



MARKET INFORMATION ORGANIZATION
OF THE AMERICAS
OIMA
**IX Regular Meeting of the Executive Committee
Panama City, Panama**

June 19-20, 2007

List of participants

Gonzalo Camberfort, Director of IMA Panama

Amarilis Pinzon, IMA Panama

James French, Director of Technical Leadership and Knowledge Management, IICA

Guillermo Villanueva, IICA Representative, Panama

Terry Long, President of OIMA

Marco Moscoso, Vicepresident of OIMA

Pedro Martinez, President Ex Oficio

Andrea Dansa, Representative from the Southern Region

Adriana Senior, Representative from the Andean Region

Hernan Velasquez, Host Country 2007

Luis Palmer, USDA

Frank Lam, IICA

Agenda IX Regular Meeting of the Executive Committee of OIMA

Panama City, Panama

June 19-20, 2007

June 19

8:00 am	Call to Order	Marco Moscoso
8:10 am	Introduction of Guests	Marco Moscoso
8:20 am	Opening Remarks	Gonzalo Camberfort Director, IMA James French, IICA Guillermo Villanueva, IICA Panama
8:45 am	Discussion of the Agenda	Marco Moscoso
9:00 am	General Comments	James French, IICA
9:10 am	Informal Regional Updating	Regional Representatives
10:00 am	Break	
10:30 am	Discussion of the Quito Meeting	
	a. Structure	
	b. Workshop – Best Practices	
	c. Speakers	
	d. Special Guests	
11:30 am	Review of the Report by Dr. Mendoza	
	a. Payment	
	b. Next steps	
12:30 pm	Lunch	
1:30 pm	Regional Workshops	
	a. structure	
	b. location	
	c. topics	
	d. local assistance	
2:30 pm	Proposal for the Central American Project	Marco Moscoso
3:30 pm	Presentation by the Technical Secretariat of IICA	Frank Lam

Promotional Efforts

4:30 pm Final Comments

5:00 pm Close of Session

June 20

8:30 am Call to Order Terry Long

9:30 am Summary of the Administrators Terry Long

Workshop

9:40 am Review of the Strategic Action Plan

10:00 am Break

10:30 am Strategic Partnerships – IICA/FAO/OIMA

11:30 am Future Activities and Areas for Potential Growth

12:30 pm Lunch

1:30 pm Technical Assistance Projects

2:30 pm Legal Status of OIMA

3:30 pm Gaining Support from Member Countries

4:30 pm Final Comments

5:00 pm Close of Meeting

Tuesday, June 19, 2007

The session started at 8:30 am.

1. Opening Remarks

- 1.1. **Participation of Mr. Gonzalo Camberfort.** Director of IMA Panama. On behalf of the Government of Panama, Mr. Camberfort welcomed the participants and confirmed the Commitment of Panama of hosting the Regular Meeting of OIMA in 2008.
- 1.2. **Participation of Dr. James French.** Director of Technical Leadership and Knowledge Management of IICA. Dr. French reaffirmed the collaboration commitment of IICA with OIMA.
- 1.3. **Participation of Dr. Guillermo Villanueva.** IICA Representative in Panama. Dr. Villanueva expressed IICA's commitment to support Member Countries of IICA and OIMA, and also welcomed the participants.

BREAK

2. Regional Reports

2.1 Northern Region. On behalf of the Northern Region, Mr. Pedro Martinez informed that progress has been made in the administration of the web pages of the information systems, and that these are already available in Spanish and English. Furthermore, he noted that progress is being made on the standardization of terminology for the three countries: Mexico, the United States, and Canada. Finally, he added that a Work Meeting has been scheduled for August 2007 where actions plans will be presented for each country. Mr. Fernando Palmer added that two training activities shall be carried out.

2.2. Central and Caribbean Region. Mr. Marco Moscoso presented the Proposal for a Market Intelligence (MI) Project in the CA-Panama-DR Region. Furthermore, information was presented on the MI Pilot Project presented to the IDB by El Salvador for its financing.

2.3. Andean Region. Ms. Adriana Senior, Representative from the Andean Region, informed that the SIMA in Peru faces several constraints; in the case of Bolivia, she mentioned that the USAID MI project has been completed. For the Region, she went on to express that a regional training workshop is scheduled to take place in Colombia in August of 2007.

2.4. Southern Region. Ms. Andrea Dansa, Representative from the Southern Region, informed that Chile is willing to offer a course on Procedures Manuals (ISO 9000). She made emphasis on the financial constraints expressed by Paraguay, and Uruguay to

participate in this activity. Finally, she reported that the Representatives to OIMA from Paraguay and Uruguay have changed.

2.5. Mr. Moscoso suggested contacting these countries in order to determine their status (Bolivia, Paraguay and Uruguay). Mr. Frank Lam, from the Technical Secretariat of OIMA, informed that invitations will be sent to Venezuela, Belize and Haiti to become members of OIMA. Mr. Pedro Martinez proposed that before joining OIMA as permanent members, these countries should express their commitment and how they will benefit from the Organization. Mr. Lam suggested that these countries present their SIMAs or Action Plans to establish a SIMA in order to determine OIMA's potential contribution.

2.6. Mr. Frank Lam proposed that the list of institutions and representatives from Member Countries is updated every two years, in light of the constant changes that have been taking place within the Region. Ms. Senior added that the goal is to determine who will be participating. Mr. Moscoso submitted this proposal to the consideration of the Executive Committee (CE) so that each country will update this information. Mr. Villanueva referred to the political situation of these countries and suggested inviting alternate delegates.

Agreement CE-IX-2007-01: To draw up a proposal for the EC to update the information on OIMA Country Representatives. This proposal shall be presented to the EC at the Meeting in Quito, and shall be submitted to the Assembly for final approval.

Party Responsible: Technical Secretariat of OIMA.

Agreement CE-IX-2007-02: To invite Venezuela, Belize, and Haiti as Observers to the Quito Meeting. Only one person shall be invited.

Party Responsible: Technical Secretariat of OIMA.

BREAK

3. Discussion on the Quito Meeting

3.1. On behalf of Ecuador, Host Country of the 2008 Regular Meeting of OIMA, Mr. Hernan Velasquez, informed of the progress made in planning the Quito Meeting with the collaboration of the Technical Secretariat. He also presented the budget with the money allocated by the Host Country for this event.

3.2. The following structure was proposed for the Agenda of the Annual Meeting of OIMA

September 12 – 14, 2007

	Morning	Afternoon
Wednesday 12	SIMA Ecuador	Regional Reports
Thursday 13	Best Practice Workshop	Best Practice Workshop
Friday 14	Administrative Issues Report of the EC	Social gathering

Agreement CE-IX-2007-03: To invite Member Countries to the Annual Meeting of OIMA, to be held in Quito, Ecuador, from September 12 to 14, before July 1st, and await confirmation by August 1st.

Party Responsible: President of OIMA

4. Review of the Report by Dr. Mendoza

4.1. Mr. Frank Lam presented to the EC the results of the consultancy services requested to Dr. Mendoza in April to prepare Executive Summaries for 19 SIMAs, and a General Summary of the assessment of the SIMAs.

Agreement CE-IX-2007-04: To pay US\$5,000.00 to Dr. Gilberto Mendoza for the consultancy services provided to prepare 19 country Executive Summaries and a General Summary. Furthermore, authorization is granted to post these reports in the Web page of OIMA, and to send them to Member Countries via e-mail.

Party Responsible: Technical Secretariat of OIMA.

BREAK

5. Regional Workshops: Central America and the Caribbean

5.1. Mr. Marco Moscoso presented a proposal to hold a workshop in the Central and Caribbean Region. The objectives of this workshop will be to provide training on MI and to prepare the project proposal.

5.2. Mr. Lam suggested carrying out this activity in the form of a work meeting and postponing the training activity to carry it out in the future as part of the project. Ms. Senior proposed that OIMA contribute 50% of the cost of the meeting. Finally, Mr. Moscoso suggested implementing this activity in early August.

5.3. Mr. Pedro Martinez informed that a Regional Workshop was scheduled in the Northern Region for the end of August.

Agreement CE-IX-2007-05: To set out the Terms of Reference for the work meeting. Each country shall pay for the airplane ticket, OIMA shall pay for their expenses during the meeting. To ask the recipient countries about their commitment to participate (Sr. Moscoso). Mexico and Colombia may provide technical assistance in the event. The President of OIMA would formally invite the recipient countries to participate in the event, and OIMA shall provide partial support to the initiative.

Parties Responsible: Technical Secretariat of OIMA, President of OIMA, and Mr. Marco Moscoso

6. Presentation by the Technical Secretariat

6.1. Mr. Frank Lam presented the Financial Report until May of 2007. The Report shows the US\$200,000.00 (two hundred thousand dollars) contributed by USDA for the funding of different activities within OIMA. Furthermore, he reported on the production of promotional material for OIMA.

6.2. Mr. Lam went on to present the SIMA profiles for the Caribbean Region. The presentation showed that the SIMAs of Trinidad and Tobago, Jamaica, and Barbados are more advanced than those of the other countries in the Region.

The session was adjourned at 5:00 pm.

Wednesday, June 20, 2007

The Session started at 8:30 am.

Mr. Marco Moscoso made a brief summary of the main agreements reached by the EC on Tuesday to share this information with Mr. Terry Long, President of OIMA, who just joined the meeting.

The EC approved the minute of the VIII EC Meeting, which was signed.

7. Summary of the Administrators Workshop

- 7.1. Mr. Terry Long underscored the importance of the Administrators Workshop held in Costa Rica in the month of May, as well as the feedback received. He also emphasized the relevance of the market intelligence component, which adds value to the work carried out by the SIMAs within the countries.
- 7.2. Mr. Pedro Martinez also noted the importance of the efforts made by OIMA in developing skills and capabilities in the people that make up the SIMAs. Finally, he underscored the importance of having inter-country exchanges, as well as horizontal cooperation to develop capacity in the staff.
- 7.3. Ms. Senior pointed out that the Andean Region agreed to implement a workshop to strengthen the SIMAs throughout the Region. She also underscored the progress made by Colombia in the area of market intelligence, and the willingness of this country to share its experiences with other countries. They expect to hold a meeting in August for the purpose of strengthening the SIMAs. Mr. Velasquez suggested strengthening the presence of OIMA in the SIMAs at the national level, and said that they need to sell a “real product”. He went on to say that the activities should address specific needs.
- 7.4. Ms. Dansa mentioned that, with the exception of Uruguay, the other countries would fund the Workshop.
- 7.5. Mr. Lam said that OIMA must draw up a short and medium-term strategy to implement actions pertaining the strengthening of the SIMAs. Mr. Long explained that in the Northern Region, regional efforts have been carried out. However, he thinks it is important to maintain bilateral cooperation as well. Mr. Martinez proposed that countries be compared based on the studies carried out by Dr. Mendoza in order to identify strengths and weaknesses. In Argentina, the report has been reviewed, and Ms. Dansa thinks it is important to be able to look at other countries. She also noted that countries should review the Executive Summaries so that they are able to exchange ideas during the upcoming meeting in Quito.
- 7.6. Mr. Long expressed that it is very valuable that countries are able to share successful experiences, and understand the processes. He went on to say that there

have been many changes which have prompted AMS to implement new strategies. Mr. Long questioned the proposal made by the EC to hold a work meeting in Central America. Mr. Moscoso responded that the countries will be inquired as to their interest and commitment to participate in the drawing up of the proposal. Mr. Long reiterated that the funds provided by USDA are to contribute to this type of activities, and made no objection in that respect. Mr. Lam emphasized that once the project is defined, more support from OIMA may be needed.

7.7. Mr. Long asked if the US Delegation will be able to participate as observer in the activities planned for the Central American Region, to which Mr. Moscoso agreed.

8. Review of the Strategic Action Plan

8.1. Mr. Long noted that it is important that the Delegates keep the higher authorities in their organizations updated.

8.2. Mr. Long also suggested revising the Rules of Procedure of OIMA, which were set forth in 2000, because there have been many changes since then, such as the participation of new countries, new delegates, etc. He proposed that the EC conduct a comprehensive review of the rules of procedure via e-mail.

Agreement CE-IX-2007-06: To instruct the EC to conduct a comprehensive review of the Rules of Procedure of OIMA, and send its comments to the Technical Secretariat by July 20.

Party Responsible: Executive Committee of OIMA.

BREAK

8.3. Mr. Long requested that the Strategic Plan and the achievements of OIMA be presented to the Assembly. He also referred to a document that would capture the history and milestones of OIMA. Mr. Moscoso added that he and Mr. Palmer will work together to gather all the information necessary about the history of OIMA.

Agreement CE-IX-2007-07: To prepare a draft document that would capture the history of OIMA for its review at the EC Meeting, in Quito.

Parties Responsible: Marco Moscoso, Luis Fernando Palmer, and Andrea Dansa

9. Strategic Partnerships

9.1. Mr. Long requested Mr. French to comment on potential strategic partnerships. Mr. French pointed out that strategic partnerships are vital provided that they contribute to strengthening the objectives of the organization.

9.2. Mr. Lam mentioned universities as potential partners. Mr. Moscoso suggested inviting the Representative from FAO (Franz Martin) to participate in the Central American Project.

9.3. Mr. Martinez suggested presenting OIMA to FAO, and Mr. French noted that, for this purpose, it is important to identify key offices. Mr. Long asked the EC about the possibility to approach FAO.

9.4. Mr. French informed that FAO scheduled an event in Rome at the end of this year, and Mr. Long suggested the possibility of participating. Mr. French will send this information to the EC.

9.5. Mr. Long suggested promoting OIMA within the countries. Mr. Moscoso explained the scope of the SIMA in Panama, in the area of new investments, changes and promotional strategies.

9.6. Mr. Lam suggested having OIMA participate in the IABA Meeting. Ms. Senior added that a promotional campaign must be designed, and questioned the participation of OIMA in the IABA Meeting.

BREAK

10. Future Activities and Areas for Potential Growth

10.1. Mr. Long informed that USDA is implementing a USAID-sponsored project in India, and said that he will invite officers from this country as observers to the next OIMA Meeting, in Quito, Ecuador.

10.2. Mr. Martinez supported this initiative since it would benefit the organization. He also suggested becoming more familiar with the experiences in other countries. Mr. Palmer added that, based on its Strategic Plan, OIMA should have more exposure as an organization worldwide.

11. Technical Assistance Projects

11.1 Mr. Palmer mentioned the request make by Ecuador to the PL-480 Program for establishing a SIMA within the country. El Salvador is also looking for resources to fund a technical assistance project. Mr. Velasquez requested support from OIMA and USDA to add to the sustainability of the project.

11.2. Mr. Long noted that this could be a good opportunity for providing technical assistance where AMS is able to assist OIMA Country Members.

12. Legal Status of OIMA

12.1. Mr. Long requested Ms. Senior to submit the report on the legal status of OIMA.

12.2. Ms. Senior said that OIMA should become a juridical person through IICA. Mr. Long added that in the short and medium term, that would be not present any problems; however, in the future, OIMA will require a professional staff to manage the Organization.

12.3. Mr. Martinez said that it would be wise to discuss this issue at the EC, and suggested creating an internal task force. Ms. Senior expressed that it is important for

OIMA to look for ways to define its legal status. Mr. Long mentioned that the search for a legal status implies costs and benefits, and that a more in-depth analysis should be made.

12.4. Mr. Long mentioned that a Task Force already exists, made up of Mr. Palmer, Ms. Senior and Mr. Lam, and added that this Task Force should continue working. He also suggested looking at what would be the end result as well as the costs and benefits.

12.5. Mr. Martinez suggested further analyzing the different options. Mr. French pointed out that the legal advisor at IICA should be consulted with regards to the “OAS resolution” option.

Agreement CE-IX-2007-08: To instruct the Task Force to submit to the EC the findings regarding the different options, including the legal issue about the OAS, its costs and benefits, and to present this at the next EC Meeting.

Parties Responsible: Luis Fernando Palmer, Adriana Senior, and Frank Lam

13. Gaining support from Member Countries

13.1. Mr. Long said that in the future countries are expected to contribute to the strengthening of the SIMAs, and to take on responsibilities at the national level. He also expects that at the Quito Meeting the potential support of the countries to OIMA will be addressed.

13.2. Mr. Lam mentioned that it is important to make countries realize the value generated by the SIMAs. Ms. Senior added that if countries saw the results, then they would be interested in supporting OIMA and in procuring support from the private sector.

13.3. Ms. Senior suggested assigning tasks and responsibilities to the countries so that they become committed. Mr. Martinez asked what mechanisms may be implemented to make OIMA more attractive to the countries. One option could be certifying the SIMAs. Mr. Long added that, if they were to charge countries with a specific task, they should be asked to update the findings of Dr. Mendoza. Another option would be to ask them to make suggestions as to how the weaknesses identified by Dr. Mendoza could be addressed. Finally, to ask for feedback as to how the countries implemented the lessons learned at the Administrators Workshop. Ms. Senior suggested certifying those countries that implement Best Practices in their SIMAs.

13.4. Mr. Long mentioned the possibility of asking the countries to address the above issues before the Assembly at the Quito Meeting. Finally, Mr. Velasquez suggested requesting countries to update their information in the Web page.

13.5. Mr. Lam said that the real issue is not asking countries to respond to some questions, but rather finding ways for these countries to provide direct support to OIMA.

13.6. Mr. French suggested combining the Best Practice Workshop with the country reports, so that these may be compared, and actions may be determined to overcome the differences.

13.7. Mr. Long thanked IICA for its support and acknowledged the excellent relationship between IICA and OIMA. Mr. French reiterated the support of IICA to OIMA.

The session was adjourned at 5:00 pm.