

Multi-year Expert Meeting on Trade, Services and Development

12th session

15 – 16 April 2026

Servicification for economic diversification

15 April 2026, 10 a.m. to 12 p.m and 3 p.m. to 5 p.m. (CET)

16 April 2026, 10 a.m. to 12 p.m and 3 p.m. to 5.30 p.m. (CET)

 [Room Tempus](#), Palais des Nations, Geneva

 Register here to attend: <https://indico.un.org/event/1021781/>

 More information at the [event website](#)

Programme

Wednesday, 15 April

10 a.m.–10:45 a.m. **Opening plenary**

Item 1 **Election of officers**

Item 2 **Adoption of the agenda and organization of work**

(TD/B/C.I/MEM.4/34)

Opening remarks Mr. Pedro Manuel Moreno, Acting Secretary-General of UN Trade and Development (UNCTAD)

Item 3 **Servicification for economic diversification**

(TD/B/C.I/MEM.4/35)

Presentation by Ms. Luz María de la Mora, Director, Division on International Trade and Commodities, UNCTAD

Keynote speaker Mr. Bernard Hoekman, Professor and Director, Global Economics, Robert Schuman Centre for Advanced Studies, European University Institute, Italy

Wednesday, 15 April

10:45 a.m.–12 p.m. **Session 1. Servicification and development implications**

- Presentation by Ms. Tiava Ny Kanto Rajohnson, Director General of Foreign Trade, Ministry of Trade and Consumer Affairs, Republic of Madagascar
- Presentation by Ms. Yan Zhang, Professor, Director, Centre for International Trade and Investment, Central University of Finance and Economics, People's Republic of China
- Presentation by Ms. María Vásquez Callo-Müller, Research Fellow, University of Lucerne, Switzerland
- Guiding questions based on background note
- How does servicification affect productivity, upgrading and export performance across countries and sectors in your country and/or region?
 - How is digitalisation reshaping servicification pathways in developing economies?
- Interactive debate All experts

Wednesday, 15 April

3 p.m.–5 p.m. **Session 2. Sharing country experiences with servicification**

- Presentation by Ms. Matfobhi Riba, Economic Affairs Officer, Division for Africa, Least Developed Countries and Special Programmes, UNCTAD
- Presentation by Mr. Md. Alamgir Kabir, Deputy Secretary, Ministry of Commerce, People's Republic of Bangladesh
- Presentation by Ms. Helena Schweiger, Associate Director, Lead Research Economist, Office of the Chief Economist, European Bank for Reconstruction and Development
- Guiding questions based on background note
- Which policy measures can help countries harness services and trade in services for economic diversification, particularly policies targeting infrastructure, skills and the regulatory environment?
- Interactive debate All experts



Thursday, 16 April

10 a.m.–12 p.m. Session 3. Servicification in the digital age: the role of trade policy and regulation

- Briefing by: Mr. Richard Brown, Ambassador and Permanent Representative, Permanent Mission of Jamaica to the United Nations and other international organizations in Geneva
- Presentation by: Ms. Neha Mishra, Assistant Professor, Geneva Graduate Institute, Switzerland
- Presentation by: Ms. Hildegunn Kyvik Nordas, Professor, Örebro University, Sweden
- Presentation by: Mr. Patrik Ström, Director, The European Institute of Japanese Studies, Stockholm School of Economics, Sweden
- Presentation by: Mr. Frédéric Jenny, Emeritus Professor of Economics, École supérieure des sciences économiques et commerciales (ESSEC), France (video)
- Guiding questions based on background note
- What role does trade policy play in enabling or constraining servicification?
- Interactive debate: All experts

Thursday, 16 April

3 p.m.–5 p.m. Session 4. Data for trade in services and development policies

- Presentation by: Mr. Ingo Borchert, Professor, University of Sussex Business School, United Kingdom of Great Britain and Northern Ireland
- Presentation by: Mr. Benjamin Kwasi Addom, Adviser, Agriculture & Fisheries Trade Policy, Commonwealth Connectivity Agenda, Commonwealth secretariat
- Presentation by: Ms. Carlotta Schuster, Economist, International Trade Centre
- Presentation by: Ms. Prunela Charles-Williams, Senior Economic Statistician, Research, Statistics and Data Analytics Department, Eastern Caribbean Central Bank (video)
- Guiding questions based on background note
- Where do you see the most significant data gaps and challenges in services trade and servicification, and how can UNCTAD and other international organizations best support countries in addressing them?
- Interactive debate: All experts

Thursday, 16 April

5 p.m.–5:30 p.m. Closing plenary

- Item 4 Adoption of the report of the meeting
(TD/B/C.I/MEM.4/36)

