Measuring trade in ICT-enabled services: main findings and recommendations stemming from first pilot surveys

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Background of the project

- ICTs are a key enabling factor for the development of services trade
- They go with a transformation of the nature of the traded services
- Need to better understand the impact of enhanced ICT access and use on services trade
Key Issues

➢ What role do ICTs play in the development of services exports?

➢ What is the importance of digitally-delivered services exports in the economy?

➢ What are the services concerned?

➢ What are the characteristics of the companies involved in exports of ICT-enabled services?

➢ What are the key export markets?

➢ What strategies can be implemented to grasp the benefits of this expanding trade?
ESTIMATED IMPORTANCE OF THE DIFFERENT MODES OF SUPPLY USING THE SIMPLIFIED ALLOCATION

MODE 3 AND 1 OF MAIN IMPORTANCE

Figure 2: Share of services trade, by mode of supply

Source: WTO Secretariat.
EU-28 SUPPLY OF SERVICES, PARTNER EXTRA EU28, 2013: Modes are of Different Importance – Depending on the Type of Services

Source: Eurostat (2016).
The goal of the project

• Test the **feasibility of developing statistics on international trade in services** and, in particular, on mode 1 services transactions delivered remotely over ICT networks

• **Produce harmonized statistics** through a common approach based on a model questionnaire

• **Reach first conclusions** from the pilot surveys about the importance of trade in ICT-enabled services and the opportunity to extend this approach to other interested countries
THIS PROJECT FOCUSES ON EXPORTS OF ICT-ENABLED SERVICES


- **ICT-Enabled Services definition used**: services with outputs that can be delivered remotely over ICT networks (UNSC approved)

- **Builds on existing measurement frameworks**, definitions (BPM6, MSITS 2010), international classifications (EBOPS 2010) and data collection methods (MSITS 2010)
POTENTIALLY ICT- ENABLED SERVICES

1) Telecommunications (including Internet services)
2) Computer services (including computer software)
3) Sales and marketing services
4) Information services (including health services)
5) Insurance and financial services
6) Management, administration and back office services (including call centres)
7) Licensing services
8) Engineering, related technical services and R&D
9) Education and training services
1. **Information about the enterprise** (11 questions)
   - Foreign control, employment, turnover, main activity, exports of services, mode of delivery to overseas customers
   - Detailed definitions

2. **Information about the potential services exports from the enterprise** (1 filter question)

3. **Detailed information about ICT enabled services exports** (3 questions (x 9 sections))
   - Possible addition of **national questions**
Methodological Guidelines

• **Sample frame:** BOP register (or general business register)

• **Stratification:** main activity, size (turnover or services exports), region?

• **Sampling strategy:** Simple random sampling

• **Sampling ratio** according to the number of units in each stratum (possible cut-off strategy)

• Very much dependent upon **national characteristics**
Results from the Costa Rica survey

Modes of supply of services exports

91%

6%
3%

Source: Central Bank of Costa Rica.
India: ICT-enabled services exporting enterprises by employment class

- Telecommunications
- Computer Services
- Sales and marketing services
- Information Services
- Financial services
- Management, administration and back office
- Licensing services
- Engineering, related technical services and R&D
- Education and training
- All

0 - 9
10 - 49
50 - 249
≥ 250
RECOMMENDATIONS

• Need to extend the survey to other developing countries

• Need to address specific cases such as Insurance and Financial services

• Need to widen the approach and to analyse the role of ICTs in the development of services exports through digitally ordered transactions, digitally facilitated transactions and digitally delivered transactions
THANK YOU