

Friends of Multilateralism Group

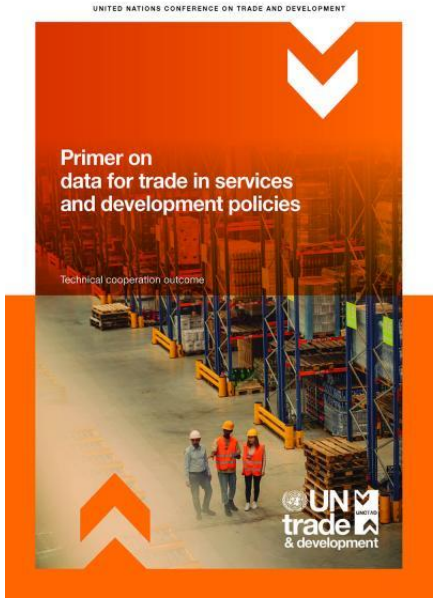
Measuring servicification and impacts of services trade and policy

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Luz Maria de la Mora
Director
Division on International Trade and Commodities

UN trade & development
UNCTAD

A sequel to the Primer



- Maps international data sources that measure trade flows and evaluate trade restrictiveness
- Applications and limitations
- 1000+ policy makers reached since launched
- Read the Primer



- Adds national data
- Helps analyze firms, jobs, productivity linkages
- Supports country-specific policy making
- Read the report on Measuring servicification

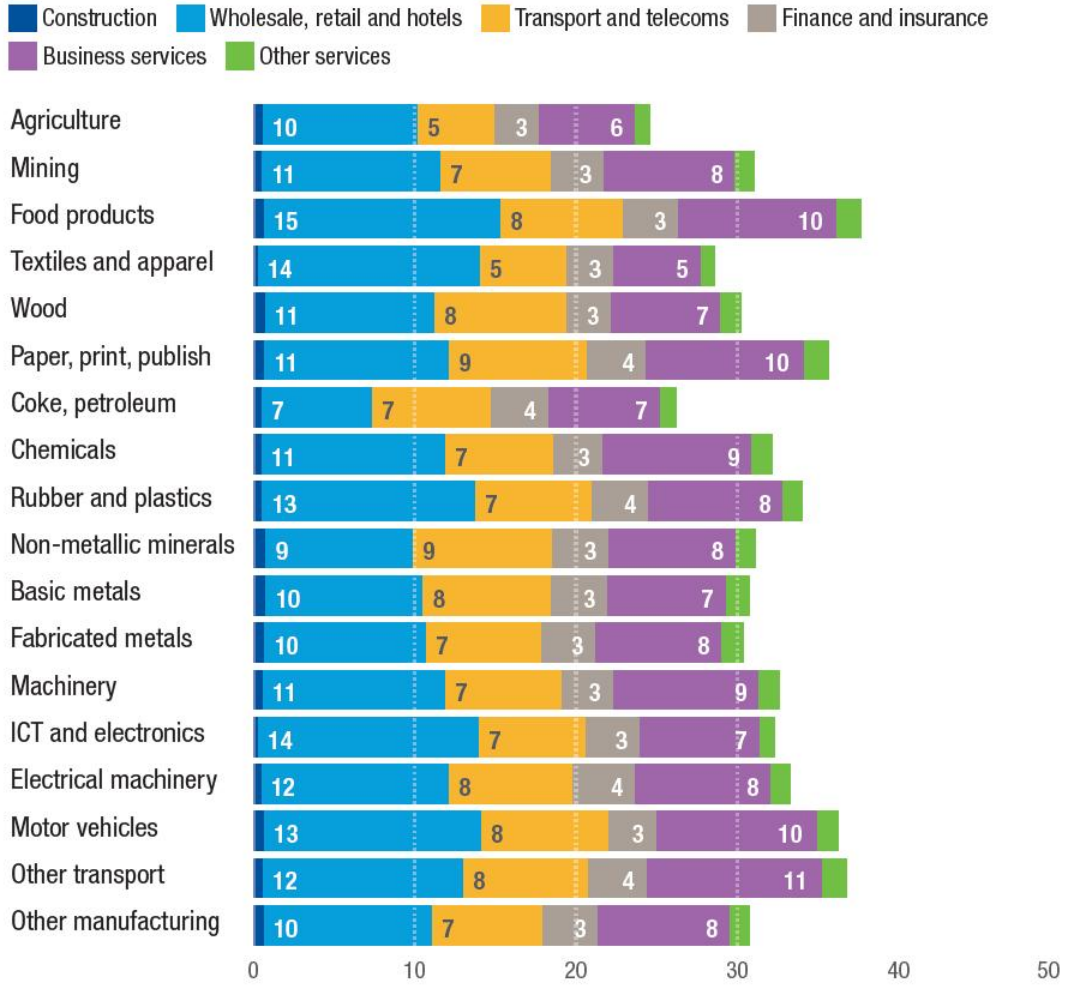
Services are embedded in everything

Services

- 27% of world exports
- 71% of global intermediate inputs
- Embedded in goods too: third of global goods trade value
- A critical input into goods competitiveness, not just a standalone sector

Indirect services trade accounts for one third of the total value of global goods trade

Share of services value added embodied in goods trade, by sector and services category, 2022



Source: UNCTAD based on OECD-WTO Trade in Value Added Database

Services trade is growing unevenly

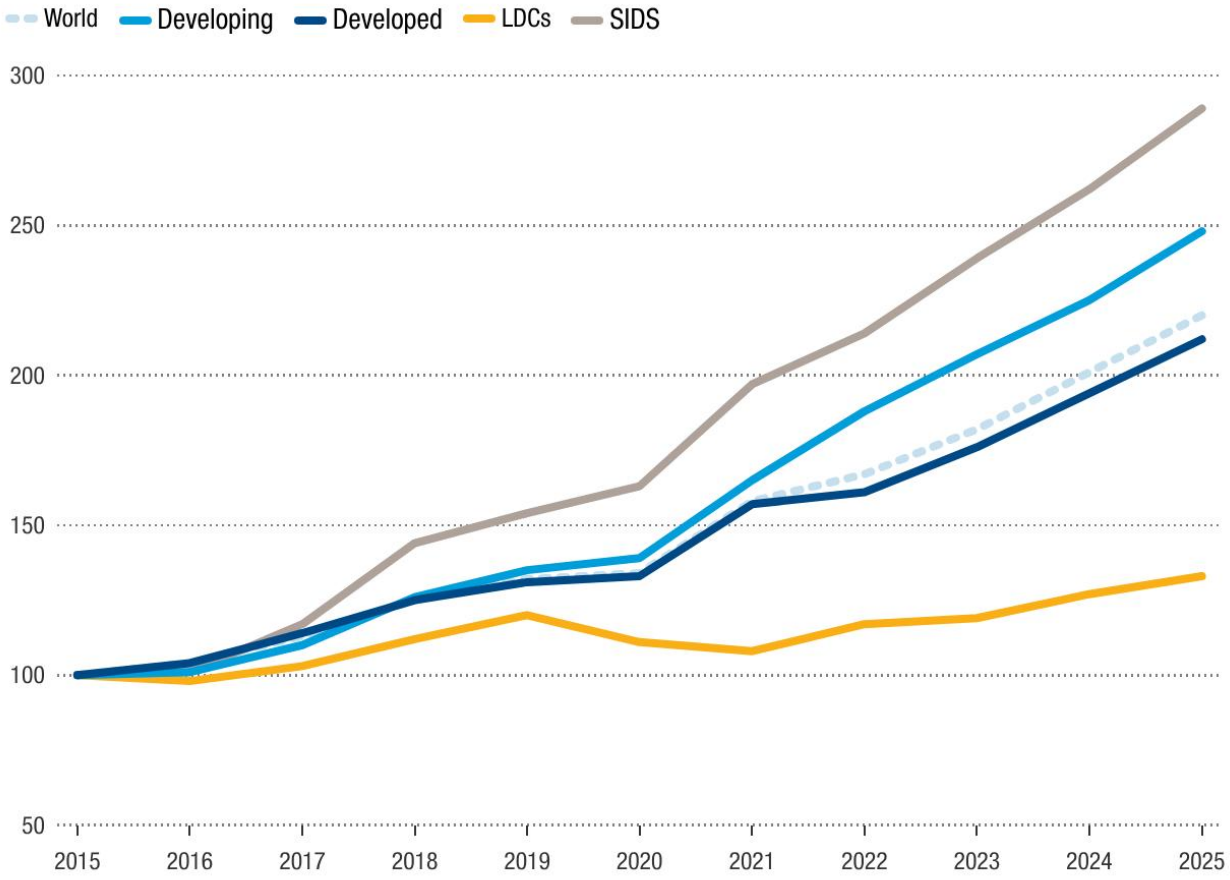
Global services exports

- Grew by 6.7% annually between 2015-2025
- LDC services exports grew just 4.6% a year with share of global services exports 0.6%

Digitally deliverable services (DDS) exports

- Grew by 8.2% annually between 2015-2025
- Makes up 56% of services exports
- Digitally deliverable services: 62% of services exports in developed economies vs. 15% in LDCs

Total digitally deliverable services exports, value index by country group, 2015=100, 2015-2025



Source: UNCTADstat

What data we need

International trade in services data	National data
Partner	Exporting and importing firms
Services category	Firm characteristics
Mode of supply	Jobs
Trade in value added	Wages
	Firm entry/exit

- International data: who trades what, with whom
- International data cannot show which firms, which jobs, which locations participate in trade
- Same analytical tools for trade in services as for trade in goods: data is the challenge
- National sources already hold some information

Some developing countries are already unlocking their own data

Country	Agencies involved	Data linked
Rwanda	National Institute of Statistics Revenue Authority	Value added tax Corporate income tax
Uganda	Uganda Bureau of Statistics Uganda Revenue Authority	Value added tax turnover data Monthly index of industrial production
Uruguay	Corporate income tax and customs agency Customs authority Investment, Export and Country Brand Promotion Agency	Tax and customs microdata Firm-level characteristics Sales akin to exports Census of foreign affiliates of multinational firms

What linked data reveals

Policy areas	Country case studies	Regional case studies
Data sharing arrangements and data linking	Ghana, India, Rwanda, Uganda	Pacific Island countries, Commonwealth
Services trade	Ecuador, Italy, Türkiye, Uganda, Uruguay	Africa, Latin America
Servicification	India, Uganda	
Employment and gender	China, Ecuador	Africa, European Union and United States
Services and digital trade policies	China, Ecuador, Uruguay	Cross-country studies, OECD
Foreign direct investment	China, Rwanda	Africa, cross-country studies

Recommendations

National level

– Disaggregated trade in services data by partner, sector, mode of supply

– Review of existing sources: national statistical office, tax authority, customs, finance and labour ministry, private data sources, etc.

– Facilitate researcher access with adequate confidentiality and common identifiers

International level

– Technical assistance and capacity-building (financially, with digital tools, through the provision of expertise, and in global, regional and national partnerships)

– Guidelines on best practice for linking data

– South-South exchanges

– Protocols for data access, privacy and confidentiality

Next steps

- UNCTAD connects data, analysis, policy dialogue and technical cooperation
- Priorities: better and more granular services trade data and better use of data for policy impact
- Informal Working Group: exchange national experiences and identify priority analytical questions (next online meeting: 23 November 2026)
- MYEM: intergovernmental discussion on emerging services trade and development issues (next meeting in Geneva: 3-4 May 2027)
- Knowledge-sharing hub: indicators for policy, analytical tools and country experiences

Thank you

