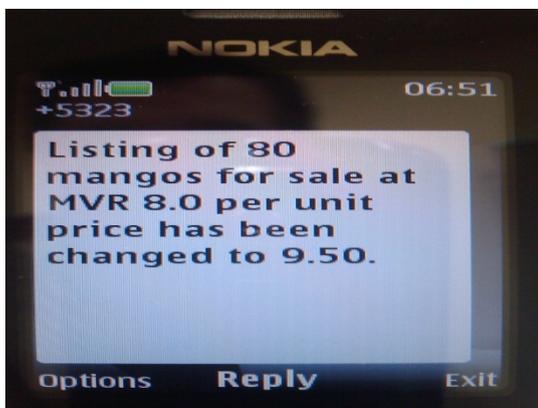




# MARKET PRICES

INTERNATIONAL TRANSPARENCY OF PRICES



# MARKET PRICES

## MAKE KNOWN MARKET PRICES AT THE INTERNATIONAL LEVEL

### INSTANTANEOUS PRICE KNOWLEDGE AT YOUR FINGERTIPS

Businesses always need to know their market. And what single most important information do they need to know from their market? PRICES.

Indeed, how could they price their own products or services if they don't know what market prices are, at a given time, in a given market?

This is always what businesses of all sizes remind ITC where ever it operates and this is true for international prices as it is for regional and national ones. Small and micro businesses do not need to access enormous amount of market data. They need very precise market prices, affecting their business at a definite moment, in a definite market, in order to position themselves and make appropriate business decisions. This is what Market Prices is about: Providing highly targeted product prices by SMS to micro, small and medium-sized businesses (MSMEs), on demand.

### A SIMPLE AND EFFECTIVE METHOD



Among the advantages of this solution are the fact that MSMEs then only have to pay for this highly **targeted information** and not for large amounts of semi-useful market data, or having to search the right pieces of information they need, within it.

Market Prices is operated by local trade support organizations, providing local MSMEs with a high value-added service at an affordable cost, allowing the service to be **self-sustained**.

Market Prices is **affordable** thanks to the partnerships that ITC has established through the years with a number of international and national price collecting institutions, as well as through its central information system to which local trade support organizations connect, to extend and adapt the service to local MSMEs.

### HOW DOES IT WORK?

Setting up Market Prices in a definite country requires to select the right local partners in order to ensure service sustainability and appropriate service level to interested businesses. It then requires to identify the right source of **market information** when these are not already connected to the Trade at Hand IT platform. System integration is then provided by ITC, with its partners, through an identified project and can be completed within a couple of months, from the moment a reliable source of price information is made available. Implementation costs vary according the product price types (national vs international or regional).

Market Prices can be connected to another Trade at Hand solution called *mCollect*, which empowers national price collection (see *mCollect* documentation).

### FOR MORE INFORMATION, PLEASE CONTACT :



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