

Export Potential of Services

Conference on The Economy
Friday 11th October, 2013
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“There are few things more important in business than trust. After all if potential customers do not have faith in your service then your business will never get off the ground.”

Richard Branson



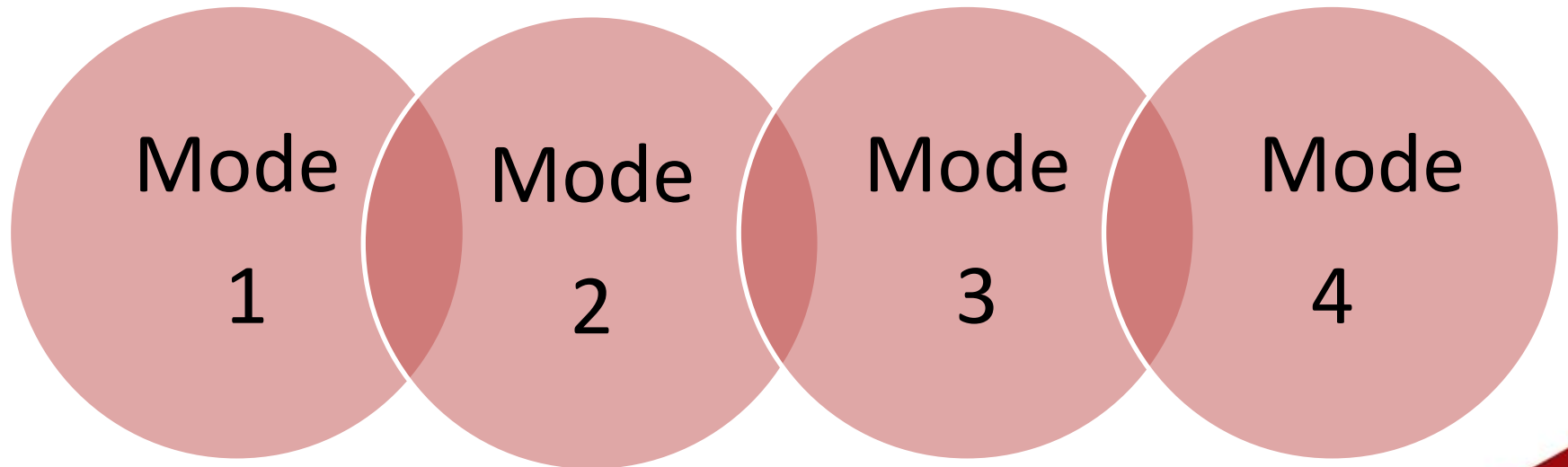
Framework

- key Services Trade Concepts
- Economic Performance of the Services Sector in Trinidad and Tobago
- exporTT Studies on Sectors of Focus
- Credibility – cross cutting issue
- exporTT's plan
- EDF

Services

- A service is an act or performance one party can offer to another that is essentially intangible.
- Distinctive Characteristics of Services
 - Intangibility
 - Variability
 - Perishability
 - Inseparability

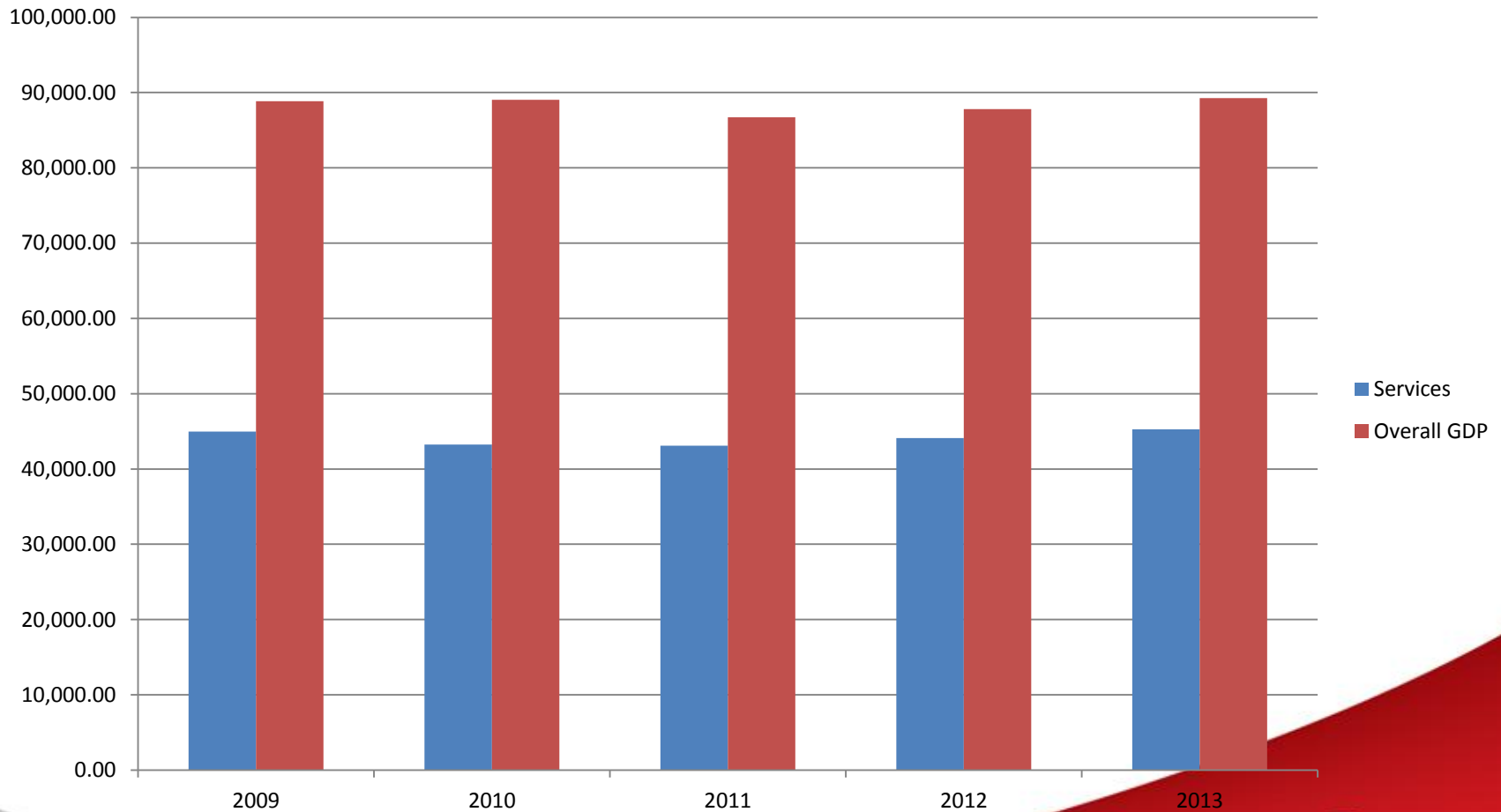
Modes of Service Supply



Services Economic Contribution to Trinidad and Tobago

- Services is a critical component of the local economy.
- Services sector growth in real terms is projected to grow by 2.6%.
- The sector regularly contributes over 50% of the national GDP.
- Key services sectors are financial services, construction services and transport services.

Services Contribution to GDP



Government Policy Towards Services

- Successive governments have acknowledged the importance of the services sector
- Consistent policy objectives towards stimulating services export.
- Services form of several of the industries identified by the government for export.

Data Collection Challenges

No Export Services Data

Decisions are made in the absence of data

Limited data available on services sector production BOP5

ExporTT Mandate

- “creating internationally competitive firms in the non-energy manufacturing and **services** sectors to grow and diversify trade and generate wealth through export led growth”

About exporTT

- Cabinet appointed National Trade Facilitation Organization.
- Expanded portfolio to include trade in services to further stimulate the development of the sector.
- Responsible for improving the competitiveness of service providers
- Boost export growth and diversity of services

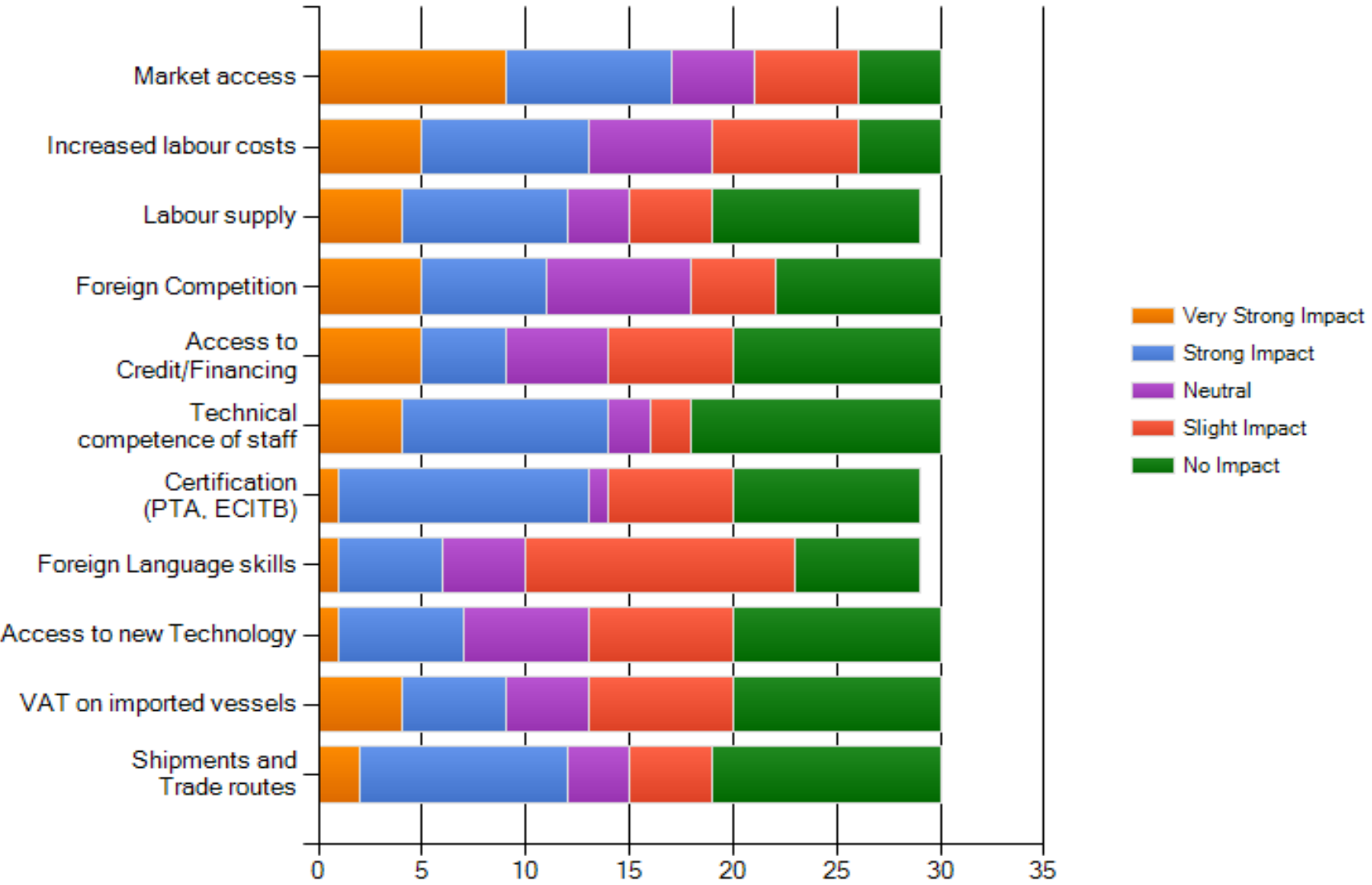
Sectors of Interest

- **Energy Services**
- **ICT Services**
- **Construction Services**
- **Maritime Services**
- Professional Services
- Creative and Cultural Services
- Tourism Services
- Financial Services

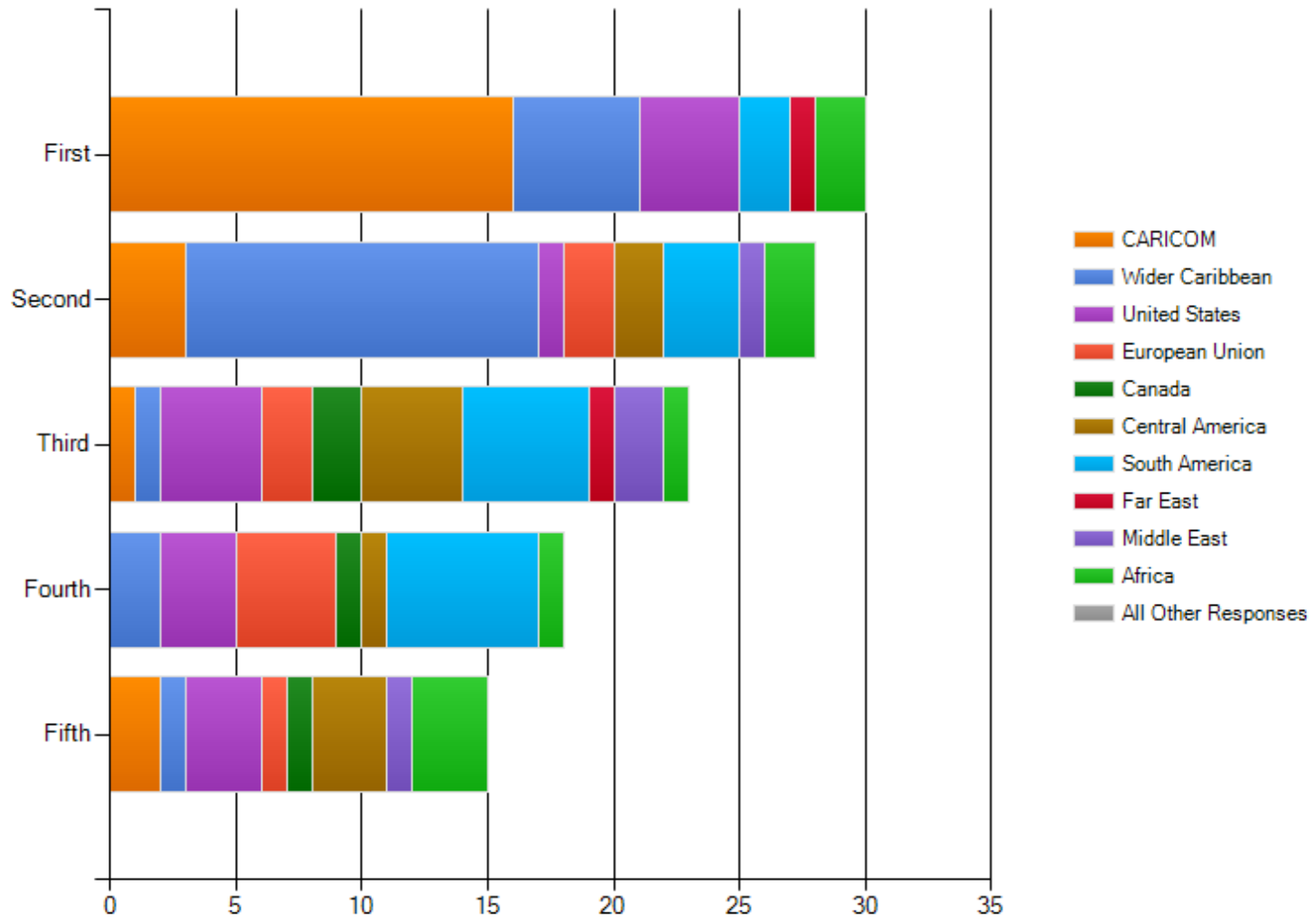
Energy Services

- Engineering Services
- Civil and Building Work
- Industrial and Welding Supplies
- Off field installation services
- ECP Construction Services
- Geological and geophysical services
- Water well drilling

Please rank the following factors according to their impact on your sector's export performance.



Please rank your markets of interest



ICT SECTOR

- Services of interest of the ICT sector are as follows:

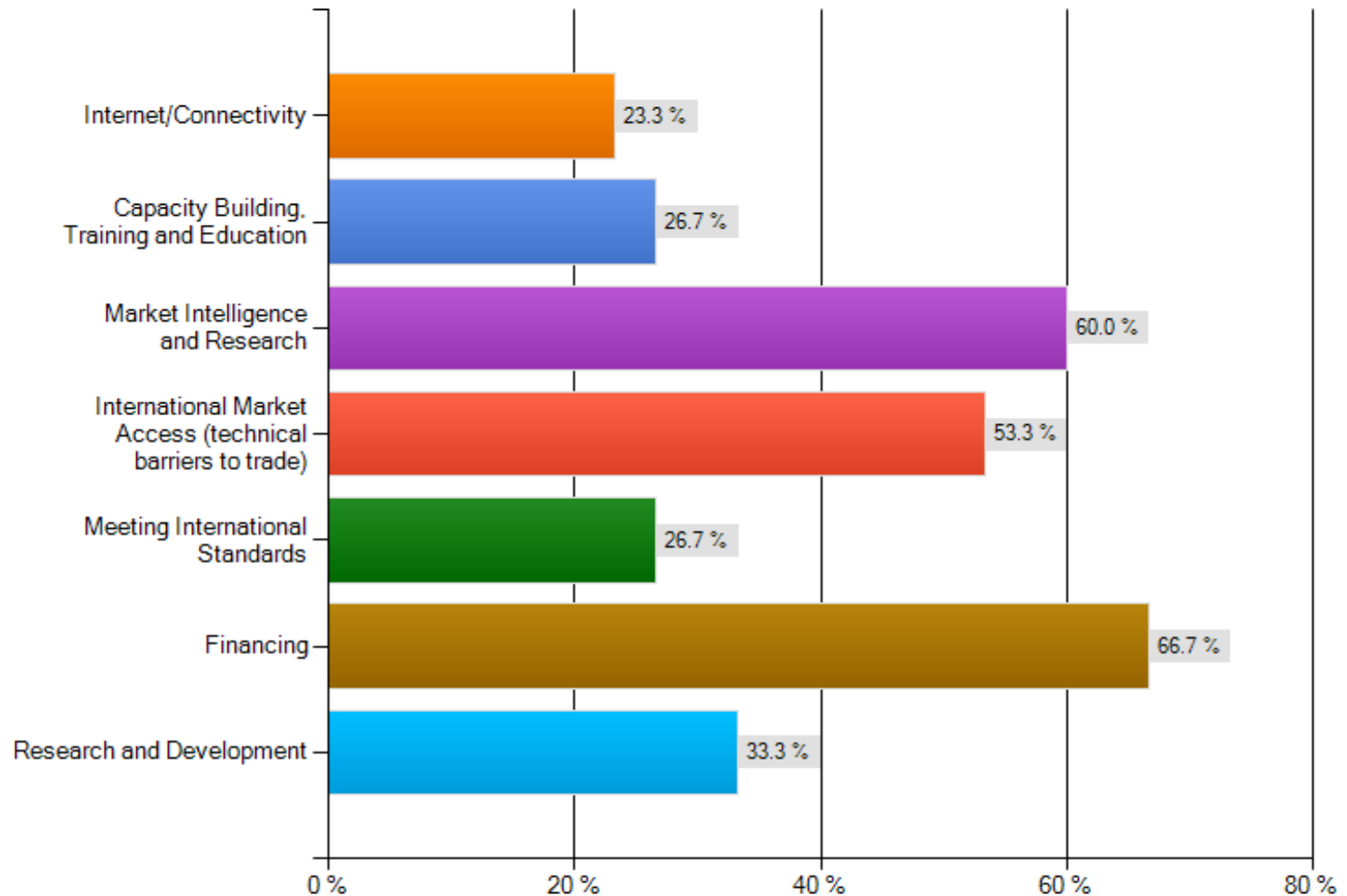
ICT Consulting Services

Computer Engineering Services

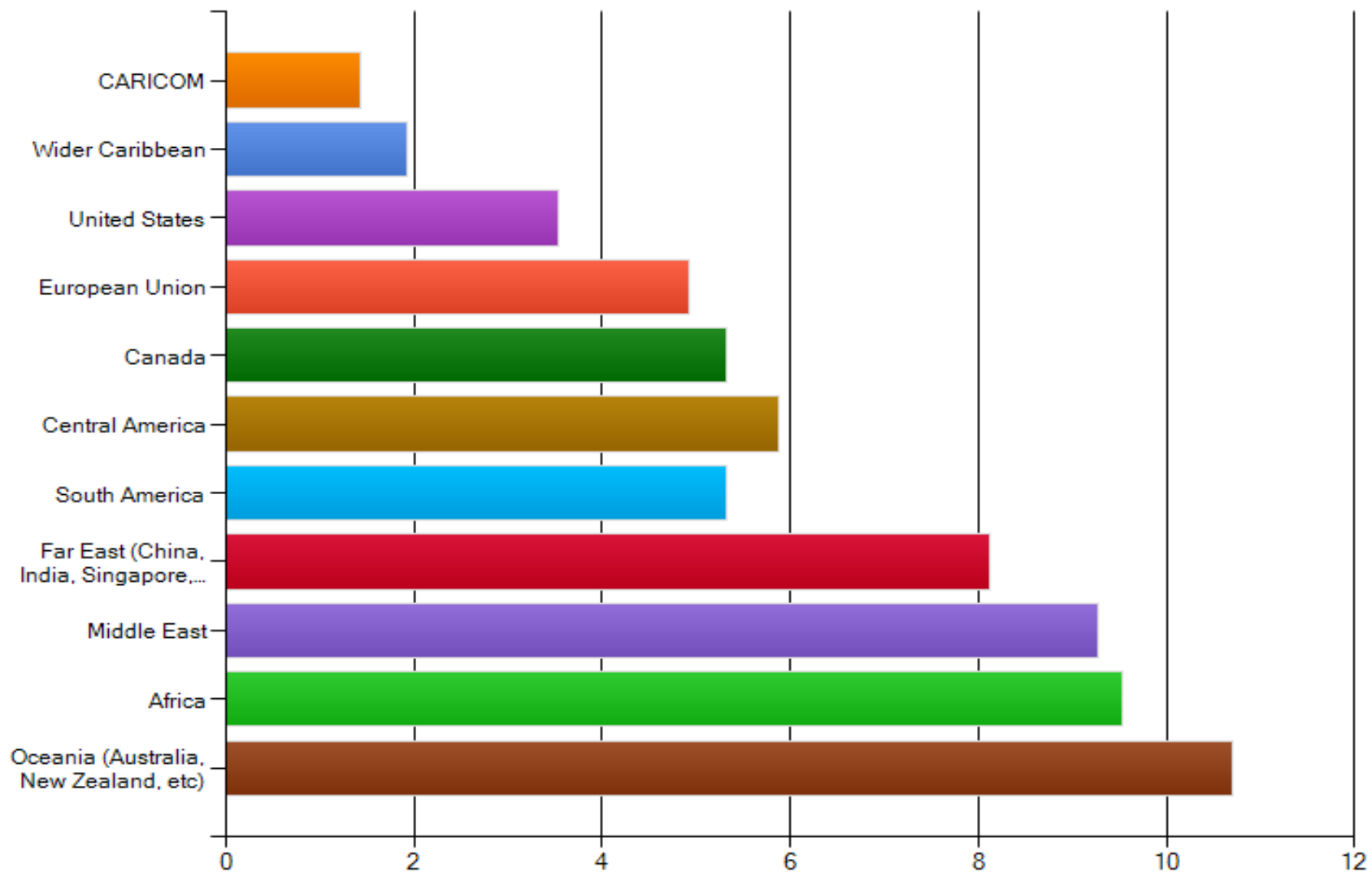
Software Solutions

Change Management

Please identify the main export and trade facilitation challenges which impact on your ability to export ICT services.



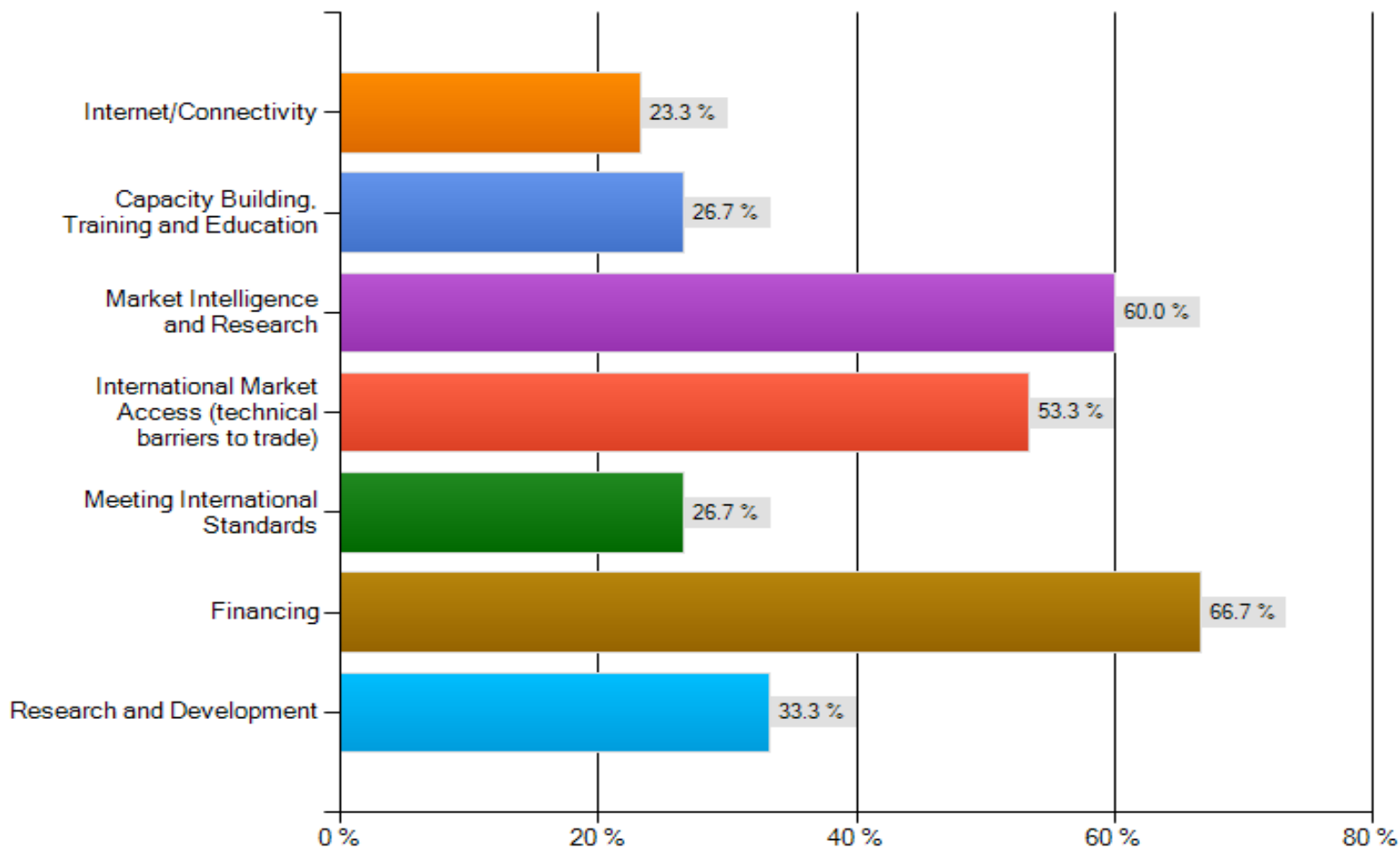
Please rank the following export markets of interest (1 being the highest)



Construction Services

- Construction Services for export include:
 - ❖ Engineering Services
 - ❖ Architectural Services
 - ❖ Quantity Surveying Services
 - ❖ Project Management
 - ❖ Project Feasibility
 - ❖ General Constructions

Please identify the main export and trade facilitation challenges which impact on your ability to export ICT services.



Maritime Services

- Engaged in mode 2 exports
- Services exported in the maritime services sector include:
 - Ship Agents and Brokerage Services
 - Boat Storage
 - Yacht Management
 - Customs Brokerage
 - Marine Agency and Logistics Services

General Observations

- The services sector surveyed there is a substantial appetite among services providers to export
- Several companies in the energy services, construction sector and ICT sectors export services.
- Mode 4 is the primary mode of export for energy and construction services providers

General Observations

- Primary export markets for the companies in the energy sector, ICT sector and construction services is the CARICOM market.
- Lack of access to export financing.

Credibility

- A core issue facing ALL services exporters is the issue of credibility.
- Services are inherently intangible; consumers therefore have to place greater trust in the service provider.
- Customer Empowerment – studies show that 92% of customers trust recommendations from people they know

exporTT's Plans to Assist Service Providers

- Co-financing facility for services- three levels of export producers are capable of obtaining financing.
- Capacity building programs- divided along two core components international accreditation and training activities in export related skills.

exporTT's Plans to Assist Service Providers

- Market Survey Missions and contract promotion missions in countries of interest
- Advocacy for clients on trade agreements and barriers to trade

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The graphic features a central globe composed of various national flags. The text is arranged in a dynamic, overlapping layout with a color palette of red, teal, and white. A teal banner at the bottom contains the pricing information.