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# PROMOTING SERVICES TRADE THROUGH ESTABLISHING A SERVICES TRADE FAIR IN AFRICA

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# PROMOTING SERVICES TRADE THROUGH ESTABLISHING A SERVICES TRADE FAIR IN AFRICA

MARCH 2017

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# I. Introduction and Objectives of this Paper

Development of a vibrant communication strategy for services at the AU level is mentioned as one of the pillars of the *Services Development Programme 2016-2020* document prepared for the African Union Department of Trade and Industry in May 2016.<sup>1</sup> The *Services Development Programme* document contains a comprehensive set of activities for services under six pillars that would be led by the African Union Department of Trade and Industry (AU DTI) over the 2016 – 2020 five-year period. Pillar 5 is focused on developing a communications strategy for services.

Among the objectives of this proposed communication strategy is to engage the private sector and civil society as well as other interested stakeholders in a heightened awareness of services and in the promotion of services trade within and beyond the continent, as well as to more effectively incorporate the views and concerns of the private sector during the CFTA negotiating process and beyond. Another objective of a strong communication strategy is to send a signal to foreign investors about improvements in services market access and national treatment in AU Member States that are underway unilaterally and envisaged in the CFTA services negotiations, so that Africa can be a more attractive choice for foreign direct investment in the service sector.

Pillar 5 suggests several different prongs for developing a communication strategy for Africa, including the following:

- creation of a vibrant social media platform for services by the AU DTI, including two dedicated websites (one on the CFTA services negotiations and another to provide a centralized location for information on services in Africa and on services-related activities carried out by the RECs and/or AU Member States);
- creation of a twitter account to engage civil society and other relevant stakeholders in greater services awareness, while providing updates on services activities and information on services;
- publication of quarterly briefs/newsletters on services to present progress made on services liberalization at the AU level in the CFTA negotiations and in the implementation of the BIAT Action Plan, as well as to highlight new publications relevant to Africa on services and relevant work carried out in other international and regional organizations that focuses on the relevance of services for sustainable economic development;
- establishment of a “Services Trade Fair” targeted at the private firms and service providers from AU Member States and beyond, which would constitute a gathering place to convene as many services providers as possible, for the benefit of promoting services activities in Africa;
- organization of a symposium on the margins of the “Services Trade Fair” for Africa that would allow for various stakeholders, including those from government, civil society and academia as well as the private sector, to carry out discussions and express their views and interests on topics key to services sector promotion and development; and

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<sup>1</sup> The *Services Development Programme Strategy* document was prepared for the African Union by Sherry Stephenson, a services expert working under the USAID-funded I-Beam project, executed by The Palladium Group.

- creation of an awards program to recognize export success in the services area initiated through the AU DTI and jointly administered with any regional services coalitions, developed to recognize firms which have been successful as services exporters.

This paper consists of an information study behind the third component of the communication strategy set out above in the *Services Development Programme* document. It considers the possibility of establishing a Services Trade Fair for Africa, for the purpose of bringing together private sector service providers within the African continent and from further abroad to promote and further develop services trade. As a services trade fair has never been held in Africa, this would consist of a major undertaking and require considerable information on how such an activity might be organized and developed for the purpose of a feasibility study and eventual planning and realization. The paper examines in detail the existing international services trade fairs that have been established over the past few years in China and India, as examples of the types of activities that might be replicated in developing a similar type of activity within Africa.

After presenting information and factual material on these two major services trade fairs, which are now a part of the policy panorama of these two major emerging markets, as well as on a few sectoral services fairs, the paper discusses the benefits and challenges of establishing a Services Trade Fair for Africa. It also presents other less ambitious options that would serve to raise the profile of services within Africa and promote services trade.

The objectives of this paper are the following:

- to help government officials in AU Member States understand the benefits that can arise through engaging the private sector in a Services Trade Fair for Africa and how this might contribute to promote greater awareness of the contribution of services to regional trade and integration;
- to discuss the parameters that might be involved in the establishment of a Services Trade Fair for Africa, drawing from the experiences of both China and India who have established such events over the past few years;
- to describe the practical details, organizational issues and resources involved in establishing a Services Trade Fair, to the extent that these are publicly available; and
- to discuss the challenges for Africa in establishing a services trade fair and how such an event might be adapted to the reality and constraints of the African context.

## 2. Overview of Recently Established Services Trade Fairs in Emerging Economies

Among the most prominent services trade fairs in the world that could provide inspiration and examples to Africa for the possible establishment of its own “Services Trade Fair” are the China International Fair for Trade in Services (CIFTIS) and the Global Exhibition on Services (GES) in India (GES). Both of these have been recently established: in the case of China, the CIFTIS was first held in 2012, and in the case of India, the GES was first held three years later, in 2015. They are now being held regularly in these two large emerging economies as a major part of their international economic outreach.

It is important to examine the initiatives of the two largest countries in the world because they are also the most important developing country exporters of services. According to the WTO Statistics Database, China was the fifth largest services exporter and the second largest services importer in the world in 2014, accounting for 4.71% of world services exports and 7.98% of services imports, while India was the eighth largest services exporter and importer in the world, accounting for 3.15% of global services exports and 3.07% of global services imports.

Though new to the international economic scene, these fairs have become effective platforms for many types of activities involving private sector services firms, including networking, supply and demand convergence, innovation, and business development. They have generated considerable benefits for the host countries, including in the form of financial contracts, and have resulted in increased services trade. And they have become effective tools in creating a brand name for both China and India as global service exporters. There appears to be nothing similar to these international services trade fairs sponsored by developed countries.

Because of the importance of these services trade fairs to the promotion of services trade in China and India, this section reviews the background, organizational aspects, value of contracts signed, participants, and lessons learned from these events, as well as the way these services fairs have strengthened the services agenda in these two countries.

### 2.1. THE CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES (CIFTIS)

CIFTIS is the first international fair in the world entirely dedicated to services, with a comprehensive sectoral coverage.<sup>2</sup> It has also become the world’s largest services trade fair. The first CIFTIS took place in 2012, as a direct result of the recognition of the importance of services and trade in services for economic transformation and development in China. CIFTIS was seen by the government as a concrete way to help generate this transformation toward a more services and consumer-oriented economy.

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<sup>2</sup> Information on the CIFTIS can be found at its official websites, <http://en.ciftis.org/index.php/index-show-tid-2.html> and [www.ciftis.org](http://www.ciftis.org)

The fair was initially held every year (2012, 2013 and 2014). It seems they have recently changed this approach, now targeting biennial CIFTIS with a smaller and more targeted fair in between. This year the 2017 Beijing International Fair for Trade in Services will take place for the first time, after the 4<sup>th</sup> edition of CIFTIS in 2016.

### *2.1.1. NATIONAL AND INTERNATIONAL SUPPORT FOR THE CIFTIS*

The CIFTIS is hosted by the Ministry of Commerce of the People's Republic of China and the People's Government of Beijing Municipality. The event has both national and international support. Three international and regional organizations are permanent supporters of the event, namely the World Trade Organization (WTO), the Organisation for Economic Co-Operation and Development (OECD) and the United Nations Conference on Trade and Development (UNCTAD). The CIFTIS draws upon these organizations for intellectual support to provide speakers to some of its side events, but not for financial support. Its main financial sponsors are the BAIC Group and Beijing Capital International Airport (BCIA). The diversity of the sponsorship is indicative of a strong public-private partnership at both the national and international levels that has contributed to the success of this global event.

International organizations attending the fair have actively participated by organizing side events and different activities. The WTO organized the Global Service Trade Summit jointly with CIFTIS in 2016. The World Trade Point Federation, initiated by the UNCTAD, has participated in all of the CIFTIS fairs. The International Trade Centre (ITC), a joint agency of the UN and the WTO, has also participated in the CIFTIS in previous years, sponsoring a booth at the event.<sup>3</sup> Among previous activities, the ITC and the China High-Tech Industrialization Association (CHIA) co-hosted the Sci-Tech Services Pavilion in 2014, emphasising services innovation.<sup>4</sup> More recently, ITC sponsored over 40 SMEs and investment support institutions in IT and tourism to take part in the 4th CIFTIS and organized a high level forum on 'E-Commerce Dialogue: G20 Policy Options' on 28 May 2016 with the B20 Group in China.<sup>5</sup> Participation from other organizations, such as the World Intellectual Property Organization (WIPO), has also been encouraged.

Chinese Government backing was critical in initiating the CIFTIS and has been instrumental throughout its existence. At the national level, CIFTIS receives tremendous support within China, as indicated by the large number of domestic government supporting organizations listed in Box I that are involved in the services fair (of which there are 16 in total, mostly national ministries). Official Government support has also been expressed publicly through major addresses to CIFTIS participants made in 2012 by the then-Premier Wen Jiabao, in 2013 by Premier Li Keqiang, and in 2014 and 2016 by Vice Premier Wang Yang.<sup>6</sup>

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<sup>3</sup> 'ITC's participation in the China International Fair for Trade in Services (CIFTIS) 2013', on ITC website,

<http://www.intracen.org/itc/sectors/services/events/CIFTIS-2013/>

<sup>4</sup> 'ITC at the China International Fair for Trade in Services (CIFTIS) 2014', on ITC website, 28 May - 1 June 2014,

<http://www.intracen.org/itc/sectors/services/events/CIFTIS-2014/>

<sup>5</sup> ITC Global Services Network, Regulatory News, 1 July 2016,

[http://www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Sectors/Service\\_exports/Trade\\_in\\_services/1%20July%202016%20-%20E-commerce.pdf](http://www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Sectors/Service_exports/Trade_in_services/1%20July%202016%20-%20E-commerce.pdf)

<sup>6</sup> Drawn from the brochure of the 2017 Beijing International Fair for Trade in Services, China National Convention Center, May 28-June 1, 2017.

## 2.1.2. SECTORAL COVERAGE OF THE CIFTIS

CIFTIS comprises all 12 major service sectors identified for the purpose of WTO services negotiations, which have now become commonly accepted categories, namely: business services, communication services, construction and related engineering services, distribution services, educational services, environmental services, financial services, health and social services, tourism and travel-related services, recreational, cultural and sports services, transport services and other. Besides this broad sectoral coverage, CIFTIS offers over 80 thematic discussions. The issues/sectors that are featured in CIFTIS are set out in Appendix I.

## 2.1.3. ORGANIZATIONAL ASPECTS OF THE CIFTIS

The CIFTIS is organized by government officials in the Ministry of Commerce of the People's Republic of China (MOFCOM) and the People's Government of Beijing Municipality. The China International Center for Economic and Technical Exchange and the Beijing International Trade in Services Center act as the implementing organizations of the Organizing Committee and assume the responsibility for specific preparation work. The two centers are both affiliated with MOFCOM and Beijing Government, so there is clear government support for this event, both monetary and in terms of personnel.

More than 100 staff within these two centers are dedicated to the organization of each session of the CIFTIS. The organizational structure of the CIFTIS is set out in Box I, which shows the number of layers and tremendous staff resources of the government and associated bodies that are involved in preparing this major event.

### BOX I: ORGANIZATIONAL STRUCTURE OF THE CIFTIS

#### **(A) Main Organizers**

Ministry of Commerce of the People's Republic of China, The People's Government of Beijing Municipality.

#### **(B) Supporting Organizations**

Permanent Supporting Organizations: WTO, UNCTAD, OECD.

Supporting Organizations: PRC Ministry of Foreign Affairs, PRC Ministry of Education, PRC Ministry of Industry and Information, PRC Ministry of Finance, PRC Ministry of Transport, PRC Ministry of Culture, PRC Ministry of Health and Family Planning Commission, PRC General Administration of Customs, PRC General Administration for Industry and Commerce, the PRC State Administration of Press, Publication, Radio, Film and Television, General Administration of Sport of China, PRC National Bureau of Statistics, PRC National Tourism Administration, PRC State Post Bureau, PRC State Administration of TCM, State Administration of Foreign Exchange, China Council for the Promotion of International Trade.

#### **(C) Organizing Committee**

Directors: Minister of Commerce and the mayor of Beijing.

Executive Deputy Directors: Head of the Ministry of Commerce, Director of the Beijing municipal leaders.

Deputy Directors: Leaders of organizations that support CIFTIS.

#### **(D) Organizing Committee Office**

The Organizing Committee office is located in the Beijing International Trade in Services Center; it handles the daily affairs of the committee.

#### **(E) Implementing Organizations**

The China International Center for Economic and Technical Exchange and the Beijing International Trade in Services Center will act as the implementing organizations of the Organizing Committee and assume the responsibility for specific preparation work.

**Source:** CIFTIS website, <http://en.ciftis.org/index.php/index-show-tid-3.html>



The duration of the CIFTIS is around 10 days. It is held at the China National Convention Center (CNCC) in Beijing, China (very close to the Olympic Village), with an exhibition area of 50,000 square feet area. The activities offered during the event are diverse and go well beyond private sector booths to include forums, trade negotiations, professional conferences, country theme days (at the provincial and municipal levels), industry theme days, thematic promotions, opening ceremonies and receptions, among others.<sup>7</sup> Online trade matching platforms are also part of the CIFTIS fair, complimented by offline discussion during the fair.

During the actual CIFTIS fair, several volunteers recruited to support the event assist with receiving the participating firms and provide logistical and other necessary support services. A large number of volunteers are chosen from Beijing's colleges to serve as assistants for the exhibitors and traders during the fair.

Besides the organization of the activities themselves, a considerable amount of work goes behind the scenes for each fair, especially given the scale of exhibitors and the number of national and international visitors that attend. The organization and set up of the booths as well as the arrangement and provision of common services such as electricity, water and gas supply and transportation of materials involve considerable pre-planning. The organizers present clear instructions about processes and fees for the various exhibitors in the booths to avoid extra work and misunderstandings. The organizers offer online services to help exhibitors with hotel reservations, ticketing of flights and transport within China. To ensure a sufficient number of participants, the organizers usually offer significant discounts (up to 40% discount in 2016) for those registering earlier in the year.<sup>8</sup> CIFTIS also offers participants an online business matching system to help them identify potential business partners and customers.<sup>9</sup>

At the conclusion of each CIFTIS, awards are offered to exhibitors. Awards are granted to the best foreign pavilion, best national pavilion, and best theme pavilions. In 2016, these awards were granted to United Kingdom, Czech, Singapore, and Hong Kong as the best four pavilions for foreign countries and regions, while Zhejiang province, Xinjiang Uyghur Autonomous Region, and Shanxi province were selected as the three top national pavilions. Recognition was given to Internet +, distribution services, and Chinese medicine services for the best three theme pavilions.<sup>10</sup>

#### *2.1.4. SCALE AND GROWTH OF THE CIFTIS*

The first CIFTIS fair held in 2012 convened 1,721 Chinese and foreign exhibiting services enterprises, and welcomed 24,000 registered visitors from 83 countries as well as more than 100,000 professional visitors. It resulted in a total trade transaction value of US\$60.11 billion, with international trade in services representing US\$11.2 billion.<sup>11</sup>

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<sup>7</sup> Brochure, 2017 Beijing International Fair for Trade in Services, China National Convention Center, May 28-June 1, 2017.

<sup>8</sup> 'The 4th CIFTIS in 2016', <http://german.mofcom.gov.cn/article/ausstellung/201604/20160401294608.shtml>

<sup>9</sup> Business Matching System, <http://en.ciftis.org/index.php/index-show-tid-17.html>

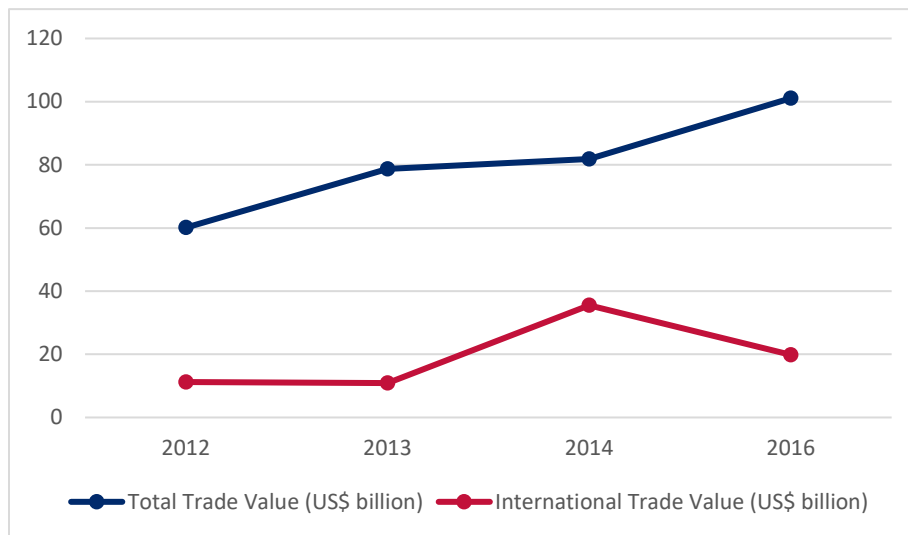
<sup>10</sup> CIFTIS Facebook,

<https://www.facebook.com/CIFTIS/photos/a.1464000670483560.1073741828.1449367958613498/1754794668070824/?type=3&theater>

<sup>11</sup> Information taken from the CIFTIS website, <http://en.ciftis.org/index.php/index-show-tid-8.html>

Following this impressive beginning, the CIFTIS has expanded its international recognition and continued to grow in size and volume. The 2016 event comprised 122 forum conferences and trade-negotiating activities and brought together 171,000 guests and businessmen from 126 countries, representing a 12% increase over the 3<sup>rd</sup> edition. Committed services trade transactions reached US\$ 101.1 billion in 2016, representing a 24% increase over the previous year; while the number of contracts signed totaled 331, representing a 40% increase. Out of this total, 121 international contracts worth US\$ 19.9 billion corresponded to international trade in services. Chart 1 shows how the value of contracts signed has evolved over the past four years since the first CIFTIS in 2012.

**CHART 1: VALUE OF CIFTIS CONTRACTS SIGNED (2012-2016)**



**Source:** Author's calculations based on available information on CIFTIS website.

Many of the contracts signed at the CIFTIS are among firms for services trade within China. This was the case with 155 contracts signed among cities and provinces in China at the 4<sup>th</sup> CIFTIS (2016), for an intended contract value of US\$ 31.5 billion. Express delivery service was one of the sectors that experienced the highest growth, with an intended contract value passing from RMB 5 billion in the first CIFTIS fair to RMB 50 billion in the third and to RMB 100 billion in the fourth. In the digital area, 25 buyers including Huawei, Google and CCTV Animation published 30 services purchase requisitions, and started 60 one-on-one negotiations as well as two centralized negotiation activities that resulted in 148 intended contracts. In the meeting place dedicated to cultural trade, Seven Star International Holding Group in the US and Jinqan Airline reached an intended agreement on air travel service valued RMB 20 billion.<sup>12</sup>

### **2.1.5. PARTICIPANTS IN THE CIFTIS**

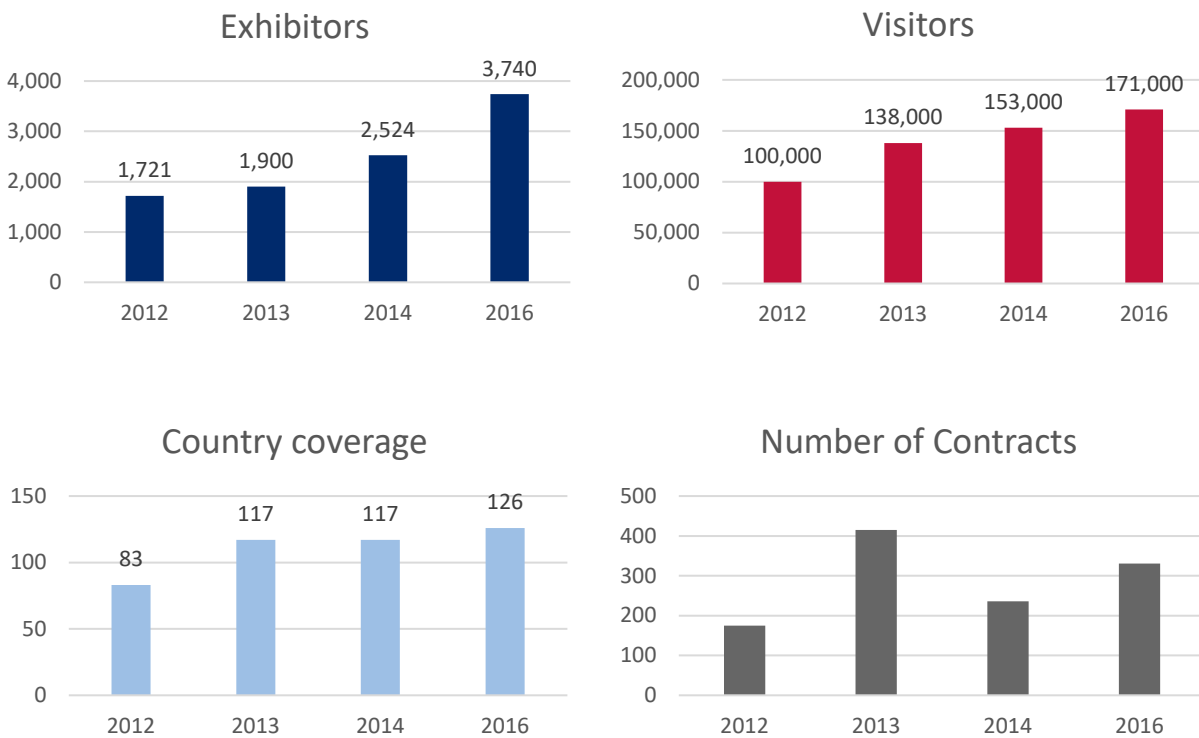
As mentioned above, the 2016 CIFTIS brought together 171,000 guests and businessmen from 126 countries. At least 15% of enterprises attending the fair in 2016 were doing so for the fourth consecutive year, indicating continuity in the relevance of the event for business. CIFTIS 2016 experienced a 16%

<sup>12</sup> CIFTIS website, 2016-06-08, <http://en.ciftis.org/index.php/index-view-aid-9001.html>

increase in the attendance of foreign businessmen over the previous year. Participants from fourteen countries attended CIFTIS 2016 for the first time, the UK being among them and having been invited as “first guest of honor”.

The CIFTIS has been drawing the participation of foreign business associations as well as individual firms. Over 60 foreign business associations from all over the world attended the services fair in 2016, including the European Community E-Commerce Association, the American Service Trade League and NASSCOM. This represented a three-fold increase in attendance of these groups over 2015. Chart 2 shows statistics on the participants in the CIFTIS and how this has evolved since its beginning in 2012.

**CHART 2: PARTICIPANTS IN CIFTIS IN NUMBERS (2012-2016)**



**Source:** Author’s calculations based on information provided by CIFTIS organizers.

Over the years CIFTIS has increasingly attracted attention both nationally and internationally, with 267 Chinese and 88 foreign media companies covering the fair, respectively. There were around 5,000 news reports reproduced in total after the 4<sup>th</sup> CIFTIS, with 815 original news reports coming from foreign media such as Reuters, Holland National TV and Spanish TV. Outreach in social media has likewise been extensive. CIFTIS official accounts in Twitter and Facebook reached nearly 4 million people. The topic “CIFTIS is around”, which newspaper Takungpao proposed for micro-blogging, reached nearly 20 million people.<sup>13</sup> The Chinese authorities have done a very effective job of publicizing the CIFTIS event.

<sup>13</sup> ‘CIFTIS website, 2016-06-08, <http://en.ciftis.org/index.php/index-view-aid-9001.html>

## 2.1.6. HOW CIFTIS HAS STRENGTHENED CHINA'S SERVICES AGENDA

According to Cheng Hong, Deputy Mayor of Beijing and deputy director of CIFTIS Organizing Committee, CIFTIS has contributed toward developing an internal consensus on the importance of promoting the services agenda and making progress towards services liberalization. The Global Service Trade Summit, held alongside the 4<sup>th</sup> CIFTIS (2015), explored the importance of services for the operations of global value chains in the digital era. During the Summit, the Government of China expressed its willingness to liberalize services, a policy direction that it first indicated at the CIFTIS of 2013 and has followed up subsequently. Furthermore, in the context of the fair, representatives of business associations from China, Australia, Singapore, the United States and nine other countries in the Asia-Pacific region discussed the implications of the APEC Services Competitiveness Road Map, which was approved in May 2016 by APEC Economic Leaders.

CIFTIS discussions have also been useful in underlining and fostering the complementarity between trade in goods and trade in services. For instance, enterprises from China and Brazil working in the distribution trade area agreed on establishing cross-border e-commerce platforms dedicated to trade in goods. CIFTIS has also promoted the generation of standards for industrial development. Eleven special units published seventeen industrial index reports and industrial standards including the E&I Index Report, the Exhibition Industry Standard, and the Report of the Smart Learning Environment Index in China.

CIFTIS has helped to focus debate on new trends related to trade in services, notably e-commerce and financial services, also as part of the 2016 E-commerce Conference in China (Beijing), the Financial Street Forum and other meetings. At these events, firms such as Carrefour, Amazon and JD.com shared their development concepts in these areas, mainly on the topics of Internet and cross-border e-commerce.

The financial impact of the CIFTIS has been considerable.<sup>14</sup> In terms of accumulated numbers for the four services fairs between 2013-2016, the following statistics have been presented: the four services fairs have attracted over 7,500 domestic and foreign exhibitors, 562,000 visitors from 173 countries and territories, and 533 activities have been organized over 223,000 square meters of exhibition space. The accumulated amount of intended transactions over these four years has reached US \$ 321.7 billion.<sup>15</sup> By definition many of the transactions resulting from the CIFTIS events have benefited local Chinese companies and the expansion of services activities within China.

Another way in which CIFTIS has benefited China's services agenda is through promoting services innovation. The CIFTIS 2016 features innovation as one of its key themes, exploring technological advancement in diverse contexts, from improving human life to developing new ways of doing business that could be especially beneficial to startups and SMEs. In this context, China Aerospace Science and Industry Corporation shared its experience in industrial Internet and cloud computing technology. Over 80 enterprises from Germany, the U.S., Russia and Korea, among others, attended discussions focused on development of the "smart city".

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<sup>14</sup> According to the official website, the 4th CIFTIS ended "perfectly with abundant achievements; the intended amount of contracts signed has exceeded hundreds of billions of dollars", CIFTIS website, 2016-06-08, <http://en.ciftis.org/index.php/index-view-aid-9001.html>

<sup>15</sup> Information taken from the 2017 brochure for the Beijing International Fair for Trade in Services, China National Convention Center, May 28-June 1, 2017.

Within China, the CIFTA has also produced beneficial results. The capital city of Beijing has cooperated with 15 other pilot cities and zones in service trade to promote policies and experiences to further liberalize services in China. The Deputy Mayor of Beijing highlighted how CIFTIS has helped with structural reform on the supply-side.

CIFTIS activities have also looked into cooperation on China's "One Belt, One Road" initiative and other national strategies, which have provided the service industry a new direction within China. Ten sessions held within the 4<sup>th</sup> CIFTIS discussed new opportunities related to trade in services in China's "Belt and Road" initiative. According to Chinese authorities, one of the objectives of CIFTIS 2016 was to promote communication and cooperation among the more than 60 countries and 4.4 billion people in the "Belt and Road" project, particularly given that this highly populated area is gradually developing a strong middle-class with considerable spending power.<sup>16</sup>

### *2.1.7. LESSONS LEARNED FROM THE CIFTIS EXPERIENCE*

Despite all of the success touted by the CIFTIS, the event has become extremely large to manage, and its frequency is being rethought due to resource and time constraints. The Chinese organizers are now opting to hold the CIFTIS bi-annually rather than annually, and to incorporate a smaller event in between in order to reduce the amount of work and financial support that the current scale of CIFTIS involves. The 2016 CIFTIS will thus be replaced in 2017 by the Beijing International Fair for Trade in Services, which will take place for the first time between 28 May and 1 June.

"The 2017 Beijing International Fair for Trade in Services is a follow-up brand event for the China Beijing International Fair for Trade in Services (CIFTIS)", as explained in the brochure for the Beijing Fair. It will be focused on the theme of "openness, innovation and integration". The organizers have also opted to reduce the number of priority service sectors from twelve to six, namely: science and technology services, Internet and information services, cultural and education services, financial services, business and tourism services, and medical services. Under these priority sectors there will be sections dedicated to e-commerce, cultural trade, logistics, and distribution, among others.<sup>17</sup> According to the organizers, it is not yet decided whether this pattern will be followed in the future.

## **2.2. THE GLOBAL EXHIBITION ON SERVICES (GES) IN INDIA**

After observing the experience of China in organizing the various CIFTIS Trade Fairs, the Indian Government decided to try and replicate this example in order to promote India and its firms as international services providers through a similar event. The first edition of the Global Exhibition on Services (GES) took place in April 2015 in New Delhi. Since then the fair has been held annually, with the third edition to take place between 17 and 20 April 2017. According to the official website, the Global

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<sup>16</sup> 'Trade in services congress for Belt and Road Initiative supports CIFTIS', by Feng Ziyu, 2016-06-01, [http://www.chinadaily.com.cn/beijing/2016-06/01/content\\_25577373.htm](http://www.chinadaily.com.cn/beijing/2016-06/01/content_25577373.htm)

<sup>17</sup> China Beijing International Fair for Trade in Services Facebook, <https://www.facebook.com/CIFTIS/photos/a.1464000670483560.1073741828.1449367958613498/1754794668070824/?type=3&theater>

Exhibition on Services 2016 was organized with the objective of providing a global platform for increased trade in services, enhancing strategic cooperation and strengthening multilateral relationships between all stakeholders to explore new business avenues and opportunities.<sup>18</sup>

### *2.2.1. ORGANIZERS AND SUPPORTERS OF THE GLOBAL EXHIBITION ON SERVICES*

The organizers of the Global Exhibition on Services are the Government of India, the Ministry of Commerce and Industry in association with the Services Export Promotion Council (SEPC) and the Confederation of Indian Industry (CII). Diverse sponsors and partners are also involved. The GES 2017 will be sponsored by five large corporations, which are categorized as “Gold” and “Silver” sponsors, as well as by an event supporter and an associate sponsor.<sup>19</sup> Partners are divided into media partners, IT & telecom associates, logistics partners, tourism and hospitality partners and partner associations.<sup>20</sup> Box 2 sets out the organizational structure of the GES.

The Prime Minister of India, Shri Narendra Modi, has been present at both of the GES events held to date, thus legitimating the services trade fair through the highest level of government support. In the inaugural ceremony of the first edition of GES in April 2015 PM Modi made reference to the time when ‘brain drain’ was a concern for India, and then compared it with the current situation where he stated that there is ‘brain gain’ resulting from the potential of skill-based service activities growing in the country.<sup>21</sup>

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<sup>18</sup> Information can be found on the official GES website, <http://www.gesdelhi.in/>

<sup>19</sup> Sponsors, GES website, <http://www.gesdelhi.in/sponsors.htm>

<sup>20</sup> Partners, GES website, <http://www.gesdelhi.in/partner-associations.htm>

<sup>21</sup> Press Information Bureau, Government of India, Ministry of Commerce & Industry, 23-April-2015, Global Exhibition On Services Begins In New Delhi, PM: India Makes Transformation From A Country Worried About Its "Brain-Drain," To A Country That Thinks Of "Brain-Gain.", <http://pib.nic.in/newsite/PrintRelease.aspx?relid=118605>

## BOX 2: ORGANIZATIONAL STRUCTURE OF THE GLOBAL EXHIBITION ON SERVICES

### **Ministry of Commerce and Industry, Government of India**

The mandate of the Department of Commerce is regulation, development and promotion of India's international trade and commerce through formulation of appropriate international trade & commercial policy and implementation of the various provisions thereof. The basic role of the Department is to facilitate the creation of an enabling environment and infrastructure for accelerated growth of international trade. The Department formulates, implements and monitors the Foreign Trade Policy (FTP) which provides the basic framework of policy and strategy to be followed for promoting exports and trade.

### **Confederation of Indian Industry**

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

### **Services Export Promotion Council**

SEPC, an Export Promotion Council set by Ministry of Commerce & Industry, Government of India, is an apex trade body to facilitate service exporters of India and serving as a platform of interaction between service exporters and policy makers. SEPC has been instrumental in promoting the efforts of Indian service exporting community. The Council has Completed 6 years of its existence and got a strong membership base of more than 1800 members from its 14 service sectors which come under the purview of SEPC. SEPC has membership base of more than 1800 professionals and professionally managed corporate spread across various service sectors throughout the country.

Source: Official websites, <http://commerce.gov.in/InnerContent.aspx?Id=9>, [http://www.cii.in/About\\_Us.aspx?enc=ns9fJzmNKJnsoQCyKqUmaQ==](http://www.cii.in/About_Us.aspx?enc=ns9fJzmNKJnsoQCyKqUmaQ==), <http://www.servicsepc.org/about-sepc/>

## **2.2.2. SECTORAL COVERAGE OF THE GLOBAL EXHIBITION ON SERVICES**

The GES 2017 will have a broad sectoral coverage, with 21 focus sectors for the exhibits: banking & financial services, education, environmental services, exhibition and events services, facility management, healthcare, energy services, IT & telecom, logistics, media & entertainment, next gen cities, professional services, railway services, space, sport services, skills, SMEs and start-ups in services, tourism & hospitality, wellness, retail, and e-commerce. The past two GES events have focused on 17 services sectors.

## **2.2.3. ORGANIZATIONAL ASPECTS OF THE GES**

To date the first two Global Exhibition on Service events in India have been organized on a much smaller scale than the CIFTIS in China. The GES is much shorter in length than the CIFTIS and usually takes around 3 rather than 10 days. It is held at India Expo Centre and Mart in New Delhi, in a 32,000 square feet area. Besides the exhibition itself, there are associated events, including a conference, seminars and cultural activities. A list of the various sessions and seminar topics that accompanied the GES 2016, ranging from partnerships in education, the global wellness industry and electronic commerce, can be found in Appendix III.

As part of the work for the exhibition, the organization of GES requires coordination work regarding space rental and the provision of common services in the exhibition area. The table below shows the prices for space rental and electricity charges for GES 2016, which appear to be quite reasonable for companies. Special rates are offered to MSMEs to encourage their participation.

**CHART 3: PRICES FOR SPACE RENTALS AND ELECTRICITY CHARGES FOR GES 2016**

SPACE RENTALS*			ELECTRICITY CHARGES		
Category	Rates (INR)	USD	Details	Rates (INR)	USD
Raw Space – Indoor (per m <sup>2</sup> )	4,000	75	Kilowatt (per KW) for Raw space	3,500	60
Built Up – Indoor (per m <sup>2</sup> )	5,000	85	For Built Up (per m <sup>2</sup> )	400	10

\*Taxes will be charged extra

Source: GES 2016 brochure, <http://www.gesdelhi.in/images/pdf/brochure-ges-2016.pdf>

When registering for the GES, participants have access to an electronic platform to arrange B2B meetings, facilitated by CII's Online Business Resource Centre. Meetings can be fixed through the portal among either Indian firms and representatives or international delegates, who can later meet in person in designated areas. Box 3 shows the various offerings of the B2B Online Portal for participants. The B2B meetings were cited as among the most important highlights of GES 2016, with most participants fixing their meetings online.

**Box 3: GES B2B ONLINE PORTAL**

**The B2B portal offers a number of advantages:**

- It enables delegates to request meetings with each other in a structured format
- Helps in shortlisting other industry delegates
- Delegates can schedule meetings as per the time slot and venue on the day of the program
- Accept/Cancel/reschedule meetings as per one's convenience
- Delegates can upload project/product profile in the platform for others to see
- Allows personalized email communication
- Regular updates
- Visibility can be hidden if desired by the delegates

Source: 'B2B meetings', GES website, <http://www.gesdelhi.in/b2b-meetings.htm>



## 2.2.4. SIZE AND PARTICIPANTS IN THE GES

The first Global Exhibition on Services in 2015 comprised 350 exhibitors from different sectors. It saw the participation of 12 international ministers, 60 countries and 18 Indian States (out of the 29 Indian States and 7 territories), as well as 500 foreign delegates. The 2016 series attracted 20,000 visitors, with the presence of over 10,000 delegates (with over 500 from overseas). There were 450 exhibitors, of which 50 companies were from 25 countries, and 350 buyers from 65 countries. More than 3,000 B2B meetings were scheduled before the start of the second GES through the online portal. Furthermore, 300 B2B meetings took place at the SPEC Healthcare Mart and more than 150 at the Media and Entertainment Market.<sup>22</sup>

As the GES is in its early stages, it is still far from being able to attract the number of participants that attend the CIFTIS, which attracted 171,000 visitors in 2016, (over 8 times as many) and businessmen from 126 countries (over twice as many). However, the GES continues to grow in both size and number. Box 4 shows the outcome of the GES 2016 in numbers.

### BOX 4: THE GES 2016 IN NUMBERS

Number of visitors - over 20,000
Number of exhibitors - over 450
Over 50 Overseas exhibitors from 25 countries
Overseas delegates - over 500
B2B meetings - over 3000
350 Buyers from 65 countries
Number of sectors covered - 17
Number of conferences - 20
Number of delegates - over 10,000

## 2.2.5. HOW THE GES IS STRENGTHENING INDIA'S SERVICES AGENDA

Though it is a bit early to postulate on the impact of the GES on India's services agenda, nonetheless many of the public statements that have been made around the GES by Indian officials are very indicative of the fact that the services fair has served to focus attention, especially domestic attention, even more on its dynamic services sector. Starting from a strong basis with the world's highest growth rate of services exports between 2010 and 2014, despite being an emerging economy, India is counting on the GES as part of a bigger strategy to increase even further the importance of this sector. India took advantage of the GES 2016 to showcase the capabilities of its firms in some of its fast growing service export sectors, namely banking and financial services, education, healthcare, IT and telecom, media and entertainment, professional services, and research and development and tourism / hospitality.

India's intention through the GES is to increase its share in global services exports (currently around 3.2 percent) and to generate greater FDI inflows into the services sector. Productivity increases and innovation are other objectives of the Indian Government in organizing and sponsoring the Global Exhibition on Services. According to Dr. Naushad Forbes, the President of the Confederation of Indian Industry, "We need to identify how to grow productivity in services so that India can lead the world in services exports."<sup>23</sup>

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<sup>22</sup> GES 2016, GIST OF GES 2016, [http://www.gesdelhi.in/images/pdf/GES-2016-show\\_report.pdf](http://www.gesdelhi.in/images/pdf/GES-2016-show_report.pdf)

<sup>23</sup> Ibid.

India is also using the GES to push its digital capabilities, estimating that within five to six years Digital India will be a trillion dollar industry. According to Shri Ravi Shankar Prasad, Union Minister for Communication and Information Technology, "Digital India provides platforms for digital empowerment. We are soon going to launch business processing operations, call centers in smaller cities and semi-urban areas of India to make them digitally more inclusive."<sup>24</sup>

As with China, government officials in India are targeting positive repercussions on services policy spurred by the GES. One of the biggest challenges of the Indian federalist system is the independence of the 29 Indian states, which often impose different regulatory regimes and standards on services. As part of the GES, the Indian Government has begun to emphasize "Co-operative Competitive Federalism" and to explore ways to move toward much-needed harmonization in regulatory policy at the state level, emphasizing a regulatory-friendly regime. For this purpose discussions were held at the GES 2016 over two days for Indian officials.

According to the organizers, the Global Exhibition on Services has emerged as the definitive platform for the Indian services industry to reach out to the world, and has already added tremendous value to the Indian services sector. These are all indications that this services fair will be continued and expanded in the coming years.

## *2.2.6. LESSONS LEARNED FROM THE GES EXPERIENCE*

At the GES 2016, opportunities to promote international services trade between Indian firms and those abroad were identified in various areas that were highlighted in specific sessions. Examples from the GES website cite the health sector, where Uganda was interested in tie-ups between the export of orthopedic doctors and an Indian Institute committed to conduct OPD clinics in the country. Ethiopia also showed interest in receiving Indian physicians on a temporary basis, while online telemedicine arrangements were started between laboratories and hospitals from Zimbabwe and those in India during the Healthcare Trade Mart. It is of note that both GES events included a knowledge session entitled "India-Africa Health Forum".<sup>25</sup>

In order to attract firms around a more specific theme or focus, the organizers of this year's GES 2017 have decided to feature China as a focus country. The African Union can certainly explore this option, given the strong potential for trade in services between India and the continent.

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<sup>24</sup> See GES website at [http://www.gesdelhi.in/images/pdf/GES-2016-show\\_report.pdf](http://www.gesdelhi.in/images/pdf/GES-2016-show_report.pdf)

<sup>25</sup> GES 2016, GIST OF GES 2016, [http://www.gesdelhi.in/images/pdf/GES-2016-show\\_report.pdf](http://www.gesdelhi.in/images/pdf/GES-2016-show_report.pdf)

CHART 4: CHINA WILL BE THE FOCUS COUNTRY OF THE GES IN 2017

Home Exhibition Seminars Buyers B2B Meetings Editions Registrations Gallery Contact | Select Language |

**CII**  
Confederation of Indian Industry

Department of Commerce  
Ministry of Commerce & Industry  
Government of India

**SEPC**  
SPECIAL ECONOMIC PROMOTION ZONE

**CHINA**  
Participating  
as Focus Country

**Global  
Exhibition  
on Services**

**The India Opportunity**  
17 – 20 April 2017, Greater Noida, India

facebook.com/followcii | twitter.com/followcii | mycii.in | www.mycii.in

Source: GES website, <http://www.gesdelhi.in/>

## 3. Other Possible Events to Promote Trade in Services

As is obvious from the preceding section, the organization of a services trade fair necessarily requires a considerable amount of work and capital given the scale of events such as those in China and India. However, a more modest and alternative approach might be envisaged as a first step in this direction, which could nonetheless be useful in helping African services firms create a brand name as service exporters. This might be in the form of sectoral services fairs, such as the NASSCOM fair in India or the Uganda International Educational Fair. These more focused events would require fewer resources than a general services trade fair covering all or numerous services sectors. Nevertheless they could still be effective in raising the awareness of the importance of services exports in a given sector and for creating business opportunities for firms in this sector.

Another option, which could also be complementary to any of the above, would be the organization of awards programs to recognize export success in services. These programs could be developed at either the national or regional, or continental level within Africa, based on the selection of successful services exporting firms. Such award programs might be undertaken as a part of a services trade fair or separately from the trade fair. They could also serve to raise awareness of the importance of services exports. Both of these options are discussed below.

### 3.1. SECTORAL SERVICE FAIRS

#### 3.1.1. NASSCOM INDIA LEADERSHIP FORUM (NILF)

One example of a sectoral services trade fair is again drawn from India. NASSCOM is the industry association representing the very competitive and powerful information technology (IT) sector in India. It is a not-for-profit organization. Established in 1988, it has more than 1,400 members and represents 95% of IT industry revenues. The association works under the following vision: “to help the IT and IT enabled products and services industry in India to be a trustworthy, respected, innovative and society friendly industry in the world”.<sup>26</sup>

NASSCOM organizes events to give Indian enterprises the opportunity to present their services, thus contributing to the construction of a brand name for India in IT services. Their flagship event is NASSCOM India Leadership Forum (NILF), which hosts over 800 companies and attracts more than 2,000 participants every year, including 1,700 delegates from across 32 countries.<sup>27</sup>

The 2017 NASSCOM NILF, the 25<sup>th</sup> iteration in the series, took place during 15-17 February in Mumbai under the theme “Digital Inflection Point: Re-imagine not Re-engineer”. Several case studies were presented to show how global and Indian companies are leveraging the shifts deriving from the digital economy, and how the technology provider’s ecosystem can be disruptive. The goal was to explore ways in which enterprises and service providers can capitalize on the digital era.

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<sup>26</sup> NASSCOM website, <http://www.nasscom.in/vision-and-mission>

<sup>27</sup> NASSCOM website, <https://nasscom.org.au/nasscom-india-leadership-forum-2016/>

This forum featured leading public and private participation. Speakers in previous series of NILF include Bill Gates, Former CEO, Microsoft; Eric Schmidt, Chairman, Google; Gini Rometty, CEO, IBM; John Chambers, Chairman, Cisco; Karl Gardnadt, CEO, Lufthansa Airlines; Frank Bisignano, CEO, First Data Corporation; Safra Catz, CEO, Oracle; and many more. Senior government leaders including the Prime Minister, President, ICT Minister and others have also been present at these fora.<sup>28</sup>

### 3.1.2. UGANDA INTERNATIONAL EDUCATION FAIR

A second example of a sectoral services fair is drawn from Africa. The Uganda International Education Fair is an annual event that has taken place since 2011. The 7th iteration was held at Hotel Africana during 17-18th February 2017. This event is held as part of the Africa Student Education Fairs (ASEF) where universities, colleges and high schools from across the world meet in one place to present their offers to African students interested in studying overseas.

Organizers of the event advise students to bring their academic documents for ‘on-spot’ admissions. This “hands-on” approach incorporates a direct objective of promoting services trade between consumers of educational services (students) as well as between providers of such services (educational institutions abroad and in neighboring African countries), examples of mode 2 of services trade, or consumption abroad.

ASEF was established in 2006 in response to the growing demand by African students looking for opportunities to study overseas at all academic levels (bachelor’s degree, post graduate degree, high school/boarding schools, foundation). Besides the fair in Uganda, ASEF also organizes similar student recruitment fairs in Rwanda, Tanzania, Kenya, Zambia and Sudan. Box 5 shows the top 10 destination markets for education for African students who wish to pursue educational opportunities abroad.

**BOX 5: TOP 10 DESTINATION MARKETS FOR  
EDUCATION ACCORDING TO ASEF (2016)**

1. United Kingdom
2. Canada
3. United States
4. Germany and other European countries
5. India
6. Malaysia
7. Cyprus
8. Russia and Turkey
9. South Africa
10. China

**Source:** ASEF website, <http://www.asefevents.com/about-asef/>

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<sup>28</sup> NASSCOM website, <https://nasscom.org.au/nasscom-india-leadership-forum-2016/>

## 3.2. AWARDS PROGRAM RECOGNIZING SERVICES EXPORT SUCCESS

An awards program to recognize export success in the services area could be part of a services trade fair, or promoted as a separate activity, to recognize outstanding services exporters and their contribution to domestic economic development and regional integration. Among the potential award categories suggestions could include: best services innovation, services-export success, market-entry success and best first-time exporter.<sup>29</sup> A few such awards programs already exist and are discussed briefly below.

### 3.2.1. DUBAI E-SERVICES EXCELLENCE AWARD (ESEA)

The E-Services Excellence Award (ESEA) is an annual award ceremony hosted by Dubai Trade to reward the best performers in e-services and mobile services adoption. Its goal is to encourage automation and the use of technology. The first edition of this award dates back to 2008. Although each year's award may have a different focus, the main idea is to highlight firms that bring about e-transformation in trade and logistics.<sup>30</sup>

### 3.2.2. AUSTRALIAN NATIONAL EXPORT AWARDS

As other countries, Australia offers national exports awards. The Premier's New South Wales (NSW) Export Awards is organized by sectors, many of which are services or directly related. These are some of the categories included: business services, creative industries, digital technologies, e-commerce, education and training, environmental solutions, health and biotechnology, mineral, energy and related services. Besides these sectoral categories, there are additional categories praising regional exporters, women exporters, and innovative exporters, among others.<sup>31</sup>

The idea of offering awards for specific services sectors as in this case (in contrast with other award programs that only focus on praising increasing exports) might be useful to encourage the development of targeted services sectors. In this context, it is key to consider the relevance of the services sectors for the achievement of developmental goals and for the increase of overall competitiveness both domestically and internationally.<sup>32</sup>

### 3.2.3. U.S. COALITION OF SERVICES INDUSTRIES SERVICES INNOVATION AWARD

The U.S. Coalition of Services Industries has begun to offer an annual 'Services Innovation Award' over the past two years to highlight the services firm that demonstrates the development of new services or

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<sup>29</sup> International Trade Center, *Sustaining Coalitions of Services Industries*, Geneva: ITC, 2015, <http://www.intracen.org/publication/Sustaining-Coalitions-of-Services-Industries/>, p. 19.

<sup>30</sup> E-Services Excellence Award website, <http://esea.ae/about-esea>

<sup>31</sup> Australian National Export Awards, <https://www.exportaward.com.au/nsw/newentry/categories.php>

<sup>32</sup> The list of NSW Exporter of the Year 2016 is available here:

<https://www.exportawards.gov.au/ArticleDocuments/6729/NSW%20Exporter%20of%20the%20Year%202016%20Recipients.pdf.aspx?Embed=Y>

new ways of delivering services, the innovative provision of services in developing countries, or that provides useful supportive services to small businesses.<sup>33</sup> The award is presented at the annual Global Services Summit, an event for U.S. services firms and trade policy officials.

Winners of the CSI Services Innovation Award have been Square Inc. in 2015 and Etsy in 2016. Etsy is a good example of the type of service firm that has grown from a small size to develop great export success over a short period. Established 12 years ago, Etsy is a peer-to-peer (P2P) e-commerce website focused on handmade or vintage items and supplies covering a wide range, including art, photography, clothing, jewelry, food, bath and beauty products, quilts, and toys. As of 2015 Etsy had 54 million users and connected 1.4 million sellers with almost 20 million buyers. Importantly, one-third of its revenue is now generated from exports.

#### ***3.2.4. POSSIBLE SERVICES AWARD PROGRAM OF THE AFRICAN UNION***

Drawing on inspiration from the above examples, a services award program could be developed by the African Union for the purpose of encouraging exceptional creativity, export success and innovation on the part of services firms within Africa. Such a program could be initiated through the AU DTI and jointly administered with the RECs. This could be an annual award program, with the winners recognized at the time of the Africa Union January or July Summit, on the basis of a selection by a committee to be composed of officials drawn from various departments within the AU Commission working on services-related issues. The winning firm or firms could be brought to the Summit for an appropriate press announcement of the award. If the budget is limited, the prize(s) could also be awarded online with the possibility of a webcast for the relevant presentations and announcements. The award could either be purely recognition and a public tribute, or could also be accompanied by a monetary bonus.

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<sup>33</sup> From US CSI official website at <https://servicescoalition.org/about-csi/services-award>

## 4. Establishing a Services Trade Fair for Africa

Based on the success that the China Beijing International Fair for Trade in Services and the Global Exhibition for Services have had internationally over the past few years and in promoting awareness of the contribution of services within these countries, it would be important for Africa to consider the organization of a similar event for the benefit of the private sector in the continent that would convene interested stakeholders to help forward the AU services liberalization and regional integration agenda.

### 4.1. CONSIDERATIONS AROUND A “SERVICES TRADE FAIR” FOR AFRICA

The “Services Trade Fair” for Africa would be targeted primarily but not exclusively at the private firms and service providers from AU Member States and beyond. As with the services trade fairs in China and India, firms from other sectors that avail themselves of services inputs would also be welcome to participate, as would representatives of business associations and interested organizations.

The Services Trade Fair for Africa would be a gathering place to convene as many interested firms as possible for the benefit of promoting services trade, services innovation and services policy in Africa. The objective of this fair would be to promote business opportunities among services providers and other firms from the many countries and regions of Africa, as well as from abroad, and to help them realize new market opportunities. This could help further position Africa as a services platform that could participate in GVCs through the export of services tasks.

Related events could be organized in the margins of the “Services Trade Fair” for Africa that would add a broader dimension to this event and would complement the exhibition booths of the private sector participants. These could include a symposium and/or various conference discussions, similar to the themes that were discussed in the most recent GES (in Appendix III), but tailored to the African continent and African concerns. Such a symposium and session discussion would allow for various stakeholders to interact and express their views and interests on topics key to services sector development. Among the different stakeholders that could be included in these discussions are: government officials, representatives of the RECs, academics, trade policy experts from international organizations, services coalitions and representatives of civil society. Ideally, some support could be provided to small services firms from African LDCs to attend the event. It would be helpful to associate one or more major international organizations (such as the WTO or the UNCTAD) with a future services trade fair, so that their resources, prior experience and services expertise could be brought in for support.

A “Services Trade Fair” for Africa could be similar in many ways to either the CIFTIS or the GES. However, one major difference is that it would be continental in scope rather than sponsored by one single country. Unless a major African services exporter such as Kenya or South Africa were willing to take on the sponsorship of such a trade fair for the continent, then it would logically fall under the auspices of the African Union and the services development activities of the AU DTI. In such a case, it would be logical to hold it in Addis Ababa, Ethiopia, as the permanent seat of the African Union.

Rather than an annual event, the “Services Trade Fair” for Africa could take place every two years. This would help to minimize the financial resources necessary for the organization and holding of such an event.



Also, the first services fairs could focus on a limited number of sectors rather than cover all sectors, which would also help to make them more manageable.

## 4.2. POTENTIAL BENEFITS OF A “SERVICES TRADE FAIR” FOR AFRICA

Several benefits could be derived from the creation of a “Services Trade Fair” for Africa, keeping in mind that there has not been such an event organized previously for the private sector on the continent and it would therefore be a unique occasion for both governments and the private sector.

The first benefit would be to highlight the contribution that the private sector is making to services trade that is currently often unrecognized and under-appreciated. A services trade fair would serve to focus attention of officials within AU Member States and the RECs on the importance of services in Africa’s regional and international trade, raising the profile of the issue among policy makers and the general public. The second benefit of a services trade fair targeted at private firms and service providers would be to promote services activities in Africa by constituting a gathering place to convene as many representatives of the private sector as possible both from Africa and beyond. This could also help to catalyze the interest of the private sector in the CFTA services negotiations and the potential for greater services liberalization within the continent.

The third benefit of a successful “Services Trade Fair” for Africa would be the generation of concrete business opportunities among services providers from different countries and regions in Africa, as well as from abroad, helping them realize new market opportunities and resulting in significant commercial opportunities, revenue and new foreign direct investment. And the fourth benefit of this activity would be to encourage intra-regional trade in services in Africa, as well as to plug African services providers into global markets, helping to position Africa as a services platform whose firms are better able to participate in global value chains through the export of services tasks. A fifth benefit of a services trade fair would be to stimulate creativity, synergy and innovation in the services sector in African countries, a critical component of greater productivity and economic growth.

## 4.3. CHALLENGES TO THE ESTABLISHMENT OF A “SERVICES TRADE FAIR” FOR AFRICA

While there are many prospective benefits to be had from the creation of a “Services Trade Fair” for Africa, there are also several challenges that would need to be confronted in order to make this a reality. These challenges can be summarized under the categories of financial and human resources, organization of the event and physical infrastructure. Each is discussed below in turn.

- Financial and human resources: This is obviously a key consideration for the viability of a major continental African trade fair. Financial resources must be provided from somewhere to support the event. If approved as part of the *AU Services Development Strategy Programme*, then the AU would be the responsible body for the services fair and would need to either request resources from its Member States or solicit them from donors. A first services trade fair might be sponsored as a pilot project and depending upon its success, the effort could be continued. Ideally, it would be important to have a more permanent source of funding for the trade fair, perhaps through inclusion of a future line item in the AU annual services budget.

- Organization and supporters of the services fair: An efficient organizational structure will be key for the success of a “Services Trade Fair” for Africa. The main organizational responsibility would fall under and be led by the AU as the body responsible for the BIAT and the CFTA. However, the AU DTI would most likely need to hire additional personnel on a temporary basis to help out with this effort. The RECs should be associated from the beginning as primary supporters and possibly co-organizers of the services trade fair, in order to elicit regional support for this effort within Africa. The organizational tasks could be divided among the RECs, with their agreement, as part of a coordination committee in which they would participate. The Trade Policy Unit of the UN ECA should also be brought in as one of the primary supporters of an African services trade fair, as well as the African Development Bank.
- Physical infrastructure: If the “Services Trade Fair” for Africa is held in Addis Ababa, it would be necessary to ensure the adequacy of the existing physical infrastructure in order to accommodate the numerous participants, in terms of hotels, restaurants, and a large exhibition center. In the case of the CIFTIS, over 150,000 participants attended the most recent services fair in Beijing, and in the case of the 2016 GES, over 20,000 participants were present in New Delhi. The scale of the latter is probably more representative for the first services trade fair in Africa but nonetheless this requires considerable physical capacity. If such cannot be assured in Addis Ababa, then the fair should be hosted elsewhere.

## 5. Conclusion

This paper has examined the possibility of establishing a services trade fair within Africa. Currently such an event does not exist. The paper has argued that a “Services Trade Fair” for Africa could serve many useful purposes, including to heighten the awareness of the importance of services and to help promote services trade both within and beyond the African continent.

The paper has examined services trade fairs that have been established by China and India over the past five years (CIFTIS and the GES) and the impacts that they have had on these host countries. Based on these examples, the paper advocates for the beneficial impacts that such a services fair would bring to Africa in terms of raising the importance of services among policy makers and the general public, creating significant commercial opportunities for private firms as well as new sources of foreign direct investment, and expanding services trade, and contributing to services liberalization. A “Services Trade Fair” for Africa could help to put African services firms on the map in the same way that the CIFTIS and the GES are doing with services firms in China and India. As Africa has much to offer in terms of expanding its current services exports, this would be an especially visible and high profile way to support this objective.

# APPENDIX I

## INSTITUTIONAL SETUP FOR THE BEIJING INTERNATIONAL TRADE IN SERVICES 2017

Beijing International Trade in Services Center	
Institutional setup	Contact
Executive Office	Tel: 86-10-58260940/58260998
	Fax: 86-10-58260962
	Email: office@ciftis.org
Department of Planning and Coordination	Tel: 86-10-58260985/58260983
	Email: planning@ciftis.org
Department of Publicity and Promotion	Tel: 86-10-58260943/58260967
	Email: publicity@ciftis.org
Department of Exhibition Affairs	Tel: 861058260982/58260958
	Email: exhibition@ciftis.org
WTO Affairs Center	Tel: 86-10-58260978-866
	Email: wto@ciftis.org
TP Beijing Center	Tel: 86-10-58260955/58260956
	Email: tp@ciftis.org
Department of International Economic and Trade Research	Tel: 86-10-58260959
	Email: international@ciftis.org
Department of Finance	Tel: 86-10-58260981
	Email: finance@ciftis.org
Department of Human Recourses	Tel: 86-10-58260960

	Email: <a href="mailto:humanresources@ciftis.org">humanresources@ciftis.org</a>
Institute switchboard	86-10-58260975/76/77/78/79/80

Source: CIFTIS official website at <http://en.ciftis.org/index.php/index-view-aid-9001.html>

## APPENDIX II

### SERVICE SECTORS AND AREAS FOR EXHIBITORS IN THE 2016 CIFTIS IN CHINA

Section	Organizer	Contact Person	Phone Number	Website
Mass Entrepreneurship and Innovation Services	China Association for Science and Technology	Zhang Hongyan	010-88192048	<a href="http://www.techchina.org.cn">www.techchina.org.cn</a>
	Administrative Committee of Zhongguancun Science Park	Feng Tao	010-88827066	<a href="http://www.zgc.gov.cn">www.zgc.gov.cn</a>
Technological Innovation	Beijing Municipal Science & Technology Commission	Liang Tingzheng	010-64841457-835	<a href="http://www.bsdc.net.cn/v/">www.bsdc.net.cn/v/</a>
Smart City	Koelnmesse Co., Ltd. (China)	Bai Yuyan	010-65907878	<a href="http://www.koelnmesse.cn/">www.koelnmesse.cn/</a>
Aerospace Services	China Aerospace Science & Industry Corp.	Zhang Yue	010-68748693	<a href="http://www.casic.com.cn/">www.casic.com.cn/</a>
E-Commerce	Beijing Municipal Commission of Commerce	Huang Shanbing, Gu Meng	010-87211503	<a href="http://www.cece.org.cn">www.cece.org.cn</a>
Digital Content Services	Zhongguancun Digital Content Industry Association	Du Lele	4007065618	<a href="http://www.bjdca.org.cn/">www.bjdca.org.cn/</a>

<b>Cultural Trade</b>	<b>China Society for World Trade Organization Studies</b>	<b>Li Peng</b>	<b>010-65980531</b>	<a href="http://www.ccpct.org/">www.ccpct.org/</a>
<b>Cultural Innovation</b>	<b>State-owned Cultural Assets Supervision and Administration Office of the People's Government of Beijing Municipality</b>	<b>Xing Di</b>	<b>010-62060513</b>	<a href="http://www.bjwzb.gov.cn/">www.bjwzb.gov.cn/</a>
<b>Copyright Trade</b>	<b>German Booksellers and Publishers Association Convention and Exhibition Co.,Ltd.</b>	<b>Wang Xin</b>	<b>010-85276025</b>	<a href="http://www.storydriveasia.com/">www.storydriveasia.com/</a>
<b>Performing Services</b>	<b>China Alliance of Private Performing</b>	<b>Hao Xin</b>	<b>010-82121816</b>	<a href="http://www.bjcapp.cn">www.bjcapp.cn</a>
<b>Intangible Cultural Heritage</b>	<b>China Cultural Heritage Protection Center</b>	<b>Song Lixin</b>	<b>010-62869870</b>	<a href="http://www.cchp.org.cn">www.cchp.org.cn</a>
<b>Educational Services</b>	<b>China Association for Student Employment</b>	<b>Li Ruilun</b>	<b>010-87316341-8021</b>	<a href="http://www.cafse.org">www.cafse.org</a>
<b>Sporting Services</b>	<b>Beijing Municipal Bureau of Sports</b>	<b>Xiao Jingli</b>	<b>010-85072206-516</b>	<a href="http://web.bjsports.gov.cn/sites/main/index.htm">http://web.bjsports.gov.cn/sites/main/index.htm</a>
<b>Financial Services</b>	<b>Beijing Municipal Bureau of Financial Work</b>	<b>Wu Wenxiang</b>	<b>010-66159507</b>	<a href="http://www.finexpo.com.cn">www.finexpo.com.cn</a>

Courier Services	China Express Association	Xia Jianhua	010-69943890	<a href="http://www.cea.org.cn">www.cea.org.cn</a>
Distribution Services	World Trade Point Federation	Zhang Zhiwen	010-87153582	<a href="http://www.tradepoint.org/browser/index.action">www.tradepoint.org/browser/index.action</a>
Convention and Exhibition Services	China Convention and Exhibition Society	Jiang Yan	010-64251231	<a href="http://www.cces2006.org/">www.cces2006.org/</a>
Language Services	Translators Association of China	Zhang Qian	010-56290515	<a href="http://www.tac-online.org.cn/">www.tac-online.org.cn/</a>
Design Services	Dragon Design Foundation	Han Fengbin	010-83681553	<a href="http://www.ddfdf.org">www.ddfdf.org</a>
Tourism Services	Beijing Municipal Commission of Tourism Development	Ren Jibin	010-85157115	<a href="http://www.bj-relation.com/bjbite/">www.bj-relation.com/bjbite/</a>
IPR Services	Beijing Intellectual Property Office	Huang Li	010-51530062	<a href="http://www.capitalip.org">www.capitalip.org</a>
Health and Medical Services	Chinese Medical Doctor Association	Niu Qiulin	010-51901774	<a href="http://www.cmda.net/">www.cmda.net/</a>
Traditional Chinese Medicine Services	China International Exchange Center of TCM,Satcm	Liu Yang	010-64175818	<a href="http://www.ciectcm.org/">www.ciectcm.org/</a>
	Beijing Municipal Administration of Traditional Chinese Medicine	Gao Liang	010-83970037	<a href="http://www.bjtcn.gov.cn">www.bjtcn.gov.cn</a>



<b>Construction Services</b>	<b>China Association for International Economic Cooperation</b>	<b>Wang Weiwei, Zhu Zhengwan</b>	<b>010-64516981</b>	<b><a href="http://cafiec.mofcom.gov.cn/">http://cafiec.mofcom.gov.cn/</a></b>
			<b>010-64239509</b>	
<b>Service Outsourcing</b>	<b>Beijing Association of Sourcing Service</b>	<b>Zhong Liqing, Xu Yujue</b>	<b>010-88496573</b>	<b><a href="http://www.basscom.cn/">www.basscom.cn/</a></b>
			<b>010-82825690-1820</b>	

## APPENDIX III

### “KNOWLEDGE SESSIONS” CONDUCTED AT THE GLOBAL EXHIBITION ON SERVICES (GES) INDIA 2016

- 2nd Edition India-Africa Health Forum 2016
- Making Indian Healthcare Accessible Globally
- Partnerships in Education
- MSME: The Driving Force of Indian Services Sector
- TPM for Global development: Preparing Indian
- Companies for Global Requirement
- Making Indian Healthcare Accessible Globally
- India – Entertainment as Soft Power
- Towards a Digitalized World: "Bridging the Digital Divide"
- Indian States – Working towards a Streamlined
- Services Ecosystem
- Seminar on Partnerships with Incredible India
- Focus SAARC Tourism
- Exhibition, Event & Retail Design Industry
- Environmental Services for Sustainable Development
- Skill Development - Global Experiences on Services
- India – China: towards a Strategic Partnership in Services
- Opportunities in Export of R&D Services in Healthcare and Life Sciences
- Global Wellness Industry
- E-commerce : the Game Changer
- How to Accurately Map the Export of Services from India

Source: GES Official Website at [http://www.gesdelhi.in/images/pdf/GES-2016-show\\_report.pdf](http://www.gesdelhi.in/images/pdf/GES-2016-show_report.pdf)