



## **Expanding Exports and Building Consensus on Services Reforms and Negotiations: a Coalition of Service Industries in Ghana**

**15-16 June 2010  
Alisa Hotel – Accra, Ghana**

### **Aide Memoire and Agenda**

#### **Background**

Services constitute the most dynamic area of international trade, offering significant opportunities both in terms of increased exports and imports, aimed together at enhancing competitiveness, stimulating economic development and reducing poverty. At the same time services reforms and negotiations remain understandably contentious due to their potential to expose vulnerable stakeholders to a variety of risks.

Part of the difficulty in harnessing services reforms and negotiations to promote development results from the expansive nature of the sector. In reality there is no single 'services sector' to speak of, but rather a collection of sectors covering significant swathes of economic activity and impacting a diverse range of stakeholders. Bringing these stakeholders together to strengthen the sector, expand exports and more generally help feed their interests into reform and negotiating processes has proven challenging, both for governments and the private sector.

In light of this, firms in a number of sectors (notably in professional services) have tended to group themselves into industry associations. Such associations can play a myriad of roles. Externally, they often advocate on behalf of the sector, especially with governments, regarding policy reforms, trade barriers, negotiating positions and strategies for enhancing exports in their sector more generally. Internally, roles can include raising awareness on the impact/relevance of services negotiations, basic information and knowledge sharing amongst members, export training and facilitating coordination and harmonization on standards, qualifications and licensing. That being said, these diverse associations often operate in isolation, which no (or little) effective overarching mechanism to pursue common (and often cross-cutting) interests.

In response to this perceived gap, there has been a recent move to pool together a range of cross-sectoral associations, bodies and firms into national and regional services coalitions,

themselves often associated with global bodies, such as the Global Services Network (GSN).<sup>1</sup> Such national and regional (and global) groupings can lend additional weight to positions being taken and help further promote private sector interests towards exporting more services, as well as services reforms and negotiations, etc. However, ensuring such bodies are adequately situated in a country's (or region's) broader institutional decision-making framework is an essential ingredient for success.

## **Objective**

Despite the acknowledged role such coalitions can and should play in harnessing services for development, their presence in Africa is virtually non-existent, with Ghana being no exception. As such, the broader objective of this workshop is to help create awareness about the role of services coalitions in expanding exports and pursuing services reforms and negotiations, as well as to promote information and knowledge sharing amongst stakeholders of national/regional experiences with services associations. Building consensus for such coalitions is thus a key expected outcome. By helping to elaborate on how such coalitions can be properly situated within the existing institutional landscape, the ultimate aim is to help catalyze the formation of a national coalition in Ghana.

## **Organisation and Participants**

The meeting is being co-organised by the Services Export Support Initiative (SESI), the Ghana Association of Consultants (GAC) and the International Lawyers & Economists Against Poverty (ILEAP). Participants will be chosen from selected sectors, covering private sector professionals and association representatives in the country, as well as relevant public sector ministry and regulatory agency representatives. A select number of representatives from other countries or regions will also be in attendance, both to share experiences and act as advisors.

As such, target participants will include:

- Private sector operators *and* representatives of services associations;
- Government officials from relevant ministries and regulatory bodies involved in the development of services export strategies and/or services negotiations; and
- Researchers in academia, think tanks and national research networks concerned with trade and regulatory policies, as well as export development and promotion.

---

<sup>1</sup> The Global Services Network is an informal, private sector-led, forum which gathers the global services community of business people, government officials, academics, and others who are committed to increased trade and investment in services, and a rules-based, multilateral trading system.



## Agenda

15 June 2010	
9:00 - 9:30	Registration
9:30 - 10:30	<p><b>Opening Session</b></p> <p><b>Chair:</b> Dr. J. Ebow Bannerman, President, Ghana Association of Consultants</p> <p><b>Remarks by:</b></p> <ul style="list-style-type: none"> <li>• Edmund Opoku-Agyeman, Coordinator, SESI, Ghana</li> <li>• David Primack, Ag. Executive Director, ILEAP, Canada</li> <li>• Kwadwo Owusu Agyeman, Executive Secretary, GEPC</li> <li>• Hon. Mahama Ayariga, Deputy Minister of Trade and Industry (MOTI)</li> </ul>
10:30 - 11:00	<b>Coffee Break</b>
11:00 - 12:15	<p><b>Session I: Services in the Ghanaian Economy</b></p> <p>This session aims to help set the context of the state of the services economy in Ghana, providing some insights on both economic and trade-related issues, including regulatory matters. It also aims to situate these discussions in the appropriate policy context.</p> <p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>• Dr. Charles Jebuni, Centre for Policy Analysis (CEPA)</li> <li>• Martin Williams, Trade Economist, Ministry of Trade and Industry, Ghana</li> <li>• Tawiah Akyea, Ghana Institute of Management and Public Administration</li> </ul> <p><b>Q&amp;A</b></p>
12:15 - 13:45	<b>Lunch</b>
13:45 - 14:30	<p><b>Session II: The role of services coalitions in international trade</b></p> <p>This session will provide an overview of the potential role a service coalition can play, focussing in particular on the specific needs in a developing country context.</p> <p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>• David Primack, Acting Executive Director, ILEAP</li> </ul> <p><b>Q&amp;A</b></p>

14:30 - 14:45	<b>Coffee Break</b>
14:45 - 16:00	<p><b>Session III: A proposed Ghana Coalition of Services Industries</b></p> <p>This session will provide an overview of preliminary research on the formation of a Ghana Coalition of Services Industries. It will also discuss how this body could co-exist under the umbrella of existing apex private sector associations and complement their broad mandate, with a specialised focus on trade in services.</p> <p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>• Edmund Opoku-Agyeman, Coordinator, SESI</li> </ul> <p><b>Discussant</b></p> <ul style="list-style-type: none"> <li>• Beatrice Chaytor, Programme Officer, ILEAP</li> </ul> <p><b>Q&amp;A</b></p>
16:00	<b>End of Day 1 – Departure</b>

<b>16 June 2010</b>	
9:00 - 10:30	<p><b>Session IV: Ghana services associations in action</b></p> <p>This session will delve into the salient features of a number of existing national services bodies. Attention will be drawn to issues such as objectives, activities, membership, and structure, etc., as well as the manner in which they interact with partners at the national, regional and international level.</p> <p><b>Presentations</b></p> <ul style="list-style-type: none"> <li>• Dan Sam, Executive Secretary, Ghana Association of Consultants (GAC)</li> <li>• John Asante, Private Enterprise Foundation (PEF)</li> <li>• David Nana Anim, Vice-President, Ghana Tourism Federation (GHATOF)</li> </ul> <p><b>Q&amp;A</b></p>
10:30 - 10:45	<b>Coffee Break</b>
10:45 - 14:30	<p><b>Sessions V: Breakouts – Options for a Ghana CSI</b></p> <p>Breakout discussions will be facilitated amongst participants, with a view to seeking more detailed feedback regarding possible roles for a CSI in their sector, as well as how a Ghana CSI might situate itself within existing private sector structures.</p> <p><b>Groups:</b></p> <ul style="list-style-type: none"> <li>• Health/Medical services</li> <li>• Tourism (hotel/tour operator) services</li> <li>• Higher Education services</li> <li>• Professional Consultancy Services</li> <li>• Public sector/Business Membership Organisations (BMOs)</li> </ul> <p><b>Q&amp;A</b></p>
14:30 - 15.00	<p><b>Session VI: Way forward</b></p> <p>Based on the deliberations throughout the workshop, including the preceding breakout groups discussions, this session will draw together insights and specific recommendations on the possible formation of a services coalition in Ghana.</p>
15.00	<b>Closing &amp; Lunch</b>