



**THE INTERNATIONALIZATION OF SERVICES: STRATEGIES FOR AN
EFFECTIVE INTEGRATION INTO THE WORLD'S ECONOMY**

GLOBAL SERVICES SYMPOSIUM

* Confirmed

OPENING SESSION

19 October 2004, 8:30 am- 9:00 am

?? Welcoming message by [José Botafogo Gonçalves*](#), Chairman of the Board of Trustees, CEBRI, Former Minister of Industry and Trade

?? Keynote Address: [Antônio Palocci Filho](#), Minister of Finance, Brazil

SESSION I

SERVICES: THE DRIVER FOR THE GLOBAL ECONOMY?

19 October 2004, 9:00 am- 9:30 am

This session aims to review the main characteristics of services transactions and the so-called "services economy". It will examine the role of the services sector in national economies, its main market and regulatory trends, the challenges to productivity and competitive efficiency, and the implications for economic and social development, particularly in the context of the various market opening negotiations being conducted in a number of different fora.

Speakers:

?? Mr. [Robert STERN](#), Professors, Department of Economics & Public Policy, University of Michigan, Ann Arbor, MI, ["The Place of Services in the World Economy: Where are we heading to?"](#)

?? Mr. [Eduardo BOM ANGELO*](#), CEO and President, BrasilPrev, ["Brazil's Push into the World Services Economy"](#)

SESSION II
NEGOTIATING THE FUTURE: MOVING FORWARD?

19 October 2004, 9:30 am- 10:30 am

This session will highlight the main issues relating to the negotiations on trade and investment in services. The starting point will be the WTO's General Agreement on Trade in Services (GATS) but the session will cover the advent of regionalism in the sector and its implications for the multilateral system. How the GATS relates to the other negotiations within the WTO will also be examined.

Speakers:

- ?? Mr. [Alejandro JARA*](#), Chairman, Council on Trade in Services, WTO (Ambassador of Chile to the WTO), [“Negotiating Services: Is Doha really out of the ICU?”](#)
- ?? Mr. [Mário MARCONINI*](#), Executive Director, Brazilian Center for International Relations (CEBRI), former Counselor at the WTO [“Services at WTO, FTAA, Mercosul-E.U.: Bargaining Chip or Reform Tool?”](#)
- ?? [Pierre SAUVÉ](#), Consultant, Former Counselor at the Organization for Economic Cooperation and Development (OECD) and Former Canadian Negotiator for NAFTA, [“Ten Years of NAFTA: Role Model or First Step?”](#)

10:30 am-10:45 am - Coffee Break

SESSION III
COMPARING SERVICES SECTORS: FINANCIAL, TELECOMS, CONSTRUCTION, EXPRESS SHIPMENT AND INFORMATION TECHNOLOGY

19 October 2004, 10:45 am- 12:00 pm

This session will bring to the fore some of the main sectoral features of the services sectors. Specific sectors will be reviewed by means of salient national cases. What have been the costs and benefits of regulatory reform? What has been the weight of liberalization in providing for an efficient but “consumer-conscious” regime? What are some of the non-market issues that guide policy in some sectors? How to achieve sectoral excellence in the world?

Speakers:

- ?? Mr. [John Finnegan](#) – CEO, Chubb Corporation – [“Financial Services: Banking on Insurance?”](#)
- ?? Mr. [Fernando XAVIER*](#) – President, Telefonica Group, Brazil - [“Telecoms: From Global Crises to Global Opportunities?”](#)
- ?? Mr. [André AMARO*](#) – Director, Services Exports, Odebrecht Engineering and Construction – [“Access to OECD Markets: The Big Challenge”](#)
- ?? Ms. [Marilyn Blanco-Reyes*](#), Managing Director, Legal, Fedex Express Corporation, [“Express Services: An increasingly freer world?”](#)

SESSION IV
COMPARING SERVICES WORLDS: U.S., E.U. and Asia

19 October 2004, 12:00 pm- 13:00 pm

This session will focus on the policies, mobilization processes and negotiating positions of three of the main protagonists of the deliberations on trade in services: the U.S., the E.U. and India. Can the U.S. and the E.U. afford to be only “demandeurs” in the negotiations? And India, what has become of its position now that it is one of the most promising services exporting hubs in the world? How do Americans, Europeans and Indians mobilize their industry for the sake of defending their internal and external interests? How much do the international trade negotiations matter in the overall domestic process?

Speakers:

- ?? Mr. [Robert VASTINE*](#), President, U.S. Coalition of Service Industries (USCSI), [“Mobilizing Interest in the World’s Top Services Market”](#)
- ?? Mr. [Pascal KERNEIS*](#), Managing Director, European Services Forum, [“European Services: Handling 25 Regulatory Systems”](#)
- ?? Mr. [Kiram KARNIK](#), President, National Association of Software and Services Companies of India (NASSCOM), [“India’s Services Economy: Integration into the World Market Place”](#)

****Chairman: CEBRI / U.S.-Brazil Business Council****

LUNCHEON

19 October 2004, 13:15 pm- 14:30 pm

Keynote Address: [Luiz Fernando Furlan](#), Minister of Development, Industry and Foreign Trade, Brazil