

## OPPORTUNITIES FOR LITHUANIA TO BECOME A FULL MEMBER OF INTERNATIONAL SERVICES MARKET

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***Abstract.** Research on international trade in services is rather fragmented. Services usually are not an object for international trade, as they are intangible, non-transportable, non-tradable at the international market level. Here, in this article the concept of international service is presented, as well as barriers for trading them abroad are indentified. Tendencies of international trade in services are underlined. On the ground of secondary data, opportunities to trade globally for Lithuanian services suppliers are developed. At the end of the article recommendations for increasing the level of international trade of services are discussed.*

***Keywords:** Lithuanian service economy, international trade, modes of supply, services, opportunities to develop.*

## Introduction

Service economy at the local level already reach the highest level of economy. Nowadays services supplier starts more often to look for opportunities to sell not limiting by local market, but also at the international level.<sup>1</sup> Export of services is very specific one, as services usually are intangible and are sold differently from products, materials or other tangible units. Recent studies shows that services already starts to take their part in international trade.<sup>2</sup> Even if items of production, oil or other tangible selling units take the largest part of international trade, international trade in services is growing up.<sup>3</sup> Historically many services were perceived as no tradable one.<sup>4</sup> Geographical limitations to sell services were perceived as not overcome one. Nowadays services take their part in international economics. The largest part of services in international trade takes freight transport, tourism services, as well as business services.<sup>5</sup> Most developed countries are competing in the international market as exporters of business solutions, accountants, strategies specialists. Countries, located at milder climate zone, are able to compete by tourism, spa services, too. Export of services, as export of production items usually does not reaches the level of import; so balance of services trade is negative one. But still services is an object for international trade, thus enables to get a profit for a supplier, for a country. For developing countries, as for Lithuania too, international trade is especially urgent, as it is a free market economy with features of post-Soviet Union markets' economy.<sup>6</sup> Development of international trade enables an increase of national market, too.

*Purpose of the article* is to disclose opportunities for Lithuanian services suppliers to sell internationally.

*Methods of the research* are comparative analysis of the scientific literature, statistical data analysis, and synthesis.

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- 1 Vengrauskas, V. Obstacles of the service's internationalisation. *Development of Services World: New Thinking, New Actions* [disk]: proceedings of 4<sup>th</sup> international scientific seminar, October 16-17, 2009, Kaunas, Lithuania. Kaunas: KTU EMTC, 2009, p. 1–7.
  - 2 Battilani, P. The “Bel Paese” and the transition to a service economy. *Journal of Modern Italian Studies*. 2010, 15(1): 21–40; Kirca, A. H. The impact of mode of operation on sales performance in international services. *Journal of Services Marketing*. 2005, 19(1): 39–46; Kowalkowski, Ch.; Kindström, D.; Brehmer, P. O. Managing industrial services offerings in global business markets. *Journal of Business & Industrial Marketing*. 2011, 26(3): 181–192; Liang, C.; Qian, D.; Rong, H. The Situations and Considerations on the Development of the Service Economy in China. *Journal of Canadian Social Science*. 2009, 5(4): 81–89.
  - 3 Zhang, J. Global Service network and the Choices of China. *Journal of International Business Research*. 2010, 3(4): 139–144; *International Trade in Services: Evolving Issues for Developing Countries*. WTO/ESCAP/ARTNeT advanced Regional Seminar on Multilateral Negotiations in Services for Asian and Pacific Economies. Kolkata, 19-21 September, 2006. Prabir De, RIS, New Delhi: 1–18.
  - 4 Jansen, J. B.; Kletzer, L. G. Tradable services: Understanding the Scope and Impact of Services Outsourcing. Institute for International Economics. *Working Paper Series*. 2005, 05-9: 1–47.
  - 5 Robertson, P.; Skordis, J. International Trade in Services and Sustainable Development: The Case of Tourism in South Africa. Cassim, R.; Jackson, W.; Gavera, L. (eds.) *Trade Knowledge Paper*. International Institute for Sustainable Development. 2004, Aril: 49.
  - 6 Vijeikis, J.; Mačys, G. Trade policy in Lithuania: past experience and benchmarks for the future. *Journal of Intellectual Economics*. 2010, 1(7): 76.

# 1. Theoretical Background for International Trade in Services

## 1.1. Service for International Trade

Scientific researches on services as an investigation object were focused on main characteristics of services distinguishing them from goods.<sup>7</sup> Trying to describe a service these main characteristics were a base distinguishing them from production items. *Such main characteristics of service* are usually excluded: intangibility, heterogeneous, unity of production and consuming, necessary attending of a customer in the process of services, as well as part of service is created by customer himself, no possibilities to store a service, no transfer of property, system including electronically and mechanical means<sup>8</sup>. Trying to describe a service as an object for research, no capability to transport a service, to export it was analysed earlier. Geographical limitation was perceived as one of the most important barriers for international trade in services.<sup>9</sup> Such characteristics create a situation what service was not an object for export, selling abroad; it was far from a supplier physically.

Electronic commerce, new technologies in computing, transport have resulted in enterprises going to international market. International trade in services increasingly becomes to be a part of global business. More and more people are travelling abroad for tourism, education, medicine and other purposes. Of course, a few of characteristics of services as non transportability, no ability for storing and other specific features have not disappeared. Thus, there is still a lot of services what are continuously trade locally, for example, parking services, nursing, services of cosmetologists, etc. However new technologies, growing demand for professional services, specialization between suppliers, disappearing borders between countries stimulates people to travel abroad for using or supplying services. Entering to international market also enables to develop a services business, to use comparative advantages of cheap labour, etc.

Thus, the *main characteristic of international services—is crossing a border: supplier or customer, or even both of them*. Cross a border could be physical one or virtual. International trade in services covers trade in services in the conventional sense of transactions (export, imports) between residents or non residents.<sup>10</sup> It covers also services delivered through locally established, but foreign controlled enterprises. Sometimes it is rather difficult to separate value by international trade in services and international trade in goods, as *services continuum product* is supplied for international

7 Clark, T.; Rajaratnam, D. International services: perspectives at century's end. *Journal of Services Marketing*. 1999, 13(4/5): 298–310; Lehmann, A.; Tamirisa, N. T.; Wieczorek, J. *International Trade in services: Implications for the IMF*. IMF Policy Discussion Paper PDP/03/6. International Monetary IMF, 2003, p. 25; Lipsey, R. E. Measuring International Trade in Services. *NBER Working Paper No. 12271*. National Bureau of economic research, Cambridge, 2006, May: 69.

8 Langviniene, N.; Vengriene, B. *Paslaugų teorija ir praktika: vadovėlis*. Kaunas: Technologija, p. 29–30.

9 Jansen, J. B.; Kletzer, L. G., *supra* note 4, p. 7.

10 Manual on Statistics of International Trade in Services 2010. Statistical Commission Forty-First Session. Geneva. 2010, p. 5.

customer on numerous occasions. Services differ for an item. Thus non transportable services should be reached by customer or supplier, who should go to a place where customer needs him. For example, cleaning services provider should go to customer's office; customer for medical or educational purposes goes to doctor, etc.

Of course, not all services are buyable at the international level. Such four categories of mode of supply for international services according different authors could be excluded (Table 1)<sup>11</sup>:

Table 1. Four modes of supply: international trade in services

Shape of trade	Location of members of services' market		Samples
	Customer	Supplier	
Mode 1 <i>Cross border services</i>	Local territory for a customer	Local territory for a supplier	Software services supplied through electronic means, telecommunication services, law enterprise delivering advise by phone
Mode 2 <i>Consumption abroad services</i>	Foreign territory for a customer	Local territory for a supplier	Consumer goes abroad for tourism or education services, attending the amusement parks, ship repair abroad
Mode 3 <i>Commercial presence services</i>	Local territory for a customer	Foreign territory for a supplier	Insurance or other financial services: credit, leasing, banking supplied through department in foreign market
Mode 4 <i>Presence of natural persons services</i>	Local territory for a customer	Individual persons or employees of suppliers acting abroad	Doctor's or architectural, business consultant's services, or foreign employee of foreign bank supplies services at temporary basis, computer programmer

Classification of international services, as listed above, usually is grounded on where is located a customer and where is a supplier; and who should go abroad in order to meet another. The samples of four modes of supply for international trade in services are presented below (see Table 1). Even if the majority of classes of services could be as an object for international trade, not all groups of services are supplied at the international level practically.

11 *A Handbook of International Trade in services*. Mattoo, A.; Stern, R. M.; Zanina, G. (eds.). Oxford University Press, 2008, p. 5; Clark, T.; Rajaratnam, D., *supra* note 7, p. 299; Stern, R. M.; Hoekman, B. M. Issues and data needs for GATT Negotiations on Services. *The World Economy*. 1987, 10(1): 39–60.

Summarizing the pattern of international trade service it should be noticed that it relates to two terms what trade in services could be called as international: 1) crossing a border in order to supply a service—beside off point who is crossing: customer, supplier or (and) services or part of services' process; 2) customer and provider are residents of different countries. The mode of process of international trade in services depends on services' specifics, and both customer and supplier could go to the territory of others in order to supply/to consume a service; or even nobody of them could go abroad, as service's process and consuming could be used without meeting each other (customer and services provider).

## 1.2. Barriers Arising in International Trade

Services what are trade international are meeting some barriers for that. Physical proximity for supply of services usually is necessary. Cleaning services provider should be not far from premises what should be cleaned out.

Not all services from twelve classes, listed by GATS are trade internationally.<sup>12</sup> International trade is more related to commercial services. Commercial services such as business, communication, construction, distribution, financial, tourism and travel related services, recreational, sporting and leisure, and transport services are subject for international transactions. While such services as environment is supplied usually at non-commercial purposes. Educational, health-related services could be supplied both for commercial or non-commercial purposes. People, who are going abroad for higher education, know what they can apply for free education at foreign universities in case if their graduate evaluation will be rather high. Also customers can apply for free medicine only in urgent cases; for plastic surgeons services they should pay extra charge, etc. Thus, medicine, education, other health-related services could be as commercial and non-commercial services, tradable on non tradable at international services market.

Scientists are analysing during last years what services are an object for trade and which are not.<sup>13</sup> Earlier mentioned are *tradable* as their characteristics allow trading them, latter—non-tradable or objecting for exchange. Tradable services cover all services, which are marketable and widely supplied at the international level, and their turnover is calculated into international trade in services. *Non-tradable* services are services which are supplied and customized at the national level. Earlier services which were not transportable to another market were considered as non tradable services. However, as mentioned above, innovation of services process, communication and other means during past decade enables to cross a border even for a service, for a provider or customer. Thus, a lot of services could be an object for trading them at the international level.

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12 *A Handbook of International Trade in services*, *supra* note 11, p. 49; Zhang, J. Global Service network and the Choices of China. *Journal of International Business Research*. 2010, 3(4): 139–144.

13 Jansen, J. B.; Kletzer, L. G., *supra* note 4, p. 1–47.

Other barriers for trade internationally are traditions and regulation.<sup>14</sup> International trade in services is regulated in one or other way. Trade in services is regulated at the national level, too. One of the main tasks of GATS is to liberalize the trade of services. But a lot of practical implications shows, what an agreement still stays theoretical, not practical one. There are some limitations for regulating the international trade in services excluded:<sup>15</sup> difficulties in evaluating the price of exported services; in separating commercial and non commercial services; difficulties because of insufficient attendance to regulating the international trade in services. Government at the national level often regulates quantities of imported services, limits specific services (for example, medicine from developing countries), limits a concentration of foreign capital, establish other tariffs, quota, custom taxes, entry to a country, duration of stay, limits professional services, provided by architects, jurists, lawyers, business consultants, etc.

Barriers for international trade in services could be oriented both to migration of customer and supplier; or to foreign direct investment to a specific sector of services. *Barriers for international trade in services* could be classified to four groups:

1. Direct discriminating barriers.
2. Indirect discriminating barriers.
3. Direct non-discriminating barriers.
4. Indirect non-discriminating barriers.

*Direct discriminating barriers* usually are created by clear national law, describing part of market of foreigner in the local market, turnover of a production, employment of foreigners or involving material resources, etc. Establishment of such barriers is stimulated by attempt to defend national culture, national resources and business enterprise, accessibility of services for different level of purchasing power customers. *Indirect discriminating barriers* usually established for limiting production factors of supplier: information flow, investment, etc. They do not limit supplying services at the international level. *Direct non-discriminating barriers* are usually created by complex organizational structures or monopolies supplying services (national television, communication, etc.). Inflexible tariffs of services prices, part of existing suppliers creates invisible barriers for potential suppliers. *Indirect non-discriminating barriers* covers such regulating means as standards, different rules acting in the specific territory, which are easily overcome by local suppliers, but requires a lot of time and money to overcome for foreign suppliers. This process includes certificates, licences or other documents for supplying specific services in specific country.

Developing or emerging markets also meets such additional barriers as entry barriers, created by visa, duration of stay or free moving of labour; tariffs and prices; limitation of subsidies which could be supplied only for local capital enterprises; technical standards; discriminating accessibility of networks; limitations to use government orders. Both developing and developed countries meets a barrier for international trade in services

14 Samiee, S. The internationalization of services: trends, obstacles and issues. *Journal of Services Marketing*. 1999, 13(4/5): 319–328.

15 Žitkienė, R. Tarptautinė prekyba paslaugomis. *Europos Sąjungos bendroji prekybos politika: vadovėlis*. Radžiukynas, J., et al. Mykolo Romerio Universiteto leidykla, 2011, p. 320–363.

as uneven level of development of an economy.<sup>16</sup> This relates to purchasing power of citizens, currency exchange level, possibilities to meet primary or secondary needs. Because of this reason well developed countries trade their services in other well developed countries, emerging economies, and search for other emerging economies as markets for their services and so on.

Summarizing it should be noticed that services meet a various barriers for international trade. They are easier or harder overcome by suppliers. Even if theoretically services are trade without any limitations according GATS, usually suppliers should take into account what here is a specific approach to developing or less developed countries and their suppliers of services.

## 2. International Services Economy

### 2.1. Global Trends in International Services Market

Tendencies of international trade in services cover change in import and export of services; also change according different groups of services, regional trends in international level. Services are increasingly important in the modern countries.<sup>17</sup> Due to technological innovation and communication international trade in services grows faster than goods.<sup>18</sup> During last decade the majority of gross national product by developed economies is created by services. The strong and growing role of services is not reflected, however, to international trade. On average, services sectors exports less than 6% of their output, compared to and export share of 40% of industrial sector.<sup>19</sup> Due their intangibility trade in services is inherently subject to more constrains than trade in goods. International services are also very different by their nature. A few sectors of them are trade internationally more often than others.

Recent data of international trade transactions shows the increasing of trade part, created by services. A few of them reach a rate of trade in goods or even are higher. Export in services in 2008 in OECD (Organization for Economic Co-operation Development) countries reached 22.8% of all export (goods and traded totally). This proportion is closely to 2007 (22.7 percent). Import in 2008 made 19% of all import of OECD countries. Export of services grew faster than goods between 2003 and 2008. OECD services export and imports grew 13.9 and 12.2% per year retrospectively between 2003 and 2008.

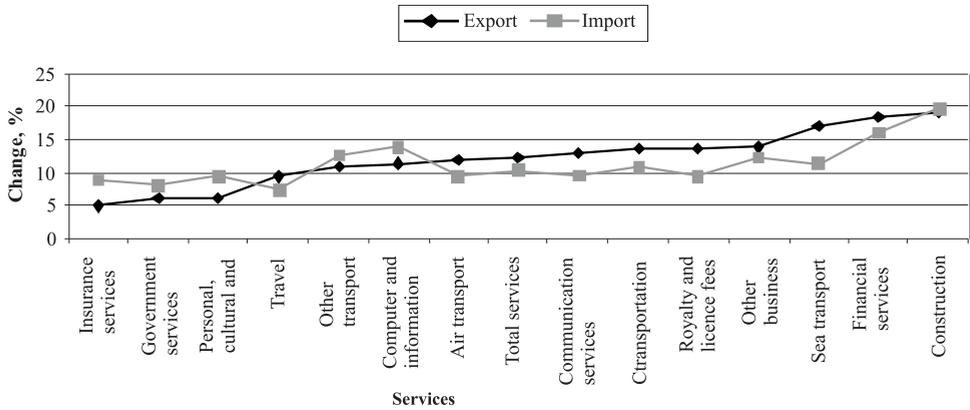
16 Vengrauskas, V., *supra* note 1, p. 1–7.

17 *European Union international trade in services. Analytical aspects*. Theme: Economy and finance, Eurostat Statistical books, European communities, 2007, p. 5; Manual on Statistics of International Trade in Services 2010. Statistical Commission Forty-First Session. Geneva, 2010, p. 155; *OECD Statistics on International Trade in Services: Volume I. Detailed tables by service category 2000-2008*. OECD Publishing, 2010.

18 Dettmer, B. International service transactions: Is time a trade barrier in a connected world? *The Jena Economic Research Papers*. 2011, 003: 3.

19 *European Union international trade in services. Analytical aspects, op cit.*, p. 9; Samiee, S., *supra* note 14, p. 319–328.

Average annual change in international trade in services according groups of international services presented below (see Picture 1).



Source: adopted from OECD Statistics on International Trade in Service

Picture 1. Average annual change in service exports and imports in OECD in 2003-2008

The largest grow is seen in the export and import of construction services (19 and 19.9 percent). After that, an increase of financial export was faster than grew of import of financial services. Large grew is observable for computer and communication services, other business services.

Even a grow of services could be described as different between various services, transport services, travel, commercial and other services remains to be most important groups of services at the international level, according statistics of OECD.<sup>20</sup> Usually it not relates to a country, transport and travel services are services which could be named as international. Government services and commercial services, of course, depend on a country. More developed countries exports more commercial services.

Grew of international trade in services depends also on region from which they are exported or to whom imported. As statistics of international trade in services shows, trade of services (export grew 15.4%, import grew 14.3%) between 2003 and 2008 was a little bit slower than trade in goods (export grew 16.5, import grew 16.4%). However analyzing regional trends of international trade in services the differences in grew could be observable (Table 2).

20 OECD Statistics on International Trade in Services: Volume II. Detailed tables by partner country 2004-2008. OECD Publishing, 2011, p. 5.

Table 2. Regional trends in trade in services: average annual change in 2003-2008

Region	Service export, %	Service import, %
World	15.4	14.3
OECD	13.9	12.2
NAFTA	12.0	10.1
OECD Asia Pacific	14.5	12.4
OECD Europe	14.7	13.0
BRICS countries	26.8	23.9
Brazil	24.6	25.7
China	25.6	23.7
India	33.8	27.4
Russia	26.1	23.0
South Africa	10.1	16.3

Source: adopted from OECD Statistics on International Trade in Services

The highest grew in export and import of international trade in services is observable in Brazil, China, India or Russia. Less grew in import and export of international trade in services is seen in South Africa, NAFTA and OECD countries which are rather similar to average of annual grew of international trade. Even if a grew in other countries such as India, Russia or China is rather visible, analyzing the structure of total services export or import between 2003 and 2008, OECD countries were dominating in the international services market and made 65.8% of all export of services in 2003 and 67.7% in 2008. The rest part of services was exported by NAFTA countries (retrospectively 24.5% in 2003 and 22.4% in 2008). OECD Asia and Pacific countries created 9.7 and 9.9% of all export of the world in 2003 and 2008.

International trade in services is growing up. The level of increase depends on the country—is it already as well developed country, or emerging, or developing economy. New members of EU become to compete in the international services market, too.

## 2.2. Lithuanian Services Economy

Analyzing the tendencies of international trade in services, a dynamics of OECD Europe, and countries of EU could be more urgent. Of course, Lithuanian international trade in services does not equal to export and import of former EU countries, but recent grew shows the positive effect in international trade of services of Lithuanian suppliers. Entering to the European Union was the most urgent factor influencing increase of international trade in Lithuania.<sup>21</sup> Lithuania became to be a part of all growing economy of EU market, as well as growing part of international trade: goods and services.

21 Vijeikis, J.; Mačys, G. Trade policy in Lithuania: past experience and benchmarks for the future. *Journal of Intellectual Economics*. 2010, 1(7): 76.

Besides that, Lithuania is not an economy of OECD countries. However, an OECD organization keeps relations with the majority of emerging economies, developing economies to which Lithuanian could be attributed.

Scientists penetrate such specific barriers for Lithuania to become a full member of international trade in services market, as dependence on import of raw materials (Russia was a main raw material supplier earlier); structure of export famous for developing countries (Lithuania latter comparing to former EU countries engaged in high technologies in industry and services); the only competitive advantage in competing with others—cheap labour (efficient only in short period); poor image of Lithuania (as former Soviet Union member); inadequate information about foreign markets (no experience in importing and exporting to EU or wider market); harder losses because of financial crisis (small countries recovers harder as industrial one), etc.<sup>22</sup> According to data of statistic,<sup>23</sup> export of services from Lithuania makes 20 percent of export of goods and services. Lithuanian exports of goods and services totally reach the average level of EU (OECD makes 22.7 percent).

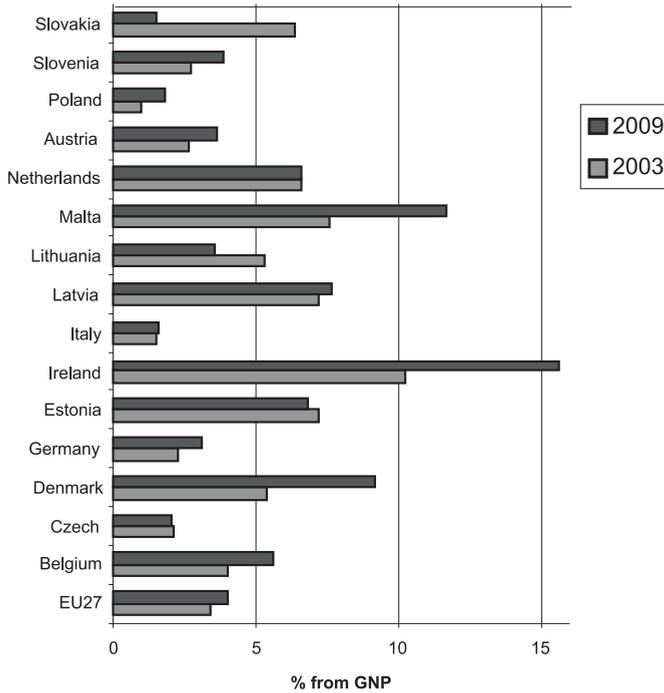
However, evaluating export of services only, Lithuania is not exporting a lot. Export of services makes a small part of GNP, comparing to other EU countries (Picture 2). Not all member of EU supplies a statistical data to European Commission, thus we have presented here countries, what publish their data about export of services. As we can see, Lithuanian export in services reduced between period 2003 and 2009. Total export in services made approximately 6 percent from gross national product. Taking into consideration that an average of EU is even less, we are able to confirm, what Lithuania can act as a member of international services market. Just a few of countries, as Ireland, Malta and Denmark exports services more often and export of their services makes more than 8 percent of countries GNP. Immediate neighbours as Estonia and Latvia are ahead of Lithuania, but export in services of Poland do not reaches this level of GNP. Estimating a tendency of part of export in services from GNP, it should be noticed that Lithuanian export in services comparing to GNP drop during this period. The same situation could be observable for Slovakia, Estonia. Other countries, as Ireland, Germany, Austria, Poland an export in services increased comparing to GNP. Export in services in Czech, Italy in 2003 and 2009 was practically the same level.

However, analyzing the structure of export, the largest part of export of services in 2009 was made by transport (road 22%, railway 8%, sea 3%, air transport 5%) and travels (37%) services. Business services make about 7% and communication—3% of export. This confirms that less developed or developing countries exports travel and transport services usually. Other services are exported by better developed countries of the world.

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22 Vijeikis, J.; Mačys, G. Trade policy in Lithuania: past experience and benchmarks for the future. *Journal of Intellectual Economics*. 2010, 1(7): 82.

23 Lietuvos Ūkio ekonominės būklės apžvalga: Užsienio prekybos apžvalga [interactive]. 2009 [accessed 2011-03-07]. <[http://www.lda.lt/files/File/InformacijaVerslui/uzsienio\\_prekyba.pdf](http://www.lda.lt/files/File/InformacijaVerslui/uzsienio_prekyba.pdf)>.



Source: adopted from Eurostat globalisation indicators

Picture 2. Export of services, % from GNP in 2003-2009

Disclosing opportunities of Lithuania as international trade market’s member, main partners for export should be excluded (Table 3).

The largest part of services on the ground of data 2010 is trade in other EU (61%), the smaller—in CIS (27%). Analysing the structure of partners in international trade in services, of course, factor of geography is very urgent. The largest partners in international trade in services, as we are able to investigate, are countries not far from Lithuania. USA buys services from Lithuania, but it makes only 2.7% of all export of services. Belgium, Italy and Spain are countries, which buys services from Lithuania rather seldom. Other factor, as direct barriers, visas, custom tax also impact the level of international trade. Because of this reason, Ukraine, Belarus is not in the first positions of partnership. Comparing to year before (2009), it should be noticed, that new partners as Canada, Kazakhstan market becomes to be important to Lithuania which were not important export partners in 2009.<sup>24</sup> Estonia was more important partner in 2009, because 7.2% of export was to this country while in 2010 export from Lithuania reached only 5%. Import partners in 2009 and 2010 remains to be practically similar one.

24 Lithuania in Europe 2009. Vilnius: Statistical Department Lithuania, 2010, p. 27.

Table 3. International trade in services: main partners of Lithuania 2010, %

Export		Import	
<b>EU27</b>	<b>61.0</b>	<b>EU27</b>	<b>56.6</b>
<b>CIS</b>	<b>27.0</b>	<b>CIS</b>	<b>35.7</b>
<b>EFTA</b>	<b>3.1</b>	<b>EFTA</b>	<b>0.7</b>
Russia	15.7	Russia	32.6
Germany	9.9	Germany	10.5
Latvia	9.4	Poland	8.9
Poland	7.7	Latvia	6.3
Netherlands	5.6	Netherlands	4.5
Belarus	5.3	Italy	3.3
Estonia	5.0	Sweden	3.3
United Kingdom	4.9	Belgium	3.3
Ukraine	3.6	Estonia	2.9
Sweden	3.6	France	2.6
France	3.3	China	2.4
Denmark	3.0	Finland	1.8
USA	2.7	Denmark	1.7
Norway	2.3	Belarus	1.7
Italy	1.9	United Kingdom	1.6
Canada	1.8	Czech	1.4
Kazakhstan	1.5	Spain	1.2
Finland	1.4	USA	1.0
Other	11.4	Other	9.0

Source: adopted from Lithuania in Europe 2010. Statistical Department Lithuania. Vilnius, 2011, p. 26–27.

Summarizing trends in Lithuanian international trade in services, it should be noticed that export of services evaluating it as percent from GNP from Lithuania is at the level of average of European Union countries. The largest part of exported services is created by transport and tourism services, as in the majority of developing countries. The largest partners for international trade in services are neighbouring countries of Lithuania.

### 3. Opportunities to Develop

1. Summarizing the opportunities to expand export of services such main points could be excluded:
2. To unify the classification of services and recording, accounting the services. Eliminating the shadow economy, which is famous for services economy, as

well as international trade in services, enables to evaluate the level of export more accurately. Shadow in international trade in services in Lithuania still remains and do not allow estimate the impact on economy in the proper way. Unifying statistics of Lithuanian export enable both to calculate services and to estimate their impact on GNP.

3. Lithuanian services providers should concentrate on services that have competitive abilities comparing to neighbouring countries: tourism services (*mode 2*) and freight transport services (*mode 4*), as well as passengers transport (*mode 2*). Explaining the tourism, health-related services should be supplied wider. Wellness and medical spa are services with a lot of possibilities to attract tourist from neighbouring or other countries.<sup>25</sup> Freight transport services, as Lithuania is located in the transit zone between East and West of Europe, as well, as Lithuanian freight services providers have an experience in the largest part of territory of Central, Eastern and Western Europe.
4. Expanding the geography of services: for transport services—to exploit advantage of know-how in Eastern and Central Europe, as well as Western; for tourism – to include far away zones as visit tours inside the country (not only capital, seashore, etc.), but also resorts.
5. Separate attention to information and communication technologies (*mode 1*), as well as their trade at the international level should be made. Till the moment, Lithuania together with other Baltic states state behind other countries by intellectual resources and information technologies.<sup>26</sup> Besides that, Lithuanian services sector, evolving information and communication technologies is growing rapidly. Cheap and relative high qualification labour is a source for entry to international trade in services market with information and communication technologies services.

## Conclusions

International trade in services is rather specific part of economy because of specifics of services as one: intangibility, heterogeneous, non capability to store, etc. Usually they are non tradable internationally, as geography of customer and services provider is very urgent. However rapid growing technologies and communication enables to export services recently. That is why countries' interest to international trade in services is growing up.

Four modes of international services describe the form, in which services could be trade internationally: cross border services, consumption abroad services, commercial

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25 Jarman, H.; Greer, S. Cross border trade in health services: Lessons from the European laboratory. *Journal of health Policy*. 2010, 94(2): 158–163; Langviniene, N.; Sekliuckienė, J. Preconditions for Lithuanian wellness spa services development. *Journal of Advances in Food, Hospitality and Tourism*. 1(3): 69–85.

26 Buračas, A. The competitiveness of the EU in context of the intellectual capital development. *Journal of Intellectual Economics*. 2007, 1: 28.

presence services, presence of natural person's services. They could be named in different definitions, but merely the form describes the territory of services supplier, consumer and services process or part of service. Not all of services are trade internationally. Statistics of countries usually reflects the trade of tourism services, transport (by different transport means: air, road, sea, etc; by different object: passenger, freight), business services and other services, not excluded elsewhere. Some of them could be trade at the international level in one mode of supply (for example, telecommunication), some in all of them (medicine, educational services).

Lithuanian international services suppliers meet a lot of obstacles for trade, but motives for trade also exist. Trade of services globally enables to develop, to get a profit, to expand locally. Thus co-operation between supplies and Government in the future will open more and more opportunities to develop, to compete and to become a full member of international services market.

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## LIETUVOS GALIMYBĖS TAPTI VISATEISIŲ TARPTAUTINĖS PREKYBOS PASLAUGŲ RINKOS DALYVIU

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**Santrauka.** Paslaugų ekonomika vietinėje rinkoje pasiekė aukščiausią ekonomikos lygį. Pastaruoju metu paslaugų teikėjai pradeda vis dažniau atsigręžti į tarptautinę rinką, stengdamiesi neapsiriboti vietinių paslaugų verslu. Paslaugų eksportas yra gana specifiskas, kadangi paslaugos pasižymi neapčiuopiamumu ir yra parduodamos skirtingai nei apčiuopiamos prekės, medžiagos ar kiti apčiuopiami produktai. Pastarųjų metų studijos rodo, jog tarptautinė prekyba paslaugomis vis dažniau užima savo vietą tarptautinėje rinkoje. Net jeigu ir gamybos produktai, nafta ar kitos apčiuopiamos produkcijos vienetai užima didžiąją dalį

tarptautinės prekybos, tarptautinė prekyba paslaugomis irgi sėkmingai auga. Didžiąją dalį tarptautinės prekybos paslaugomis sudaro prekyba turizmu, kelionėmis, transportu, taip pat ir verslo paslaugomis. Daugelis ekonomiškai pajėgių šalių konkuruoja tarptautinėje rinkoje kaip verslo sprendimų eksportuotojai, buhalteriai, strategijų specialistai, auditoriai. Šalys, esančios palankesnėse klimato zonose, gali konkuruoti turizmo, spa paslaugomis. Paslaugų eksportas, kaip ir gamybos produkcijos eksportas, dažnai nesiekia importo lygio, taigi užsienio prekybos balansas išlieka neigiamas. Tačiau paslaugos išlieka tarptautinės prekybos objektu, taigi įgalina teikėjus gauti iš jų pelną, o iš to pasipelną ir pati šalis. Auginant šalis, Lietuvai paslaugų prekyba tarptautinėje rinkoje irgi yra labai svarbi. Ir nors Lietuvos paslaugų eksportui būdinga daugiau augančių šalių paslaugų struktūra (transportas, turizmas), dar tebėra daug galimybių plėtoti paslaugas užsienio rinkoje.

Straipsnio tikslas yra atskleisti Lietuvos paslaugų teikėjų galimybes prekiauti užsienio rinkoje. Straipsnyje taikyta lyginamoji mokslinių šaltinių analizė, statistinių duomenų analizė bei sintezė.

Tyrimo rezultatai parodė, jog Lietuvos paslaugų eksportą sudaro iš esmės transporto ir turizmo paslaugos, tačiau daugiau galimybių plėtoti turi ir komunikacinės, verslo paslaugos. Siekiant unifikuoti tarptautinių paslaugų prekybą, Lietuvoje turi būti laikomasi europinių paslaugų, parduodamų užsienyje, apskaitos standartų. Atskiras dėmesys turėtų būti skiriamas ir paslaugoms, parduodamos elektroninėje erdvėje. Santykinai pigi ir kvalifikuota darbo jėga yra pagrindiniai šaltiniai, atversiantys mūsų paslaugų teikėjams sienas į užsienio rinkas.

**Reikšminiai žodžiai:** Lietuvos paslaugų ekonomika, tarptautinė prekyba, teikimo formos, paslaugos, plėtos galimybės.

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