

EVALUATION OF THE SERVICES OF THE TRADE INFORMATION/
DOCUMENTATION CENTRE (TIDC) OF THE GHANA EXPORT
PROMOTION COUNCIL (GEPC)

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A THESIS PRESENTED TO THE DEPARTMENT OF
LIBRARY AND ARCHIVAL STUDIES FOR THE AWARD
OF M.A. IN LIBRARY STUDIES
UNIVERSITY OF GHANA, LEGON

JULY 1985

DEDICATION

This work is dedicated to my

Expected Baby

ACKNOWLEDGEMENT

I wish to express my sincere gratitude to Mr. D.E.M. Oddoye, my supervisor, on whose advice the success of this study has depended. I am indeed grateful for his patience in reading through the several drafts and for his useful suggestions.

My thanks also go to Mr. E.O. Oddoye, my former supervisor, with whom I started this work. I am grateful for his help.

I am also grateful to Mr. J.K. Haizel who offered to drive me around Accra to administer the questionnaire for the user study. I express my gratitude for his patience in waiting for hours while I tried to persuade the respondents to complete the questionnaires.

My sincere thanks also go to Mr. J.B. Kittoe and Ms. M. Larmie of the Ghana Export Promotion Council for providing valuable information about producers/potential exporters. The information they offered helped me greatly in the conduct of the user survey. I am particularly grateful to Mr. Kittoe who readily offered information which helped me greatly during my trip to the Northern, Upper East and Upper West Regions to administer questionnaires.

I am greatly indebted to all my colleagues at Balme Library, especially Mr. A.K. Martey and Mrs. M. Amissah-Arthur, for their suggestions which greatly helped in the success of this work. I am also grateful to them for their moral support without which I would have given up on this work.

My thanks also go to all the respondents, to my questionnaire, for the time they spent in completing the questionnaires. My gratitude also goes to the STIO of the Trade Information/Documentation Centre, all the technical staff of the GEPC, officers of other Government Departments and all others who assisted in the success of this work.

My final and sincere thanks go to Mr. H.L. Achuson of the Department of Linguistics, University of Ghana, who typed out this work. I am grateful for his patience and time.

Gifty

CONTENTS

	Page
Dedication	1
Acknowledgement	ii
Table of Contents	iv
List of Figures and Tables	vii
List of Abbreviations	viii
 <u>Introduction</u>	
0.1 Operational Definitions	1
0.1.1 Documentation	2
0.1.2 Information	3
0.1.3 Centre	4
0.1.4 Evaluation	4
0.1.5 Standards for Evaluation	5
0.2 Purpose of the Study	5
0.3 Scope of the Study	6
0.4 Limitations	7
0.5 Methodology	9
0.6 Organisation of Data	10
0.7 Usefulness	13
 <u>Chapter 1 Background</u>	
1.1 Background on the GEPC	16
1.1.1 Functions/Objectives of the GEPC	23
1.1.2 Organization of the GEPC	28
1.2 Background on the Trade Information/Documentation Centre (TIDC)	30
1.2.1 Objectives of the TIDC	32
1.2.2 Organization in the TIDC	35
1.2.2.1 Personnel	35
1.2.2.2 Budget	36
1.2.2.3 Physical Facilities	39
 <u>Chapter 2 The Stock</u>	
2.1 Selection and Acquisition Policy	42
2.2 Selection Procedures	43
2.3 Size of the Collection and Subject Coverage	44
2.4 Cataloguing and Classification	47
2.4.1 Reasons For Using This Scheme	47
2.4.2 Features of the Scheme	48
2.4.3 Merits and Demerits of the TIDC Scheme	57
2.4.4 Classification of Statistical Collection	58

CONTENTS

	<u>Page</u>	
5.1.7.2	Current-Awareness Services	114
5.1.7.3	Circulation of Materials (SDI)	114
5.1.7.3.1	Lending	116
5.1.7.4	Abstracting Service and Mobile (Book-Box) Service	117
5.1.7.5	Microfiche Service	120
5.1.7.6	Photocopying Service	121
5.1.7.7	Publications Services	121
5.1.7.7.1	Export Bulletin	122
5.1.7.7.2	Directory of Exporters	124
5.1.7.8	Group Telex Services	125
5.1.7.9	Co-operation	126
5.7.10	Courses and Seminars	127
5.7.11	Providing Exhibition Services	128
5.7.12	Promoting Business Contacts	129
5.1.8	Clientele	129
5.2	Conclusions	131
Bibliography		136
Appendix I	Summary of the Objectives and Standards For Special Libraries	141
Appendix II	A Questionnaire Addressed To Users/Potential Users of The TIDC	145
Appendix III	Questionnaire To Guide Interview With the Librarian At the TIDC	149
Appendix IV	Questionnaire To Managers of TIS in other Developing Countries	153
Appendix V	Detailed Analysis of The Information Needs of Clientele As Identified From Questionnaire Administered	161
Appendix VI	List of National And International Institutions That Supply Free Publications to the Trade Information/Documentation Centre	163
Appendix VII	List of Periodicals Subscribed to By The TIDC	165

List of Figures

	<u>Page</u>
Figure 1: Organizational Structure of the GEPC	29b
Figure 2: Proposed Organizational Structure of the GEPC	84b
Figure 3: Proposed Organizational Structure for the TIS	93
Figure 4: Sample Request Card	101
Figure 5: Sample Withdrawal Form	109
Figure 6: Sample User Inquiry Form	112
Figure 7: Sample User Response Form	113
Figure 8: Sample Loan Card	117

List of Tables

Table 1: Type and Number of Respondents to The Questionnaire	72
Table 2: Information Needs of Clientele As Identified From the Questionnaire Administered	74
Table 3: User Category's Awareness of the TIDC	75
Table 4: Purpose of Clientele's Visit to the TIDC	76
Table 5: Frequency of Clientele's Visit to The TIDC	78
Table 6: Category of Users and Their Visit to the TIDC	78

ABBREVIATIONS

AACR 2	:	Anglo-American Cataloguing Rules, Revision 2
BEC	:	Broad Economic Categories
BOTB	:	British Overseas Trade Board
BTN	:	Brussels Tariffs Nomenclature
ECOWAS	:	Economic Community of West African States
DES	:	Deputy Executive Secretary
EEC	:	European Economic Community
ES	:	Executive Secretary
GATT	:	General Agreement on Tariffs and Trade
GEPC	:	Ghana Export Promotion Council
ITC	:	International Trade Centre UNCTAD/GATT
JETRO	:	Japanese External Trade Organization
PRO	:	Public Relations Officer
NIB	:	National Investment Bank
SDI	:	Selective Dissemination of Information
SEPO	:	Senior Export Promotion Officer
SLA	:	Special Libraries Association
SITC	:	Standard International Trade Classification
STIO	:	Senior Trade Information Officer
TIDC	:	Trade Information and Documentation Centre
TIO	:	Trade Information Officer
TIS	:	Trade Information Service
TPO	:	Trade Promotion Organization
UDC	:	Universal Decimal Classification

ABBREVIATIONS

- UN : United Nations
- UNCTAD : United Nations Conference on Trade and Development

INTRODUCTION

All classes of people need information to be able to perform effectively. Government officials, businessmen, students and researchers all need accurate information for better performance of their activities. The type of information required will, however, depend on the needs of the individual. Perhaps a technologist or scientist may require more data than the ordinary technician, but in the solution of day-to-day problems, all group needs are equally important and information workers cannot draw a hard and fast line between the needs of one group and the other. Talking about the importance of information, William Katz says this about the American Congress. "The smartest opinion changers on Capitol Hill today are the ones who know the facts of an issue, and how it will affect a Congressman's own district..... Information is power, and it has become far more efficient to change a member's outlook than twist his arm."¹

In the light of the above, it is fairly safe to say that documentation has become essential to efficient communication of factual knowledge by means of graphic records in many fields, including international trade. This is crucial in the field of international trade, where accurate, reliable and up-to-date information is needed by both governments and businessmen to plan their trade strategies to make maximum profit. To enable documentation and information

centres achieve optimum results in this area of communication, it is important to assess their utility, demonstrate their accomplishment and above all justify the reason for which they were established. There is thus, the need to monitor the progress of these information/documentation centres and to evaluate the effectiveness of the services they provide.

In Ghana, it has been the aim of various governments since independence to diversify our exports in order to earn more foreign exchange to improve the balance of payment position. To help achieve this aim the Ghana Export Promotion Council (GEPC) was established by a Government statute in 1969 to organize the exportation of non-traditional exports. To enable the GEPC achieve this aim more effectively the Trade Information/Documentation Centre (TIDC) was established within the GEPC in 1979, to provide current and reliable information to the export community to help them improve upon their export performance. The TIDC has been in operation for six years now and it is appropriate that the centre is subjected to a critical examination in order to determine the effectiveness of its contribution to the development of the export trade in the country.

0.1 Operational definitions

To give a better appreciation of certain terms used in the context of this work, it is necessary, at this point, to provide brief definitions of these terms.

0.1.1 Documentation

"Documentation" has been variously defined by several authorities in the field of library and information science. Parry and Kent define "documentation" as:

"The assembling, coding and dissemination of recorded knowledge, comprehensively treated as an integral procedure utilizing semantics, psychological and mechanical aids, and techniques of reproduction including microfilm and microfacsimile, for giving documentary information maximum accessibility and usability."²

Herald Schutz on his part sees "documentation" as "making accessible contents relating to facts and figures for the purpose of retrieval and presentation..... documentation involves the gathering, checking and sorting out original documents making the contents of documents accessible i.e. processing documents; classifying and storing them, retrieving and presenting them."³ Finally, the Documentation Committee of the Special Library Association (SLA) defines "documentation" as:

".....the art comprised of (a) document reproduction (b) document distribution and (c) document utilization."⁴

All these definitions agree on the basic principles underlying documentation namely: collecting, processing, classifying, storing and retrieving of information.

In the context of this work "documentation" is used to imply information services, and thus defined as the specific activity

of gathering, processing, storing, retrieving and communicating recorded knowledge to give maximum accessibility and utility to documentary information.

0.1.2 Information

Many people consider "information" as an abstraction and so make no effort to define it. Allen Kent, however, attempts to provide a picture of "information" by giving its characteristics. He observes that:

"Information has been characterized as facts or figures ready for communication or use."⁵

In an attempt to distinguish "information" from wisdom and knowledge, Kent says that "information may be unorganized and even unrelated; knowledge is an organized body of information so thoroughly assimilated as to have produced sagacity, judgement and insight."⁶

In the context of this work, "information" is defined as new knowledge disseminated in accordance with the requirements of the library user.

0.1.3 Centre

In general terms, "centre" has been defined by Kent as "the point at an average distance from the exterior points or angles of a body; a point of origin from influence, force, process, action or effect."⁷

Putting "information" and "centre" together Kent sees an "information centre" as a point of origin for a process or effect. He further defines an information centre as any library or collection of documents which serves more than one or a few people."⁸

Schutz provides a much wider definition of an information centre. He mentions that "an information centre is an institution that collects and supplies substantially all information relevant to a category of users in a number of specific areas of knowledge and for a number of specific kinds of users."⁹

For this work, the later definition is considered more appropriate and thus adopted.

0.1.4 Evaluation

"Evaluation" implies relationships.¹⁰ Thus, to evaluate is to relate something to a standard and to determine by observation what the degree of effectiveness is.

0.1.5 Standards for evaluation

A standard may be defined as something that is established by authority, custom or general consent, as a model or example to be followed. Commenting on the importance of standards Musiker observes:

"In any profession which seeks to raise the level of its craftsmen, it is essential that guiding principles and standards, so far as they can be derived, be identified and made available to the practitioners. Surveyors, if they are conscious of the existence of principles or standards, should use them when appropriate."¹¹

In view of the above, this work evaluates the services of the TIDC against the guidelines provided by the International Trade Centre UNCTAD/GATT(ITC) for Trade Information Services (TIS) in developing countries, and the Special Library Association (SLA) of the United States standards for special libraries (see Appendix I). These two have been chosen because the ITC is the international body which monitors the activities of the TIS in developing countries and its guidelines were designed basically for the developing countries. The SLA standards, on the other hand have been accepted and widely used by special libraries and even though designed by the American Association, the guidelines are basic to all special libraries and their requirements are not beyond the reach of libraries in the developing world.

0.2 Purpose of the Study

Library surveys differ in terms and depth. "Some surveys are conducted for the purpose of confirming assumptions, others for synthesizing data on a particular area of a library, or a total library system, and others for assessing a situation in terms of correcting inadequacies or removing inefficiencies."¹² A survey may also be undertaken (1) to check the current status of the service; (2) to discover methods for immediate and long-range improvements; and often (3) to determine the need for modification of goals and philosophy of service.¹³ The primary aim of every

library and similar surveys, however, is to determine if a library or information centre is indeed fulfilling the purpose for which it was established.

Tauber suggests that a survey must be conducted occasionally to assess the effectiveness of services rendered and that librarians and documentalists should not wait until something goes wrong before conducting surveys.¹⁴

The main purpose of this study, therefore, is to evaluate the effectiveness of the TIDC in achieving its set objectives of providing the relevant information needed by the export community to enable them compete more favourably on the international market.

The study also seeks to identify and define service inadequacies and where applicable provide suggestions for corrective measures to be undertaken.

0.3 Scope of the study

There are two types of evaluations: (a) direct and (b) indirect. A direct evaluation concerns efficiency and effectiveness of the services rendered in terms of the individual library user. Indirect evaluation, on the other hand, covers such areas as personnel, budget, administration, physical facilities, and among other things, size, age, and value of the collection including all types of materials within and outside the library which may be employed for efficient service.

This study combines both the direct and indirect types of evaluation. This is necessary because it is difficult to actually separate the direct and indirect evaluations entirely; since questions about rendering effective services (i.e. direct) can hardly be answered without any reference to proper resources (i.e. indirect) of the centre. Thus most of the aspects of the TIDC namely: background, organizational pattern, personnel, financial administration, physical facilities and equipment, resources of the centre, technical services, reader's services and co-operative arrangements are considered. The background of the parent organization (i.e. GEPC) is traced and its functions and objectives mentioned to ensure a meaningful evaluation of the services of the centre.

The user survey covers exporters in the Greater Accra, Ashanti, Brong Ahafo, Northern and Upper Regions of Ghana. It also includes all the technical staff of the GEPC, the Chief Director of the Ministry of Trade and all the senior staff of the Export Division and Special Task force of the same Ministry. Others included in the survey are the technical staff of the EEC Trade Project (a project which gives financial aid to exporters) within the National Investment Bank; The Managing Director of the Ghana Export Company and his assistant; the Managing Director and other senior staff of the Timber Marketing Board's office in Accra; the Executive Secretaries of the Ghana National Chamber of Commerce and the Ghana Manufacturers'

Association, President of the Ghana Furniture Producers' Association, Chairman of the Ghana Horticultural Association; officials of the Ministry of Economic Planning and National Investment Centre whose duties are related to the exports sector.

0.5 Limitations

There are a few limitations associated with the study. First, there is not enough literature on TIS generally, since it appears to be a new and restricted field. The literature which is available in terms of publications on information storage and retrieval in general and TIS in particular is from the developed countries. These are written in the context of highly developed information systems. This is a limitation because these publications are on the appropriate technology for information processing and handling relevant to the developed countries.

Secondly, all the target clientele of the TIDC could not be included in the user survey. The centre is supposed to serve as a national information centre for all exporters in the country; but due to lack of enough financial resources exporters in some of the regions could not be included in the user survey. The user survey was therefore limited to exporters/producers in the five regions mentioned earlier under the scope of the study. A few exporters from the Eastern and Central regions who called at the Ghana Export Promotion Council (GEPC) during the period of the survey were included.

To get a general idea of the information needs of all exporters/ producers, however, the heads of the Ghana Manufacturers' Association, National Chamber of Commerce, Timber Marketing Board, Horticultural Association and Furniture Producers' Association were interviewed. These are national organizations and associations that cater for the general interest of their members.

Finally, of twenty questionnaires mailed to twenty Trade Information Officers (TIO) in developing countries only one was completed and returned. The researcher had to rely on seminar papers presented by some of these TIOs for information on other TIS in the developing world.

0.6 Methodology

In order to collect data for this work, five devices were employed namely: documentary analysis, visits, observation, questionnaires and interviews.

Documentary analysis

This device was employed to get an insight into the field of information and documentation centres, their organization and services; identify relevant literature on the topic and to choose the best methodology for the conduct of the survey.

Files and reports were consulted to collect information on the background, organization, finances, personnel, operations and routines in the TIDC; and to supplement information collected from interviews

with the Senior Trade Information Officer (STIO). These sources were also used to collect data on the background, objectives and organization of the GEPC.

Seminar papers were also consulted for data on the background, organization and services of other TIS in developing countries for comparison with those of the TIDC.

Visits and observation

The offices of the TIDC were visited and observation of the routine services of the centre was made. Attention was particularly focused on how frequently the users visit the centre and how the needs of these users were attended to by the staff of the TIDC.

The researcher visited exporters in the Greater Accra, Ashanti, Brong Ahafo, Northern, Upper East and Upper West Regions and other respondents to the questionnaires, to administer and check on the questionnaire and to identify additional matters (such as the problems the exporters face generally) which had not been presented in documentary sources.

Questionnaires

A questionnaire in two parts was designed to collect data on the clientele of the TIDC, their background, frequency of their visits to the centre, their needs and how these were satisfied by the TIDC. A second questionnaire was designed and mailed to some TIOs in other developing countries to collect data on the background, administration, personnel, collection, equipment and services of their TIS.

Interviews

Interviews were conducted at the TIDC with the STIO to collect additional information on administration, personnel, finance, house practices, clientele, collection and services of the centre. Interviews were also conducted as a follow-up to the questionnaires administered to users of the TIDC, to isolate personal comments which individuals were reluctant to put on the questionnaires and to discuss matters with individuals who found it difficult to complete the questionnaires.

Sampling procedures

Since the researcher was a member of staff at the GEPC deployed to the TIDC, the researcher knew about the population under investigation and was certain with one exception that the study sub-groups were proportionately represented. With the exception of 5 persons (whose addresses at the TIDC were incomplete) out of the total of 66 which comprised the producer/exporter user list of the TIDC, every other respondent category consisted of 100% of those occupying their particular position in their work strata. Since 100% was not possible in the producer/exporter category, the researcher employed the "Quota Sampling" methodology. This particular methodology was deemed applicable since in the quota sampling methodology, the researcher uses known data about the population to provide representativeness.

It must be mentioned that 300 producers/exporters not on the TIDC list of users, but identified during the survey were included in the user survey.

0.7 Organization of data

The data obtained in the course of the study is set out in the following chapters.

Chapter 1 provides the background, organization and objectives of the GEPC. It also gives information on the background of the TIDC, its objectives, administration and finance.

Chapter 2 presents information on the stock of the TIDC; its size and organization.

Chapter 3 is a presentation of data on the services rendered by the centre to its clientele.

Chapter 4 is an analysis of the user survey.

Chapter 5 provides the summary of the findings, conclusion and the extent of effectiveness of the services of the TIDC and the researcher's recommendations.

0.8 Usefulness

The basic aim of the whole work is to examine the objectives, resources and services of the TIDC; to assess how effective the centre's service are in relation to its objectives; to identify the service inadequacies of the centre and to make recommendations

for improvement of these services. It is hoped that the recommendations of this study if implemented would help increase the centre's effectiveness in reaching more of the producers/exporters with its services and thereby help them to improve upon their export performance to the advantage of the exporters and the country as a whole.

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CHAPTER 1BACKGROUND

To provide a better appreciation of this work, it is pertinent to give a historical and organizational background of the Ghana Export Promotion Council (GEPC), which is the parent organization of the Trade Information/Documentation Centre (TIDC); and that of the centre itself.

1.1 Background on the GEPC

By the mid nineteen sixties it had become apparent that Ghana's exports must be diversified. Before this period Ghana had depended solely on the exportation of her traditional exports, notably cocoa, timber, gold and other minerals for her foreign exchange earnings. The fluctuations in the prices of these exports especially cocoa on the world market made them unreliable sources of the country's foreign exchange earnings. A reduction in the price of cocoa in the early sixties coupled with an increase in the prices of imported industrialized goods created some balance of payment problems for the country. This problem was compounded by the stagnation in the production of cocoa in the 1950s and a further reduction in production in the sixties. This sorry state of affairs forced the Government to embark on a massive industrialization programme in the early sixties, in an attempt to diversify the economy. This programme was meant to

make Ghana less dependent on imported basic consumer goods and thus conserve foreign exchange earnings. This industrial programme was code-named "import substitution industries".

It must be mentioned that this industrialization programme appears to have been initiated at a time when the economy was not in a position to support it. Even though this is not an economic paper an attempt will be made here to clarify this observation. According to Professor W. Arthur Lewis, a West-Indian economist of international repute appointed by the Gold Coast Government to advise on industrialization in the country, three important conditions should be fulfilled before industrialization can take place in a developing country. These are (1) increased efficiency in agriculture; (2) the size of the local market; and (3) efficient and cheap public utility services.

Agriculture: The basic requirement for a successful industrialization programme in a developing country like Ghana is increasing efficiency in the production of food. In very poor countries, according to Lewis, nearly all the population is required in agriculture to produce enough food to feed the people.¹ As efficiency in food production improves, however, the proportion of the population needed in agriculture diminishes. Increasing productivity in food production thus affects industrialization favourably in two ways (1) As the farmers' production improves, they have an increasing

surplus to offer in exchange for manufactured goods and this means an expanding market for manufactured goods. (2) As productivity improves, the proportion of the population required in food production falls and thus some farm labour could be made available for the manufacturing industry.

It is apparent, from the above, that the key to industrialization for the local market, in countries like Ghana, is a progressive and vigorous improvement in the efficiency of agriculture so as to provide both the market and labour supply for the industries.

At the time the import-substitution industrialization programme was launched, there was very little sign of an increase in agricultural productivity. Agricultural production per man outside the cocoa industry was probably constant and about half of the adult population was engaged in food production.² The most certain way of promoting industrialization in Ghana at the time was to lay the foundation it required by taking vigorous measures to increase food production per person engaged in agriculture.

Size of the local market: For a successful industrialization programme, the size of the local market should be large enough to absorb at least the minimum production capacity of the industry to be established. The size of the market for manufactured goods is always dependent on the size of the population and how rich or poor

the people are. In most developing countries, such as Ghana, the local market for manufactured goods is usually small. This is because the people are usually poor and they have to spend the largest proportion of their earnings on food, housing and clothing. Thus, the people will have only a small surplus of their earnings available for expenditure on manufactured goods. The development of manufacturing for the local market therefore, depends upon improving the other economic activities. As the people's incomes from agriculture, mining and other activities improve then they will have more surplus to spend on manufactured goods, this will automatically expand the local market and make it possible to create industries that will cater for the local market.

Public utility services: Manufacturing industries need adequate and cheap supplies of electricity, water and gas, and adequate telephone and transport facilities. At the time the industrialization programme was launched, none of these public utility services was either adequate or cheap. Inadequate public utility services was at the time a major obstacle to the industrialization programme.

Lewis in his paper on industrialization in the country concludes: "There is no doubt in the writer's mind that the Gold Coast Government can do more for development by spending its money on expanding the public services, which are woefully inadequate, and on quadrupling that part of its agricultural services which relate to

food production for the local market, than it can do by operating factories."³

In addition to the above, most of the industries established under the programme turned out to depend on imported raw materials and foreign expertise. This increased the nation's demand on her coffers of foreign exchange which were almost depleted at the time, thus worsening further the balance of payment position.

It became imperative, therefore, for the country to create other sources of foreign exchange to help reduce the economy's dependence on cocoa and other traditional exports. This was done through an organized exportation of goods which hitherto had not been seriously considered for export. These goods generally referred to as non-traditional exports include all other goods apart from cocoa, coffee, timber and minerals. For example: fruits, vegetables and other horticultural products, handicrafts and manufactured goods.

The need to diversify exports by organizing the exportation of non-traditional goods in order to increase the country's foreign exchange earnings and thereby improve the balance of payments position led to the creation of the Export Promotion Division of the Ministry of Trade in 1965. It was later realized that the work involved in the organization of non-traditional goods for exports was too much for a mere division of a Ministry to handle. It therefore became obvious that a superior and independent body with sufficient

powers outside the Civil Service had to be established to effectively promote the exportation of these non-traditional goods. The Ghana Export Promotion Council (GEPC) was established as a non-profit making trade promotion organization (TPO) in 1969 under a special legislation, Ghana Export Promotion Council Decree, 1969 (NLCD 396), with 100% Government investment. The creation of the GEPC was intended to fill an important gap in the post-independence reconstruction of the Ghanaian economy. This Council was given the sole power and responsibility to develop and promote Ghana's non-traditional exports. This power, however, remained merely on paper as would be shown later.

The membership of the Council (which is the governing body of the GEPC) included: a part-time chairman to be appointed by the Government and a representative each from the Ghana Manufacturers' Association, the Ghana Timber Producers' Association, the Timber Marketing Board, the Bank of Ghana, the National Investment Bank, the Agricultural Development Bank, the Cocoa Marketing Board, the Cocoa Marketing Company, the National Standards Board, the Ghana Chamber of Mines, the Ghana Diamond Marketing Corporation, the Ghana Export Company and the Executive Secretary of the Ghana Export Promotion Council.⁴

The membership of the Council was modified in 1972 by the Ghana Export Promotion Council (Amendment) Decree, 1972, National Redemption Council Decree 51 and the new membership included a part-time Chairman appointed by the Government and a representative each from

the Ghana Manufacturers' Association, the Ghana National Chamber of Commerce, the Capital Investment Board (now National Investment Centre), the Ministry responsible for trade, the Ghana Export Company Limited, the Ghana Armed Forces and the Ministry responsible for Agriculture.⁵

It must be mentioned here that until the Council or the governing body of the GEPC was dissolved in 1982, the chairman was always a Principal Secretary (now Chief Director) of the Ministry of Trade. The Executive Secretary (ES) was also always on secondment from the same Ministry. Thus, even though the GEPC was supposed to be autonomous and outside the Civil Service, this autonomy was doubtful due to the presence of these Ministry of Trade officials. It can also be observed that the exporters of the country were not adequately represented on the Council. This will be mentioned in detail in Chapter 5.

As mentioned above, the governing body of the GEPC was dissolved and replaced by an Interim Management Committee (IMC). The membership of this IMC included a representative each of the Workers' Defence Committee (WDC) now Committee for the Defence of the Revolution (CDR), the Senior Staff Association, the Trade Union Congress (TUC) and the Executive Secretary. This IMC was recently dissolved to be replaced by a Joint Consultative Committee whose membership is yet to be determined. The IMC when in operation was only concerned with administrative matters of the GEPC and matters concerning export policies were not attended to.

It might be worth mentioning that in 1975-76 a nationwide publicity campaign was launched on radio and television, and by mobile cinema by the GEPC to arouse export consciousness in the Ghanaian community. The campaign stressed the benefits of increasing production to export more. The campaign was also used as a forum to inform Ghanaians about the existence of the Ghana Export Promotion Council and its activities to help exporters/potential exporters to export more effectively and profitably. It may be said that this campaign was not very successful since many people are still not aware of the existence of the Council and the services it renders to the public. The campaign could have been more successful in arousing the export consciousness of the public if it had been organized on a more regular basis such as annually, but no such awareness programme had been undertaken again since 1976.

In 1979 plans were made to open regional offices in an attempt to decentralize the activities of the GEPC to make it more effective. This, it was hoped, would facilitate the formation of Regional Export Promotion Committees and the launching of export promotion programmes in the regions. By 1980 these offices had been set up in all the regional capitals, but these have not yet been operational due to lack of personnel and finance.

1.1.1 Functions/objectives of the GEPC

By the statute establishing the GEPC, the Council's functions are:

1. The Council has the duty to promote, assist and develop exports in any manner which it considers necessary or desirable.

2. The GEPC has the sole powers:

(a) to obtain information on all products with export potential and to determine the extent and location of any market for those products outside Ghana;

(b) to call the attention of potential consumers to the availability of goods of Ghanaian origin;

(c) to organize trade fairs in Ghana and overseas and to arrange for the attendance at foreign fairs where the promotion of the sale of Ghanaian products can be made;

(d) to bring Ghanaian sellers into touch with foreign customers and to encourage exploratory discussions between them;

(e) to create interest in, and good will for, Ghanaian products by promotional activities, which may include advertising, exhibiting and providing information about such products;

(f) to make available expert advice and assistance to Ghanaian businessmen concerning export procedures, credit and collection arrangements, shipping documentation, marine insurance and similar matters;

(g) to assist Ghanaian businessmen travelling abroad by supplying advance information and, where possible on-the-spot advice;

(h) to assist similarly foreign visitors coming to Ghana to examine business opportunities involving "made in Ghana" goods;

(i) to find out and recommend to Government such trade agreements and pacts as will have the effect of promoting the sale of Ghanaian goods in overseas markets;

(j) to organize an insurance credit guarantee scheme for the protection of the interest of Ghanaian exporters;

(k) to act as a centre of information for the Ghana Export Company Limited and for all individual exporters;

(l) to find out and recommend to Government the assistance that should be given to Ghanaian exporters to enable them to compete effectively in overseas markets;

(m) to apply for, and to receive in Ghana or elsewhere any trade marks, licences, protections or concessions and in relation thereto, to do all such things as the Council considers necessary or desirable for the development of exports; and

(n) to discharge any other functions which may be prescribed by regulation.

(3) Where under any enactment any authority or person has power for the regulation or development of exports, the Government may delegate the exercise of that power to the Council mentioned in the preceding provisions of this paragraph which shall thereafter exercise that power.

It may be appropriate, here, to make a few comments on the functions of the GEPC as listed above.

The effective way of performing some of the functions such as item 2(a) is for the GEPC to undertake regular market surveys in Ghana and other countries. However, the Council cannot do this

regularly because no provision in terms of finance is made available for such purposes. The few supply and demand surveys carried out by the GEPC were financed by the International Trade Centre (ITC). Of course there are some market surveys for some of the Ghanaian products e.g. horticultural products conducted and published by the ITC which the GEPC can consult. It will, however, be more helpful if the Council can conduct its own surveys regularly since market information changes rapidly.

Again, the effective performance of the functions listed from item 2(b) to 2(e) depends on the GEPC's ability to organize and finance trade fairs and exhibitions both in and outside the country. But there is a Trade Fairs Division in the Ministry of Trade which organizes and attends trade fairs without involving the GEPC. The active participation of the GEPC in the organization of the recent First Ghana International Furniture and Woodworking Exhibition (GIFEX '85) is a step in the right direction and efforts should be made to do this regularly. The fair helped to publicize the Council and its activities to the public, it also brought producers of furniture and prospective importers of Ghanaian furniture together. It must be mentioned that the Council's participation in the GIFEX '85 became possible because the Ghana Furniture Producers' Association, which initiated the idea of the exhibition, found it necessary to call on the Council for technical assistance. It would be more helpful if the Government involved the GEPC in the organization of fairs and exhibitions at the national level. The GEPC is also not

represented any time the country sends out a trade delegation. The Council has written several memoranda to the Ministry of Trade to complain about this anomaly but there has not been any positive reaction so far. Furthermore, the Council should have its personnel on-the-spot in most of the countries we trade with to enable it perform these functions (items 2(b) to (e) and 2(g)) especially 2(g). Again, Ghana's trade officers abroad are all officials from the Ministry of Trade. The GEPC will therefore have to rely on these Ministry of Trade officials, but these officials rightly feel they are responsible to the Ministry of Trade and not the GEPC.

It must also be observed that within the concept of effective export promotion are several requirements, including legal authorization or sanction, adequate financial resources and a viable management structure. Among the most important elements of such a TPO are a clearly defined work programme extending several years into the future; a continuous analysis of the work being undertaken and an efficient network for the delivery of services. These are basic requirements that would enable the GEPC to perform its functions effectively.

The GEPC, however, does not have the powers to implement its plans and make its decisions binding. It always has to seek the approval of the Government through the Ministry of Trade for the implementation of its decisions. The Council also lacks the

authority to co-ordinate the activities of the various export agencies. It is often ignored when vital decisions concerning exports are taken and some of its functions (as shown above) are also performed by other bodies such as the Export Division of the Ministry of Trade. Most importantly, there seems to be no national policy on non-traditional exports in the country. The problems outlined here could be overcome if the directives set out in NLCD 396 are fully implemented and the powers granted to the Council by the statute are fully recognized. It will also help if some of the functions of the Export Division of the Ministry of Trade such as the organization of trade fairs are transferred to the GEPC. Above all, the Government should come out with an export policy for non-traditional exports to enable the GEPC draw up an export programme for these products.

1.1.2 Organization of the GEPC

Since the Trade Information/Documentation Centre (TIDC) operates within the framework of the GEPC, it will be useful to examine briefly the organizational structure of the Council.

As shown in figure 1, the GEPC has a governing body formerly referred to as the "Council" and now the Joint Consultative Committee. The "Council" or Joint Consultative Committee is responsible for the general direction of the GEPC. It takes decisions on policy and programming of activities for the GEPC.

The GEPC is headed by the Executive Secretary (ES) who is also a member of the governing body. He is responsible for the implementation of policies and general administration of the GEPC. The Executive Secretary is supposed to be assisted by a Deputy Executive Secretary but this position has never been occupied since the setting up of the GEPC.

As shown in Figure 1, the GEPC is further organized into three main technical departments which deal with information, product development and export promotion. Then there is a fourth department which deals with personnel and administration and an accounting department.

The technical departments are: The Marketing Research; The TIDC and Export Marketing Advisory Service. The Export Marketing Advisory Service is further divided into four departments referred to as Desks namely: Agriculture Desk, Handicrafts Desk, Manufactures Desk and Export Financing Desk. The TIDC has under it a publications Department. Unlike other special libraries in other institutions such as the Bank of Ghana, where the library is part of the Research Department and the Ghana Highways Authority where it is under the Administrative Department, the TIDC is an independent technical department in the GEPC. This goes to emphasize the importance attached to organized information in the Council and in the field of international trade generally.

Organizational Chart of GEPC - see attached.

1.2 Background on the Trade Information/Documentation Centre (TIDC)

As mentioned in the introduction, the need for information in all fields of human endeavour cannot be overemphasized. The important function played by information is not limited to day-to-day activities. It is necessary for social, economic and technological advancements. The modern trend is the establishment of information, and documentation centres in institutions to ensure the ordered organization, presentation and communication of recorded specialized knowledge to give maximum accessibility and vitality to the information contained.⁷

For the Ghana Export Promotion Council (GEPC) to perform its functions effectively, the urgent need for the Trade Information/Documentation Centre (TIDC) was felt a few years after the establishment of the GEPC. Technical assistance was therefore sought from the International Trade Centre UNCTAD/GATT (ITC) for the establishment of a TIDC within the GEPC. This step was taken in direct response to the country's desire to improve and expand her export trade.

At the request of the Government of Ghana, a survey was carried out in the country by an ITC functional adviser on Trade Information Service (TIS) between 5th and 9th June 1978 to determine the strategy of establishing the TIDC. This mission and subsequent ones to be mentioned later were made as part of an integrated programme of technical co-operation between the Ghana Government and the ITC. At the time of the first mission, the location of the TIDC was projected in the School of

Administration at the University of Ghana, Legon.⁸ The then Assistant Librarian in the School of Administration was to be responsible for developing the TIDC. It was later decided that the TIDC should be located at the GEPC. Thus in October 1979 a trained librarian was appointed and one of the Council's showrooms was renovated to house the TIDC. The centre has now expanded and is in three showrooms, one of which is the publication unit.

In 1980 another mission was carried out by an adviser on trade documentation from 6th January - 24th February and the objectives of this second mission were:

- (1) to assist in identifying, with counterpart personnel (i.e. the then TIO) the products, countries and functions of prime importance to the country's trade promotion programme; formulate the collection scope of these products, countries and functions to reflect these priorities;
- (2) provide assistance in the selection of books, periodicals and other documents to be acquired, advise on methodology of acquisition;
- (3) provide assistance in the selection and acquisition of equipment, furniture and supplies for the TIDC.⁹

A third mission was undertaken by the same ITC adviser on documentation between 29th August - 23rd October, 1981 to give further assistance in the areas mentioned in the preceding paragraph and in:

- (1) cataloguing, classifying and analysing documents according to the system developed and recommended by the ITC, and setting up an author-title and subject catalogues;
- (2) establishing an effective control system for serials and organizing the circulation and scanning of newspapers and periodicals;
- (3) establishing product, country and functions files using the ITC Trade classification as the basis for organizing the files;
- (4) preparing a general trade news bulletin with timely export-import information of general interest to traders and a list of all new documents processed by the TIDC; and
- (5) supplying on-the-spot training to counterpart personnel in the above-mentioned documentation techniques and identifying additional training requirements.¹⁰

With these various forms of technical assistance from the ITC the TIDC^{is} firmly established and expected to play an important role in the collection, processing and dissemination of trade information to the Ghanaian export community. In fact the centre started performing these functions soon after its establishment in 1979.

1.2.1 Objectives of the TIDC

As observed by some authorities in the library field, every specialized library must have a purpose, for without a clearly conceived rationale for its existence the library, documentation, or information centre in any institution is on a shaky ground.¹¹

The author shares the view that "until the objectives of any library are clearly and unequivocally set out, ultimate assessment or evaluation of its performance is impossible."¹²

For these reasons an attempt is hereby made to present the objectives of the Trade Information/Documentation Centre (TIDC) to make a good assessment and better appreciation of this work possible.

The TIDC like all other specialized libraries is only one of several agencies in a larger organization. As the total organization strives to achieve its goals, so the internal agencies reflect these total objectives.¹³ Thus the objectives of the subsidiary agencies must reflect those of the parent organization.

To provide a clear picture of the objectives of the TIDC, the relevant objectives of the GEPC that affect the centre directly will be mentioned here.

Included in the key functions of the GEPC and indeed every trade promotion organization (TPO) is the provision of up-to-date information to:

- (1) Government departments and institutions responsible for the development of foreign trade; and
- (2) Bodies in the business sector concerned with imports and exports, in the case of the GEPC the Ghana Export Company and all individual exporters in Ghana.¹⁴

In view of the above it can be said that the basic tasks of the TIDC are:

- (1) Collection, processing and storage of trade information;
- (2) dissemination of information of general interest to the Government and business sector through publications or news sheets;
- (3) answering specific trade inquiries on limited questions such as import/export regulations, channels of trade and prices;¹⁵
- (4) identification of the information needs of the Ghanaian export community.

The efficient performance of these tasks is vital for the expansion of the country's foreign trade to be developed on a sound and realistic basis. Government institutions need up-to-date information to determine the direction of the country's foreign trade, define foreign trade objectives and adopt policies through which these objectives can be realized. The business community on the other hand needs information about production for export and export marketing to help them select the best markets and to choose the products and promotional techniques that would be most effective. Both Government officials and the business sector in the country have been "starved" of these economic and trade information on the major markets in their campaign to export Ghanaian goods. Most private businessmen lack the resources to gather

such information on their own. Due to this information gap the GEPC as the sole body responsible for the development of Ghana's export trade has the responsibility to make available the needed information to both the Government and the private sector. It is the duty of the TIDC to help the GEPC achieve this aim.

1.2.2 Organization in the TIDC

Organization as used in this context means the arrangement of the structures necessary for the attainment of the determined objectives of the Trade Information/Documentation Centre.

As mentioned elsewhere above, the TIDC operates as one of the three main technical departments within the framework of the Ghana Export Promotion Council (GEPC). Within the TIDC itself, there is a publications unit. This unit is responsible for the publication of bulletins, news-sheets, directories and brochures. A publications officer was appointed in 1984 to man this unit. The unit became operational in March 1985 and is housed in one of the GEPC's ^{show}rooms.

1.2.2.1 Personnel

The staff of the TIDC includes one Senior Trade Information Officer (STIO), one Publications/Public Relations Officer, one Research Assistant acting as a Documentation Assistant, a typist and two clerks.

The job description of the staff is as follows:

Senior Trade Information Officer (STIO)

1. Planning organization and co-ordinating activities within the TIDC and managing resources.
2. Developing control and feed back systems.
3. Maintaining contacts within the GEPC as well as with other trade related organizations.
4. Ensuring information flow within the GEPC.
5. Identifying user requirements, selecting publications and other information to meet those requirements.¹⁶

Trade Information Officer (TIO)/Documentalist

1. Implementing control and circulation systems as directed by the STIO.
2. Acquisition of publications selected by the STIO.
3. Maintaining standing orders for serials.
4. Cataloguing, classifying and processing documents.
5. Maintaining subject and author-title catalogues.
6. Catering for user needs including assisting STIO in inquiry-reply service.¹⁷

It must be mentioned here that the position for the TIO is vacant and the STIO has to combine the duties listed here with her's.

Publications Officer

1. Scanning general periodicals for items to be included in information files and or to be included in bulletins.
2. Developing and maintaining information files using ITC classification systems.

3. Acquiring information and articles from GEPC officers and other sources in Accra. Overseeing publication of bulletin and its distribution.
4. Editing the Export Bulletin.
5. Inquiry-reply service in terms of supplying specific information on request.
6. Maintaining exporters/importers profiles.
7. Implementing selective dissemination systems to exporters and in house staff.
8. Maintaining contacts with organizations which could be utilized as information sources. ¹⁸

Clerk

1. Assisting circulation and control of documents.
2. Photocopying of articles indicated by the STIO or other officers for information/hanging files.
3. Maintaining serial index.
4. Providing documents requested by users.
5. Performing activities to assist the STIO and TIO.

The duties of the clerk as listed here are performed jointly by the three junior staff of the TIDC; namely the Research Assistant and the two clerks.

1.2.2.2 Budget

The main items in the TIDC budget are personnel, equipment and supplies, and publications. The following is the breakdown of monies spent on the activities of the TIDC since 1979 - see attached page 38b.

There are two main sources of financing the activities of the TIDC: The GEPC and the ITC. The GEPC as the parent organization contributes part of the monies needed for the financing of the centre. It pays the salaries and allowances of the personnel, and also publications, equipment and supplies that are purchased locally.

The ITC provides monies used mainly to purchase publications, equipment and supplies which cannot be purchased locally. This is done as part of an integrated programme of international co-operation financed by the Norwegian Government.

According to the STIO, there were no financial problems in the operation of the TIDC until 1984 when the ITC complained about the amount of money spent on publications and decided not to pay the subscription fee for certain periodicals like the Newsweek. The GEPC administration also in the same year complained about the amount of money spent on equipment and furniture of the TIDC. Until 1984, the STIO had a free hand in the use of monies voted locally for the TIDC to purchase items needed for the functioning of the centre. She was, however, required to justify any item purchased for the centre.

1.2.2.3 Physical facilities

The TIDC is housed in the premises of the GEPC. It is housed in three of the GEPC's showrooms. One of these is used as the reference department where all reference materials such as dictionaries, and directories are shelved and all periodicals displayed. The second showroom houses all other materials on products, countries, functions/facilitations and statistical information. It also houses the microfiche collection. The second showroom has a small stack-room attached to it where back issues of publications are kept. Both sections of the TIDC have reader sections and sections for the staff.

As mentioned earlier, the publications unit which became operational not long ago, is temporarily housed in a third showroom of the GEPC.

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7. Musiker, Reuben. Special libraries: a general survey with particular reference to South Africa - Metuchen, N.J. Scarecrow Press, 1979, p21
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12. Ibid, p378
13. Ibid, p377
14. International Trade Centre. Operating a trade information service: a handbook for developing countries. - Geneva: The Author, 1975, p1.
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17. Ibid p11
18. Ibid p11-12

CHAPTER 2THE STOCK

The task of an information centre is to bring together users of its services and the body of information stored in its files, and through some form of interaction, to impart a body of information which may be potentially or actually useful to the clientele.

In addition to the definitions of documentation and information centres provided in the introduction, other librarians have attempted to define specialized information centres and libraries in terms of their collections. Thus Musiker sees an information centre as:

".....a collection of information materials, maintained by an individual, corporation, association, government agency or any other organized group and primarily devoted to a specialized clientele."¹

In the light of our knowledge that many specialized libraries, and in the context of this work, information and documentation centres, cover more than a single subject, it will be safe to say that the stock of a specialized centre consists of materials relevant to research, administration or economic organization in a particular field or a small number of related fields.

The primary aim of the Trade Information/Documentation Centre (TIDC) is to inform enterprises and the staff of Trade Promotion Organizations (TPO) who assist them about:

- (1) what products have prospects abroad;
- (2) sales potential and conditions and requirements of individual foreign markets;
- (3) whom to sell to and how to go about it;
- (4) national and international financial, economic, political, legal and other conditions which must be taken into account when planning and carrying out export operations.²

In view of the above, the TIDC as a specialized information centre is supposed to build its collection within strict guidelines so as to include materials which will provide information on all the above mentioned areas and additional information that can be used by Government to help in formulating policies at the national level.

2.1 Selection and acquisition policy

Selection and acquisition policy may be defined as the interpretation of criteria for selection of materials to be added to a library's collection. In a specialized information centre, just as in any other library, selection and acquisition refers to the identification, location, selection, ordering and receiving of materials for a collection. For the purpose of this work, acquisition is limited to the selection of materials for the TIDC, since ordering is done by the ITC.

Acquisition of materials provides the satisfaction of the immediate requirements; the establishment of a comprehensive basic collection and the provision for future interests in so far as they are discernible.

In the case of the TIDC, the International Trade Centre (ITC)³ recommends that guidelines for selection are drawn up to make the TIDC as effective as possible within its resources. Priorities should also be established in terms of the products and markets covered, and these priorities should then be expressed as specifically as possible in the form of a directive about what information is to be collected and processed. This will prevent haphazard acquisition which does not conform to the needs of the TPO or the export community it serves.

The TIDC does not have any written selection and acquisition policy as recommended above and indeed as expected of every information centre. The centre uses the provisions of the statute (NLGD 396) that established the Ghana Export Promotion Council (GEPC) as a guide in the selection of materials for the collection. The specific section used as the guide is item 4 subsection 2(a) which gives the GEPC the power

"to obtain information on all products with export potential and to determine the extent and location of any market for those products outside Ghana."⁴

It may be said that this provision is too general to be used as a guide for the selection of materials for the TIDC collection. The provision does not specify which particular products and countries the GEPC should concentrate on.

2.2. Selection procedures

The initial selection of materials for the TIDC was made jointly by the Senior Trade Information Officer (STIO) and an ITC adviser on Trade

Documentation in early 1980. The selection was made from various bibliographies including ITC's Annotated bibliography of product serials, ITC core list, and recent issues of International trade documentation.⁵

Selection of additional materials for the TIDC, between March 1980 - March 1982, was made solely by the STIO and from the same sources as above and also from several publishers' catalogues.

After March 1982 a decision was made to get the desk officers of GEPC actively involved in the selection of materials for the centre. To this end, subject catalogues and bibliographies were sent out to those officers who later advised the STIO on what they wanted selected on their respective subjects (namely handicrafts, agriculture, manufacturers' products, market research and export financing). This system has been very helpful and enabled the STIO to cancel subscriptions to periodicals that were not useful to the officers and other users.

2.3 Size of the collection and subject coverage

The TIDC holds 1987 (as at 5/2/85) books and monographs and subscribes to 32 journal titles.

Below is the yearly break down of the stock since 1979:

	1979	1980	1981	1982	1983	1984	1985
Periodicals	-	90	102	91	98	65	32*
Books and Monographs	-	911	1129	1498	1650	1837	1987

*On the advice of the desk officers of the GEPC the centre had to suspend its subscription to some of the periodicals it was receiving. Again the

subscription to some periodicals had to be suspended because the ITC considered them irrelevant and thus refused to pay the subscription fees; for example ITC refused to pay for the Time magazine and the Newsweek.

The centre also holds a few microfiche cards on International Trade statistics and 1,002 articles on hanging files. These articles are mainly photocopies and press cuttings. 108 of these articles^{are} on products, 945 on countries and 100 on functions/facilitations. Some of the 1,002 articles are in multiple copies e.g. there are 2 copies of an article on the West African Clearing House; one on the country file and the other of the functions/facilitations file. There are also 270 pamphlets in pamphlet boxes.

The collection contains useful items on trade information ranging from information on particular products, particular countries and markets, importers and manufacturers of selected countries, export promotion techniques, international trade conditions, transport and export-related practices and techniques, statistics on imports of several countries, labelling regulations to dates of national holidays.

On products, the collection includes materials on handicrafts, knocked-down furniture, coir fibres, oil palm products, coconut products, horticultural products, cocoa products and other manufactured products.

The country collection includes information on market conditions, import regulations, standards and information to guide businessmen on their business trips. Countries or markets covered include the EEC, the U.S.A., Japan, the Middle East, Canada, ECOWAS, other African countries, Latin America and centrally planned economies.

Information on the microfiche cards are mainly to help businessmen make their product and market selections. The fiches have trade statistics for all products under the Standard International Trade Classification (SITC). There are about 1,400 items and cover 30 countries including all the OECD countries, with the exception of Iceland and major developing countries.

Statistics available on the microfiche cards include:

- (1) Total imports by volume and value for a period of five years. At present the series 1975-1980, 1979-1983 are available at the TIDC.
- (2) Breakdown of supplying countries, both by country groupings (i.e. developed, developing and socialist) and by principal individual suppliers within these groups, by volume and value for the same period.
- (3) Import growth rates for the five-year period, for total imports of products, for individual supplying countries and for country groupings.
- (4) Growth in unit value of the imported products for that period.
- (5) Share of the importing country in total world imports for the last tabulated year and the share of each major supplier in that particular market.

(6) Total imports of each product by the 30 markets as a whole, including major suppliers and their shares, for the five years.

(7) A ranking, for each product, of the 30 markets, according to import market size and import growth, with a breakdown in this ranking for

imports from developing countries and the growth of these imports, and

(8) A ranking of the export performance of each product in relation to other products in its product group on the 30 markets as a whole, according to import market size and growth, with ranking for developing country market shares and import growth.

Generally the collection of the TIDC, especially the statistics, provides both theoretical and statistical basis for answering such questions as the following:

(1) What are the major markets for a given product group?

(2) How active is foreign competition in a given market or region? and

(3) How successful are a country's trade promotion activities in given target markets.

2.4 Cataloguing and classification

Materials acquired by the TIDC are catalogued by the Anglo-American Cataloguing Rules Revision 2 (AACR2) and classified by a special classification scheme. This classification scheme has two components.

(a) ITC, Trade information classification (ITC classification)

(b) UN, standard international trade classification rev 2 (SITC rev 2)

2.4.1 Reasons for using this scheme

The Trade Information/Documentation Centre (TIDC) uses this special scheme because it is the one used by the International Trade Centre (ITC) which also recommends it for all Trade Information Services (TIS) it has

helped to establish in the developing world.

This special scheme is not very different from the international trade schedules. The main idea behind this scheme is to provide uniformity in the classification of books and other materials on goods and services with the classification of these for international trade. Thus a pineapple exporter can easily locate a book on pineapples in a TIS collection using the same classification number as the one he uses to complete his forms/documents for the customs to look for the book.

Furthermore, this specialized classification scheme was developed for the specialized trade collection because the UN felt that none of the existing conventional classification schemes catered well for the specialized trade collection. The reasons for this are that the conventional schemes (1) lack comprehensiveness for the specialized field of trade, (2) illogicality of hierarchical relationships, as viewed from the trade perspective, (3) incorporation of a broad array of terminology than is necessary or desirable for trade purposes, (4) excessive complexity in application, and (5) obsolescence and awkwardness of revision.⁶

2.4.2 Features Of The Scheme

The first component of the special scheme (i.e. ITC classification) is used to classify materials by form (for reference materials) e.g. OC.07 for directories, or by subject, such as 07 for international trade, either independently or subsidiary to the product, such as:

SITC 054 - Pineapples

00.07 - Directories

for a directory of importers of pineapples, or by country

e.g. 16 NIGR - Nigeria

00.07 - Directories

for a directory of Nigerian companies.

The ITC classification has been specifically developed to meet the special requirements of TIS. The scheme has a detailed explanation on its application as well as the application of the SITC revision 2. It has a country code which has been up-dated and simplified for documentation purposes. The country code groups countries by continents and by geographical regions within a continent such as Africa - 10 000; North Africa - 13 000; and Africa South of the Sahara - 16 000. It has a numerical code as well as a four letter abbreviation for each country. The numerical code can be substituted by the country abbreviation.⁷ The TIDC uses the four letter abbreviation which is by far simpler than the numerical code. For example, Ghana is classified as 16 GHAN instead of 16 288, if the numerical code is used.

The second component of the scheme which is the SITC Rev 2 is used to classify materials by product and industry e.g. SITC 03 for fish and SITC 05 for vegetables. These can be subdivided by country.

e.g. SITC 03 - Fish

16 GHAN - Ghana

for a document on the fishing industry in Ghana; or by form such as the example given above on pineapple importers.

The SITC rev 2 was drawn up by the Economic and Social Council of the UN to serve as a basis for a systematic analysis of world trade and as a common basis for the reporting of trade statistics to international agencies thus reducing the burden of Governments.³

The scheme lists all commodities in international trade into 738 sub-groups. 435 of these are further subdivided into 1,573 subsidiary headings to provide additional detail or permit correspondence with the Brussels Tariffs Nomenclature (BTN). The sub groups are summarized into 233 groups which provide the data most usually sought in international compilations of external trade statistics. The groups are assembled into 10 sections which divide trade aggregates according to

broad economic categories. On the whole the SITC rev 2 has 1,924 basic items each of which can be further subdivided if desired.⁹ It has commodity indexes and correlation codes between the SITC rev 2 and the classification by Broad Economic Categories (BEC) as well as the BTN.

It may perhaps be worth while at this point to make a brief comparison between the specialized classification scheme used by the TIDC, referred to here as the TIDC scheme (i.e. the SITC rev 2 and the ITC classification mentioned above) with one of the conventional classification schemes. The conventional classification scheme chosen for this comparison is the Universal Decimal Classification scheme (UDC). The UDC, which is an extension of the Dewey Decimal Classification (DDC), is chosen as against the other conventional schemes, such as the Library of Congress, because it is considered more appropriate for a special collection such as found in the TIDC.

As mentioned above the TIDC scheme was prepared by the Economic and Social Council and the International Trade Centre of the UN for a systematic analysis of international trade while the UDC was prepared by the British Standards Institution at the joint request of the British Society of International Bibliography (BSIB) and the Association of Special Libraries and Information Bureaux (ASLIB). It can thus be said that while the TIDC scheme aims at providing a common basis for analysing international trade statistics, the main purpose of the UDC is to organize human knowledge systematically in a library's collection.

The UDC sets out to include every aspect of human knowledge and thus is fundamentally universal as the name suggests. The TIDC scheme on the other hand was developed to include aspects of only a specialized area, namely international trade. It is thus tailored to fit the needs of specialized trade collection. With the UDC each special subject can be related to any branch of human thought. This allows for the classification of individual subjects from different points of view. The UDC employs special symbols such as:

+(plus) to connect non-consecutive numbers

/(stroke) to connect consecutive numbers

:(colon) to relate one subject to another

[](square brackets) to show that one subject is
subordinate to another

=(equals) to indicate the language of the text

(0) (brackets zero) to show the form of an idea

() (brackets) to indicate place

(=) (brackets equals) to indicate race and nationality

" " (inverted commas) to indicate time

A/Z (A to Z) to indicate individual sub division

- (hyphen) to indicate special analytical numbers

.00 (point double 0) to indicate a point of view

.0 (point zero) also to indicate special analytical numbers.¹⁰

e.g. 675+677 for leather and textile industry; 675 and 677 for leather and textile industry respectively

675:338.97 for economic crisis in the leather industry

675 and 338.97 for leather industry and economic

crisis respectively

675=20 for a document in English on the leather industry;

675, and 20 for leather industry and English language respectively.

These symbols, referred to as auxiliary symbols make it possible to express arbitrary combinations of general points of view with specific concepts as shown in the above examples.

It can be said that the UDC has two kinds of numbers namely: main numbers and auxiliary numbers. The main numbers express the main ideas and their subdivisions consisting of the numbers 0 to 9 and the subdivisions thereof e.g. 677 (main number for the leather industry). The auxiliary numbers are characterized by the inclusion of the non-numerical symbols and serve to express the finer definition of an idea as regards point of view, place, time and language e.g. 677:676 (the leather industry in relation to the paper industry; 677 for leather industry; 676 for paper industry and : the symbol relating the two industries.)

The TIDC scheme on the other hand lacks the use of these auxiliary symbols and documents or ideas are left under the main class numbers. There is no way one can express the economic conditions in an industry such as shown above for the leather industry using the TIDC scheme. Thus class numbers such as 675:338.97 mentioned above in the UDC have no equivalent in the TIDC scheme. Such an idea could only be expressed

as:

SITC 61 - for the leather, leather manufactures in general

or as:

SITC 61 - for the leather industry

03 - for economic conditions/economic trends.

(Thus the product number is sub-divided by the functions number).

Again the TIDC scheme cannot classify a document on the leather industry in relation to the paper industry as the UDC does. The number 677:676 has no equivalent in the TIDC scheme. Such a document will be classified:

SITC 61 = for leather industry or

SITC 64 = for the paper industry

depending on which predominates in the document. A subject card could be made for the other subject to provide easy access to the material.

The TIDC scheme can only express an idea in relation to statistics and this is done by preceding the original class number with the alphabets STAT (mentioned under 3.4.4 of this chapter) e.g. statistics on international trade will be classified STAT 07 (07 for international/foreign trade). Such an idea would be expressed as 31:382 by the UDC (31 for statistics, : for in relation to, and 382 for international/foreign trade).

The TIDC scheme may be referred to as an alpha-numerical classification in the sense that it combines both alphabets and numerals. For

example the class numbers for products are preceded by the alphabets SITC while STAT is used to indicate statistics. The UDC on the other hand is numeral but it also employs some non-numeral symbols in its auxiliary numbers.

The UDC and the TIDC schemes have some similarities. They both attempt to group similar ideas or subjects together. Even though the UDC is universal and the TIDC scheme is not they both aim at bringing together related concepts and groups of concepts.

Again both the UDC and the TIDC schemes are based on a decimal system and also use Arabic numerals. While the UDC divides the whole human knowledge into ten main sections, the TIDC scheme divides all ideas related to international trade into ten main sections. The two schemes further subdivide these main sections decimally. Below are examples from the UDC and TIDC schemes.

UDC:

- 656 Transport organization
- 656.1 Road transport
- 656.11 Road transport and use of roads in general.
(No corresponding number in the TIDC scheme)
- 656.2 Railway transport
- 656.21 General exploitation. Buildings. Stations.
- 656.3 Transport and special railway lines (no corresponding number in the TIDC scheme)
- 656.4 Light railway transport. Tramway transport
(no corresponding number in the TIDC scheme)

- 656.5 Other land transport (no corresponding number in the TIDC scheme)
- 656.6 Transport by water. Navigation.
- 656.61 Sea navigation (No corresponding number in the TIDC scheme)
- 656.7 Air transport
- 656.71 Air ports

TIDC Scheme:

- Transport organization (None in TIDC scheme)
- 10 Transport Insurance Packaging Telecommunication (None in UDC)
- 10.01 Transport
- 10.01.01 Sea transport (transport by water/shipping)
- 10.01.02 Inland water transport
- 10.01.03 Railway transport
- General exploitation. Buildings. Stations. (None in TIDC scheme)
- Transport and special railway lines (None in TIDC scheme)
- Road transport and use of roads in general (None in TIDC scheme)
- Light railway transport. Tramway transport (None in TIDC scheme)
- 10.01.04 Road Transport
- Road Transport and use of transport in general. (None in TIDC scheme)
- 10.01.05 Air transport
- 10.01.06 Transport and hazardous cargo. (None in UDC)
- 10.01.07 Transport of perishable food and drugs (None in UDC)
- 10.02 Ports (including port facilities and port charges).

Both the UDC and TIDC schemes tend to separate related ideas some times e.g. the UDC separates Commerce (in terms of economic aspects of trade) from the science of Commerce. These ideas are classified as 38 and 65 respectively. The TIDC scheme on its part separates Leather, Leather manufactures and dressed furskin from hides and skins, and furskin, raw. These are classified SITC 61 and SITC 21 respectively.

In conclusion it could be said that the UDC seems to be more appropriate for the organization of the TIDC collection because it has the means of combining symbols and thus makes it possible to regroup classes according to specific view points and also in finer detail than the TIDC scheme. However, it can be said that the non-numerical symbols employed by the UDC is a little confusing to the average businessman, who form the bulk of the TIDC's clientele, and they will have to be educated as to how to look for information using the UDC. Since the main emphasis of the TIDC is to make information easily accessible to the clientele, it is better to use this special scheme which corresponds to the numbers its clientele are already used to in completing their trade documentation. This makes it easier for the clientele to trace books in the TIDC collection.

2.4.3 Merits and demerits of the TIDC scheme

The special scheme ensures uniformity in the classification of material in all TIS (in the developing world and the ITC) and thus facilitates co-operation between these specialized information centres most especially with the ITC. It also helps businessmen to locate the information they seek for their trade business easily for the reason mentioned above. To

the librarian or documentalist, however, this scheme does not seem very good or appropriate for the classification of library materials, since it was basically drawn up for use in international trade transactions. The main problem is that it sometimes separates materials on related subjects, but this even happens in the conventional schemes too, as seen in the UDC. The separation in this scheme comes about because in drawing up the scheme the UN arranged products and services beginning from the natural to the manufactured products. Thus a natural good such as "wood in the rough" for example is separated from "wood furniture" and are given classification numbers SITC 247.9 and SITC 634.93 respectively. Such an arrangement enables the international trade agencies to assess tax liabilities on products. In the library, it is a disadvantage since all materials on related subjects are ideally expected to be grouped together.

2.4.4 Classification of statistical collection

The TIDC separates its statistical collection from the rest of the collection ^{and} processes it quite differently from the others. Statistics are classified by either the ITC classification or the SITC rev 2 depending on the content. The appropriate classification number used is always preceded by a four letter abbreviation of statistics STAT to indicate that the information contained is statistical. Thus statistics on Ghana will be classified STAT 16 GHAN, and that on International trade will be STAT 07.

It must be mentioned that the statistical publications are organized as a sub-collection in the TIDC, even though they could conceivably be maintained within the general collection, intermixing them with the non-statistical information. The organization of the statistical information as sub-collection has two advantages. (1) It promotes ease of access to statistics and thereby promotes research and (2) Keeping statistical serials up-to-date and filling in gaps in the holdings is one of the major responsibilities of the TIDC, and this task is greatly facilitated by a sub-collection organization.

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CHAPTER 3SERVICES

The main purpose of the existence of information and documentation centres and other similar institutions is service. This service is usually dynamic and stops at nothing short of producing on request or in anticipation of a request information which is needed, at the time it is needed, and in the form in which it inspires confidence and respect for the documentalist or special librarian on the part of the user.¹

"Service" as used in this work involves personal assistance to users by the Trade Information/Documentation Centre (TIDC) staff, such as answering questions of a factual type, conducting literature searches, alerting users of new acquisitions and assisting clientele in the use of the centre's resources.

3.1 Dissemination of information

The ultimate activity of every Trade Information Service (TIS) and similar institutions is the dissemination of trade information to the people it is intended to serve. Dissemination activities take a variety of forms. These include reference services, such as inquiry-reply; lending and circulating publications, current-awareness service to alert clientele of new acquisitions and publishing news bulletins.

3.1.1 Reference service

The most direct service of the TIDC is reference assistance. This takes the form of the provision of specific information in response to inquiries (i.e. inquiry-reply) in person or by mail and helping users

to find needed bibliographic materials. Even though the TIDC undertakes a few comprehensive literature searches for its patrons, much of the reference service offered is of a quick reference nature. The most basic service of this nature is to direct inquiries to sources of information within the centre's collection and in some cases actually answering specific questions. For example, questions about addresses of specific institutions such as the UN or GATT are answered by the centre.

The Trade Information/Documentation Centre (TIDC) receives inquiries from both within and outside Ghana. Inquiries of foreign origin are normally on addresses of Ghanaian importers, exporters, manufacturers, producers, Ministries and Departments involved in foreign trade, Trade Fairs, Customs and Statistics. Inquiries made locally include those on addresses of importers abroad (this forms the bulk of inquiries made at the centre); a few addresses of foreign manufacturers; expert advice on product development and procedures of exporting goods from Ghana; information about specific markets or countries and other aspects of foreign trade such as the banking systems in particular countries, export financing and institutional regulations.

Most of the inquiries received at the TIDC, especially those on addresses and markets, are completely answered. In cases where detailed information is required, such as an inquiry on expert advice on a particular product, the centre directs the inquirer to the appropriate desk in the Ghana Export Promotion Council (GEPC). In a few cases inquiries

are directed to other Ministries and Departments outside the Council. This is done when the subject falls outside the GEPC's area of operation; e.g. inquiries on the export procedures of unprocessed wood are directed to the Timber Marketing Board which deals with such matters.

3.1.2 Current awareness service

The clientele of the TIDC, most especially the desk officers of the GEPC, do not have enough time to read all publications the centre receives thoroughly. This is because they have several other responsibilities in addition to making research in the TIDC. The centre, therefore, performs an important service by bringing to their attention materials of special interest. It does this mainly by preparing quarterly lists of new acquisitions, with the view to drawing attention to the existence of these to elicit the clientele's demand for them. These lists are usually elaborate and give author, title, classification numbers and are indexed by subject using the descriptors on the catalogue cards. All publications listed are annotated. This service is limited to the book collection and usually books listed are those which have been processed and therefore available for use.

3.1.3 Circulation and loans of materials

The simplest way of effective dissemination of information is the circulation of periodicals as they are received and lending of books and other materials on demand. "Circulation" as used here simply means that a particular periodical is lent by the TIDC to a number of individuals in a predetermined order on a regular and continuous basis.

3.1.3.1 Circulation of periodicals/Selective Dissemination of Information (SDI)

Another important objective in relation to the efficiency of a documentation centre is to make bibliographic resources accessible in ways most convenient to the user. In effect it is the duty of the documentation centre or special library to maximize user satisfaction and minimize user time. To achieve this objective documentation centres have to match their information resources to the information needs of its clientele by disseminating information on a selective basis.

What the TIDC does by way of SDI is that all specialized product journals are sent to the officers within the GEPC who are involved in their appropriate fields; e.g. a journal on agriculture such as The Planter which deals with recent developments in research and market conditions of horticultural products is always sent to the desk of officers for agriculture and dailies like the Public ledger which gives prices and other market information on various products on the world market are sent to the research officers who handle such matters.

General journals such as West Africa and New African are usually scanned by the centre and articles considered of special interest to any group of the clientele are photocopied and mailed to them free of charge; e.g. an article on fruits and vegetables will be reproduced and mailed to exporters of horticultural products. However, an article of general interest to all exporters, such as something on import

regulations in the EEC countries will be sent to all registered exporters. This service is mainly rendered to exporters/potential exporters who have registered with the centre and government officials who are outside the GEPC. Within the GEPC, important articles are "flagged" and circulated to the appropriate desk officers. In a few cases generalized journals are circulated to all desk officers. This happens when articles in such journals cover several aspects of product development and export techniques; a typical example of such a journal is the International trade forum published by the ITC.

The circulation of periodicals within the GEPC is strictly controlled and officers are allowed to keep generalized journals for only one day. The system of circulation is closely related to the "Routing back to the library"² system whereby individuals have to return periodicals to the library after use. In the TIDC, however, the staff go to collect the periodicals and it is not the users who return them. Usually the centre gives periodicals out in the early morning and collects them back at the close of work. A record is kept on the circulation and when a periodical is given out a stroke (/) is made against the recipient's name and this is cancelled (X) after the periodical has been collected from him/her.

In the case of specialized journals, officers are allowed to keep them longer. Usually for a period not exceeding two weeks.

3.1.3.2 Loans

In addition to the circulation of periodicals and periodical articles, the TIDC lends back issues of periodicals and other materials, with the exception of reference materials and statistical information, to its users on request. Lending is limited to people who can easily

be traced for the recovery of materials borrowed. In a number of cases desk officers in the GEPC have to guarantee the return of materials borrowed before they are loaned out to users who are not well known to the TIDC.

Materials borrowed from the Centre can be kept for a maximum period of two weeks. As a policy, current periodicals are not allowed to be borrowed. In exceptional cases these can be borrowed by officers of the GEPC over-night or over week-ends.

3.2 Abstracting and photocopying services

The most common method of describing the contents of sources of information is the preparation of abstracts to inform patrons about the most important aspect of the contents of a publication. This is done in such a way that the users can decide whether or not to read the original.

As mentioned above (under 3.1.2), the Trade Information/Documentation Centre (TIDC) provides abstracts on its book collection in the quarterly lists. Formerly, the centre used to prepare abstracts on every important article in the periodicals it received. These were entered on 3"x5" catalogue cards and filed but not circulated. This practice was discontinued when the centre took delivery of a photo copier in 1982. Since then important periodical articles are photo copied and kept in "hanging files". Thus, instead of clipping articles from periodicals or making abstracts, these are now reproduced and kept on files. In cases where articles cover several subjects, multiple copies are made and placed in the appropriate dossiers, e.g.

two copies of an article on the economic development in Ghana will be produced. One of these will be placed on the file for GHANA and the other on that of ECONOMIC DEVELOPMENT. It must be mentioned that articles for the "hanging files" are given classification numbers and subject headings depending on the nature of their contents, just as it is done for books.

The photocopying service is also employed to speed up inquiry-reply service. In some cases inquirers are supplied with copies of original data. This saves them the time of sitting in the centre to read the original; e.g. when a user comes across an article in a periodical or a piece of information in a book which he considers of interest to his work then a copy is made for him, if he so wishes. This also allows the user to have a permanent copy for future reference without coming to the centre.

3.3 Publication Services

Another means of effective dissemination of trade information is through the publication of bulletins, news sheets and newsletters. To this end the TIDC recently established a Publications Unit within its framework. The main purpose for this is to enable the TIDC to disseminate information by publishing its own export bulletin for distribution to the export community in the country. The centre has so far up-dated one of the GEPC's brochures entitled Export for prosperity. The first export bulletin to be published by the centre is now in preparation and it is hoped that it would be released soon.

3.4 Microfiche service

Microfiche publications permit the recording of publications in reduced images, as well as storing and retrieving these images, enlarging them into readable forms and printing out copies of the enlarged forms.³

The TIDC provides a microfiche service which is only limited to the storage and retrieval of statistical information. To offer this service, the centre uses a 3M microfiche reader/printer and a few microfiche cards. Information on these microfiche cards are solely on international trade statistics. This service offers patrons a statistical basis for answering questions such as the following:

- (1) What are the major markets for a given product; and
- (2) How active is foreign competition in a given region or market.

As part of this service the TIDC offers instructions to interested patrons on how to use the microfiche reader/printer and copies of readable forms of the images are made for them on request.

3.5 Co-operation

The Trade Information/Documentation Centre (TIDC) has no written down policy on co-operation as such but it co-operates with a number of information centres, trade missions and other similar institutions mostly outside the country. The co-operation is mainly on the exchange of publications published by these institutions and the supply of other trade information in answer to inquiries. These institutions

usually send copies of their publications free of charge to the TIDC and in a few cases ask for the centre's publications, notably exporters' directory and news bulletins. Some of these information centres and trade related institutions also request information about the Ghanaian market and exporters. Unfortunately, the centre has not been able to co-operate effectively with these institutions since it does not publish any directory nor news bulletin which it can also send to these bodies who may request them.

Bodies that co-operate with the TIDC include the ITC, UNIDO, GATT, British Overseas Trade Board (BOTB), JETRO, National Bank of Liberia, TIS of Malawi Export Promotion Council, Central Bank of Malta and Ghana's trade missions abroad; e.g. in Switzerland and Canada.

3.6 Mobile service

Mobile services are employed by libraries and similar bodies to supply information at the doorstep of their clientele. Such a service is usually undertaken for the benefit of those users who for one reason or the other cannot visit the information centre or library.

The TIDC has planned to undertake a mobile service within the next few years. This will take the form of a "book-box" service whereby specialized books and periodicals will be sent to the appropriate institutions and organizations for the use of their staff over a period of time. Under the planned service, the beneficiary institutions will keep a set of books and periodicals for three months after which period materials will be exchanged for more current ones.

Initially the centre will limit this service to the Cocoa Products Factory at Tema, which has already made a request for such a service. This will later be extended to other organizations and institutions in the export trade within Accra and later to the regional capitals when the GEPC's regional offices become operational. The expansion of this planned service will of course depend on the growth of the TIDC, over the next few years, both in terms of human and material resources.

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CHAPTER 4CLIENTELE

The primary objective of an Information/Documentation Centre is to satisfy the information needs of a specific group of users whose members direct their activities towards a common purpose. The purpose of the users in this context is to develop and promote Ghanaian non-traditional exports.

For an information institution to achieve its objective, it has to identify its specific users and their information requirements. A user survey was therefore conducted to find out 1) the actual size and type of the TIDC's clientele. It was believed that there were more than 66 producers/exporters of non-traditional goods in the country. 2) The information needs of the centre's clientele; 3) their awareness of the TIDC and its services; 4) Their pattern of library use; and 5) Their satisfaction of the services rendered.

To this end, answers were sought to questions such as:

- 1) What organization do you work for?
- 2) What product, market and functional information is of interest to you?
- 3) Do you know about the existence of the TIDC?
- 4) Do you visit the centre?
- 5) How often do you visit the centre?
- 6) For what purpose do you visit the centre?
- 7) Do you find the collection of the centre useful?
- 8) Do you use the photocopier?

- 9) Are you aware that the TIDC has a microfiche reader/printer?
10) Do you use the reader/printer?

To find answers to these questions, several complementary methods were used. These include: questionnaires, direct observation, interviews and analysis of the existing records in the TIDC as detailed in the introduction.

Questionnaires were distributed to 500 target clientele namely users/potential users of the TIDC. These include users who have registered with the centre. (Records at the TIDC indicated that there were 66 registered members in addition to the desk officers of the GEPC), manufacturers and other producers of non-traditional exports and selected staff of government departments and institutions involved in the export trade. These departments include the Export Division and Special Task Force of the Ministry of Trade; the National Investments Centre; the National Investments Bank; the Bank of Ghana; the Ministry of Finance and Economic Planning; Customs and Excise Department; Ghana Airways; the National Chamber of Commerce; the Ghana Manufacturers' Association; the Horticultural Producers' Association; the Furniture Producers' Association, the Handicrafts Producers' Association, the Shippers' Council; the Ghana Export Company; the Cocoa Products Factory and the Timber Marketing Board.

The response rate was high; in all 96% of the questionnaires administered were completed and returned.

4.1 Type and number of users

The survey revealed that the target clientele of the Trade Information/Documentation Centre (TIDC) could be divided into three categories, namely:

- 1) The staff of the Ghana Export Promotion Council (GEPIC);
- 2) Officials of other government departments and institutions involved in the export trade; and
- 3) Business sector bodies concerned with exports. These include the exporters/producers of agricultural, handicrafts and manufactured products such as salt and furniture.

Table 1 shows the percentages of response of these categories in the user survey.

Type of Users	No. Administered	% Administered	No. of Response	% of Response	No. of No Response	% of No Response
Staff of GEPIC	25	5%	23	92%	2	8%
Officials of other Government Institutions	60	12%	52	86.7%	8	13.3%
<u>Business Community:</u>						
a) Agric. Producers	125	25%	120	96%	5	4%
b) Handicrafts Producers	215	43%	210	97.7%	5	2.3%
c) Manufacturers	75	15%	75	100%	-	-
Total	500	100%	480	96%	20	4%

Table 1

4.2 Information needs

The ultimate objective of all documentation activity is the satisfaction of clientele's information requirements as mentioned earlier. This makes it imperative for documentation institutions to identify the information needs of ^{their} clientele. Since these form the basis of any effective planning, collecting, processing, retrieval and dissemination of information.

To identify the information needs of its clientele, the TIDC soon after its establishment compiled a catalogue of its users' profile. This profile was compiled from "Exporters' enquiry forms" which exporters are requested to complete when they visit the GEPC. In this list, the names and the nature of business of users are stated. This activity helps the centre to classify its users into smaller categories with similar information requirements. These categories are: agricultural producers, handicrafts producers and manufacturers.

In addition to the above, the TIDC keeps a record of all information requests it receives. This record also includes the names and addresses of the inquirer, the type of inquiry and the source of the information supplied to the inquirer. From this record, the centre determines the information needs of its active users.

Using the TIDC's profile; record of inquiries made at the centre and the questionnaires administered, it was found out that the information needs of both the active and potential clientele cover several aspects of international trade. Their needs include information

on all exportable goods, notably, handicrafts and agricultural products. They also include country and market information, especially countries in the Economic Community of West African States (ECOWAS), European Economic Community (EEC), United States of America (USA) and Canada. The clientele also need general information on different aspects of the international trade including institutional regulations on labelling, packaging and shipping, generally referred to as functions/facilitations. Information needs of clientele as identified from the questionnaire administered.

Information Needs of Clientele As Identified from The Questionnaire Administered

Information needs	No. of Respondents	% of Response	No. of No Response	% of No Response
1. <u>Products</u>				
Cane Products	223	44.6%	277	55.4%
Fruits and vegetables	145	29%	355	71%
Textiles	130	26%	370	74%
Furniture	93	18.6%	407	81.4%
2. <u>Countries/Markets</u>				
ECOWAS	362	72.4%	138	27.6%
EEC	260	52.4%	238	47.6%
USA	255	51. %	245	49%
Canada	239	47.8%	261	52.2%
3. <u>Functions/Facilitations</u>				
Export financing & incentives	444	88.8%	56	11.2%
Institutional regulations in foreign trade, shipping, labelling, packaging	397	79.4%	103	20.6%
Marketing techniques	348	69.6%	152	30.4%
Trade promotion techniques	324	64.8%	176	35.2%

Table 2

Note: Further details of clientele's information needs are provided in Appendix V, p 161-162.

Almost all the respondents found the collection of ^{the} centre relevant to their work. A few, 0.4% (2) of them wanted the collection to have more materials on Ghana, especially on social life and hotel accommodation.

4.3 Clientele's awareness of the TIDC's existence

When asked whether they were aware that the GEPC has a Trade Information/Documentation Centre (TIDC), 40.62% (i.e. 195) of the respondents indicated their awareness of the centre's existence. 58.33% (i.e. 280) answered in the negative whilst 1.04% (i.e. 5) gave no response. Table 3 shows the percentage of each user category's awareness of the TIDC.

User Category	No. Administered	No. of Respondents	* No. of Respondents	% of awareness	% of Non-awareness
GEPC officials	25	23	23	100%	-
Other Government officials	60	52	25	48.07%	51.92
Business Community	415	405	147	36.29%	63.70

*Number of respondents to the question under review.

Note: Percentages here are calculated for those who responded to the question.

Table 3

Of the 40.62% (i.e. 195) who were aware of the TIDC's existence, 48.7% (i.e. 95 of the 195) got to know of the TIDC by visiting the GEPC; 19.33% (i.e. 26 of the 195) through friends and 25.69% (i.e. 50 of the 195) through other means such as reference from the Ministry of Trade and other official channels. 19.30% (i.e. 24 of the 195) gave no response to the question.

4.4 Purpose and frequency of visit

It was identified, from the questionnaire administered, that ^{the} main purpose of an active clientele's visit to the TIDC was to make inquiries in connection with their work. They also went to borrow materials notably periodicals and in a few cases to study some of the publications in the centre's collection. This is shown in Table 4

In all 3.3% (i.e. 16) of the respondents did not answer the question on the purpose of their visits.

Purpose of clientele's visit to the TIDC

Purpose	No. of Response	% of Response
To make inquiries	134	81.70%
To borrow materials	60	36.58%
To study the centre's publications	70	42.68%
*Others	50	30.48%

Table 4

*Some respondents included reading periodicals and making use of the centre's photocopier as some of the reasons for their visit. Others said they went there to read their private books.

Note: Percentages in Tables 4 and 5 were calculated for those who replied to the questions on purpose and frequency of visits.

4.4.1 Pattern of Library use/visit to the centre

In addition to the questionnaire administered, the author made a direct observation at the TIDC and kept a record of ^{the} clientele's visit. This observation was made over a period of two years (between August 1982 - August 1984). This was to enable her get a clear picture of the pattern of the clientele's visit to the centre.

It became evident from the questionnaires returned that the active clientele's visit to the TIDC was not encouraging. In all 96.66% of the respondents answered the question "Do you visit the TIDC?". Of these 35.65% (i.e. 171 of 464) answered "Yes" and 61.04% (i.e. 293 of the 464) answered "No". It was clear that the majority of those who visited the centre did so occasionally as shown in Table 5.

The picture which emerged from the direct observation was that an average of ten people visited the centre in a week i.e. an average of two daily. The number of visitors increased between November and January, and also June and July. The average of visits during this period was four daily. Most of the people who visited the centre during these periods were usually people who were residents outside the country and had come for the Christmas holidays or people who took holiday trips outside the country in the summer. The latter group of people were not normally regular exporters but travellers who wanted to take a few items with them on their journey for sale.

Frequency of Visits

Frequency	No. Administered	No. of Respondents	% of Response
Daily	500	30	6 %
Every other day	500	35	7 %
Weekly	500	19	3.8%
Fortnightly	500	25	5 %
Monthly	500	32	6.4%
Seldom	500	30	6 %
Never	500	293	58.6%
Total	500	464	92.8%

Table 5

Category of users and their visit to the TIDC

FREQUENCY OF VISIT	GEPC OFFICIALS		OTHER GOVERNMENT OFFICIALS		BUSINESS SECTOR	
	NO.	%	NO.	%	NO.	%
Daily	18	8.26%	6	24%	6	1.45%
Every other day	1	4.34%	7	28%	27	6.51%
Weekly	2	8.6%	8	32%	9	2.17%
Fortnightly	1	4.34%	3	12%	21	5.06%
Monthly	1	4.34%	1	4%	29	6.99%
Seldom	-	-	-	-	30	7.23%
Never	-	-	-	-	293	70.60%
Total	23	100%	25	100%	415	100%

Note: Percentages in this table are calculated for the number of respondents in each user category.

Table 6

4.5 Knowledge of similar centres

A high percentage of the respondents did not know of other institutions which offer services similar to those of the TIDC. 72.91% (i.e. 350) did not know of any other institution whilst 27.08% (i.e. 130) said they knew of similar institutions. The institutions indicated were the Bank of Ghana; the Ghana Furniture Producers' Association; Ghana National Chamber of Commerce and the Commercial Library of the Ghana Library Board. Visits to these institutions to ascertain the fact of the clientele's visit proved that some producers/exporters do go there for information. It was also found out that these institutions in addition to other functions offer some information that is related to the export trade. The Bank of Ghana for example provides information on export financing to exporters.

4.6 Use of the centre's facilities (photo copier and microfiche reader/printer)

Only 7% (35) of the respondents make use of the photocopier while 5% (25) of them make use of the microfiche reader/printer. Those who use the photocopier are mainly officials of the GEPC and a few (ten) of the other user categories. Only officials of the GEPC make use of the microfiche reader/printer.

Most of the respondents stated that they do not use the microfiche reader/printer because they are not aware of its existence and others say they do not need to use it. This is rather unfortunate considering the type of information stored on the fiches as mentioned in Chapter 2.

In conclusion it could be said that, the clientele of the TIDC far exceed the 66 the centre has on its user list. Most of the potential clientele, 58.33% of respondents are not aware of the centre's existence. All those who are aware of the centre's existence find the collection relevant to their work. They, however, visit the centre only occasionally. Of all the categories of users, the government officials, especially officials of the GEPC, tend to visit the centre more often than those in the private sector. On the whole the clientele's patronage of the TIDC is not encouraging. This is because the TIDC is not sufficiently exposed to the potential clientele. Most of the active clientele got to know of the TIDC through their own efforts, mainly by visiting the offices of the GEPC and other official channels or through friends. It will, therefore, help if the TIDC makes some effort to publicize itself to the public.

Furthermore, it became evident, from the user survey that the services of the TIDC are not reaching the majority of its clientele.

CHAPTER 5SUMMARY OF FINDINGS, DISCUSSIONS, RECOMMENDATIONS AND CONCLUSION5.1 Summary of Findings, Discussions and Recommendations

In the preceding chapters, attempts have been made to define important terms in this work and to present the facts about the objectives and organization of the Ghana Export Promotion Council (GEPC). Attempts have also been made to present the background, objectives, functions, organizational structure, administration, holdings, services and clientele of the Trade Information/Documentation Centre (TIDC). This chapter will discuss/evaluate these facts about the TIDC in an effort to find out whether the centre is achieving its aim or otherwise. It will also make some recommendations, which hopefully will act as a guide to enable the centre to operate more effectively.

5.1.1 Organization In The GEPC

Since the TIDC operates within the framework of the GEPC, the effective organization within the Council will affect the efficiency of the TIDC in achieving its objectives. For this reason, an attempt is made here to discuss the present organization of the GEPC and recommendations made for improvement.

As mentioned in chapter 1 the governing body of the GEPC was dissolved in 1982 and replaced by an Interim Management Committee (IMC). The IMC was dissolved in 1984 to be replaced by a Joint Consultative Committee (JCC) which is yet to be established. This JCC is supposed to be constituted of the Executive Secretary, the Chief Accountant, and

representatives of the Trade Union Congress (TUC), Committee for the Defence of the Revolution (CDR) and Senior Staff Association. The JCC when established is supposed to be only an advisory body to the Executive Secretary (ES). For effective export promotion however, there should be a properly constituted governing body to draw up a clearly defined work programme which will extend over several years into the future, as detailed in Chapter 1. Such a body should comprise representatives of all export related agencies, such as the Ministry of Trade, the Bank of Ghana, the Ministry of Finance and Economic Planning, the National Investments Bank, the National Investments Centre, the Ghana National Chamber of Commerce, the Ghana Manufacturers' Association and the Ghana Timber Marketing Board. It is also strongly recommended that the actual producers and exporters are adequately represented as the case is in the Dominican Republic¹ and Kenya. To this end representatives of identifiable producers/exporters, such as The Horticultural Producers' Association, the Furniture Producers' Association, the Handicrafts Producers' Association should be included in the membership of the governing body. It should also include representatives of the kola-nuts and salt producers and exporters. Such a membership will make it possible for the governing body to call on both technical and practical experience of its members to draw up realistic export programmes. To make it possible for the governing body to be able to get government support for its programmes easily, it will be helpful if its chairman is a member of the ruling government. In Pakistan for example, the

President himself is the chairman of the Export Promotion Committee and in Ghana it will help if a member of the PNDC is made the chairman.

For the effective functioning of the governing body, it should be divided into four sub-committees. This should be done on products and functions lines. Namely: Agricultural Products, Wood products (including handicrafts and furniture), Manufactured Products (excluding furniture) and Special Services including transport, packaging, import licences and export finance. These committees will discuss and make recommendations to the entire governing body about aspects relating to their respective fields.

Within the GEPC there should be a Deputy Executive Secretary (DES) to assist the Executive Secretary (ES) in the day-to-day administration of the Council.

It would be beneficial if a Marketing Department is established in addition to the Product Development Department as it is done in the Iraqi Export Organization.² The Marketing Department should be further divided into the major markets in the world e.g. the EEC and other European countries, ECOWAS, other African countries, North America, (USA and Canada) and other selected regions. The Marketing Department should be responsible for trade fairs and exhibitions.

The Trade Information/Documentation Centre (TIDC) should be re-named the Trade Information Service (TIS) and then expanded to include the Documentation Centre (i.e. the present TIDC), the Publication Unit and the Research and Statistics Division (the present Research Department

of the GEPC) as the case is in the Dominican Exports Promotion Council (CEDOPEX)³ and Thailand.⁴ The Research Division will make studies into various exportable products and markets, and compile trade statistics which will be disseminated by the Documentation Centre and Publications Division through selective dissemination of information (SDI) and publication of news sheets and bulletins respectively.

There should be a fourth technical department in the GEPC, to deal with Special Services including export finance and incentive, transport, packaging, design and labelling generally referred to as functions/facilitations.

This is shown in Figure 2.

This structure will require an increase in the manpower and financial resources of the GEPC. This is necessary to enable the Council to carry out the important functions of marketing and market research.

To make it possible for the Ghana Export Promotion Council (GEPC) to achieve its objectives the management should be able to assert the powers conferred on it by the NLCD 396. It will help if the Government and the Ministry of Trade also recognize the full powers of the Council as the sole body responsible for the organization and exportation of Ghanaian non-traditional products. The Trade Fairs and Export Divisions of the Ministry of Trade should be amalgamated with the GEPC to avoid duplication of functions. For easy flow of information on our major markets, the contact with trade representatives abroad should be the primary responsibility of the GEPC and not the Foreign Trade Division of the Ministry of Trade.

Furthermore, the regional offices of the GEPC should be made to operate as soon as practicable. This will make it possible for the Council to form the proposed regional Export Promotion Committees. It will also help to bring the services of the GEPC and the TIDC closer to the producers in the regions. With the present organization, the activities of the Council are restricted only to producers/exporters in Accra.

5.1.2 Objectives Of The TIDC

As stated in Chapter 1 a documentation centre without a clearly defined objective is on a shaky ground. The aim of the Trade Information/Documentation Centre (TIDC) is to inform Ghanaian producers/exporters on how best to develop and market their goods on the international market. This is in conformity with both the standards of the Special Library Association (SLA)⁵ and the recommendations made by the International Trade Centre (ITC)⁶ for objectives of specialized information institutions and Trade Information Services (TIS) respectively.

The question to be answered here is whether the TIDC is in any way helping the GEPC achieve its objectives. The centre has acquired the materials and equipment and offers some services which are needed for the achievement of its objectives. The impact of these on export promotion, however, cannot be readily assessed. This is because the TIDC like all other information institutions produces no tangible, clear-cut identifiable products. Furthermore, the only responsibility of an information centre is to ensure that the user gains access to relevant publications which will suit his/her interest. The informa-

tion officer has no direct control or influence over the user thereafter. He would not, therefore, know whether the user makes use of or is sufficiently informed by the information supplied.

In terms of export proceeds, it can be said that the establishment of the TIDC has not contributed much to the improvement in the country's export earnings. Figures available show that Ghana's export earnings have declined in the past few years. It has fallen from US \$1577.12 million in 1977 to US \$1248.668 million in 1981.* The decline may be due to the value of the cedi which was $\text{¢}2.75=1$ US \$ at the time.

It must be emphasized that the diversification of exports and an improvement in export proceeds do not depend solely on the efficiency of the TIDC or even the GEPC. Such an improvement is clearly a multi-faceted problem which requires action from several Ministries. Some of these are the Ministries responsible for foreign trade, finance, industrial policy and to some extent agricultural policy. As already stated the GEPC does not have the powers to implement its plans and to make its decisions binding on the other agencies involved in the export trade. The drawing up and implementation of industrial and agricultural policies are clearly outside the GEPC's area of operation. To help improve export proceeds, the Ghana Export Promotion Council should be given definite legal powers to implement its plans and make its decisions binding on agencies whose activities affect exports. For instance, the Export Promotion Officers of the GEPC have to examine and approve of exportable products:

*Source: Market Advisory Service, Technical Division, ITC.

Note: Figures available are only up to 1981.

agricultural, handicrafts and manufactured. After these officers have determined that such goods are acceptable for exports, they have to write requesting the Ministry of Trade or the Ghana Food Distribution Corporation (in the case of foodstuffs) to issue export permit to the prospective exporter. This request from the GEPC official could be granted or not. To make the Council more effective, therefore, it could be allowed to examine, approve and grant permits to exporters. It will also make the export procedure less cumbersome.

5.1.3 Organization/Administration in the TIDC

As already recommended, the Trade Information/Documentation Centre (TIDC) should be re-named the Trade Information Service (TIS) and then expanded to include the present Research Department of the GEPC. The TIS should thus have three sections namely: the Documentation Centre, the Research and Statistics Division, and the Publications and Public Relations Division. This is the case in many developing countries including Nigeria,⁷ Ethiopia,⁸ Dominican Republic,⁹ Thailand¹⁰ and Cuba.¹¹

The Documentation Centre should have the responsibility to collect, process, store, retrieve and disseminate trade information to the clientele according to their requirements. The Research and Statistics Division should compile up-to-date export statistics. It should also be charged with the responsibility to prepare an exporters' register and keep it up-to-date. This register will form the basis of an effective Selective Dissemination of Information (SDI) service and also for the publication of Exporters' Directories by the Publications and Public

Relations Division. The Publications and Public Relations Division will have to prepare all the publications of the TIS. It will thus collect the materials, prepare and publish the TIS' news-bulletin, news sheets and Exporters' Directory. It should also act as the Public Relations Unit for both the TIS and the GEPC as a whole. In Ethiopia, for instance, the Publications and Public Relations Unit acts as a link between the TIS and the Ministry of Foreign Trade (which is responsible for export promotion) and the general public.¹² The same could be done by the TIS in Ghana.

The Trade Information/Documentation Centre (TIDC) is supposed to play a major part in the dissemination of trade information throughout the country. At the moment, however, only a few individuals and organizations of the export community in the regions, who travel down to Accra, benefit from the services of the centre. This is due to the absence of regional TIDC centres. To enable the TIDC perform this important function effectively, it is necessary that it operates on a national basis as it is supposed to be. This will ensure effective services to all its clientele.

To be more effective, a National Trade Information Network should be established by the TIDC. This will help establish a direct link between the centre in Accra and all its clientele who are spread all over the country. The TIDC will find it easier to do this if the GEPC makes its regional offices operational to enable the centre make use of the regional staff to disseminate information to the clientele in the regions. The TIDC may also establish regional centres in these offices as it is being done in Pakistan.¹³ On the other hand, the TIDC can select some regional organizations and associations as

members of the network and disseminate information through them. In the Dominican Republic,¹⁴ for example, the TIS uses Regional Chambers of Commerce, Agricultural Associations and co-operatives as network members and disseminates information through them to their potential users in various parts of the country. The TIS in Ethiopia¹⁵ also uses the Chambers of Commerce as network members. The same could be done in Ghana and the Regional offices of the Chamber of Commerce, the Ghana Federation of Agricultural Co-operatives (GHAFACOPS) and other producers' Associations could be considered as network members.

With the proposed national network, all the technical services could be centralized in Accra, thus making maximum use of a few professional staff stationed there. This proposition will entail central guidance, co-ordination and supervision of the development and operation of an entire national trade information system and will avoid duplication of efforts.

5.1.3.1 Documentation Committee

Even though the SLA standards recommend the establishment of a documentation/library committee for information centres, the TIDC has no such committee as indicated in chapter 1. This, however, does not seriously affect the running of the centre at the moment. This is because the goals of the TIDC are clearly set out as mentioned elsewhere. The active involvement of the desk officers of the GEPC in the selection of materials is very helpful. The ITC, which is the monitoring body over TIS in developing countries, is silent on the idea of library committees.

However, if the TIDC is to be organized on a national basis as suggested in this work, then an active documentation committee would be required. This will enable the TIDC to function as an efficient national information centre on trade. The committee will set up the action programme for the TIDC; determine its budget in each financial year taking into consideration its documentary and equipment needs. It will also act as an advisory body to the centre.

The membership of this committee should include the Executive Secretary of the GEPC, eminent information officers, special librarians and the head of the TIS. An influential member of the GEPC's governing body should also be included to fight for the allocation of reasonable resources, manpower planning and capital expenditure¹⁶ that will enable the TIS operate more effectively, at the policy level.

5.1.3.2 Personnel

The effectiveness of an information centre depends largely on the quality and number of its personnel. To ensure that an information centre has enough personnel, the SLA has set up a standard for this as provided in "objectives and standards for special libraries."¹⁷ The ITC on its part recommends that:

1. The manager of a Trade Information Service (TIS) should have experience in information work. This should be broader than librarianship;
2. The TIS manager (as well as its professional staff) should keep abreast with the latest developments in information work by reading professional journals, such as Aslib's proceedings and Journal of documentation;

3. The TIS manager should have opportunities to visit information and documentation centres in other countries to build up his professional knowledge; and
4. It is desirable to have another professional staff member with formal training or experience in librarianship.¹⁸

The ITC further recommends a knowledge of a foreign language preferably French, German or Spanish by the professional staff. In effect the ITC recommends at least two professional staff members in a TIS.

Both the SLA's and ITC's standards agree on the quality of the staff in an information centre. They both emphasize professional qualifications and the need to engage in continuous educational development.

The TIDC has two professional staff members, one qualified librarian and a trained journalist. The librarian has had further training in the specialized field (of trade information and documentation) in which she works. She has also had the opportunity to visit TIS in other countries as recommended by the ITC. Opportunities of furthering her education in the field of trade information, organization and dissemination are opened to her through a programme of technical co-operation and assistance between ^{the} Ghana Government and the ITC. The Publications Officer/Public Relations Officer who was employed only last year should also be given the necessary training and opportunities to further his knowledge in the field of publication and public relations in relation to international trade.

Judging from the standards stated above, the quality of the TIDC's professional staff is quite high. However, the number is inadequate and none of them has a working knowledge of a foreign language as recommended

by the ITC.

By the nature of their duties as trade information/documentation officers, the lack of a working knowledge in a foreign language especially French, is a serious handicap. This handicap becomes grave in the light of the fact that Ghana's immediate neighbours (Togo, Burkina Faso and Ivory Coast) each of which is a potential trading partner are all French speaking countries. Furthermore, some of Ghana's overseas trading partners are French and also some publications in the TIDC's collection are in French. The capability of translating French trade materials into English would measurably benefit the clientele of the TIDC and the GEPC.

It is, therefore, recommended that the staff should be encouraged to take courses in some of the United Nation's languages (French, German and Spanish) especially French. Such a training will make it possible for the centre to offer translation services to its clientele. In addition to training in foreign languages, the staff should also be encouraged to acquire knowledge in the field of export promotion procedures and techniques. A knowledge in this field is vital to enable the officers become more efficient in offering services to the business community.

Considering the variety of services the TIDC has to render to its clientele, at least one more professional should be employed. The one should be a trained information officer who would assist the Senior Trade Information Officer in collecting, processing, storing and disseminating trade information to the clientele. It must be mentioned that one of the three non-professional staff of the TIDC, the Documentation Assistant, has been offered some training to enable her provide effective assistance to the professional staff.

The Publications Unit also needs additional staff to assist the Publications Officer/PRO in the performance of his duties. At least there should be a professional printer to help in the production of the TIDC's publications.

If the TIDC is to be expanded as suggested above, then the staff of the present Research Department should be added to the present staff. Thus there should be the Principal Research Officer, the Research Officer and the two Research Assistants to compile the trade statistics and the exporters' register. All the staff of the present Research Department have been trained abroad and can perform these duties effectively.

To facilitate effective co-ordination of the activities in the proposed TIS, there should be a head of the Service who would act as the co-ordinator. His responsibilities will be to plan, direct, co-ordinate and evaluate all the activities of the various divisions according to the policies and objectives of the GEPC.

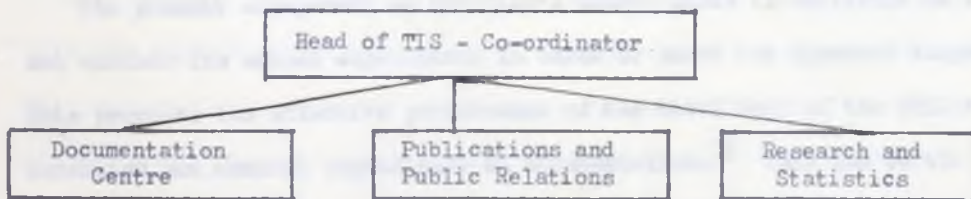


Figure 3. Proposed Organizational Chart For the TIS

5.1.3.3 Budget

The Trade Information/Documentation Centre (TIDC) is financed jointly by the Government of Ghana and the International Trade Centre (ITC). The Senior Trade Information Officer (STIO) is not consulted when the centre's budget is determined. The Accounts Department of the GEPC sets aside a proportion of the Government's annual subvention to the Council for the TIDC without consulting the STIO. In the case of the ITC's contribution, the STIO does not even know the exact amount allocated to the TIDC annually. The non-involvement of the STIO in drawing up the budget of the TIDC did not pose any problems in the past. This was because the ITC supplied all the equipment and supplies, and documentation materials that the STIO demanded with justification. The GEPC also made available all documents and equipment the centre needed to buy locally. Thus even though the head of the TIDC was not consulted in determining the budget, she in effect had the authority for the expenditure of the centre's budgeted funds as recommended by the SLA standards.

The present management of the TIDC's budget makes it difficult to find out whether its annual expenditure is below or above the approved budget. This prevents the effective performance of the vital duty of the STIO to establish and control expenditure on documentation.¹⁹ This led to the STIO requesting more publications than both the GEPC and ITC were prepared to finance in 1984 as stated in chapter 1.

For an effective utilization of the TIDC's budget, a control system is needed to ensure that the total amount allocated for purchasing documentary materials and equipment is not exceeded. It will also ensure

that funds are not exhausted before the end of the financial year. To make this possible the Head of the TIDC should always be consulted by the GEPC Accounts Department when drawing the budget for each financial year. The ITC should also inform the TIDC of the budget approved for the centre each year, i.e. if it would not be possible to consult the STIO on this. Such an arrangement will enable the TIDC to plan its acquisition of materials within the framework of subject priorities. On the other hand the STIO should ask for this information and by its own calculations plan the centre's purchases each year.

5.1.3.4 Physical Facilities

The Trade Information/Documentation Centre (TIDC) is housed in three of the five showrooms of the Republic House annex which houses the GEPC. This is a very strategic position and makes the centre easily accessible to the clientele. This enables as many of the active exporters as possible, who call at the Council to get to know about the centre and the services it renders to the export community.

In addition to its strategic position, the TIDC has enough room for both its collection and services (both technical and readers' services). The only problem is that the centre has only four tables and chairs for its readers. The two sections, lending and reference, has two each. This is, however, not a major problem when one considers the number of visitors who call at the centre daily. The centre gets an average of two visitors a day as shown in chapter 4. It may be helpful if two more sets of tables and chairs are provided in anticipation of an increase in the number of visitors in the future.

The major problem with the TIDC's housing is the separation of two of its sections by two showrooms. This hinders the smooth co-ordination of activities between the two sections namely lending and reference. It would be beneficial if the two sections are brought closer by housing them in two adjoining showrooms. This will help the centre serve its clientele more effectively and also save a lot of users' and staff time. At the moment if a user calls at the reference section and the enquiry is such that a publication in the lending section needs to be consulted, then one has to walk across the two showrooms before getting the required material. In a LIS where the response time is so important in the determination of the quality of services rendered, this practice does not help very much.

The ITC recommends that noisy operations such as running office machines should be kept away from the reading rooms. It also suggests that reading rooms should be away from noisy streets.²⁰ The TIDC does not operate any noisy machine in any section of its premises. To minimize noise and other distractions, all the reading rooms are carpeted. Even though the TIDC is situated along the street, this street is not noisy. There are also glass panels which prevent noise from outside reaching the reading rooms.

5.1.4 Equipment

To enable the TIDC provide its microfiche, photocopying and publication services, it houses a microfiche reader/printer, a photo copier and a web-off-set printing machine. In addition to these the centre has a cassette recorder which is supposed to be used to record speeches and instructions on trade information and export promotion techniques to be used to inform and educate exporters. This equipment has so far not been

utilized by the TIDC.

The centre also has access to a telex machine owned by the GEPC. This is necessary for effective publication of the centre's bulletins, and lists, especially the price list. This is because the telex machine makes it possible for the centre to receive trade information directly from the ITC and other international organizations on trade, such as the Reuters' Agency in London, as soon as such information becomes available. In fact the GEPC is already receiving the weekly price list from the ITC by telex. The proper use of the telex is vital for an efficient dissemination of trade information by the TIDC, since such information changes rapidly. The telex could also be used to offer group telex services to be mentioned in detail later in this chapter.

5.1.5 Publicity

For the Trade Information/Documentation Centre (TIDC) to reach as many of its potential clientele as possible, it must be exposed to them. This will lead to the exploitation of the centre's materials and services.

Even though the TIDC has a very good collection on international trade and offers useful services, these are known to only a few exporters and government officials whose work send them to the GEPC offices. A great majority of the business community and even some Government officials, who are involved in the country's trade, are not aware of the centre's existence. To make the TIDC known, it is recommended that the GEPC as a whole and the TIDC in particular should embark upon a regular nation wide publicity campaign. This could be done through the news media. Perhaps an advertisement carefully worked out could be announced on

GBC 2 on an average of once a week. The TIS in Ethiopia has an educational programme on the "Voice of Revolutionary Ethiopia," which is transmitted once a week.²¹ The centre can make similar arrangements with the GBC. Organization of seminars for exporters and government officials will also be a means of publicising the TIDC. The recent participation in the seminars organized as part of GIFEX '85 is a step in the right direction and such activities should be organized regularly. The publication of reading lists, bulletins and abstracts and their circulation to users would also help in publicizing the centre. Such a publicity programme becomes very important when one considers the fact that, the process of information transfer is not complete until a document or a piece of information is transmitted from the author to the user. Presumably, such a transfer of a document from an author to the user will result in a productive use of the information it contains and this fact is important for every information set up.

5.1.6 The Stock

5.1.6.1 Acquisition Policy

The effectiveness of an information centre in disseminating information depends largely on the store of information in its collection. Information can only serve its purpose if it contains new knowledge and meets the need of the user and for the fulfilment of his task in government or the economy. Consequently care must be taken to set up a stock of information that is relevant to the services the centre is expected to offer. To ensure that such care is maintained, the SLA recommends the establishment of an acquisition policy within the framework of the library's objectives.

Despite the SLA recommendation on acquisition policy, the TIDC has no written acquisition policy and has no plan to have one in the future. This was revealed in an interview with the STIO. The STIO claims that the NLCD 396 provides enough guide in the selection of the centre's collection. It would, however, be helpful if a policy is developed as recommended by both the SLA and the ITC (see chapter 2). This should include policies on monographs, periodicals, microforms and ephemerals. Such a written policy will help prevent haphazard collection in the future, if not at present. Apart from that, it would serve the purpose of continuity in the development of book selection and discarding. Furthermore, the NLCD 396 does not list the specific products which are to be developed and which markets the GEPC should concentrate its export drive. The TIDC, therefore, needs an acquisition policy which will specify the particular products and target markets for the building of the collection. This could be done by studying the export performance of export products and markets. This becomes important where the TIDC does not have enough money to acquire all the materials it may need for the collection. There is therefore the need to have priorities as to what to acquire or not.

5.1.6.2 Selection Procedures

The involvement of the technical staff of the GEPC in the selection of materials is commendable. It is also the practice in Nigeria.²² This is considered helpful because these officers are in the field and they know what is more relevant in their respective fields. The final selection is centralized in that all acquisition requests are sent to the STIO who does the acquisition mainly through the ITC. This helps to prevent duplication. To speed up the selection and acquisition

process, all acquisition requests should be made on cards which will provide the author, title, edition, publisher, date and name of the one making the request. A sample request card is provided in figure 4.

In addition to officers' requests other materials are selected by the STIO in anticipation of the users' information needs. She is guided in this by the user profile and inquiries made by users. This practice is also commendable and should be continued.

5.1.6.3 Subject Coverage Of Collection

The SLA recommends that the subject coverage of a specialized library's collection must be both intensive and extensive enough to meet the clientele's requirements.²³ The TIDC has built up a collection covering products, markets and functional areas. It can safely be said that the subject coverage is adequate to meet most of the clientele's requirements. In fact all respondents who participated in the user survey consider the collection relevant to their work. There are only a few gaps in the collection. The centre at the moment has no reliable price information in its collection. The Research Department receives the ITC's weekly commodity price list by telex and this could be used by the TIDC. This price list is, however, not very up-to-date since the ITC has to collect the data from other organizations before it compiles them for transmission to organizations like the GEPC. For up-to-date price information there must be a direct and efficient communication channel between the TIDC and the organizations that release such information. Otherwise the information becomes out dated by the time it gets to the centre and will be of no help to the clientele. Now that the GEPC has a telex machine the TIDC can subscribe to the daily price

a)

Author:			
Title:			
Publishers' name and address:			
Date of publication	Edition	No. of copies	Price
Requested by:		Approved by:	
Order No.		Vendor	
Ordered		Received:	

Please turn to other side.

Publications Request Card (Front)

b)

<p>..... This title is already in the documentation centre.</p> <p>..... The _____ edition is held.</p> <p>..... _____ copies of the publication already received.</p> <p>..... Our subscription to this publication is cancelled.</p> <p>..... Out of print or ceased publication.</p> <p>..... Due to lack of funds, this order cannot be placed until _____</p> <p>Please indicate if you would still like to receive it after that date.</p> <p>Comments:</p>

Publications Request Card (Reverse side)

Figure 4

bulletin released by the Reuter's News Agency and receive this information by telex as it is being done in Ethiopia²⁴ and Cuba.²⁵ This will ensure that the centre receives price information as soon as it becomes available. Another gap is that, there is not much information on products like essential oils which are peculiar to the tropics and which can be easily developed and exported by Ghanaians. Finally, the centre has very little information on Ghana that will inform and guide visiting businessmen about the culture, social life, hotel accommodation, transportation, and how to make meaningful business contacts in Ghana. This may be because very little is being published in Ghana on those areas. It would, however, be suggested that attempts should be made by the centre to acquire publications on these areas to make the collection more complete. The Market News Service of the ITC technical department should be contacted for information on peculiar tropical products like the essential oils mentioned above. The Ghana Tourist Board, the Tourist Development Corporation, Ministry of Trade, Ministry of Information and the Ministry of Culture and Tourism should also be contacted for the relevant information on Ghanaian culture, social life and business contacts.

5.1.6.4 Processing And Organization Of Materials

Every information system is expected to establish an efficient organization of its materials to facilitate prompt access to the materials and the information contained in them. To achieve this objective all books received by the TIDC are catalogued and classified by the SITC Rev 2 and the ITC classification as detailed in chapter 2. These classification schemes correspond to the classification numbers used by exporters in their export documentation. This makes the scheme convenient to the

clientele who are already used to these classification numbers. They, therefore, find it easier to locate materials on subjects or products of their interest in the centre. It is also convenient to the staff of the TIDC since it has an elaborate index which enables the staff to determine quickly the number for a product or a document being requested by a user. Even though the classification scheme makes materials easily accessible, it tends to separate some materials on related subjects as mentioned in chapter 2. However, the emphasis in an information centre is on accessibility and based on that the classification scheme could be considered adequate for the TIDC's collection.

Materials in the TIDC are organized into five groups namely: reference, products, countries, functions/facilitations and statistics. This arrangement is recommended by the ITC and is adopted by all other TIS in developing countries. It helps to make materials more accessible. For instance, a user looking for information on a country or market will go straight to the country section. Some time is thus saved in looking for the material of his interest.

In addition to these sections the centre may also introduce a "historical collection" so that back issues of annuals such as yearbooks and directories could be kept on the open shelves, instead of keeping them in the stack room. A "historical collection" as used here refers to a collection which includes less frequently consulted works. For example, the back issues of the New African yearbook in the TIDC's collection, which are likely to be of occasional reference or circulation value. This fact about a "historical collection" becomes important since

the TIDC's stack room leaks and publications kept there get soaked at times. Even if the leakage is repaired, the stack room is too small to house a large volume of back issues of publications. The suggested "historical collection" may logically and functionally be kept on the open shelves in the reference section. There is enough empty space there to accommodate this collection.

For prompt access to materials on the shelves, the TIDC provides only catalogue cards which are kept in catalogue cabinets and arranged in a classified order. It would be very helpful if the centre provided indexes as well, as recommended by the SLA (see Appendix I).

It is worth noting that the TIDC does not process its periodical collection in detail as it does for the books. Periodicals are merely stamped and recorded on serial control cards. This makes it difficult for users to get access to information in the periodicals. It will be helpful if the TIDC provides an abstract to all its specialized journals and articles of interest in general periodicals as it is practised by the Sudanese TIS.²⁶ This will ensure prompt access to the relevant information contained in all its periodicals. Indexes should also be provided for all articles kept on the "hanging files".

The TIDC should also classify all periodicals as it does for the book collection. The class numbers should be indicated on the periodicals themselves and on the serial control cards as it is done by the Balme Library, University of Ghana and the Sudanese TIS.²⁷

5.1.6.5 Discarding

Due to the variable nature of trade information, it is recommended that the collection in a TIS be constantly reviewed and obsolete items discarded. In this case materials stored but never used by the clientele should be discarded after a period of time. With periodicals generally, the ITC recommends that they must be kept for only six months and after that they should be removed from the main collection into the stacks. If a TIS has enough storage room then periodicals can be kept for two years and then discarded.²⁸ As observed in chapter 2, the centre keeps periodicals for one year after which time they are withdrawn and kept in the stack room. The TIDC undertook a discarding exercise in 1983 and this was limited to the back issues of periodicals. This discarding exercise was performed without any guidelines as to what to withdraw and what to keep in the collection. It will help if a continuing programme in this direction is developed for both the book and periodical collection of the TIDC. Such a programme becomes an important exercise in a specialized information system where the main objective is to acquire and maintain all relevant and up-to-date publications within a particular field.

Apart from obtaining needed space, other advantages accrue from judicious withdrawal. The periodic discarding of a specialized collection will help in the maintenance of a "live" up-to-date usable collection.

Browsing will be encouraged, since the reader will not have to wade through a mass of out-of-date works in order to find what he needs, which in most cases is just one or two works on the subject of his interest.

Experts recommend that each library should establish its own specific guidelines for discarding materials.²⁹ Even though some experts in librarianship suggest that a day-to-day withdrawals would be more desirable than the periodic ones; the latter is recommended. This should be done annually. The reasons for periodic withdrawals are as follows:

- 1) It spreads out the work and ensures that an up-to-date collection is maintained.
- 2) It allows the information officer to consider all publications in the collection in their relations to one another and to effect all disposal procedures at the same time.
- 3) It enables the information officer to gain insight into the strengths and weaknesses of the collection and to determine what purchases to be made at the same time, and
- 4) The information officer can also note copies needing mending, re-binding and replacement and the disposal of worn out copies can be arranged.

For efficient discarding, it is recommended that the exercise must be preceded by an inventory of the collection.

5.1.6.5.1 Suggested Rules for discarding

In determining a policy for discarding, the Trade Information/Documentation Centre (TIDC) should first consider its total aims and objectives. In this connection, the functions of the various permanent and temporary collections should be explicitly stated in relation to these aims and objectives. After this has been done, the centre should draw up a set of rules for how specific types of materials such as periodicals, directories and monographs on special subjects are to be handled.

The following rules (which are adaptations of Danny T. Bedsole's rules for formulating rules for withdrawals)³¹ may also be drawn up by the TIDC.

1. With regard to continuations in the form of books and periodicals, where each issue is largely unique in subject content, usually if any of the volumes are worth keeping, the whole set should be retained.
2. If the various volumes of a statistical series contain essentially the same information, except that the latter volumes include figures for later years, then the latest edition may be kept on the reference shelf. The next latest edition in the "historical collection" for possible circulation use or for use in case of misplacement of the latest copy. The remaining previous editions should be discarded e.g. NIMEX publication in the TIDC.
3. All back issues of business and trade directories should be discarded. This is because information contained will be out of date and they have extremely infrequent circulation or reference value.
4. The current membership list of importers, exporters and trade associations should be kept in the reference collection. Frequency of consultations of back issues should determine whether these should be kept in the reference or "historical collection".
5. Handbooks and standard subject reference books may be considered somewhat differently from the other publications. Although a new edition of a handbook may be published each year, there may actually be little difference in the contents of the various volumes. An older edition of a standard handbook may serve the reader equally well. Older editions of such works may be kept

in the collection and if there are extra copies, they may be offered to affiliated libraries.

6. Publications on prices should be discarded as soon as current editions are received. This is because the older editions would not be of any use. The penultimate edition may, however, be kept in the "historical collection" for comparative purposes.
7. Since the TIDC's selection procedure allows duplication of titles for which there is a heavy demand, the one in charge of withdrawals should consider whether these duplicates should be retained or not. The evidence of circulation tendencies shown on the loan card (to be mentioned later) of copies should determine whether they should be retained or discarded. If the centre has more copies than it needs currently, the duplicates should be offered to affiliated libraries where they may still be available for circulation if needed.

In addition to the above the TIDC should devise a system whereby a record could be kept on all materials given away. To achieve this, withdrawal forms should be used with bibliographic information on the materials. The reason for the withdrawal and to where materials have been sent should be stated. Below is a sample withdrawal form.

Call No.	Author's name (Surname first)		Title
	Edition	Date of publication	Agency or publisher
<p>Considerations (in recommendations) for discarding</p> <ul style="list-style-type: none"> (?) deals with subject not of current interest (?) duplicate (?) not checked out during the last 2 year period (?) obsolete or superseded material (?) poor physical condition of work (?) preferable work available in the collection 			<p>Filled out by _____</p> <p>Received by _____</p>
Material Discard Form			

Sample withdrawal Form.³²

Figure 5

The Trade Information/Documentation Centre does not have a large number of publications (1,987 books and 32 periodical titles) in its collection. Some parts of its shelves, especially in the reference section, are still empty. This might lead to the conclusion that there is plenty of time before the problem of maximum capacity is reached. Since the day will eventually come, preparations should be made in anticipation of this problem. Furthermore, space is not the only criteria for withdrawing as shown above. It will ^{therefore} be helpful if the above recommendations were considered.

5.1.7 Services

Information centres and similar institutions are expected to offer reference, lending, translating, indexing, abstracting and current-awareness services. This is performed in addition to the usual technical service of cataloguing and classification.³³

The ultimate aim of all these services is to disseminate information to the clientele of the information institution.

In the special case of the TIDC, the International Trade Centre (ITC) recommends the circulation of periodical articles, and the publication of bulletins, brochures and directories in addition to the services listed above. As indicated in chapter 3, the centre offers technical as well as user services. The user services rendered include reference, circulating and lending of materials; photocopying, publication and microfiche services. The centre does not offer any indexing or translating service.

To enable the TIDC to offer more efficient services to its clientele, the following recommendations are put forth:

5.1.7.1 Reference Services

As observed from the TIDC's record of enquiries, the centre always attempts to provide accurate and complete answers to inquiries it receives. It does so by using its collection or referring inquiries to desk officers within the Ghana Export Promotion Council (GEPC). To improve the centre's efficiency in offering this service and to save both user and staff time, the TIDC should improve upon its system of recording the inquiries it receives. In addition to the type of inquiry and the inquirer, the record of inquiry should provide the following answers: what is supplied, by whom and in what form. A systematic recording of answers to these questions is an essential basis for determining user's information requirements. For this purpose user request and response forms such as shown in figures 6 and 7 should be designed and used. Users should be encouraged to complete these forms any time they call at the centre for inquiry-reply services. If the centre cannot do this all the time, then it should undertake such exercises at least periodically as it is done by the Cuban TIS.³⁴

Name of user _____

Is this a new inquiry? Yes _____ No _____

If no, what is the date of the last inquiry? _____

Inquiry:

List below all references (if any) which you know, in advance,
are relevant to the inquiry you have made:

For use by TIDC staff only.

Date and time the inquiry was received _____

Date and time output was submitted _____

List of references consulted:

Figure 6 Sample user inquiry form.³⁵

Name of user _____

Inquiry

List below documents submitted in response to the above inquiry which you found relevant to your purpose.

How much time did you spend screening the documents submitted to you _____ hrs _____ mins

Please indicate below your opinion about the effectiveness of this service with respect to your search.

Satisfactory _____ unsatisfactory

If unsatisfactory, explain:

Please list below any reference not supplied by the centre which you found relevant:

Figure 7 Sample User response form³⁶

The use of these forms will help the TIDC to determine the effectiveness of its reference services and find out ways and means of improving them.

5.1.7.2 Current-awareness Services

As indicated in chapter 3 the Trade Information/Documentation Centre, produces a bibliography as a way of alerting its users of its new acquisitions. This bibliography contains only titles of books and not periodicals. To make this service more effective, it is recommended that the titles of periodicals should also be included just as the Documentation Section of the ITC does in its monthly bibliography, the ITC: Trade documentation. It will also be helpful if the centre provides lists of all its new periodical acquisitions and circulates them among the desk officers of the GEPC to enable them indicate their desire to receive them regularly or not. Thus apart from the specialized journals, that are sent to the desk officers, they may also have the opportunity to indicate which other periodicals they wish to see as regularly as they are received by the centre.

5.1.7.3 Circulation of Materials (SDI)

The procedure for circulating materials by the TIDC is quite helpful, in the sense that it allows the centre to keep a close check on the progress of its circulation programme. This system, however, takes a considerable length of time. To make the circulation process more effective and to save some time, the following method will be suggested. All periodicals on circulation should be routed in such a way that they will pass directly from one officer to the other according to a schedule of names fixed to the front cover. The circulation schedule should take the form of tear-off

slips bearing the names of all officers in the Council. When an officer receives the periodical then he tears off the slip bearing his name from the schedule and returns the periodical to the centre. This will enable the centre to check on the progress of the circulation and also to prevent the situation whereby one officer keeps a periodical for a long time. The names of officers known to be notorious in holding-up periodicals should be placed at the bottom of the circulation schedule to avoid any possible hold ups.

In addition to the reduction in the time of circulating and avoiding possible hold-ups, the proposed system will help avoid the confusion which sometimes happens with the present system. With the present systems, the TIDC staff sometimes forget to strike out the names of officers who return periodicals to the centre. This usually leads to confusion between the TIDC and the official in question. With the tear-off slip this problem will be solved.

With the mailing of important articles to producers/exporters, it will be better if the TIDC develops a different system from mailing such articles to the clientele; since experience has shown that the postal system is not reliable. In the TIS in Ethiopia there are messengers with motor bicycles who go round daily to distribute such articles and other materials, in Addis Ababa. In the areas outside Addis Ababa the TIS disseminates such information through the Chamber of Commerce which already has an effective communication system with the country's exporters.³⁷ In Ghana the TIDC should also find similar means whereby materials for circulation could be sent directly to the clientele. This will ensure an effective SDI service.

5.1.7.3.1 Lending

The lending process in the TIDC makes it difficult for the borrower to remember when a publication is due to be returned to the centre. This is because there is no date stamped on the publication to remind readers when it is due. The system also makes it difficult for the TIDC to determine the circulation tendencies of its publications. To solve these problems it is recommended that book pockets should be attached to the inside of the front page of all books that can be borrowed. These should contain loan cards, as shown in figure 8, with bibliographic information on the particular book. In addition to this, the book should have date labels fixed on the inside of the back cover on which the due dates should be stamped.

When a book is borrowed, the card should be removed from the book pocket, then the borrower's name and the due date entered. The borrower should be requested to sign in the appropriate space on the loan card. The due date should also be stamped on the date label on the inside of the back cover of the book. Afterwards, the loan card should be filed in a tray according to the call number as it is the practice in the ITC Documentation Section.³⁸

To make sure that borrowed books could be recovered easily, addresses of all who can borrow books from the centre should be kept.

Call No. 01.05.01		
Author: EMMENS, K.		
Title : Guide to incoterms		
Borrower	Signature	Due date
Mr. C. Yeboah		20/3/85
Mr. D. Oppong		14/4/85
Ms M. Larmie		28/5/85

Figure 8 Sample Loan Card

In the case of periodicals a due date reminder slip should be stamped on the front cover to remind users when they are to return periodicals borrowed.

This will be better than the present system whereby the TIDC only records the name of the borrower and the due date in a book as indicated in chapter 3.

5.1.7.4 Abstracting Service And Mobile (book-box) Service

In response to the developing information crisis in the social sciences, abstracting services have become one of the more important information services available to all classes of people, including businessmen.

Abstracting services prepare and distribute succinct synopses and summaries of the growing volume of publications and research activities in all fields including that of international trade. Several of such abstracts are now available on the market. The TIDC does not subscribe to any of those published abstracts on the international trade. It used

to subscribe to one entitled Management and market abstracts published by Pergammon Press, but this was discontinued because it was not found useful by the STIO and the clientele rarely used it. Published abstracts generally help readers to select and acquire relevant materials in their fields of interests. Considering the fact that most of the centre's clientele do not have the foreign exchange to acquire the materials listed in published abstracts, they may not be directly useful to them. Such abstracts will only help the TIDC staff to select materials.

In view of the above it is recommended that the TIDC which provides no abstracts on its periodical collection, should consider as a matter of urgency to produce abstracts on the periodicals it acquires. Such abstracts can also act as an awareness service. Since awareness creates demand, the abstract to be prepared by the TIDC should be sent to the clientele either by messenger or by post. This will inform the clientele about the contents of the centre's publications and will generate their interest to visit the centre to read the materials in detail. The Thai TIS provides abstracts on its publications continuously for this purpose. This is done in the form of a "Trade brief" which is circulated to its clientele weekly.³⁹ The same could be done by the TIDC for its clientele. This service becomes important due to the fact that the publications listed will be available for the clientele to use and they may not have to purchase them as the case is with the published abstracts.

The abstracts to be prepared by the TIDC should not only be included in the quarterly bibliographies. Periodicals should be abstracted as soon as they are received and compiled for circulation at the end of each week

just as the Thai example above. When producing the abstracts the centre should consider the variety of needs of its clientele. It should, therefore make use of terms from the ITC's Macrothesaurus, published in 1983. The centre should also consider the quality and accuracy of the original articles when choosing entries.

The main purpose of the abstracts should be to help the clientele to locate materials they might want to investigate in greater detail. The organization of the abstract's cataloguing system, therefore, becomes an important determinant of how much the abstracts can contribute to the dissemination of information. For this reason, greater attention should be given to the organization of the abstracts. To achieve this purpose, it is recommended that the abstract journal is to be indexed so that the user can locate all relevant materials quickly.

Before concluding the discussion on abstracting service, a comment should be made on the centre's planned "book-box" service. In view of the fact that current information is the operative word in the TIDC and the emphasis is not on books, more attention should be given to the preparation and circulation of abstracts rather than on the "book-box" service. The abstracting service will facilitate a more efficient dissemination of information to the clientele. Again, it is believed that the "book-box" service might not be helpful for the following reasons:

- (1) For an effective mobile service of this kind, publications must be duplicated to enable the service reach as many clientele as possible. This will be a strain on the TIDC's budget. As mentioned in chapter 1 the financiers of the centre are already complaining about its expenditure.

- (2) The centre will need a very spacious and properly ventilated storage area to store the large number of books needed for an effective "book-box" service. The present storage facilities at the centre will not allow for such a service.
- (3) For an effective mobile-service, the centre will need a very strong and reliable transportation system to carry out such a service. Such transport is lacking in the centre.
- (4) Additional staff, both professional and sub-professional, will be needed to render this service.
- (5) Readers have a habit of finding excuses to keep publications they find useful for long periods. They may be unwilling to give back books sent to them after the specified period within which they can keep them has expired.
- (6) Finally, books used in such a system will wear out easily and efficient binding and other restorative systems must be established in the TIDC to support such a service.

5.1.7.5 Microfiche Service

A microfiche service is offered by the Trade Information/Documentation Centre (TIDC) but very few of its clientele benefit from this service. Most of the users are not even aware of such a service. It became clear from the user survey that most of the active users are not aware that the centre offers such a service, even though this service has been part of the centre's activities since 1982. Considering the fact that information on the centre's microfiche cards are of great importance to the clientele, it is recommended that the

centre publicizes this service to its clientele. As detailed in chapter 3 information on the fiches provide answers to questions on what products to develop and where to sell such products profitably.

5.1.7.6 Photocopying Service

This service is offered free of charge to the clientele of the TIDC and only materials in the collection are photocopied. It will be beneficial to the clientele, if the TIDC charges at least a token fee to pay for the photo copying papers and then expand the service to include making copies of other documents relating to exports for the clientele. Such documents need not be from the centre's collection. The service should, however, be limited to the clientele of the centre.

5.1.7.7 Publications Services

Once a Trade Information Service (TIS) has established an inflow of commercial information, the capability to handle it and is satisfactorily serving the operational section of the Trade Promotion Organization (TPO) adequately, it should be ready to send out a continuous flow of timely commercial information directly to the export community.⁴⁰ This should be done by publishing news bulletins, news letters and directories.

The publication Unit of the TIDC became operational a few months ago and has so far up-dated some of the brochures published by the GEPC in 1975 as part of a nation-wide publicity programme, such as the Export for prosperity. The first export bulletin to be issued by the GEPC is under preparation. It is hoped that the Unit will be able to come out with this bulletin soon and that it will be published on a regular and continuous basis. This is because such publications are vital in the effective dissemination of trade information.

Many businessmen in the developing countries find it difficult to acquire and follow information on economic and commercial developments in foreign countries. The international contacts of the TIDC (with international organizations and trade missions) render it especially qualified to be able to inform the businessmen about such developments in simpler terms. It is therefore recommended that the TIDC produces its ^{own} news sheets, fact sheets and price lists in addition to the news bulletin for the benefit of its clientele. Through these publications the information that is received by the centre and those that can be easily obtained can be made available to the clientele. The publications may be tailor-made to the requirements of the clientele. They should include information on specific countries, markets and products. The ITC should be contacted for additional information on reports and studies written by its technical staff on various products and markets.

5.1.7.7.1 Export Bulletin

Providing published information on the export market is an important function of a TIS and the TIDC will disseminate information more effectively if it keeps up a continuous publication of its export bulletin. To make the bulletin beneficial to the clientele, the centre should collect information from in-coming reports of Ghana's foreign trade representatives just as it is done by the Federal Economic Chamber of Austria,⁴¹ the TIS in Pakistan,⁴² Thailand⁴³ and Nigeria.⁴⁴ Ghana's trade attaches do not send many reports to the GEPC. The centre should, therefore establish direct communication links with these officers. For up-to-date information this communication link should be by telex. The pieces of information received through the attachés

should be analyzed and evaluated with the co-operation of the Foreign Trade Division of the Ministry of Trade, and the Ministry of Finance and Economic Planning before they are included in the bulletin.

The TIDC should also prepare a special weekly bulletin on foreign trade which will summarize economic news from all over the world. This should include notices on trade opportunities for both imports and exports. The TIS in Pakistan⁴⁵ issues twice a week such a bulletin titled "Export intelligence unit." and sells them at a token price of RS 120 (US \$10) per annum. The TIDC may also sell its weekly bulletin the same way to cover the cost of production. If the TIDC subscribes to the Reuters' price information service as suggested earlier, it can receive its price list daily by telex. This should also be compiled and circulated to the clientele daily as it is done by the Ethiopian TIS.⁴⁶

To make dissemination of information through publication more effective and beneficial to the clientele, the TIDC should provide some of these publications in the local languages such as Twi, Ga and Hausa. It was found out during the user survey that some of the producers/exporters, especially of salt and kola nuts, are illiterates and it will help if the needs of these people are considered when such publications are produced. In Ethiopia,⁴⁷ Sudan⁴⁸ and Thailand⁴⁹ for example the TIS produces the exporters bulletins and news letter in English and also in Amharic, Arabic and the Thai language respectively for the benefit of their readers who cannot read English. The TIDC could do the same.

In addition to the above mentioned publications which will be directed mainly to the Ghanaian producer/exporter, the centre should publish a bi-annual magazine in English and French (if possible). This should feature the country's export product lines one at a time (e.g. knocked-down furniture, veneer, chocolate, cane products and pineapples) in each issue. This should be distributed abroad through the trade missions and other avenues, to inform the world about Ghana's products. The Federal Economic Chamber of Austria publishes a similar thing but in English, French, Spanish and German. According to the head of the Chamber's information service, it is very effective. The Dominican Republic's TIS also produces one in English and Spanish for international circulation.

5.1.7.7.2 Directory of Exporters

Most of the inquiries the TIDC receives from abroad are on directories of Ghanaian exporters. Unfortunately, the only directory the centre has on Ghana, the Ghana's "A-Z" guide to exporters was published by the GEPC in conjunction with the Ministry of Trade in 1975. This directory is both out of date and out of print. It is therefore, imperative, for the TIDC to publish a current exporters' directory as soon as practicable. The Research Department of the GEPC is at the moment compiling a list of all active exporters to up-date the Ghana's "A-Z" guide to exporters. This is a healthy sign and all efforts should be made to complete and publish this work as early as possible. To speed up work on the said directory the staff of the GEPC should work in co-operation with the Ghana National Chamber of Commerce, Ministry of Trade, Bank of

Ghana and the Ghana Publishing Corporation. In addition to the active exporters it may include the names, addresses and products of Ghanaian importers, manufacturers and other producers. It should also include addresses of Government organizations involved in the foreign trade sector of the economy. The directory should include general information on the Ghanaian economy, customs and excise, documentation, hotel accommodation and social life. Finally, the directory may carry advertisements on companies that sell goods and services to the business community. These include the banks, insurance companies and air lines. Exporters, importers and other groups of people may also be allowed to advertise their products and services in the directory for a fee. The fee from these advertisements may be used to finance the publication of the directory, at least partially.

5.1.7.8 Group Telex Service

The telex is an important means of rapid communication in international business. As the cost of installation and operation may be too high for individuals or small firms to possess one, the TLDC should operate a group telex service for those firms on behalf of the GEPC, now that the Council's telex machine has been installed. This service will reduce the operational cost of the Council's telex, since each subscriber will pay an annual fee. The centre may also charge an additional fee each time a subscriber utilizes the telex to send or receive a message. The centre should also offer to receive telex messages and communicate them by telephone to subscribers immediately they are received. The success of this service will be possible when the telephone system throughout the country is highly developed to make it reliable. The telex service will enable

the centre to receive information promptly from international organizations and also from trade attaches.

5.1.7.9 Co-operation

Co-operation in the Trade Information/Documentation Centre (TIDC) takes the form of technical assistance from the International Trade Centre (ITC) and exchange of information with the ITC and other international and national bodies. The ITC as indicated in chapter 1 helped to set up the centre and it continues to provide equipment, supplies and publications to the centre. The centre has no policy on which organization(s), (both in and outside the country) to co-operate with and how. It, however, receives publications from some national (such as the British Overseas Trade Board (BOTB)) and international bodies (such as United Nations Conference on Trade & Development (UNCTAD), General Agreement on Tariffs and Trade (GATT), United Nations Industrial Development Organization (UNIDO)) and libraries (such as the TIS in Malawi and Malta). Most of these institutions do not ask for the TIDC's publications in return for theirs. A few of these, such as TIS's in other developing countries ask for directories and other publications produced by the centre. The centre has so far been unable to supply its publications since it is only about to publish its first bulletin. It is hoped that the centre will soon be in a position to exchange its materials with organizations which request them.

In addition to the above, the ITC makes arrangements for exchange of staff for experience in the field of documentation with similar institutions abroad. The STIO and the Documentation Assistant have benefited from this and in 1983 the Trade Information Officer (TIO) from Liberia visited the centre on such a programme. This programme is quite limited and it will be very helpful if it is expanded to allow a wider exchange of experiences between the staff of the TIDC and their counterparts elsewhere, especially in the developing countries.

At the local level, the centre should develop a closer working relationship with the Commercial Library of the Ghana Library Board and the libraries at the Ministry of Trade, Bank of Ghana and the National Investments Bank.

5.1.7.10 Courses And Seminars

Practical courses on how to seek relevant trade information should be arranged by the TIDC for all the groups that form the clientele. This should range from courses on information handling and processing to seminars on topics such as the technique of browsing through a document for needed information. The courses should also cover export documentation and techniques, and product development. The Federal Economic Chamber of Austria organizes such courses for its clientele once or twice a year.⁵⁰ The TIDC should do the same. Most of these courses and seminars should be offered free of charge as a way of publicising the centre as well as an export promotion technique. It will also afford the TIDC the opportunity to explain its organization and filing system to the clientele to allow easy access to the materials

in its collection. Furthermore, it will serve as a user education programme, which is one of the duties expected of an information centre.⁵¹

The Austrian Federal Economic Chamber extends invitations to businessmen and government officials who are able to influence the company's and country's export trade respectively to attend its courses and seminars. This is considered another good way of disseminating trade information and it will be recommended that the TIDC follows the Austrian example. For effectiveness, the courses should be organized by the centre in co-operation with the other departments of the GEPC, the National Chamber of Commerce, the Banks and the Ministry of Trade.

5.1.7.11 Providing Exhibition Services

The TIDC should assist groups of companies wishing to take part in exhibition and trade fairs both in Ghana and abroad by running a common information desk at the fairs. It must be mentioned that the GEPC had an information desk at the recent GIFEX '85 and it will help if this is done at all future fairs and exhibitions. It can also assist by providing translation and interpretation services as recommended by the SLA standards.⁵² For effective translation and interpretation services the TIDC should train its present staff in foreign languages as mentioned earlier or employ some body who is multi-lingual to help with these services. The cost incurred for such services could be defrayed either by fees charged to the participating companies or, if possible from the GEPC.

5.1.7.12 Promoting Business Contacts

The TIDC receives several inquiries from companies abroad for information on marketing opportunities for their products. The more serious inquirers may be willing to pay a fee for a service more extensive than providing a list of companies.⁵³ In response to the more demanding inquiries, the centre could offer a marketing service (in co-operation with the Export Promotion Officers of the GEPC) consisting of brief market analysis. This should be inclusive of but not limited to statistics, analysis of competition and distribution channels. This service should be rendered in addition to the more traditional services of supplying inquirers with lists of companies and a fee may be charged.

It is believed that the rendering of both the traditional and less traditional services by the TIDC as outlined here, would enable it to offer very efficient and useful information and documentation services to its clientele. This will enable Ghanaian firms and others involved in international trade to be well informed about foreign market opportunities and thus take advantage of them. It will also help inform the outside world about Ghanaian export products and also assist visiting businessmen in their business activities in the country.

5.1.8 Clientele

As observed in chapter 4, the ultimate objective of the Trade Information/Documentation Centre (TIDC) is the satisfaction of its clientele's information needs. To achieve this objective it is imperative for the centre to determine these needs as these will be the basis for effective dissemination of its information. This fact

goes to emphasize the general feeling among librarians that documentation and information institutions cannot function effectively without a proper knowledge of the type and number of its clientele.⁵⁴

The TIDC has a catalogue of its clientele's profiles, as mentioned earlier. This catalogue was prepared when the centre was newly established and has never been up-dated. It is also very limited and the great majority of the centre's clientele are not listed. To facilitate efficient services, this catalogue should be revised. As recommended elsewhere, under reference services, the centre should maintain and up-date information on its clientele at regular intervals. To keep its users' profiles up-to-date the TIS in Cuba⁵⁵ periodically conducts user surveys and the TIDC may do likewise. Thus, in addition to inquiries made at the centre, additional information about the clientele's requirements should be obtained from government organizations and individuals in the export community by direct inquiry, preferably by questionnaires. In this way the TIDC can identify the areas in which to concentrate its efforts of information gathering.

Finally, the user survey revealed that most of the centre's potential clientele are not aware of its existence and its services. It will, therefore, be suggested that the recommendations about publicity will be taken seriously and acted upon.

5.2 Conclusions

Adequate and useful information is needed by the business community to enable them survive the decision-making process so necessary in competitive markets. Whether public or private, this decision making process involves the identification of a problem, the recognition of an opportunity, determination and evaluation of an alternative course of action and the selection of the most desirable method of implementation. Appropriate information is needed by Governments and the business community in each of the above areas of their commercial decisions. Information also plays an important role by helping governments and the business community in evolving optimal market strategies for exports and imports. A businessman may find it useful to pursue a strategy of long-term contracting in certain areas and with proper information, the decision maker will know which customers are likely to seek long-term arrangements and on what terms and conditions.

It has been found out from the study that, apart from a few gaps the TIDC has quite a comprehensive collection for the information requirements of its clientele. The centre also offers a variety of services which will enable it disseminate this information to its clientele. It became known, however, that the services of the centre are not reaching most of its target clientele, especially producers/exporters living outside Accra. Furthermore, the centre is not offering some services, such as translating services which is expected from it. This seriously affects the effectiveness of the TIDC activities in relation to its impact on the export earnings of the country.

To enable the TIDC to improve upon its services and also to reach its clientele effectively, a number of recommendations have been made in this work. It is hoped that these recommendations if implemented would help increase the centre's effectiveness to disseminate its store of information to all producers/exporters and government officials whose duties are related to exports. This will help them adopt policies that will enable them export more efficiently and profitably, to the advantage of the clientele and to the country as a whole.

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APPENDIX ISUMMARY OF THE OBJECTIVES AND STANDARDS FOR SPECIAL LIBRARIES

One objective of the Special Libraries Association is the promotion of high professional standards. These standards are related to the competence and efficiency of its members, they also pertain to the characteristics and performance of service units and organizations referred to as special libraries or information centres. Excellence can only be achieved with the assistance of evaluative measuring devices. The initial steps towards the provision of these devices were taken by the professional standards committee of the SLA which provided the SLA standards a summary of which is provided below.

1. Objectives

Every information centre must have clearly defined objectives.

These must include the following: The information centre must:

- 1) act as the major source of information in the organization it serves;
- 2) acquire, organize, maintain, utilize and disseminate information to the organizations; and
- 3) serve all who have appropriate need of its service.

2. Personnel

The effectiveness of an information centre depends largely on the quality of its personnel.

- 1) The information centre administrator should be a professional librarian, who can by virtue of his/her education or speciality, experience and personal qualification, successfully carry out the objectives and functions of the information centre;
- 2) Professional staff members have a continuing responsibility in furthering their education; and
- 3) The information centre must have at least one professionally qualified librarian and one clerical worker. The recommended ratio of non-professional staff to professional staff is three to two.

3. Budget

- 1) The budget of the information centre should be based on recommendations of the information centre's administrator;
- 2) The administrator must have the authority and responsibility for expenditure of approved budgeted funds.

4. Physical arrangements

The information centre needs adequate facilities in a physical environment conducive to optimum use of the centre's collection and services. The centre must be situated in an area where ease of access is facilitated for user populations.

5. Stock

- 1) The subject coverage of the information centre's collection must be intensive and extensive enough to meet both the

current and anticipated information requirements of the clientele.

- 2) Acquisition policies of an information centre must be established within the framework of the centre's objectives.
- 3) The staff of the centre should be responsible for the efficient organization of materials and for making available the catalogues, indexes and guides needed for prompt access to the materials and information contained therein.

6. Services

- 1) The information centre's staff locates library materials and information promptly upon request.
- 2) Reference services include literature searching, compiling bibliographies, abstracts and indexing.
- 3) The information centre provides prompt translations services.
- 4) Needed publications that are unavailable in the centre or in the organization may be obtained from another library or institution.
- 5) An effective system for maximum utilization of current periodical literature is an integral part of the information centre's service programme.
- 6) The information centre is responsible for informing its clientele of its resources.

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2000

2000

1. What type of organization do you work for?
- a) Working organization
 - b) Working organization
 - c) Self (please specify by department or position name)
 - d) Ministry of Trade (please specify title or position name)
 - e) Other government agency (please specify)
 - f) Other (please specify)
2. If you are in a private enterprise, please specify the type of establishment

2000

3. Check all the following categories, even one of interest to you (please tick)

- a) All countries
- b) Other foreign countries (please specify)
- c) Other countries
- d) Other foreign countries (please specify)
- e) All
- f) None
- g) Other countries (please specify)
- h) Other (please specify)

4. Check specific information at you had used (please tick)

- a) Journals, magazines
- b) Periodical list of contents
- c) Indexing and classification systems
- d) International regulations on foreign trade, shipping, labeling, packaging etc.
- e) Standards
- f) Other (please specify)

APPENDIX IIA STUDY OF CLIENTELE OF THE TRADE INFORMATION
AND DOCUMENTATION CENTRE (TIDC) OF THE
GHANA EXPORT PROMOTION COUNCIL (GEPIC)PART IOccupation

1. What type of organization do you work for?
 - a) Exporting enterprise
 - b) Importing enterprise
 - c) GEPIC (please state/specify department & present status)
 - d) Ministry of Trade (please specify div. & present status)
 - e) Other government agency (please specify)
 - f) Others (please specify).

2. If you are in a private enterprise, please state the date of establishment

Fields of interest

3. Which of the following geographical areas are of interest to you? (please tick)
 - a) EEC countries
 - b) Other European countries (please specify)
 - c) ECOWAS countries
 - d) Other African countries (please specify)
 - e) USA
 - f) Canada
 - g) Latin American countries
 - h) Asia
 - i) Caribbean countries
 - j) Others (please specify).

4. What specific information do you need about these countries? (please tick)
 - a) Economic development
 - b) General market surveys
 - c) Marketing and distribution systems
 - d) Institutional regulations in foreign trade, shipping, labelling, packaging etc.
 - e) Standards
 - f) Others (specify).

Product information

5. What product information are of interest to you (please tick)

Agricultural products

- a) Fruits & vegetables
- b) Kolanuts
- c) Other foodstuff.
- d) Medicinal plants
- e) Spices
- f) Oyster shells
- g) Sea weeds
- h) Others (specify).

Handicrafts

- i) Cane products
- j) Bamboo products
- k) a) Textiles b) Footwear
- l) Paintings
- m) Others

Manufactured products

- n) Furniture
- o) Floor pacquet
- p) Ceramics
- q) Salt
- r) Cocoa products
- s) Others

Functional areas

- t) Marketing techniques
- u) Standardization
- v) Trade promotion techniques
- w) Export financing and export incentives
- x) Packaging
- y) Transport
- z) Others.

PART II - ABOUT THE TRADE INFORMATION/DOCUMENTATION CENTRE (TIDC)

1. Are you aware ^{that the} GEPC has an information centre? Yes No
2. If yes, how did you get to know of it? (please tick)
- a) By visiting the GEPC
 - b) Through the media
 - c) Through a friend
 - d) Others
3. Do you visit the centre? Yes No

4. How often? (please tick)
- a) Daily
 - b) Every other day
 - c) Weekly
 - d) Fortnightly
 - e) Monthly
 - f) Seldom
 - g) Never.
5. Why do you visit the centre? (please tick).
- a) To study the centre's publications
 - b) To borrow materials for my work
 - c) To make inquiries for my work
 - d) Others - (please specify).
-
6. Are you aware of other centres that offer similar services? Yes
 No
7. If Yes, please state them
8. How often do you visit these other centres? (please tick)
- a) Daily
 - b) Every other day
 - c) Weekly
 - d) Fortnightly
 - e) Monthly
 - f) Seldom
 - g) Never.
9. How do you find information concerning your work in the centre (please tick)
- a) Searching through the centre's catalogue
 - b) Using published indexes and abstracts
 - c) The staff of the centre help you
 - d) Others (please state them
10. Have you ever benefited from the services of the TIDC? Yes
 No
11. If yes, what was the service? (please state them)
.....
12. Do you receive information from the TIDC unsolicited? Yes
 No

13. If yes, how often?
14. Do you find the information sent to you useful? Yes NO
15. Do you find the collection at the TIDC relevant to you work?
 Yes NO
16. Are there other areas you might want included in the collection?
 Yes NO
17. If yes, please specify
18. Do you face any difficulties in getting information on a given subject?
 Yes NO
19. If yes, state the subject/s
20. State the nature of the difficulty (please tick)
- No literature on the subject
 - Delay in finding the relevant literature
 - Others.
21. Do you make use of the photocopier in the TIDC? Yes NO
22. If yes, how often?
23. Have you ever used the microforms? Yes NO
24. If yes, how often?
25. If NO, what are the reasons? (please tick)
- You are not aware of its existence
 - You do not know how to operate the reader
 - You find the use cumbersome
 - Any other reasons (please state them)
-
26. What suggestions do you have for improvement in the services of the centre, if you think necessary.
-
-
-

APPENDIX IIIQUESTIONNAIRE TO GUIDE INTERVIEW WITH THE LIBRARIAN
AT THE TIDCGeneral

1. Date of establishment
2. Major fields of interest
3. What are the objectives of the TIDC?

Administration

4. Do you have a library committee? Yes No
5. If yes, what is the composition of membership?
6. What are the functions of the committee?
 - a) Policy
 - b) Budget allocations
 - c) Others (please specify)
7. Are there any other body/bodies that take decisions on matters affecting the TIDC? Yes No
8. If yes, are you represented? Yes No
9. Are you responsible to any authority? Yes No
10. If yes, who is that authority?
 - a) The Executive Secretary
 - b) Library Committee
 - c) Some other official (please specify)

Financing

11. How is the TIDC financed?
 - a) Solely by the government of Ghana
 - b) Solely by the United Nations (UN)
 - c) Partly by the Government of Ghana
 - d) Partly by the UN
 - e) Others
12. If the TIDC is financed partly by the Government and partly by the UN, what are the percentages?

13. How much is the annual vote?
14. Do you have a free hand with the vote? Yes NO
15. How much of the vote is spent on the following annually?
- | | |
|---------------|----------------|
| a) Monographs | b) Periodicals |
| c) Equipment | d) Staff |

Personnel

16. How many professional staff do you have at the moment?
17. What are their duties?
18. How many professional staff do you need for the effective running of the TIDC?
19. What would be their duties?

The Stock

20. What is your acquisition policy?
21. If there is no policy, how are you guided in acquiring your materials?
22. What type of library materials do you provide?
- | |
|----------------|
| a) Monographs |
| b) Periodicals |
| c) Others. |
23. How are materials selected for the TIDC?
- | |
|--|
| a) Suggestions by members of staff of GEPC |
| b) Suggestions by the TIDC staff |
| c) Others. |
24. What is the size of your collection?
25. What fields are covered in the collection? (please tick)
- | |
|-----------------------------|
| a) Reference |
| b) Agriculture |
| c) Industries |
| d) Handicrafts |
| e) Finance |
| f) Transport |
| g) Others (please specify). |

26. Could you briefly indicate your acquisition procedure?
27. How do you finance the acquisition of your materials?
28. Do you have any problems in the financing? Yes NO
29. If yes, what are these?

Processing

30. What type of cataloguing rules do you use in cataloguing your materials?
31. Do you make any modifications in the rules?
32. What classification scheme do you use?
33. Why do you use this particular scheme?

Equipment

34. What equipment do you have in the TIDC (please tick)
- a) Microfiche reader/printer
 - b) Photocopying machine
 - c) Duplicating machine
 - d) Printing machine
 - e) Others.
35. Could you indicate the use of these?
36. Do you find the equipment you have adequate for the services you have to provide? Yes NO
37. If NO, what others would you consider necessary for the centre.

Clientele

38. Who are the clientele of your centre?
39. How many are they?
40. How many visit the centre daily?
41. Could you indicate the main areas that are of interest to your clientele?

Services to clientele

42. Could you indicate some of the services offered to your clientele?
- a) Inquiry-reply
 - b) Current-awareness
 - c) Selective Dissemination of Information/circulation of materials
 - d) Loans
 - e) Publication of bulletins
 - f) Abstracting
 - g) Photocopying
 - h) Microfiche
 - i) Others.
43. Please give details of the services provided.
44. Could you state why the other services are not provided?
45. Is there a co-operation between your centre and other libraries? Yes NO
46. If Yes, state the type of co-operation?
47. What other services do you wish to provide in the future?
(Please state them).

APPENDIX IVQUESTIONNAIRE TO MANAGERS OF TRADE INFORMATION
SERVICES (TIS) IN DEVELOPING COUNTRIESGeneral

1. Date of establishment
2. Major fields of interest
3. What are the major objectives of the Trade Information Services (TIS)?
.....
.....
.....
.....
4. Is your TIS the only organization that handles trade information in
your country? YES NO
5. If Yes, do you have regional or subsidiary centres? YES
NO
6. If Yes to 5, how many such centres do you have?
7. If NO to 4, what are the other Trade Information Services?
.....
.....
.....

Administration

8. Do you have a Library Committee? YES NO
9. If Yes, what is the composition of membership?
-
-
10. What are the functions of the Committee?
-
-
-

11. Is/are there any other body/bodies that take decisions on matters affecting the TIS? Yes No
12. If Yes, what are these matters?
-
-
-
13. Is the Trade Information Service (TIS) represented on this/these body/bodies? Yes No
14. Who is the head of the Trade Information Service (TIS)?
-
15. Are you a professional Librarian? Yes No
16. If No, what is your professional or educational background?
17. Is the Manager of ^{the} TIS responsible to any authority? Yes No
18. If Yes, who is that authority?
- (a) Executive Secretary or Head of the Trade Promotion Organization (TPO)
- (b) Library Committee.
- (c) Some other official (please specify).

Financing

19. How is the Trade Information Service (TIS) financed?
- (a) Solely by the government of your country.
- (b) Solely by the United Nations (UN) or any other International organization.
- (c) Partly by the Government of your country.
- (d) Partly by the UN or other International organizations.
- (e) Others.
20. If the TIS is financed partly by the government and partly by an International organization, what are the percentages?
-
-
21. How much is the annual vote for the TIS?
-

22. Do you have a free hand with the vote? Yes No
23. How much of the vote is spent on the following annually?
- (a) Monographs or books
 - (b) Periodicals
 - (c) Equipment
 - (d) Staff

Personnel

24. How many professional staff do you have at the moment?
25. What are their duties?
-
-
-
-
26. Do you find the present number of professional staff adequate?
Yes No
27. If No, how many do you need for the effective running of the Trade Information Service?
28. What would be their duties?
-
-
-
-
29. How many non-professional staff (i.e. Library Assistants, Clerks etc.) do you have at the moment?
-
-
-
-
30. What are their duties?
-
-
-
-

31. Do you find the present number of non-professional staff adequate?
 Yes No

32. If No, how many more do you need?

33. What would be their duties?

Training

34. What training programmes do you have for your staff?

The Stock

35. What is your acquisition policy?

36. If you don't have any policy, how are you guided in acquiring your materials?

37. What type of library materials do you acquire?

- (a) Monographs or books
- (b) Periodicals & abstracts
- (c) Microfilms
- (d) Others.

38. How are materials selected for the Trade Information Service?

- (a) Suggestions by members of staff of the Trade Promotion Organization (TPO).
- (b) Suggestions by the TIS staff
- (c) Others (please specify)

39. What is the size of your collection?

- (a) Monographs or books
- (b) Periodicals
- (c) Microfilms
- (d) Others.

40. What fields are covered in the collection? (please tick)
- | | | |
|----------------|----------------|-----------------------------|
| a) Reference | d) Handicrafts | g) Tariffs |
| b) Agriculture | e) Finance | h) Others (please specify). |
| c) Industries | f) Transport | |
41. Could you please provide a list of your important periodical holdings?

42. Could you briefly indicate your acquisition procedure?

43. How do you finance the acquisition of your materials?

44. Do you have any problems in the financing? Yes No
45. If Yes, what are these?

Processing

46. What type of cataloguing rules do you use in cataloguing your materials?

47. Do you make any modifications in the rules? Yes No
48. If Yes, what are these modifications and why do you make them?

49. Why do you use this particular rule?
-
-
-

Classification - Scheme in use

50. What classification scheme do you use in classifying your collection?

-
-
51. Is it satisfactory or efficient tool for your collection?
 Yes No
52. Why do you use this particular scheme?
-
-
-
53. Do you make any modifications in the scheme? Yes No

Equipment

54. What equipment do you have in the Trade Information Service?
 (please tick)
- | | |
|------------------------------|----------------------------|
| a) Microfiche reader/printer | d) Printing machine |
| b) Photocopying machine | e) Telex |
| c) Duplicating machine | f) Others (please specify) |
55. Could you indicate the use of these?
-
-
-
-
56. Do you find the equipment you have adequate for the services you have to provide? Yes No
57. If No, what others would you consider necessary for your TIS?
-
-
-

65. What other services do you wish to provide in the future (please state them).

.....
.....
.....

66. Could you please state how you elicit clientele's interest in the services you offer?

.....
.....

Library Co-operation

67. Is there any co-operation between your Trade Information Service (TIS) and other libraries or TIS? Yes No

68. If Yes, state the type of co-operation.

.....
.....
.....

APPENDIX VDetailed analysis of information needs of clientele as identified
from the questionnaire administered

Information needs	No. of Response	% of Response	No. of No Response	% of No Response
1. <u>Products</u>				
Fruits and vegetables	145	29%	355	71%
Other foodstuffs	69	13.8%	431	86.2%
Medicinal plants	80	16%	420	84%
Spices	100	20%	400	80%
Kola nuts	100	20%	400	80%
Oyster shells	16	3.2%	484	96.8%
Sea weeds	10	2%	490	98%
Other agricultural products	30	6%	470	94%
Cane products	223	44.6%	277	55.4%
Bamboo products	215	43%	285	57%
Textiles	130	26%	370	74%
Footwear	30	6%	470	94%
Paintings	67	13.4%	433	86.6%
Toys	50	10%	450	90%
Other handicrafts products	35	7%	465	93%
Furniture	93	18.6%	407	81.4%
Floor pasquet	40	8%	460	92%
Ceramics	69	13.8%	439	87.8%
Salt	75	15%	425	85%
Cocoa products	63	12.6%	437	87.4%
Other manufactured products	65	13%	435	87%

Information needs	No. of Response	% of Response	No. of No Response	% of No Response
2. <u>Countries/Markets</u>				
EEC Countries	262	52.4%	238	47.6%
Other European countries	121	24.2%	379	75.8%
ECOWAS countries	362	72.4%	138	27.6%
Other African countries	193	38.6%	307	61.4%
U.S.A.	255	51%	245	49%
Canada	239	47.8%	261	52.2%
Latin American countries	116	23.2%	384	76.8%
Asia	111	22.2%	389	77.8%
Caribbean countries	100	18.4%	408	81.6%
Other countries	110	22%	390	78%
3. <u>Functions/Facilitations</u>				
Marketing techniques	348	69.6%	152	30.4%
Institutional regulations in trade, shipping, labelling, packaging	397	79.4%	103	20.6%
Standardization	206	41.2%	294	58.8%
Trade promotion techniques	324	64.8%	176	35.2%
Export financing and export incentives	444	88.8%	56	11.2%
Packaging	177	35.4%	323	64.6%
Transport	167	33.4%	333	66.6%
Other functional areas	51	10.2%	449	89.8%

APPENDIX VILIST OF NATIONAL AND INTERNATIONAL INSTITUTIONS
THAT SUPPLY FREE PUBLICATIONS TO THE TRADE
INFORMATION AND DOCUMENTATION CENTRE

1. Banco Exterior De Espana
2. Bank of Ghana
3. Barclays Bank International Limited, London
4. British Importers Federation
5. British Overseas Trade Board
6. Bureau d'Information Europeennes
7. Business Lanka
8. Commonwealth Secretariat
9. Confederation of British Industry
10. Economic Information Service, The Hague, Netherlands
11. Food and Agriculture Organization (F.A.O.)
12. Food Research Institute, CSIR, Ghana
13. General Agreement on Tariffs and Trade
14. Ghana Commercial Bank
15. Hungarian Chamber of Commerce
16. International Institute for Cotton
17. International Monetary Fund
18. International Trade Centre UNCTAD/GATT
19. International World Trade Publications Inc.
20. Japan External Trade Organization
21. Malawi Export Promotion Council
22. Midland Bank International
23. Ministry of Commerce and Industry, Botswana
24. Moscow Narodny Bank
25. National Bank of Liberia
26. National Investment Bank, Ghana
27. Netherlands Foreign Trade Agency, Holland
28. Tropical Products Institute
29. U.K. Publications Limited
30. United Nations Conference on Trade and Development
31. United Nations Industrial Development Organization
32. World Health Organization
33. World Trade Centre, Inc.

APPENDIX VIILIST OF PERIODICALS SUBSCRIBED TO BY THE TDC

<u>TITLE</u>	<u>FREQUENCY</u>
1. African Economic Digest	Weekly
2. African Research Bulletin	Monthly
*3. Agricultural Libraries Information Notes	Monthly
*4. Agric Trade	Monthly
*5. A I D Research and Development abstracts	Quarterly
*6. American Import Export Management	Monthly
7. Annual Report on Exchange Arrangement	Monthly
*8. Balance of Payments Statistics	Annually
*9. Barclays Review	Monthly
**10. Botswana Business News	Monthly
11. British Business	Weekly
12. Business America	Fortnightly
*13. Business Eastern Europe	Weekly
14. Business Europe	Weekly
**15. Business Lanka	Quarterly
*16. Business Traveller	Bi-Monthly
17. Business Weekly	Weekly
*18. CERES	Bi-Monthly
19. The Cocomunity News letter	Fortnightly
20. Commonwealth Currents	Monthly
*21. Cotton Times	Quarterly
22. Daily Graphic	Daily
*23. Daily Pepper News	Daily
*24. Development	Quarterly
*25. Development Digest	Quarterly
26. The Echo	Weekly
27. The Economist	Weekly
**28. Europe 85	Bi-Monthly
29. Exhibition Bulletin	Monthly
*30. Export	Bi-Monthly
**31. Export (Journal of the Institute of Export U.K.)	Bi-Monthly

LIST OF PERIODICALS SUBSCRIBED TO BY THE TIDC

<u>TITLE</u>	<u>FREQUENCY</u>
*32. Export Courier	Monthly
33. Export Direction	"
*34. Export Market	"
35. Export News (New Zealand)	"
**36. EXTEBANK (Banco Exterior De Espana)	"
**37. F.A.O. Monthly Bulletin	"
38. Finance and Development	Quarterly
39. Financial Times	Daily
*40. Flash flash flash	Monthly
*41. Focus on Customs	Irregular
*42. Food Manufacture	Monthly
*43. Food News	Weekly
44. Fruit Trade Journals	Monthly
*45. Fruit and Tropical Products	Bi-Monthly
**46. Ghana Commercial Bank Quarterly Review	Quarterly
**47. Holland info	Monthly
**48. Holland Quarterly	Quarterly
**49. Hungarian Exporter	Monthly
**50. Hungarian Foreign Trade	Quarterly
*51. IMF Survey	Fortnightly
*52. Import/Export Opportunities Digest	Monthly
53. International Fruit World	Quarterly
54. International Monetary Fund	Quarterly
55. International Rubber Digest	Monthly
*56. International Sugar Organization	Quarterly
**57. International Trade Forum	"
**58. Kenya Export News	Monthly
*59. Latin America Commodity Reports	"
*60. Latin America Weekly Report	Weekly

LIST OF PERIODICALS SUBSCRIBED TO BY THE TIDC

<u>TITLE</u>	<u>FREQUENCY</u>
61. The Legon Observer	Fortnightly
*62. Management and Marketing Abstracts	Monthly
*63. The Marketing Letter	"
64. Middle East Economic Digest	Weekly
65. The Mirror	"
*66. Moscow Norandy Bank	Monthly
**67. National Bank of Liberia	Quarterly
68. New African	Monthly
**69. News (British Importers Confederation)	Bi-Monthly
**70. News Bulletin (CBI)	Monthly
*71. News Letter (Food Research Institute, Ghana)	"
72. OECD Economic Outlook	Bi-Monthly
*73. The Oriental Economist	Monthly
*74. Pacific Islands	Monthly
75. Packaging	Monthly
76. Pepper News	Monthly
*77. The Planter	Monthly
*78. Poultry and Eggs Situation	Monthly
**79. The Public Ledger	Daily
**80. Public Ledger's Commodity Week	Weekly
*81. Quarterly Bulletin of Cocoa Statistics	Quarterly
*82. Quarterly Economic Bulletin	"
83. Sea Food	Monthly
*84. Shaw's Exporters Guide	"
*85. Soft Drinks Trade Journal	"
86. South The Third World Magazine	"
87. Telex Africa	Fortnightly
*88. Telex Mediterranean	"
*89. Time	Weekly
*90. The Tradebrief	Monthly
*91. The Trader	"
92. West Africa	Weekly

LIST OF PERIODICALS SUBSCRIBED TO BY THE TIDC

<u>TITLE</u>	<u>FREQUENCY</u>
**93. Wood Purchasing News	Bi-Monthly
94. Wood and Wood Products	Monthly
*95. World Crops	"
*96. World Industrial Reporter	"
**97. World Market Review: Trade Scope	"
*98. World Tobacco	Quarterly
*99. World Traders	"
*100. Your Market in Japan	Monthly
*101. ZAMEXPORT News	Bi-Monthly
*102. ZAM TRADER News	Monthly

* Periodicals that are no longer on subscription by the TIDC.

** These periodicals are received free of charge by the TIDC.