

B. Samoa Itinerary: October 2001

Day/Date	08.00-10.30	10.30-12.30	Lunch	14.00-15.30	15.30-17.00	Dinner
Tuesday 9 October	Travel	Travel	<i>Travel</i> Sydney- Auckland	<i>Travel</i> Sydney- Auckland	<i>Travel</i> Sydney- Auckland	Travel Auckland- Apia
Tuesday 9 October	Travel Auckland- Apia		Meeting Preparation	UNESCO	Meeting Preparation	
Wednesday 10 October	CSL	KVA		Customs	Treasury IT	
Thursday 11 October	MPT	Telecom Cellular		DTCI	Travel Apia- Auckland	Travel Apia- Auckland
Friday 12 October	<i>Dateline Lost day</i>	<i>Dateline Lost day</i>	<i>Dateline Lost day</i>	<i>Dateline Lost day</i>	<i>Dateline Lost day</i>	<i>Dateline Lost day</i>
Saturday 13 October	Travel Auckland- Sydney	Travel Auckland- Sydney				

1. Samoa Contacts

The following list of contacts contains only those people who helped with questionnaire responses and meetings. Other contacts can be found in contacts and references listed in the Appendix.

Name	Title	Organization	Phone Number	Fax Number	Email	Web Site
Tarja Virtanen	Regional Communication Adviser	UNESCO, Apia Office for the Pacific States	24276	26593	tarja@unesco.org.ws	
Maria Melei	Senior Consultant	KVA Consult Ltd.	25345 21207	22087	kva@kvaconsult.com	www.kvaconsult.com
Terry Hawker	General Manager	Computer Services Ltd.	20926 20927	20932	terry@csi.com.ws	
Richard Mariner	Collector of Customs	Customs Department	21561	21563		
Illuminado Aloina	IT Manager	Treasury Department, IT Section	34333	21312	illuminado@samoa.ws	www.treasury.gov.ws
Atsuo Sakuma	UN Volunteer (former JICA volunteer)	Treasury Department, IT Section	34333	21312		
Sapa'u Ruperake Petaia	Director	Ministry of Post and Telecommunications (MPT)	23000	24671	spetaia@yahoo.com	
Moana Luamanvval	Assistant Director, Policy	MPT	26117	24671		
Tima Learai	Assistant Director, Licensing & Monitoring	MPT	26117	24671		
Kisa Kupa	Senior Policy Analyst	MPT	26117	24671	kkupa@samoa.ws	
Peter Connor	Managing Director	Telecom Samoa Cellular	26081	26084	Peter.connor@tnzi.com	
Veronica Schuster-Levi	Principal Fair Trading Officer	Department of Trade, Commerce & Industry (DTCI)	20471 20472 24048	21646	dtci@tci.gov.ws	www.tradeinvestsamoa.ws
Elena Ainuu	Trade and Investment Promotion Officer	DTCI	20471 20472 24048	21646	dtci@tci.gov.ws	www.tradeinvestsamoa.ws
Kimio Fujita	Advisor to Minister of Foreign Affairs (Former President, JICA)					
Kapeni Matatia	ICT Manager	The National University of Samoa	20072	22440		
Hans Joachim Keil	Minister	Trade and Tourism	23290 23292 26407	20048		

2. Questionnaire: Samoa Composite Response

The following 10 groups of questions and answers comprise a multiple-choice and narrative combination. The answers included here are a representative composite of all the responses received. This section is designed to be a complementary introduction to the Samoa Meeting Notes.

1. Regulatory Environment

How best to describe market for telecommunications services?

Market Characteristics	Response (X). Select one.
Monopoly	X Samoa Communications Limited (SCL)
Duopoly	.
Multiple Licensed Organizations	
Open Competition	

2. Basic Infrastructure

What is the average number of telephone lines per 100 people in your economy (teledensity)?

Telephone lines per 100 population (teledensity)	Response (X). Select one.
0-5	
5-10	5-7
10-20	
20-40	
40+	

ITU estimates a teledensity of five in 2000; The Economist estimates seven in 2000. See Meeting Notes, Telecommunications. SCL quotes 10,000 lines for a population of 135,000 (7).

What percentage of the population has cable access to the Internet?

Cable access %age	Response (X). Select one.
0	
0-5	X
5-20	
20-50	
50+	

Any comments?

No cable but dedicated line access totals about 100 business/corporate/government users. There are reports of 1,000 Internet users in Samoa with 500 email users.

3. Technology Infrastructure

Proportion of population with:

Access to a computer, from school/university/work

Access to home computer?

Fax?

Telex?

Mobile phone?

Radio?

TV?

Device	0-5%	5-10%	10-20%	20-30%	30%+
Computer		X			
Home Computer	X				
Fax	X				
Telex	X				
Mobile Phone		X			
Radio					X
TV					X

4. Connection Speed

What is the average connection speed to the Internet for consumers and business/government?

Connection Speed (kbs)*	Consumer Response (X). Select one.	Business/Government Response (X). Select one.
56	X	X
56-384		
384-1.5M		
1.5M-45M		
45M+		

Any comments?

Nominal. In practise line splitting and port contention causes much lower speeds, in the range 9.6 kbs-19.2 kbs.

5. Pricing/Charges

What are typical prices experienced by Internet users?

Telecommunication services (access):

Method	Consumer	Business/Government
Minutes of use	X	
Flat Rate		X

Service Provider Charges

Method	Consumer	Business/Government
Minutes of use	X	
Flat Rate		X
Amount of Data		

**Respondents were coy about pricing but there is no doubt it is regarded as expensive by people in Samoa.*

6. Reliability

How reliable is access to the Internet and local web sites. Frequency of failed attempts to:

Internet Activity	Regularly	Occasionally	Rarely
Logging on		X	
Email Service		X	
Web Access		X	

7. Local Content

How active are local organizations in providing local content/local language and active sites for transactions?

Activity	No local activity	Government only provider	Market rapidly developing	Local industry booming
Domain Names		X		
Web sites			X	
Downloads			X	
Buying/selling (Transactions)	X			
Credit card facilities	X			
Secure site*	X			
CA-PKI*	X			

8. Resources and Support

Is the country taking steps to integrate the Internet and E-Commerce principles into education and training policies?

Initiative	Response (X). Select one.
No specific initiative	
Small, Isolated initiatives	X
Several projects	
Ambitious programme	

Availability of expertise. How available and accessible are people in the following categories of skills:

Skills Category	None at all	Small Number	Adequate supply	Over supply
Visionaries		X		
Knowledgeable public servants			X	
Knowledgeable private sector executives			X	
Education and Training professionals		X		
Web designers			X	
Content providers, writers and editors		X		
Graphic artists		X		
Basic programmers			X	
Senior programmers			X	
Data base specialists		X		
Security specialists	X			
Standards experts	X			
Project managers		X		

9. Trade Specific

Please identify any initiatives in the general trade development area that you are aware of:

Initiative	Response (X). Select one.
Data bases	X
Contacts	X
Tariffs	
Licences	
Trade promotion activities	X
Customs processes/Documentation/EDI*	
Banking for trade purposes	
Insurance for trade purposes	
Trade Incentives	
Duty Free Zones/Trade Processing Zones, etc	
Other Initiatives	

Any comments? Case histories? References?

10. Policy

Are there any Government activities on the promotion of the Internet for trade? *No.*

Has the Government started to put in place a regulatory regime for E-Commerce? *No.*

Is there a Government (Internet) policy in place for privacy and consumer protection?
Yes, but very primitive in conception and execution.

Has the Government made policy decisions on taxation of Internet transactions? *No.*

Is there a government policy in place regarding IT/E-Commerce and human resources? *No.*

Has the Government articulated a policy on electronic security? *No. Data gathering at this stage.*

Has the Government articulated a policy on copyright? *Yes.*

Does it subscribe to WIPO principles? *Yes. A conference on WIPO was recently held in Samoa.*

3. Samoa Meeting Notes

The following notes are based on meetings that took place in Samoa during the period 9 September-13 October 2001.

ICT infrastructure/Capabilities and Skills

Computer and Internet penetration is moderate at the business level, relatively poor at government and domestic level. See questionnaire response for specifics. There are approximately 1,000 Internet users with the most popular application being email. There are about 10,000 main line telephone lines installed, for a population of 135,000. There are about 3,100 mobile phones currently in use, with a waiting list of 1,400. There are three licensed ISPs who also offer a range of IT and Internet support services, training, development and engineering support. These three companies also provide much of the development, support and training for government departments.

Internet costs do not appear to be as much of an inhibitor to use as in some other islands. However, Telecom service levels, reliability and speeds are an important impediment to greater use of IT in Samoa. It can take up to six months to get a line installed. Key web sites are mirrored overseas, to compensate for local telecommunications difficulties. Even the domain registration site is in the USA.

For their part, SCL claim that it is difficult to maintain good service levels because of the climate and the topography of the country. Many of the copper lines degrade due to poor installation exposing the copper to climatic conditions, leading to oxidation, cross talk and service outages. It is difficult to deliver rural services for the same reason. Power is difficult to connect in many mountain/rural areas. Power generators often cannot cope with the light, periodic power demands of regional substations; solar power cannot deliver enough power for the same job.

The topic of telecoms regulation has only recently been addressed, through the Ministry of Posts and Telecommunications (MPT). There is a small team working on policy and regulatory issues, but they do not yet have the experience or the training to pursue these matters with full confidence. The activities of the MPT regulatory group include:

- Policy/regulatory issues;
- Spectrum management;
- Licensing;
- Numbers management;
- Appeals.

Note that there is no telecommunications Community (Universal) Service Obligation (CSO) in Samoa.

The main Government IT effort is driven by the Treasury IT department. They support 13 other departments' networks and IT efforts. Note: The Ministry of Health support their own IT activities. There is no secure network/EFT between the Central Bank and Treasury, nor any other agencies. A Central Bank Excel spreadsheet supports the budgetary efforts of the various Ministries.

Training at the basic, entry level is available locally and is adequate. It is mostly limited to hands-on training. Access to formal courses is quite limited. There are some schools IT and Internet initiatives but not much follow on in the workplace. Samoa is a well motivated, well adjusted society which needs significant training help, in addition to access to more, and more up to date equipment, and better telecommunications services.

As with Fiji, tertiary training is adequate but a fair proportion of those trained at the USP, for example, depart for higher paid, more professionally rewarding jobs in Australia, New Zealand or elsewhere. There is a premium on IT skills, especially for software, systems and procedures maintenance, support, training and retraining.

There are no effective national strategy or policy initiatives taking place at the moment although there is a Civil Service IT Policy Committee. This committee seems to be following the conventional public sector outsourcing trail. Once again, the complaint of multiple, uncoordinated agency projects was heard, this time involving: SPPF, UNESCO, The World Bank, ADB and UNDP, NZODA, AusAID and UN-ESCAP

Trade Development/Trade Systems

The trade promotion body is the Trade and Investment Promotion Unit (TIPU)²¹ of the Department of Trade, Commerce and Industry (DTCI). Its main aim is to encourage investment in Samoa. There is limited trade information and no trade facilitation service within TIPU. TIPU staff are self reliant with little in-house IT skills, and some basic web development and content management skills.

The web site contains details for investor/FDI, including policy matters and contacts. There is some sectoral information by key industry, such as:

- Agriculture;
- Textiles and apparel;
- Food processing;
- Timber and furniture;
- Tourism;
- Fishery;
- Services
- Engineering.

There are links to some other government agencies, South Pacific Trade Commission, UNIDO and UN-ESCAP. It also contains information on Samoa's trade agreements, such as the general System of Preferences (GSP), Africa Caribbean Pacific-European Union post Lomé agreement (ACP-EU Cotonau) and the South Pacific Regional Trade and Economic Agreement (SPARTECA).

A regular news bulletin is produced. There is some export assistance and an "Exporter of the Year" competition (Hellaby's meat exporters" last won the trophy.

Enquiries are received by fax or email and processed manually.

²¹ See www.tradeinvestsamoa.ws

Trade staff attended a recent World Bank (MIGA) education session, under the aegis of the Pacific Islands Forum but funding for education, training and staff development is quite rare.

The Banking Industry

Apart from ANZ' and Westpac's internal networks there is no bank automation in Samoa. ATMs have been introduced but there are only a few, and only from one bank at the moment, so that interconnectivity is not an issue yet. The same is true for EFTPOS. There is no interbank clearance system, apart from cheque exchange.

There is no gross settlement system and no Electronic Letter of Credit (ELOC) facility. The insurance process is also largely a manual/clerical exercise.

Samoa Customs

Samoa Customs have been running an AusAID funded version of the UNCTAD²² ASYCUDA²³ computer system for three years (installed July 1999). The Samoan version of ASYCUDA uses a blue channel (document inspection), green channel (no physical inspection of goods) and red channel (physical inspection of goods). They process 200 SADs per day.

CSL expect to install fibre optics to Port terminals at the end of 2001. Customs are also installing their own stand-by power supply.

Couriers have their own systems.

Samoa has just formed a Brokers Association. Six brokers currently use ASYCUDA. DTI is in field test mode.

²² United Nations Conference on Trade and Development. www.unctad.org

²³ Automated SYstem for CUstoms DAta. www.asycuda.org

4. Samoa Summary

Samoa is a more typical representative of the Pacific Islands region than Fiji. It has much in common with its close neighbour, Tonga, than with most other parts of the region.

Samoa can be broadly classified as a small, emerging economy. There are an estimated 1,000 Internet users in Samoa. As with all of the other islands visited, access and ISP charges are in the median-upper quartile of the OECD range; access and reliability is average to poor. Samoan teledensity is around five lines per 100 inhabitants,²⁴ ranked at 154 out of 224. The Samoan domain name ranks 92 out of 252 on latest NUA Domain Name Host Count figures.²⁵ Mobile phone services are growing quickly. There is competition among the major ISPs, although still operating in a monopoly telecommunications environment. Price is not such an inhibitor to Internet use as may be supposed; an enthusiastic and IT-inquisitive population partially counterbalances price resistance. But technology reliability, IT-awareness, education and training are big stumbling blocks. There is a serious need for more, repeatable IT training to enable real progress to be made. Further, the need for systems-hardware and software-and internal procedures-maintenance is another key requirement.

There is no formal national training organization, although there is a good supply of commercial organizations able to do the job. But because of costs, IT training needs are not being adequately serviced. As is the case in Fiji, training is needed (i.e. identified and requested) at all levels, particularly at the level of end user support in popular products. Project management, web development and needs analysis for trade development are also high on the agenda. Training for traders and basic computer training, including Internet and email are also popular topics. But most of all, the requirement is for dependable, repeatable training. Which requires train-the-trainer courses, syllabus development and training skills development. While this is largely a repeat of what was said for Fiji, it is no less true. As is the case with all the other islands visited on this project.

While not a specific request, it is evident that the number of skilled Samoan expatriates makes Samoa a candidate for the previously identified nation-wide skills database, including expatriates.

The observations about multiple agency and overlapping, uncoordinated projects is also true of Samoa. This is a region-wide problem. In fact, in a smaller population such as Samoa, the demands of agency projects on well placed and knowledgeable, skilled individuals is demonstrably affecting their job performance. One Samoan IT interviewee has had to respond to five agency questionnaires during 2000-2001, with more to come.

Samoa is also a user of the ASYCUDA Customs trade facilitation system. Comments about the Fiji trade professionals also apply here: trade professionals would benefit from an extension of the benefits of an automated Customs system to the trade facilitation process; more electronic documents, a fully electronic clearing system, electronic payments, electronic letters of credit, shipping, banking and insurance details on line, tariffs, codes and regulations on line, approvals and licensing on line, and so on.

²⁴ ITU Survey, see www.itu.int/teledensity

²⁵ See www.nua.com, or Network Wizards. See also www.isc.org

TIPU, the Samoan trade development unit of DTCl, is not as well resourced or supported as FTIB in Fiji. The service offered is basically national information in support of Foreign Direct Investment (FDI). They are simply unable, through poor resources, lack of IT skills and costs, to offer the full menu of trade development, trade promotion, trade information and trade facilitation services. There is no doubt that a Pacific Islands regional collaborative effort in this area would benefit Samoan trade performance.

Once again, as with Fiji, although a start has been made in some areas, there is general recognition of the need for a national IT policy, appropriate legislation for IT and E-Commerce and, ideally, a national coordinating body for IT development, including a secretariat, a budget and a plan of action and work programme. The body to be overseen by a board comprising both public and private sector organizations. From the perspective of costs, skilled resources and sheer practicability, this might be another case for regional collaboration.