



TOWARDS A RETURN OF INDUSTRIAL POLICY?
ARTNet SYMPOSIUM
25-26 JULY 2011
ESCAP, BANGKOK

Nurturing Services Industries

The role of innovation policy and education

Jane Drake-Brockman & Andrew McCredie
Australian Services Roundtable

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- Member-based association
 - Around 100 members and growing steadily – mix of:
 - Sector associations
 - Individual companies and other organisations
 - Through the **association members** it represent many thousands of companies
 - **Individual members** include major services providers as well as SMEs
 - Board of Directors elected by members
- Covers *all* services industries, works on issues *common* to all services industries, represents Australia in Global Services Coalition.

Introduction

- Despite the growing body of evidence on the benefits from services trade liberalisation for national productivity and GDP growth, there is pervasive reluctance among most emerging economies to make major strides forward in opening up services to higher levels of domestic or foreign competition, let alone bind themselves to *existing* levels of openness.
- Policy makers in emerging economies often claim to have difficulty seeing where their national interests in services lie and hence seek to retain discretionary policy space for possible “industry policy intervention”

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- This presentation explains why the services sector is too important to ignore and explores some of the policy choices that can nurture the growth of services “centres of excellence” to attract high value added work onshore
 - Based on empirical research into the determinants of services competitiveness, this presentation makes a case for a stronger domestic focus on reform of regulatory and institutional inefficiencies and other barriers to doing business in services, provision of modern services infrastructure, including education, and facilitation of collaboration for services innovation including for SMEs

Significance of Services



- Services are rapidly becoming the greatest contributor to economic activity in developed and developing economies alike, currently worth around \$2.4 trillion in global exports.
- Global evidence is mounting that services are also a central driver and enabler of economic growth and development.
- Many services industries provide the essential infrastructural networks for the goods-producing sectors; the sector consequently plays a key enabling role across the whole economy.
- Services industries essential to the productivity of the economy as a whole include education, health, energy, water, banking and financial services, telecommunications and transport.

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- The biggest contributors to the recent growth have been the knowledge-intensive business services such as telecommunications, computer and IT Services, R&D Services, financial services, legal, accountancy, management consultancy services, architecture, engineering and other technical and professional services, advertising, market research, media and energy and environmental services.
 - The growth of these activities reflects growing demand for knowledge to deal with change – both technological and social. Typically, a high proportion of employees in these activities are very highly skilled.

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Services and Development

ow account for 67% of global economic output.

ng countries, the share of GDP generated by
s been growing; it rose from 37% in 1970 to 45%

es transition to middle income status, services play