Following Markets

Building Sustainable Market Information Systems

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In an increasingly global economy, timely market information is critical to:

• Evaluating technologies
• Monitoring & redesigning policies
• Making better private-sector decisions
• Leveling the playing field
Elements of successful, sustainable MIS

- Customer oriented
  - Decide who its clients are & identify their information needs
  - Have strong incentives to serve them
- Timely, credible, digestible reports
- Linked to both local and regional/global markets
- Evolve with the market

6 Keys to Success

- Developing local analytic capacity
- Adequate communication network
- Encouraging an entrepreneurial spirit within the MIS
6 Keys to Success

- Developing a strategy to become financially sustainable
  - Public financing of “public good” functions
  - User fees
  - Private-sector support
- Payoffs of having two networks that work in tandem: MIS & traders network
- A regional MIS network can only be built on the foundation of strong national MIS.