He has rich experience as a former Chairman of a number of WTO bodies, including the TRIPS and Services Councils, and the Dispute Settlement Body. He was Chairman of the WTO's overarching body, the General Council (2001/2) overseeing preparations for the launch of the Doha round, and of the negotiating group handling the formative stages of the Doha negotiations on agriculture (2002/4). He has also chaired a number of WTO dispute settlement panels.



**Sir Thomas Harris** KBE CMG is Chairman of the European Services Forum (ESF) since 2014, and will end his term on 12<sup>th</sup> October 2017. He has been Vice Chairman of Standard Chartered Capital Markets Ltd from 2004 until 2015. Standard Chartered Bank has a history of over 150 years in banking and operates in many of the world's fastest-growing markets with an extensive global network in over 75 countries. He has been Chairman of the Pakistan Britain Trade and Investment Forum, the Taiwan British Business Council and the Trade Policy Panel of the British Bankers Association. He also serves as a Director of Asia House and the UK India Business Council. He previously served in the British Diplomatic Service where he was the UK's Director General for Trade and Investment in the USA and British Consul General in New York from 1999 to 2004. He has also served overseas in Tokyo, Washington DC, Lagos, Nigeria and Korea where he was British Ambassador from 1993 to 1997. In London, he held various appointments in the Foreign and Commonwealth Office, the Cabinet Office and the Department of Trade and Industry where between 1997 and 1999 he was Director General for Export Promotion, responsible for the UK overseas trade promotion programmes.



**Pascal Kerneis** is the Managing Director of European Services Forum (ESF), a business organisation representing the European services industry in the international trade and investment negotiations. He was legal expert in the European Commission in Brussels, and then worked for the European Banking Federation as international affairs adviser. He has been appointed member of various Commission DG Trade's advisory groups, and participated to all WTO Ministerial Conferences as Commission's advisor. He is a regular speaker in conferences and author of many articles in various books and publications. He holds a Ph.D. in European Law from Rennes University in France. He is married with two children.



**Christophe Kiener** works for the European Commission's Directorate-General for Trade as Head of Unit for Trade in Services. He has worked on multilateral and bilateral trade negotiations for most of his career and his work experience covers a broad range of issues, from industrial tariffs, to agriculture, investment and services liberalization. Until the end of last year Christophe was working as Deputy Head of Unit for multilateral affairs and, prior to that, had been assisting the Deputy Director-General of DG Trade on free trade negotiations. Also, he was notably posted in Geneva as a delegate to the WTO in the run-up to the launch of the Doha Round. Christophe studied at the Graduate Institute for International Studies in Geneva and at the College of Europe in both Bruges and Warsaw.



**Hosuk Lee-Makiyama** is the Director of European Centre for International Political Economy (ECIPE) and a leading author on trade diplomacy, EU-Far East relations and the digital economy. He is regularly consulted by governments and international organisations on a range of issues, from trade negotiations to economic reforms. He appears regularly in European, Chinese and US media, and is noted for his involvement in WTO and major free trade agreements. He was also named "One of the 20 most influential people for open internet" by the readers of the Guardian UK in 2012. He was the first author to argue for a WTO case on internet censorship in China. Prior to joining ECIPE, he was an independent counsel on regulatory affairs, competition and communication, Senior Advisor at the Ministry of Foreign Affairs, representative of Sweden and the EU member states towards the WTO and the UN, including WIPO and UNECE. Lee-Makiyama is also a Fellow at the department International Relations at the London School of Economics, and currently shares his time between LSE and ECIPE.



**Cecilia Malmström** is a Swedish politician who has served as European Commissioner for Trade since 2014, having previously served as European Commissioner for Home Affairs from 2010 to 2014. Prior to her appointment as a Commissioner, she had served as a Member of the European Parliament 1999–2006 and as Swedish Minister for European Union Affairs 2006–2010. She is a member of the Swedish Liberal Party, a constituent member of the Alliance of Liberals and Democrats for Europe. She holds a Ph.D. in Political Science from Gothenburg University. She is married with two children.



**Andreas Maurer** is Chief of the International Trade Statistics Section at WTO. He studied economics with a specialization in public finance and statistics/econometrics at the University of Hohenheim and holds a doctorate (Dr.oec.) in economics. In 1990, he joined the United Nations Economic Commission for Europe. He was editor-in-charge of the Statistical Journal of the UN ECE. Since 1994, he works with GATT/WTO. His current interests include measuring trade in services flows and trade in value added.



**Magnus Rentzhog** holds an LL.M. in European Law from the [University of Essex](#) (UK). He is Senior Adviser in the Department for WTO affairs at the [Swedish National Board of Trade](#) (Kommerskollegium). He is also Swedish Representative to the European Union Trade Policy Committee (Services and Investments). Mr. Rentzhog supports the [Foreign Ministry of Sweden](#) in negotiations, both in the [WTO](#) and in bilateral and regional agreements. He has worked extensively on trade in services and investment related issues and conducts research in these areas. He researches the growing importance of services in manufacturing (servicification), services and global value chains and e-commerce (digitalization of trade).



**Marietje Schaake** has been serving as a Member of the European Parliament for the Dutch Democratic Party (D66) with the Alliance of Liberals and Democrats for Europe (ALDE) political group since 2009. She serves on the International Trade committee and is the spokesperson for the ALDE Group on the Transatlantic Trade and Investment Partnership (TTIP). Schaake also serves on the committee on Foreign Affairs and the subcommittee on Human Rights. She is the founder of the European Parliament Intergroup on the Digital Agenda for Europe. Furthermore, Marietje Schaake is the Vice-President of the US Delegation and serves on the Iran Delegation and the Delegation for the Arab peninsula. She is a Member of the Global Commission on the Stability of Cyberspace and is a Young Global Leader and a Member of the Global Future Council on Future of Digital Economy and Society with the WEF.