Trade Information
Now Market Intelligence

Challenges for
developing nations

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NZ - similarities to Mauritius but without the resources...and only just beginning to liberalise.
Accessing and then leveraging relevant market intelligence is the single greatest challenge facing Mauritian exporters today.
The Market divide for developing countries like Mauritius

2 Significant Gaps

Operator

TPO

Markets
The Market divide for developing countries like Mauritius

TPO to Market Gap:
Challenge 1: Disconnected (in many ways)
Challenge 2: Limited resources

TPO to Operator Gap:
Challenge 3: Transition to Market Driven
Challenge 4: Knowing what to ask for
Challenge 5: Access to the internet
Challenge 1 - Disconnected

Not just physically disconnected but also culturally, and economically

Profile of domestic market not suitable to develop exports
Challenge 2 – Limited Resources

Limited budget to access commercial resources

- reports
- databases

Don’t have the in-market resources

- budget to support overseas representatives
  - direct
  - indirect
- Mauritian capability (skills & experience)
..and if you are successful in gathering the market intelligence, will the operators know what to do with it?
Challenge 3 – Transition to *Market Driven*

Very successful to date - but under trade preferences & import barriers
Don’t need to know about your market – product driven

Result
- little understanding of Market Driven approaches
- few people with suitable skills
...so even armed with quality market intelligence – how do you then ensure clients can leverage it?
Challenge 4 – Knowing what to ask for

"You can tell whether a man is clever by his answers. You can tell whether a man is wise by his questions."

Naguib Mahfouz

Must be clear about what you really want to know?
Lack of Future Vision is a common problem
The lack of strategy it is impacting other key areas of each business

Lack of R&D
Lack of Technology adoption
Lack of HR development

*Lack of Market Development planning*
Challenge 5 – Access to internet

...real issue is **High Speed** access to internet

No use having a world full of on-line information if you grow old waiting to access it!
EM Solutions - gathering

Structured approach

ASSESS  PLAN  DELIVER  MONITOR

Integrated Individual Client Development Plans

- Capability Development
- Market Development
EM Solutions - gathering

Knowledge Centre
- greater use of on-line resources & secondary market research
- Sector specific analysis
- Customised market research

Targeted subject matter experts
- to provide market analysis
- assist in sector strategy development

Tourists as an incubator for exports
- product development
- brand development
- awareness building
EM Solutions - gathering

Leveraging the Diaspora

- diverse cultural heritage
- large overseas population
- links (& language) for competitive & market information
EM Solutions - gathering

New models for overseas representation

- collaborative resource sharing with Investment & Tourism Promotion units
- hub & spoke regional approach
- preference to use market experts on project based assignments
- (earn as you learn!)
EM Solutions – gathering & leveraging

In-market handholding by current experts

- “Rainmakers” with significant and current information & networks
- integrated group “hand-holding” programmes
Integrated group “hand-holding” programmes

- Operator
- TPO
- Direct Engagement
- Markets

Project & Resource coordination Role
EM Solutions - leveraging

Market Driven awareness building

- Business Capability
- Export Sales & Profitability
- Market Knowledge
- Product Design & Development
EM Solutions - dissemination

Industry Portal
- registered user logon to a range of online tools, sector strategies, market reports, and useful links
- eNewsletters

Export Breakfast Series & Industry Sector Forums
- market specialists
- latest trends
EM Solutions - dissemination
NZTE Solutions

Beachheads Programme

In-market advisory Panels

International MBA Programmes
...but beware

"Market research can establish beyond the shadow of a doubt that the egg is a sad and sorry product and that it obviously will not continue to sell.

Because after all, eggs won't stand up by themselves, they roll too easily, are too easily broken, require special packaging, look alike, are difficult to open, won't stack on the shelf."

Thank you.