



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF YOUR CASE STORY

National Trade Intelligence platform for Uruguay :

Q2: CASE STORY ABSTRACT

Firstly, the project consisted in analyzing the demand and the offer for trade intelligence in order to support Uruguayan SMEs internationalization process.

Secondly, the project consisted in a training programme for trade attachés based in Uruguayan embassies and aimed at reinforcing their skills in trade intelligence management in the context of their FTR responsibilities. Also, and as a dedicated effort to benefit young professionals at the MFA about to start their career, the project ensured that younger generations of diplomats are sensitized to the challenges and opportunities of Foreign Trade Representation, with a trade intelligence training module developed and targeted to students of the Instituto Artigas del Servicio Exterior (IASSE) – the Ministry of Foreign Affairs school of diplomats.

Thirdly, a portal was developed in order to collect web-based information along with information gathered from field investigation made by the foreign trade representatives around the World.

Finally, a customized guide about Trade Intelligence for trade representation in Uruguay was developed and disseminated to the network of Embassies across the World in order to have a standardized workflow and use of tools.

Q3: THE CASE STORY

The Ministry of Foreign Affairs of Uruguay (MFA) developed in cooperation with the International Trade Centre (ITC), a project for the strengthening of its capacity to support Uruguayan SMEs in their international expansion.

The first stage of the project was to capture the supply and demand for business services and market information to evaluate how to improve the services of the Foreign Ministry and diplomatic missions for the benefit of the Uruguayan business community.

Among the main situations to be improved which have been identified and that motivated the development of this project, the following was highlighted:

- coordination among institutions
- systematized for information exchange processes
- limited human resources
- need for more specific training in export promotion at the MFA
- low use of the services offered by the embassies and consulates by the business community and other institutions

Once the demand and the offer for trade intelligence services were analyzed, a plan of action was developed in view of the establishment of a common approach that would allow trade support institutions, the MFA and other relevant bodies to speak as one towards the business community and provide efficient support in terms of internationalization support.

Beyond the development of a solution, a training programme was necessary in order for the MFA to manage trade intelligence in the context of export promotion. This programme was developed for the MFA and the diplomatic institute Instituto Artigas del Servicio Exterior (IASE).

Thirty foreign trade officers at the diplomatic institute Instituto Artigas Foreign Service (IASE) received training on gathering trade intelligence and creating market profiles for export goods such as wine, cheese, olive oil and leather shoes this year, and then visited supermarkets and wholesalers to compare the findings from their research with the realities of the market. Ms. Jimena Lema, Third Secretary at Uruguay's embassy in Paris, attended a session on conducting field investigations. 'I didn't have any training in international trade, so this training has helped me to understand how to advise companies on obtaining information that is relevant to them,' she said.

The programme was jointly developed with the Uruguay Mission to the World Trade Organization (WTO) in Geneva and was implemented as part of ITC's Trade Intelligence project for Foreign Trade Representatives, funded by the Inter-American Development Bank. ITC provided trainings to 30 young diplomats, through three workshops embedded in the IASE curriculum. At the supermarkets and warehouses, the diplomats asked questions about product prices, industry practices and general trends. The advantage of having a trade representative posted abroad is clear as they find valuable information that isn't available on the web. What makes the difference is the information that comes from the interviews and the people met.

In other words, through the trainings, the diplomats learned to become the eyes and ears for Uruguayan businesses by asking questions that business owners would ask when looking to export their products abroad: how much would a box of wine or a pair of leather shoes sell for in this country? What kind of cheese do customers in this market prefer? What are common practices in exporting olive oil?

To accomplish this, ITC has trained the diplomats to compile their research into reports and send them to headquarters in Uruguay to be added to an information portal that SMEs can use to find information on foreign markets, distribution channels, product prices and trade contacts. The portal, was launched in October 2014.

'As we ended the capacity-building programme, the authorities in Uruguay said that it was extremely useful and all the efforts will certainly provide a tool to help Uruguayan SMEs in their international expansion,' said H.E. Mr. Francisco Pirez Gordillo, Uruguay's Ambassador to the WTO.

To complement the information that will be available in the portal, a guide was produced to provide workflow guidelines, so that all Uruguayan diplomats follow the same procedures in submitting their trade-intelligence inputs to headquarters. The guide was distributed to all Uruguayan embassies in the World.

Q4: Please add here web links to other case story materials.

Respondent skipped this question

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Q5: YOUR CONTACT DETAILS

Name:	H.E. Mr. Francisco Pirez Gordillo
Ministry/Institution/Organization:	Uruguay's Ambassador to the WTO
Country:	Uruguay
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Q6: FUNDING PARTNER Tick the appropriate box(es)

Multilateral organization

Q7: Additional information

Joint funding: Inter-American Development Bank, Ministry of Foreign Affairs of Uruguay and the International Trade Centre

Q8: START DATE OF PROJECT/PROGRAMME

2008

Q9: STATUS OF PROJECT/PROGRAMME

Fully implemented

Q10: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

More than 5 years

Q11: COST OF PROJECT/PROGRAMME

Between US\$200,000 - US\$500,000

Q12: Additional information*Respondent skipped this question***Q13: TYPE OF FUNDING FOR PROJECT/PROGRAMME**

Grant

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Q14: PROJECT/PROGRAMME TYPE

Single country / customs territory

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ACADEMIC/NGO CASE STORY TEMPLATE

Q15: SINGLE COUNTRY/CUSTOMS TERRITORY

URUGUAY

PAGE 9: C.3) ABOUT THE CASE STORY

Q16: REGION If the region does not appear in the drop down menu, please enter manually.

South America

PAGE 10: C.3) ABOUT THE CASE STORY

Q17: MULTI-COUNTRY Enter all countries or customs territories

Uruguay

PAGE 11: C.4) ABOUT THE CASE STORY

Q18: CASE STORY FOCUS Tick the appropriate box(es)

Upgrading network infrastructure (ICT, power, telecoms)

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Q19: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box

Successful

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Q20: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Officials trained

Q21: Additional information(Maximum 1000 words)

Respondent skipped this question

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Q22: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

New company registrations,
Other (please specify)
Enhanced access to trade information by SMEs

ACADEMIC/NGO CASE STORY TEMPLATE

Q23: Additional information(maximum 1000 words)

Respondent skipped this question

PAGE 15: C.8) ABOUT THE CASE STORY

Q24: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Export market diversification

Q25: Additional information(maximum 300 words)

Respondent skipped this question

PAGE 16: C.9) ABOUT THE CASE STORY

Q26: LESSONS LEARNT Tick the appropriate box(es)

Importance of good project design,
Importance of alignment with national priorities,
Importance of alignment between different development partners in programming
,
Importance of engagement by private sector,
Importance of political will and commitment by project partner

Q27: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

M&E framework used

Q28: Additional information(maximum 1000 words)

Respondent skipped this question