

(a) Measures based essentially on tariff restructuring to reduce the differentials between residential and business users and eliminating discrimination in international calls;

(b) Reduction in the cost of international calls, with the aim of standardizing international tariffs on the basis of the current average world prices;

(c) Abolition of special subscriptions for international services; introduction of general automatic access to international services without discrimination;

(d) Introduction of peak and off-peak rates in the international service, leading to partial reductions in tariffs;

(e) Reduction in network connection costs;

(f) Abolition of discrimination by type of user;

(g) Abolition of connection costs for specific terminals (fax, modems, etc.).

63. Measures leading to an overall reduction of tariffs and greater capacity for financing network development include:

(a) Limitation of State levies on telecommunication operating agencies' income (in per cent of profits);

(b) Limitation of taxes imposed on various tariff components of telecommunications.

64. Measures relating to non-tariff obstacles are:

(a) Abolition of specific arrangements for access to international networks and services through general standardization of procedures for commercial interconnection between domestic and international operating agencies;

(b) Access to network and service directories, both domestically and internationally;

(c) Provision of quality services, in terms of both connection waiting times and call quality;

(d) Provision of administrative information enabling call costs to be monitored and checked (detailed billing, service for monitoring and setting a limit on call expenditure, etc.).

B. Measures relating to access to services

65. These measures are designed to increase the number of services available in a country and to spread their use through appropriate development of a

supply adapted to users' specific expectations, particularly for international trade. These measures are based on liberalization of telecommunication services. They include:

(a) Access to international data transmission services (Infonet, Sita, etc.) and access to international message services (Internet); possible development of a network of intermediaries to market these services. A specific role could be entrusted to Trade Points, which might negotiate with some of the networks not just on access to different types of connection, but also on preferential tariffs, taking account, for example, of existing overcapacity or opportunities for marginal cost charging in such a way as to reduce appreciably the cost of the international data transmissions which are essential for international trade;

(b) Opening up of basic services to competition (e.g. X400 message handling systems) and development of competition with regard to value-added services, possibly on a regional basis, with regulation of access switchboards;

(c) Establishment of service interconnections, particularly interfaces between telex, data-transmission services and fax;

(d) Establishment of "kiosk" mechanisms based on national or international networks;

(e) Introduction of "one-stop shopping" for access to communication services, possibly combined with access to information services. "Kiosk" mechanisms and "one-stop shopping" functions could be entrusted initially to Trade Points, which would be responsible for introducing them;

(f) Possibility of paying for international services in local currency;

(g) Development of international roaming agreements for all types of mobile services (paging, radio-telephony, etc.);

(h) Certification of international services meeting openness criteria, in terms of standards and non-discrimination against users;

(i) When the provision of services seems inadequate in a particular area, improvement of the opportunities for persons involved in international trade to negotiate access to services provided from outside locations; this could in particular be brought about through Trade Points.

(j) Progressive decentralization of special access (of the teleport or Trade-Point type) in virtual form within countries;

(k) Preparation of specifications for all the communication applications described.

66. The specifications mentioned in paragraph 65 (k) above should:

(a) Be based on a breakdown of the application requirements. These communication requirements should be determined in relation to the following

goals: access to market information; knowledge of international trade procedures; contacting of partners in the transaction; actual carrying-out of the transaction, including payment; need to check or file the trade relation; consolidation of particulars of the deal;

(b) Specify in terms of minimum requirements the conditions for the supply of telecommunication services and networks. To this end a table should be prepared showing the functional correspondences between application requirements and services available;

(c) Raise all immediate problems with regard to regulations. Particular attention should be given to the problem of extraterritoriality of services in cases where the local supply is inadequate;

(d) Analyse the organizational problems involved in the implementation of telecommunication services. Particular stress should be laid on the problems of adaptation in the use of telecommunication resources (establishment of (distance) training facilities for telecommunications). The problems of managing telecommunication resources (out-sourcing) will also be described.

(e) Specify the cost-benefit ratio in the introduction of services. This should be a simple economic calculation based on the costs of service access and use in relation to the expected benefits (limitation of dysfunctions in transactions, improvement of productivity in the processing of deals, value added from the standpoint of the organization of export markets);

(f) Lead to the development of a political management tool.

67. If there is, in the long term, a network effect in the making of contact between Trade Points (TP), it will be only one element in the network of relations that the TP will maintain with the overall economic environment. From the standpoint of communication flows, a distinction should be made between national traffic (TP-inside the country), regional traffic (TP-another country in the same economic zone, e.g. European Union), inter-TP traffic (effective network set up by interconnection of TPs) and international traffic proper. The distribution of these flows will be a fundamental guideline for a total communication policy specific to TPs.

68. It would thus be possible to draw up a matrix of communication flows, with a view to discussion and negotiation (on specific tariff terms, for example), bringing out the two dimensions of the telecommunication resource in relation to the requirements of international trade: facilitation and strategic resource.
