



SUPPORTING LDC CAPACITY IN TRADE IN SERVICES: AUSTRALIA'S AID FOR TRADE IN THE PACIFIC

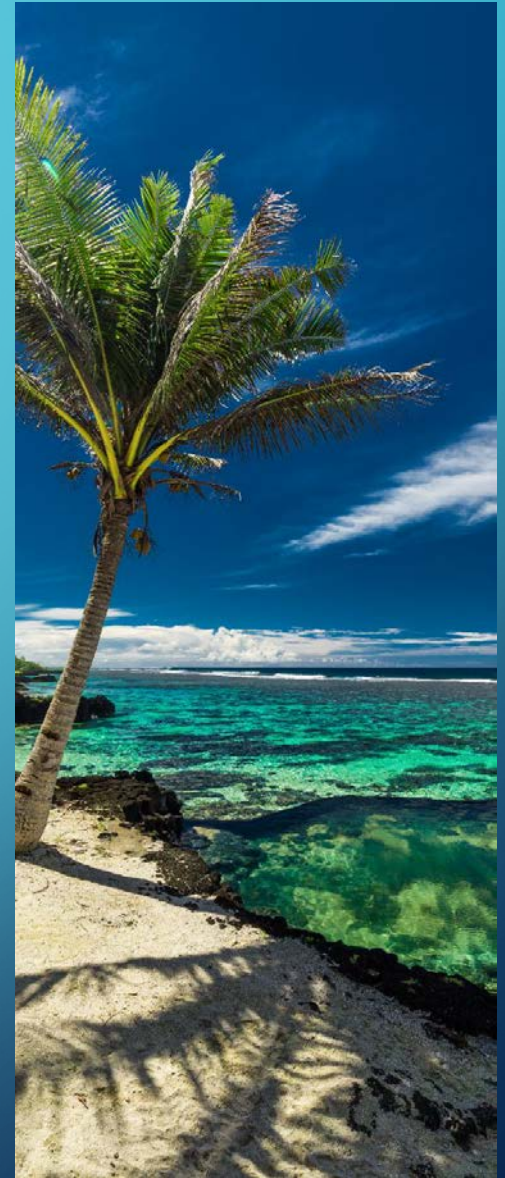
WTO LDC SERVICES WORKSHOP

29 OCTOBER 2019

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FOREIGN AFFAIRS AND TRADE

OUTLINE

- Australia's approach in the Pacific
- Supporting tourism
- Supporting digital trade
- Building services trade policy expertise



AUSTRALIA'S APPROACH

- Services, particularly tourism services, already play an important role in many Pacific economies.
- Further growth in services exports represents a significant opportunity for development in the region and has been a focus of Australia's aid for trade activities.
- Focus on both services as an export and an enabler for trade.

SUPPORTING TOURISM

- Tourism is an important driver of growth and employment in the Pacific, and a focus for Australia's aid for trade activities.
- Pacific Trade and Invest (PTI) Australia is an Australian Government-funded trade and investment promotion authority.
- Private sector partnerships.



SUPPORTING TOURISM

“We knew it was important to have a website, but didn’t understand how potential guests may find us online. With the website we created through PTI Australia’s Digital Tourism Program, we have added an online booking option, improved our search engine optimisation, as well as linking our page to TripAdvisor, which increased bookings by over 15 per cent.”

- PTI Australia Digital Tourism participant



SUPPORTING DIGITAL TRADE

- Digital economy presents unique opportunities for small island states – mitigating challenges of remoteness and fragmentation.
- \$4.5 million E-Commerce Aid for Trade Fund announced March 2019.
- PTI's Digital Trade Program provides practical skills in e-commerce to Pacific businesses.

BUILDING SERVICES TRADE POLICY EXPERTISE

- PACER Plus includes commitments on capacity building and training.
- Program delivery through ICTSD, the University of Adelaide and the IDEAS Centre.
- Focus on use of the LDC Services Waiver.



LESSONS LEARNED

1. Importance of involving both trade and development expertise in program design and implementation.
2. Private sector engagement can ensure assistance is needs-based and tailored to take advantage of existing opportunities.
3. Need to broaden capacity-building efforts beyond trade officials to other government agencies, lawmakers and the private sector.

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THANK YOU