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### **EU Structural Business Statistics Development Plans and Turnover by Products**

Session on Turnover by products - Plans for future surveys

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## 1. Introduction

The EU Structural Business Statistics (SBS) are governed by two Council Regulations and a Regulation of the Parliament and the Council. In addition, there are 11 Commission Regulations, whose purpose is to implement these three regulations.

With the continuing economic development there is a more or less constant need for new statistics. Eurostat and Commission have responded to this with a rolling programme for development. The purpose of the development work is to improve the statistical coverage of the SBS in order to better reflect the changing economic reality and respond to user needs. One of the most visible deficiencies of the SBS for the moment is the under-representation of statistics on services.

The SBS are activity based statistics: they describe the economy through the activity of enterprises. All activities are classified according to the principal activity of the enterprise. The whole production of an enterprise, even if it consists of the output of its primary activity, and also from its secondary activity, is allocated to its primary activity. The SBS cover sections C to K of NACE Rev.1.1 at a detailed level (group or class). The list of characteristics for which data are collected for all activities is rather short (albeit quite long for sector specific annexes), but it includes all key demographic, input and output variables.

In this paper, first, some SBS particularities are analysed. Then the legal basis of the currently collected SBS is reviewed. Finally, SBS development work and Regulation amendments proposals are introduced. The Business Services (BS) project as an example is considered more closely. The purpose of the BS project is to provide users with data on Business Services' turnover broken down by detailed products and by residence of client.

## 2. What are Structural Business Statistics?

Structural business statistics describe the economy through the observation of the activities of units engaged in an economic activity. They help to answer questions such as: How much value added is created by an activity? How many persons are employed to create this value added? Are there any investments made by the activity?

*The main SBS variables are:*

- Demographic variables (e.g. number of enterprises)
- “Input related” variables
  - labour input (e.g. employment, personnel costs)
  - capital input (e.g. investment, R&D)
- “Output related” variables (e.g. turnover, value added).

SBS provide information referring to a whole reference year. Because of the harmonised methodology changes over time and comparisons across countries can be calculated. However, all SBS monetary data are in current prices, and therefore the changes only give an indication of the changes in value. Prices are not expressed in purchasing power parities. This means that a comparison across countries always has to be done with the necessary caution.

SBS are activity based statistics and not product based statistics; they describe the economy through enterprises and not through the products produced by these enterprises. All activities are classified according to the principal activity of the enterprise. The

whole production of an enterprise, even if it consists of the output of its primary activity, and also resulting from its secondary activity(ies), is allocated to its primary activity. In product based statistics, statistics are made for the products resulting from all activities. Let us consider the following simplistic example with a population of 4 enterprises, engaging in 5 different economic activities:

Enter. A			Enter. B			Enter. C		Enter. D
X1	X2	X3	X2	X5	X3	X1	X4	X5

X = principal activity

The aggregated activity based SBS data collection would provide the following statistics:

- X1: total combined activities of enterprises A and C
- X2: total activity of enterprise B – not including the X2 data from enterprise A
- X3: no statistics
- X4: no statistics
- X5: total activity of enterprise D

In a product based statistical data collection one would find information on all activities X1, X2, X3, X4 and X5 by means of a proper product list.

In the SBS - annexes 2 and 4 - there is a possibility/requirement to compile and present statistics using Kind of Activity Units (KAU), in addition to enterprises, as a statistical unit. The use of KAUs would make it possible, at least in theory, to better capture data on different activities than is the case when using enterprises as statistical units.

### 3. Legal basis of SBS

The EU Structural Business Statistics are governed by two Council Regulations and a Regulation of the Parliament and the Council, as basic documents, and 11 Commission Regulations implementing the Basic Regulations. This legal framework will continue to be extended into more sectors and variables.

#### 3.1. Basic Regulations

##### 3.1.1. Council Regulation N° 58/97 of 20 December 1996 concerning SBS

This is the basic regulation for Structural Business Statistics. It covers all market activities, i.e. sections C to K and M to O of the statistical classification of economic activities in the European Community (NACE Rev. 1.1).

*There were 4 annexes as integral parts of the initial version of the regulation:*

- *Annex 1*, a common annex for annual structural statistics (all activities in Sections C to K and M to O, currently only pilot studies are foreseen for M-O).
- *Annex 2*, a detailed annex for structural statistics in industry.
- *Annex 3*, a detailed annex for structural statistics in distributive trades.
- *Annex 4*, a detailed annex for structural statistics in construction.

*Annexes include information about:*

- Activities, for which the statistics are to be compiled. (NACE Rev. 1.1 Sections C to K and M to O, although M to O activities are not covered yet)
- type of statistical units used: enterprise, local unit, kind of activity unit
- list of characteristics for which statistics are to be compiled (e.g. number of enterprises, number of employees, and so on)
- frequency for the compilation, in this case, yearly or multi-yearly
- timetable, with the first reference years for the statistics to be compiled
- standards of representativeness and quality evaluation

In Annex 3 there is a section that includes a list variables/information that is collected once every five years for retail trade (division 51), wholesale trade and trade (division 52), and maintenance and repair services of motor vehicles and motorcycles (division 50). This list includes variable 18 21 0: Breakdown of turnover broken down by product according to section G of CPA (distributive trades).

The first year for the implementation of the SBS Regulation was 1995. The period 1995-1998 was a transitional period during which countries could build up the collection and compilation system and for which many countries had problems to provide data. The SBS data is more complete starting from the reference year 1999. European aggregates are available from that year onwards.

### **3.1.2. Council Regulation N° 410/98 of 16 February 1998 amending Council Regulation N° 58/97**

This Council Regulation adds one detailed module for structural statistics on insurance services defined in *Annex 5*. The module on insurance services covers all activities within the scope of NACE Rev. 1.1 division 66 (Insurance and pension funding, except compulsory social security) except for class 66.02 (pension funding)

### **3.1.3. Regulation N° 2056/2002 of the European Parliament and of the Council of 5 November 2002 amending Council Regulation N° 58/97**

As developments in Community monetary, economic and social integration require the extension of the common framework to credit institutions, pension funds, other financial intermediation and activities auxiliary to financial intermediation, this regulation adds two detailed modules as follows:

*Annex 6*, a detailed module on credit institutions. It covers all activities within the scope of NACE Rev. 1.1 classes 65.12 (including monetary intermediation of monetary institutions other than central banks; postal giro and postal savings bank activities) and 65.22 (Other credit granting).

*Annex 7*, a detailed module on pension funds. It covers all activities within the scope of NACE Rev.1.1 class 66.02 (Pension funding).

### **3.1.4. Voluntary data collections relating to structural business statistics**

Parallel to the regular data collections based on the regulations, several data sets are requested on a voluntary basis. These voluntary collections serve a dual purpose of providing users with some limited statistical information, which is not necessarily available in a completely harmonised form, and of giving an early insight into the usefulness of results.

*The main projects are:*

#### *Business Demography*

The development project on business demography covers a group of variables that explain the characteristics and demography of the business population. The creation of new enterprises and the closure of unproductive businesses can be seen as an important contributor to business dynamism. In addition to studying the population of active enterprises, the numbers and employment characteristics of real enterprise births and deaths are examined. In order to provide information on the macroeconomic impact of enterprise births, their development will be followed for five years in order to see how they survive and grow. The project has been ongoing since 1999 and a harmonised methodology has been developed.

#### *Other financial intermediation services and financial auxiliaries*

Activities concerned are investment firms, leasing enterprises and financial auxiliaries. The data collection is on a voluntary basis and it started with the reference year 1999 data. These activities are included in the scope of Annex 1 by European Parliament and Council Regulation No 2056/2002 but the first compulsory reference year has not been decided yet.

#### *Foreign Affiliates Statistics*

FATS are a project about Foreign Affiliates Statistics and concern the commercial presence and performance in the territory of another country as a mode of supply within the General Agreement on Trade in Services (GATS) and of the introduction of the Single Market.

The statistics compiled within Eurostat's FATS project aim to describe enterprises that are ultimately controlled by a non-resident entity, either a natural or legal person. Statistics describing the overall activity of foreign controlled enterprises are termed "Foreign Affiliates Statistics" or "FATS".

#### *Business Services*

The economic activities covered by the Business Services project include division 72 and so-called knowledge intensive activities of division 74 of NACE Rev.1.1 - "Computer and Other business services" (computer services, market research, advertising, etc.).

The purpose of the project is to provide users with data on Business Services' turnover broken down by detailed products and residence of client.

In addition to these major development projects smaller voluntary data collections have been done on *inter-enterprise relations* and on *demand for services*.

## **4. Amendment of the SBS regulation**

### **4.1. Continuous need for amendments**

As already stated above "This legal framework will continue to be extended into more sectors and variables", and as it was further demonstrated by the list of already on-going voluntary data collections, there is more or less continuous need to amend the basic regulation governing the EU Structural Business Statistics. Indeed, the on-going voluntary data collections are part of the development work, which started even before the end of the transitional period: 1995-1998. The purpose of the development projects is to improve the statistical coverage of the SBS in order to better reflect the economic

reality and to respond to user needs (see also paragraph 5). One of the most visible deficiencies of the SBS for the moment is the under-representation of statistics on services.

As described above there have already been two amendments to the basic SBS regulation N° 58/97. The Council Regulation N° 410/98 and the regulation N° 2056/2002 of the European Parliament and of the Council added Annexes 5, 6 and 7 to the SBS framework.

The currently proposed amendment includes two new annexes to the SBS framework: Annex 8 on Business Services and Annex 9 on Business Demography. There is also a proposal to include a flexible module on ad hoc surveys to allow for quick response to emerging user needs.

A separate regulation for Foreign Affiliates Statistics is being prepared – it will not be part of the SBS framework but it will use SBS variables and definitions. Thus all current voluntary data collections will be governed/regulated by a Regulation in the foreseeable future.

#### **4.2. Annex 8 on Business Services**

The proposal on Annex 8 tries to respond to two needs: more statistics on services and detailed product statistics on certain key sectors in the economy. Concerning an expansion of the statistical coverage of services Annex 8 is limited. Accordingly, the SBS amendment proposal tackles this issue through the extension of the common, horizontal annex – Annex 1. Here, it is proposed to cover services at four-digit, or class, level of NACE Rev. 1.1, and in addition new variables – most notably employment related ones - are added to the common annex. Concerning the need on detailed product statistics Annex 8 proposes detailed product statistics on certain key sectors in the economy. Annex 8 may strike as a modest achievement but as can be seen below, it is a result of a long development work and legal preparation. In addition, it covers really dynamic key sectors of the economy in 25 EU Member States. EEA and Candidate Countries apply it as well, so the geographic coverage is over 30 European countries.

### **5. Development of Structural Business Statistics**

#### **5.1. Establishment of priorities in collaboration with NSIs**

Faced with a large variety of development needs and taking into account the limitation of human and financial resources in NSIs and Eurostat, a work programme has been drawn up that is committed to the principles of concentration of efforts and focusing of activities. This necessitates the establishment of priorities and of a calendar of actions. The rolling three-year work programme for developing structural business statistics helps satisfying the need for advanced planning, while allowing some flexibility in the light of new data requirements.

In parallel, Eurostat continues its attempts to define negative priorities, which is a major goal of the ongoing Commission reform process. The first result of such attempts was the amendment of the SBS Regulation as approved by the SPC in May 2002. However, users are often unwilling to delete present data requirements. Sometimes NSIs themselves have insisted on keeping certain requirements within the regulation.

In the impact evaluation of negative priorities, it is important to take into account both the burden released from NSIs and the burden released from enterprises as providers of raw data.

## **5.2. A step-wise approach**

Any SBS development project follows a step-wise approach. Each phase is followed by a decision on the continuation or termination/redirection of the project based on the technical results of this phase combined with an evaluation of the resources necessary and those available for carrying out the next phase.

Although each project has its own specificities, it is possible to outline a general sequence of steps that is valid for any project. The first step in each project is the establishment of an inventory of existing data. This leads to the evaluation of the extent to which the respective area is already covered at national level. The second step is the voluntary collection of existing data and methodology. It serves the double purpose of providing users rather quickly with some limited statistical information and of determining the degree of existing coverage and comparability, and thus the extent of further work necessary. In a third step, a feasibility study is carried out. If this analysis shows that the ongoing project is likely to be successful, the fourth step consists of the harmonised data collection on a voluntary basis. Although this instrument would not imply a legal obligation for Member States to provide data, one would aim at a participation of all Member States based on gentlemen's agreements. In cases in which the data collection is considered to fulfil stable data needs and Member States prefer a legal basis to a gentlemen's agreement, a final step can be devoted to the preparation of such a legal basis.

## **5.3. Financial framework**

Eurostat aims at making arrangements on co-financing of specific development actions with political departments of the Commission. In such cases, the activities of NSIs can be partly covered by subventions from the Directorates-General concerned. In the past there has been a close co-operation with the services department of DG Enterprise - now integrated in the DG Internal Market and Services.

## **5.4. Development project on Business Services**

In mid-1999 Eurostat, with the support of that department, initiated a project on methodological development and harmonised data collection aimed at improving the statistical coverage of the Business Services sector. The Member States business statistics directors' group formally approved the project at its meeting on 27/10/99. The financial instrument of co-financed grants has been used to facilitate development in this priority area and further motivate Members States to participate in the development project.

### **5.4.1. Scope**

The economic activities covered by the Business Services project comprise division 72 and the so-called knowledge intensive activities of division 74 of NACE Rev.1.1:

- 72 Computer and related services
- 74.11 Legal services

- 74.12 Accounting and auditing services
- 74.13 Market research and public opinion polling services
- 74.14 Business and management consultancy services
- 74.20 Architectural, engineering and related technical consultancy
- 74.30 Technical testing and analysis services
- 74.40 Advertising services
- 74.50 Labour recruitment and provision of personnel services

There is a dedicated questionnaire for each economic activity covered by the project. All these questionnaires have two main elements:

- Turnover broken by product
- Turnover broken by client

The early versions of the questionnaires included turnover by client included breakdowns by type of client and residence of client and also a question on client specialisation. The latest round of data collection for reference year 2004 will furthermore include qualitative information on reasons for and types of cross-border trade as well as barriers met in the cross-border trade.

However, as can be seen from the attached proposal for the Annex 8 amendment, the future version includes only the most essential elements from the project – turnover broken by product and by residence of client. The residence of client is broken down into resident and non-resident, the latter of which is further broken down into Intra- and Extra-EU. Another important breakdown by type of client was deemed very difficult to collect from the supply side and thus it was not included in the current proposal.

#### **5.4.2. Link to NACE Rev.2**

Another complicating factor with the business services amendment is the ongoing NACE revision. The current Annex 8 proposal is based on NACE Rev.1.1 and will continue to be so unless NACE Rev.2 is adopted before the adaptation of the SBS amendment. The biggest inconvenience in the current situation is that Annex 8 proposes to collect data on an aggregate of division 72 – this aggregate will not exist in NACE Rev.2 as it currently stands. In the business services project collection of data on the aggregate of Computer Services has been considered more useful/appropriate than to collect data on parts of it. When at a later stage the SBS regulation is implemented using NACE Rev.2 the Computer Services aggregate is not straightforward to implement – see the attached conversion table – and it is not definitely a very elegant aggregate – see for example the treatment of class 72.22 in NACE Rev.2. The implementation of NACE Rev.2 concerning the other professional services should not cause many problems.

Additional inconvenience caused by the parallel on-going work on SBS amendment and NACE revision is the fact that the new NACE proposal includes activities that would probably be of interest from the Business Services project's perspective but they cannot easily be taken into consideration because the SBS amendment has to be based on existing classifications. Additionally, the current proposal on Annex 8 was put into the legal co-decision procedure well before the latest version of the NACE Rev.2 proposal was available, and no testing on a collection of newly created classes has been carried out. One option would be to delay the SBS amendment, especially from the Annex 8 perspective. However, from the perspective of the whole amendment proposal this is not politically possible at this stage.



### **5.4.3. Product breakdown**

As can be seen from the paragraph 2 above, statistics based on products have potentially a major advantage over the current activity based SBS statistics. Product based statistics not only provide more insight to the production/turnover on the main activity of an enterprise but on the supplementary activities as well. The necessary pre-condition for this are properly functioning product lists used in surveys.

In the attached product list for the reference year 2004 data collection, the product classification in the Business Services project follows the common basis for the classification of products by activity within the EU, i.e. the CPA. However, some adaptations have been made to the product classification used in the Business Services questionnaires. These questionnaires mainly include products specific to each service and some related products. The purpose of the inclusion of related products is to try and capture the production of supplementary activities. Sometimes this has worked well but more often not so well. In some cases enterprises allocate “too much” turnover on the residual products or product groups “other”. In these cases the problem can be that the list of main products does not reflect the economic reality very well and/or the product list does not include appropriate related products. The best remedy to this is to gain experience and improve product lists through repetition of surveys. In any case it is very difficult to find completely satisfying product lists.

### **5.4.4 Link to CPA revision**

As it is known, there is a work going on to revise the CPA classification. The attached proposed new Annex 8 suggests determining the final product lists only at a later stage. Naturally it would ease considerably the work on SBS regulation amendment if the product lists used in the business services project would be the ones of the revised CPA, but this might be difficult because of the very tight timetable for the CPA revision. The reference year 2004 questionnaires and product lists were finalised early this year (see the attached product lists extracted from the data transmission document). These surveys are currently under way in participating countries. The reference year 2003 data collection will be evaluated in October 2005 – this seems to be the last chance before the final CPA proposal to review the functioning of the BS product lists and feed the results into the CPA revision work.

## **6. Concluding remarks**

Structural business statistics describe the economy through the observation of the performance of units engaged in an economic activity. SBS provide information referring to a whole reference year. Because of the harmonised methodology, changes over time and comparisons across countries can be calculated. The list of variables, for which data are collected at a rather detailed level of economic activities, is short but it includes all key demographic, input and output variables.

The first year for the implementation of the SBS Regulation was 1995. The period 1995-1998 was a transitional period during which countries could build up the collection and compilation system and for which many countries had problems to provide data. The SBS data is more complete starting from reference year 1999. European aggregates are available from that year onwards. Currently, the EU Structural Business Statistics is a well-functioning framework.

However, as any other statistical framework, the SBS needs to be developed. Faced with a large variety of development needs and taking into account the limitation of human and financial resources in NSIs and Eurostat, the rolling three-year work programme for developing structural business statistics is established. It helps satisfying the need for advanced planning, while allowing some flexibility in the light of new data requirements.

The development project on Business Services has been an integral part of the rolling programme from its start. The purpose of the project is to provide users with data on Business Services' turnover broken down by detailed products and residence of client in certain key sectors of the economy. The business services data collection is becoming part of the regular data SBS collection as proposed by the latest regulation amendment. Currently there are no plans to further extend the product level data collection at EU level.

**ANNEX VIII**

**A DETAILED MODULE FOR STRUCTURAL STATISTICS ON BUSINESS SERVICES**

**SECTION 1**

**Aims**

The aim of this Annex is to establish a common framework for the collection, compilation, transmission and evaluation of Community statistics on the structure, activity, competitiveness and performance of the business services' sector.

**SECTION 2**

**Scope**

The statistics are to be compiled related to the domains referred to in Article 2 (a), (b), (c), (d), (e) and (f) of this Regulation, in particular to:

a list of characteristics for a detailed analysis of the structure, activity, performance and competitiveness of business services.

**SECTION 3**

**Coverage**

The statistics are to be compiled for all activities within the coverage of division 72 and classes 74.11, 74.12, 74.13, 74.14, 74.20, 74.30, 74.40 and 74.50 of NACE REV. 1.1. These sectors cover the activities of Computer related activities and a part of Other business activities. Statistics in this module refer to the population of all enterprises with 10 or more persons employed whose main activity is classified in the above division and classes.

**SECTION 4**

**Characteristics**

1. The list of characteristics and statistics set out below indicate the statistics which are to be compiled with a yearly or biennial frequency.
2. Characteristics for which yearly statistics are to be compiled for enterprises in division 72 and groups 74.4 and 74.5 of NACE REV. 1.1.

Code	Title	Comment
Breakdown of turnover by product type		

12 11 0	Breakdown of <i>turnover</i> by product (according to CPA <sup>1</sup> )	The product breakdown will be determined in accordance with the procedure laid down in Article 13 of this Regulation.
<b>Information on residence of client</b>		
12 11 0	<i>Turnover</i> by residence of client, specifically: Resident Non-resident, of which Intra-EU Extra-EU	

3. Characteristics for which biennial statistics are to be compiled for enterprises in the classes 74.11, 74.12, 74.13, 74.14, 74.20 and 74.30 of NACE REV. 1.1.

Code	Title	Comment
<b>Breakdown of turnover by product type</b>		
12 11 0	Breakdown of <i>turnover</i> by product (according to CPA)	The product breakdown will be determined in accordance with the procedure laid down in Article 13 of this Regulation.
<b>Information on residence of client</b>		
12 11 0	<i>Turnover</i> by residence of client, specifically: Resident Non-resident, of which Intra-EU Extra-EU	

## SECTION 5

### First reference year

The first reference year for which yearly statistics covered by the NACE REV. 1.1 division 72 and classes 74.40 and 74.50 and for which biennial statistics covered by the NACE REV. 1.1 classes 74.11, 74.12 and 74.14 are to be compiled is the calendar year of entry into force of this Regulation. The first reference year for which biennial statistics

<sup>1</sup> Council Regulation (EEC) No 3696/93 of 29 October 1993 on the statistical classification of products by activity (CPA) in the European Economic Community, OJ No L 342, 31.12.1993, p. 1, as last amended by Commission Regulation (EC) No 204/2002 of 19 December 2001, OJ No L 036, 06.02.2002, p. 1.

covered by NACE REV. 1.1 classes 74.13, 74.20 and 74.30 are to be compiled in the calendar year following the year of entry into force of this Regulation.

## **SECTION 6**

### **Production of results**

1. In order that Community statistics may be compiled, Member States are to produce component national results broken down to the NACE REV. 1.1 division 72 and classes 74.11, 74.12, 74.13, 74.14, 74.20, 74.30, 74.40 and 74.50.
2. Turnover results are also to be broken down by product and residence of client for the NACE REV. 1.1 division 72 and classes 74.11, 74.12, 74.13, 74.14, 74.20, 74.30, 74.40 and 74.50.

## **SECTION 7**

### **Transmission of results**

The results are to be transmitted within 18 months of the end of the calendar year of the reference period.

## **SECTION 8**

### **Transitional period**

For the purposes of the detailed module defined in this Annex, the transitional period will not extend more than two years beyond the first reference years (see Section 5) for the compilation of the statistics indicated in section 4. This transitional period may be extended by a further period of two years in accordance with the procedure laid down in Article 13 of this Regulation.

## NACE Rev.2. structure for Business Services/Annex 8 version 26.4.2005

<b>32.1</b>	<b>Repair of machinery and equipment</b>	
32.12	Repair of machinery	29.xx 72.50*
<b>51</b>	<b><i>Publishing activities</i></b>	<b>22; 72</b>
<b>51.1</b>	<b><i>Publishing of books, periodicals and other publishing activities</i></b>	
51.11	<i>Book publishing</i>	22.11* 72.40*
51.12	<i>Publishing of directories and mailing lists</i>	22.11* 72.40*
51.13	<i>Publishing of newspapers</i>	22.12 72.40*
51.14	<i>Publishing of journals and periodicals</i>	22.13 72.40*
51.19	<i>Other publishing activities</i>	22.15 72.40*
<b>51.2</b>	<b>Software publishing</b>	
51.20	Software publishing	72.21 72.40*
<b>53</b>	<b>Broadcasting and programming activities</b>	<b>92; 72 (64)</b>
<b>53.1</b>	<b>Radio broadcasting</b>	
53.10	Radio broadcasting	92.20* 72.40*
<b>53.2</b>	<b>Television broadcasting and subscription programming</b>	<b>53.2</b>
53.21	Television broadcasting	92.20* 72.40*
53.22	Cable and other subscription programming	64.20* 92.20*
<b>55.1</b>	<b>Web portals, data processing, hosting and related activities</b>	
55.11	Data processing, hosting and related activities	72.30* 72.40*
55.12	Web portals	72.40*
<b>55.2</b>	<b>Information technology service activities</b>	
55.21	Computer programming activities	72.22*
55.22	Hardware and software consultancy activities	72.10 72.22*
55.23	Computer facilities management activities	72.30*
55.29	Other information technology service activities	72.60
<b>55.3</b>	<b>Other information service activities</b>	
55.31	News agency activities	92.40*
55.32	Library and archives activities	92.51 75.14*
55.39	Other information services n.e.c.	74.87*
<b>M</b>	<b>PROFESSIONAL, SCIENTIFIC AND TECHNICAL</b>	
<b>60</b>	<b>Legal and accounting activities</b>	<b>74</b>
<b>60.1</b>	<b>Legal activities</b>	
60.10	Legal activities	74.11
<b>60.2</b>	<b>Accounting, bookkeeping and auditing activities; tax</b>	
60.20	Accounting, bookkeeping and auditing activities; tax consultancy	74.12
<b>61</b>	<b>Management and management consultancy activities</b>	<b>74; (05)</b>
<b>61.2</b>	<b>Management consultancy activities</b>	
61.21	Public relation and communication activities	74.14*
61.22	Business and other management consultancy activities	74.14* 05.01*

<b>62</b>	<b>Architecture and engineering activities; technical testing and</b>	<b>74</b>
<b>62.1</b>	<b>Architectural and engineering activities and related technical</b>	
62.11	Architectural activities	74.20*
62.12	Engineering activities and related technical consultancy	74.20*
<b>62.2</b>	<b>Technical testing and analysis</b>	
62.20	Technical testing and analysis	74.30
<b>64</b>	<b>Advertising and market research</b>	<b>74</b>
<b>64.1</b>	<b>Advertising</b>	
64.11	Advertising agencies	74.40*
64.12	Media representation services	74.40*
<b>64.2</b>	<b>Market research and public opinion polling</b>	
64.20	Market research and public opinion polling	74.13*
<b>68</b>	<b>Employment activities</b>	<b>74 (92)</b>
<b>68.1</b>	<b>Activities of employment placement agencies</b>	
68.10	Activities of employment placement agencies	74.50* 92.72*
<b>68.2</b>	<b>Temporary employment agency activities</b>	
68.20	Temporary employment agency activities	74.50*
<b>74.5</b>	<b>Educational support services</b>	
74.50	Educational support services	74.14*
<b>82.1</b>	<b>Repair of computers and communication equipment</b>	
82.11	Repair of computers and peripheral equipment	72.50*
82.12	<i>Repair of communication equipment</i>	32.20*

## List of products used in Business Services data collection for reference year 2004

<b>P Products</b>	<b>Code</b>
<b>NACE Rev.1.1 7210-7260: P2-P6, P15, P34a, P35</b>	
Hardware consultancy services	P2
Software and other computer consultancy services	P3
- <i>development and sale of packaged software</i>	P3a
- <i>development and sale of customised software</i>	P3b
- <i>other software and computer consultancy services</i>	P3c
Other computer related services	P4
- <i>computer facilities management and data processing services</i>	P4a
- <i>database services</i>	P4b
- <i>systems maintenance services</i>	P4c
- <i>computer hardware servicing, repair and maintenance of computing machinery and equipment</i>	P4d
- <i>other computer related services</i>	P4e
Network and telecommunication services	P5
IT-related training services	P34a
Resale	P6
- <i>software (not own developed)</i>	P6a
- <i>hardware and equipment</i>	P6b
- <i>other resale</i>	P6c
Business and management consultancy services	P15
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7411: P8, P11, P14-P15, P35-P37</b>	
Legal advisory and representation services in <i>criminal law</i>	P8a
Legal advisory and representation services in <i>business/commercial law</i>	P8b
Legal advisory and representation services in <i>labour law</i>	P8c
Legal advisory and representation services in <i>civil law</i>	P8d
Patent and copyright consultancy services	P36
Notarial services	P37
Other legal advisory and information services	P11
Business and management consultancy services	P15
Accounting, book-keeping and auditing services; tax consultancy services	P14
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7413: P12-P13, P15, P28, P34, P35</b>	
Market research services	P12
- <i>qualitative surveys</i>	P12a
- <i>quantitative ad-hoc surveys</i>	P12b
- <i>quantitative continuous/regular surveys</i>	P12c
- <i>market research other than services</i>	P12d
- <i>other market research services</i>	P12e
Public opinion polling services	P13
Advertising services	P28
Business and management consultancy services	P15
Training services	P34
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7412-7414: P1, P14-15, P34, P35</b>	
Accounting, book-keeping and auditing services; tax consultancy services	P14
- <i>auditing services</i>	P14a
- <i>tax consultancy services, including tax returns</i>	P14d
- <i>accounting and book-keeping services, except tax returns</i>	P14e
- <i>payroll services</i>	P14f
- <i>other accounting, book-keeping and auditing services</i>	P14g
Business and management consultancy services	P15
- <i>business organisation consultancy services</i>	P15a



- <i>strategic consultancy services, including mergers and acquisitions</i>	P15b
- <i>financial management consulting services</i>	P15c
- <i>human resources management consulting services</i>	P15d
- <i>marketing management consulting services</i>	P15f
- <i>production management consulting services</i>	P15g
- <i>public relations services</i>	P15h
- <i>project management services other than for construction</i>	P15i
- <i>other business and management consultancy services</i>	P15e
Computer services	P1
Training services	P34
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7420: P15-P22, P35</b>	
Architectural services	P16
- <i>advisory and pre-design architectural services</i>	P16a
- <i>architectural design services for buildings and other structures</i>	P16b
- <i>other architectural services</i>	P16c
Engineering design services including integrated engineering services for turnkey projects	P17
- <i>engineering design services for the construction of foundations and building structures</i>	P17a
- <i>engineering design services for mechanical and electrical installations for buildings</i>	P17b
- <i>engineering design services for the construction of civil engineering works</i>	P17c
- <i>engineering design services for industrial process and production</i>	P17d
- <i>engineering design services n.e.c.</i>	P17e
Urban planning services	P18
Project management services	P19
Other architectural and engineering services	P20
- <i>technical advisory and consultative services</i>	P20a
- <i>landscape architectural services</i>	P20b
- <i>surface and subsurface surveying services and map making services</i>	P20c
- <i>geological, geophysical and other technical consulting services</i>	P20d
- <i>other technical-related services</i>	P20e
Construction	P21
Technical testing and analysis services	P22
Business and management consultancy services	P15
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7430: P16, P22, P38</b>	
Technical testing and analysis services	P22
- <i>composition and purity testing and analysis services</i>	P22a
- <i>testing and analysis services of physical properties</i>	P22b
- <i>testing and analysis services of integrated mechanical and electrical systems services</i>	P22c
- <i>technical automobile inspection services</i>	P22d
- <i>other technical testing inspection and analysis services</i>	P22e
Architectural and engineering services (P16+P17+P20)	P38
- <i>architectural services</i>	P16
- <i>engineering design services including integrated engineering services for turnkey projects</i>	P17
- <i>other architectural and engineering services</i>	P20
Business and management consultancy services	P15
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7440: P29-P31, P35</b>	
Sale or leasing of advertising space or time	P29
- <i>sale or leasing of advertising space or time-with commission</i>	P29a
- <i>sale or leasing of advertising space or time-without commission</i>	P29b
Planning, creating and placement services of advertising	P30

- <i>full service advertising</i>	<i>P30a</i>
- <i>direct marketing</i>	<i>P30b</i>
- <i>advertising design</i>	<i>P30c</i>
- <i>other planning, creating and placement services of advertising</i>	<i>P30d</i>
Other advertising related services	P31
Other additional products n.e.c.	P35
<b>NACE Rev1.1 7450: P32-P33, P35</b>	
Placement services of personnel	P32
- <i>executive search services</i>	<i>P32a</i>
- <i>placement services of office support personnel and other workers</i>	<i>P32b</i>
Supply services of personnel	P33
- <i>computer and telecommunication</i>	<i>P33i</i>
- <i>other office support personnel</i>	<i>P33j</i>
- <i>commercial/trade</i>	<i>P33b</i>
- <i>industrial/manufacturing</i>	<i>P33c</i>
- <i>HORECA</i>	<i>P33d</i>
- <i>medical</i>	<i>P33e</i>
- <i>education</i>	<i>P33f</i>
- <i>transport/warehousing/logistics</i>	<i>P33g</i>
- <i>others</i>	<i>P33h</i>
Other additional products n.e.c.	P35

→ 99 products