

PUBLIC-PRIVATE COLLABORATION FOR EXPORT SUCCESS

CASE STUDIES FROM BARBADOS, GHANA,
INDIA, THAILAND AND MALAYSIA



International
Trade
Centre

EXPORT IMPACT FOR GOOD

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The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

Street address: ITC
54-56, rue de Montbrillant
1202 Geneva, Switzerland

Postal address: ITC
Palais des Nations
1211 Geneva 10, Switzerland

Telephone: +41-22 730 0111

Fax: +41-22 733 4439

E-mail: itcreg@intracen.org

Internet: <http://www.intracen.org>

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ABSTRACT FOR TRADE INFORMATION SERVICES

ID=42491

2011

F-01.04 PUB

International Trade Centre (ITC)

Public-private collaboration for export success: Case studies from Barbados, Ghana, India, Thailand and Malaysia
Geneva: ITC, 2011. ix, 101 p.

Compilation of case studies aimed at business leaders, policymakers and development practitioners, showcasing successful experiences of public-private dialogue in developing countries – outlines activities driven by the governments and targeted at private sector players in the form of public-private partnerships for service delivery and public-private consultative bodies; presents private sector initiatives targeted at public sector players in the form of business advocacy; demonstrates essential role of the private sector in trade and development through examples featuring the Barbadian tourism industry, customs services in Ghana, Thailand's automotive industry, Penang's export hub for electronics, and India's textile parks.

Descriptors: **Partnership, Public Sector, Private Sector, Case Studies, Barbados, Ghana, India, Malaysia, Thailand.**

English, French, Spanish (separate editions)

ITC, Palais des Nations, 1211 Geneva 10, Switzerland (www.intracen.org)

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FOREWORD

The global community firmly acknowledges the critical importance of the private sector as an engine of economic growth, sustainable development and poverty reduction. However, the private sector needs an enabling, business-friendly environment to effectively harness this potential.

Public-private collaboration has been a key driver in countries' strategies for successful integration into the global economy. Experience shows that governments in developing and least developed countries focusing on export-led growth strategies must establish a mechanism for sustained and inclusive dialogue between the public and private sectors.

Expanding global trade opportunities is the focus of the International Trade Centre's (ITC) work with enterprises, trade support institutions and policymakers. By developing a competitive private sector supported by strong and transparent institutions, exports can help to drive inclusive, sustainable development and become a positive force for good in communities.

Promoting public-private dialogue in formulating countries' trade policies, legal frameworks and regulatory mechanisms is at the heart of ITC's work. We bring public and private stakeholders together in a structured process to find solutions for issues affecting business performance and exports. We work together to design viable export and development strategies. ITC contributes to the effectiveness of these dialogues by, among other initiatives, supporting well-informed business advocacy through sharing experiences from around the world.

ITC commissioned the case studies in this book to showcase the successful experiences of public-private collaboration in developing countries engaged in the process of integrating into the global economy. In some instances, public-private dialogue has resulted in successful public-private partnerships.

The achievements in Barbados with the European Economic Partnership Agreement on tourism services; in Ghana with an integrated customs services; in Thailand's automotive industry; in Penang, Malaysia's export hub for electronics; and in India's thriving textile parks clearly demonstrate the essential role played by the private sector in trade and development.

Trade, development and poverty reduction are strongly linked. By creating the conditions for robust, sustainable, export-led growth, governments and the private sector are also making a valuable contribution towards achieving the United Nations Millennium Development Goals to reduce poverty.

We hope these success stories will inspire business leaders, policymakers and development practitioners to build on best practice for using development assistance to address market failures and to leverage private sector investment for the greater good. We also believe these stories make a strong case for Aid for Trade.

ITC believes now is the time to move from dialogue to action, which is exactly what has happened in the countries profiled in this book.



Patricia Francis
Executive Director
International Trade Centre

ACKNOWLEDGEMENTS

Introduction – Public-private collaboration for export success

Rajesh Aggarwal, Chief, Business and Trade Policy Section and Andrew Huelin, Consultant, Business and Trade Policy Section, ITC, wrote the introduction.

Chapter I – Business advocacy wins markets in Barbados

Natasha Ward, Trade Policy Analyst and Consultant with the Shridath Ramphal Centre for International Trade Law, Policy and Services, Barbados; and Pierre Sauvé, Deputy Managing Director and Director of Studies at the World Trade Institute, Bern, Switzerland, wrote this case study. They are entirely responsible for the views expressed herein.

A study of this nature entails consulting key actors in the negotiations. The authors are indebted to Samuel Chandler, Permanent Secretary (Foreign Trade Division) at the Ministry of Foreign Affairs, and Foreign Trade of Barbados; Julie Mapp, Consultant to the Foreign Trade Division of the Ministry of Foreign Affairs and Foreign Trade; Russell King, former Consultant to the Foreign Trade Division of the Ministry of Foreign Affairs and Foreign Trade; Ramesh Chaitoo, Chief Services Negotiator of the Caribbean Regional Negotiating Machinery; Lisa Gale, Chief Research Officer (ag.) with the Ministry of Tourism; Natalie DeCaires, Industry and Advocacy Manager with the Caribbean Hotel and Tourism Association and Sue Springer, Executive Vice-President of the Barbados Hotel and Tourism Association, for helpful discussions. Special thanks are also extended to Ramesh Chaitoo for his constructive and insightful comments in revising the draft of case study.

Chapter II – Boosting export competitiveness in Ghana

The case study has been prepared based on presentations made by Nortey Omaboe, Executive Chairman, GCNet, Ghana at an ITC seminar and on a paper prepared by Emmanuel Darko, Deputy General Manager, GCNet, Ghana. We also acknowledge the support of Mr. Omaboe in organizing visits of participants of ITC's programmes to the GCNet to discuss the operations and the factors contributing to the success of the GCNet.

Chapter III – Thailand's successful journey

Prema-Chandra Athukorala, Professor at the Arnd-Corden Department of Economics, Australian National University; and Archanun Kohpaiboon, Thamassat University, Thailand, wrote this case study. They are entirely responsible for the views expressed.

Chapter IV – Growing with global production sharing in Malaysia

Prema-Chandra Athukorala, Professor at the Arnd-Corden Department of Economics, Australian National University prepared this case study based on his field visits and interviews with senior officials of government and private sector economic facilitator organizations, senior managers of major MNE affiliates and representatives of chambers of commerce and industry. Interviewees include a number of ex-CEOs and senior managers of leading MNEs, officials of chambers of industry and trade, and former prominent policymakers, including Chet Singh, the founding General Manager of the Penang Development Corporation who held that position for over two decades.

Chapter V – Creating integrated textile parks in India

Biswajit Dhar, Director General, Research and Information System for Developing Countries, New Delhi, India; and T.S. Vishwanath, Principal Advisor with APS-SLG Law Offices, Delhi, India, wrote this case study with support from RCM Reddy and Prashant Sood of IL&FS Cluster Development Initiative Limited, New Delhi.

Other acknowledgements

The case studies were prepared under the overall guidance of Friedrich Von Kirchbach, Director, Division of Country Programmes ITC. Rajesh Aggarwal, Chief, Business and Trade Policy Section, ITC, supervised the preparation of all case studies. Andrew Huelin, Consultant, Business and Trade Policy Section coordinated the organization of material and assisted in the review process. Dianna Rienstra, Phoenix Ink Communications, Brussels, was the editor and advisor for this publication. The publication was managed by Natalie Domeisen. Desktop publishing was carried out by Lauréna Arribat.

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