INTERNATIONAL SYMPOSIUM ON
“CRAFTS AND THE INTERNATIONAL MARKET:
TRADE AND CUSTOMS CODIFICATION”

(Manila, Philippines - 6-8 October 1997)

FINAL REPORT
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Introduction

1. The International Symposium on “Crafts and the International Market: Trade and Customs Codification”, jointly organized by UNESCO and the International Trade Centre UNCTAD/WTO (ITC), took place in the Philippines International Convention Center (PICC) in Manila, from 6 to 8 October 1997. The Symposium was attended by 132 representatives of governmental and non-governmental agencies, regional and international organizations involved in the crafts sector in 44 countries. The list of participants is annexed to this Report (Annex 4 - document CLT/CONF/604/4).

2. Eighteen countries and eleven organizations sent apologies for not being able to attend the Symposium and looked forward to receiving the conclusions and recommendations adopted by the participants.

Opening ceremony

3. Mr Ernesto Ordoñez, Under-Secretary, Department of Trade and Industry of the Philippines, welcomed the participants and expressed his appreciation to UNESCO and ITC for this timely initiative. He considered this Symposium to be an important event on account of the need for increased cooperation in the crafts sector. Mr Ordoñez called for a true recognition of the dignity of craftspeople and for the establishment of a codification system that could show their significant contribution to the national economy, especially in the developing countries.

4. The Representative of UNESCO, Mr Indrasen Vencatachellum, expressed the appreciation of his Organization to the Government of Philippines for hosting the Symposium and to the Center for International Trade Expositions and Missions (CITEM) for ensuring that this event takes place in the best conditions. He pointed out that the diversity of the origins and professional experiences of the Symposium’s participants provided a rare opportunity to address, through a new, integrated approach, the complex and specific issues affecting the promotion of artisanal products. Mr Vencatachellum expressed the wish that the Symposium lead to concrete and realistic proposals which take into account the necessary balance between the cultural and economic aspects, the needs and aspirations of the craftspeople and the exigencies of the international market.

5. In his opening speech, the Representative of ITC, Mr Paavo Lindholm, stressed the long-term commitment of ITC in the area of trade promotion and development of artisanal products, culminating with the agreement of cooperation with UNESCO in 1995. In assessing the relevance of artisanal products in international trade, he made a vote for a renewed Plan of Action to project the concerted action for assistance into the future.
Election of the Bureau

6. After these opening addresses, the participants elected the members of the Bureau as follows:

President: Mr Edsel Custodio, Assistant Secretary, Department of Trade and Industry (Philippines)

Vice-Presidents: Mr Albrecht Graf von Hardenberg, Executive Director, PROTRADE, German Agency for Technical Cooperation, (Germany)

Ms Delia Iragorri de Sosa, Executive Director, Programa Latinoamericano de Cooperación en Artesanía / Sistema Económico Latinoamericano PLACART/SELA (Venezuela)

Rapporteur General: Ms Margaret Ndekera, Chairperson, Association for Women Industrial and Agricultural Development (Uganda)

Rapporteur of Commission 1: The protection of original artisanal products and the consequences of the Uruguay Round

Mr Omar Amine Benabdallah, Director of the International Centre for the Promotion of Crafts (CIPA) and President of the World Crafts Council (WCC) (Morocco)

Rapporteur of Commission 2: The codification of artisanal products

Ms Dianne McLeod, Market Development Specialist, Tourism and Industrial Development Company (TIDCO) (Trinidad & Tobago)

Rapporteur of Commission 3: Marketing - Needs for training and product adaptation

Ms Raja Fuziah Bte Raja Tun Uda, Executive Chairman, Sari Ayu Consult SDN BHD (Malaysia)

Adoption of the Agenda

7. The participants then proceeded to adopt the Agenda annexed to this Report (Annex 5 - document CLT/CONF/604/1) for the Plenary sessions and the three Commissions.
Review of the major issues affecting artisanal products on the international market (Item 4 of the Agenda)

8. The attention of the participants was drawn to the findings and proposals contained in the Working Paper “Current position and future prospects” (document CLT/CONF/604/5). The general assessment of the position at national level, based on the replies of 47 countries to a UNESCO/ITC questionnaire, reveals that there is an urgent need to protect artisanal products. It also confirms the importance of establishing the codification of these products in order to ensure a clear distinction between this category of products and manufactured goods. As regards promotion, it points out that the use of new tools, such as Internet, in addition to the conventional methods (fairs, catalogues) calls for investigation on advantages and inconveniences.

9. In their interventions, the participants made general remarks on certain issues which were to be taken up later for more in-depth discussions in the three Commissions dealing respectively with the protection, codification and marketing of artisanal products. Some of these issues dealt with the authenticity of crafts, the choice of marketing strategies and present trade and customs codification systems.

10. Some participants emphasized the importance of cultural property and the need for it to be considered when crafts are being protected. One participant pointed out that the indigenous arts of the world constitute an important part of the economy and marketing and deserve a fair share of the derived benefits. The conflicting aspects of crafts promotion with regard to the social conditions of artisans were also raised. In this connection, it was suggested that the issue of child labour be examined both in relation to labour code and to the prevailing socio-economic conditions in each country. As regards the concern for environmental issues, it was proposed that some mechanisms be devised for joint research and exchange programmes on available raw materials.

New orientations and techniques for promoting crafts exports (Item 5 of the Agenda)

This topic was examined in the light of the main conclusions of the work by the concerned Commissions.

(a) Possible means for improving the visibility of artisanal products at international level

Codification

11. The issue of codification was based on the UNESCO/ITC definition of artisanal products. It was observed that the customs officers would find it difficult to determine the nature inherent in artisanal products from general terms such as “predominantly made by hand or with the help of hand tools” without a precise indication of the percentage of the product made by these means.
12. Similarly, it was pointed out that there is a need for a new approach to the exclusive use of natural raw materials which are quickly disappearing and are giving way to “sustainable materials”. The concept of “limited quantity” was also reviewed.

13. While recognizing that codification is important for statistical purposes in order to show the contribution of crafts to the national economy and to trade and export flows, it was felt that a selection (from the too broad range of artisanal products traded in the international market) should be made in the collection of data. The individual countries need, therefore, to choose a list of products they consider as priority products with specific identification criteria, to be submitted through ITC with a view to considering them for a future separate codification status. One participant proposed that the following criteria be taken into account when deciding on product selection: their capacity to generate employment, to contribute to poverty alleviation and to the preservation of the national heritage.

14. As regards the relevance of craft statistics linked to tourism activities, it was found that many countries are not aware of the exact volume of sales to tourists and, consequently, insufficient meaningful efforts have been made in developing craft villages and cultural tourism. There is, therefore, ground for the elaboration of a practical guide on mechanisms to collect and process information through questionnaires. Once such questionnaires would have been developed and completed, individual countries should channel a copy to ITC or UNESCO for a proper centralized collection, review and processing.

Protection

15. In discussing protection, the participants were briefed on the legal framework created by the adoption of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which is a key component of the reinforced rule-based multilateral trading system. The following topics were also addressed:

- The importance of the use of electronic media for both traditional and contemporary crafts, as well as its implications, were underlined.

- The representative of an American-Indian crafts association explained how the native tribes are using available legal provisions to protect their traditional heritage. Each tribe has registered a trademark that is used by its artisans, sometimes in association with their own names or symbols. At the same time, indelible marks of origin are required for similar foreign products to protect consumers from misrepresentation.

- A strong need was felt for special codification in order to provide protection since protection is enforced through the codification system.
Marketing

16. On marketing of crafts, stress was laid on the importance to open and develop international markets and on the need for guidance on how to prepare and train for successful market penetration. The role of museums was highlighted and illustrated by the fruitful cooperation between the Gold Museum (Museo de Oro) in Bogotá and “Artesanías de Colombia”.

17. The use of technology to link artisans to the market and to test the demand base through the Internet was discussed. It was noted that many crafts organizations are getting on to the Web system.

18. The need was emphasized for product development to use both local and international designers. It is also important to open local markets through national and regional trade fairs. The use of media to create local markets was also suggested.

(b) Technical cooperation programmes in the areas of major concern for developing countries

19. As regards financing for crafts, the need for an international directory of donor agencies and information on ways to approach them was mentioned. It was pointed out that funding requests should be presented in such a way as to convince donors of investment returns. It is also important to adopt an integrated approach where a product with a right price is taken to an appropriate place with the right method of promotion. The creation of a position of an international “Ambassador for crafts” was also suggested.

20. In addressing the issue of technical cooperation, the Representative of ITC gave a detailed account of ITC’s budgetary resources and funding possibilities for assistance. ITC’s regular budget expenditures are financed from equal contributions by UN and WTO. Complementary resources are made available by individual governments through ITC’s Global Trust Fund. Funding for specific country-based activities comes from voluntary contributions, as well as from financing made available to countries by organizations such as UNDP, the World Bank, the European Commission and regional development banks. Beneficiaries are increasingly financing ITC services that they require. ITC is not, therefore, a financing agency per se.

21. UNESCO is in a similar situation. The Representative of UNESCO explained that, sometimes, duplication of requests for assistance and in subsequent implementation activities is harmful to the artisans. There is, therefore, need for coordination: at the national level, requesting countries should prioritize the most important projects and, at the international level, funding agencies should intervene in a coordinated, complementary manner.

22. The attention of the participants was drawn to the need, after the Uruguay Round negotiations, for new strategic alliances with the beneficiaries of globalization. In this connection, it was suggested that some Asian countries be involved in co-financing of activities.
(c) Increased use of modern technologies in crafts trade information and marketing

23. The use of new orientations and techniques for promoting craft exports was illustrated by a presentation of the ITC/UNESCO Virtual Exhibition Centre for Artisanal Products (VEC), followed by a general discussion. The following remarks were made:

- Internet has not proved to have contributed to the marketing of crafts yet. However, given the nature of the system, one may expect that this will become one of the most promising media for craft marketing worldwide.

- Internet has advantages, since it is user-friendly and does not require a highly technical expertise. However, users should learn how to display their products in the most appealing way.

- Careful preparation is necessary before opening a Web site. This includes its manageability, regular upgrading, reliability and selection of information based on the best marketing principles.

- Considering the training required for Web site building, it was recommended that ITC be requested to assist on a regional basis. However, many other sources of expertise can be tapped: a number of countries, for instance Bangladesh, India and Colombia, can provide cheap and valuable inputs; local universities may also provide low-cost training.

Adoption of Recommendations and Plan of Action (Item 6 of the Agenda)

(a) Adoption of the Reports and Recommendations of the three Commissions

24. The Symposium examined and adopted the Reports and Recommendations of the three Commissions (see Annexes 1, 2 and 3). The adopted Recommendations constitute a Plan of Action, in the short and medium term, as follows:

(b) Plan of Action

Definition of artisanal products, adopted by the Symposium

Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. These are produced without restriction in terms of quantity and using raw materials from sustainable resources. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant.
Concerning **codification** of crafts products

**Short-term measures**

25. **At the national level**

- To establish a list of at least five priority products to be proposed, through ITC, to the World Customs Organization (WCO) for inclusion in the Harmonized System (HS) under a separate status, accompanied with technical distinguishing criteria for each individual product (or -should this not be feasible- with general criteria on a category basis). This material is to be sent by the competent Crafts Ministry or Department to ITC for collation and transmission to WCO before the end of 1997. These priority products should be selected according to their present/future trade potentials or according to their income generation/employment potential.

- To give particular attention to the priority products selected as above in a new effort to be deployed to build statistics on crafts. This new effort should be materialized by organizing a meeting of all administrations involved in order to obtain an evaluation of the importance of crafts activities in the country, using existing statistics and codification (for instance: employment, exports, consumption enquiries). Then, to study, in cooperation with crafts promotion bodies and economic administrations, the kind of statistics which would be needed to demonstrate the importance of the crafts sector for the country’s economy (in terms, for instance, of sustained employment/income generation, foreign exchange inflows, poverty alleviation), and to follow the subsequent development of this sector.

26. **At the regional level** (by relevant regional organizations)

To formulate common positions on issues concerning items of priority for the region, in order to help individual Member countries to propose products for separate identification in the HS.

27. **At the international level** (by relevant international organizations)

To set up a platform for monitoring progress and anchoring all parties concerned to respect the necessary deadlines for proposing new items for separate identification in the HS.

**Medium-term measures**

28. **At the national level**

- To establish permanent mechanisms between customs administrations and bodies concerned with export development of artisanal products, aiming at reviewing the need for proposing additional craft items for separate identification in the HS.

- To organize a planning of regular meetings with the customs and the foreign trade administrations in order to review the difficulties met by these organizations when taking into account the chosen priority crafts in their statistics.
To organize a yearly meeting between crafts development and national economic planning authorities in order to set up priority actions for the development of crafts using the new statistics.

29. At the international level (by relevant international organizations)

- To monitor and study the effects of the new separate positions in the HS in terms of their contribution to future strategy formulation for trade development of the products concerned

To develop educational materials and guides enabling all concerned to follow the required steps towards codification and to assess/identify true artisanal products for international trade.

Concerning protection of artisanal creations

Short-term measures

30. At the national level

To attract attention of all governments on making use of the existing provisions regarding copyright, geographical indications, industrial designs and trademarks, in home country as well as in key export markets.

31. At the regional level (by relevant regional organizations)

To hold seminars/workshops on the advantages and weaknesses of the existing protection systems, on the use and adaptation of the experience of countries which have combined protective measures with promotional actions, on the relevance and advantages of labelling of craft products and the use of trademarks distinctive of a given community of producers.

32. At the international level (by relevant international organizations)

To study urgently the problems of protection and to provide information, advice and training to national and regional organizations involved in crafts development.

Medium-term measures

33. At the national level

- To link protection with codification and to hold seminars to exchange views/results and plan activities in these areas.

- To take these issues into account in both legal enforcement and trade/export promotion strategies.

- To promote the cultural value of original craft items.
34. **At the international level**

   To provide technical assistance to the craft sector on the effective use of the legal tools for crafts protection.

   Concerning **marketing of artisanal products**

   **Short-term measures**

35. **At the national level**

   - To undertake a survey on the availability of statistical information showing the significance of the link which exists between tourism (local and foreign) and crafts development and trade. Once identified, these data should be further refined by means of a standard questionnaire on tourists’ expenses in crafts, in order to allow for analytic comparisons at international level. With a view to formulating a universally acceptable questionnaire, each country should submit a copy of the proposed outline to ITC or UNESCO.

   - To strengthen and promote capacity building of local designers, and to establish an electronic network to exchange data on raw materials, design information and other resources.

   - To build an integrated approach between craft organizations and the relevant marketing bodies.

36. **At the regional level (by relevant regional organizations)**

   To compile a directory providing information on the profile of available funding facilities, both at regional and international level, especially for small-scale artisans. The information should be comprehensive with names of contact offices, types of assistance programmes available and procedures of application.

37. **At the international level (by relevant international organizations)**

   - To develop a guide on how to participate successfully in international craft fairs, together with a directory of these fairs.

   - To produce a directory on training facilities available.

   - To set up special programmes to train crafts organizations in the use of Internet and electronic data processing and banks.
Medium-term measures

38. At the national level

- To incorporate the concept and policy of craft tourism into the plan of action for domestic development of crafts: by encouraging the different forms of promotion of tourist crafts (for instance: crafts villages, organized tour packages to crafts centres and museums, craft markets at the various points of entry into the country, display outlets for crafts as well as interior decoration using artisanal products in hotels); and by ensuring a regular -quantitative and qualitative- evaluation of craft tourism.

- To involve trend-setters and government patronage in developing products (supported by the corresponding training facilities) which appeal to the specific target groups and which give the competitive edge to imports in terms of aesthetics, function and pricing.

- To build up, through public awareness campaigns, an appreciation for local crafts as a national heritage of high cultural value and craftsmanship, whilst instilling a sense of pride in buying a piece of tradition.

- To gain the support of media in publicizing the works of artisans and recreating public interest.

- To develop the use of technology and encourage dissemination of results amongst producers (through the Internet and electronic data processing and banks).

39. At the regional level

To organize -every two years- a regional meeting of all national organizations in charge of crafts development in order to determine, on the basis of updated statistics, which kind of projects could be undertaken at regional level for the benefit of all artisans involved (for instance: common promotion on certain foreign markets, common process to obtain raw materials which may be lacking, common training programmes of trainers which may not be feasible at the level of individual countries).

40. At the international level (by relevant international organizations)

- To increase the use of modern technologies to respond to artisans' information needs for marketing (including in the areas of production, protection of intellectual property rights, and especially in setting up data banks on the subject).

- To prepare two practical manuals: on data collection, codification, evaluation and interpretation of the link between tourism and trade in crafts; and on the effective implementation of tourism activities for crafts promotion (as, for example, the successful development of crafts villages, tours and shops).
Closing ceremony

41. After the adoption of the above Recommendations and Plan of Action, a vote of thanks on behalf of the participants was proposed by Ms Cecilia Duque Duque, Director General of Artesanías de Colombia and Mr Andy Abeita, President, U.S Indian Arts and Crafts Association.

42. Final addresses were delivered by the ITC Representative, Ms María-Mercedes Sala, and by the UNESCO Representative, Mr Indrasen Vencatchellum, followed by a speech by the Executive Director of CITEM, Ms Araceli María Pinto-Mansor. After his concluding remarks, the President, Mr. Edsel Custodio, declared the Symposium closed.
ANNEXES

1. Report and Recommendations of Commission 1: The Protection of Original Products and the Consequences of the Uruguay Round

2. Report and Recommendations of Commission 2: The Codification of Artisanal Products


4. List of Participants (document CLT/CONF/604/4)

5. Agenda (document CLT/CONF/604/1)

6. List of documents made available to the Symposium (document CLT/CONF/604/INF.1)
REPORT OF COMMISSION 1: 
THE PROTECTION OF ORIGINAL ARTISANAL PRODUCTS 
AND THE CONSEQUENCES OF THE URUGUAY ROUND

Coordinators/Moderators: Mr Malcolm Benjamin, Senior Consultant on Export Marketing of Artisanal Products (ITC) and Mr Serafino Marchese, Counsellor, Technical Cooperation and Training Division, World Trade Organization (WTO).

Rapporteur: Mr Omar Amine Benabdallah, Director of the International Centre for the Promotion of Crafts (CIPA), Fez, and President of the World Crafts Council (WCC).

ITC Representative: Ms Maria-Mercedes Sala, in charge of trade promotion and market development of artisanal products.

Commission 1 of the Symposium, which dealt with “The Protection of Original Artisanal Products and the Consequences of the Uruguay Round”, had before it the brochure published by ITC and UNESCO, entitled “Overview of Legal and others Measures to Protect Original Craft Items”, as well as the notes on the subject, which had been prepared by Mr Malcolm Benjamin for his presentation.

A participant raised the issue of forced child labour in crafts production. Others expressed the need that ways and means be explored to integrate craftworkers into health-care and social schemes, whenever they remained excluded.

Some participants made reference to the dangers deriving from the utilization of toxic materials and endangered resources in the production of artisanal products and proposed to encourage the use of natural or alternative resources to the largest possible extent.

The Commission noted that the protection mechanisms will require successive implementation steps at national and regional level and suggested, as starting point, the establishment of national commissions at sectoral level to be entrusted with the identification of marks for each type of products.
RECOMMENDATIONS CONCERNING PROTECTION

Short-term measures

1. **At the national level**

   To make use of the existing provisions regarding copyright, geographical indications, industrial designs and trademarks, in home country as well as in key export markets.

2. **At the regional level**

   To hold seminars/workshops on the advantages and weaknesses of the existing protection systems, on the use and adaptation of the experience of countries which have combined protective measures with promotional actions, on the relevance and advantages of labelling of craft products and the use of trademarks distinctive of a given community of producers.

3. **At the international level**

   To study the problems of protection and to provide information, advice and training to national and regional organizations involved in crafts development (for concerned international organizations).

Medium-term measures

1. **At the national and regional level**

   - To link protection with codification, and to hold regional seminars to exchange views/results and plan activities in these areas (for Member States).
   - To take these issues into account in both legal enforcement and trade/export promotion strategies (for Member States).
   - To promote the cultural value of original craft items (for governmental institutions and non governmental organizations).

2. **At the international level**

   - To provide technical assistance to the craft sector on the effective use of the legal tools for crafts protection and on the required steps towards codification (for concerned international organizations).
   - To increase the use of modern technologies to respond to the information needs of artisans on production, marketing and protection of intellectual property rights (through the International Centre for the Promotion of Crafts (CIPA) as focal point at international level).
Commission 2 dealt with three themes, namely: statistics, codification, tourism and crafts, and based its discussions on a proposed definition of artisanal products, as follows:

Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. These are produced using raw materials from sustainable resources. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant.

When considering the elements to be included in this definition, the Commission did not endorse the notion of limited production, nor the notion of using only local natural raw materials, as the first did not reflect reality and the latter could be counter-productive.

RECOMMENDATIONS CONCERNING STATISTICS

In order for crafts development projects to be considered by government authorities as well as by international donors, the benefit expected from these projects must be proven in economic terms with figures (jobs created as well as interest on investment). It is, therefore, essential that a system be established to regularly gather statistics be established on the most important aspects of the crafts sector, particularly employment, production, internal and external sales. This system should be based on codification.
Short-term measures

At the national level

- To organize a meeting of all administrations involved in order to obtain an evaluation of the importance of craft activities in the country, using existing statistics and codification (for instance: employment, exports, consumption enquiries).

- To study, in cooperation with the crafts promotion bodies and economic administrations, the kind of statistics which would be needed to demonstrate the importance of the crafts sector for the country’s economy (in terms, for instance, of sustained employment/income generation, foreign exchange inflows, poverty alleviation), and to follow the subsequent development of this sector.

Medium-term measures

1. At the national level

- To organize a planning of regular meetings with the customs and the foreign trade administrations in order to review the difficulties met by these organizations when taking into account, in their statistics, the priority crafts selected for separate identification under the HS (as per the recommendations in the following section concerning codification).

- To organize a yearly meeting between crafts development and national economic planning authorities in order to set up priority actions for the development of crafts using the new statistics.

2. At the regional level

To organize -every two years- a regional meeting of all national organizations in charge of crafts development in order to determine, on the basis of updated statistics, which kind of projects could be undertaken at regional level for the benefit of all artisans involved (for instance: common promotion on certain foreign markets, common process to obtain raw materials which may be lacking, common training programmes of trainers which may not be feasible at the level of individual countries).

RECOMMENDATIONS CONCERNING CODIFICATION

The Commission took note of the most exacting criteria that must be tabled for products to be proposed for a separate status under the Harmonized System (HS), i.e. to distinguish them from machine made products. Detailed technical distinguishing criteria should be identified on a product-by-product basis. In some cases, when difficulties in providing them prove insurmountable, general criteria on a category basis could be considered (such as irregularity in appearance, specific features and documentary evidence). The established criteria must be applicable worldwide.
Short-term measures

1. **At the national level**
   - To establish a list of at least five priority products to be proposed, through ITC, to the World Customs Organization (WCO) for inclusion in the Harmonized System (HS) under a separate status, accompanied with detailed objective distinguishing criteria for each individual product (or -should this not be feasible- with general criteria on a category basis). This material is to be sent by the competent Crafts Ministry or Department to ITC for collation and transmission to WCO before the end of 1997.
   - To select these crafts products according to their present/future trade potentials or according to their income generation/employment potential, so that particular attention be given to them in a new effort to be deployed to build statistics on crafts.

2. **At the regional level**
   To formulate common positions on issues concerning items of priority for the region, in order to help individual Member countries to propose products for separate identification in the HS (for relevant regional trade development organizations).

3. **At the international level**
   To set up a platform for monitoring progress and anchoring all parties concerned to respect the necessary deadlines for proposing new items for separate identification in the HS (for relevant international organizations).

Medium-term measures

1. **At the national level**
   - To establish permanent mechanisms between customs administrations and bodies concerned with export development of artisanal products, aiming at reviewing the need for proposing additional items for separate identification in the HS.

2. **At the international level**
   - To monitor and study the effects of the new separate positions in the HS in terms of their contribution to future strategy formulation for trade development of the products concerned (for relevant international organizations).
   - To develop educational materials and guides, etc, to enable all concerned to follow the required steps towards codification and to assess/identify true artisanal products for international trade (for relevant international organizations).
RECOMMENDATIONS CONCERNING TOURISM AND CRAFTS

All countries agreed that very limited relevant statistical information was available in this area. It was felt that a strong link existed between tourist arrivals and crafts sale potential in every country. The Commission highlighted that governments should be made aware of this significant relationship as tourism is one of the fastest growing industry in the world today. As such, there must be better coordination between the two relevant government agencies in order to create better planning for crafts and tourism.

Short-term measures

At the national level

- To undertake a survey on the availability of statistical information showing the significance of the link which exists between tourism (local and foreign) and crafts development and trade. Once identified, these data should be further refined by means of a standard questionnaire on tourists’ expenses in crafts.

- To submit a copy of the country form outline to ITC or UNESCO, so that a universally acceptable questionnaire can be formulated with a view to allowing for analytic comparisons at international level.

Medium-term measures

1. At the national level

To incorporate the concept and policy of craft tourism into the plan of action for domestic development of crafts, by elaborating legal instruments and incentives to encourage, and by continuously evaluating (quantitatively and qualitatively), the different forms of promotion of tourist crafts, such as: crafts villages, well organized tour packages to crafts centres and museums for tourists, crafts markets at the various points of entry into the country, display outlets for crafts as well as interior decoration in hotels.

2. At the international level

To prepare two practical manuals: on data collection, codification, evaluation and interpretation of the link between tourism and trade in crafts; and on the effective implementation of tourism activities for crafts promotion (as, for example, the successful development of crafts villages, tours and shops).
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"CRAFTS AND THE INTERNATIONAL MARKET:
TRADE AND CUSTOMS CODIFICATION"
(Manila, Philippines - 6-8 October 1997)

REPORT OF COMMISSION 3:
MARKETING - NEEDS FOR TRAINING AND PRODUCT ADAPTATION

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Commission 3 dealt with the following themes: development of international markets; expansion of domestic markets; training; product development; funding.

The Commission recognized that marketing of crafts is critical for the economic returns to the crafts sector. A distinction was, however, made between the traditional arts and crafts and contemporary crafts. Traditional crafts are to be preserved as part of the national heritage and its promotion will take a different approach to that of craft products developed in the craft industry.

RECOMMENDATIONS CONCERNING
THE DEVELOPMENT OF INTERNATIONAL MARKETS

Short-term measures

- To develop guidelines on how to participate successfully in the international market.

- To produce a directory of specialized craft trade fairs worldwide to be circulated to Member States.

- To produce a directory to identify training facilities available and to be disseminated to Member States (by concerned international organizations).

- To build an integrated approach between craft organizations and the relevant marketing bodies (for Member States).
RECOMMENDATIONS CONCERNING
THE EXPANSION OF DOMESTIC MARKETS

The Commission recognized that the creation and expansion of the domestic market for craft products should be given special attention given the observation made that local consumers generally tend to have a preference for imported products.

Medium-term measures

- To develop products that appeal to the specific target groups and which give the competitive edge to imports in terms of aesthetics, function and pricing.

- To build up, through public awareness campaigns, an appreciation for local crafts and craftsmanship, whilst instilling a sense of pride in buying a piece of tradition.

- To gain the support of media in publicizing the works of artisans and recreating public interest, to incorporate the concept and policy of craft tourism into the plan of action for domestic marketing of crafts and to involve trend-setters and government patronage (for Member States).

RECOMMENDATIONS CONCERNING TRAINING

Training for the purpose of upgrading skills is important to increase the productivity of artisans. The Internet facilitates communication between the crafts producers and the buyers. A data base allows access to company profiles and provides a link with crafts producers.

Medium-term measures

To develop the use of technology and encourage dissemination of the results amongst producers (through Internet and electronic data processing and banks).

RECOMMENDATIONS CONCERNING PRODUCT DEVELOPMENT

Product development is a process whereby a craft product undergoes product adaptation to meet the needs of the market place. Through this process, the design team adapts or innovates in terms of design so as to meet the consumers' requirements. Facilities such as a design centres equipped with amenities are useful in providing the infrastructure and back-up services for product development. Access by artisans to services rendered such as product clinic in design and tool fabrication have proven beneficial in the design collaborative efforts between the designer and the artisan.
Short-term measures

- To strengthen and promote capacity building of local designers and to establish an electronic network for exchange of data, raw materials, design information and other resources.

Medium-term measures

At the national level

- To provide training programmes and facilities for product development in order to ensure a dynamic output of new designs adapted to market requirements (for Member countries).

- To promote national heritage as a high cultural value for home market development and increase awareness that global may not mean uniform.

RECOMMENDATIONS CONCERNING FUNDING

It is important to identify the means of funding and other resources available for craft promotion. Many organizations exist that could provide funding. These include banking institutions, specialized loan, credit schemes (Grameen bank model) and grants at both international and regional level. But these have to be identified and explored. A cost-sharing approach demonstrates the participative commitment on part of the applicant.

Short-term measures

1. At the national level

- To develop an economic impact analysis to support investment to the craft sector, demonstrating the sustainability and the contribution of the sector to job creation, income generation and poverty alleviation.

2. At the regional level

- To compile a directory providing information on the profile of available funding facilities, both at international and regional level, especially for small-scale artisans. The information should be comprehensive with names of contact offices, types of assistance programmes available and procedures of application.
ANNEXE 4 / ANNEX 4

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AGENDA

A. PLENARY SESSIONS

1. Opening ceremony:
   - Address by the Representative of Philippines Government.
   - Address by the Representative of UNESCO.
   - Address by the Representative of ITC.

2. Election of the Bureau: President, 2 Vice-Presidents, 4 Rapporteurs (Plenary and 3 Commissions).

3. Adoption of the Agenda.

4. Review of the major issues affecting artisanal products on the international market:
   (a) The authenticity of crafts and the global market demand.
   (b) The choice of marketing strategies.
   (c) The present trade and customs codification systems.

5. New orientations and techniques for promoting crafts exports:
   (a) Possible means for improving the visibility of artisanal products at international level.
   (b) Technical co-operation programmes in the areas of major concern for developing countries.
   (c) Increased use of modern technologies in crafts trade information and marketing*.

* Item 5(c) will be illustrated by a presentation of the ITC/UNESCO Virtual Exhibition Centre for Artisanal Products (VEC).
6. Adoption of the Final Report and Recommendations.

7. Closing ceremony:
   - Presentation of the Final Report and Recommendations by the Rapporteur.
   - Address by the Representative of ITC.
   - Address by the Representative of UNESCO.
   - Address by the Representative of Philippines Government.

B. COMMISSIONS

Commission 1: The protection of original artisanal products and the consequences of the Uruguay Round.

Commission 2: The codification of artisanal products.

Commission 3: Marketing - Needs for training and product adaptation.
SYMPOSIUM INTERNATIONAL UNESCO/CCI SUR
"L’ARTISANAT ET LE MARCHÉ MONDIAL :
COMMERCE ET CODIFICATION DOUANIÈRE"

UNESCO/ITC INTERNATIONAL SYMPOSIUM ON
"CRAFTS AND THE INTERNATIONAL MARKET:
TRADE AND CUSTOMS CODIFICATION"

(Manille/Manila, Philippines - 6-8 octobre/October 1997)

LISTE DES DOCUMENTS /
LIST OF DOCUMENTS

CLT/CONF/604/1 Ordre du jour provisoire.
Provisional Agenda.

CLT/CONF/604/2 Ordre du jour annoté (+ annexes).
Annotated Agenda (+ annexes).

Orden del día anotado.

CLT/CONF/604/3 Calendrier provisoire des travaux.
Draft Calendar of work.

CLT/CONF/604/4 Liste provisoire des participants.
Provisional List of Participants.

CLT/CONF/604/5 Document de travail : Situation présente et perspectives futures.

CLT/CONF/604/6 Document d’informations générales.
General information document.

Plan de Acción Decenal para el Desarrollo de la Artesanía en el Mundo 1990-1999 (UNESCO).

Brochure UNESCO/CCI : Aperçu de moyens et législations destinés à protéger les créations artisanales.

UNESCO/ITC Brochure: Overview of legal and other measures to protect original craft items.
Working paper: Export Development of Artisanal Products (developed jointly by ITC and the Crafts Center) (English only).

Demande internationale des produits artisanaux en provenance de 22 pays à faible revenu (introduction, chapitres 1 et 2) (CCI).

Le Cycle d'Uruguay : guide à l'intention des entreprises (CCI et Commonwealth Secretariat).
Guía de la Ronda Uruguay para la Comunidad Empresarial (CCI y Commonwealth Secretariat).

Exports from Small and Medium-sized Enterprises in Developing Countries (ITC).
Exportations des petites et moyennes entreprises des pays en développement (CCI).
Las exportaciones de las pequeñas y medianas empresas en los países en desarrollo (CCI).

Export Production Villages: a Study of a Sri Lankan Scheme for Rural Development (English only).

ITC Strategy for a Trade Promotion and Development Programme in Artisanal Products.
Stratégie du CCI pour un programme de promotion commerciale et de développement en produits artisanaux.
Estrategia del CCI relativa a un programa de promoción y desarrollo del comercio de productos artesanales.

ITC List of Selected Artisanal Products.
Liste du CCI de produits artisanaux sélectionnés.

ITC List of Publications and Related Materials (English only).

ITC brochures / Brochure de présentation du CCI / Folleto de presentación del CCI.

ITC information page / Page d'information du CCI / Página de información del CCI.

ITC organizational chart / Organigramme du CCI / Organigrama del CCI.