

# 10<sup>th</sup> Sadli Lecture & International Services Summit 2016

## *“Services Sector as Enabler of Global Value Chain”*

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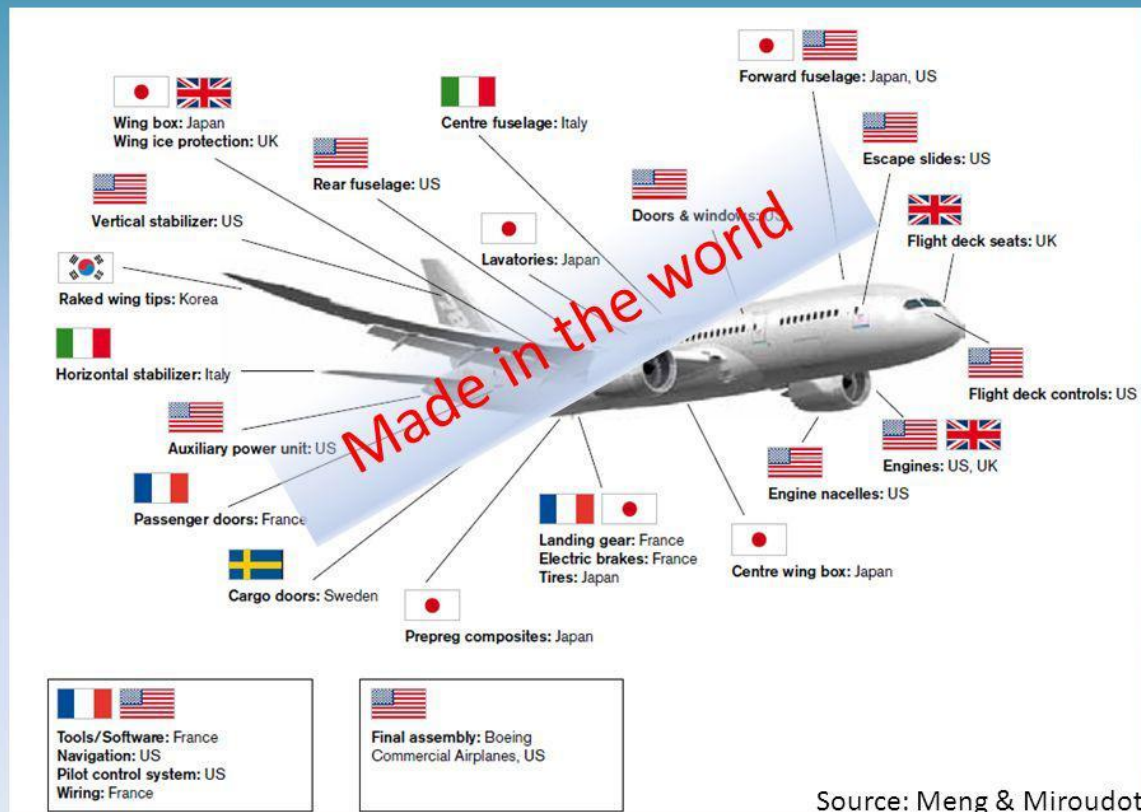


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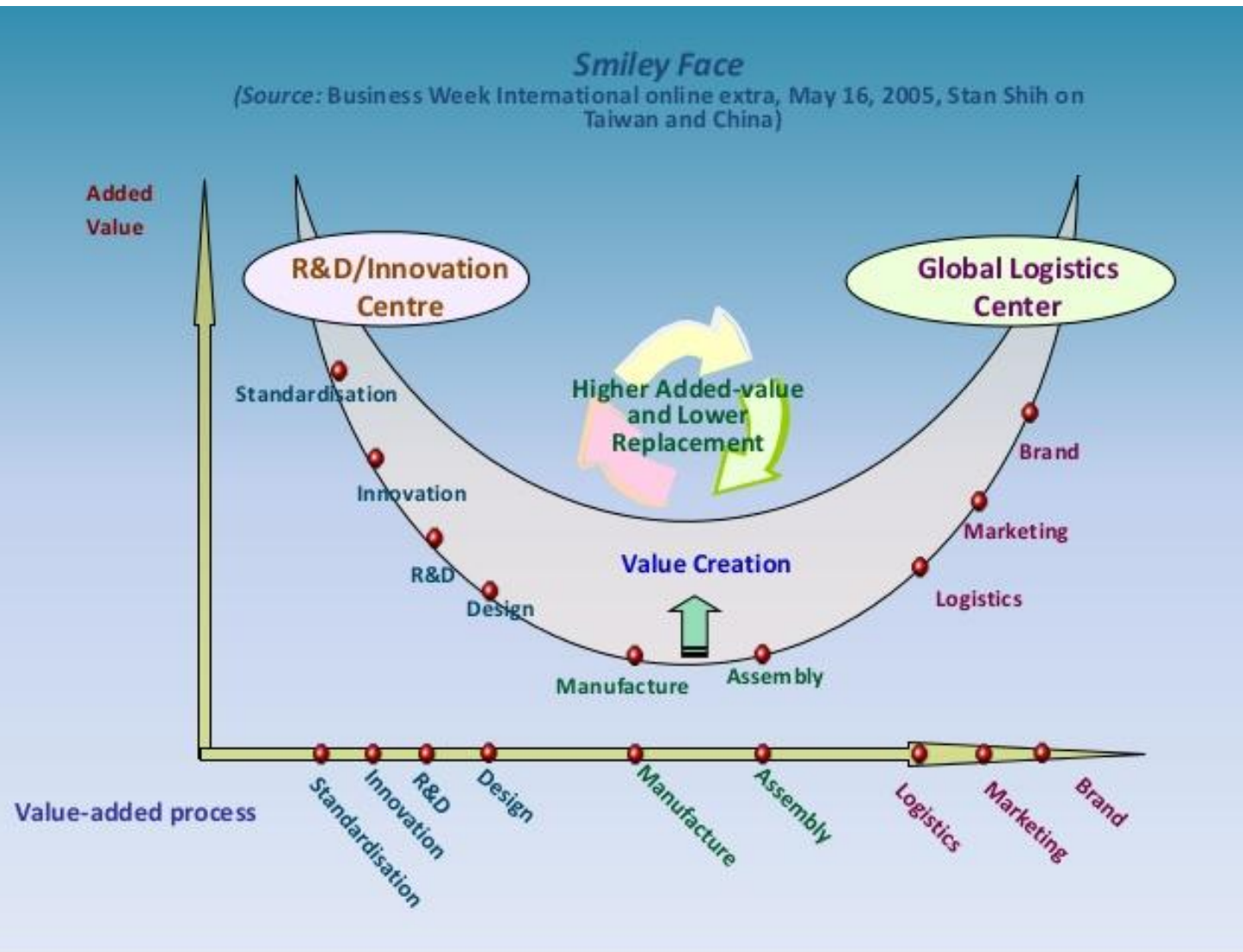
# Global Value Chain is Inevitable

Fragmentation of production: the example of the Boeing 787 Dreamliner



- The evolution in communication and information technology creates VERY demanding consumers.
- GVC is key to develop an efficient supply chain and enabling firms to be highly specialized in one part of the supply chain.
- It transforms the way we trade and provides the incentives for governments to liberalize trade in goods, including services.

# Services: The Main Ingredient for a Successful GVC



- Manufacturing is actually the lowest value input.
- On the other hand, the element of services in supply chains would account for more than two thirds of the total value in production.
- Services is a source of innovation, innovation drives successful business.

# At the end of the curve: Brand

## BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M
1		Technology	246,992
2		Technology	173,652
3		Technology	115,500
4		Technology	93,987
5		Payments	91,962
6		Telecom Providers	89,492
7		Telecom Providers	86,009
8		Soft Drinks	83,841
9		Fast Food	81,162
10		Tobacco	80,352



- Brands and Trademarks are essential assets to any business, they ensure legitimate market competition.
- Protection of intellectual property is a must in promoting innovation and fostering economic growth.