

## ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

### SME: Creating jobs through trade

Every day, ITC Tools helps SME users make efficient trade related decisions which bring about job creation and sustainable development



Trade Map's Company Data help SMEs reach out to potential trade partners in more than 60 countries.



Watch how ITC's Market Analysis Tools empower SMEs around the world to make better trade related decisions (<http://tinyurl.com/kea6yki>)

## TRADE MAP

In addition to donors to ITC Trust Fund, five trade promotion organizations (TPOs) in high-income countries are supporting continued free usage of the International Trade Centre's (ITC) Trade Map for small and medium-sized enterprises (SMEs) in developing countries.

Advantage Austria, New Zealand Trade and Enterprise, the Public Authority for Investment Promotion and Export Development (Ithraa) in Oman, Qatar Development Bank and UbiFrance have renewed their funding support for Trade Map ([www.trademap.org](http://www.trademap.org)), an online database of trade statistics combined with a directory of exporters and importers. This initiative falls under ITC's North-South TPO partnership for development programme to increase exports, income and employment opportunities in developing countries by providing businesses with access to trade and company data to facilitate new partnerships.

Since the launch of the North-South TPO partnership in June 2013, approximately 65,000 new users in developing countries have registered in the Trade Map database. Users have accessed Trade Map more than 1.3 million times. A questionnaire conducted in November 2013 reveals that

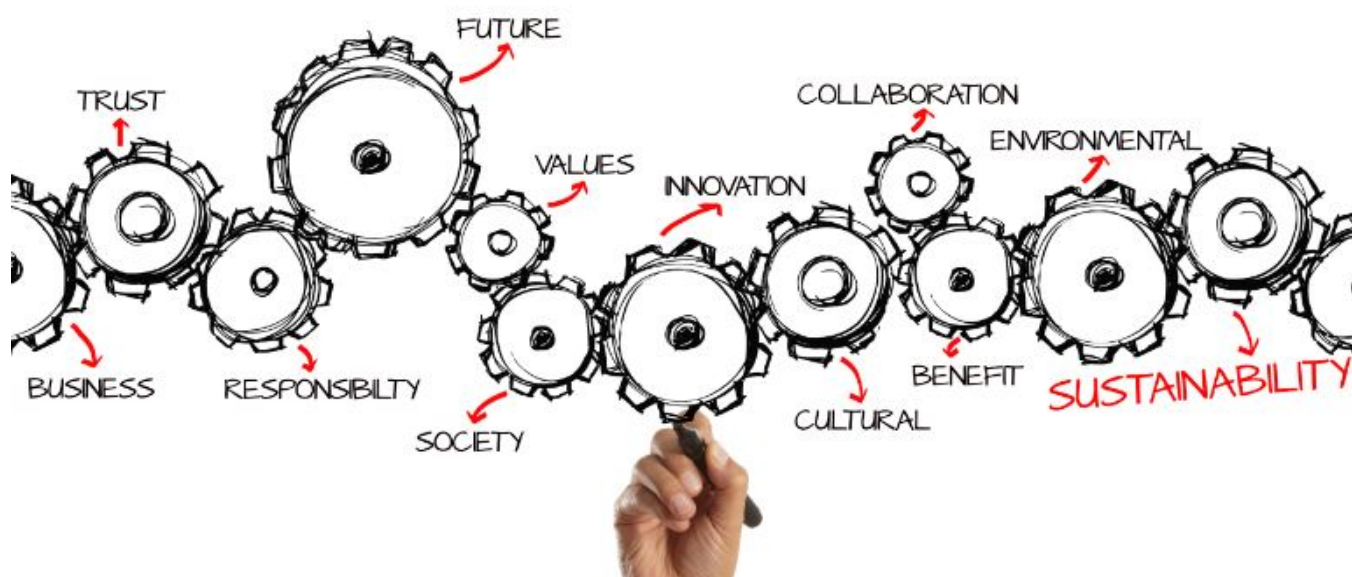
ITC's market analysis tools, including Trade Map, have helped a majority of surveyed companies to increase their exports which contributed to job creation, poverty reduction and sustainable development. ■

*"UbiFrance sees this initiative as a first step towards further partnership initiatives with ITC." - Muriel Pénicaud, CEO of UbiFrance and France's Ambassador for International Investment.*

*"Trade Map is a valuable tool when planning and executing trade strategies, as it helps create opportunities for developing nations to enter world markets." - Nasima Al Balushi, Director-General of Export Development, Oman's Ithraa*

*"The results of ITC's initiative are very positive and in line with Advantage Austria's objective to help enterprises and TPOs in low-income countries to better access trade information." - Karl Hartleb, Deputy Director-General, Advantage Austria*

## STANDARDS MAP



### 2014 TRADE FOR SUSTAINABLE DEVELOPMENT (T4SD) FORUM, GENEVA, 1-2 OCTOBER 2014

The fast-changing landscape of sustainability initiatives in supply chains matters to everyone: consumers, buyers, traders, producers, and policymakers.

This event will bring together practitioners from public organizations, associations, universities, SMEs and multinationals. The forum will address sustainability standards in global supply chains, assess benchmarking solutions for this complex web of standards, and propose a common code of conduct.

More than 150 practitioners will exchange views and share best practices at the Forum: among them will be around 40 representatives from sustainability standards organizations, 30 delegates from governmental institutions (ministries and/or permanent missions to the United Nations), 20 colleagues from international organizations such as ILO, UNDP, UNEP, UNCTAD, WTO, and 70 private sector experts from large scale multinationals to SMEs from all over the world.

The opening session of the T4SD Forum will take place as part of the annual WTO Public Forum. To see the programme, visit: [www.intracen.org/Trade-for-Sustainable-Development-T4SD-Forum](http://www.intracen.org/Trade-for-Sustainable-Development-T4SD-Forum) ■

### SUSTAINABILITYXCHANGE

SustainabilityXchange is a new community-owned online interactive platform focused on driving sustainable agricultural value chains and trade. It supports producers, their organizations and agribusinesses to improve their performance in regard to their organizational capacity, ability to manage (social, environmental and product) quality and to comply with sustainability standards.

SustainabilityXchange contains information and materials required to provide training, advisory and information services to agribusinesses and producers. Designed around five easily accessible services, it becomes a one-stop-shop of relevant information for everyone working in the sectors of sustainable agriculture, forestry and aquaculture, including but not limited to local service providers such as

business development and advisory services, trainers, trade promotion organizations, businesses, consultants or NGOs.

#### GET INVOLVED!

Become part of the platform: REGISTER and create your personalized expert PROFILE, or CONTACT US for more details, SEND US training documents you work with and help us to identify experts on different agricultural products, standards or other sustainability related topics. ■

#### SUSTAINABILITYXCHANGE WEBSITE

[www.sustainabilityxchange.info](http://www.sustainabilityxchange.info)

#### CONTACT SUSTAINABILITYXCHANGE

[sustainabilityxchange@intracen.org](mailto:sustainabilityxchange@intracen.org)

## ITC SERIES ON NON-TARIFF MEASURES



**Understanding enterprises' key concerns with NTMs can assist governments to better define national strategies and policies and take concrete steps to alleviate the problems, for example by building national capacity in complying with technical regulations.**

**THAILAND:** As a part of its programme on non-tariff measures, ITC implemented a large scale survey of exporters and importers in Thailand to identify the regulatory and procedural obstacles to trade faced by the business community. The survey, which took place between August 2013 and June 2014, interviewed close to 1100 companies from various sectors. Results of the survey will be presented during the stakeholder meeting scheduled for 29 October 2014 in Bangkok, Thailand. The meeting will be attended by representatives from the government agencies, business community and other relevant stakeholders. Possible follow up actions and recommendations to address the burdensome issues identified during the survey will also be discussed during the meeting.

**CAMBODIA:** A new country report on Cambodia as part of ITC's series on NTMs has been published during the third quarter of 2014. According to the report, the lack of adequate SPS infrastructure and a recognized national standards body in the country is one of the primary causes of difficulties faced by Cambodian exporters. The study which is based on a survey of 502 exporters and importers in Cambodia finds 69% of the enterprises to be facing difficulties with trade-related regulations. It also highlights hindrances such as inefficiencies and corruption in public agencies to be affecting trade, leading to long delays and high trade cost. The study suggests streamlining procedures in public agencies and customs, developing standards infrastructure, and improving information transparency to be crucial for Cambodian



enterprises to overcome these hindrances and for Cambodia to maximize the benefits of the growing ASEAN integration.

**PHILIPPINES:** The NTM survey in the Philippines was launched in July 2014 in collaboration with the Department of Trade and Industry (DTI), Ministry of Commerce, of Philippines. There was a broad attendance to the ITC NTM stakeholder meeting co- organized with DTI. Business organisations representatives welcomed the survey and demonstrated willingness to facilitate the interviews among their members.

The meeting was covered by the national press (TV and newspapers) and DTI's communication service. Around 1200 phone screen and 450 face to face interviews with Philippine exporters and importers will be carried out in the country.

*"The survey results will show the obstacles that exporters and importers face when they are trading their goods. With predominant problems identified, ITC can then offer appropriate recommendations to the national policy makers to find solutions that benefit its business community." Ms. Poonam Mohun, ITC NTM Country Coordinator*

Launched in 2010, ITC Non-Tariff Measures programme has been funded mainly by the UK's Department of International Development (DFID) and is enabling domestic companies to voice their concerns and needs with regards to NTMs.

All ITC Series of Non-Tariff Measures reports can be accessed free of charge on [www.intracen.org/ntm](http://www.intracen.org/ntm) ■



# MARKET ACCESS MAP



## 2014 CUSTOMS TARIFF UPDATES

Market Access Map, funded with the support of the European Commission and donors to ITC Trust Fund, contains tariffs on 196 countries. For 2014, tariffs are now available for 88 countries and territories for 2014. You can

see the updated tariff rates on our website

[www.macmap.org](http://www.macmap.org)

To see an overview of the data on our tool, check the Data availability sub-module. ■

## UPCOMING EVENTS - Euro Mediterranean

**EUROMED Trade & Investment Facilitation Mechanism (TIFM)** – a meeting for the 18 National Technical Focal Points from 9 countries will take place between November 27-28 at the Secretariat of the Union for the Mediterranean (UfM) in Barcelona, Spain.

The three-day technical meeting will cover the implementation of the trade-related problem solving network for the region. National Technical Focal Points will discuss the progress made on the online TIFM creation and will be involved in setting up processes to sustainably collect data on market access conditions in the region.

The EuroMed Trade and Investment Facilitation Mechanism (TIFM) is a project to facilitate greater economic integration among South Mediterranean countries and the Euro countries by providing an online portal of trade and market access information and the coordination of a network of national institutions to respond to enquiries about doing business in the region. ■

Countries involved in the project includes:

Algeria  
Egypt  
Israel  
Jordan  
Lebanon  
Morocco  
Palestine  
Tunisia  
Turkey



## EUROMED-TIFM WEBSITE

[www.intracen.org/euromed](http://www.intracen.org/euromed)

## CONTACT TIFM

[euromed@intracen.org](mailto:euromed@intracen.org)

# CAPACITY BUILDING

In the 3rd quarter of 2014, exporters, TSIs and students from developing countries benefited from over 20 capacity building workshops and webinars on market analysis and research

List of exporters for the selected product in 2013  
Product: 090111 Coffee, not specified, not decaffeinated

Country	Exporters	Value Exported in 2013 (USD thousands)	Trade Ranking in 2013 (USD thousands)	Quantity Exported in 2013	Quantity Unit	Unit value (USD/tonne)	Actual growth in value between 2002-2013 (%)	Actual growth in quantity between 2002-2013 (%)	ITC's share between 2002-2013 (%)	World Export (thousands of tonnes)	Share of exporting countries (%)	Share of importing countries (%)
World		18,255,721	4,788,872	8,821,366	Tonne	2,072	0	3	-21	109	7,888	0.06
Brazil		4,582,227	4,582,227	1,858,145	Tonne	2,467	5	-1	-29	25	9,820	0.1
Viet Nam		3,381,180	2,698,073	1,255,925	Tonne	2,693	17	7	16	15.7	6,505	0.08
Columbia		1,983,536	1,832,778	542,820	Tonne	3,621	4	3	1	99.3	7,345	0.22
Indonesia		1,185,195	1,130,591	552,145	Tonne	2,152	-2	1	-4	8.4	9,375	0.07
Honduras		825,516	825,516	294,002	Tonne	2,794	16	11	-41	-4.5	7,367	0.15
Peru		714,237	714,237	245,591	Tonne	2,868	5	4	-20	10.2	9,427	0.17
Guatemala		714,039	714,039	216,585	Tonne	3,287	7	-2	-25	3.9	6,581	0.28
Germany		585,526	2,320,853	181,158	Tonne	3,234	8	1	-26	3.1	1,482	0.18
India		582,845	440,181	227,068	Tonne	2,573	23	18	8	3.1	6,285	0.12
El Salvador		555,437	555,437	148,070	Tonne	3,750	-13	5	-10	5	7,462	0.11
Spain		424,447	424,447	239,347	Tonne	1,783	13	7	19	2.3	5,840	0.13
Mexico		401,231	389,899	123,498	Tonne	3,249	-3	8	-38	2.2	4,550	0.45
Indonesia		321,126	389,899	123,498	Tonne	2,597	-4	2	-28	2	5,888	0.23

26 AUGUST 2014: Webinar on ITC's Market Analysis Tools for ITC's Women Vendors Exhibition and Forum (WVEF) attendants



06 AUGUST 2014: Workshop on "Trade Intelligence for Strategizing and Policy Making" at the World Trade Institute in Bern, Switzerland

**From Data To Intelligence: more and more users have been trained through E-Learning content, webinars and face-to-face workshops to analyse the data found on ITC Market Analysis Tools to optimise their potential and develop strategies for their products and export markets.**

Market Analysis and Research section (MAR) in collaboration with the ITC's Women and Trade programme organised a series of webinars for the attendants of the Women Vendors Exhibition and Forum (WVEF) prior to the ITC flagship event in Kigali Rwanda. These gender focused trainings equipped women exporters in developing countries with relevant market intelligence that will support their participation in the coffee sector value chain.

During the trainings, ITC's Market Analysts demonstrated how ITC Tools provide trends, market requirements on around 200 countries and territories as well as allow exporters to self-assess their business commitments with respect to voluntary sustainability standards

In the 3rd quarter of 2014, 6 webinars were delivered to more than 90 participants from 14 developing countries. ■

*ITC Market Analysis Tools are free for all users in developing countries thanks to financing from the European Commission (EC) and donors to ITC Trust Fund. Most features of ITC Tools are also freely accessible to users based in developed countries. A subscription is required to gain the full access.*

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## SOCIAL MEDIA

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LinkedIn: [www.linkedin.com/company/itc-market-analysis-tools](https://www.linkedin.com/company/itc-market-analysis-tools)

## HELP US PROMOTE ITC MARKET ANALYSIS TOOLS

At the end of each month, a list of the top 10 referral websites to ITC Market Analysis Tools is featured on the Trade Map home page. By actively recommending ITC Market Analysis Tools to your friends and colleagues and a link to your organisation's website might be published on our portal. This is an effective way to create visibility for your organisation and it is completely free of charge.

For your information, the top 5 websites of referral traffic to ITC Market Analysis Tools for August 2014 are shown in the box below.

**ITC's Market Analysis tools**  
**Top 5 websites of referral traffic for August 2014**

1. Facebook <a href="http://www.facebook.com">www.facebook.com</a>	
2. Promexico <a href="http://www.promexico.gob.mx">www.promexico.gob.mx</a>	
3. Wikipedia <a href="http://www.wikipedia.org">www.wikipedia.org</a>	
4. Brasil Global Net <a href="http://www.brasilglobalnet.gov.br">www.brasilglobalnet.gov.br</a>	
5. Turkey Contact Point <a href="http://www.ibp.gov.tr">www.ibp.gov.tr</a>	

## ITC Market ANALYSIS TOOLS ARE SUPPORTED BY

Donors to ITC's Trust Fund		IDH Sustainable Trade Initiative		United Kingdom's Department for International Development	
European Commission		Latin American Development Bank		United States Agency for International Development	
Federal Ministry for Economic Cooperation and Development (BMZ)		State Secretariat for Economic Affairs SECO		UTZ Certified	
HIVOS International		The Transparency in Trade Initiative – a cooperation of ITC, UNCTAD, the World Bank, the African Development Bank and donors to this initiative		4C Association	

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