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ITC's

trade
at
hand

experience

Trinidad & Tobago
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Overview

- Who is ITC?
- A few basic system implementation principles
- Trade at Hand: ITC's experience in mobile solutions
- Challenges and key lessons learned
- Mobile telephony: A serious income source for MIS ?
- Business models made possible by mobiles

A few basic principles...

1. Build upon what already exists, according to needs
2. Start small; iterate; build brick by brick
3. Embedd sustainability during system design
4. Design the business model with stakeholders
5. Build capacities and coach during early system usage
6. Use « reusable » IT (respect open standards, use and share free and open source softwares and coding systems)
7. Provide a complete, independent solution
8. Scaled to match available capacity



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ITC mobile applications

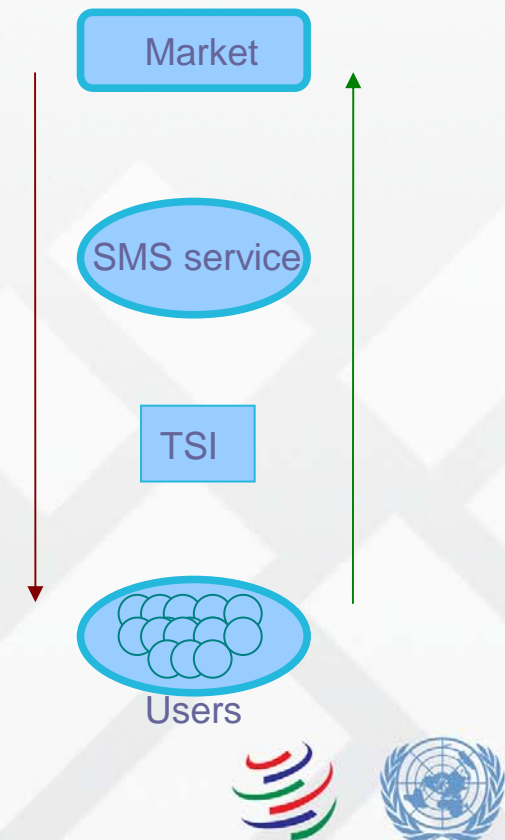


Trade at Hand in a nutshell

- Started in 2005
- Three operational modules
 - Commended by the GSMA in 2007
- Two in *beta* version
- An integrated platform under development
- Current projects in West Africa and Pacific Islands

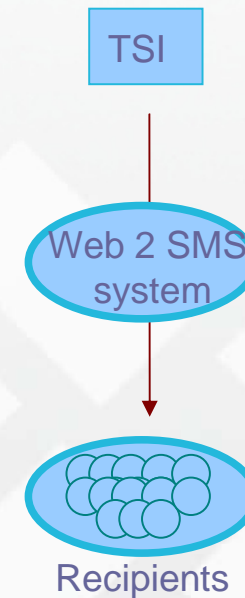
Market Prices (mPrices)

- **how it works:** European market Rungis / SMS gateway / local trade support institutions
- **who uses it?:** F&V exporters from West Africa
- **who manages it?:** Trade support institutions
- **stats:** 400,000 SMS/prices quotes received... & counting



Market Alerts (mAlerts)

- **how it works:** Local trade support institutions send key messages (SMS form) via a Web-based application
- **who uses it?:** Trade support institutions for the benefit of SMEs and entrepreneurs
- **who manages it?:** Trade support institutions
- **stats:** 150,000 SMS alerts sent... & increasing



Market Collect (mCollect)

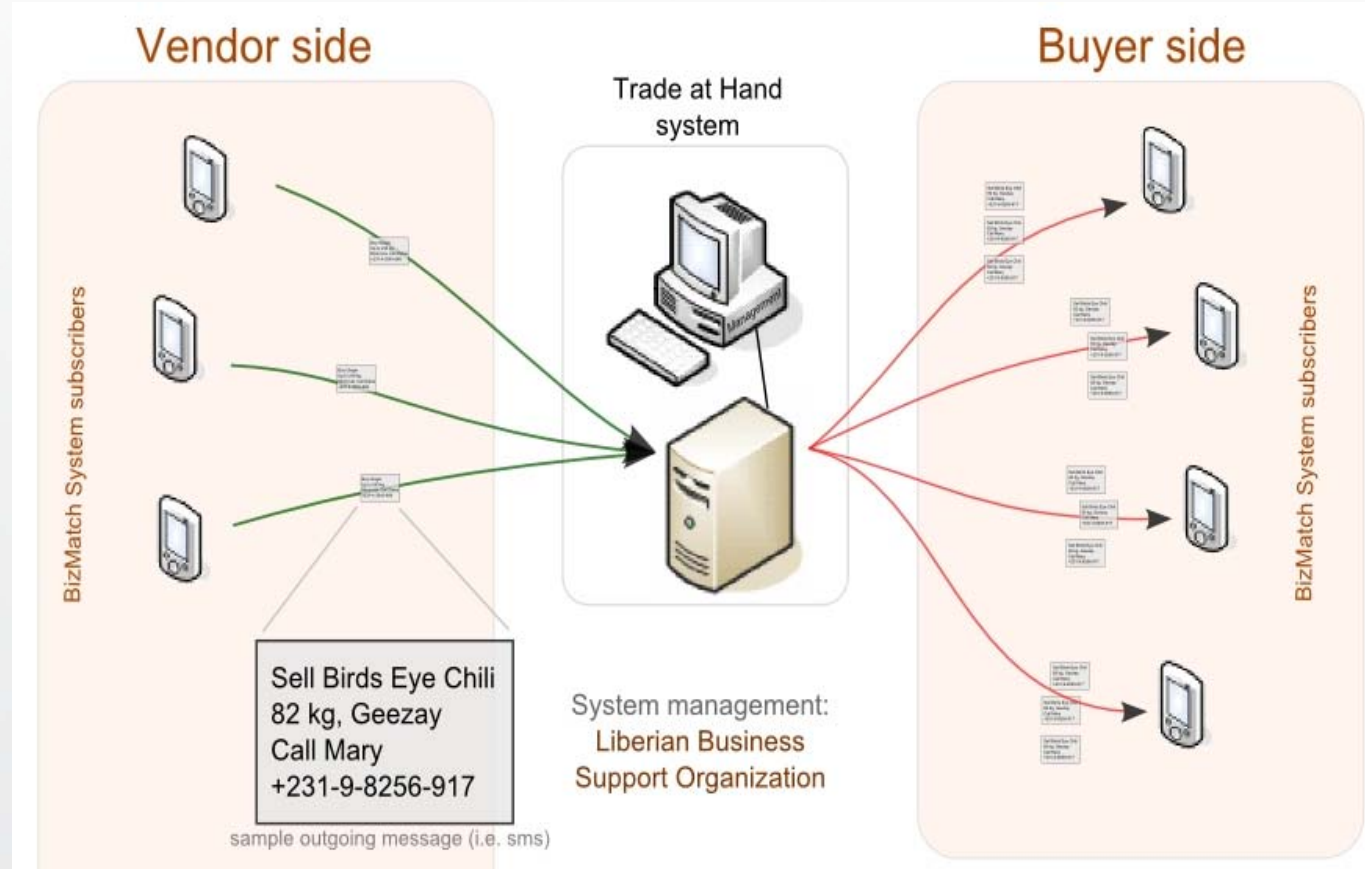
- **how it works:** Local food price monitoring institutions receive coded SMSs from collectors (located in rural markets), directly to their database
- **who uses it?:** Food price monitoring institutions for the benefit of all (from policy makers to entrepreneurs)
- **who manages it?:** food price monitoring institutions
- **status:** Mali uses it ; Burkina Faso & Senegal need further support to mainstream it





Mobile Marketplace (mMarketplace)

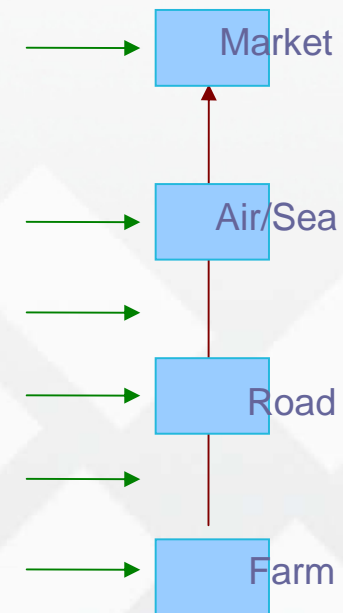
how it works:



status :
beta version

Mobile Monitoring (mMonitoring)

- **how does it work?:** Businesses monitor product condition indicators (such as temperature) at various points in the supply-chain
- **what for?:** To find weak points in the supply-chain and improve product quality/raise price
- **who is it for?:** SMEs
- **who manages it?:** SMEs
- **status:** Initial assessment conducted with Ugandan flower exporters : The potential is big; applications numerous





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Challenges met & lessons learned



Challenges met during implementation

- Attracting long-term interest and keeping momentum, beyond the simple project money hook;
- Obtaining answers from users which reflect reality (truth isn't always pleasant to hear nor say...)
- Finding local IT resources for the development of a locally maintained system ;

Challenges met after implementation

- Getting public institutions to apply the suggested business model (to achieve sustainability);
- Addressing requests for system updates or complementary elements without donor support ;
- Scarce financial resources often slowed down the necessary marketing investment and adoption

Lessons learned

- With mobile solutions, an MIS should involve the private sector to approach self-sustainability;
- Telecom operators welcome V-A Services;
- Several business models are possible and Public-Private Partnerships represent a good option;
- Implementing MIS extensions always require context adaptation (context assessment & system tailoring);
- Capacity building and coaching needs more time than « meets the eye »
- We all learn by doing : Engage! Build & try as much as you can





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A capacity multiplier approach

- resource-full centre
- growing replications of the centre
- with independent roots
- when ready, replications can take their independence ;
- new springs emerging from replications;
- three-way knowledge exchange





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Current projects





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Combining ITC and UNCTAD systems

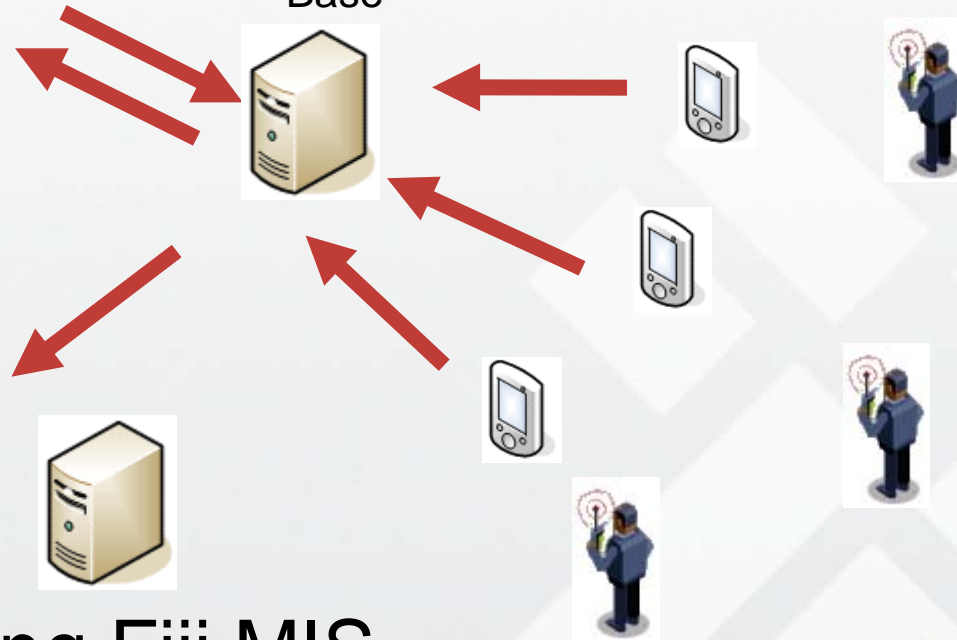


InfoShare

Data Base



Price Collectors



Existing Fiji MIS





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Ongoing: Linking offer and demand through a Web/mobile marketplace in Fiji

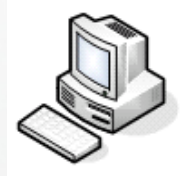
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Hotels



Post offers to buy local food on the

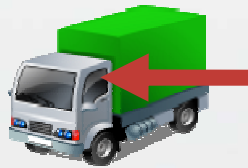
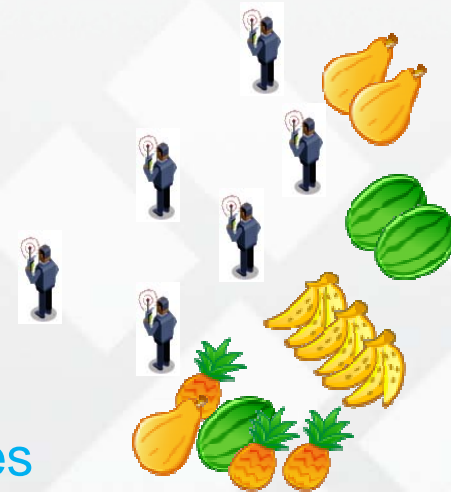
Web



Offers are distributed by

sms

Farmers



and deliver fresh food



Intermediaries regroup offer to meet demand





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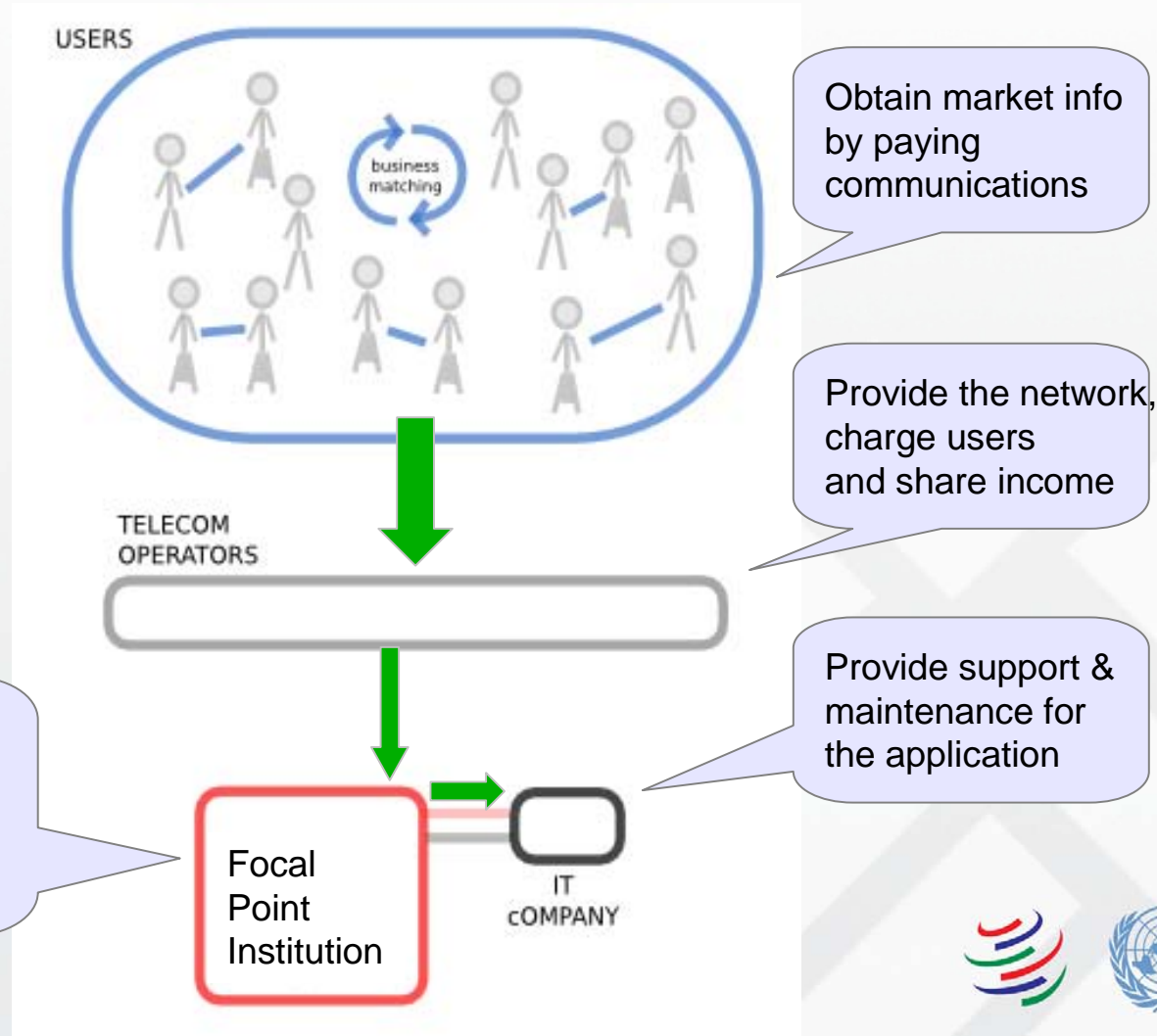
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So, are mobile solutions a serious
income source for MIS?





A Generic Business Model





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Thank you for your attention

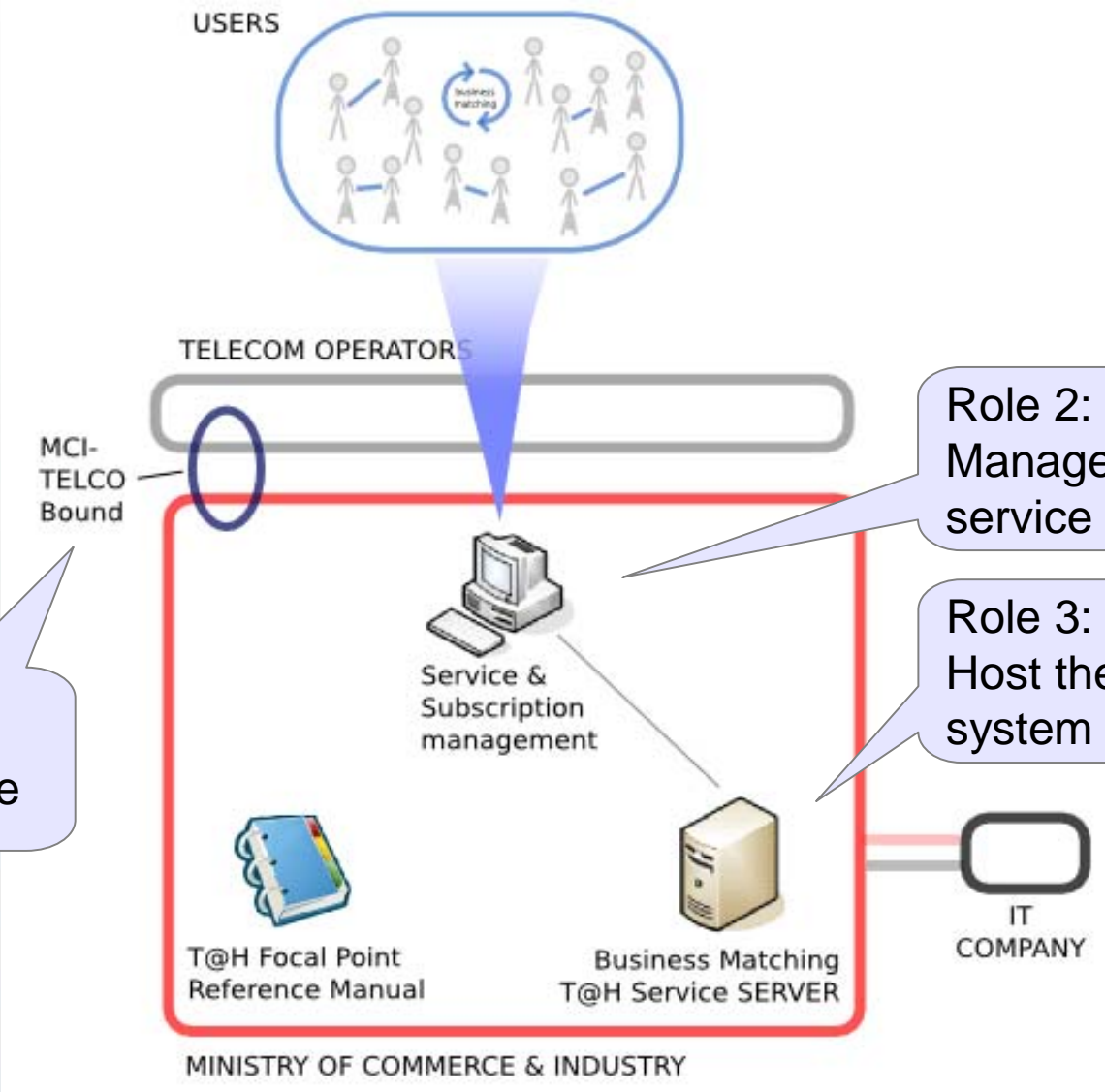
Contact : dard@intracen.org





T@H System and MCI Ownership

Role 1: Negotiate



Role 2: Manage service

Role 3: Host the system

