



## *Measuring and Enhancing Services Trade Data and Information Conference*



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### *Better Data in Support of the National Export Initiative*

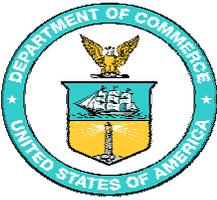
**September 14, 2010**

**U.S. Department of Commerce, Washington, DC**

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## **AGENDA**

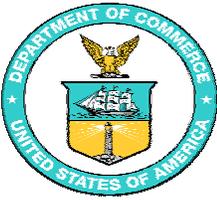
- 8:30 – 9:00 am      Registration and Continental Breakfast (**Main Lobby**)
- 9:00 – 9:45 am      **Welcome and Opening Session (Auditorium)**  
*Better Data and Information Needed for Better Business Decisions*  
**Francisco Sánchez**, Under Secretary for International Trade, International Trade Administration (ITA)
- The importance of services trade data and its role in the National Export Initiative.
- Rebecca Blank**, Under Secretary, Economics and Statistics Administration
- The Department's Commitment to Improving the Collection and Dissemination of Services Trade Data
- 9:45 – 10:00 am      *Better Data for Better Decisions: Progress and Prospects (Auditorium)*  
**Steve Landefeld**, Director, Bureau of Economic Analysis (BEA)
- 10:00 – 11:00 am      *U.S. Government Plans to Enhance Data (Auditorium)*  
**Mark E. Wallace**, Chief, Service Sector Statistics Division, Census Bureau  
**Maria Borga**, Chief of the Research Branch, Balance of Payments Division, BEA  
**Michael Horigan**, Associate Commissioner, Office of Prices and Living Conditions (OPLC), Bureau of Labor Statistics (BLS)
- Planned Current Data from BEA, Census Bureau, and BLS
  - Overview of Pending Enhancements in BEA (New Surveys, Sample Frame Improvements, Detail on Trade within Multinational Companies, and Meeting New International Standards)
  - Recent Improvements in Census Services Data (New Annual and Quarterly Data)
  - New BLS Data (Services Price Indices)
  - Overview of Agency Efforts to Share Data with a Focus on What New Data Runs Might be Possible to Provide or What They Have Found That Data Users Have Requested Most Often
  - Discussion of Key Elements that are Needed Across Service Industries and Relevant Reporting Burdens and the Reportability of These Elements
- 11:00 – 11:15 am      **Networking Break (Main Lobby)**



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- 11:15 – 12:00 pm ***Innovation in the Collection and Dissemination of Data (Auditorium)***  
**Linda Abraham**, Chief Marketing Officer and Executive Vice President, comScore, Inc.
- Trends in E-Commerce
  - Consumer Use of Various Government Web sites (including Healthcare)
  - Trends in On-line Travel
- 12:00 – 1:00 pm **LUNCH (Main Lobby)**
- 1:00 – 2:00 pm ***Private Sector Sources of Data and Potential Future Innovation (Auditorium)***  
**Ralph Allen**, Chief Operating Officer, Patton Boggs, LLP  
**Catherine Mann**, Rosenberg Professor in Global Finance, International Business School at Brandeis University, and Visiting Fellow, Peterson Institute for International Economics  
**Michael Sprung**, Freight Transportation Specialist, Department of Transportation
- What Information on the Service Industry is Currently Available?
  - How Does Data Support Business Decisions? Who are the Current Types of Users?
  - What are the Plans/Potential for the Future?
  - What Technological Innovations Might be Possible in the Future?
- 2:00 – 2:30 pm ***Efforts to Improve International Services Data (Auditorium)***  
**Robert Yuskavage**, Chief, Balance of Payments Division, BEA, and U.S. Representative to the Organisation for Economic Co-operation and Development's (OECD) Working Party on International Trade in Goods and Trade in Services Statistics  
**Rainer Lanz**, Trade and Agriculture Directorate, OECD
- New International Standards
  - Plans for Implementation
  - Importance of Consistent Services Data for Analytic Efforts
  - Gaps and Shortcomings in International Services Trade Statistics
- 2:30 – 2:45 pm **Break (Main Lobby)**
- 2:45 – 3:30 pm **AFTERNOON BREAKOUTS**  
***Breakout Sessions Focusing on Industry-Specific Data and Information Needs***
- Legal/Accounting (Room 1410)
  - Travel and Tourism (Room 1414)
  - E-Commerce (Room 1412)
  - Healthcare (Room 1411)
  - Architecture/Construction/Engineering (Well of Auditorium)
  - Business Transportation Services (Room 1851)



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2:45 – 3:30 pm

### **INDUSTRY BREAKOUT SESSIONS** (See breakout room assignments)

*What Improvements to Data/Information are Needed by Industry? What are the Barriers to Collecting This Data/Information?*

#### **Roundtable Discussion Led by Facilitators**

- Quick overview of best data available in the specific industry
- Key issues in each industry
- What data do you need that you do not have and how would it be helpful?
- What similar industries are collecting better data or providing more useful information?
- Role of data and information in developing the market and expanding trade – case studies
- How is this industry treated in terms of taxes and tariffs – does that treatment offer opportunities for data collection/enhancement/dissemination?
- Next steps

#### **Breakout Session Sponsors:**

*Longwoods International with support from Dean Runyan Associates*

3:30 – 4:00 pm

### **Brainstorming Ideas for Collecting and Disseminating Data Currently**

*Lacking (including the role of the private sector)* (See breakout room assignments)

#### **Roundtable with Facilitators**

- Surveys vs. Innovation
- New Ideas/Methods for Collection
- New Ideas/Methods for Dissemination
- What is the Role of Government? The Private Sector?
- Next Steps

4:00 – 4:30 pm

### **Closing Session** (Auditorium)

*Report Out from Industry Groups and Next Steps*

**Speakers: Facilitators from Each Group and Joel Secundy,**  
Deputy Assistant Secretary for Services, DoC/ITA