

**ARTNeT GMS Capacity Building Workshop on Primary Data Collection
and Competitiveness Analysis**

*organized by ARTNeT in collaboration with
UNDP/Ministry of Commerce of Cambodia TRADE Project
and Ecole Royale d'Administration (ERA)*



11 September 2009
Phnom Penh, Cambodia

PROGRAMME

- 08:30 – 08:45 **Registration**
- 08:45 – 09:15 **Introduction – When do we need primary data for competitiveness analysis?**
- What is ‘competitiveness’ and why is it important?*
- When is primary data collection necessary?*
- *Micro-level Competitiveness Investigations*
 - *Important Indicators*
 - *Factors influencing firm/industry competitiveness*
 - *What are the data needed for such analysis, and where can we get the required data?*
- 09:15 – 10:45 **Methods of Sampling and When they are appropriate**
- *Simple Random Sampling*
 - *Stratified Sampling*
 - *Systematic Sampling*
 - *Cluster Sampling*
 - *Multi-stage Sampling*
- Exercise**
- 10:45 – 11:00 **Break**
- 11:00 – 12:00 **Organizing database**
- Variables and scale of measurements*
- *Nominal Scale*
 - *Ordinal Scale*
 - *Numerical Scale*
- Exercise**
- 12:00 – 13:00 **Lunch**

- 13:00 -13:30 ***Limitations of doing competitiveness analysis from primary data***
- *Sampling Errors*
 - *Non-sampling Errors*
 - *Ways to improve reliability and validity of the data collection*
- 13:30 – 14:00 ***Exercise Solution and Discussion***
- 14:00-14.15 ***Break***
- 14:15 – 16:15 ***Introduction to important statistical techniques for competitiveness analysis- examples and interpretations***
- *analysing individual variables*
 - *analysing relationships between variables*
 - *analysing differences between groups*
- 16:15 – 17:00 ***Example of Competitiveness Study and Discussion***

Note:

Asia-Pacific Research and Training Network on Trade (ARTNeT), an initiative of UNESCAP and the International Development Research Centre (IDRC), Canada is an open regional network of research and academic institutions specializing in international trade policy and facilitation issues. Network members currently include about 20 leading national trade research and academic institutions from as many developing countries from East, South and South-East Asia and the Pacific. The Trade and Investment Division of UNESCAP is the Secretariat of ARTNeT, and operates through a grant from IDRC. WTO, as a core network partner, provides substantive and financial support to the network. Visit www.artnetontrade.org for details.

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