

THE 2ND ASEAN SERVICES FORUM
“Raising the Competitiveness of ASEAN Services Industry”

9 – 10 May 2007, Singapore

PROGRAMME

Day 1

08.15-09.00 Registration

09.00-09.45 **OPENING CEREMONY**

- Welcome Remarks by *H.E. Mr. Ong Keng Yong, Secretary-General of ASEAN*
- Opening Address by *H.E. Mr. Lim Hng Kiang, Minister for Trade and Industry, Singapore*

Photo Session
(Coffee Break: 9.45–10.15)

10.15–12.00 **SESSION I: TOWARDS ASEAN ECONOMIC COMMUNITY (AEC): THE ROLE OF SERVICES LIBERALISATION IN INTEGRATING THE REGION**

Economic integration in ASEAN today is not an option but a necessity due to the dynamic development in Asia and beyond. Along with the establishment of ASEAN Free Trade Area (AFTA), the acceleration of ASEAN Economic Community building, as well as the Free Trade Areas (FTAs) ASEAN is negotiating with its Dialogue Partners, integrating trade in services has become a priority for ASEAN.

This session will provide an assessment on where ASEAN is now with all existing initiatives and how ASEAN will advance toward ASEAN Economic Community (AEC) through services integration.

- Integration of Services Market: a Critical Element in Building ASEAN Economic Community, *Ms. Brenda R. Mendoza, National Economic and Development Authority, the Philippines, Chairperson of ASEAN Coordinating Committee on Services (CCS)*
- Global Trends of Services Trade and Liberalisation, *Dr. Aaditya Mattoo, the World Bank*
- Private Sector Perspective of ASEAN Services Integration, *Mr. Tay Kah Chye, ASEAN Finance Corporation Ltd, Secretary-General of ASEAN Bankers Association*

Moderator: *Mr. S. Pushpanathan, Principal Director, Bureau for Economic Integration and Finance, the ASEAN Secretariat*

Open Forum/General Discussion (30 minutes)

(Lunch: 12.00-13.30)

13.30-15.00 **SESSION II: REFORMING THE SERVICES INDUSTRY: BUILDING THE ECONOMIC COMPETITIVENESS**

ASEAN is aware that an environment of policy predictability and consistency is important for businesses to thrive. ASEAN has to constantly review its strategies and policies to make ASEAN more business-friendly and competitive. The key challenge for ASEAN governments is to balance policies for enhancing the com-

petitiveness of the services sector and policies for achieving broader national developmental goals.

This session will explore how services contribute to overall economic competitiveness and will discuss the experiences of ASEAN Member Countries as well as other regions in promoting competitiveness in their services industry.

- Competitiveness of Services Industry and Economic Competitiveness, *Dr. Malcolm Bosworth, Crawford School of Economics & Government, Australian National University*
- ASEAN as an Attractive Trade and Investment Location for its Services Industries, *Ms. Syetarn Hansakul, Vice President and Senior Economist, Deutsche Bank AG*
- Enhancing Competitiveness of Services Industry in ASEAN, *Dr. Robert Teh, World Trade Organisation (WTO)*

Moderator: *Dr. Worapot Manupipatpong, Principal Economist and Director for AEC Implementation, the ASEAN Secretariat*

Open Forum/General Discussion (30 min)

(Coffee break/tea break: 15.00-15.15)

15.15-17.00

SESSION III: LOGISTICS SERVICES, OUTSOURCING, AND ECONOMIC COMPETITIVENESS

Services provide essential inputs to the production and the entire supply chain of goods. Inefficiencies of logistics sector can adversely affect the competitiveness of economies in the region. Through the advancement of IT and innovations in business practice, MNCs in manufacturing as well as services industries have increasingly outsourced some of their business activities to offshore operation units or foreign third-party service suppliers.

This session will discuss how ASEAN can improve its logistics services networks and develop its outsourcing services potential in the context of ASEAN's overall economic competitiveness.

- The Role of Logistics Services in Economic Competitiveness and Maximising Logistics Capabilities, *Mr. Steven R. Okun, Vice President, Public Affairs, United Parcel Service Singapore Pte Ltd*
- Cross-Border Business Process Outsourcing (BPO): Overview and Challenges for ASEAN, *Dr. Jacob Funk Kirkegaard, Institute For International Economics (IIE)*
- Integrating Logistics and Trade Facilitation in ASEAN, *Mr. Noordin Azhari, Chief of Trade Efficiency & Facilitation Section, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)*

Moderator: *Mr. Tran Dong Phuong, Cluster Director of Trade and Facilitation, Bureau for Economic Integration and Finance, the ASEAN Secretariat*

Open Forum/General Discussion (30 min)

17.30

Cocktail Reception sponsored by the US-ASEAN Business Council and generously supported by AIG and UPS.

Venue: Empress Foyer, Level 2, Carlton Hotel.

Day 2

08.15-09.00 Registration

- 09.00-09.45
- Speech by *Mr. Geoffrey Yu, former Deputy Director General of the World Intellectual Property Organisation*
 - Speech by *Mr. Jayant Menon, Senior Fellow, Asian Development Bank Institute*

09.45-11.15 **SESSION IV: ROUNDTABLE 1: INVESTING IN SERVICES INDUSTRIES IN ASEAN**

This session will assess the current situation and peculiarity of services industries in ASEAN in the context of foreign direct investment, as well as what needs to be done to further enhance the attractiveness of investing in ASEAN services industries.

Participants are invited to speak in a free-flowing roundtable discussion format.

Moderator: *Dr. Worapot Manupipatpong, Principal Economist and Director for AEC Implementation, the ASEAN Secretariat*

Discussant: *Mr. See Chak Mun, Senior Adviser, Ministry of Foreign Affairs of Singapore, former Permanent Representative of Singapore to the GATT/WTO.*

Discussant: *Mr. Achmad Kurniadi, Deputy Chairman for Investment Services, Investment Coordinating Board of Indonesia*

Discussant: *Mr. Noordin Azhari, Chief of Trade Efficiency & Facilitation Section, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)*

(Coffee break/tea break: 11.15-11.30)

11.30 – 13.00 **SESSION V: ROUNDTABLE 2: ASEAN AS LOGISTICS AND OUT-SOURCING HUB**

This session will discuss the current position and future potential of ASEAN as a distribution and outsourcing hub in the Asia-Pacific region. Growing opportunities for business complementation will make ASEAN a more dynamic and stronger segment of the global supply chain, provided that ASEAN focuses on its advantages and eliminates its bottlenecks.

Participants are invited to speak in a free-flowing roundtable discussion format.

Moderator: *Mr. Tran Dong Phuong, Cluster Director of Trade and Facilitation, Bureau for Economic Integration and Finance, the ASEAN Secretariat*

Discussant: *Mr. James H. McAdam, President, American President Lines Neptune Orient Lines*

Discussant: *Dr. Mark Goh, Director, the Logistics Institute – Asia Pacific,*

Discussant: *Dr. Chackrit Duangphastra, Director of Logistics Development and Promotion, Ministry of Commerce, Thailand*

(Lunch: 13.00-14.00)

14.00 – 15.30 **SESSION VI: ROUNDTABLE 3: MOVING FORWARD: ENHANCING COMPETITIVENESS OF ASEAN SERVICES INDUSTRIES**

This session will provide opportunities for participants to express their views and recommendations on how to move forward ASEAN integration in trade in services as well as how to enhance ASEAN competitiveness of its services industries.

Participants are invited to speak in a free-flowing roundtable discussion format.

Moderator: *Mr. S. Pushpanathan, Principal Director, Bureau for Economic Integration and Finance, the ASEAN Secretariat*

Discussant: *Dr. Hassan S. Kartadjoemena, former Ambassador of Indonesia to the GATT/WTO*

Discussant: *Dr. Robert Teh, World Trade Organisation (WTO)*

Discussant: *Dato' Syed Amin Aljeffri, ASEAN Business Advisory Council (ABAC)*

15.30

CLOSE

Closing Remarks by : *H.E. Mr. Ong Keng Yong, Secretary-General of ASEAN*

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