



TRAVERA database

Survey results in 6 target countries

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STRENGTHEN: Global Knowledge Sharing Workshop



Outline

- Data survey strategy
 - Survey structure
 - Consolidation of survey data
- Salient features
- Lessons for the future



Data survey strategy

- 6 countries of intervention
 - National/sectoral particularities

Target countries	Target sector	Sample
Guatemala	Handicrafts	253
Ghana	Yam, Cassava, Sweet potato	196
Benin	Cashew nuts	237
The Philippines	Coconut	100 / 71
Morocco	Automotive	38 (updating)
Myanmar	Textile	(updating)



Structure of national surveys (I)

- 4 parts
 - Basic structure
 - Type of activity, tenure, official licensing, production structure (and constraints), market channels, inputs, price fixing, transport, member of an association
 - Export chain participation
 - Export activities by product, requirements, certifications, main markets and competitors, benefits, obstacles and challenges in exporting, factors for competitiveness



Structure of national surveys (II)

- Employment in value chain
 - Permanent vs temporary employment, female and young employment, skills and education of employees, employment by occupations (skill matching and salaries), access and challenges to training, social security, wage fixing mechanism and performance evaluation, challenges to recruitment
- Support for further participation
 - R&D in sector, financial sources and constraints, obstacles to finance, directions of growth



Consolidation of survey data

- National surveys based on sectors, not representative at the national level
- Sector specificities lost in consolidation
 - Product and input structure
 - Export structure and changes in demand by product
 - Information of sector-specific occupations
 - Low response rates in wages for occupations (also responses by ranges)
 - Particular disaggregation of questions which are not matchable across countries



Salient features on employment

Country	Employees	Female employment	Young employment	Recruitment challenging	Challenges	Exporter
Benin	4'340 (in 237 firms)	2'355 (54%)	319 (7%)	43%	51% (Few applicants)	11%
Ghana	4'794 (in 196 firms)	2'376 (49%)	159 (4%)	15%	31% (Lack of experience)	27%
Guatemala	1'107 (in 254 firms)	690 (62%)	404 (14%)	41%	48% (Lack of experience)	10%



Salient features on exports

Country	Higher revenue through exports	Certificates	Finance as obstacle	Challenges	Competitiveness
Benin	84%	15% (environment)	80%	91% (financial costs & access)	85% (improved quality)
Ghana	92%	27% (environment)	89%	91% (financial costs & access)	73% (improved quality)
Guatemala	94%	13% (fair trade)	61%	80% (demand information)	96% (create new products)



Lessons for future surveys

- Technological improvements increase data quality
 - Automatic checks to be encouraged
 - Data entry forms/formats to be harmonized across countries
- Limiting modalities for 'sector-specific' options in information to be consolidated
- Further awareness for higher responsiveness