



*Launching of the  
Philippines Services  
Coalition*

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United States Coalition of Services Industries

Hong Kong Coalition of Service  
Industries

European Services Forum

Australian Services Roundtable

Japan Services Network

# Objectives: Australian Services Roundtable (ASR)

- Provide an umbrella business body
- Represent a broad range of service sectors
- Promote service sector research
- Stimulate policy-oriented networking



# ASR Objectives (cont'd)

- Identify domestic regulatory obstacles
- Build a recognizable public profile
- Contribute to strategies on negotiations





# Importance of Service Exports

- *Fastest-growing*
- *Hope for economic growth*
- *Contribution to job creation*
- *Economic development*
- *Branding the country*



# Firms in the service sector are never too small to export





Where are the  
opportunities?



# Awareness about service sector exporting must be built





# Reasons for lack of awareness

- *Services are intangible*
- *Flawed, understated trade statistics*
- *Existing exporters do not realize they are exporting*



# Successful Services Exporting...

## What does it take?

- *Get organized*
- *Awareness building*
- *Pick/promote the winners*
- *Public/private sector consultation*
- *Training*
- *Foster “bundling” of services*
- *Targeted trade promotion*
- *Policy review/reform*



Welcome to our new partner...

The Philippines Services  
Coalition