

TRAINING COURSE ON TRADE IN SERVICES NEGOTIATIONS

31 March-1 April 2016

Session 5: Trade in services and global value chains:
opportunities, challenges and stakes

Dr. Witada Anukoonwattaka, TPAS, TIID, ESCAP

(presented by Mia Mikic, Chief, TPAS, TIID, ESCAP)

mikic@un.org

Outline

- Roles of services in GVCs
- Tracking servicification
- Servicification in exports by Asia and the Pacific
- Policy implications

Roles of services in GVCs

Dual roles of services in GVCs

“Embodied” and “embedded” services

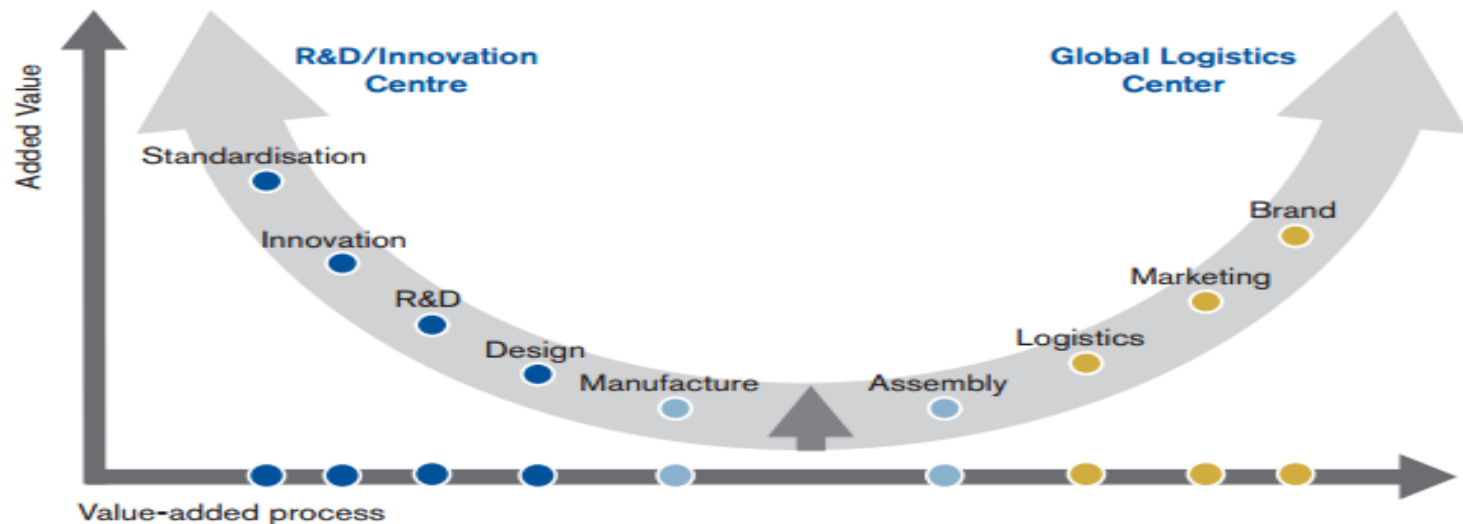


Source: Adapted from ABAC (2011)

Why do services matter for development?

- Efficiency and availability of services is an important factor for competitiveness and the opportunity to enter to GVCs
 - Communications, insurance, finance, logistics, etc.
 - GVCs increase the demand for “coordination services”
- Services tasks are often the links in GVCs that create high value-added.
 - A path for upgrading GVC participation

Figure 5: “Smiley Face”: Conceptual model of a value chain



- “Servicification” is most simply defined as a rapidly increased use of services in manufacturing process.
 - Manufacturing firms *always* need services as integrated or accompanying parts of their goods.
 - Their importance appears to have grown due to GVCs (specialization, outsourcing and off-shoring, global market integration) and more sophisticated customer demand.

Hidden service exports

- Service exports can be invisible since many services are sold in a package with a good – thereby regarded as a good in trade statistics

Ex1. Automotive GVCs

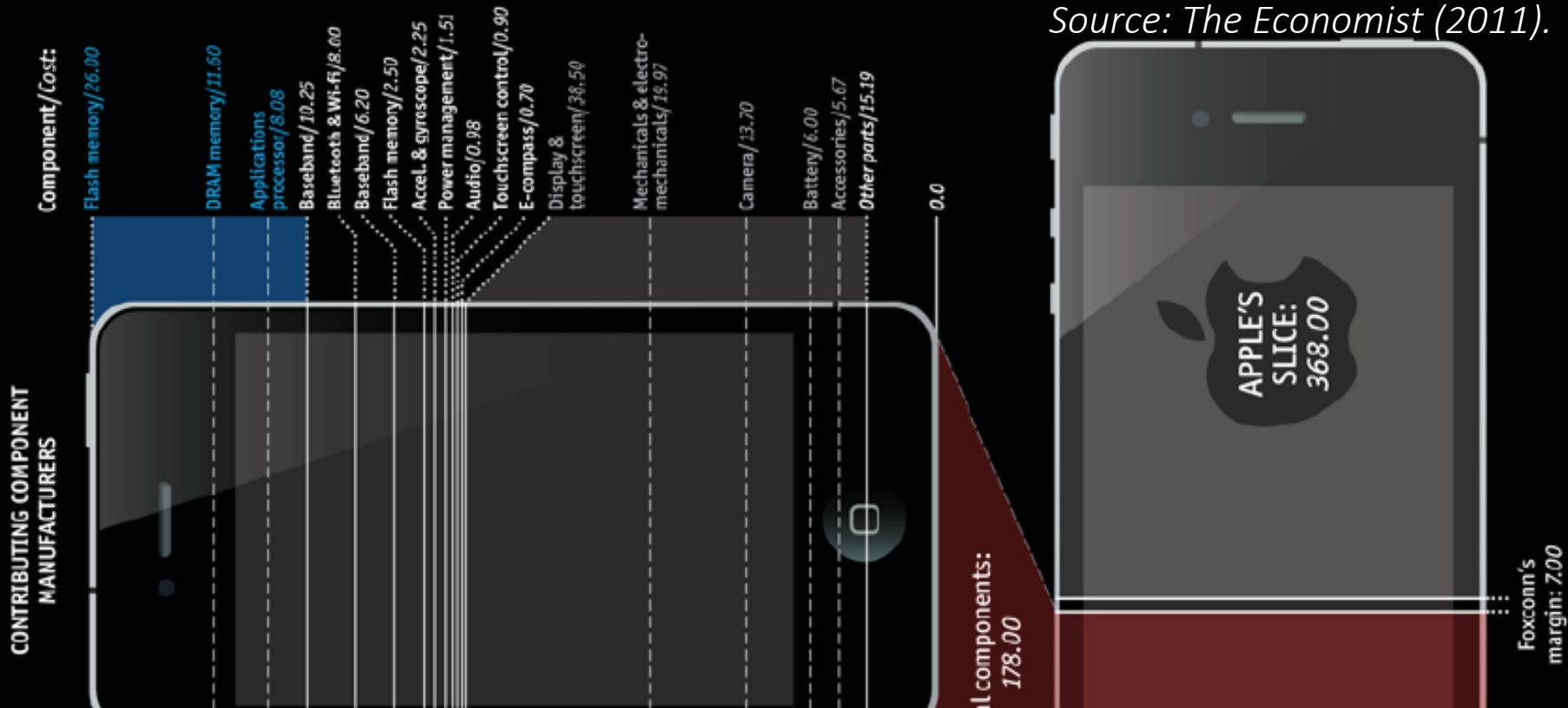
Value added of a typical US car (services are highlighted)

1. R&D (Japan)	17.5%
2. Design (US)	about 3%
3. Assembly (ROK)	30%
4. Assembly (US)	37%
5. Supply of minor parts (TW)	4%
6. Advertising & marketing (UK)	2.5%
7. Data processing (Ireland & Barbados)	2%
8. Transport and insurance (US)	about 4%

Contribution of services = 30%

i-phone 4 cost breakdown

Source: The Economist (2011).



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_3375

