

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

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Measuring Exports of Digitally-delivered Services

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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**

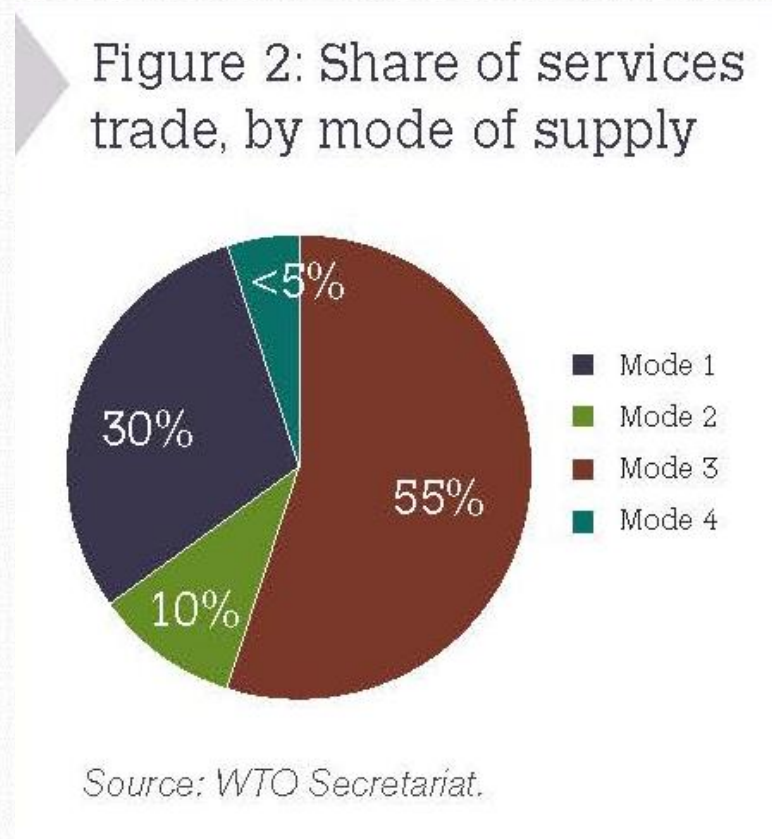


Key Issues

- **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?**

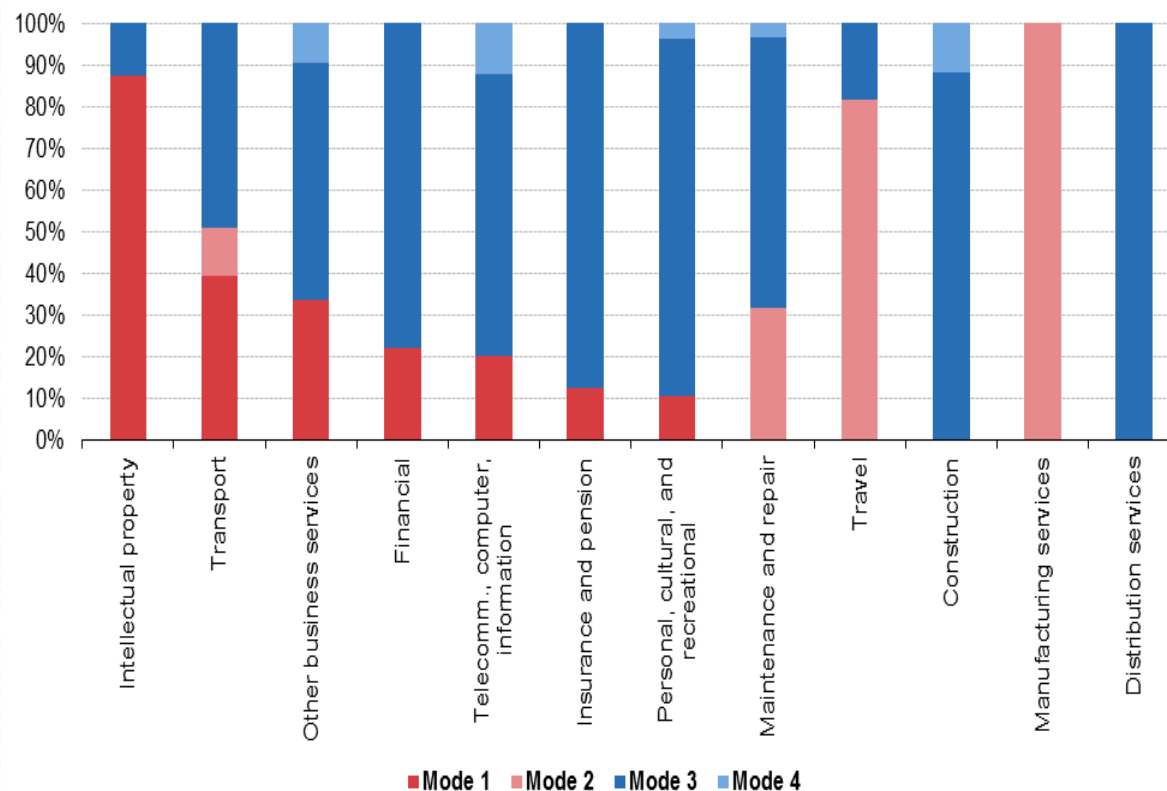
ESTIMATED IMPORTANCE OF THE DIFFERENT MODES OF SUPPLY USING THE SIMPLIFIED ALLOCATION

MODE 3 AND 1 OF MAIN IMPORTANCE



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

- ❑ UNCTAD ICT4D technical note 3, Oct 2015 “International Trade in ICT Services and ICT-enabled Services - Proposed Indicators from the Partnership on Measuring ICT for Development”
- ❑ **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



STRUCTURE OF THE UNCTAD MODEL QUESTIONNAIRE

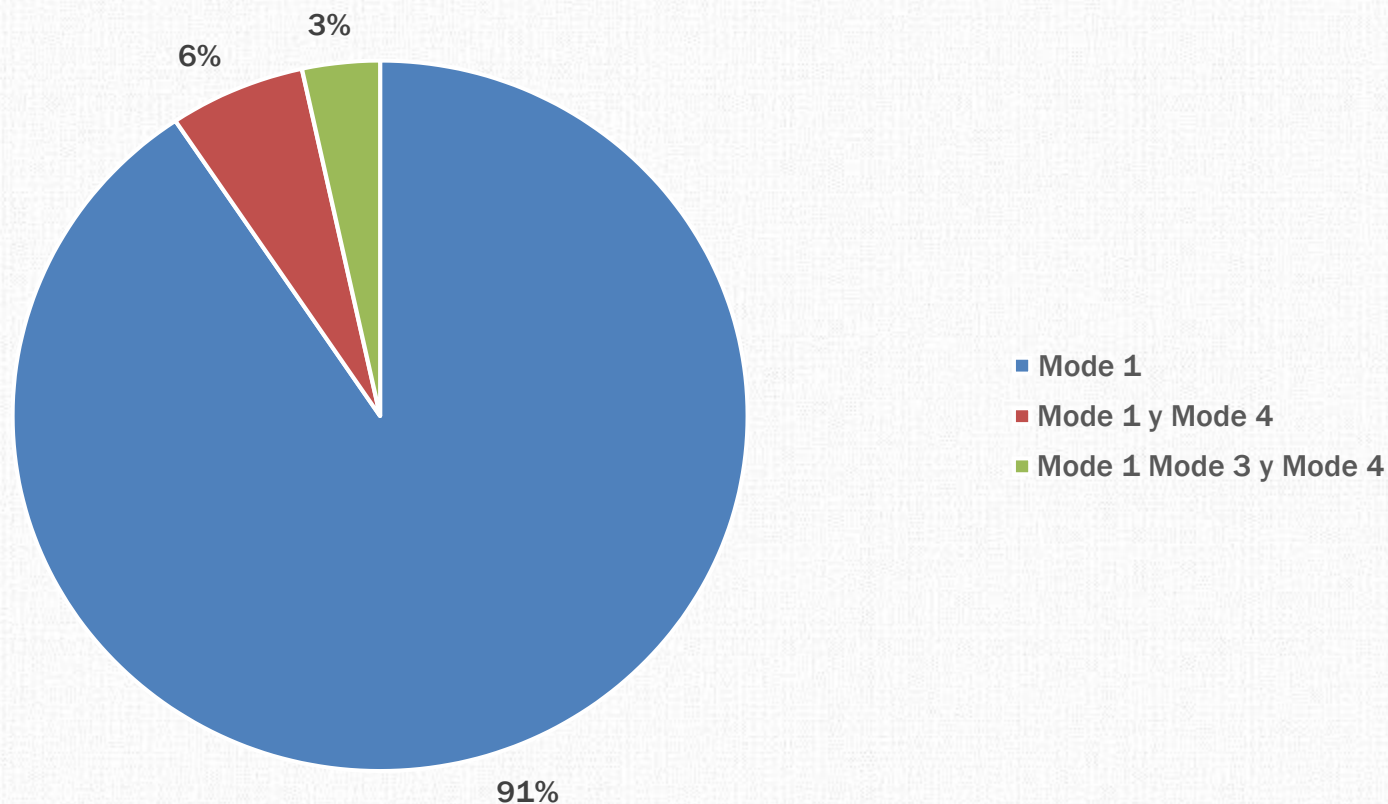
- 1. Information about the enterprise (11 questions)**
 - Foreign control, employment, turnover, main activity, exports of services, mode of delivery to overseas customers
 - Detailed definitions
- 2. Information about the potential services exports from the enterprise (1 filter question)**
- 3. Detailed 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**

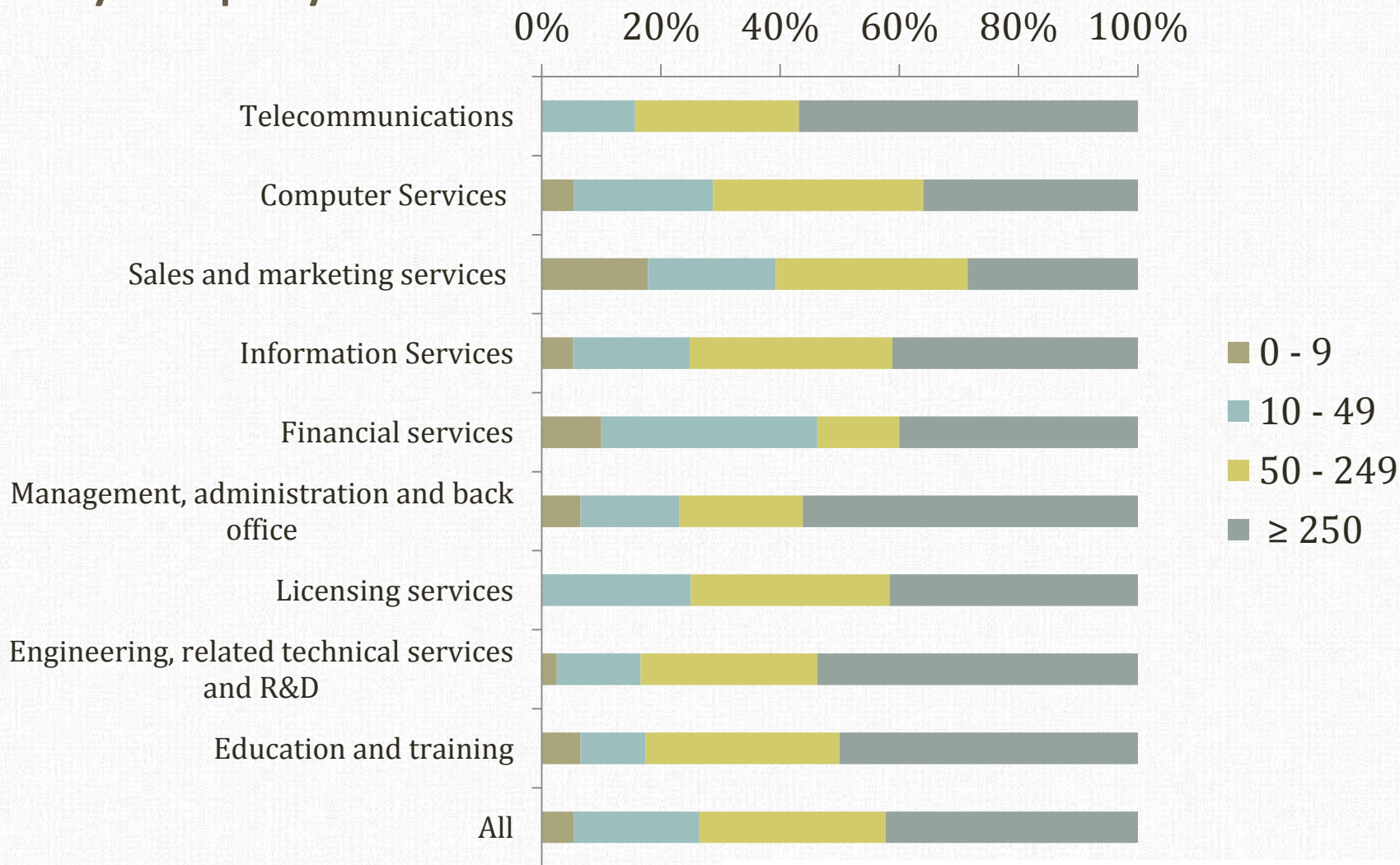
Results from the Costa Rica survey

Modes of supply of services exports



Source: Central Bank of Costa Rica.

India: ICT-enabled services exporting enterprises by employment class



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