

Training Course Program

'Recognising the importance of open services to manufacturing trade and investment in the APEC region'

Monday 21 – Friday 25 November 2011

**Emily McPherson Building of RMIT University
Corner of Russell and Victoria Street, Melbourne**

OBJECTIVES

The activity aims to raise awareness and improve the understanding of policymakers in APEC developing economies of the important role services play in supporting other sectors, in particular manufacturing (including as inputs to manufacturing and bundled with goods at the point of sale). It also aims to raise awareness of approaches to services regulation that support growth of services and investment associated with the manufacturing sector. In particular, the program aims to enhance the capacity of economies to assess the value of services inputs in their economies (including for manufacturing industries such as electronics, automotives and garments) and use this as the basis of sound policy-making. This will be achieved through delivery of a five-day training course held in Melbourne followed by a one-day workshop in Vietnam for a diverse group of officials from trade and economic agencies in the developing economies. Selected participants will currently be responsible for developing and administering related policy.

Overview

Introduction

The program '*Recognising the importance of open services to manufacturing trade and investment in the APEC region*' aims to raise awareness and improve the understanding of policymakers in APEC developing economies of the important role services play in supporting other sectors, in particular manufacturing (including as inputs to manufacturing and bundled with goods at the point of sale).

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Participation

Officials from the Ministries of Trade, Commerce and Industry from China, Indonesia, the Philippines, Thailand, Vietnam, as well as representatives from ASEAN will be invited to participate.

These goals will be achieved by the two components of the program:

5-day Capacity Building Training Program, 21 – 25 November 2011, Melbourne Australia

A five-day intensive course will be held in Melbourne for 18 participants from the above-named participating countries. The course will provide participants with quality detailed presentations, case study examples, workshop scenarios and group exercises presented and facilitated by experts in services (including services inputs - “embodied services” – and services linked to products – “embedded services”) and key manufacturing industries. Participants will be instructed on how to calculate the value of embodied services from national accounts data to get a detailed picture of which sectors in their economy are the source of most services inputs. Case studies from participant countries will be presented. The course will be interactive and will be structured to encourage participants to share experiences with peers and with the private sector.

Capacity Building Regional Seminar, Ho Chi Minh city, Vietnam 2012

As a follow up to the training program, a one-day workshop will be held in Vietnam involving participants and supervisors. The workshop will present course outcomes to supervisors of participants and seek their buy-in for the process of continued dissemination of these outcomes and policy options. The aim of involving supervisors is to contribute to the

course's objectives and anticipated outcomes through dissemination of key themes and policies for open services markets in relevant agencies.

There will be a discussion of how participants have begun disseminating what they learned from the course in their work place. And a key objective will be to conduct an exercise where supervisors and participants devise strategies for how they intend to take forward options for further analysis of services and for improving services regulation in their domestic policy environment. This will be aided by case studies and by a facilitated discussion about the role of services in manufacturing growth.

Overall outcomes include:

As a result of the program, government officials from APEC developing economies with responsibility for developing and administering policy will have a better understanding of the significant role services play in supporting other sectors of the economy (notably, manufacturing). Participants will also have a greater appreciation of the importance of open and competitive services regulation in supporting manufacturing activity, trade and economic growth.

The program will help foster a policy environment conducive to the efficient and effective regulation of services and to open trade in goods and services in the APEC region.

Participants will return to their agencies and teach colleagues about the importance of open services markets to growth of manufacturing trade and investment. This will encourage APEC developing economies of the benefits of creating open, effective services markets for manufacturing services inputs.

It is expected this will increase manufacturing efficiency and, as the sector grows, increase the size of services industries linked to manufacturing.

DAY ONE ~ Monday 21 November 2011

Venue: Room 13.04.003, Level 4 Emily McPherson Building

Theme: Understanding the importance of services to trade and investment in the APEC region

	9.00 – 9.15	Administration
Session 1.1	9.15 – 9.45	Welcome and Formal opening of the Course.
	<i>Presenter</i>	Mr Ken Waller , Director APEC Study Centre Ms Margot Kilgour , Manager APEC Study Centre
Session 1.2	9.45 – 10.15	Course Introduction Overview of the course program and materials.
	<i>Presenter</i>	Mr Thomas Westcott , Academic Coordinator
Morning Tea	10.15 – 10.45	
Session 1.3	10.45 – 11.30	Services and manufacturing trade in the APEC region Nature and size of this trade in the region.
	<i>Presenter</i>	Ms Helen Stylianou , Director, Services Trade & Negotiations Section, Australian Department of Foreign Affairs and Trade
Session 1.4	11.30 – 12.30	How services benefit trade and investment in the manufacturing sector in APEC economies Addresses how open services add value to the manufacturing sector. Introduces two key themes to the course: the important roles played by services inputs to manufacturing , and the value of product-linked services.
		<i>Presenter</i>
	<i>Panellist</i>	Mr Thomas Westcott , Academic Coordinator
Lunch	12.30 – 2.00	Boardroom. Room 013.04.002
Session 1.5	2.00 – 3.30	Exercise 1: An introduction to embodied and embedded services , Group exercise.
	<i>Facilitators</i>	Ms Helen Stylianou , Director, Services Trade & Negotiations Section, Australian Department of Foreign Affairs and Trade Mr Thomas Westcott , Academic Coordinator
Afternoon Tea	3.30 – 4.00	
Session 1.6	4.00 – 4.30	Summary and conclusions Key messages and synthesis of the day.
	<i>Presenter</i>	Mr Thomas Westcott , Academic Coordinator
Group Photo	4.30 – 5.00	

DAY TWO ~ Tuesday 22 November 2011

Venue: Room 13.04.003, Level 4 Emily McPherson Building

Theme: The value of services inputs to manufacturing exports in the APEC region

	9.00 – 9.15	Administration
Session 2.1	9.15 – 10.15	The role of services in manufacturing How network services are critical to manufacturing
	Presenter	Professor Sinclair Davidson , Professor of Institutional Economics, RMIT University
	Panellist	Mr Jeffrey Rae , Chief Economist, ITS Global
Morning Tea	10.15 – 10.30	
		Importance of services inputs in business
Session 2.2	10.30 – 11.30	Automotive manufacturing Case study of the value of services inputs to an automotive manufacturer.
	Presenter	Mr David Chuter , Executive, Strategy & Communications, Futuris Automotive Group
Session 2.3	11.30 – 12.30	Architectural services Case study from a project management perspective.
	Presenter	Mr Marcus Bailey , Project Manager, Donald Cant Watts Corke
Lunch	12.30 – 2.00	Pearson & Murphy's Cafe
Session 2.4	2.00 – 3.00	How services inputs are measured and why this is important Use of national accounts to estimate the value of services inputs. Case study of how the value of Australia's services inputs is estimated from official statistics.
	Presenter	Mr Jeffrey Rae , Chief Economist, ITS Global
	Panellist	Professor Sinclair Davidson , Professor of Institutional Economics, RMIT University
Afternoon Tea	3.00 – 3.15	

DAY TWO ~ Tuesday 22 November 2011 (Cont.)**Venue: Room 13.04.003, Level 3 Emily McPherson Building****Theme: The value of services inputs to manufacturing exports in the APEC region**

Session 2.5	3.15 – 4.45	Exercise 2: Estimating the value of services inputs Participants meet in country groups to review national data for their country, including input-output tables. Groups will estimate the value of embodied services in their country. Mentors will be on hand to discuss and assist. Results presented on day 5.
	Facilitators	Mr Jeffrey Rae , Chief Economist, ITS Global Professor Sinclair Davidson , Professor of Institutional Economics, RMIT University
Session 2.6	4.45 – 5.00	Summary and conclusion Key messages and synthesis of the day.
	Presenter	Mr Thomas Westcott , Academic Coordinator
Conference Dinner	6.30 – 9.30	The Grill, Grossi Fiorentino 60 Bourke Street, Melbourne Ph. 9662 1811

DAY THREE ~ Wednesday 23 November 2011

Venue: Room 13.04.003, Level 3 Emily McPherson Building

Theme: The value of services sold with manufactured products to exports in the APEC region

	9.00 – 9.15	Administration
Session 3.1	9.15 – 10.30	How services sold with manufactures boost manufacturing trade and investment Overview of types of services sold with manufactured products.
	Presenter	Mr Ian McCall , Senior Partner, Strategy & Operation Practice, Deloitte
	Panellist	Dr Sallie James , Trade Policy Analyst, Cato Institute
Morning Tea	10.30 – 11.00	
Session 3.2	11.00 – 12.00	Case study of a manufacturer's service business
	Presenter	Mr Daniel Vosper , Client Development Executive, Fuji Xerox Australia Pty Ltd
	Panellist	Mr Ken Waller , Director APEC Study Centre
Lunch	12.00 – 2.30	Travel to Port Melbourne by bus for lunch
Session 3.3	2.30 – 3.30	Site visit: Port Education Centre, Port Melbourne A visit to the Port of Melbourne to get an insight into the operation of Australia's largest container port and its role in facilitating trade.
		Free time and sightseeing.

DAY FOUR ~ Thursday 24 November 2011

Venue: Room 13.04.003, Level 3 Emily McPherson Building

Theme: Regulating services to increase manufacturing trade and investment in the APEC region

	9.00 – 9.15	Administration
Session 4.1	9.15 – 10.30	Developing policy approaches to support services liberalisation Policy implications of the contribution from services inputs and services sold with manufacturers. Importance of open services to manufacturing trade and investment.
	<i>Presenter</i>	Dr Sallie James , Trade Policy Analyst, Cato Institute
	<i>Panellists</i>	Mr Jeffrey Rae , Chief Economist, ITS Global
Morning Tea	10.30 – 11.00	
Session 4.2	11.00 – 12.15	Regulating network services Policy lessons from a case study from an APEC economy
	<i>Presenter</i>	Dr George Manzano , Assistant Professor and Vice Dean, School of Economics, University of Asia & the Pacific, Manila
	<i>Panellist</i>	Mr Thomas Westcott , Academic Coordinator
Lunch	12.15 – 1.45	Pearson & Murphy Cafe
Session 4.3	1.45 – 3.15	Exercise 3: Policy options for opening services Four groups will analyse one of two hypothetical case studies. Participants will be asked to read the case study materials, assess the policies regulating just-in-time manufacturers and their services inputs.
	<i>Facilitators</i>	Dr Sallie James , Trade Policy Analyst, Cato Institute Dr George Manzano , Assistant Professor and Vice Dean, School of Economics, University of Asia & the Pacific, Manila
Afternoon Tea	3.15 – 3.30	
Session 4.4	3.30 – 4.45	Presentation preparation time Participants will have time to work on their country presentations and policy briefs for Day 5.
Session 4.5	4.45 – 5.00	Summary and conclusions Key messages and synthesis of the day
	<i>Presenter</i>	Mr Thomas Westcott , Academic Coordinator

DAY FIVE ~ Friday 25 November 2011

Venue: Room 13.04.003, Level 4 Emily McPherson Building
Theme: Developing options for reform of services regulation

	9.00 – 9.15	Administration
Session 5.1	9.15 –10.45	Exercise 2: Estimating the value of services inputs – country presentations Countries present findings on the value of services inputs. Mentors will be discussants.
	<i>Discussants</i>	Mr Jeffrey Rae , Chief Economist, ITS Global Professor Sinclair Davidson , Professor of Institutional Economics, RMIT University
Morning Tea	10.45 – 11.00	
Session 5.2	11.00 – 12.30	Exercise 3: Policy options for opening services – group presentations Groups present policy briefs on reform options. Mentors will be discussants.
	<i>Discussants</i>	Dr Sallie James , Trade Policy Analyst, Cato Institute Dr George Manzano , Assistant Professor and Vice Dean, School of Economics, University of Asia & the Pacific, Manila
Lunch	12.30 – 2.00	Boardroom. Room 013.04.002
Session 5.3	2.00 – 3.00	Review and conclusions Academic coordinator will review key issues and lead group discussion.
	<i>Presenter</i>	Mr Thomas Westcott , Academic Coordinator
Afternoon Tea	3.00 – 3.30	
Session 5.4	3.30 – 4.00	Evaluation The AASC will conduct a course evaluation
Session 5.5	4.00 – 4.30	Graduation
	<i>Presenter</i>	Mr Ken Waller , Director APEC Study Centre
	4.30 – 5.30	Graduation food & drinks