

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

*organized by ARTNeT in collaboration with  
Ministry of Planning and Investment of Viet Nam*



18 September 2009  
Hanoi, Viet Nam



**TENTATIVE 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*
    - *What are the data needed for such analysis, and where can we get the required data?*
- 09:15 – 10:15      **Introduction to Primary Data Collection Methods**
- What are the main survey methods, and when are they appropriate?*
- *Questionnaire*
  - *Interviews*
  - *Observation*
  - *Case Study*
- What are the limitations of each method?*
- 10:15 – 10:30      **Break**
- 10:30 – 12:00      **Survey Design- How to plan and manage the fieldwork?**
- *Steps of survey administration*
  - *Structure of a questionnaire*
  - *Questionnaire design*
  - *Pilot testing*
- Exercise*
- 12:00 – 13:00      **Lunch**
- 13:00 -14:00      **Methods of Sampling and When they are appropriate**
- *Simple Random Sampling*
  - *Stratified Sampling*
  - *Systematic Sampling*
- Exercise*
- 14:00 – 15:00      **Organizing database**

*Data Processing**Variables and scale of measurements*

- *Nominal Scale*
- *Ordinal Scale*
- *Numerical Scale*

*Exercise*

15.00-15.15

*Break*

15:15 – 15:45

***Limitations of doing competitiveness analysis from primary data***

- *Sampling Errors*
- *Non-sampling Errors*
- *Ways to improve reliability and validity of the data collection*

15:45 – 17:15

***Introduction to important statistical techniques for competitiveness analysis- examples and interpretations***

- *analysing individual variables*
- *analysing relationships between variables*
- *analysing differences between groups*

*Exercise solution***Note:**

Asia-Pacific Research and Training Network on Trade (ARTNeT), an initiative of ESCAP 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](http://www.artnetontrade.org) for details.

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