

ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

NTM BUSINESS SURVEYS: GIVING SMALL & MEDIUM SIZED ENTERPRISES A VOICE



THE ITC NTM PROGRAMME AT THE FIFTH GLOBAL REVIEW OF AID FOR TRADE

ITC was an active participant in the recently concluded **Fifth Global Review of Aid for Trade**, held at WTO's Geneva headquarters from 30 June to 2 July 2015

The main focus for ITC at the event was on how to reduce the impact of NTMs, such as standards and technical regulations, on small and medium-sized enterprises. ITC organized a session **"Getting Past Non-Tariff Measures: Reducing Costs for Business"** together with the Government of Côte d'Ivoire and the United Kingdom Department for International Development (DfID). The session focused on how the rising number of NTMs, while reflecting higher consumer expectations for product quality and safety, can also impose significant financial and time costs on SMEs.

Speaking at the event, Arancha Gonzalez, Executive Director of ITC, highlighted the importance of identifying those NTMs perceived as burdensome by the private sector and the role of NTM Surveys in contributing to private-public

dialogue on NTMs, increasing transparency and reducing information asymmetries.

Also at the event, exporters from India and Thailand shared their own experiences with product standards and certification requirements, in both their home and export markets. They expressed how a lack of proper implementation of standards in India and high costs of SPS certification in Thailand have hampered their business activities. They called for a closer public-private cooperation to better respond to SMEs' needs.

Senior officials from Cote d'Ivoire and Mauritius described how ITC's business surveys on trade obstacles linked to NTMs helped them design policies to reduce trade-related costs and delays for SMEs. Representatives from the European Union and the UK, meanwhile, highlighted the importance of reducing SME trade costs for job creation and poverty reduction.

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During the session, ITC also launched a new publication ***“The Invisible Barriers to Trade”*** which documents the results of the ITC’s business survey on NTMs in 23

countries. A new ITC website (www.ntmsurvey.org) dedicated to NTM survey results was also launched at the event.

In another session, jointly organized by ITC, UNCTAD, World Bank and WTO, Marion Jansen – Chief Economist at ITC, highlighted that the small and medium sized enterprises in developing countries contribute to 80% of employment and that the enterprises that export or import are the most productive ones. She highlighted ITC’s effort in helping SMEs by developing tools such as Standards Map (www.standardsmap.org) which help exporters obtain more information on various types of Private Standards and their compliances, as well as the Trade Obstacle Alert which enables exporters and importers to report trade related problems directly to the concerned authorities.

ITC also participated in an event organised by the European Union on 1st July entitled „The Future of the EU Aid for Trade Strategy – A Stakeholder consultation“ where among other things ITC highlighted how its market analysis tools have helped with the EC’s support to bring down the cost for



SMEs of searching for information about trade opportunities and market compliance issues, including in sustainably certified products through its free tools Trade Map, Market Access Map and Standards Map.

ABOUT THE GLOBAL REVIEW OF AID FOR TRADE:

The Global Review of Aid for Trade is a biennial event on development assistance aimed at helping countries to increase their participation in global trade. The event brought together participants from around the world — including trade and development ministers, other government officials, heads of multilateral and development agencies, representatives of the private sector and civil society — to discuss how to reduce high trade costs, which act as a brake on the integration of many developing countries and least-developed countries (LDCs) into international trade. The theme for this year’s event was ‘Reducing Trade Costs for Inclusive, Sustainable Growth’.

OTHER EVENTS

World Trade Data Day

On July 3, ITC participated in the “Trade Data Day at WTO”, a joint initiative from ITC, UNCTAD, the World Bank and WTO. The main purpose of the event was to review the main advances obtained in trade and market access statistics as well as looking at the way ahead. Two substantive panels focused on key aspects in: (1) monitoring and analysis of non-tariff trade policy measures, and (2) trade and market access information systems on commercial services.



During a panel discussion, Mondher Mimouni, Chief of ITC’s Market Analysis and Research section (MAR), presented the progress made in the collection of NTM data including regulatory information and NTM Business Surveys as well as the challenges ahead.

At the event, UNCTAD, ITC and WTO presented their current databases and online applications on NTMs. ITC highlighted its efforts in NTM data collection and dissemination through Market Access Map (www.macmap.org) as well as the NTM Business Surveys

whose results are available in a new online application at www.ntmsurvey.org.

Participation at the APEC SME Global Supply Chain Event

ITC was invited to participate in the APEC SME Global Supply Chain event in June 2015 in Atlanta, United States. ITC presented the results of the NTM surveys in the Asia Pacific Region focusing on the agriculture and food processing sector. During the panel discussion, participants shared insights on how APEC can provide short to long term policy and program directions for addressing NTMs and for helping SMEs understand and navigate the rules in doing business across the borders.

NEW NTM SURVEY LAUNCHES

ITC launches three new business surveys on non-tariff measures during the period April-June 2015. The results of these survey will help improve the understanding of the current trade and business environment in the country and will allow the private and public sectors to identify potential actions to support and improve the competitiveness of domestic firms.

JORDAN

ITC is currently conducting a large-scale survey of business enterprises in Jordan. The survey aims to understand trade barriers faced by the Jordanian private sector in their business operations in order to reduce bottlenecks to trade. The survey is being conducted in collaboration with the Ministry of Industry and Trade and Supplies of Jordan.

On 27 April 2015, ITC held the first stakeholder meeting on NTMs in Amman, Jordan, to officially launch the survey in the country. During this launch, which was attended by government officials from various ministries, trade support institutions and various other public and private sector stakeholders, ITC presented its programme on NTMs and introduced the objectives and the methodology of this survey, as well as the results obtained in other countries.

MALI

ITC's NTM survey in Mali was officially launched 7th May, 2015 in collaboration with the Malian Ministry of Commerce and Industry. Mali is the 6th country in the West African region of ECOWAS to be surveyed by ITC.

During a meeting with ITC, Mr Abdel Karim Konaté, Minister of Commerce emphasized that "Mali has huge trade potential but it has been under-exploited and that Mali needs to improve its regulations to streamline the export process". The Minister also expressed the government's support to ITC during the survey implementation and called for an active participation of the Malian private sector in the survey.

ITC also moderated a session which presented the concrete experiences of APEC Economies dealing with NTMs. The panel consisted of representatives from different APEC economies, including representatives of the United States, Philippines, and Indonesia among others.

ACP Briefing on NTBs 19 May 2015, WTO Geneva

ITC presented at a briefing session for the ACP Group on 19 May on non-tariff barriers (NTBs) and presented some key trends from ITC NTM surveys and reports undertaken in ACP States so far. The session focused on the impact of burdensome NTMs on exports, with a particular focus on measures other than conformity assessment and technical regulations.



The official launch of the NTM survey brought together around 50 representatives from the private and public sectors. Representatives of the cotton, leather and handicrafts sectors, as well as the customs department, stressed the importance of identifying major regulatory and procedural obstacles to trade faced by the Malian exporters and importers. Representatives of women associations also expressed their keen interest in the NTM survey and in addressing difficulties faced by women entrepreneurs.

EUROPEAN UNION

In May ITC launched a series of surveys on NTMs experienced by exporters and importers in European Union (EU) countries. The project, which will run until early 2016, is being implemented in collaboration with the European Commission, with a view to providing a deeper understanding of firms' perception of NTMs. The resulting database will contain detailed information on NTM-related trade impediments to exports and imports with a particular focus on imports from developing countries and exports to

EU's major trading partners.

The survey will scrutinize a representative sample of EU exporters at the sector level (trade in goods, excluding arms and minerals). Overall, 7,000 companies will be interviewed across the 28 EU Member States. The survey is being implemented in close collaboration with government officials, business associations, chambers of commerce and other stakeholders and is being adapted to country specificities. The results of the survey will be available in early 2016.



Timeline of ITC NTM Survey implementation in the European Union

UPCOMING SURVEY LAUNCHES

In the remainder of 2015, 5 new national surveys in developing countries on NTMs are planned for Uganda, Kyrgyzstan, Ethiopia, Dominican Republic and Ecuador.

NEW ONLINE TOOL ON NON-TARIFF MEASURES

ITC is proud to unveil a new addition to its **Market Analysis Tools – the NTM Business Survey website** (www.ntmsurvey.org) – an online interactive platform to analyse the results of the ITC NTM Surveys.

The tool enables its users to explore and compare results based on over 14,000 interviews with companies in 25 countries. Data for new countries will be incorporated as they become available.

The platform provides detailed NTM data for companies of various sectors, sizes and locations. Users are able to analyse this data to identify major regulatory and procedural obstacles to trade faced by different types of companies, compare the situation across countries and understand why specific types of NTMs pose a hindrance to them.

The platform also provides access to various publications on NTMs, including the country reports that form part of the ITC Series on Non-Tariff Measures. Furthermore, introductory online courses on NTMs, the NTM survey methodology, survey results, and the NTM classification system are also available.



NEW NTM RELATED PUBLICATIONS

Two new reports have been added to the ITC publication series on NTMs. All reports can be accessed free of charge here:

www.ntmsurvey.org/publication

THE INVISIBLE BARRIERS TO TRADE
HOW BUSINESSES EXPERIENCE
NON-TARIFF MEASURES



WORLD TRADE ORGANIZATION

The Invisible Barriers to Trade: How Businesses Experience Non-Tariff Measures

A new study by ITC on how businesses experience non-tariff measures in 23 developing countries finds small firms in the world's poorest countries to be hit hardest by non-tariff measures. The impact of NTMs on companies and countries is unevenly distributed with small firms highly affected. Developing countries find their agricultural exports to advanced economies are seriously affected by NTMs; but they also find their exports of manufactured products to their own regional developing markets challenged by NTMs. These invisible barriers to trade are mostly a combination of conformity and pre-shipment requirements requested abroad, and weak inspection or certification procedures at home. Over 11,500 exporters and importers participated in the surveys; details on the methodology and additional survey results are included in the report.

GUINÉE
PERSPECTIVES DES
ENTREPRISES
DEVANT LES MESURES NON-TARIFFAIRES



WORLD TRADE ORGANIZATION

Guinea: Company Perspectives

A new country report on Guinea reveals that Guinea is one of the most affected countries by burdensome non-tariff measures. The study, based on a survey of Guinean enterprises, finds that 95% of the companies interviewed face obstacles related to NTMs when exporting or importing goods. Companies suffer from stringent and complex European technical and compliance requirements, as well as from a lack of efficiency and transparency in inspection and taxation procedures at the national and regional levels. The survey shows that a large part of trade barriers can be addressed through the simplification and increased transparency of national administrative procedures.

UPCOMING PUBLICATIONS

A new publication ***“Thailand: Company Perspectives”*** will be published in the coming months. The country report, based on interviews with over 1,100 companies in Thailand,

investigates the types of regulatory and procedural obstacles to trade faced by the Thai business community.

TRADE OBSTACLES ALERT MECHANISM

The Trade obstacles alert (TOA) is currently being implemented in **Côte d'Ivoire** and **Mauritius**. The TOA allows trade operators to alert public authorities, each time they face an obstacle when exporting or importing their goods. Responsible agencies can then take the necessary actions to remove the identified obstacle.

In Côte d'Ivoire, the TOA platform is being promoted by the Chamber of Commerce and Industry of Côte d'Ivoire which organised different workshops in the country. More than 100 companies participated in these workshops which aim at presenting the TOA platform and familiarising the private sector with the tool and its functionalities. The platform counts more than 300 registered users, of which more than 200 are companies.

In Mauritius the TOA project is being piloted by the Mauritius Chamber of Commerce and Industry which has been trained by the ITC. The pilot phase aims at testing the system with a

sample of companies. The platform will be launched in early September.



Report an obstacle

Report the obstacles you face when exporting or importing your products and let the responsible authorities find a solution.

Set up your alerts

Get timely updates on the problems faced by other trade operators in the markets and product categories you are interested in.

View the reports

See the obstacle reports submitted to date and understand what the main concerns are for trade operators.

TRADE MAP

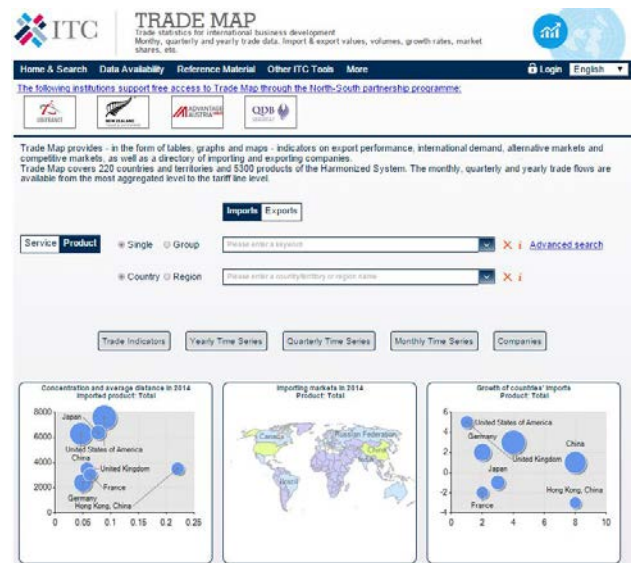
NEW HOMEPAGE

Trade Map's homepage has been revamped recently. Now you will find three small graphs at the bottom of page that simultaneously reflect the query you feed into the dropdown menus above. Or

In Trade Map's revamped homepage, you can now find the new feature of three small graphs which simultaneously reflect whichever query you select from the drop down menu (see screenshot above).

The different types of graphs or maps available on the Trade Map homepage can easily be embedded on any web site. This new graphical approach also makes it easier for other websites to integrate the latest trade statistics in a more attractive way.

If you are interested in embedding the graphs from Trade Map on your website, please contact us: marketanalysis@intracen.org



2014 TRADE INDICATORS NOW AVAILABLE BASED ON DATA FROM 115 COUNTRIES

Interesting facts based on the latest trade indicators

- In 2014, the largest trade deficit was in the **United States** with US\$ 785 billion while **China** overtook **Germany** as the country with the highest trade surplus of US\$ 380 billion
- One of the most dynamic countries between 2010 and 2014 was **Mozambique**. Its exports have more than doubled over the last 5 years to reach US\$ 8.7 billion. **Cereal** is one of its biggest sectors

- Did you know? China's imports of **HS-12 oil seed, oleagious fruits, grain, seed, fruit, etc.** from **Ethiopia** have almost doubled over the last 5 years to reach the milestone US\$1 billion. The oil seed sector is the second largest sector of Ethiopian exports after coffee

More interesting trade statistics can be found on www.trademap.org – Access is always free for all users.

MAKING TRADE WORK FOR DEVELOPMENT

In collaboration with the **Gesellschaft für Internationale Zusammenarbeit (GIZ)**, the Market Analysis and Research Section (MAR) held a workshop on ITC's Trade Map and Market Access Map as a kick-off for GIZ's three day workshop in Hamburg, Germany.

The workshop equipped the 23 participants working on GIZ projects around the world with the necessary knowledge on how to analyse trade flows and regional markets with respect to their potential as well as access requirements. ■



MARKET ACCESS MAP

Market Access Map (www.macmap.org), funded with the support of the European Commission and donors to the ITC Trust Fund, contains information on tariffs and other market access requirements for more than 190 countries. To see

an overview of the data available on our tool, check the page [Data availability at www.macmap.org/SupportMaterials/DataAvailabilityMfn.aspx](http://www.macmap.org/SupportMaterials/DataAvailabilityMfn.aspx).

2015 CUSTOMS TARIFF UPDATES

2015 tariffs are now available for 62 countries and territories and 20 more countries will be added by the end of July!

Data updates 2015



ITC MARKET ACCESS MAP
Improving transparency in international trade and market access

Quick search | Advanced analysis | Raw data download | Country analysis | Options | Support materials

Home > Support materials > Data availability

Data availability

Each tab shows the available data by type, country and year.

Filters

Country group/Region: All

Nomenclature/Revision: All

Data sources: ITC (MacMap)

Country	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	1936	1935	1934	1933	1932	1931	1930	1929	1928	1927	1926	1925	1924	1923	1922	1921	1920	1919	1918	1917	1916	1915	1914	1913	1912	1911	1910	1909	1908	1907	1906	1905	1904	1903	1902	1901	1900	1899	1898	1897	1896	1895	1894	1893	1892	1891	1890	1889	1888	1887	1886	1885	1884	1883	1882	1881	1880	1879	1878	1877	1876	1875	1874	1873	1872	1871	1870	1869	1868	1867	1866	1865	1864	1863	1862	1861	1860	1859	1858	1857	1856	1855	1854	1853	1852	1851	1850	1849	1848	1847	1846	1845	1844	1843	1842	1841	1840	1839	1838	1837	1836	1835	1834	1833	1832	1831	1830	1829	1828	1827	1826	1825	1824	1823	1822	1821	1820	1819	1818	1817	1816	1815	1814	1813	1812	1811	1810	1809	1808	1807	1806	1805	1804	1803	1802	1801	1800	1799	1798	1797	1796	1795	1794	1793	1792	1791	1790	1789	1788	1787	1786	1785	1784	1783	1782	1781	1780	1779	1778	1777	1776	1775	1774	1773	1772	1771	1770	1769	1768	1767	1766	1765	1764	1763	1762	1761	1760	1759	1758	1757	1756	1755	1754	1753	1752	1751	1750	1749	1748	1747	1746	1745	1744	1743	1742	1741	1740	1739	1738	1737	1736	1735	1734	1733	1732	1731	1730	1729	1728	1727	1726	1725	1724	1723	1722	1721	1720	1719	1718	1717	1716	1715	1714	1713	1712	1711	1710	1709	1708	1707	1706	1705	1704	1703	1702	1701	1700	1699	1698	1697	1696	1695	1694	1693	1692	1691	1690	1689	1688	1687	1686	1685	1684	1683	1682	1681	1680	1679	1678	1677	1676	1675	1674	1673	1672	1671	1670	1669	1668	1667	1666	1665	1664	1663	1662	1661	1660	1659	1658	1657	1656	1655	1654	1653	1652	1651	1650	1649	1648	1647	1646	1645	1644	1643	1642	1641	1640	1639	1638	1637	1636	1635	1634	1633	1632	1631	1630	1629	1628	1627	1626	1625	1624	1623	1622	1621	1620	1619	1618	1617	1616	1615	1614	1613	1612	1611	1610	1609	1608	1607	1606	1605	1604	1603	1602	1601	1600	1599	1598	1597	1596	1595	1594	1593	1592	1591	1590	1589	1588	1587	1586	1585	1584	1583	1582	1581	1580	1579	1578	1577	1576	1575	1574	1573	1572	1571	1570	1569	1568	1567	1566	1565	1564	1563	1562	1561	1560	1559	1558	1557	1556	1555	1554	1553	1552	1551	1550	1549	1548	1547	1546	1545	1544	1543	1542	1541	1540	1539	1538	1537	1536	1535	1534	1533	1532	1531	1530	1529	1528	1527	1526	1525	1524	1523	1522	1521	1520	1519	1518	1517	1516	1515	1514	1513	1512	1511	1510	1509	1508	1507	1506	1505	1504	1503	1502	1501	1500	1499	1498	1497	1496	1495	1494	1493	1492	1491	1490	1489	1488	1487	1486	1485	1484	1483	1482	1481	1480	1479	1478	1477	1476	1475	1474	1473	1472	1471	1470	1469	1468	1467	1466	1465	1464	1463	1462	1461	1460	1459	1458	1457	1456	1455	1454	1453	1452	1451	1450	1449	1448	1447	1446	1445	1444	1443	1442	1441	1440	1439	1438	1437	1436	1435	1434	1433	1432	1431	1430	1429	1428	1427	1426	1425	1424	1423	1422	1421	1420	1419	1418	1417	1416	1415	1414	1413	1412	1411	1410	1409	1408	1407	1406	1405	1404	1403	1402	1401	1400	1399	1398	1397	1396	1395	1394	1393	1392	1391	1390	1389	1388	1387	1386	1385	1384	1383	1382	1381	1380	1379	1378	1377	1376	1375	1374	1373	1372	1371	1370	1369	1368	1367	1366	1365	1364	1363	1362	1361	1360	1359	1358	1357	1356	1355	1354	1353	1352	1351	1350	1349	1348	1347	1346	1345	1344	1343	1342	1341	1340	1339	1338	1337	1336	1335	1334	1333	1332	1331	1330	1329	1328	1327	1326	1325	1324	1323	1322	1321	1320	1319	1318	1317	1316	1315	1314	1313	1312	1311	1310	1309	1308	1307	1306	1305	1304	1303	1302	1301	1300	1299	1298	1297	1296	1295	1294	1293	1292	1291	1290	1289	1288	1287	1286	1285	1284	1283	1282	1281	1280	1279	1278	1277	1276	1275	1274	1273	1272	1271	1270	1269	1268	1267	1266	1265	1264	1263	1262	1261	1260	1259	1258	1257	1256	1255	1254	1253	1252	1251	1250	1249	1248	1247	1246	1245	1244	1243	1242	1241	1240	1239	1238	1237	1236	1235	1234	1233	1232	1231	1230	1229	1228	1227	1226	1225	1224	1223	1222	1221	1220	1219	1218	1217	1216	1215	1214	1213	1212	1211	1210	1209	1208	1207	1206	1205	1204	1203	1202	1201	1200	1199	1198	1197	1196	1195	1194	1193	1192	1191	1190	1189	1188	1187	1186	1185	1184	1183	1182	1181	1180	1179	1178	1177	1176	1175	1174	1173	1172	1171	1170	1169	1168	1167	1166	1165	1164	1163	1162	1161	1160	1159	1158	1157	1156	1155	1154	1153	1152	1151	1150	1149	1148	1147	1146	1145	1144	1143	1142	1141	1140	1139	1138	1137	1136	1135	1134	1133	1132	1131	1130	1129	1128	1127	1126	1125	1124	1123	1122	1121	1120	1119	1118	1117	1116	1115	1114	1113	1112	1111	1110	1109	1108	1107	1106	1105	1104	1103	1102	1101	1100	1099	1098	1097	1096	1095	1094	1093	1092	1091	1090	1089	1088	1087	1086	1085	1084	1083	1082	1081	1080	1079	1078	1077	1076	1075	1074	1073	1072	1071	1070	1069	1068	1067	1066	1065	1064	1063	1062	1061	1060	1059	1058	1057	1056	1055	1054	1053	1052	1051	1050	1049	1048	1047	1046	1045	1044	1043	1042	1041	1040	1039	1038	1037	1036	1035	1034	1033	1032	1031	1030	1029	1028	1027	1026	1025	1024	1023	1022	1021	1020	1019	1018	10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TRADE AND PRIVATE SECTOR DEVELOPMENT PROGRAMME WORKSHOP IN ZIMBABWE

On June 1-3, ITC provided training for **Zimbabwe's Ministry of Industry and Commerce (MoIC)** in Trade, Market Access and Export Potential Analysis. The workshop was funded under the **EU Trade and Private Sector Development Programme**.

Officers from Ministry of Industry and Commerce (MoIC), Ministry of Finance and Economic Development, the Competition Tariff Division and the Zimbabwe Revenue Authority became familiarized with ITC's market analysis tools and other methods to analyse national trade performance, market access and export potential.

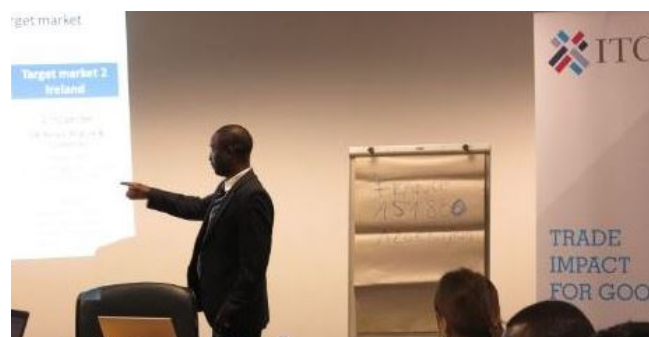


EU FUNDED EXPORT MARKET ACCESS TRAINING IN ZIMBABWE & LESOTHO

From 4-5 June, ITC's market analysts provided **ZimTrade** professionals with training on how to use ITC Tools to better advise clients— local exporters. In group exercises, participants identified attractive target markets for different Zimbabwean export products by comparing demand, competition, prices, tariffs and available voluntary standards in a wide range of existing and new markets. After the training, participants of both workshops testified that the training will help them better analyse and research markets and that they feel more equipped to take better trade-related decisions in the future.

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Another workshop on the market analysis tools was also delivered to the Kingdom of Lesotho (June 4-5). The workshop, organized by the **Ministry of Trade and Industry** and the **Lesotho Chamber of Commerce and Industry (LCCI)**, was attended by 17 participants, of which 65% women, from both the public and private sectors. The



vast majority of the participants reported that the workshop significantly enhanced their capacity to analyse markets and make better trade related decisions. Best mention: **"The workshop was an eye opener in terms of international trade issues and access to international markets. Highly inspirational"**.

THE THIRD TECHNICAL MEETING ON EUROMED TRADE AND INVESTMENT FACILITATION MECHANISM (TIFM)

ITC, with the support of the European Commission, conducted a workshop from June 2-4 in Brussels, dedicated to the EuroMed Trade and Investment Facilitation Mechanism (EuroMed TIFM). 27 officials from Customs Administrations, Ministries of Trade and regional organizations attended the workshop from 9 countries including **Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey**. Representatives from the EC's Trade and Development Cooperation units also participated in the meeting as did the EU's Export Helpdesk.

The EuroMed Trade and Investment Facilitation Mechanism (EuroMed TIFM) is a 3-year project to improve trade and investment within the Euro-Mediterranean region by providing an online Trade Helpdesk, similar to the EU Export Helpdesk, containing information about trade trends and opportunities, customs procedures and import duties, taxes as well as general and product-specific market requirements including product health and safety regulations. In addition to obtaining free market information, users of the portal will benefit from a trade enquiry helpdesk service managed by a network of trade support institutions in the 9 countries.

The meeting in Brussels of EuroMed countries focused on reviewing the trade and market access data that has been collected and processed, examining the portal under development and discussing future training, marketing and awareness raising activities to ensure traders and investors make use of the service. The network also discussed in depth, issues relating to the workflows and practical implementation of the trade enquiry service. Special attention was given to the role of technical focal points (TFP) in the functioning of the Enquiry system.



The EuroMed Trade Helpdesk will be launched in the last quarter of 2015. ■

STANDARDS MAP

INVITATION - JOIN US AT THE SECOND EDITION OF THE TRADE FOR SUSTAINABLE DEVELOPMENT (T4SD) FORUM

The event will take place in Geneva, Switzerland from 1-2 October 2015 under the theme **“Connecting Smallholders to Sustainable Supply Chains”**. ITC's Trade for Sustainable Development (T4SD) Forum is a unique global

event dedicated to exploring the complex landscape of sustainability standards, methodologies and tools that facilitate market access and promote efficiency in supply chains.



Sustainability
Support and promote sustainable trade practices, with regards to social, environmental, economic and management, quality and ethics issues at stake in the production, processing and trading of goods and services.



Transparency
Contribute to efficiency in global supply chains by clear demonstration of openness to sharing good practices, to foster transparency, trust and inclusiveness at all levels of global supply chains.



Harmonization
Build on existing resources and methodologies with a collaborative approach avoiding duplication that may provoke proliferation of standards, multiplication of audits or assessment methodologies.



Sustainable Development Goals
Act in alignment to the United Nations Post-2015 Development Agenda, which builds upon the Millennium Development Goals, with a view to developing a set of global sustainable development goals.

Taking the perspective of one year after launching the Trade for Sustainable Development principles (Sustainability, Transparency, Harmonization, UN SDGs), ITC will bring back to the table over 200 representatives from multinational corporations, governments, international organizations and NGOs of the sustainable trade movement and discuss progress made, trends and new challenges ahead.

This will be followed by a full day event on 2 October specializing on the perspectives of suppliers and buyers in how standards should be implemented, the harmonization that benefits them and ITC's core principles for sustainability standards.

The Opening Session of this event will be held as part of the WTO Public Forum on 1 October, focusing on sustainability standards that protect the workers, the environment, and consumers.

Sign-up today as the number of seats is limited!
www.intracen.org/Trade-for-Sustainable-Development-T4SD-Forum/

THE GFSI-GLOBAL MARKETS PROGRAMME ONLINE TOOL

The **Global Food Safety Initiative (GFSI)** and the International Trade Centre (ITC) have launched a free public customized joint online application of the Global Markets Programme (www.standardsmap.org/mygfsi). It is designed to bolster the competitiveness of small- and medium-sized (SME) agribusinesses, enabling them to better access global markets and contribute to food safety.

GFSI-recognised schemes. It provides an unaccredited entry point for SMEs with its step-by-step programme designed to build capacity within production and manufacturing operations, and implement a course of continuous improvement. GFSI and ITC Standards Map are a natural fit and working towards similar goals.

The programme sets out how smaller food companies can meet the challenge of food safety, while simultaneously reducing hazards in global food supply chains and working towards market access through certification to one of the 10

This free public tool serves as a first entry point for food manufacturers to learn and adhere to best food safety practices, generate diagnostic profiles directly online and be able to share those with business partners and auditing organizations.

- It provides a real time snapshot of their current arrangements against the requirements of the Global Markets Programme.
- Smaller business owners can also look at other standards for sustainability and food safety within the ITC Standards Map; which provides comprehensive and comparative information on over 180 sustainability standards and codes of conduct. The goal is to strengthen the capacity of producers, exporters, policymakers and buyers to participate in more sustainable production and trade.
- The new GFSI web portal embedded within the ITC Standards Map provides a link to the GFSI website, which provides free access documents including the Checklist, the Protocol and the Training and Competency Framework.



This new tool will help private companies to collaborate on food safety with the UN, civil society and other stakeholders. It complements existing initiatives that advance food safety in food and agriculture sectors. ■

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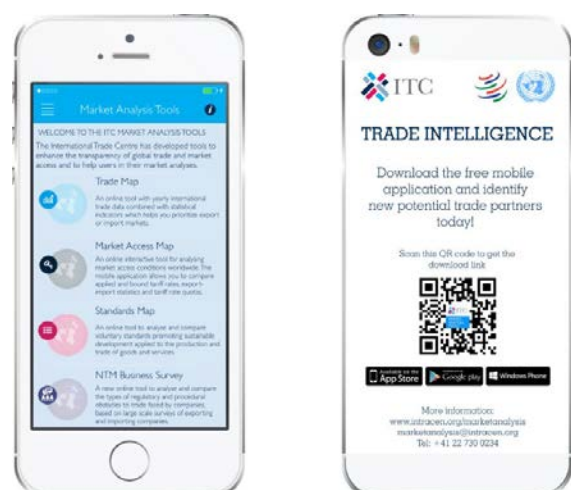
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4C Association

