

Moving up the Value Chain:

The Role of Services and Digital Trade for Productivity Growth and Economic Integration



The background of the image is a complex digital collage. It features a grid of blue squares, some of which are filled with white binary code (0s and 1s). Overlaid on this are several line graphs and bar charts in various colors, including green, yellow, and orange. The overall aesthetic is high-tech and data-driven.

$\frac{2}{3}$

of global GDP

$\frac{1}{2}$

of global
employment

$\frac{1}{4}$

of world trade

The background of the slide is a dark blue field filled with glowing green and yellow binary code (0s and 1s) and faint, abstract line graphs. Three large circles are arranged horizontally across the middle. The first circle on the left is teal and contains the fraction 2/3. The middle circle is dark blue and contains the fraction 1/2. The third circle on the right is yellow and contains the fraction 1/4, with a red rectangular box above it containing the text 'At least'. Below each fraction is a line of text describing the metric: 'of global GDP', 'of global employment', and 'of world trade' respectively.

$\frac{2}{3}$

of global GDP

$\frac{1}{2}$

of global
employment

At least

$\frac{1}{4}$

of world trade

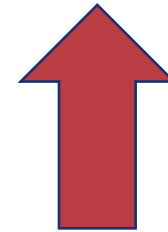
Services are the future of international trade

9 %



Services

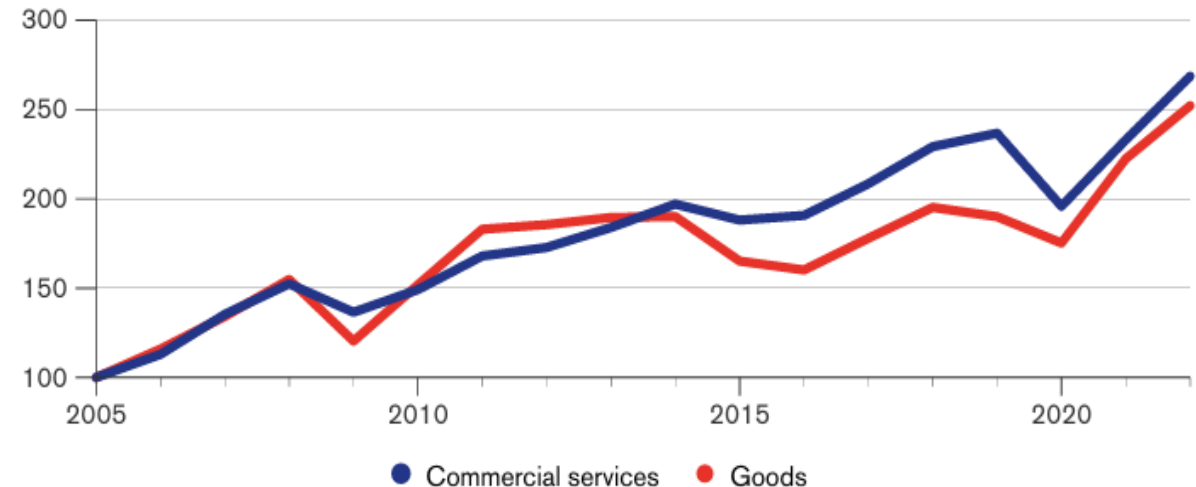
2 %



Goods

Annual growth 2022-2024

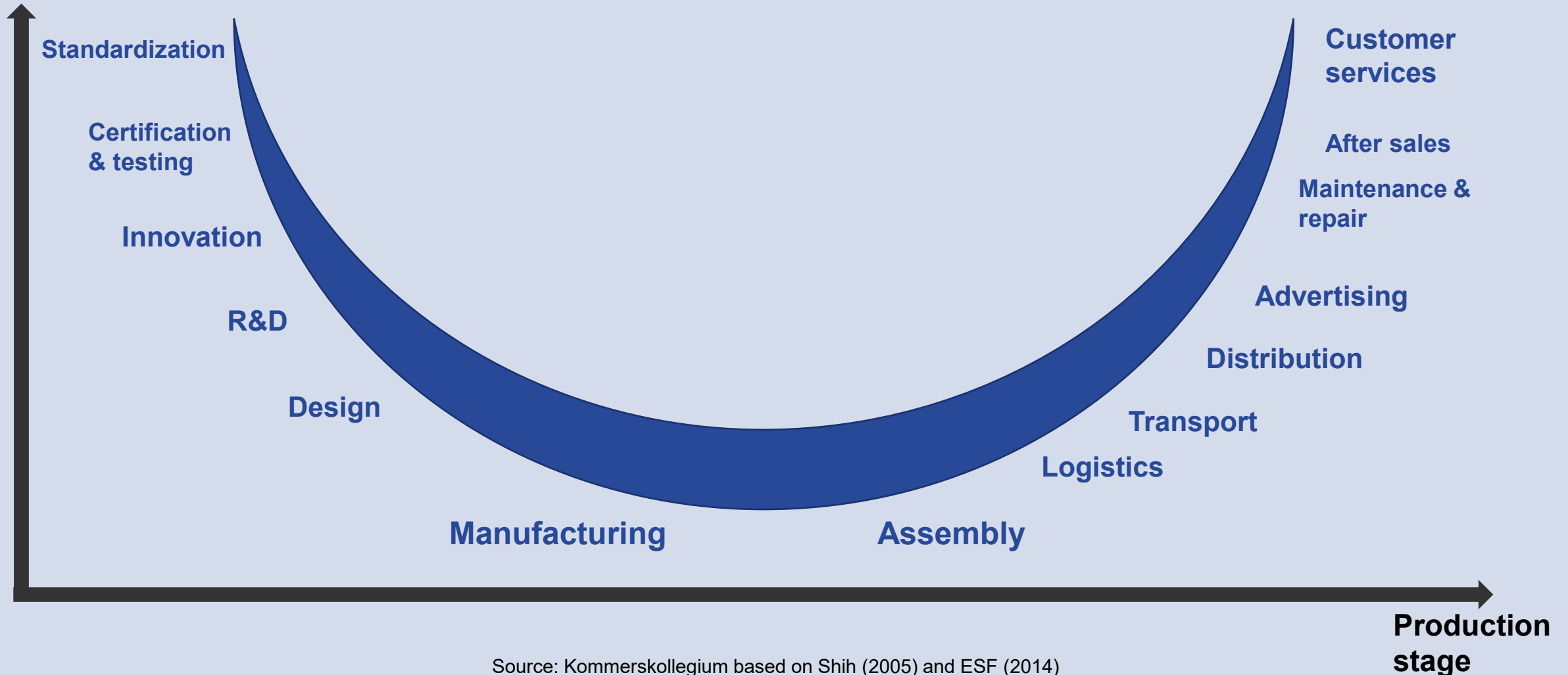
Growth in world exports of goods and commercial services, 2005-2022
(Index 2005 = 100)



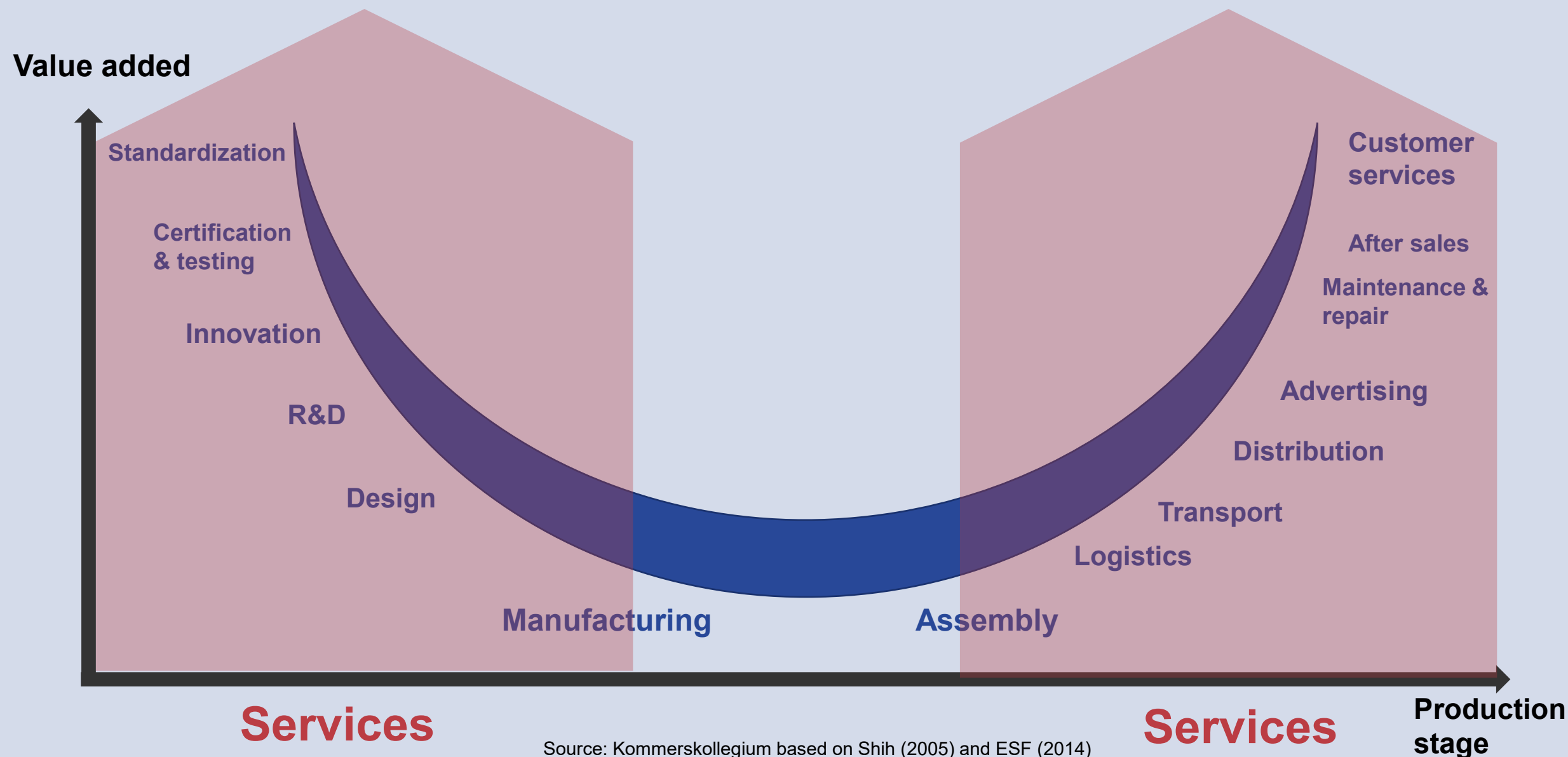
Sources: WTO World Trade Statistics 2024 and [WTO/ World Bank \(2023\)](#)

Services add value at every production stage

Value added

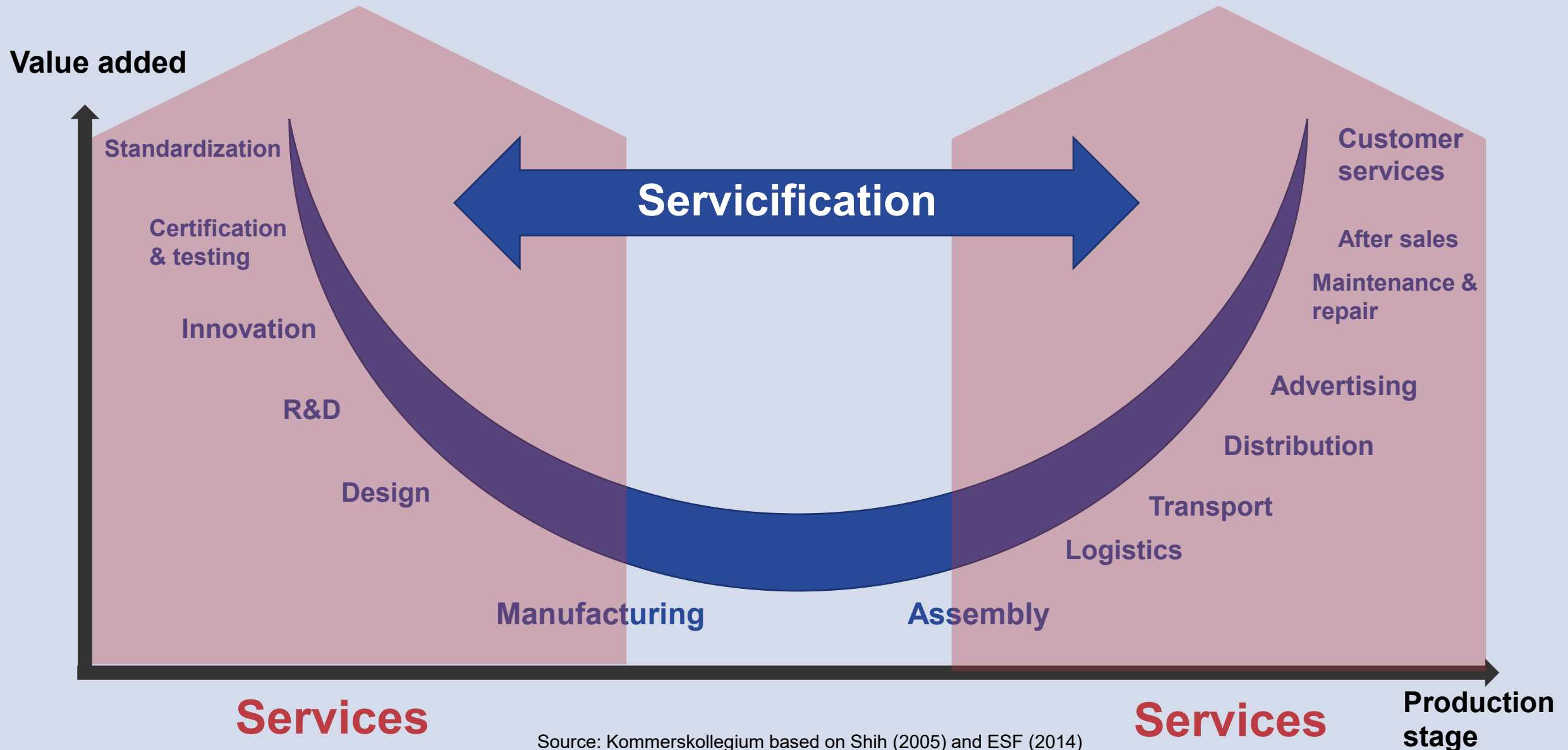


Services add value at every production stage





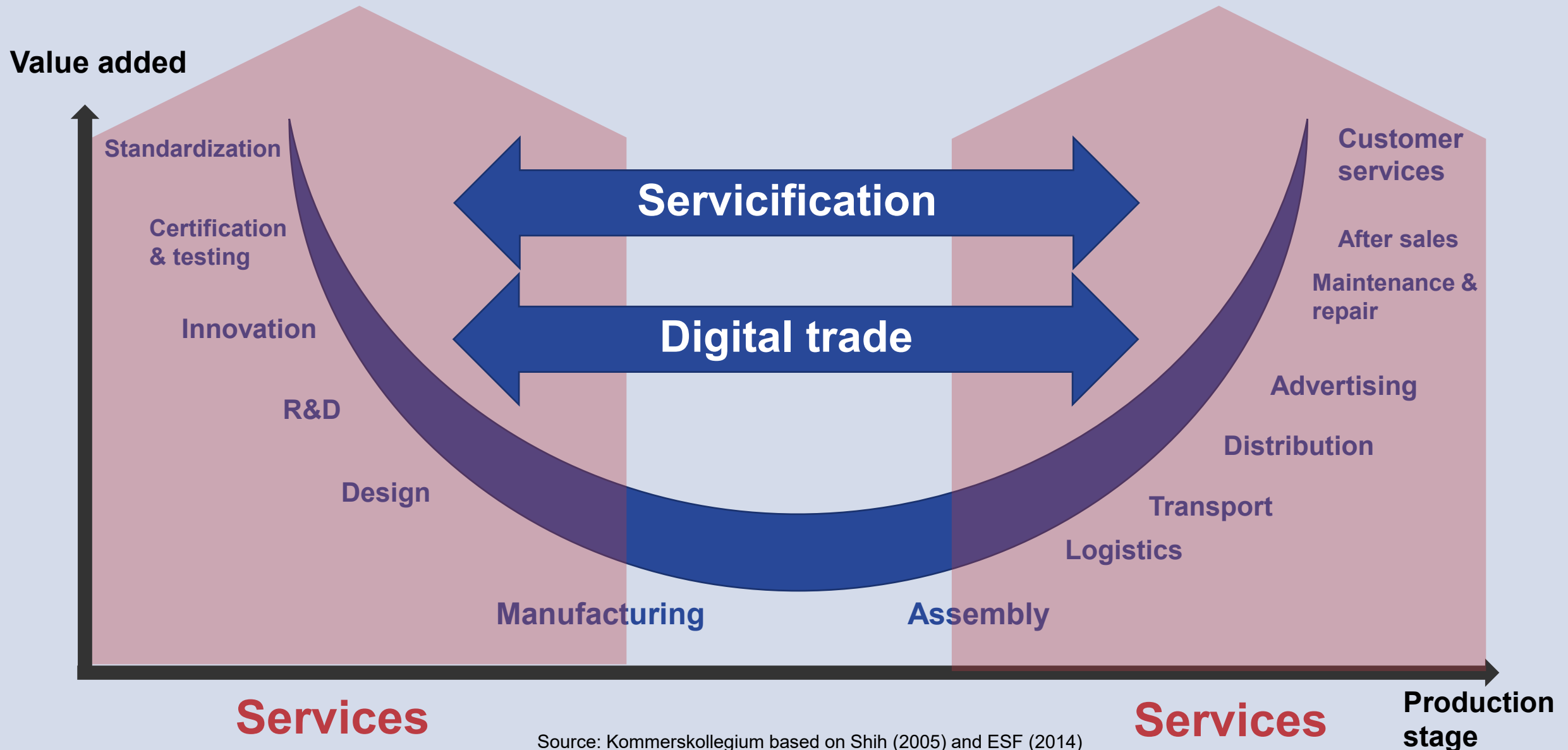
Trade in Services add value at every production stage



Source: Kommerskollegium based on Shih (2005) and ESF (2014)



Trade in Services add value at every production stage

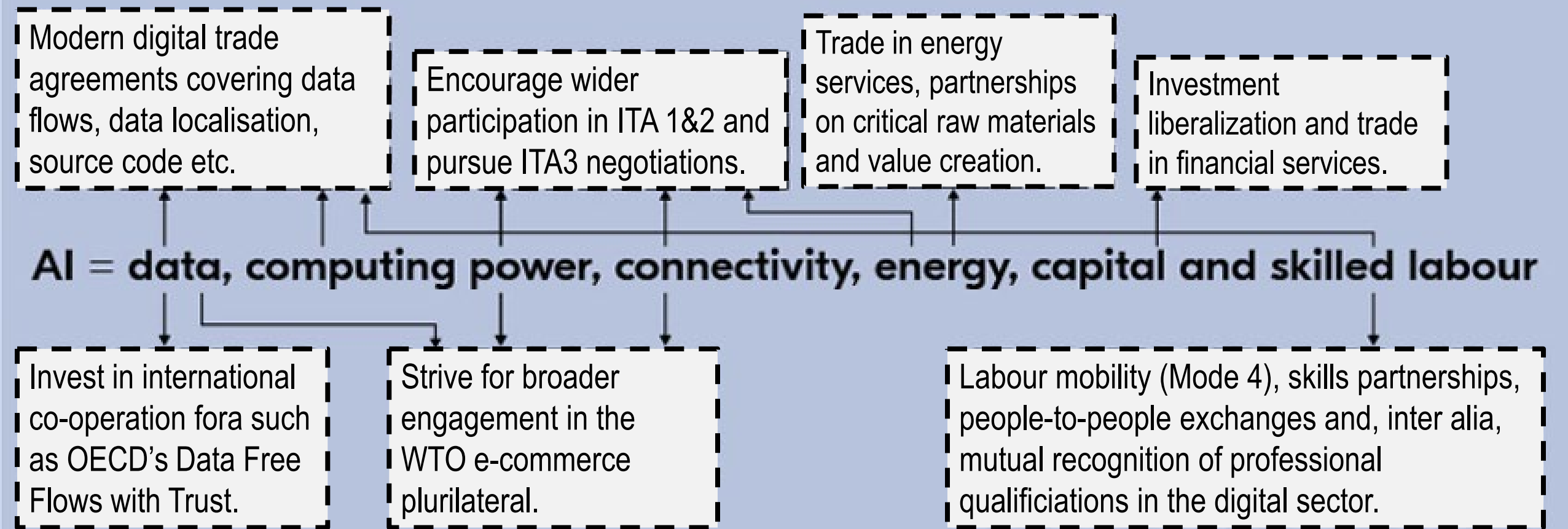


Source: Kommerskollegium based on Shih (2005) and ESF (2014)

Harnessing the potential of digital services:

Trade Policy for the Age of AI

Source: National Board of Trade Sweden (2025)



Five messages for advancing our services and digital trade in the era of Thailand 4.0

1. Open and well-regulated services trade supports competitiveness and productivity economy-wide

2. Servicification enables both value chain participation and upgrading

3. Digital trade thrives on trust, interoperability, and adaptive regulation

4. Our different comparative advantages in services mean opportunities for cooperation

5. Improved statistics a joint challenge and central step towards more evidence-based services trade policy

