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REPORT ON THE ACTIVITIES OF THE MULTIPLIER POINT NETWORK

This document is issued for the information of participants

Note by the secretariat

1. Introduction

- 1. The multiplier point network aims to develop and facilitate trade within the region covered by the United Nations Economic Commission for Europe (UNECE) and between UNECE member States and the rest of the world. The network particularly seeks to support member States with economies in transition.
- 2. The multiplier point network helps UNECE to reach a wider, yet at the same time more specific, audience. It makes it possible to distribute UNECE documents to a larger number of enterprises and organizations, making the best use of the limited resources available. Moreover, since the multiplier points are organizations specializing in trade facilitation and development at the national and regional levels, the information is transmitted to the most appropriate actors.

2. Description

- 3. At its third session, in 1999, the Committee for Trade, Industry and Enterprise Development decided to establish a network of multiplier points to facilitate the dissemination of information on its recommendations, norms and guidelines at the national, local and regional levels. The network of multiplier points (national focal points) comprises local, regional and national governmental organizations responsible for developing a climate conducive to trade, industry and enterprise development, as well as appropriate civil society actors, in particular non-governmental organizations (NGOs) and the private sector, including start-ups and small-and medium-sized enterprises (SMEs).
- 4. The purpose of the multiplier point network is to facilitate the dissemination of information in UNECE's three official working languages, French, English and Russian, in order to increase awareness on the part of State authorities and the business world in member States, especially in countries with economies in transition. The dissemination, promotion and translation of UNECE documents (reports, recommendations, norms, publications, guidelines, manuals, etc.) help promote practices and methods that aim to facilitate, expand and diversify trade and investments and to develop industry and enterprise.

Promoting and facilitating distribution of United Nations publications and documents

- 5. The multiplier points are regularly provided with information on the Committee's work and promote, distribute and translate publications, recommendations, norms, guidelines, documents and other sources of information in local and national languages. There is special emphasis on the documents and publications that might help UNECE member States. The programme is aimed particularly at countries with economies in transition and tries to establish and improve a legal and political framework that will facilitate trade development and help those economies to become integrated in the global economy.
- 6. The management of the network aims to develop the best methods of dissemination in countries with economies in transition in Central and Eastern Europe and Central Asia. The documents forwarded and distributed in this way are made available, as far as possible, in hard copy and electronic form. However, the amount and type of documentation distributed depend on the Committee's programme of work and its available operating resources.
- 7. Once contact has been established with appropriate organizations in UNECE member States, a memorandum of understanding is signed. The key rights and responsibilities of the organizations are listed in this agreement and in the terms of reference accepted by the multiplier points, including the right to translate United Nations publications and documents. The copyright and source of the material must be acknowledged on the cover of the translation. If a multiplier point adds introductions or local contact information, any text thus altered must be clearly differentiated from the copy provided by UNECE. After having translated the documents, the accredited organizations lodge a copy of the translation with the secretariat.

Development of the network

- 8. The number of members of the network, and their operations, are constantly expanding. In early 2002, 29 organizations in 18 countries were helping to promote United Nations publications, documents and recommendations. As at 27 February 2003, 51 organizations in 25 transitional countries were accredited as multiplier points under the agreed terms of reference (see table 1).¹
- 9. In setting up the network, various organizations, associations and institutions in the countries with economies in transition were selected on the basis of their ability to reach potential users of UNECE documentation. The aim was to have at least one focal point in each UNECE member State with an economy in transition. For certain countries, the aim was to have at least one focal point in each major city and, where appropriate, in each region (for example, the oblasts in the Russian Federation and Ukraine).

Table 1

Multiplier points by country

Country	Number
Albania	2
Armenia	1
Azerbaijan	1
Belarus	1
Bosnia and Herzegovina	1
Bulgaria	3
Croatia	2
Czech Republic	4
Georgia	1
Hungary	2
Kazakhstan	1
Kyrgyzstan	1
Latvia	1
Poland	1
Republic of Moldova	3
Romania	2
Russian Federation	9
Serbia and Montenegro	2
Slovakia	3
Slovenia	1
Tajikistan	1
The Former Yugoslav Republic	1
of Macedonia	
Turkmenistan	1
Ukraine	4
Uzbekistan	2

3. Work carried out

- 10. The network provides an institutional framework for the exchange of views on best practices in the areas of trade promotion, investment and business. The smooth operation of the network helps member organizations to promote the use of UNECE guiding principles, norms, standards and recommendations at the national and regional levels.
- 11. The main tasks accomplished in pursuit of this objective have been:

Establishment and development of strong links with the organizations in the network for the purpose of promoting and distributing UNECE publications;

Maintenance of and updates to the databases of publications and documents available for distribution through the network;

Maintenance and development of a multilingual web site for the multiplier point network (French, English and Russian);

Administration of the communications network and circulation lists, and facilitation of exchanges of information.

- 12. The establishment and maintenance of firm links with the member organizations make it possible to strengthen cooperation, coordination and consultation among the experts within the network. It is ongoing cooperation of this kind that underpins and ensures the promotion and distribution of UNECE publications, recommendations, documents and other sources of information within the countries with economies in transition. Having identified the national, local and regional institutions best placed to help promote these and other publications in the countries with economies in transition, a database was created containing vital information on the organizations within the network.
- 13. The documents selected were those that would make an optimal contribution to the facilitation, expansion and diversification of regional and international trade, promote deeper integration of the transitional economies into the global economy, and create a well-defined and predictable framework for enterprise development. The process of identifying the documents and publications to be forwarded to the organizations for distribution, promotion and translation led to the establishment of a database containing document titles, authors, year of publication and languages, with publications and documents grouped by subject.

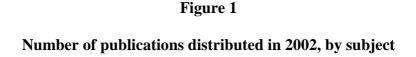
Multilingual web site

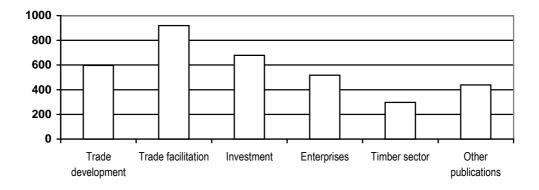
14. The launch and maintenance of a multilingual web site devoted to the multiplier point network has helped promote multilingualism within UNECE. The site's visitors are principally trade associations, the business world, including small- and medium-sized enterprises, libraries and universities, and the regional and national authorities responsible for creating a favourable climate for trade, industry and business.²

15. The successful operation of the network depends largely on a regular supply of documents, publications and other sources of information to the accredited organizations and on a constant flow of information within the network. It should be noted that a key role is played by intra-network communications in which the workstation is used not only as a support medium, providing access to information, but also as a medium of communication, whether synchronous (videoconferencing from the workstation) or asynchronous (e-mail, computer teleconferencing).

Dissemination of publications and documents, 2002-2003

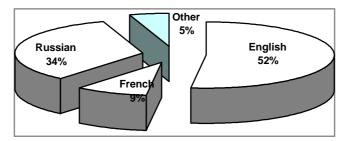
16. In order to facilitate the exchange of information between national centres and UNECE experts, circulation lists and a database have been established and are updated regularly. They contain the documents, publications, recommendations and norms forwarded to member organizations and disseminated through the network. Between 7 February 2002 and 17 February 2003, more than 4,300 publications, recommendations, norms and documents were distributed to multiplier points.





- 17. The terms of reference established in the multiplier point memorandum of understanding include a duty to report annually on activities carried out on behalf of the network to promote and disseminate United Nations publications, documents and other materials and translate them into national languages, including the number of copies of publications and documents distributed. A questionnaire was prepared in 2002 and distributed to network organizations in order to help them to prepare their reports.
- 18. The information provided by members in their reports shows how multilingualism is spreading through the network. In 2002, member organizations distributed documents and publications in the three official UNECE languages, with English comprising 52% of total copies distributed, French 9% and Russian 34%. Around 5% of the documentation distributed was translated into other local and national languages, including Albanian, Bulgarian, Croatian, Czech, Roma and Romanian.

Figure 2
Publications distributed in 2002, by language (percentage)



Main conclusions of the reports

- 19. The organizations' reports show that users are chiefly interested in publications and documents that deal with trade policy and trends, trade facilitation, investment, small- and medium-sized enterprises, the timber sector and forestry products.
- 20. From the brief descriptions given of the types of users of the United Nations publications or documents, it can be seen that the clients with whom the network organizations are in regular contact are basically small- and medium-sized enterprises, municipal enterprises, regional producers' associations, chambers of commerce and industry, regional development agencies, company directors' associations, libraries, universities, standardization agencies and government bodies.

The 10 most frequently requested UNECE publications/documents

- Best Practice in Business Incubation (ECE/TRADE/265)*
- Recommendations on Standardization Policies (ECE/STAND/17/Rev.4)
- Compendium of Trade Facilitation Recommendations (ECE/TRADE/279)
- Promoting Foreign Direct Investment in Central and Eastern Europe and the CIS (ECE/TRADE/249)
- United Nations Layout Key for Trade Documents (ECE/TRADE/137)
- Trade Facilitation in a Global Trade Environment (TRADE/2002/21)
- UNECE: International Legal Instruments, Norms and Standards (ECE/INF/NONE/00/57)
- Standards and Regulations in International Trade (ECE/TRADE/248)**
- Simplification.com: Electronic Business and the Simplification of Administration (ECE/TRADE/254)*
- Internet Infrastructure Development in Transition Economies (ECE/TRADE/255)
- * Available in English and Russian.
- ** Available in English.

- 21. Member organizations also undertook to publicize seminars, working groups and other UNECE activities of specific interest to their members or clients. Publicity was also given to United Nations events, in the form of articles or reports in the local and regional press, and on radio and television, presentations around a theme and displays on the premises of member organizations. Members also mentioned their network activities at meetings with trading partners or local and regional authorities, and at press conferences.
- 22. Other work carried out as part of the programme included dissemination of information at meetings of associations and chambers of commerce, articles in local and municipal newspapers, and presentations on cooperation with UNECE at meetings with foreign companies or international agencies.
- 23. According to the replies received to the questionnaire, the main difficulties hindering translation of the publications and documents into local and national languages are a shortage of funds and lack of competent staff. Member organizations made comments and suggestions for improving the multiplier point scheme and giving it a boost. The majority of members particularly stressed the need for a budget, however small, for translation of the publications and documents into local and national languages.

4. Special activities to be undertaken

- 24. The administration and updating of the network's web site in the three official UNECE working languages (French, Russian and English) encourages and reinforces multilingualism and facilitates promotion of the publications and documents and their accessibility to web users the world over. Improvements to the network's web pages and, in particular, regular uploading of United Nations documents and publications will make for more widespread distribution and use among Internet users.
- 25. It is necessary to continue strengthening cooperation, coordination and consultation among experts from the organizations accredited as multiplier points, with a view to stepping up the exchange of information, ideas, expertise and know-how. To do this, it will be necessary to extend the application of those methods best suited to the exchange of information with organizations in the countries of Central and Eastern Europe and those of the Commonwealth of Independent States (CIS).
- 26. The operation of the multiplier points network has heightened UNECE's profile in the region and shown the potential for publicizing the documentation on trade facilitation and on trade, investment and enterprise development. Extending the network to the countries of Western Europe and North America, and bringing in new organizations, will help consolidate the scheme and encourage further debate and exchanges of views. The aim is to help the people and organizations of the region to work together. Civil servants, scientists, economists, environmentalists, teachers, and business and trade union representatives, all work with UNECE to find concrete solutions to economic and social problems.

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27. Lastly, it is important to remember that the strategic objective of the multiplier point network is to present UNECE activities and programmes to the general public by giving them a familiar format and a comprehensible purpose. To that end, the network has made use of various techniques in regional-level familiarization and information campaigns, highlighting the tangible results obtained in the areas of economic and social development and sustainable development. Multilingualism being the key to success, every effort is being made to promote it by conducting network activities in the three official UNECE languages, French, Russian and English.

Notes

- ¹ A list of organizations accredited as multiplier points can be found in the annex.
- ² The multiplier point network's multilingual web site contains detailed information on the network's activities, terms of reference, members and initiatives. The address is http://www.unece.org/trade/tips/multiply/multip h.htm.

Annex

List of multiplier points by country (alphabetical order)

ALBANIA

Business Management Center Association, Tirana 7/5, Mihal Duri St.

Tirana

Tel: 355 42 23638 Fax: 355 42 223 638

Web site:

e-mail: ylli@ifdcalbania.org

Small Enterprise Foundation, Tirana 23/2, Pruga Reshit Collaku

Tirana

Tel: 355 42 30983 Fax: 355 42 34892

Web site:

e-mail: fbv@albmail.com

ARMENIA

Business Support Centre, Yerevan 24, Moskovyan St., ap.2 Yerevan 375002

Tel: 374 1 151 934 Fax: 374 1 151 934

Web site: http://www.bsc.am

e-mail: bsc@bsc.am

AZERBAIJAN

National Confederation of Entrepreneurs and Employers, Baku 31, Istiglaliyyat St.

Baku

Tel: 994 12 920 705 Fax: 994 12 925471

Web site:

e-mail: info@azerinvest.baku.az

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BELARUS

Belarus Entrepreneurs Association

13, International St. Minsk 220050

Tel: 375 17 2271109 Fax: 375 17 2271596

Web site:

e-mail: msspr@mail.ru

BOSNIA AND HERZEGOVINA

Chamber of Economy of Bosnia and Herzegovina SECI PRO Bosnia and Herzegovina

10, Branislava Đurdeva St.

Sarajevo 71000 Tel: 387 71 663631 Fax: 387 71 663632

Web site: www.pkbih.com.ba e-mail: nermana@pkbih.com.ba

BULGARIA

Agency for Small and Medium-Sized Enterprises, Sofia

2, Triaditsa St. Sofia BG-1000

Tel: 359 2 988 5065 Fax: 359 2 986 1899

Web site: www.bia-bg.com e-mail: amsp@bia-bg.com

Bulgarian Association of Regional Development Agencies

4, Vitosha Blvd, 6th fl.

Sofia BG-1000

Tel: 359 2 983 0335 Fax: 359 2 983 0341 Web site: www.barda.bg e-mail: barda@barda.bg

BULPRO

c/o Bulgarian Chamber of Commerce and Industry (BCCI)

42, Parchevich St. Sofia BG-1000

Tel: 359 2 981 3697 Fax: 359 2 987 3209 Web site: www.bcci.bg e-mail: bulpro@bcci.bg

CROATIA

Croatian Chamber of Economy 2, Roosevelt Trg

Zagreb HR-10000 Tel: 385 1 4828 382 Fax: 385 1 4828 379

Web site: www.hgk.hr e-mail: zbazianec@hgk.hr

CROATIAPRO

2, Roosevelt Trg Zagreb HR-10000

Tel: 385 1 4561 561 Fax: 385 1 4561 568 Web site: www.hgk.hr e-mail: publierel@hgk.hr

CZECH REPUBLIC

Association of Roma entrepreneurs and of private individuals 92, Kvitna St. 9
Prerov CZ-750 13

Tel: 420 641 204661 Fax: 420 641 204661

Web site: www.hyperlink.cz/srps e-mail: information.srps@quick.cz

Chamber of Commerce, Brno 1, Vystaviste, areal BVV

Brno CZ-684 04

Tel: 420 5 4115 9538 Fax: 420 5 4115 3035

Web site: www.ohkbrno.cz e-mail: ohkbrno@ohkbrno.cz

FITPRO

c/o Economic Chamber of the Czech Republic

Seifertova St. 22 38 Praha 3 CZ-130 00

Tel: 420 2 240 96 470 Fax: 420 2 240 96452

Web site: www.fitprocz.htm e-mail: fitpro@hkcr.cz

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Central Moravian Regional Development Agency

5, Horní Námestí St. Olomouc CZ-772 00 Tel: 420 68 5228698 Fax: 420 68 5228581

Web site:

e-mail: rarsm@rarsm.cz

GEORGIA

Georgian Chamber of Trade and Industry

11, Prospekt Chavchavadze

Tbilisi 380079

Tel: 995 32 223070 Fax: 995 32 235760

Web site: e-mail:

HUNGARY

Economic and Industrial Committee c/o Hungarian Academy of Sciences 18-22, Victor Hugo St.

Budapest H-1132 Tel: 36 1 4503070 Fax: 36 1 2709650 Web site: www.iif.hu

e-mail: zoltan.roman@ofice.ksh.hu

Secretariat for the Local Agency and Consultancy Programmes Network, Budapest

31, Bajza St. Budapest H-1062 Tel: 36 1 343 3717 Fax: 36 1 3424122

Web site: www.mva.hu e-mail: ivanyi@mva.hu

KAZAKHSTAN

Kazakhstan Trade and Information Centre

2, Utepov St. Almaty 480060

Tel: 7 3272 492664 Fax: 7 3272 492664

Web site:

e-mail: office@ktic.kz, assiya@ktic.kz

KYRGYZSTAN

Central Asian Corporate Technologies Centre. Bishkek 28A, 8 Microdistrick, 8th floor, South office Bishkek 720075

Tel: 996 321 512300 Fax: 996 321 512302

Web site:

e-mail: Ttoichubaev@mnt.kg

LATVIA

Latvian Development Agency 2, Perses Iela Riga 1442

Tel: 371 7227654 Fax: 371 782 1526

Web site:

e-mail: Jcinitis@lda.gov.lv

POLAND

Municipal Development Agency, Warsaw 42, Nowy Swiat St.
Warsaw 00-363

Tel: 48 22 8283 895 Fax: 48 22 6225 495

Web site: www.ark.com.pl e-mail: mda@ark.com.pl

REPUBLIC OF MOLDOVA

Moldovan Business Centre 180, Stefan cel Mare Blvd. Chisinau MD-2004

Tel: 373 2 246987

Fax: 373 2 Web site: e-mail:

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Moldovan Chamber of Commerce and Industry

28, Eminescu St. Chisinau MD-2012 Tel: 373 422 221 552

Fax: 373 422 241 453

Web site: www.chamber.md e-mail: president@chamber.md

Republican Centre for Informatics, Chinisau

10, Stephan cel Mare Blvd.

Chisinau

Tel: 373 422 243 190 Fax: 373 422 228 998

Web site:

e-mail: chirev@mdearn.cri.md

ROMANIA

Romanian Chamber of Commerce and Industry

2, Octavian Goga Blvd.

Bucharest 1 74201 Tel: 40 1 322 9533 Fax: 40 1 322 9541

Web site: euro-info@ccir.ro e-mail: euroinfo@ccir.ro

Romanian Foreign Trade Centre

(ROMPRO)

17, Appollodore St. Bucharest 70661 Tel: 40 1 337 4145

Fax: 40 1 331 1491

Web site: http://www.traderom.ro/en/rompro.htm

e-mail: asimion@traderom.ro, mgruia@traderom.ro

RUSSIAN FEDERATION

Enterprise Support Centre, Stavropol 25, Lomonosov St., b. 703-704

Stavropol 335003 Tel: 7 8652 356100 Fax: 7 8652 352356

Web site: www.escstavropol.ru e-mail: escstavr@avn.skiftel.ru

InformVES Association 18/1, Ovchinnikovskaya emb.

Moscow 113324 Tel: 7 95 9501606 Fax: 7 95 2302018

Web site:

e-mail: gol@64.invest.ru

Institute of Business Development, Nizhny Novgorod 11, Verkhne-Volzhskaya emb.

Nizhny Novgorod Tel: 7 8312 367822 Fax: 7 8312 367822

Web site:

e-mail: ibdnn@yahoo.com

Institute for Scientific Research into Information and Communications Technologies

2, Kozhevnicheskiy per., 4

Moscow 115114 Tel: 7 95 2352771 Fax: 7 95 2355267 Web site: www.pvti.ru e-mail: iic@pvti.ru

International Investment Centre 12. Tréfoleva St.

Yaroslav

Tel: 7 852 728623 Fax: 7 852 307533

Web site:

e-mail: sth@yaroslavl.ru

Makon Enterprise Support Centre, Buryatia

30, Lenin St., k. 24 Ulan Ude 670000 Tel: 7 3012 449036 Fax: 7 3012 449041

Web site:

e-mail: esc@makon.ru

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TACIS Technical Centre, Kemerovo

29, Sarygina St., k.202 Kemerovo 650630

Tel: 7 3842 283557 Fax: 7 3842 283557 Web site: www.scg.ru

e-mail: Interconsult@post.scg.ru

Technical Centre, Novosibirsk

165, Nemirovicha-Danchenko St., off. 712

Novosibirsk 630087 Tel: 7 3832 465 395 Fax: 7 3832 464426

Web site:

e-mail: centre@tac.sib.ru

University of Siberia Science Library

23/1, Geodezitcheskaja St.

Novosibirsk 630087 Tel: 7 3832 479879 Fax: 7 3832 479879

Web site: www.sibupk.nsk.su/e-mail: kvm@sibupk.nsk.su

SERBIA AND MONTENEGRO

Serbian Chamber of Economy 13, General Zdanov

Belgrade 81000

Tel: 381 11 3240611 Fax: 381 11 323 3949

Web site:

e-mail: predsednik@psk.co.yu

Yugoslav Chamber of Commerce and Industry 23, Terazije St.

Belgrade 11000

Tel: 381 11 3248 123 Fax: 381 11 3248 754 Web site: www.pkj.co.yu e-mail: information@pkj.co.yu

SLOVAKIA

Fund for the Promotion of Foreign Trade 5, Plynarenska St.

Bratislava 821 09

Tel: 421 7 503 1214 Fax: 421 7 503 1215 Web site: www.fpzo.sk e-mail: cernasky@fpzo.sk

National Agency for the Development of SMEs

30, Prievozská St. Bratislava 2 821 05 Tel: 421 7 53417330 Fax: 421 7 5341 7339

Web site: www.nadsme.sk e-mail: agency@nadsme.sk

Slovak Chamber of Commerce and Industry

9, Gorkého St. Bratislava 81603

Tel: 421 2 54433846 Fax: 421 2 54131159 Web site: www.scci.sk/ e-mail: sopkurad@sopk.sk,

kratochvilova@sopk.sk

SLOVENIA

SloveniaPRO

160, Dunajska St. Ljubljana 1000

Tel: 386 1 58918001 Fax: 386 1 58918001

Web site: e-mail:

TAJIKISTAN

"Women for Progress" Business Association 45, Nabiev St., k.240

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Tel: 389 2 118088 Fax: 389 2 116210

Web site: www.mchamber.org.mk e-mail: ic@ic.mchamber.org.mk

TURKMENISTAN

Turkmenistan Chamber of Commerce and Industry

B. Karryev St., P.O. Box 17

Achkhabad 744000

Tel: 993 12 354594, 355594

Fax: 993 12 355381

Web site:

e-mail: expo@online.tm

UKRAINE

Odessa Region Chamber of Commerce and Industry

47, Bazarnaya St. Odessa 65011

Tel: 380 482 222249 Fax: 380 482 224822

Web site: http://www.orcci.odessa.ua

e-mail: orcci@orcci.odessa.ua

Ukrainian Business Cooperation Centre

33, Velyka Zhytomyrska St.

Kiev 01025

Tel: 380 442 12 3275 Fax: 380 442 28 1443 Web site: www.bcc.kiev.ua e-mail: info@bcc.kiev.ua

Union of Ukrainian Small and Medium-Sized

Privatized Enterprises

P.O. Box 327 Kiev 01010

Tel: 380 442 94 7600 Fax: 380 442 94 770

Web site:

e-mail: integro@carrier.kiev.ua

Zhytomyr Region Chamber of Commerce and Industry24, Haharina Blvd.Zhytomyr 10002

Tel: 380 412 344485 Fax: 380 412 341596

Web site: www.cci.zhitomir.ua e-mail: info@cci.zhitomir.ua

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Web site: www.bcc.com.uz

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Web site:

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