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F. Alonzi, S. Marchettoni  
ISTAT

Profiling and Globalisation

**Manual profiling in cooperation with the MNE: Italian experience and the quality improvement of economic statistics**

**Abstract**

*The cooperation with the MNE may be a core element for the effectiveness of manual profiling, especially intensive cases which call for a direct involvement of the group to be profiled. However, NSIs may establish different types of contact, from soft tools like e-mails and telephone calls to more complex ones, including visits to the groups and multifaceted interviews. The collaboration between the MNE and the NSI is an extremely tricky phase for the profiling process since it may have significant advantages for the success of the exercise but it may also result in a statistical burden increase from the MNE perspective. Facing this burden is a challenge for the profiling team and the NSI in a whole, because the final goal of contact phase should be not only to obtain the necessary info for the profiling analysis but above all to create a unique access point for collecting economic data at group level to satisfy users' needs from different domains (NA, SBS, STS). The type of contact and the involvement of the MNE has to be managed in a suitable way in order to ensure an improved quality of statistical output in economic statistics. This contribution tries to summarize the Italian experience of profiling activity done in cooperation with a number of MNEs in three reference years (2011, 2013 and 2015); despite the small number of observations, the empirical analysis developed in the paper is intended to highlight strengths of the Italian organizational model as well as points of weakness in such a methodological step. The benefits of building up a strong relationship with the group, such as raising the profile of the NSI and the attention towards the MNE's needs, are pointed out. However, enough room is also given to the main difficulties encountered in managing the relationship such as the reluctance sometimes shown by the MNEs. In addition, the work is aimed at proving the importance of the MNEs' cooperation in the profiling process through a comparative analysis between the data provided by the groups themselves following the interview and the data the profiling team would have defined without the cooperation. Such study is a real example of how a direct involvement of the profiled MNEs can contribute to the quality improvement of economic statistics on a national and international level, even ensuring an higher international consistency in statistics.*

*Keywords: Manual profiling, Cooperation with the MNE, Economic statistics.*