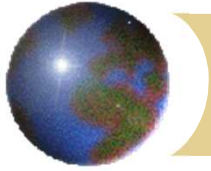


Building Ring Product List



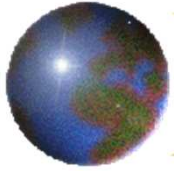
Jinsook Lee
Giuliana Cane
Farah Hussain
Siew Hua Amy Lee

29 September, 2004



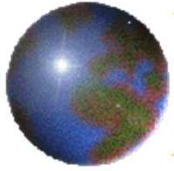
Objective:

Present process of building the
Ring list as approved by TAG



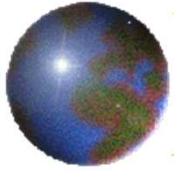
Overview of regional product lists

- ❑ # of PSs per basic heading, per region
(see [Table 1](#))
- ❑ Percentage of products from regional list that ring countries intend to price
 - Asia: Sri Lanka (81.6%); Hong Kong(80.5%), Malaysia(90.1%)
 - West Asia: Jordan (40%); Oman (52%)
- ❑ Example of analysis of Rice Basic Heading



Methodology for analysis

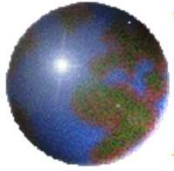
- ❖ Key in regional product lists into Excel
- ❖ Identify core characteristics
- ❖ Identify additional price determining characteristics
- ❖ Sort first by core characteristics and then by other price determining characteristics (See table 2)



Methodology for analysis(cont'd)

- ✦ Create bilateral overlap matrix (see table 3)
 - ▣ Find similar products by comparing same set of characteristics
 - ▣ Subjective assumptions made

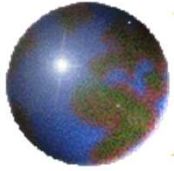
- ✦ Create sample ring list
 - ▣ Communicate closely with Regional Offices for input about regional variations and terminology



Issues

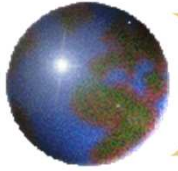
✦ Lack of standardization

- ✦ Type (eg. Basic Heading Beef & Veal)
 - Beef for stew/ beef for goulash/beef for curry refer to the same thing?
- ✦ Type (eg. Basic Heading: Bread)
 - Baguette/loaf of bread



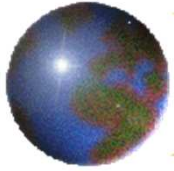
Issues (cont'd)

- ✦ Lack of standardization
 - ▣ Sandal (eg. Basic Heading Women's shoes)
 - Open toe, closed heel
 - Closed toe, open heel (sabot)
 - Open toe, open heel
 - Exclude all closed



Issues (cont'd)

- ❖ Lack of consistency among regions in the categorization of products/description convention in regional lists
 - ❖ eg. Rice: Asia (see table 4)
 - ❖ eg. Beef: Latin America
 - ❖ Eurostat, CIS not using SPD approach (see table 5)

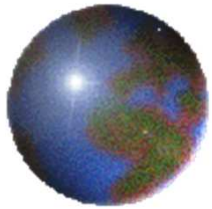


The task before us using this methodology

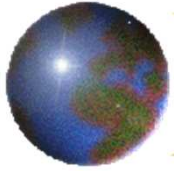
- ✚ Define meta data consistently
- ✚ Standardize description convention
 - ✚ Objective and knowledge-based approach
 - ✚ Input of regional knowledge in meta data
 - ✚ Consensus among ring countries/regions regarding convention
- ✚ Update SPD software
 - ✚ Add new specifications to global database
 - ✚ Comparison functionality of SPD software limited



Process to follow

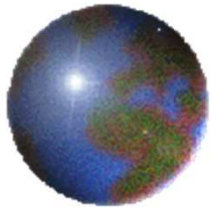


- ✦ Regional office to send GO product lists of each ring country
- ✦ GO analyzes ring country product lists and standardizes terminology/description convention
- ✦ GO prepares preliminary ring list and disseminates to regional offices
- ✦ Regional offices send preliminary ring product list to countries for feedback



Process to follow (cont'd)

- ✦ GO prepares updated ring country product list incorporating country comments
- ✦ GO organizes finalization meeting with Regions and ring countries



Thank you!

Questions??????