

Lessons from ITC's experience with databases on trade, competitiveness and market access

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Friday, 21 October 2005, 11.30-12.30, Room II, ILO Geneva

Mr. von Kirchbach was introduced and welcomed by Anne Trebilcock on behalf of the Policy Integration Department, which was sponsoring the presentation as a knowledge-sharing event.

ITC databases

The ITC, an international organization whose parent organizations are UNCTAD and the WTO, promotes market access through transparency in trade for development.

Mr. von Kirchbach gave a short introduction to the ITC databases that have been created to support this goal:

Country map – benchmarking of national and sectoral trade performance and competitiveness (accessible free at the ITC website: www.intracen.org (click on “countries” to see where countries stand in relation to expanding and declining markets, etc)

Trade Map – trade statistics for international business development (world market structures, trends, trading partners, opportunities for market diversification, tariff and non-tariff barriers, country competitiveness – available on a subscription basis through <http://www.trademap.net/itc1/login.htm>.

Market Access Map – provides tailored modules for a variety of users to analyse market access conditions. Covers applied tariffs of 170 countries and preferences arising out of bilateral and regional trade agreements (available on a subscription basis through www.macmap.org)

Product Map – business information for going global, with a focus on market positioning tools, market intelligence tools and networking tools (available on a subscription basis through www.p-maps.org)

(A fifth tool, the **Investment Map**, was not presented.)

Mr. von Kirchbach provided **passwords** for the subscription services that are valid for official use (only) until June 2006. Contact Ms. Lacroix of INTEGRATION (x 7216) to receive the passwords. Since the ITC subscription services can be quite high (\$40,000 to \$60,000 per year, with special arrangements for LDCs and developing countries), this is a valuable research tool.

Lessons learned by the ITC in setting up these databases and relating them to other work

A copy of the PowerPoint used for the presentation grouped lessons under four headings: the overall **environment, positioning of services, sustainability, and operations**. A copy is attached.

During his talk, he stressed in particular the importance of:

- having a dedicated **revolving fund** that enables creation of coverage and quality essential to launch and sustainability of the databases
- identifying specific **priorities where market demand and the organization's competitive edge coincide**
- user-friendly presentation/**packaging and marketing** of applications
- developing **strategic alliances** (other organizations, academia, private sector) to produce better products
- having **various delivery modes** that create standardized, clearly recognizable priced products that support each other (databases, capacity-building/training, studies on demand)
- placing **greater emphasis on data and indicators, and less on analysis** which others often can do better (although this is also a product that ITC offers)

In his view, the **ILO** could put together successful data packages for labour issues in high-demand areas such as wages, employment levels, conditions of work and labour standards. With competition from the private sector being very real, strategic alliances would play a key role in successfully launching and maintaining data portals of this type. The ITC and the ILO have cooperated in the past, and look forward to doing so in the future.

After a short question and answer period, Mr. von Kirchbach was thanked for having giving colleagues so much food for thought. It was particularly timely in light of the intension to consolidate statistical work in the ILO during the 2006-07 budgetary period. The around 20 ILO participants were requested to share the information with colleagues and encouraged to try out the ITC databases. More information on them is available at www.intracen.org/mas.

Anne Trebilcock, INTEGRATION, 21 Oct. 2005



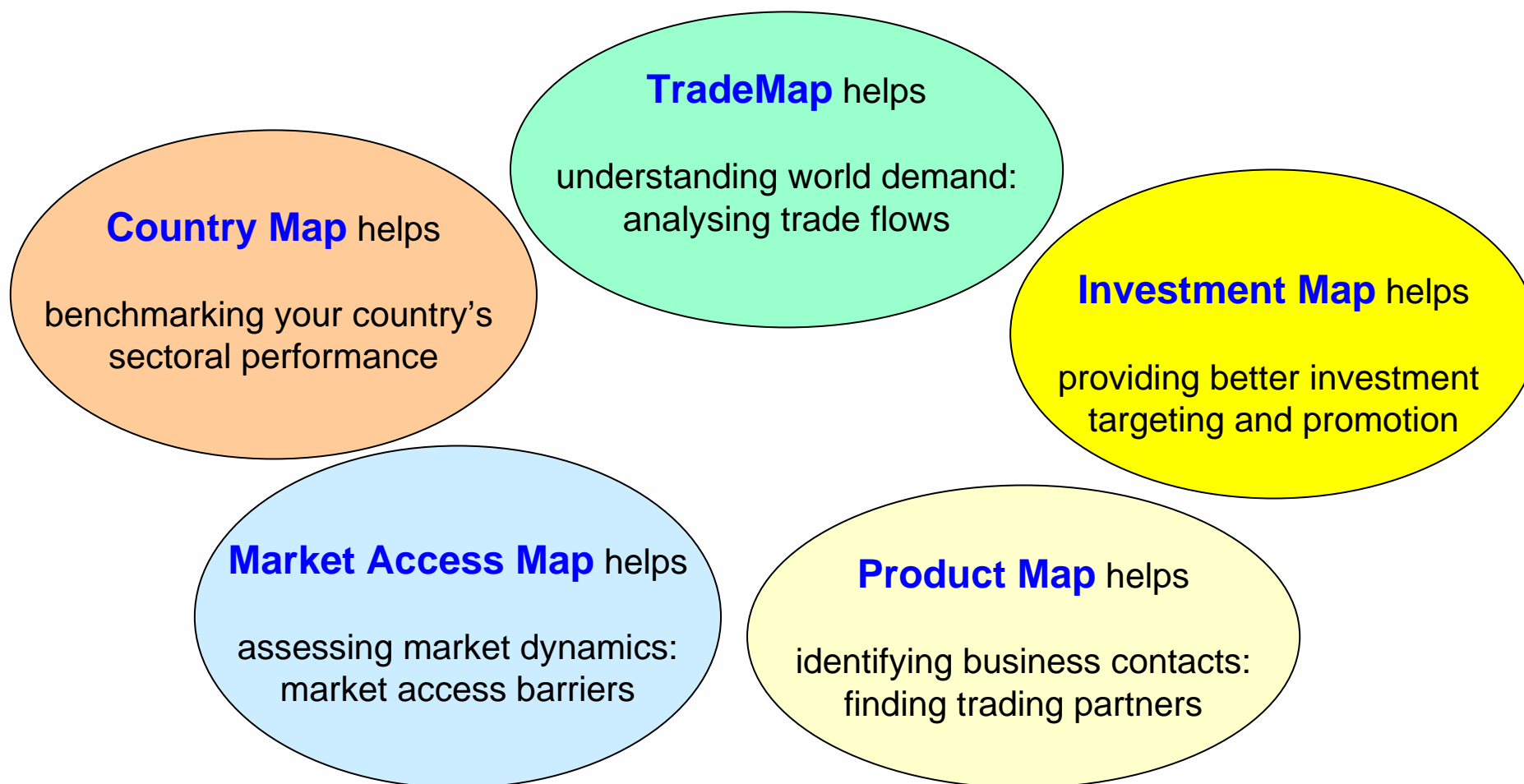
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Friedrich von Kirchbach
Market Analysis Section



ITC's Market Analysis Tools





How could this be of interest to ILO?

- Using ITC Web portals
- Reviewing ITC experience



Lesson 1: Environment

- Mandates have lost their bite
- Risk-adverse environment in international organizations
- Difficulties in mobilizing initial investment
- Geneva is high cost basis



Lesson 2: Positioning of services

- Concepts versus compilations
- Clearly managed expectations (WYEIWYG)
- Specialized versus general applications
- Indicators versus analysis
- Universal coverage versus case studies
- Best-in-class versus also-ran
- Priced versus free services



Lesson 3: Sustainability

- Shifting resource mobilization to clients
- Donors come in second last, regular budget of own organization last
- Networks and strategic alliances
- Presence across various delivery modes



Lesson 4: Operations

- Standardization versus tailor made
- In-service IT development
- Packaging of products
- Marketing
- Revolving fund