



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

PRICE COLLECTION USING SMS - mCollect

REAL TIME ECONOMIC INTELLIGENCE



MOBILE SOLUTIONS

USING A CELLPHONE FOR BUSINESS PURPOSES

REAL TIME MARKET INFORMATION

mCollect is a system of price collection which complements the other module: *Market Prices*. It has been developed by the International Trade Centre (ITC) after receiving a request from several national institutions, which have expressed a need for this sort of solution, allowing collecting and sharing market information using a mobile phone. *mCollect* makes it easier to know the prices within the country, by sourcing them directly from the local agricultural markets.

Once the prices have been collected, the system sends a SMS to small business in the region, which expressed their interest. The system has been based on ITC's previous experience with the Market News Service. It can be equally used in partnership with other activities, such as the Réseau des systèmes d'information des marchés en Afrique de l'Ouest (RESIMAO - Network information System for West African markets), which communicated market information via the web or a cell phone. By communicating the market prices collected from local markets to all potential buyers in the region, services like *mCollect* can contribute to the reinforcement of both domestic and cross-border commerce between neighbouring countries.

SAVING TIME FOR TRADERS AND MERCHANTS (ALT : TIME MANAGEMENT FOR TRADERS)

The introduction of *mCollect* allows the improvement of current prices surveying methods in particular. Usually, these methods rely on a team of people who visit a large number of markets (often more than 150) to note the prices in a notebook. This information is then distributed by phone, fax, mail and, in some cases, by SMS. The process seems too long and complex, but also difficult to update as prices move rapidly.

Local trade support institution (TSI) representatives have been using *mCollect* to aggregate their observations regarding the local markets and then transmitted them in compliance with a coding method that was agreed upon. Then, they were sent via SMS to the main archive. This method has many advantages: it saves a lot of time for officers that collect local prices and the information is available immediately.

Local organizations such as the National Society of stock management and food security in Burkina Faso, Mali Chamber of Commerce and Industry and the Senegalese Agency for Export Promotion then provide information on domestic and foreign prices to wholesalers, traders and farmers.

LOCAL PARTNERS

COMMISSARIAT A LA SECURITE ALIMENTAIRE
(CSA)



SOCIETE NATIONALE DE GESTION DU STOCK DE
SECURITE ALIMENTAIRE

SO.NA.G.E.S.S.



FOR FURTHER INFORMATION, PLEASE CONTACT



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