

Chapter 4 Enterprise and other surveys

Chapter 4 Enterprise and other surveys

4.1. *Introduction.* The present chapter provides details on enterprise surveys and other surveys, identified in chapter III as one of the main non-customs data sources for international merchandise trade statistics, and used for the compilation of trade transactions not covered by customs records or for the collection of additional information. This chapter focuses, in particular, on purposes and good practices in the organization of such surveys as well as on their advantages and disadvantages as a trade data source. The need to adopt an integrated approach is highlighted. This chapter also provides an overview of several typical surveys intended to collect missing data and surveys conducted to collect some additional relevant information. The use of enterprise surveys in the case of a customs union is discussed in chapter X.

In this chapter

- [A. General description of enterprise and other surveys](#)
- [B. Organization of the surveys](#)
- [C. Advantages and disadvantages of surveys](#)
- [D. Examples of enterprise surveys conducted to collect missing trade data](#)
 - [Country Experience: Uganda: Informal Cross Border Trade Surveys \(ch. 4\)](#)
 - [Country Experience: Turkey: Survey of shuttle trade \(ch. 4\)](#)
- [E. Examples of enterprise surveys conducted to obtain additional information](#)
 - [Country Experience: Hong Kong, China: Survey on Insurance and Freight Costs for Import Trade](#)
 - [Country Experience: Hong Kong, China: Survey on Trade involving Outward Processing \(ch. 4\)](#)