

Women in Export Trade Day

- **Workshop 4**
- **Women in export: exporting services**
 - **Speakers**
 - **Lloyd Downey**
 - **Dr Nona Saldana Ricafort**
 - **Vicki Prout**



Australian Government

Austrade



Australian Government

Office for Women

Port



Ex-port

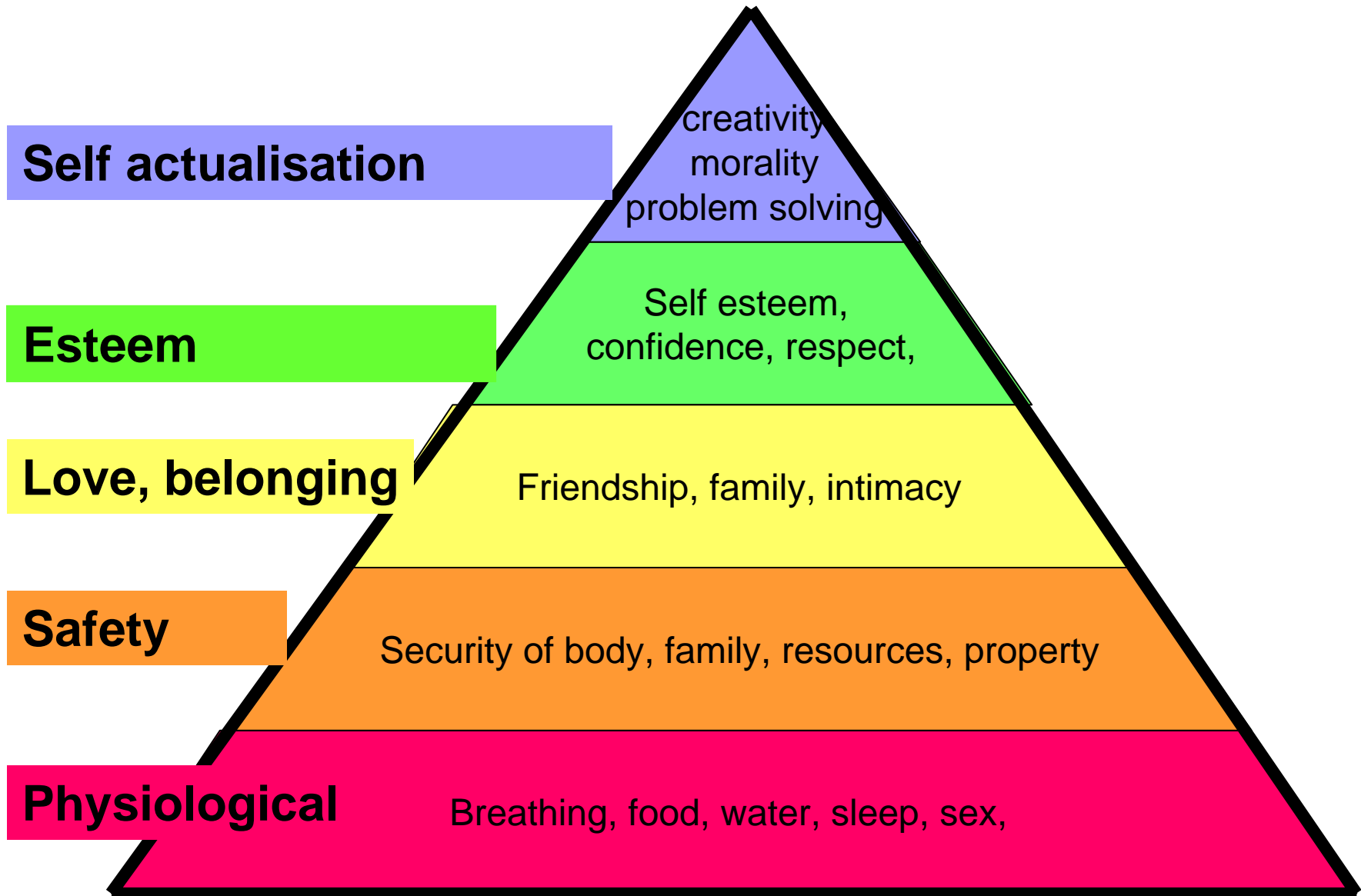




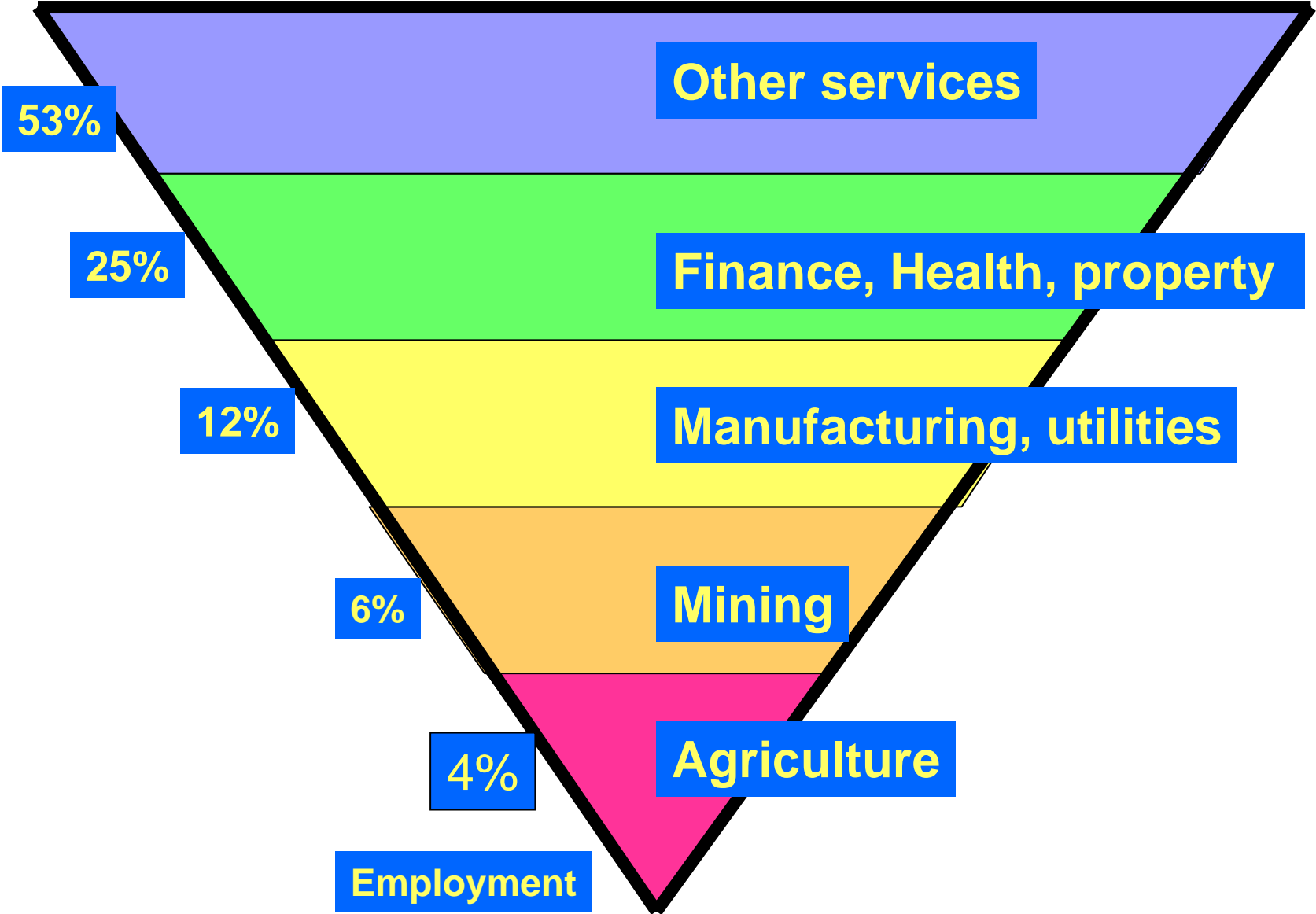
But Brad!.....
You can also
Export
SERVICES !!!

A service export happens
when a non-resident pays
us for a service

Maslow: hierarchy of needs



A services Hierarchy



Sydney 1788

No Exports



Sydney 2007:

Tourism

Finance

Government

Logistics

Business services

Entertainment

Education

Retail

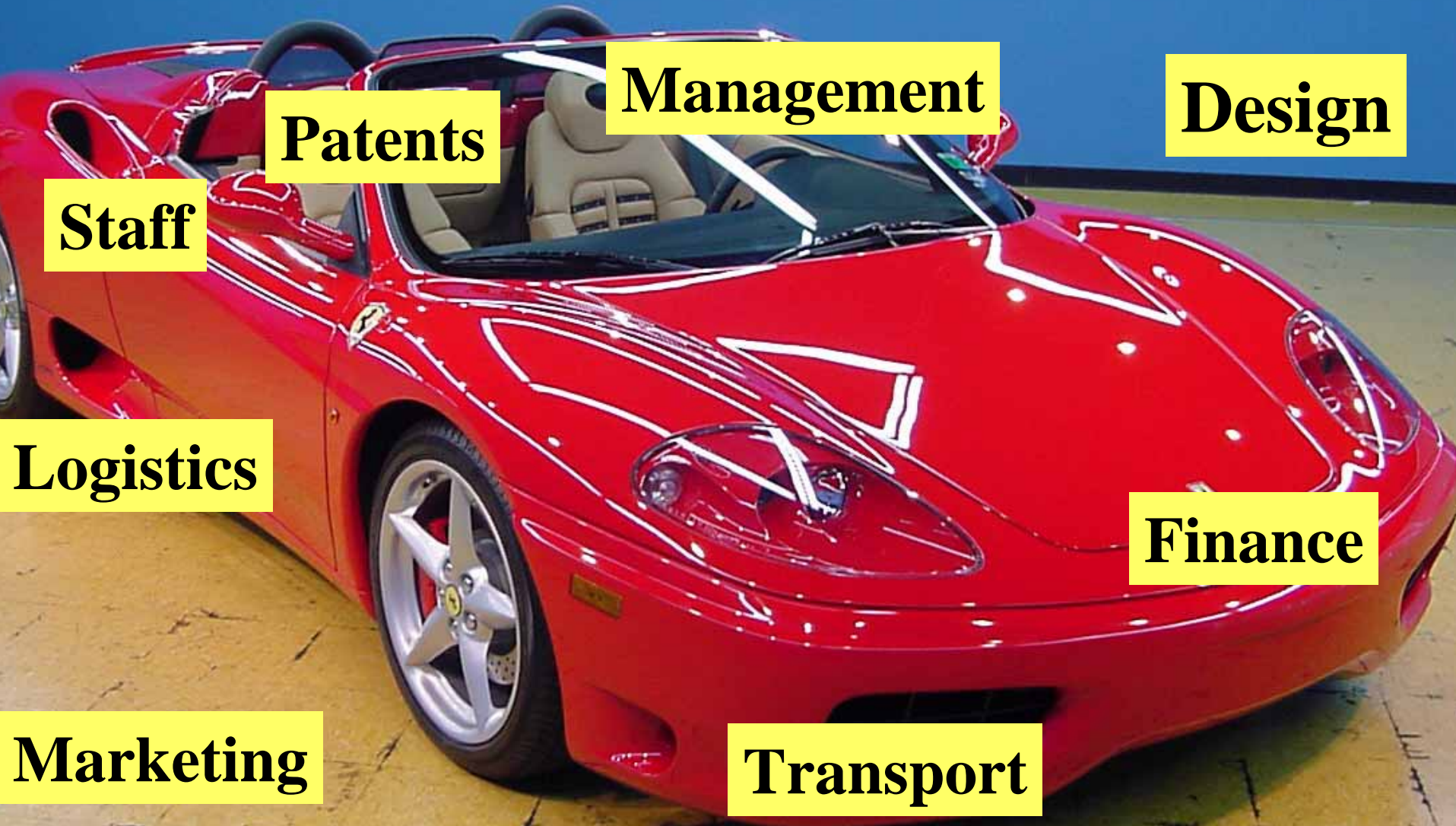
Arts



Service trade is important

- 22% of world trade
- Increasing *proportion* of world trade
- Services embedded in other trade

Services embedded in manufacturing



Management

Design

Patents

Staff

Logistics

Finance

Marketing

Transport

Four modes of exporting services

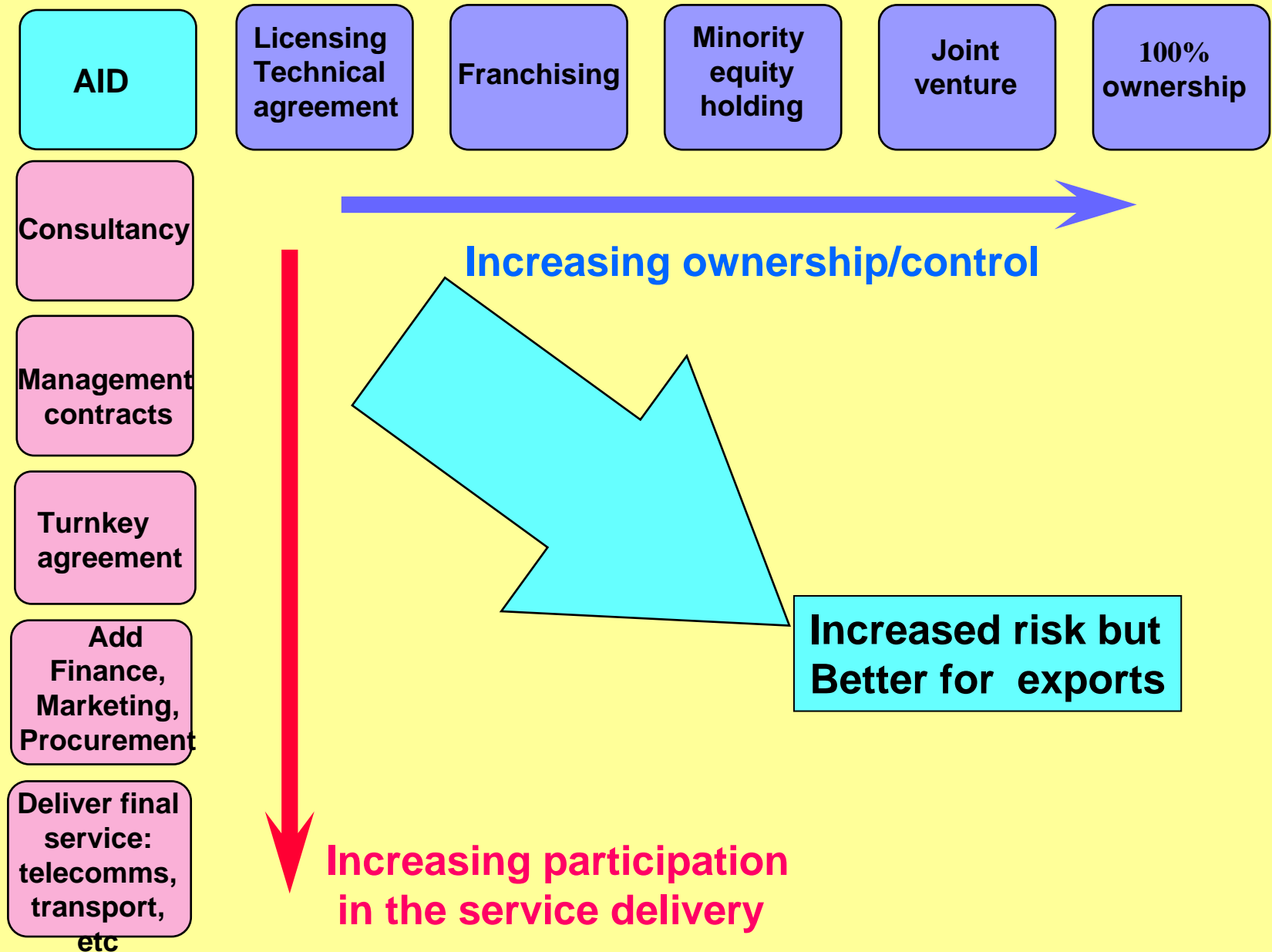
- The service crosses the border
- The customer comes to you
- You establish offshore
- Fly-in fly-out

Entry strategies and business models



- Wholly owned business
- A joint venture
- A franchise
- Internet marketing
- Network and relationship marketing
- Use an agent
- Bring the customer to you
- Sell to multinationals at home..... then abroad

Increasing the returns from service exports



Some people are more comfortable with risk



First identify what you have.

Then package it.

Then protect it.

Then market it.

Can you digitise it ?

- Manuals
- Instructions
- Recipes
- Rules and procedures
- Data bases
- Videos/Music/Recordings
- Work-flow systems

Protecting your package

- Patents
- Copyright
- Trade marks
- Trade secrets

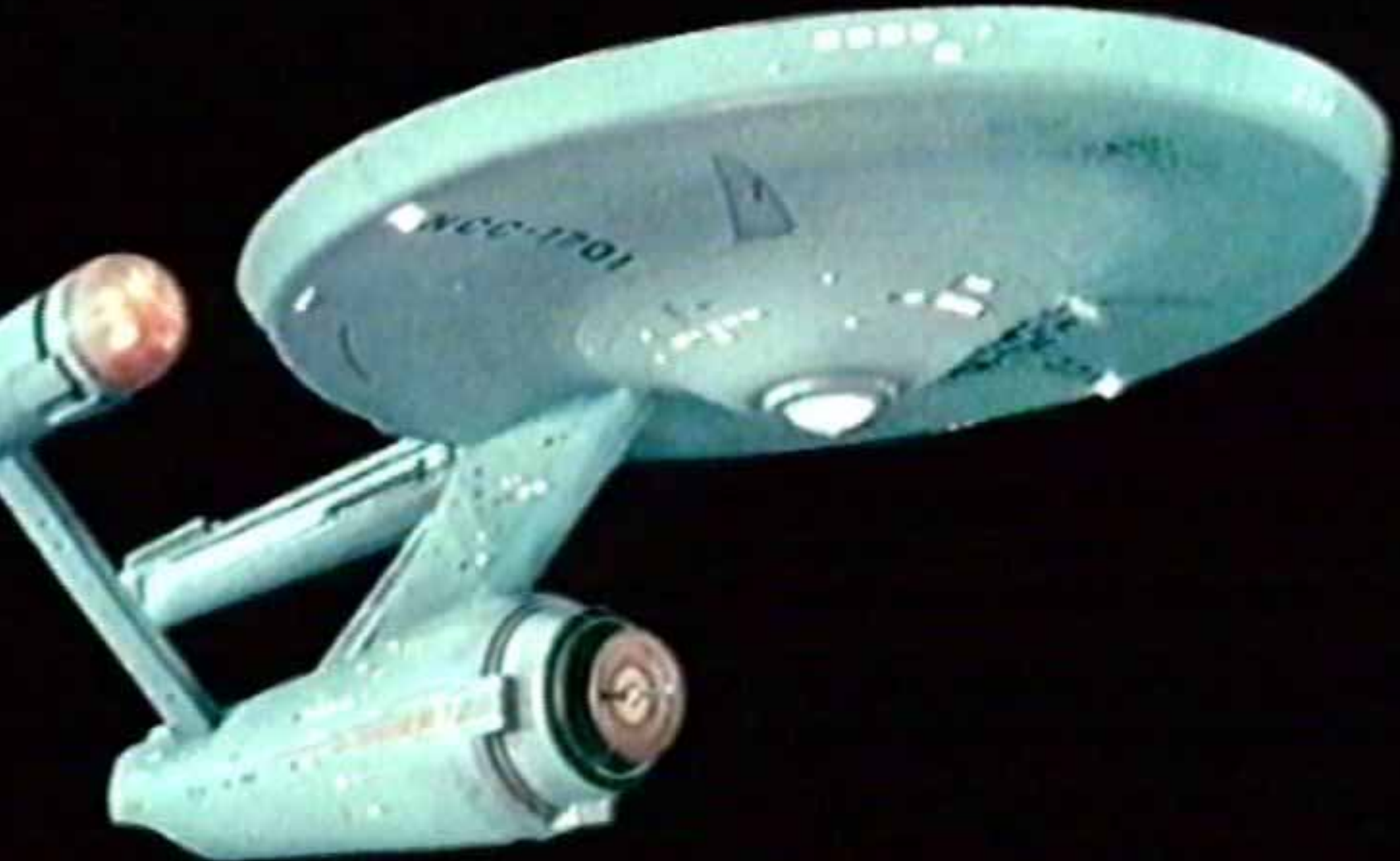
Can you use other techniques ?

- A joint venture
- Keep the critical bits at home
- First to market
- Choose your partners/staff carefully
- Remain valuable

And you thought exporting
Services was tough !



**But you can bravely go where
no other woman in export has been before**





That's all folks