2.2.1) Determination of the system to exchange business information

In order to ensure that the Nepalese intermediary business organisations can facilitate trade- and export relevant information between EU and Nepal, and provide relevant and updated information to member companies on a continuous basis also after the completion of the project, a strategy for the future business information exchange and – dissemination should be made and appropriate tools developed for the implementation. DFSME will be responsible for the activity.

- **Determination of a suitable strategy for exchange of business information**

A strategy for information exchange and decision on appropriate tools for information dissemination will be formulated based on meetings with the Nepalese partners, and on an analysis of their existing information activities, distribution possibilities and IT skills. The strategy will focus on identifying simple procedures and tools that will be sustainable on a long-term basis, rather than creating complex systems that will not be used and updated on a regular basis subsequently.
Overall, the strategy should determine:

- How to best keep Nepalese IBOs updated on relevant information on export opportunities to the EU,
- How the Nepalese IBOs can best keep members/companies updated,
- How to provide information to EU business organisations on export opportunities,
- Which types of information that it is most relevant to distribute?
- Which tools (IT, electronic etc.) that can realistically be developed and used,
- The responsibilities and procedures for continuous maintenance of the business information systems.

- **Development of relevant business information tools**

Based on the analysis and strategy above, a relevant combination of user-friendly tools can be developed for information exchange, e.g.:

- Database and/or mailing lists for Nepalese business organisations and export interested companies,
- Research and collection of information of relevant existing sites for business information exchange. On the internet, there is already an abundance of websites, marketplaces, reports, sources of information on international trade and fairs etc. etc. available. Rather than developing a complete platform for uploading detailed information that will quickly become obsolete, a more viable strategy is to identify and categorise important existing European sites, where relevant and updated information can be found,
- Further development of EEC Nepal's website to optimise for use as a platform for
- dissemination of information,
- Manuals for use and maintenance of Data-base and/or website,
- Manual for how to conduct target-oriented internet research on a continuous basis.
- (Electronic) newsletter formats,
- Development of a standard profiling format for export interested companies.

Human resources involved:
2   EEC-Nepal
2   FNCSIN

1   DFSME