

Moving up the Value Chain:

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



The infographic features three large, overlapping circles in a row. The leftmost circle is teal and contains the fraction 2/3. The middle circle is dark blue and contains the fraction 1/2. The rightmost circle is yellow and contains the fraction 1/4. The background is a complex digital landscape with glowing blue and green lines, binary code (0s and 1s), and abstract grid patterns. The overall aesthetic is futuristic and data-driven.

$\frac{2}{3}$

of global GDP

$\frac{1}{2}$

of global
employment

$\frac{1}{4}$

of world trade

The infographic features three large circles on a background of digital data. The first circle is teal and contains the fraction 2/3. The second is blue and contains 1/2. The third is yellow and contains 1/4, with a red box above it saying 'At least'. The background is a complex grid of binary code and various line graphs in shades of blue, green, and yellow.

$\frac{2}{3}$

of global GDP

$\frac{1}{2}$

of global
employment

At least

$\frac{1}{4}$

of world trade

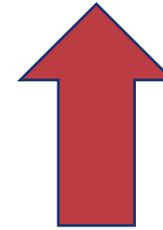
Services are the future of international trade

9%



Services

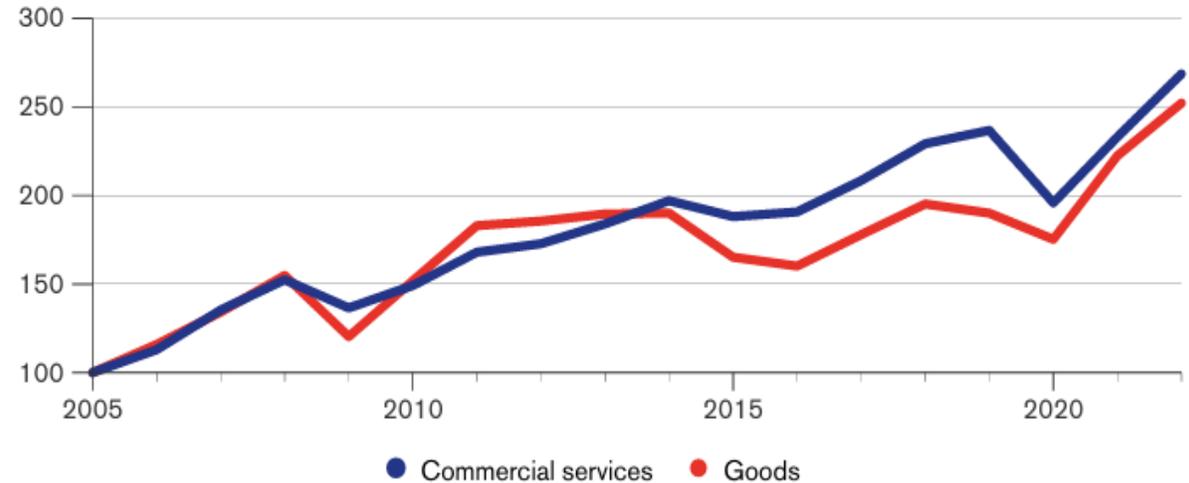
2%



Goods

Annual growth 2022-2024

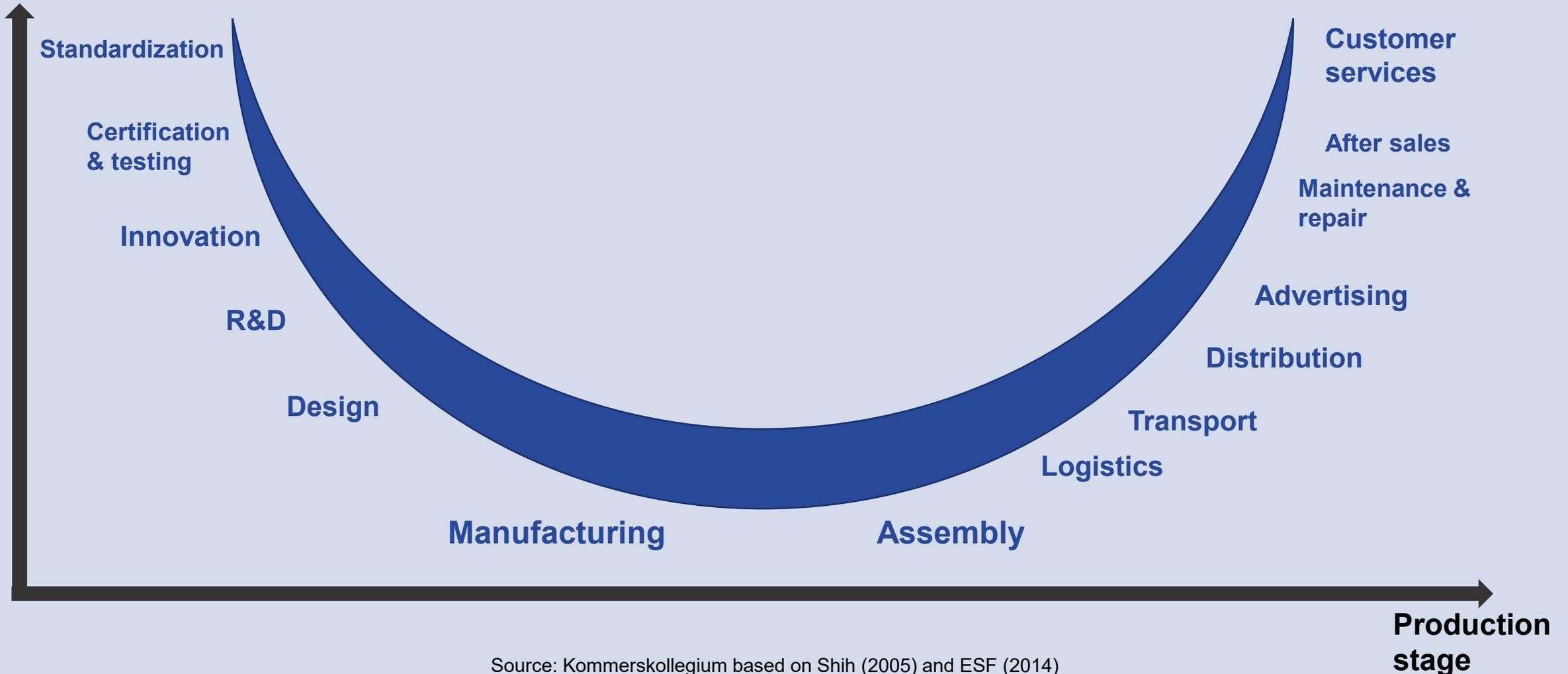
Growth in world exports of goods and commercial services, 2005-2022
(Index 2005 = 100)



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

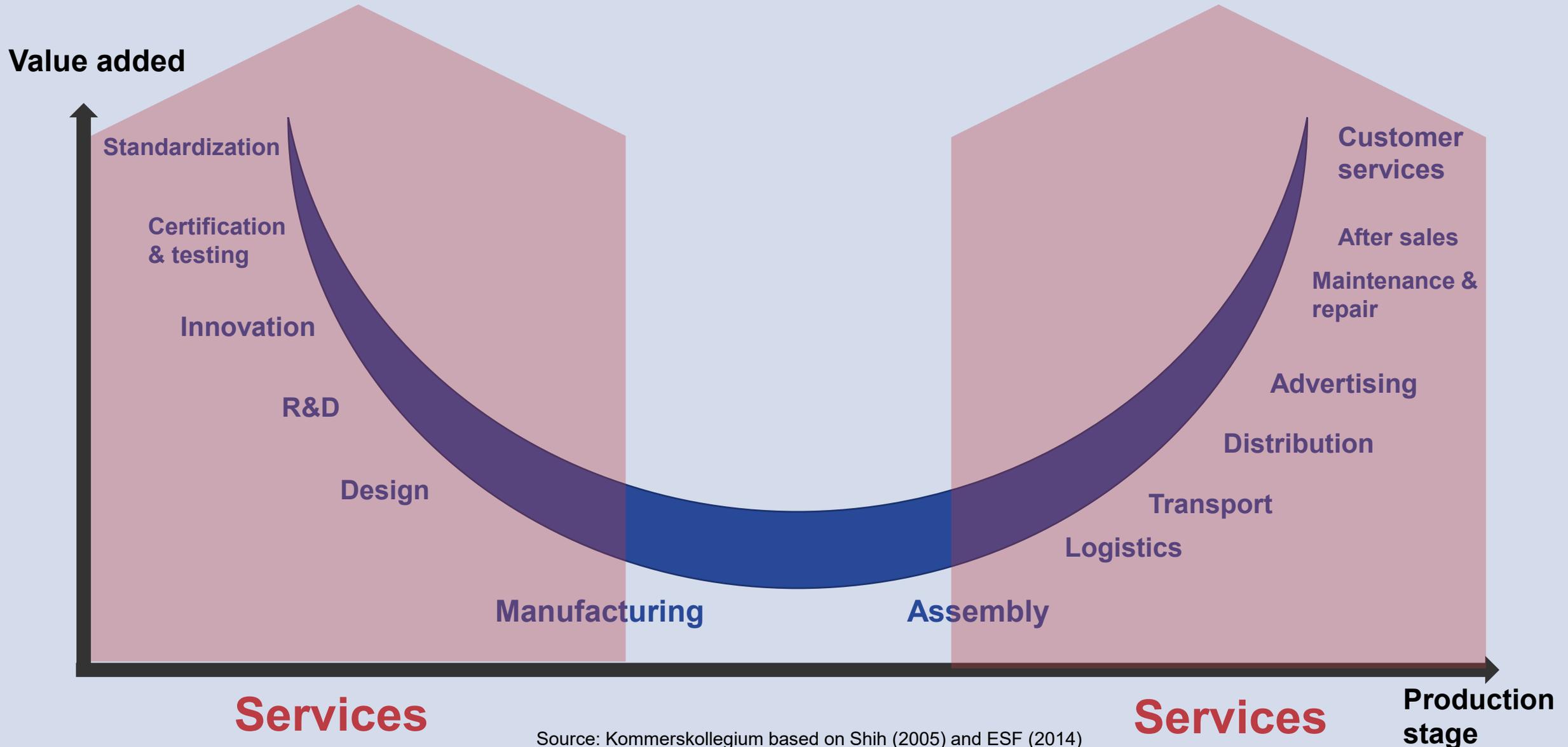
Services add value at every production stage

Value added



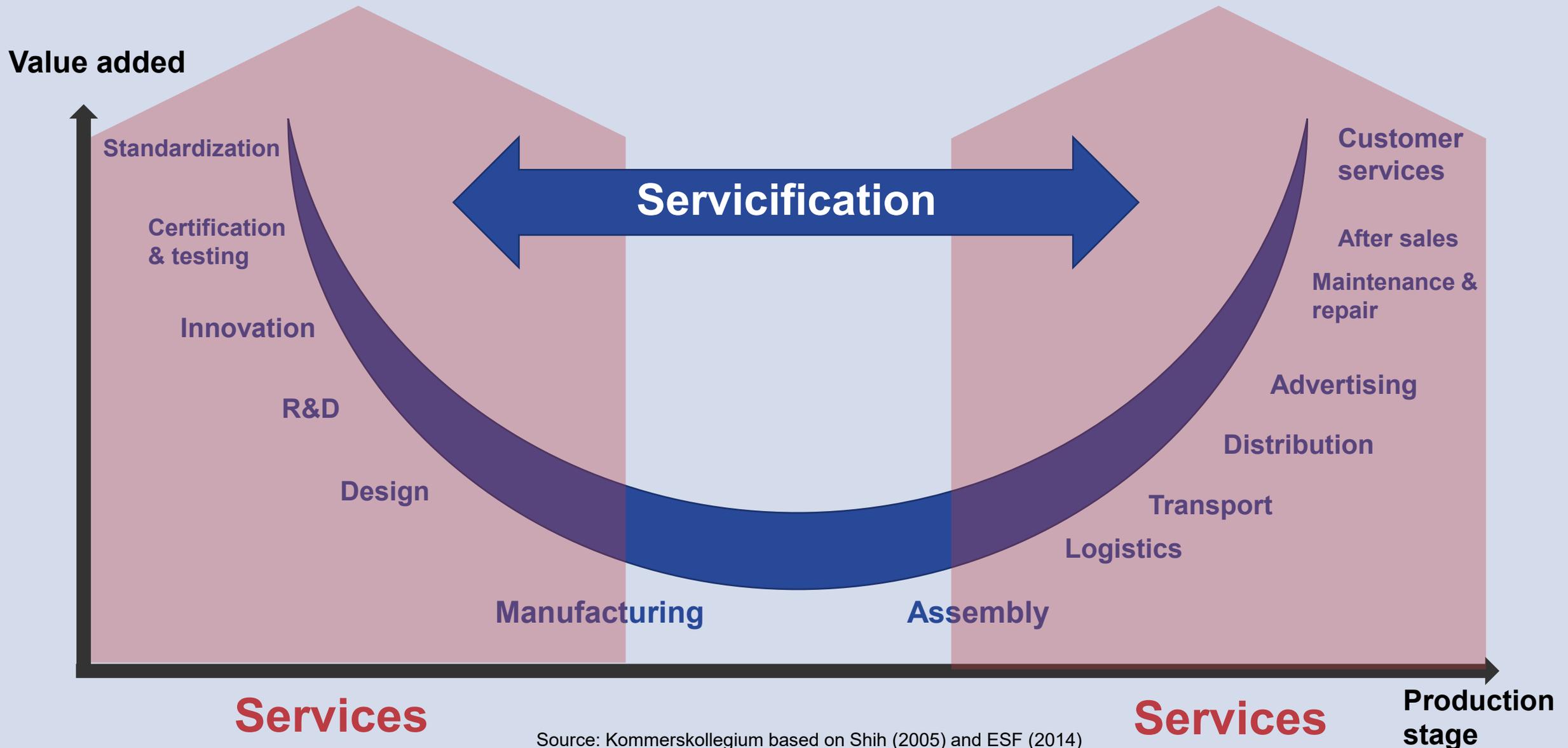
Source: Kommerskollegium based on Shih (2005) and ESF (2014)

Services add value at every production stage



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

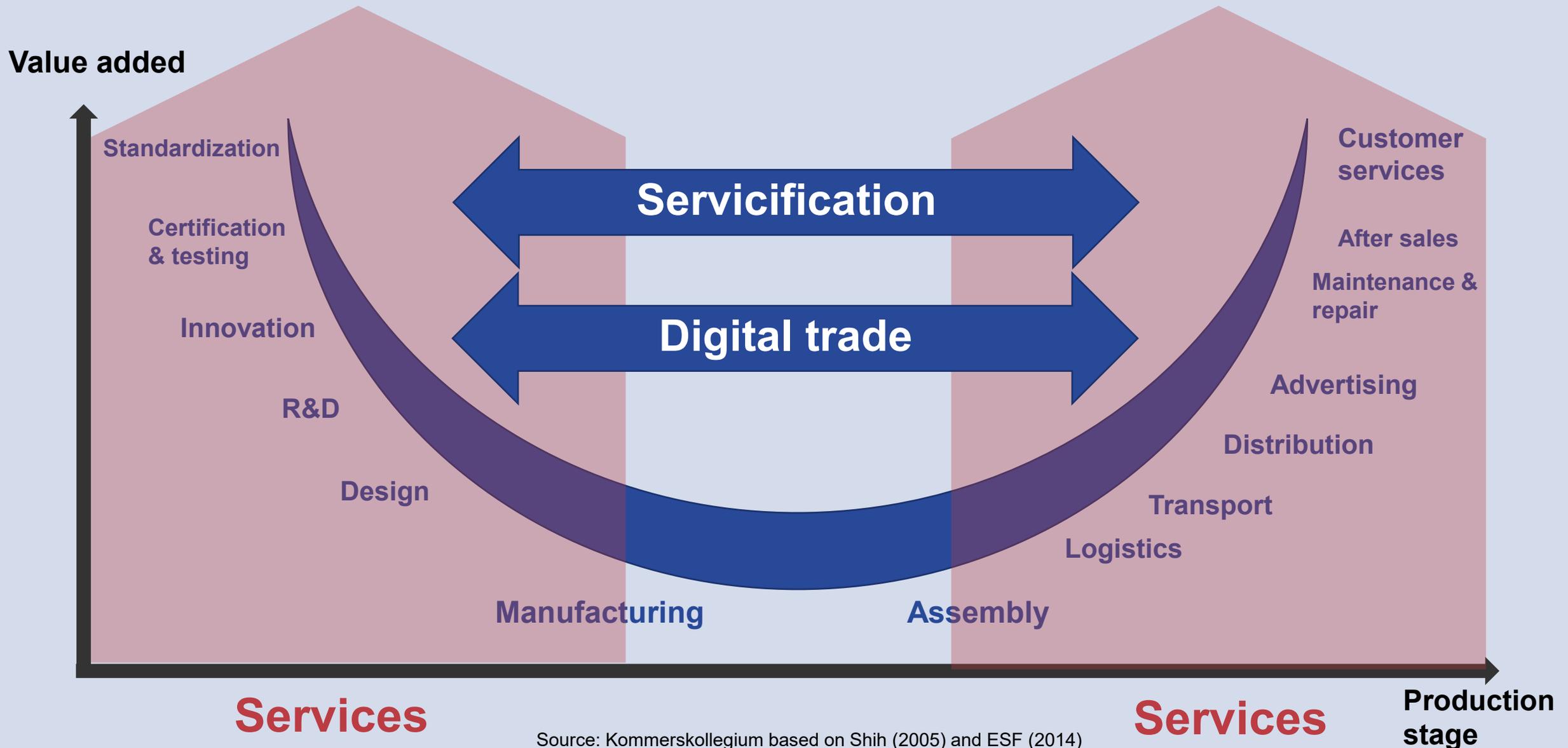
Trade in Services add value at every production stage



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



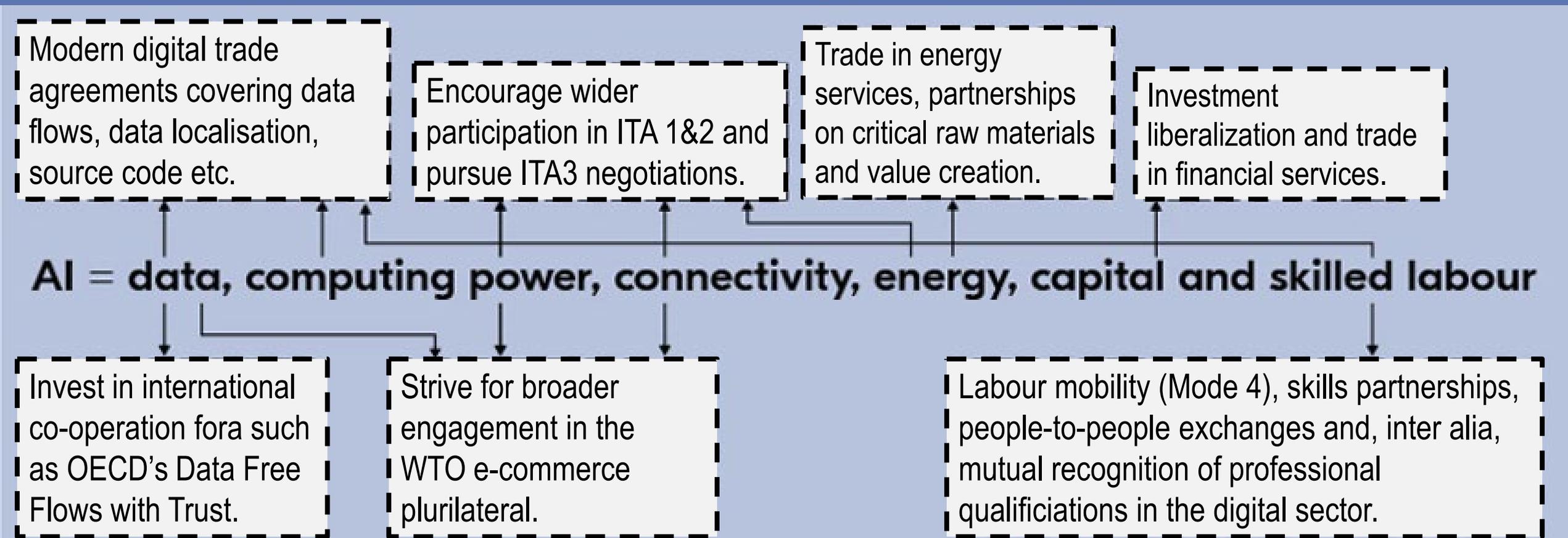
Trade in Services add value at every production stage



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

