

Trade Information Now Market Intelligence

Challenges for developing nations



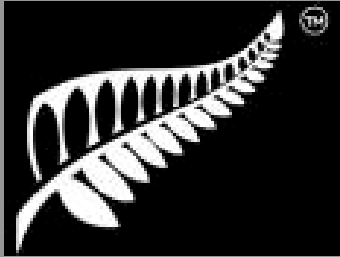
***ITC World
TPO Conference
12-13 March 2007***



Lance Wickman
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Mauritius*

*Former GM
NZ Trade
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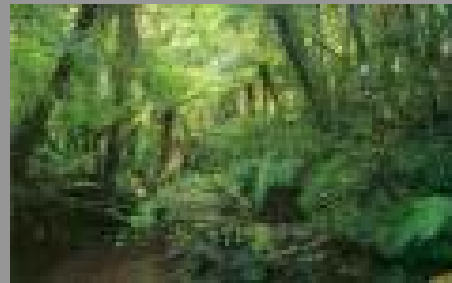


100% Pure New Zealander



NZ - similarities to Mauritius
but without the resources

...and only just beginning to liberalise

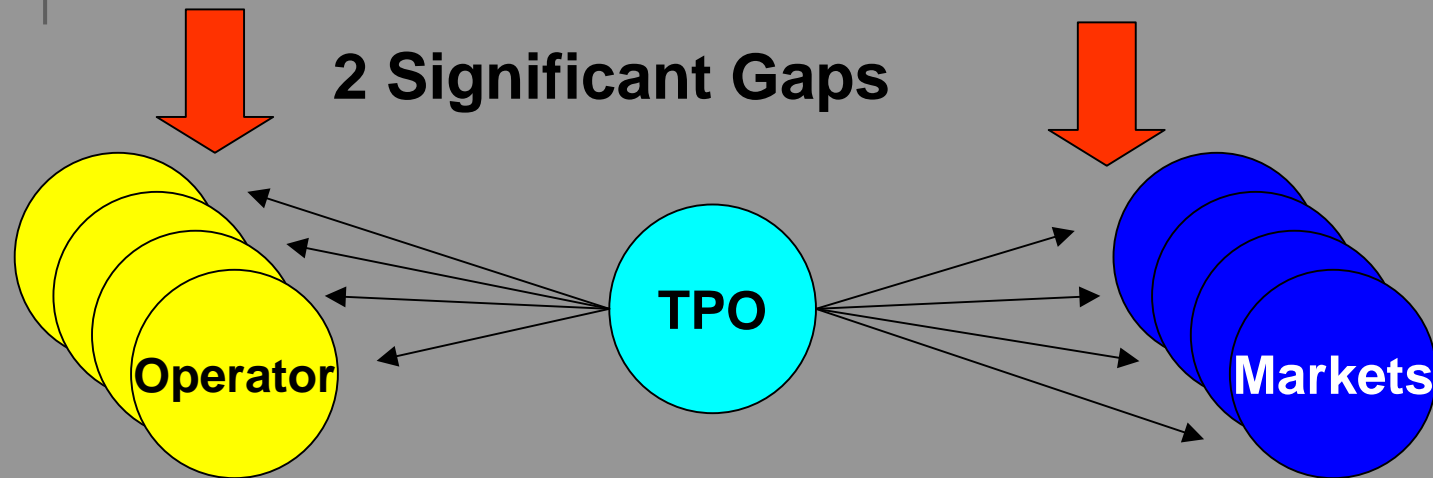




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Accessing and then ***leveraging***
relevant market intelligence
is the single greatest challenge
facing Mauritian exporters
today.

The Market divide for developing countries like Mauritius



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



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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)



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....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



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...so even armed with quality market intelligence – how do you then ensure clients can leverage it?

Challenge 4 – Knowing what to ask for

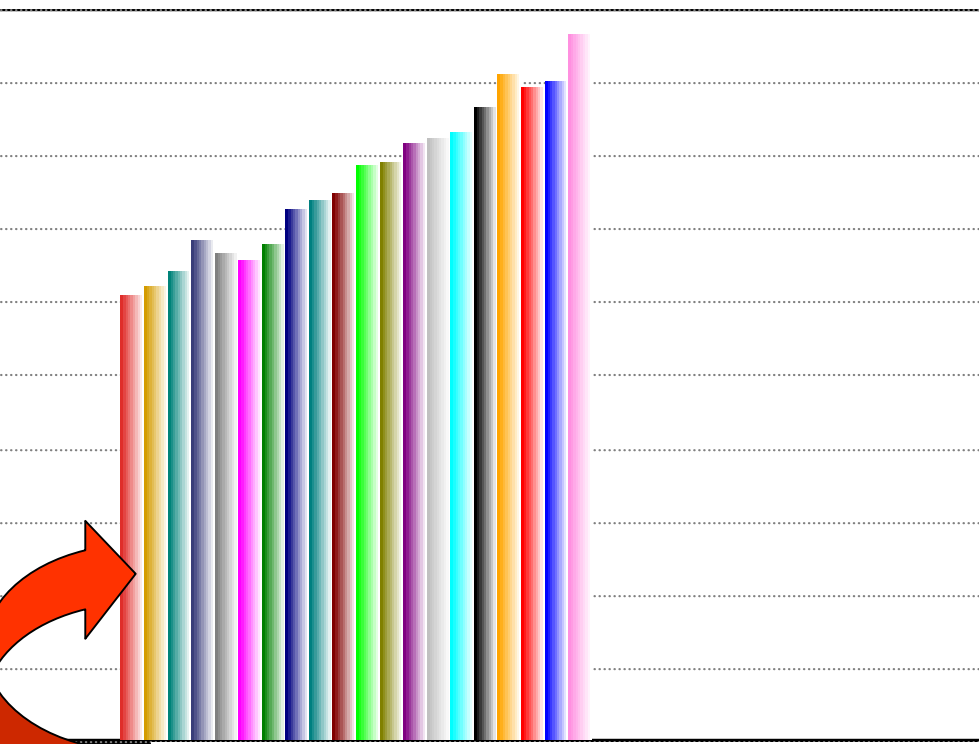
*"You can tell whether a man is clever
by his answers. You can tell whether
a man is wise by his questions."*

Naguib Mahfouz

**Must be clear about what
you really want to know?**



QLBS.com Assessment Results



- Future Vision
- Research and De
- Technology
- People
- Management Pro
- Marketing
- Organisation
- Environment
- Suppliers
- Plant and Equipm
- Market
- Administration
- Financial
- Production
- Facilities
- Commitments
- Business Purpos
- Internal Culture
- Financial Resourc
- External Culture

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***





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Challenge 5 – Access to internet

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

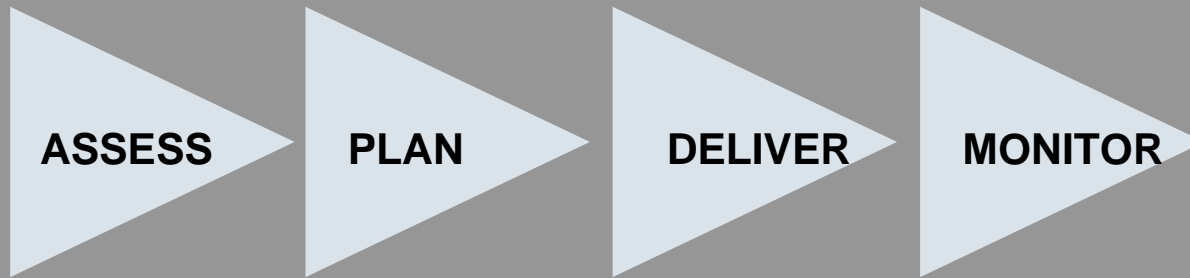
No use having a world full of on-line information if you grow old waiting to access it!



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EM Solutions - gathering

Structured approach



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



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EM Solutions - gathering

Leveraging the Diaspora

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



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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!)



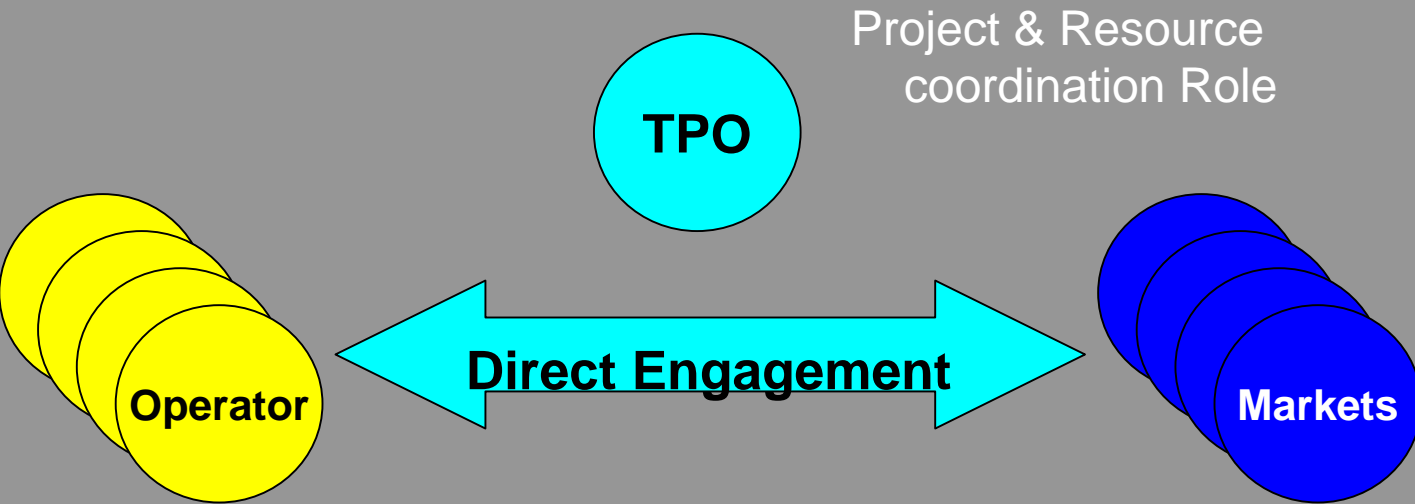
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EM Solutions – gathering & leveraging

In-market handholding by current experts

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

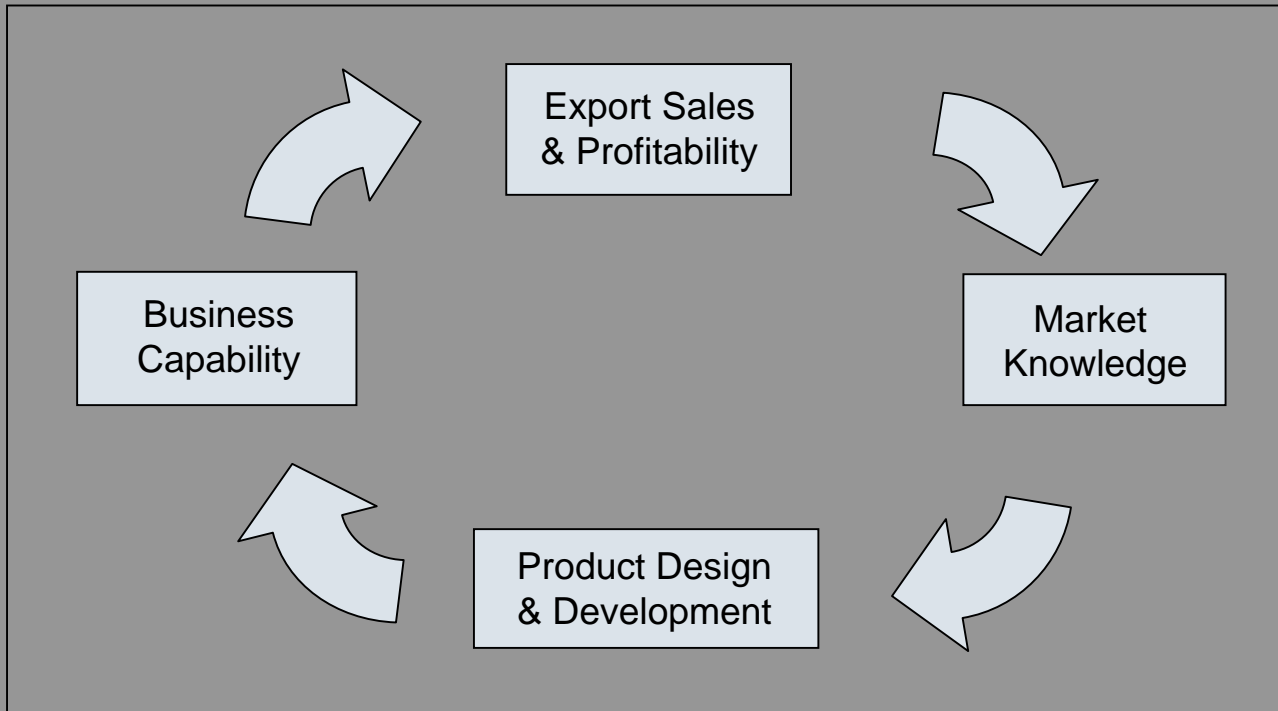
Integrated group “hand-holding” programmes





EM Solutions - leveraging

Market Driven awareness building





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EM Solutions - dissemination

Industry Portal

- registered user logon to a range of on-line tools, sector strategies, market reports, and useful links
- eNewsletters

Export Breakfast Series & Industry Sector Forums

- market specialists
- latest trends

EM Solutions - dissemination



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CONNECTING BUYERS WITH LEADING MAURITIAN EXPORTERS

NZTE Solutions

Beachheads Programme

In-market advisory Panels

International MBA Programmes



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...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."

Robert Pliskin (1963), quoted in Stephen Donadio, The New York Public Library: Book of Twentieth-Century American

Quotations, 1992, New York: Stonesong Press, p. 70-71.



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Thank you.

