

market**Prices**

Mobile phone use in developing economies is growing fast. As computers and the Internet revolutionized business in the West, so mobile technology can help solve business problems for small exporters.



France, Paris Rungis Market, 21.05.07

Sample SMS message:

De: Trade at Hand
 Marché de Rungis
 le 21.05.2007
 MANGUE Kent Mali
 avion carton
 Euros 1e kg
 moy: 3.00
 mini: 2.80
 maxi: 3.50
 (Source SNM)

Prices



Selingue, Mali. Mango price is at hand

How does it work?

ITC's "Trade at Hand" initiative uses mobile phones to send SMS (short message service) every day to exporters in developing economies. The **marketPrices** module provides them with the day's product prices on international markets.

marketPrices users are registered by the local Trade at Hand Focal Point, generally a local Trade Support Institution. Subscriptions for a season are purposely made very affordable so that even small exporters and producers can get access to real-time market prices.

Another module called **marketAlerts** also transmits business opportunities, contacts and market news. In this way, exporters have access to targeted information in their sector, enabling them to react to demand, plan export volumes and negotiate fair prices.

In 2006, Trade at Hand was launched with fruit and vegetable exporters in two landlocked sub-Saharan African countries, Burkina Faso and Mali.

Does Trade at Hand have a potential for your country?

Ask yourself the following questions:

- Are mobile phones popular in my country?
- Would perishable good exporters benefit from knowing better their market?

If your answers are positive, **marketPrices** could be valuable to businesses in your country.



In 2007, the ITC's "Trade at Hand" programme was nominated for an award for "Best Use of Mobile for Social and Economic Development" by the GSM Association, which represents more than 700 mobile phone operators in over 200 countries. The Association's members serve more than 2 billion customers — more than 82% of the world's mobile phone users.

marketAlerts

Internet equipped Trade Support Institutions have access to a new technology that enables them to bring a strong technical support to small exporters. This technology is called Web-to-SMS. ITC provides one such tool: it is called marketAlerts.



A Burkina Faso Chamber of Commerce employee, sending an SMS alert from the tool

Sample SMS message:

From: Chamber of Commerce
Spices suppliers:
You are welcome to meet with buyers from China at the Chamber, on 10.10.07, 9h00, room 42. For details pls call 922 11 12

Alerts

Better informed businesses



Does Trade at Hand have a potential for your country?

Ask yourself the following questions:

- Are mobile phones popular in my country?
- Are text messages much more common and accessible than emails, for small businesses?

If your answers are positive, marketAlerts could be valuable to Trade Support Institutions and businesses from your country.



How does it work?

ITC's "Trade at Hand" initiative uses mobile phones to send SMS (short message service) every day to exporters in developing economies. With the **marketAlerts** module Trade Support Institutions provide exporters with business opportunities, contacts and market news. In this way, exporters are able to take informed decisions, react better to the demand and become more competitive on the global market place.

Trade Support Institutions that are equipped with **marketAlerts** receive a training from ITC and quickly start to deliver key trade-related messages to SMEs from targeted sectors.

As of October 2007, 12 support institutions from three sub-Saharan African countries were trained on **marketAlerts**. They have sent more than 6,000 SMS alerts directly to small business managers.

Another Trade at Hand module, called marketPrices, provides fruit and vegetable exporters with the day's product prices on international markets, every day.



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