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COMPUTERIZED INFORMATION SERVICES, EDUCATION AND CONSULTANCY  
FOR SMALL AND MEDIUM-SIZE COMPANIES IN HUNGARY

TF/HUN/90/904

HUNGARY

Technical report: Improvement of business information activity of OMK  
(the Hungarian Central Technical Library); and establish its business  
consultancy activity for small- and medium-size companies in Hungary

Prepared for the Government of Hungary  
by the United Nations Industrial Development Organization

Based on the work of Michael Lowe, consultant  
on business information and  
consultancy services

Backstopping officer: J. Pavlik  
Institutional Infrastructure Branch

United Nations Industrial Development Organization  
Vienna

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**Abstract**

The present consultancy mission is in the UNIDO programme: Computerized Information Services, Education and consultancy for Small and Medium-size Companies in Hungary: TF/HUN/90/904. The post key code is TF/HUN/90/904/11-53/J12101, and the specific objective: 'Improvement of business information activity of OMK (the Hungarian Central Technical Library, Budapest): and establish its business consultancy activity for small and medium-size companies in Hungary'. This report is based on the work of Michael Lowe, of the Department of Information and Library Studies, University of Wales, Aberystwyth, UK; at OMK, Budapest, 14th - 18th December, 1992

The consultancy builds on OMIKK's existing preparatory work, and attempts to provide the specific guidance necessary to translate the planned business information service into reality.

The report deals with the role of OMIKK in business information in Hungary; administrative structures relating to the proposed services. The categories of existing materials to be combined in an expanded open access reference collection, collection development; including selection of foreign sources. Staff selection and training; processing, cataloguing, bibliographic control. Finally: aspects of promotion and marketing, and networking with other service providers.

The conclusion is that *now* is the time for action by OMIKK, to develop the commercial information service for SME's. Although the library awaits a decision on substantial capital support to acquire additional foreign sources; the proposed service is equally dependent on the innovative use of existing human and other resources. The report suggests ways this can be done, under the headings above.

Development of a business information service should begin now, so that OMIKK can without delay make this essential further contribution to the national economy. As planned extra resources are gained, even more effective use will be made of them by a service which has already gained experience 'in the marketplace'.

Table of contents

|  | Page |
|--|------|
| Abstract   | 2    |
| Introduction   | 4    |
| I. The role of OMIKK in business information in Hungary  | 5    |
| II. The administrative structure; proposed services  | 7    |
| A. Structure   | 7    |
| B. Services  | 7    |
| III. Categories of existing materials to be combined in an expanded open access reference collection | 8    |
| A. Principles  | 8    |
| B. Physical accommodation  | 9    |
| IV. Collection development; including selection of foreign sources                                   | 10   |
| A. Principles  | 10   |
| B. Acquisition of foreign documents  | 10   |
| C. Arrangement of the Open Access Business Resources   | 10   |
| D. Integration of online databases and CD ROMS with printed stock                                    | 11   |
| E. Acquisition methods - Hungarian materials   | 11   |
| F. Relationship between print and electronic sources; CD-ROM and online sources                      | 11   |
| V. Staff selection and training  | 13   |
| VI. Processing, cataloguing, bibliographic control   | 16   |
| VII. Promotion and marketing   | 17   |
| VIII. Networking with other service providers  | 18   |
| Recommendations  | 20   |
| References   | 23   |
| Annexes  | 24   |
| 1. Official job description  | 24   |
| 2. Work programme of the consultancy mission   | 27   |
| 3. Institutions visited by the staff of OMK  | 28   |
| 4. Breakdown of business information categories  | 29   |
| 5. Collection policy guidelines for business information sources                                     | 33   |
| 6. Additions to Collier's lists of sources recommended for acquisition                               | 39   |
| 7. Survey of existing relevant resources and expertise   | 40   |

### Introduction

(in the report 'OMIKK' is used to denote the parent body; the library and information service, as opposed to 'OMK' the library alone)

Following the initial discussion with Mr Szántó, it was apparent that the consultancy could assist OMIKK's progress towards establishing a business information service, in two ways:

- a) by transferring know-how through lectures, seminars and meetings with staff of managerial and professional level
- b) by using data gathered and recommendations made by previous consultants, to make more specific proposals for action, especially in the following areas:
  1. The role of OMIKK in business information in Hungary
  2. The administrative structure; proposed services
  3. Categories of existing materials to be combined in an expanded open access reference collection
  4. Collection development; including selection of foreign sources
  5. Staff selection and training
  6. Processing, cataloguing, bibliographic control
  7. Promotion and marketing
  8. Networking with other service providers

The tasks specified in the job description were completed, and are reported under the appropriate heading above.

## I. THE ROLE OF OMIKK IN BUSINESS INFORMATION IN HUNGARY

Noted:

a) The already stated proposal of OMK to expand the current scientific and technical library and information service, to provide business/commercial information to industry

b) The conclusions and recommendations of Collier and Towlson (Ref. 1), pp 27 - 30

c) The increasing demand for business information in Hungary reported by Collier (Ref. 1, p 11) - OMK's Reference Section is aware of a sizeable increase in requests for company and product information. The greatest demand is for information on European and other overseas companies and products; Hungarian business information is sought to a much lesser degree.

d) the awareness (also reported by Collier op. cit.) that due to lack of information resources, OMK is unable to make a satisfactory response.

Observations:

a) The perceived demands in c) above are acknowledged; however for a number of reasons these must be unrepresentative of demand as a whole, and certainly of needs as a whole. The majority of firms in any country are SME's - of which industrial firms in particular are notoriously unaware of what information might exist which is of commercial use to them. Current impressions of demand and need therefore probably do not take into account the majority of SMEs.

Although the current priority for many Hungarian companies is indeed to do business abroad by identifying potential partners, customers etc., Hungarian business information will sooner or later be vital to their successful operation, as well as to the many foreign enterprises doing business with Hungary.

b) This consultant confirms the strengths of OMK identified by Collier (Ref. 1 p. 25), and confirms that having surveyed other relevant institutions (Ref. 2) OMK should be the basis of a business information service of first and last resort in Hungary.

c) In order to move towards the goal of the proposed service, certain policy decisions need to be taken on its objectives, ie:

i) Will the service provide Hungarian as well as foreign business information?

**Recommendation**

The service should cover as a priority Hungarian company, product, market, financial, economic, etc. information.

This is a basic need for both national and foreign users; as in the case of foreign business information, no other Hungarian institution is as yet providing a substantial service and no other institution has as much potential as OMIKK to do so. This is a comparatively easy and economical part of the business information service to provide.

ii) Should the service be limited to exploiting sources in OMK and OMIKK (including online sources available to it) - or will its objective be to answer clients' questions/needs regardless of the source of the information?

Businesses usually require that an information need is completely 'taken off their hands' by the intermediary, whatever and wherever the source; in other countries business information brokers have capitalised on their ability to offer the full service, and found sufficient clients very willing to pay for the specialist human and other resources involved in searching and reporting.

#### **Recommendation**

The in-depth service referred to above should be offered under a fee-based service (though it is advisable that experience is first gained through offering a service where staff time is not charged for).

- iii) What should be the scope of the collections in terms of subjects and material types covered; what will be left to other institutions to cover in depth?

To offer a service of the quality and importance proposed, core sources for all of the subjects/material types listed in Chapter 3, nos 1-8 should be available in one place, and, as appropriate, be available online. If necessary in-depth coverage of certain subjects/material types can be provided by access to other collections.

#### **Recommendation**

Materials in all of the core business information areas (Ch 3, nos 1-8) should be in the proposed open access reference collection (or in some cases accessible online from it); however where it is not practicable to attempt to duplicate an existing specialism elsewhere in the country (e.g. in the case of patents and official statistics, and for peripheral business information areas (Ch 3, nos 9-10) only indexes, bibliographies, and more basic secondary sources should be collected.

- iv) What should the policy be on charging? Will charges be imposed to cover the cost of levels of service which could not be provided from existing staff resources, or is it the intention to seek to generate income wherever possible, and even make a profit?

Making available the human and material resources to offer the higher levels of service proposed, almost certainly makes charging necessary. However, free and cheaper levels of service should also be offered, if the typical SME is to be served.

#### **Recommendation**

Charges should be made for staff time used for service over and above a 'basic' reference service. If financial and policy constraints imposed on OMIKK make it necessary, a 'profit' margin should be added to charges for higher levels of service and very popular services, such as user access to CD-ROMs, online searching by staff, photocopying, longer research and reporting jobs. (Guidance on charging for different levels of service can be obtained from e.g. the item by Hyde in Collier, Ref. 1, p. 38)

## II. THE ADMINISTRATIVE STRUCTURE; PROPOSED SERVICES

### A. Observations on structure

a) Building on the existing Reference Section (described by Collier p. 10,11,15) would appear to be the way to develop the business information service. Though the business information service needs a separate identity, and special sources; its sources, technical facilities and services overlap with and complement those of general reference and information services. Separating or duplicating anything but the enquiry point/s is undesirable.

b) In order to offer an integrated 'one-stop' business information service it would no longer be desirable to pass the more complex enquiries to the SDI department of OMIKK; nor to regard the computerised services section of OMK (Collier p. 12) as a separate resource meeting separate needs.

### **Recommendation**

The existing Reference Section should be the basis for the development of the 'Business information service'. To it should be added the staff and other resources necessary to provide the services referred to in this report.

### B. Observations on proposed services

a) The kind of service being considered by OMK, and recommended by this consultant, would include the following attributes in addition to those referred to in Ch I:

telephone; fax; EMail enquiry and response  
courier delivery  
named specialist staff

any fee-based service also including:

separate telephone line  
separate named staff

b) To begin to offer the level of service proposed, with little existing experience of either the sources or providing such services, is understandably seen by the present staff as a very daunting prospect. Most other services have developed from stage to stage as experience has been gained, and as demand has been measured and responded to.

### **Recommendation**

OMK should develop a 'Business information service' immediately, to build up sources, experience and serve the immediate needs of industry; but it should initially only be a (free) level of service similar to that currently offered to general reference enquirers. The service should be distinguished by a separate name, separate promotion, separate enquiry desk, and incorporation in the open access reference collection (if necessary in separate accommodation) of the materials identified in Ch III as essential.



### III. CATEGORIES OF EXISTING MATERIALS TO BE COMBINED IN AN EXPANDED OPEN ACCESS REFERENCE COLLECTION

#### A. Principles

Noted - OMK already acquires a substantial range of Hungarian and foreign materials relevant to the commercial information needs of industry.

The objectives and policy of OMK allow the collection of other than scientific and technical materials in the interests of Hungarian business; and access to remote online sources unlimited by subject scope.

Partly because of the current subject policy, and partly to the novel, current and ephemeral nature of core Hungarian business information sources, little of what is already available is being acquired at present - or will ever be acquired by means of OMK's copyright/legal deposit rights.

Observations - As has been the case in other countries, the 'commercial' information needs of business can at least partially be served by bringing together into a single open access collection, otherwise dispersed sources of information on the following aspects of businesses' external environment:

1. Specific companies
2. The market (incl. consumers, competitors, product output/sales/advertising etc.)
3. Finance and financial markets
4. Products (incl. technical developments)
5. Industries (ie combinations of above relating to a specific industry);  
Business in general
6. The economy
7. Conditions in countries/regions affecting business
8. Business administration and management
9. Laws and regulations
10. Other subjects which less directly influence commercial decisions, including science and technology

OMK already possesses materials in most of the 'core' business information categories 1-5 above, and most of the 'associated' categories 6-10.

#### Recommendation

Current editions of as much of the existing material as possible in the above categories as the extra accommodation will allow, should be combined in an open access reference collection. The priority for inclusion should be relevance to business and currency.

Steps be taken to acquire and add other Hungarian and foreign materials in these categories, using the guidelines and priorities detailed in the following section.

Priority and immediate attention to be given to as near as possible comprehensive acquisition and addition to the open access collection of Hungarian materials in the core business information categories 1-5 above.

A basic but unique and vital service would be given to businesses in Hungary by carrying out and advertising the above recommendations alone.

see Annexe 4: Breakdown of business information categories 1-7 above

**B. Physical accommodation**

Noted: because of limitations of space and room size it is likely that open access materials, enquiry point and other facilities for the proposed service will have to be housed separately from other open access materials and information services.

Observation - for the staff, materials and facilities reasons referred to in another section, this has disadvantages of management - but also certain advantages. From a public relations and image point of view the business information service will benefit from appearing separate and distinctive, and from enjoying a possibly higher standard of accommodation.

## IV. COLLECTION DEVELOPMENT (including selection of foreign sources)

### A. Principles

Using the same breakdown of business information as in Ch. III above; broad suggestions are made in Annexe 5 for the scope of the materials collection in core categories 1-7 where the greatest acquisition of new sources will be necessary.

This guideline attempts to reconcile the role of OMIKK's proposed service with initial and ongoing cost implications, and decisions such as:

- a) online versus in-house (purchasing print or CD versions is preferable for self-service users but is more expensive for the library to maintain)
- b) print versus CD or other portable database
- c) domestic versus regional and other foreign coverage

The table also incorporates scope decisions already made by the OMK Director. Scope decisions clearly have to be modified in the light of experience (preferably after the more limited trial service recommended in another chapter), and knowledge of the budget available.

see Annexe 5: *Collection policy guidelines for business information sources*

### B. Acquisition of foreign documents

Prof. Collier gave a substantial list of 'basic' foreign (primarily Western European and American) business information sources (Ref. 1 p. 53).

Observation - The present consultant confirms the relevance of these items for a comprehensive international services. These sources are very expensive, especially to maintain (the list can be costed by reference to a library supply agent); but acquiring them is ideal for an open access collection aimed at the business caller who needs free self-service.

OMIKK has the difficult decision between acquisition of print sources, and reliance on online sources wherever possible. The latter requires a higher staff input, and costs more to the user; however is efficient, and much cheaper for OMIKK.

#### **Recommendation**

**OMIKK should not attempt to buy initially the whole of this list of documents. The guidelines above and in Annexe 5 should be used to allocate priorities at the commencement of the service, then other items added as dictated by demand.**

### C. Arrangement of the Open Access Business Resources

It should be possible to integrate most of the source types identified in section C, with existing open access reference materials; the existing UDC will normally provide a suitable arrangement. However, alternative arrangements and specialised guiding (e.g. the divisions and subdivisions in the annexe) should be used wherever necessary to satisfy the business user's approach.

The following form divisions are desirable, before subdividing by the above methods:

- statistics
- business directories
- trade journals
- other periodicals
- market reports & surveys
- cuttings & leaflet files - divided e.g.:
  - companies (incl. A/Rs etc.)
  - countries
  - subjects
  - product literature (by subject, if possible indexed by company)
  - telephone & telex directories

#### D. Integration of online databases and CD-ROMS with printed stock

As more and more of the most attractive business sources are invisible to users, and often not usable by them, their availability has to be signalled in different ways. Methods should include: including them in selective bibliographies and lists of business sources; promotional leaflets devoted to online or CD sources; posters as supplied by hosts; demonstrations and presentations.

#### E. Acquisition methods - Hungarian materials

Noted - that although OMIK has copyright rights for scientific, technical, and other materials of value to industry; this method of acquisition is inadequate for the more current, recently developed, and often electronic Hungarian sources important in business information. Especially for Hungarian and other non-Western business information materials, the Business information service will not be able to depend on OMIK's normal acquisition methods.

#### **Recommendation**

The designated business information staff should be closely involved in the discovery, selection and acquisition of relevant materials. For reasons of speed, it may be necessary for open access business materials to bypass normal acquisition procedures. (see also ch. 'Processing, Cataloguing, Bibliographical Control')

#### F. Relationship between print and electronic sources: CD-ROM and online sources

Noted - for several reasons there is an OMIK policy to increase CD-ROM acquisition - there are currently three business CDs in stock: *European Kompass*; *Wer liefert was*; *F & S index*.

Many new Hungarian and East European business sources are being produced on floppy disk; sometimes uniquely in this form.

Observation - despite the policy, the currently small number of CDs in stock illustrates the fact that there are few databases which are used enough to justify outright purchase rather than use online as and when necessary.

Electronic formats are often the only formats available for new and important sources; for sophisticated use this is by far the best format. Online use allows access (albeit at considerable cost) to far more sources than could be purchased in any format.

Nevertheless printed sources still have an important role in most public sector business libraries. Not only are many sources uniquely available in this form, but they are an adequate format for many purposes, and because freely available on open access, appreciated by the average library caller.

#### **Recommendation**

For the benefit of users who can visit the library (especially while CD use remains free for end-users) as many relevant CD-ROMs and other disks as can be afforded, should be purchased/subscribed to. However, remote online sources will be the necessary and preferable alternative for the vast majority of foreign produced databases. For the same reasons as for CD, as many printed sources and printed versions of sources as possible should be represented in the collection.

## V. STAFF SELECTION AND TRAINING

Noted - the existing recommendations of Collier (1) p. 23-24, the overseas visits already undertaken by senior OMK staff (annexe 3); and the overseas library visits and conference attendance planned by the Ministry of Culture's Working Party on business information coordination.

Observations - It is neither the lack of sources, nor the cost of acquiring them which stands in the way of the creation of a 'business information service' at OMIKK (or elsewhere in Hungary). Second only to the management decision to acquire or transfer resources to get started, human resources are the real barrier.

Staff already depleted by 'wastage' to private sector jobs, and further demoralised by shrinking public sector salary levels and uncertainty on the future of OMIKK, lack the incentive and the confidence to begin an extra specialist service. Not surprisingly, no librarian either in OMIKK nor elsewhere in the country has already the experience to be able to offer the sophisticated service envisaged from the first day, even if they could be attracted to the post.

The development of a business information service has to be presented to staff, and to the Ministry, as a 'raison d'etre' for the continuing support of an evolving OMIKK. In the UK, a similar development has kept the place of the British Library's Science Reference and Information Service as a national economic necessity.

Business information study and training in OMIKK to date - visits to developed services abroad, consultancies suggesting the ideal (mainly foreign) sources, and services; may have actually made the target appear too daunting and impossible to achieve.

Following the phase of research by, and advice to the Director of OMK, what is required now is attention to those less senior staff who will undertake the service, once approved. OMK Staff are already carrying out general reference enquiry work, and others are already doing online business information searches. Other librarians in Hungary have already shown sufficient interest in business information to attend the courses in Summer 1992, and to initiate business information services in various libraries since then. People and skills already exist which can be developed and adapted through a natural process of time, experience and training.

Once the policy decision is taken within OMIKK to serve the commercial information needs of industry, such staff should be assisted to gain the necessary experience, as has happened in other countries - by building a service from modest beginnings. In-house staff development (time to explore the new speciality, to read available textbooks and articles, gain experience through practice) will be assisted by use of appropriate outside courses, study visits, and practical work attachments, at appropriate points during the process.

### Recommendation

a) Existing staff with experience of reference or database work should be charged with developing a business information service (see other recommendations for structure). A service could begin with one person, using existing support services.

b) A head of the service (within the general reference and information services) should be appointed at a sufficient status and salary level to attract, retain and reward a good person, and command respect from users.

c) Before the service begins, or at an early stage, the person/s concerned should be given a tailor-made Hungary-oriented introductory course (\*) on business information.

d) Before the service begins, or at a very early stage, designated staff should take the time to visit important business institutions, business information source producers, and other relevant services; such as those institutions detailed in Ref. 2.

e) Early in the life of the service, the person/s concerned should ideally be given a practical attachment in a developed, relevant, service. Either the British Library BIS, or the National Library of Scotland's BIS would be most appropriate (\*\*).

f) Books, articles (such as listed in Collier's 'Bibliography. . . ' (Ref. 1, p. 35) and in M.A. Lowe's *Business information bibliography* - copy already passed to the Director; Ref. 1, p. 39), consultants' reports (plus translated extracts) need to be disseminated now to OMK professional staff who are or will be involved in business information an any way. The following details were left at the request of the Director in December 1992, for immediate acquisition:

on needs and sources

Kaye, D. *Information and business: an introduction*. London: Library Association, 1991.

or:

Haythornthwaite, J. (ed.) *The business information maze: an essential guide*. London: Aslib, 1990.

Tudor, J. (ed.) *McMillan directory of business information sources*. 3rd. ed. London: McMillan, 1992. ISBN 0 333 57271 8. £75.

on services

Mason, D. (ed.) *Information for industry: twenty-one years of the Library Association Industrial Group*. London: Library Association, 1991. ISBN 1 85604 022 4.

periodical with substantial articles on sources and services

*Business information review* (Cleveland, UK: Headland Press, quarterly)

(see also the fuller list in Collier (Ref. 1, p. 4) 'Bibliography for the development of a business information service')

\* A repeat of the one-week course given at Bekescsaba in Summer 1922 by the present consultant at the request of the Association of Hungarian Librarians, could be made for any designated OMIKK staff and any other libraries with similar needs (cost ca. £1,500 for tutor's fee, transport and accommodation). If preferred, a course could be organised in the UK in the present consultant's University department of information and library studies. This could include study visits and practical database work.

(cost ca. £150 per week per course member for accommodation; £400 per student for travel from Hungary and within Britain, £750 for the tutor and teaching facilities.

\*\* Attachments could be organised by the present consultant's Department for any number of persons. (cost ca. £400 per person for travel; £150 per week for accommodation; ca. £50 per person organisation fee - plus any fee levied by the UK library concerned)

As specified in the brief, a list of relevant forthcoming UK courses has been compiled; it was handed to the Director of OMK in December. Most such courses would be most effective after the designated persons have gained some basic knowledge through working in the embryonic new OMIK service.



## VI. PROCESSING, CATALOGUING, AND BIBLIOGRAPHICAL CONTROL

If processing incoming documents takes more than about a week, it may be necessary to treat open access business materials separately for faster processing. (Many business items are serials, so after initial cataloguing subsequent editions can be quickly recorded and passed to their open shelves location.

No separate catalogue should be necessary, however listings of certain sources should be maintained for quick reference in the business information area (e.g. directories and periodicals, and others produced and printed from time to time for promotional reasons.

## VII. PROMOTION AND MARKETING

Noted - Collier's (1) finding that promotion is currently neglected and under-resourced

Observation - it is now well known that a business information service, especially from a public sector provider, is not well used (especially by SMEs) without great attention to promotion of various kinds. The promotional methods listed below are accepted as the pre-requisite of a successful service:

### promotion targets

#### SMEs

Large national and foreign companies  
 Librarians/information workers  
 Other relevant information services  
 Relevant information producers/publishers  
 Higher education business schools & economics departments  
 National and local business and trade organisations

### promotion methods

High profile promotional launch  
 Press releases - initially and periodically  
 Business information service brochure  
 Leaflets & posters on specific aspects of the service  
 Occasional listings of resources available  
 Portable displays; slide presentations; video  
 Liaison visits to businesses  
 Talks to business & trade organisations  
 Talks and courses for librarians & trainee-librarians  
 Advertisements & features in newspapers & business periodicals  
 Signposts in nearby streets; signs on & in building

Probably the most effective after this:

Word of mouth

### **Recommendation**

**Resources to be allocated and steps taken for the promotion methods listed above to be adopted at appropriate points in the development of the service.**

### VIII. NETWORKING WITH OTHER SERVICE PROVIDERS

Noted - OMIKK is governed by the Ministry of Culture, Committee for Scientific and Technical Information. Its mission is to serve the Committee, as well as the information needs of Hungarian Industry.

Noted - a Working Party (Vállalkozási Információs Project (VIP) = Entrepreneurs Information Project) was set up and funded by the Under-secretary, Ministry of Culture, at the end of 1992, to coordinate Hungarian Developments in Business Information Services. The members are, representing national level services: Péter Szántó, Director of OMK; for academic libraries: Hedvig Huszár, Director General, Central Library, Budapest University of Economic Sciences; for public libraries: György Bazanyai, Zala Megyei Könyvtár (Zala County Library).

On Dec. 15th they drew up a plan of action, including to survey existing resources in major libraries; to study foreign examples; and to research and recommend a future pattern for the country. Finally it is intended to call for funding for the projects recommended.

#### Observations

a) It is very desirable that coordination and coordinated development should be considered at this early stage. However, despite attempts at planned development, business information and advice services are likely to emerge independently, from many kinds of parent body. Most will be necessary and desirable; though it will be efficient if each is aware of, and cooperates with each other.

b) The existence of the Working Party may raise the profile of business information, lead to informed government (and other agencies') expenditure, and assist national coordination. However, there is a danger though of duplication of information already available - such as in M.A. Lowe's survey of business information service provision, 1992 (Ref. 2); and such as from foreign visits already made by OMIKK staff (Annexe 3).

Ironically there are few existing specifically business information collections or services to survey. What is known (e.g. from Ref. 2, recent courses, and talks given under the present consultancy), is that even the many existing sources are not yet being significantly being collected or exploited. There is enough evidence already for there to be action, and for business to begin to be served today.

c) Neither the present Working Party ('VIP') nor any other measure seems to exist which would avoid the problem of lack of coordination between *libraries*, the main service of which is information; and various *government agencies*, the main service of which is advice. Few of the bodies (surveyed in Ref. 2/Annexe 7) already involved in business assistance are libraries.

#### Recommendation

Neither OMIKK nor public libraries should await the results of further reports before starting to build up sources and develop services for business.

#### Recommendation

OMIKK should encourage all ministries etc. with relevant information and advice services, to become involved in the current ('VIP') business information coordinated development project, and to stay in communication and cooperation in the future.

**Observation** - It will be essential for an effective OMIKK business information to maximise the use of all other existing relevant information resources in the country and elsewhere. Whether or not the 'VIP' Working Party produces a valuable inventory of resources, the OMIKK service must ascertain what is available, and exploit it.

In order to be able to attract and satisfy all relevant enquiries, and to exploit efficiently and economically foreign sources of all kinds, OMIKK is advised to work closely with a foreign partner. Although costs of work passed to a foreign fee-based business information service will be high, the OMIKK client will have 'one-stop' access to the best possible service. OMIKK will achieve the best use of foreign sources and expertise, with minimum stock overheads. In turn OMIKK may be able to offer the foreign partner expert treatment of enquiries relating to Hungary and Central and Eastern Europe.

#### **Recommendation**

At an early point in the development of a service, one or more of the professional staff involved should take at least a week to personally visit and research agencies in Budapest currently involved in business information and advice. The list of information providers and services in Ref. 2 is a suitable starting point.

#### **Recommendation**

OMIKK should enter into an agreement whereby appropriate enquiries can be passed on to a large fee-based business information service in Western Europe. The following could be approached first: (addresses of these and others are given in Collier (Ref. 1, p. 43))

**British Library Business Information Service  
Financial Times Business Research Centre**

**Observation** - Although coordinated planning of the business information services from many different parent bodies will be difficult, just like the British Library's BIS in the UK, OMIKK has a role in a national system of voluntary cooperation. As services develop, OMIKK will need to exploit them, so its own and others' interests will be served by OMIKK acting as the centre of a 'Business Information Network'. The aim being to make the total resource of all members available to any user at any service point.

Members' resources, activities and interests can be served on their behalf by a jointly funded central Coordinator and office, providing any or all of the following services:

Database of members resources for use by members for referral  
Periodical for news, communication of source & service developments  
Shared training  
Shared promotion to potential users  
Shared relations, negotiations with information providers

#### **Recommendation**

After its own and other business information services have been established, OMIKK should consider initiating a voluntary national business information network.

Recommendations  
(arranged by chapter heading)

**I. The role of OMIKK in business information in Hungary**

A. The service should cover as a priority Hungarian company, product, market, financial, economic, etc. information.

B. The in-depth service should be offered under a fee-based service (though it is advisable that experience is first gained through offering a service where staff time is not charged for).

C. Materials in all of the core business information areas (Ch 3, nos 1-8) should be in the proposed open access reference collection (or in some cases accessible online from it); however where it is not practicable to attempt to duplicate an existing specialism elsewhere in the country (e.g. in the case of patents and official statistics, and for peripheral business information areas (Ch 3, nos 9-10) only indexes, bibliographies, and more basic secondary sources should be collected.

D. Charges should be made for staff time used for service over and above a 'basic' reference service. If financial and policy constraints imposed on OMIKK make it necessary, a 'profit' margin should be added to charges for higher levels of service and very popular services, such as user access to CD-ROMs, online searching by staff, photocopying, longer research and reporting jobs. (Guidance on charging for different levels of service can be obtained from Reference no. 3)

**II. The administrative structure: proposed services**

A. The existing Reference Section should be the basis for the development of the 'Business information service'. To it should be added the staff and other resources necessary to provide the services referred to in this report.

B. OMK should develop a 'Business information service' immediately, to build up sources, experience and serve the immediate needs of industry; but it should initially only be a (free) level of service similar to that currently offered to general reference enquirers. The service should be distinguished by a separate name, separate promotion, separate enquiry desk, and incorporation in the open access reference collection (if necessary in separate accommodation) of the materials identified in Ch. 3 as essential.

**III. Categories of existing materials to be combined in an expanded open access reference collection**

A. Current editions of as much of the existing material as possible in the above categories as the extra accommodation will allow, should be combined in an open access reference collection. The priority for inclusion should be relevance to business and currency.

B. Steps should be taken to acquire and add other Hungarian and foreign materials in these categories, using the guidelines and priorities detailed in the following section.

C. Priority and immediate attention to be given to as near as possible comprehensive acquisition and addition to the open access collection of Hungarian materials in the core business information categories 1-5 above.

#### IV. Collection development, including selection of foreign sources

A. OMIKK should not attempt to buy initially the whole of this list of documents. The guidelines above and in Annexe 5 should be used to allocate priorities at the commencement of the service, then other items added as dictated by demand.

B. The designated business information staff should be closely involved in the discovery, selection and acquisition of relevant materials. For reasons of speed, it may be necessary for open access business materials to bypass normal acquisition procedures. (see also ch. Processing, Cataloguing, Bibliographical Control)

C. For the benefit of users who can visit the library (especially while CD use remains free for end-users) as many relevant CD-ROMs and other disks as can be afforded, should be purchased/subscribed to. However, remote online sources will be the necessary and preferable alternative for the vast majority of foreign produced databases. For the same reasons as for CD, as many printed sources and printed versions of sources as possible should be represented in the collection.

#### V. Staff selection and training

A. Existing staff with experience of reference or database work should be charged with developing a business information service (see other recommendations for structure). A service could begin with one person, using existing support services.

B. A head of the service (within the general reference and information services) be appointed at a sufficient status and salary level to attract, retain and reward a good person, and command respect from users.

C. Before the service begins, or at an early stage, the person/s concerned should be given a tailor-made Hungary-oriented introductory course (refer to chapter for details) on business information.

D. Before the service begins, or at a very early stage, designated staff should take the time to visit important business institutions, business information source producers, and other relevant services; such as those institutions detailed in Ref. 2/Annexe 7.

E. Early in the life of the service, the person/s concerned should be given a practical attachment in a developed, relevant, service. Either the British Library BIS, or the National Library of Scotland's BIS would be most appropriate (see chapter for details).

F. Books, articles (such as listed in Collier's 'Bibliography . . . ' (Ref. 1, p. 35) and in M.A. Lowe's *Business information bibliography* - copy already passed to the Director; Ref. 1, p. 39), consultants' reports (plus translated extracts) need to be disseminated now to OMK professional staff who are or will be involved in business information in any way.

#### VII. Promotion and marketing

A. Resources to be allocated and steps taken for the promotion methods listed above to be adopted at appropriate points in the development of the service.

#### VIII. Networking with other service providers

A. Neither OMIKK nor public libraries should await the results of further reports before starting to build up sources and develop services for business.

B. OMIKK should encourage all ministries etc. with relevant information and advice services, to become involved in the current ('VIP') business information coordinated development project, and to stay in communication and cooperation in the future.

C. At an early point in the development of a service, one or more of the professional staff involved should take at least a week to personally visit and research agencies in Budapest currently involved in business information and advice. The list of information providers and services in Ref. 2/Annexe 7 is a suitable starting point.

D. OMIKK should enter into an agreement whereby appropriate enquiries can be passed on to a large fee-based business information service in Western Europe. The following could be approached first: (addresses of these and others are given in Collier (Ref. 1, p. 43)

British Library Business Information Service  
Financial Times Business Research Centre

E. After its own and other business information services have been established, OMIKK should consider initiating a voluntary national business information network.

### References

1. Collier, M. and Towison, K. *Technical report: Business information services of the Hungarian Central Technical Library*. Vienna: UNIDO, February 1992; under project TF/HUN/90/904.
2. Lowe, M.A. *Report to the British Council on the visit to Hungary 27th July - 8th August 1992*. Aberystwyth: DILS, University of Wales, 1992.



Annexe 1Official job description

## JOB DESCRIPTION

TF/HUN/90/904/11-53/J12101

**Post title:** Consultant on business information and consultancy services

**Duration:** 1 week

**Date required:** October or November, 1992

**Duty station:** Budapest, Hungary

**Purpose of project** To improve the business information activity of OMK and establish its business consultancy activity for small and medium-size companies in Hungary

**Duties:**

- a) Specification of the most important documents to be acquired - on the basis of prof. Collier's recommendations;
- b) recommendations on the type of services to be provided;
- c) recommendations on the pricing policy;
- d) recommendations on what information services in the U.K. would be useful to rely upon (name of institutions and specification of the services);
- e) recommendations on the marketing policy with special regard to the demands of SME;
- f) estimation of the costs involved (acquisition, technical development, personnel, etc.);
- g) lecture on business information services provided in the U.K. for SMEs in the field of business information;

- 2 -

- h) lecture on business consultancy services provided in the U.K. for SMEs;
- i) preparation of a final report summarizing the recommendations specified above.

**Qualifications:** University degree or equivalent in library science with extensive experience in management of information services particularly business information services.

**Language:** English

**Background information:** The Hungarian Central Technical Library - OMK - acting in the frame of the National Technical Information Centre and Library - OMIKK - is the largest Hungarian library in the field of science and technology. Its information services are used by individual information users in most R and D institutes, companies and other bodies. Their number may be estimated as 200 - 300 thousand persons: researchers, engineers, technicians, managers, etc. OMK has a unique collection of monographs (some 550 thousand volumes), technical periodicals (about 350 thousand volumes) and foreign R + D reports (ca. 150 thousand volumes). Annually 0,5 million documents are circulated and over 400 thousand pages of copies are made.

OMK won the UNIDO project at the end of 1990. The assistance is meant for 1991 and 1992, its aim being the promotion of establishing new small and medium private enterprises. these new undertakings are due to the economic changes in Hungary and need support and advice. the information supply of these newly established companies is far from being sufficient. the lack of experience makes it difficult for them to set up their own information units and to utilize external information sources and services.

OMK aims to offer information services for these enterprises and to educate their staff how to acquire and utilize information, business information in the first line. The UNIDO project renders this aim possible.

- 3 -

In the frame of this project OMK purchased the MultiPlatter networking system which enables the search in 21 CD-ROM databases simultaneously. We have extended the domain of the previously acquired CD-ROM databases, which were mainly of library character, with the business-oriented F and S International and with the EKOD databases.

Annexe 2Work programme of the consultancy mission

The programme took place in the premises of OMK, the Hungarian Central Technical Library, Budapest 1088, Múzeum u. 17.

*Monday 14th December*

0900 hrs Discussion of the programme and information gathering (Mr Péter Szántó, Director)  
1400 hrs Research and drafting

*Tuesday 15th December*

0900 hrs Discussion on business information databases (Mr Péter Roboz, Mr György Válás, Ms Etelka Pjeczka)  
1400 hrs Research and drafting

*Wednesday 16th December*

0900 hrs Research and drafting  
1400 hrs Address on business information for SMEs to international seminar KKF-Info '92, organised by OMIKK

*Thursday 17th December*

0900 hrs Discussion (Mr Péter Szántó)  
1000 hrs Research and preparation  
1400 hrs Seminar with staff on the role of OMIKK in business information  
1600 hrs Research and drafting

*Friday 18th December*

0900 hrs Research and drafting  
1400 hrs Summary of the week's work (Mr Peter Szántó)  
1500 hrs Drafting report

Annexe 3Institutions visited by the staff of OMK

## Institutions visited by the staff of OMK

- Szántó P.: - London Business School  
 - British Library, Science, Reference and Information Service, Business Information Service, Environmental Information Service etc.  
 - EUROMONITOR
- Roboz P.: - Communications Information Technology, London  
 - The British Library, Business Information Centre  
 - Export Market Information Centre  
 - University of Warwick, Business Information Services and Business School
- Szántó P.: - Information in Business, Kimberlin Library, Monfort University, Leicester  
 - European Information Centre, Leicester  
 - Information Direct, Birmingham  
 - University College of Wales, Department of Information and Library Studies  
 - National Library of Wales  
 - Manchester Business School, Business Information Service  
 - Scottish Science Library, National Library of Scotland  
 - Mitchell Libraty, Business Users' Service
- Bayer J.  
 Viszocsek - HERTIS Information and research, Hatfield  
 - Westminster Central Reference Library, Information for Business  
 - City Business Library  
 - HATRICKS, Hampshire County Library, Winchester

Annexe 4Breakdown of the business information categories 1-7 in Ch. III

(N.B. Hungarian examples given in brackets refer to sources listed in M.A. Lowe's report, Ref. 2/Annexe 7)

## 1. SPECIFIC COMPANIES

primary sources

annual reports  
interim reports; other official documents  
house journals  
newspaper & periodical cuttings  
official lists and gazettes from registration office (e.g. D4 xv)  
brokers/analysts reports

secondary sources

telephone directories (incl. classified)  
company directories (incl. electronic):  
    national (e.g. D4 i - xiv)  
    regional (e.g. Dunn & Bradstreet Eastern Europe database)  
    local  
    trade  
card services/reports/surveys of financial data (e.g. Jordans surveys in UK):  
    national (e.g. D4 x)  
    industry  
    regional  
credit ratings services  
directories of special aspects of companies

tertiary sources

bibliographies and guides to company information sources  
indexes to individual periodicals (especially *Financial Times index*)  
full-text newspaper databases  
indexing and abstracting services (general business ones are often relevant for companies; e.g. *Research index*, UK)

other collections/services

(see under 'services' in D4, Ref 2), plus:  
direct approach to individual companies  
searches at registration office  
use of foreign brokers with international search services (e.g. ICC in UK)

## 2. THE MARKET

primary sources

statistics - domestic & foreign, national & international, official and non-official (e.g. D5 i-iii) - incl.:

demographic  
 social/lifestyle/income & expenditure  
 trade/import-export  
 production  
 market research reports  
 countries' development plans  
 trade opportunity reports from embassies, trade missions etc.  
 media analysis/advertising monitoring (e.g. MEAL, UK; GFK, and AMER products in Hungary)  
 market research periodicals  
 industry/market sector newsletters (e.g. *Financial Times business reports*)

#### secondary sources

statistical compilations:  
     general (e.g. *UN statistical yearbook*; TRADSTAT on Datastar)  
     for marketing (e.g. *Marketing pocket book*, UK)  
 market surveys ('secondary' market research combining primary data of most of the above types, for a particular industry; e.g. Euromonitor series; D5 ii in Hungary)

#### tertiary sources

bibliographies & guides to market information sources  
 bibliographies & guides to statistics (e.g. D5 i)  
 bibliographies & indexes of market research reports & surveys  
 abstracting & indexing services (incl. general business ones)

#### other collections/services

(see under 'services' in D5, Ref 2), plus:

direct contact with Hungarian CSO, incl. via their viewdata service

3. FINANCE AND FINANCIAL MARKETS (ie numerical and textual data on shares, bonds, commodities, currency, money, tax)

#### primary sources

electronic comprehensive real-time price/news hosts (e.g. Reuters)  
 selective price/news databases (*Dialog quotes and trading*)  
 official transaction records and gazettes of stock exchanges (e.g. D4 xvi)  
 financial newspapers and periodicals (also in general or business newspapers and periodicals, e.g. D3 i-ii)

#### secondary sources

retrospective price/value compilations (e.g. by IMF)  
 tax tables

#### tertiary sources

guides to financial statistics (e.g. Greenhorn: *Guide to FT statistics*)

#### other collections/services

(see under 'services' in D3 of Ref. 2)

## 4. PRODUCTS

### primary sources

company product literature:

sales catalogues  
price lists  
technical data sheets  
mail order catalogues

official patents, patents journals and indexes

products/new products periodicals

official trade marks/names registers, journals and indexes

### secondary sources

company/trade directories (as incl. in 'Companies' section above; e.g. D4 xii)

products, components and technical properties databases

trade marks/names directories

'package libraries' (ie product literature for an industry on microfiche with index)

### tertiary sources

guides to product literature

international and industry specific patents ind/abs services

products abstracting and indexing services (often those listed under '5. Business in general' are also relevant)

## 5. INDUSTRIES; BUSINESS IN GENERAL

### a) 'Industry' sources

trade periodicals

industry newsletters (e.g. *Financial Times business reports* on various industries/markets)

'industry' databases (e.g. *Chemical business newsBase*)

abstracting & indexing services for specific industries (business + S & T ones)

### b) Business in general (secondary and tertiary sources)

general business newspapers and periodicals (e.g. D2 i)

full-text general & business press databases (e.g. *Textline*)

general business indexing & abstracting services (e.g. *Research index*, UK; D1 i-iii)

bibliographies & guides to general business information sources (e.g. Tudor: *McMillan directory of business information sources*)

## 6. THE ECONOMY

### primary sources

once-off and series of macro & micro economic indicators

once-off and series of economic forecasts

economics periodicals



secondary sources

database time-series of macro & micro economic indicators (e.g. DRI's & Datastream's databases)  
 indicator statistics in printed directories etc. (e.g. *Europa directory*)  
 economics review serials (e.g. D6 i, ii, iv)

tertiary sources

economics indexing & abstracting services (D6 iii)  
 economic information included in some general business indexing & abstracting services  
 forecasts bibliographical services (e.g. Predicasts forecasts database)

other collections/services

(see under 'services' in D6 of Ref. 2)

## 7. CONDITIONS IN COUNTRIES/REGIONS

primary sources

guides to doing business in specific countries (e.g. D7 Business procedures ii)  
 country profiles/reports for business people (e.g. Economist Intelligence Unit's series)  
 country reports/surveys appearing as supplements to periodicals (e.g. in *Economist*, *FT*)  
 country reports full-text databases (incl. 'risk services' e.g. *Country report service on Data-Star*)  
 travel timetables  
 hotel guides  
 maps & atlases

secondary sources

country travel guides  
 international directories (e.g. *Statesman's yearbook*)  
 import/export/trade regulations & tariffs legislation  
 import/export/trade regulations & tariffs guides (e.g. D7 Business procedures i)

tertiary sources

general business indexing & abstracting services  
 general non-business indexing and abstracting services  
 indexes to 'reports' (e.g. *Reports index*, UK; *Index to business reports*, UK)

other collections/services

(see under 'services' in D7 'Business procedures' of Ref. 2)

## Annexe 5

Collection policy guidelines for business information sources

(categories as detailed in Annexe 4; 'H', '+' and 'O' as already designated by Péter Szántó - ie 'H' = acquire Hungarian coverage, '+' = acquire comprehensively, 'O' = do not acquire).

## 1. SPECIFIC COMPANIES

primary sources

|   |   |   |
|---|---|---|
| annual reports<br>interim reports;<br>other official documents;<br>house journals | H | collect Hungarian ones from larger companies, foreign ones via databases and company information firms (e.g. ICC); or foreign business info brokers |
| newspaper & periodical cuttings   | H | cut and file substantial items on companies, foreign companies via e.g. FT index, and news databases  |
| official lists and gazettes   |   | collect Hungarian items from registration office  |

secondary sources

|  |   |  |
|--|---|--|
| telephone directories<br>(incl classified)   | + | collect also for major countries and trade partners  |
| company directories<br>(incl. electronic):<br>national                                   | + | Hung comprehensive; standard e.g.s for other major countries & trade partners  |
| regional   | + | good coverage of printed; + online use   |
| local  | H | Hungary only   |
| trade  | + | Hung comprehensive; selective foreign  |
| card services/reports/<br>surveys of financial data:<br>national<br>industry<br>regional | H | comprehensive for Hungary (if/when available); selective national and industry for other countries, plus use of databases online |
| credit ratings services  |   | use online where available, and foreign bus inf firms or brokers   |

directories of special aspects of companies

comprehensive for Hungary standard e.g.s + online other countries

brokers/analysts reports

0

for Hung PLCs where obtainable; online databases for foreign PLCs

### tertiary sources

bibliographies and guides to company information sources

obtain all possible

indexes to individual periodicals

very selective - e.g. FT Index; use others online

full-text newspaper databases

use online for foreign companies

indexing and abstracting services

very selective, use online

### other collections/services

## 2. THE MARKET

### primary sources

statistics

demographic  
social/lifestyle/income  
& expenditure  
trade/import-export  
production

comprehensive for Hungary  
compilations for other countries

market research reports

selective for Hungary (v. expensive, only 'syndicated' reports available for purchase)

countries' development plans

Hungary and trade partners

trade opportunity reports from embassies, trade missions

those produced in Hungary on foreign markets

media analysis/  
advertising monitoring

comprehensive for Hungary; foreign online

industry/market newsletters

selective (*FT bus reports* avail. online)

market research periodicals

+

comprehensive for Hung., selective foreign coverage

secondary sources

|   |   |  |
|---|---|--|
| statistical compilations:<br>general<br>for marketing | + | selective; world coverage<br>as comprehensive as possible                |
| market surveys  | + | Hungary; very selective for other<br>countries (costly), use also online |

tertiary sources

|  |   |                              |
|--|---|------------------------------|
| bibliographies & guides<br>to market information sources |   | wide coverage; incl. foreign |
| bibliographies & guides<br>to statistics                 |   | wide coverage; .. ..         |
| bibliographies & indexes<br>of market research reports   |   | wide coverage; .. ..         |
| abs & indexing services                                  | + | wide coverage; .. ..         |

### 3. FINANCE AND FINANCIAL MARKETS (ie numerical and textual data on shares, bonds, commodities, currency, money, tax)

primary sources

|   |  |   |
|---|--|---|
| electronic comprehensive<br>real-time price/news hosts          |  | v. costly, probably not necessary<br>or practicable |
| selective price/news databases                                  |  | use one or more                                     |
| official transaction records<br>and gazettes of stock exchanges |  | Hungarian only                                      |
| financial newspapers<br>and periodicals                         |  | Hungary comprehensive; foreign<br>selective         |

secondary sources

|   |  |   |
|---|--|---|
| retrospective price/value<br>compilations |  | Selective print; use online as<br>required                        |
| tax tables                                |  | Hungary only (though foreign<br>also for taxes relating to trade) |

tertiary sources

|                                   |  |               |
|-----------------------------------|--|---------------|
| guides to financial<br>statistics |  | wide coverage |
|-----------------------------------|--|---------------|

## 4. PRODUCTS

primary sources

|   |   |  |
|---|---|--|
| company product literature:<br>sales catalogues<br>price lists<br>mail order catalogues |   | wide coverage<br>as possible for Hungary,<br>mail order also selective foreign |
| official patents, patents<br>journals and indexes                                       | 0 | journals & indexes for Hungary<br>& selected foreign countries                 |
| products/new products<br>periodicals  |   | Hungary comprehensive,<br>selective foreign                                    |
| official trade marks/names<br>registers, journals and indexes                           |   | Hungary comprehensive; journals<br>and indexes only elsewhere                  |

secondary sources

|  |   |   |
|--|---|---|
| company/trade directories                              | + | Comprehensive Hungary;<br>standard e.g.s for other countries<br>+ online & CD use |
| products, components<br>technical properties databases |   | online  |
| commercial patents doc                                 |   | selective printed + online  |
| trade marks/names directories                          |   | major trade partners + online   |
| 'package libraries' of<br>product literature           |   | selective (foreign product types<br>of vital importance to Hungary<br>only)       |

tertiary sources

|   |  |               |
|---|--|---------------|
| guides to product literature                  |  | wide coverage |
| products abstracting<br>and indexing services |  | wide coverage |

## 5. INDUSTRIES; BUSINESS IN GENERAL

## a) 'Industry' sources

|                                 |  |   |
|---------------------------------|--|---|
| trade directories (see COMPANY) |  |   |
| trade periodicals               |  | Hungary comprehensive; foreign<br>selective   |
| 'industry' databases            |  | use online                                    |
| industry/market newsletters     |  | selective + online (see also<br>under MARKET) |

abstracting & indexing  
services for specif. industries

selective worldwide + online

**b) Business in general (secondary and tertiary sources)**

general business newspapers  
and periodicals

comprehensive Hungary;  
selective foreign

full-text general &

use online  
business press databases

general business indexing  
& abstracting services

wide coverage + online

bibliographies & guides  
to business information sources

+ wide coverage

**6. THE ECONOMY**

primary sources

series of macro &  
micro economic indicators

comprehensive Hungary;  
selective foreign

series of economic forecasts

comprehensive Hungary;  
selective foreign

economics periodicals

comprehensive Hungary;  
selective foreign

secondary sources

database time-series of  
macro & micro economic indicators

online or CD-ROM

indicator statistics in  
printed directories etc.

good worldwide coverage

economics review serials

comprehensive for Hungary,  
selective foreign

tertiary sources

economics indexing &  
abstracting services

comprehensive for Hungary,  
selective foreign + online

general business indexing  
& abstracting services

wide worldwide coverage,  
+ online

specialist forecasts

use online databases

## 7. CONDITIONS IN COUNTRIES/REGIONS

### primary sources

guides to doing business  
in specific countries

all those produced for Hung users  
+ selective foreign publications

country profiles/reports  
for business people

selective series to give  
worldwide coverage

country reports/surveys  
- supplements to periodicals

file by country

country reports full-text  
databases

use online to supplement printed  
holdings above

country reports full-text  
databases (incl. 'risk services')

use online

travel timetables

Hungary + selective international

hotel guides

Hungary + selective foreign

maps, town plans, atlases

selective worldwide coverage

### secondary sources

country travel guides

selective worldwide coverage

international directories

wide coverage

import/export/trade regulations  
& tariffs legislation

Hung + selective foreign

import/export/trade  
regulations & tariffs guides

wide worldwide coverage

### tertiary sources

general business indexing  
& abstracting services

wide coverage + online

## Annexe 6

Additions to Collier's lists of sources recommended for acquisition

Additions to 'Bibliography for the development of a business information service'  
(Ref. 1, p. 35)

*Business information yearbook*. Cleveland (UK): Headland Press. (Separate chapters describe major suppliers and sources under subheadings of the categories 'company' and 'market' information. Other chapters include surveys of online, on-disk sources; information services, EC Single Market sources, etc.

\*Tudor, J. (ed.) *McMillan directory of business information sources*. 3rd. ed. London: McMillan, 1992. ISBN 0 333 57271 8. £75. (Probably the most used and respected subject guide to (UK oriented) business information sources.

\*Mason, D. (ed.) *Information for industry: twenty-one years of the Library Association Industrial Group*. London: Library Association, 1991. ISBN 1 85604 022 4.

\* details (plus other items noted in Ch. V above) left at OMIKK in December 1992, for immediate purchase.



## Annexe 7

Survey of existing relevant resources and expertise (extract from M.A. Lowe's report (Ref. 2), updated January 1993)

1. Guides to business information sources and services

- i) *The Soviet and East European market: sources of information.* Glasgow: Glasgow University Library, 1990. By Tania Konn.
- ii) *The East European market: sources of information.* Glasgow: Glasgow University Library, [1991?]. By Tania Konn.
- iii) *Magyar Adatbázisok Gyűjteménye=Hungarian catalogue of databases* (In the process of production, by Magyar Adatbázisforgalmazók Kamarája=Hungarian Chamber of Database Suppliers)

2. Business information in general

sources

- i) *Business Eastern Europe: a weekly report, business, finance and investment.* London: Business International, 1971-

services/organisational sources

- i) *Országos Műszaki Információs Központ és Könyvtár (OMIKK)=National Technical Information Centre and Library.*  
(wide range of business information source types; incl. databases on CD-ROM, and access to remote databases; lending, photocopy, enquiry and (charged) research services)
- ii) *Metropolitan Ervin Szabó Library*  
(Large general collections; CD-ROM and other databases - incl of local information and of Hungarian companies; telephone enquiry hotline)

3. Financial information

sources

- i) *Magyar Hírlap*  
(daily newspaper with business and financial coverage, including weekly 'Pénz plusz Piac' business supplement which has some English language articles)
- ii) *HVG*  
(daily newspaper; substantial business, financial, economic coverage)

services/organisational sources

- i) *Budapesti Tőzsdén=Budapest Stock Exchange*  
(the primary source of price, index and other statistical data for shares and other financial instruments; publications, daily press releases, public gallery)

#### 4. Company information

##### sources

- i) HIT Investcenter's Hungarian companies databases
- ii) *Business HITS*  
(HIT, monthly (?) list of Hungarian company details, English language edition)
- iii) *Hungarian Registered Companies* (translated name)  
(Céginfo database; 50,000 company addresses, searchable by activity, geographical area, size, etc.; address label output available)
- iv) *Financial Institutions and Insurance Companies* (translated name)  
(Céginfo database of 1,500 institutions' addresses)
- v) *Hungarian Registered and Unregistered Firms and Other bodies* (translated name)  
(Céginfo database of 41,000 records; includes 'phone numbers and names of managers; various search criteria and output formats)
- vi) *Firms of the European Common Market* (translated name)  
(Céginfo database)
- vii) *Firms of the Commonwealth of Independent States* (translated name)  
(Céginfo database; 50,000 records; various details, search criteria, and output formats)
- viii) *Hexagonale*  
(company database of the Hungarian Small Business Administration; started 1981, believe now ceased)
- ix) *Hirdetőtábla*  
(company product/service matching database of the Hungarian Small Business Administration)
- x) *Ország Info*  
(Hungarian Small Business Administration's in-progress database of company financial information)
- xi) *Kamtäg*  
(Hungarian Economic Chamber/'Kamara' [Hungarian Chamber of Commerce?]; database of at present ca. 1500 member companies)
- xii) *Parter Kereso*  
(Hungarian Economic Chamber/'Kamara' [Hungarian Chamber of Commerce?]; company products/services data for tracing trading partners)
- xiii) *Complex*  
(Hungarian Economic Chamber/'Kamara' [Hungarian Chamber of Commerce?]; products data of the 1500 companies on *Kamtäg*)
- xiv) *Lexicon*  
(Hungarian Economic Chamber/'Kamara' [Hungarian Chamber of Commerce?]; new database of overseas distributors, exporters, importers etc.)
- xv) [Official gazette for Cégbiróság listings]  
(title not known)

- xvi) [Official gazette for Budapesti Tőzsdén listings]  
(title not known)

services/organisational sources

- i) Cégbiróság=Court of Company Registration  
(Registration documents, [annual reports, accounts - apparently financial data is not yet mandatory], etc. of all Hungarian limited companies, collected under company disclosure law; available for public inspection)
- ii) Budapesti Tőzsdén=Budapest Stock Exchange  
(Annual reports, accounts, announcements etc. of listed companies collected under Stock Exchange regulations; available for inspection by the public)
- iii) HIT-Tradeinform's 'Business information service'  
(reports on local and foreign companies; 'normal', 'express' and 'flash' versions)
- iv) HIT-Investcenter's foreign-Hungarian company introductions service
- v) Ministry of Industry and Trade Information Agency  
(Hungarian company searches; lists etc., from own and commercial databases)

5. Market information

bibliographical guides

- i) CSO Library's annual subject guide to CSO statistics  
(includes English annotations; plus their other bibliographical aids)

sources

- i) Trade, production, demographic, lifestyle etc. statistical series of the CSO; incl. annual and monthly abstracts; the public viewdata service; the statistical enquiry service via CSO Library
- ii) KOPINT-DATORG's 'multi-client' market surveys series, on various market sectors  
(e.g. *Kozmetikumok Magyarországon*)
- iii) Monthly and other bulletins of Ministry of Industry and Trade Information Agency (incl. trade and production statistics, etc.)
- iv) GFK Hungary's Television viewing and periodical readership monitoring; advertising monitoring - monthly(?) reports available for purchase
- v) Amer (Cyprus) viewing, readership and advertising monitoring as above

services/organisational sources

- i) CSO Library and Documentation Service (includes all CSO publications; viewdata access; official statistical enquiry service; plus selective coverage of foreign and international organisations' statistics; open to the public)

- ii) KOPINT-DATORG's on-demand market research and consultancy for specific clients (reports not published)
- iii) KOPINT-DATORG Library  
(includes their own and other publishers' market research, statistical, economic and other documents; including relevant foreign sources; open to the public)
- iv) HIT-Investcenter's on-demand marketing and feasibility studies

## 6. Economic information

### sources

- i) *Hungarian economic review*  
(bimonthly, Hungarian Chamber of Commerce; English language edition available)
- ii) *The Hungarian economy: a quarterly economic and business review*  
(Ekotéka, for Min. of Internat. Econ. Relations; English language edition)
- iii) *Hungarian economic literature*  
(University of Economic Sciences; includes general business information; multi-lingual; currently available on disk only)
- iv) KOPINT-DATORG's *Konjunktúr* and *Economic trends series*  
(e.g. *Economic trends in Eastern Europe and the World Economy: Eastern Europe and Hungary*. Autumn 1991; English language edition)

### services/organisational sources

- i) Central Library of the Budapest University of economic Sciences  
(covers business and economics; stock and SDI etc. services available to the public)

## 7. Country & background information

### General

#### sources

- i) *Hungary in the 1990s: sowing the seeds of recovery*. London: Economist Intelligence Unit; special report no. 2102, by Christopher Mattheisen

### Business procedures, incl export/import; laws and regulations

#### sources

- i) KOPINT-DATORG's many publications on regulations in various countries
- ii) *Doing business in Hungary*. London: Kogan Page, [1992?]. by KPMG Peat Marwick, Barclays Bank, etc; CBI Initiative Eastern Europe series

**services/organisational sources**

i) HIT's series of publications; business consultancy and advice services; drafting etc. services

ii) KOPINT-DATORG Library  
(substantial collections of and subscriptions to foreign sources, e.g.: Financial Times; Economist Intelligence Unit *Country profiles and reports*)

**European Community business information  
services/organisational sources**

Euro Info 92

(HIT's link to the EC's Euro Info Centres network via Ghent, Belgium)