



## ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

### ITC'S MARKET ANALYSIS TOOLS TO REMAIN FREE IN 2016




#### PROCUREMENT MAP: LATEST ADDITION TO ITC'S MARKET ANALYSIS TOOLS

Global public procurement expenditure is valued at approximately **US\$ 9,000 billion** per year. In some developing countries, public procurement accounts for around 40% of national GDP. However, when access to information on public tenders is costly and time consuming, many companies based in developing and least developed countries are effectively excluded from value chains.

Based on this observation, ITC has recently developed [Procurement Map](#), the latest addition to ITC's suite of Market Analysis Tools. Procurement Map provides users of ITC's Market Analysis Tools with access to information on more than **100,000 public tenders in 180 countries**. By providing comprehensive details on tenders as well as relevant country policies, this new tool can reinforce the competitiveness of companies in the public procurement market.

#### 5 facts about PROCUREMENT MAP

Free access to **100,000**  
tenders covering

 **15** service sectors

& **98** product sectors 

  
**180** countries covered  
including **141**  
developing countries

In addition, ITC has published a new guide, **“Empowering Women through Public Procurement”** which ushers governments through necessary adjustments in the procedures and techniques to stimulate supply-side capacity by women-owned business. The new Procurement Map follows the footsteps of this publication and provides information on policies implemented by countries to support women vendors in public procurement.

Sustainability standards in public procurements are at the heart of the UN Sustainable Development Goal 12 to “ensure sustainable consumption and production patterns”. Even though very few public tenders explicitly refer to sustainability standards, Procurement Map users have access to relevant information on voluntary standards collected by ITC.


In sum, [Procurement Map](#) is a free-access platform containing more than 100,000 active public tenders from 180 countries, and combines them with access to relevant information on sustainability standards and/or preferential policies to source from women business enterprises and/or SMEs. ■

**Time-saving search feature, by country or sector**

Information on **women and SME vendors for 107 countries**

**187 sustainability standards available**

## PROCUREMENT MAP in 3 steps

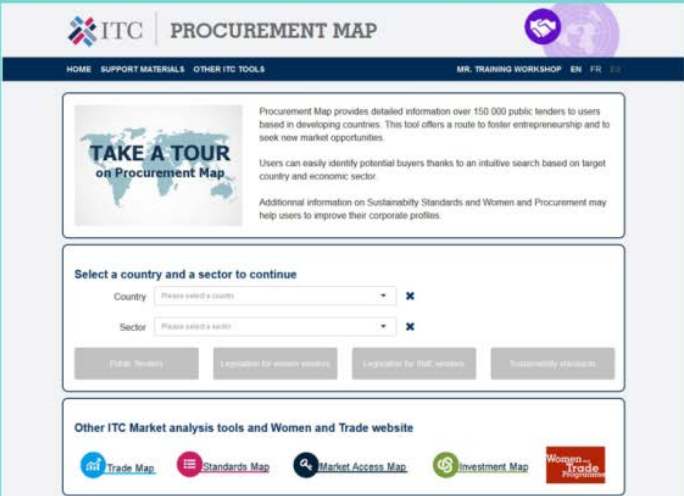


**Name:** Anna  
**Nationality:** Peru  
**Age:** 34

**Job:** Owner of a coffee company that employs 10 people

**Goal:** Expanding her company by exporting abroad

**Tool:** Procurement Map



ITC | PROCUREMENT MAP

HOME SUPPORT MATERIALS OTHER ITC TOOLS MR. TRAINING WORKSHOP EN FR ES

**TAKE A TOUR on Procurement Map**

Procurement Map provides detailed information over 150 000 public tenders to users based in developing countries. This tool offers a route to foster entrepreneurship and to seek new market opportunities.

Users can easily identify potential buyers thanks to an intuitive search based on target country and economic sector.

Additional information on Sustainability Standards and Women and Procurement may help users to improve their corporate profiles.

**Select a country and a sector to continue**

Country:  ✕

Sector:  ✕

Public Tenders | Legislation for women vendors | Legislation for SME vendors | Sustainability standards

Other ITC Market analysis tools and Women and Trade website

Trade Map | Standards Map | Market Access Map | Investment Map | Women Trade

### STEP 1 - DATA SELECTION & AVAILABILITY

ITC | PROCUREMENT MAP

HOME SUPPORT MATERIALS OTHER ITC TOOLS

Country:  ✕

Sector:  ✕

Public Tenders | Legislation for women vendors | Legislation for SME vendors | Sustainability standards

**Data availability**

- T: public Tenders
- W: information about legislation for Women vendors
- E: information about legislation for SMEs vendors
- S: sustainability Standards



## STEP 2 - TENDERS DETAILS & CONTACTS

Public tender: 30088029

**Supply of tea, coffee and jam td**

**Organization Details**

Name: MINISTRY OF DEFENCE (ARMY)  
Address: Fort Saint George Chennai  
Attn: Commandant Supply Depot

**Tender Details**

Document type: Tender Notice  
Bidding type: Domestic Competitive Bidding  
Project location: India  
Tender notice No.: eprocure/20/Tea/Coffee/JamtdS13  
Description: Tenders are invited for Supply Of Tea, Coffee And Jam Td  
Tender Value: INR 7,00,000  
Tender Type: Open/Advertised  
Period Of Work(Days): 7  
Bid Validity(Days): 30  
Contract Type: Tender  
Document Download / Sale Start Date: 24-Oct-2015 06:00 PM  
Document Download / Sale End Date: 18-Nov-2015 12:00 PM  
Bid Submission Start Date: 24-Oct-2015 06:00 PM  
Bid Submission End Date: 18-Nov-2015 12:00 PM

## STEP 3 - PREFERENTIAL POLICIES & SUSTAINABILITY STANDARDS DATA

**LEGISLATION FOR WOMEN VENDORS**

**India: Preferential procurement for women vendors**

Legislation or policies related to Women Owned Businesses in public procurement:

**LEGISLATION FOR SME VENDORS**

**India: Preferential procurement for SME vendors**

Legislation or policies related to Small and Medium Enterprises (SMEs) in public procurement:

**SUSTAINABILITY STANDARDS**

**Sustainability standards applicable in India**

BSCI Business Social Compliance Initiative Code of Conduct - BSCI  
ASSOCIATION 4C Association  
Ethical Trading Initiative - ETI  
FAIR LABOR FLA Workplace Code of Conduct



## TRADE MAP: LAUNCH OF TRADE MAP MALAWI



ITC Trade Map, which provides online access to one of the world's largest trade databases, has been customised and embedded into the website of the Malawi National Statistical Office (NSO).

[Trade Map Malawi](#) was officially launched on the 17th November 2015 in Lilongwe with the presence of Ms Mercy Kanyuka, Commissioner of Statistics, Mr Cliff Chiunda, Permanent Secretary in the Ministry of Industry and Trade of Malawi and Ambassador Marchel Gerrmann, Head of the EU Delegation to Malawi.

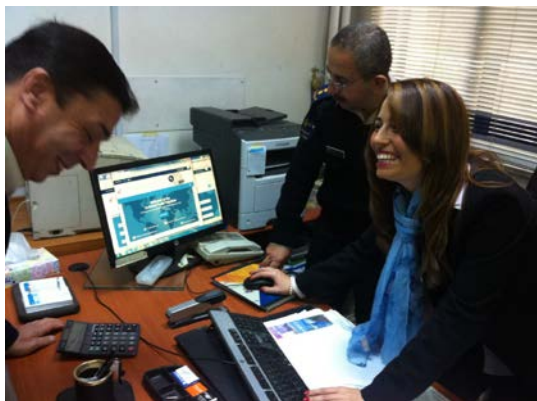
*Ms Kanyuka said "Trade Map is a practical and significant addition to the service products provided by NSO. We believe that this will*

*contribute to increasing the global competitiveness of the business community in Malawi."*

[Trade Map Malawi](#) is a key achievement of *"Malawi: Trade Statistics and Improved Information Systems"*, a two-year project financed by the European Union with implementing agencies such as NSO, the Malawi Investment and Trade Centre (MITC) and the International Trade Centre (ITC).

Technical training delivered as part of this project has also enabled officers from various Malawi institutions to perform quality control checks on Malawi trade data and compute trade indices based on unit values. ■

## EUROMED TRADE AND INVESTMENT FACILITATION MECHANISM (TIFM)



ITC's Market Analysis team spent *a week in Jordan 6-13 November consulting with and building the capacity of various national institutions in trade and market analysis*. The stakeholder consultations and training were conducted within the context of two programmes being implemented by ITC in the region: The EuroMed Trade and Investment Facilitation Mechanism programme, funded by the EU and the USAID funded programme Coordinating a Regional Approach to overcoming Trade Obstacles related to Non-Tariff Measures (NTMs) across the Arab Countries.



ITC worked with the Exporters Association of Jordan on the drafting of *a Customs Procedures Guide for Jordan*, which includes a profile on Jordan's Single Window system for administering customs documentation. ITC staff also met with the Ministry of Industry and Trade to discuss the ongoing implementation of a national survey of enterprises about their experiences with Non-Tariff obstacles to trade as well as to build the capacity of Ministry staff (as part of their role as Jordan's national technical focal point) to manage enquiries entered through the EuroMed Trade Helpdesk ([euromed.macmap.org](http://euromed.macmap.org)).



The [Helpdesk](#) is a new portal developed by ITC to facilitate greater trade in the broader Euro Mediterranean region. During the mission, ITC also briefed staff at Jordan Customs on the EuroMed Trade Helpdesk and participated in a panel discussion on the *Pan Arab Free Trade Area and Future Challenges* as part of a Seminar on Inter-Arab Trade, hosted by Jordan's Chamber of Commerce and Jordan Investment Commission, 11-12 November.

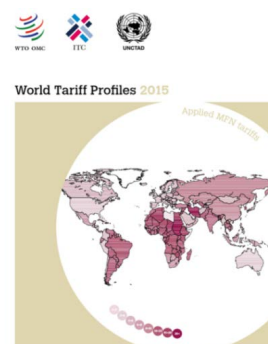
The EuroMed Trade Helpdesk will be officially launched in early 2016, but you can already get to know the portal through the [introduction video](#). ■

## MARKET ACCESS MAP

### 2015 ACHIEVEMENTS

Market Access Map, funded with the support of the European Commission (EC) and donors to ITC Trust Fund, collaborated with partner organisations in a number of publications this year:

**World Tariff Profiles 2015** This year's joint WTO/UNCTAD/ITC publication explores the impact of tariffs in the changing landscape of global value chain fragmentation and growing trade in intermediate goods. Every year, the Market Access team contributes to this publication through its unique collection of applied tariff data and calculations of ad valorem equivalents (AVE). Find the full report at [www.intracen.org/publication/World-Tariff-Profiles-2015/](http://www.intracen.org/publication/World-Tariff-Profiles-2015/)





### ***The Global Competitiveness Report 2015-2016***

Through the assessment of 140 economies this report, published by the World Economic Forum (WEF), represents one of the most comprehensive benchmarking publications on competitiveness worldwide. Market Access Map has been the main source of data for two of the indicators (trade tariffs and Complexity of tariffs index) used to measure *goods market efficiency*. Additionally, in April 2016

the WEF will publish its ***Global Enabling Trade Report***, a biennial report that also features MACMap data under the domestic and foreign market access pillars.

### ***The Millennium Development Goals report 2015***

During the last 15 years, the Market Access team has also contributed to monitoring progress towards the MDGs through the calculation of a series of statistical indicators specifically related to the MDGs' Goal 8: "DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT". The latest MDG report, ushering in a new era for development cooperation, is available at: [www.un.org/millenniumgoals/2015\\_MDG\\_Report/pdf/MDG%202015%20rev%20\(July%201\).pdf](http://www.un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20(July%201).pdf)

Additional information to better track achievements towards Goal 8 has been provided by the team through the ***MDG Gap Task Force Report 2015 "Taking Stock of the Global Partnership for Development"*** (available at [http://www.un.org/millenniumgoals/pdf/MDG\\_Gap\\_2015\\_E\\_web.pdf](http://www.un.org/millenniumgoals/pdf/MDG_Gap_2015_E_web.pdf)) which includes data on tariff peaks and tariff escalation.



### Global Trade Analysis Project (GTAP) award 2015

Also this year the GTAP has awarded Mr. Anders Aereo -Director of the Division of Market Development, ITC- with the Alan A. Powell prize, recognizing his outstanding service and commitment in the provision of extensive market protection data. ([www.gtap.agecon.purdue.edu/network/award.asp](http://www.gtap.agecon.purdue.edu/network/award.asp)).

The GTAP 9 database, released this year, is built on MacMap tariff data and calculations.

### Trans-Pacific Partnership (TPP)

Earlier this year, thanks to the support of the National Graduate Institute for Policy Studies (GRIPS) of Japan, the United States International Trade Commission (USITC) and the Foreign Affairs, Trade and Development department of Canada, the Market Access Team conducted a forward looking analysis of all the trade agreements “in force” between the 12 TPP countries, creating a

comprehensive database of tariff dismantling schedules from 2011 to 2031. Currently, with the support of GRIPS (Global EPAs Research Consortium), the team is working on the analysis of the tariff schedule for the TPP agreement recently signed in October 2015.

### Customs Tariffs available on Market Access Map in 2015

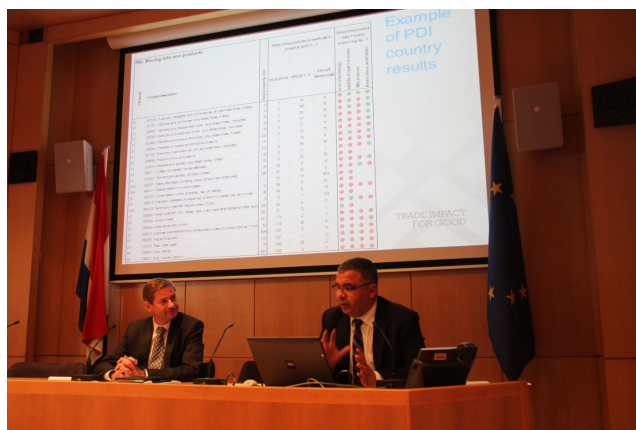
This year, with the inclusion of two new countries in Market Access Map our database coverage has reach 199 countries and territories. Furthermore, by the end of the year we will be able to guarantee 2015 customs tariffs updated for 145 countries and territories. Please consult the Data availability module for more information: [www.macmap.org/SupportMaterials/DataAvailabilityMfn.aspx](http://www.macmap.org/SupportMaterials/DataAvailabilityMfn.aspx) ■

## EXPORT POTENTIAL ASSESSMENT

### NEW METHODOLOGY AND REPORTS ON 64 COUNTRIES

ITC’s export potential assessment methodology has been fully revamped. It allows identifying existing products with high (and possibly untapped) export potential and new products for export diversification. Results have fed into this year’s [SME competitiveness outlook](#) and feature prominently on ITC’s country pages (see e.g. [www.intracen.org/country/malawi/](http://www.intracen.org/country/malawi/)). Regular updates and additional components will follow.

ITC has customized its new methodology to support the Centre for the Promotion of Imports from developing countries (CBI) in its selection of value chains in 64 priority countries. The study was launched on 26 October 2015 with a lunch lecture at the Dutch Ministry of Foreign Affairs. On the same day, CBI programme managers received a training to support their understanding of the methodology and familiarize them with the different outputs – ranging from summary results presented in the form of country factsheets to a detailed excel-based tool with more advanced analytical options. ■



## STANDARDS MAP



### A Year of Progress for the Trade for Sustainable Development (T4SD) Team

This year was one with many successes for ITC's Trade for Sustainable Development (T4SD) team. T4SD embarked on new projects, strengthened their current sustainability initiatives and tools, and, overall, promoted sustainable supply chains as a means to help small and medium-sized enterprises (SMEs) in developing countries add value to their products and

services. T4SD is a recognized and trusted program that has 55+ signatories to the [T4SD Principles](#), thousands of monthly users of its online tools including [Standards Map](#) and [SustainabilityXchange](#), and is paving the way forward with the new Blue Number Initiative which will further the capacity building work reaching producers and SMEs at the field level.

### The Blue Number Initiative: A Global Registry for Sustainable Farmers

The [Blue Number Initiative](#) gives farmers and agribusinesses an online presence, often for the first time, and links them to global buyers who prioritize sustainable sourcing. It allows for previously "invisible" small farmers and agribusinesses, particularly SMEs, to be visible through their profile on an internationally available online platform. Agribusinesses are encouraged to showcase their contributions to food systems and it helps them and farmers improve their sustainability practices with self-assessments of how they meet voluntary standards.

The initiative, launched at the UN General Assembly in September 2015, is a partnership between ITC, the UN Global Compact and GS1. It contributes to UN SDGs 2 (to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture) and 12 (ensure sustainable consumption and production patterns). So far over 60,000 farmers have been invited to be a part of the registry. The initiative has aligned with various national governments and organizations, and will be launched in early 2016!

Visit [unbluenumber.org](http://unbluenumber.org) for more details. ■

## ITC NON-TARIFF MEASURES PROGRAMME



### SURVEY REVEALS BURDENSOME REGULATIONS EXPERIENCED BY BANGLADESHI EXPORTERS

Representatives of the Ministry of Commerce, other public agencies and representatives from the Bangladeshi business community met in Dhaka on 9 November 2015 to discuss ways to overcome trade impediments faced by exporters and importers in Bangladesh.

Discussions were based on the results of the large-scale survey, carried out by the International Trade Centre (ITC), of around 1,000 interviews with exporters and importers. According to the study, around 91% of the exporters in the country are affected by burdensome regulations. This is one of the highest rates among the countries surveyed by ITC since 2009. In contrast, companies appear to be much less affected while importing (53% affectedness).

The survey results found that the majority of the burdensome regulations experienced by Bangladeshi exporters were linked to conformity assessment requirements. A large share of these difficulties was due to product certification, testing and inspection requirements.

Most of the burdensome regulations faced by exporters seem to originate from the European Union. However, when compared to the share of Bangladeshi exports it buys (54%), the share of non-tariff measures (NTMs) attributed to EU is relatively lower (40%). Given the relatively small size of the SAARC market for Bangladeshi exporters (2%), the share of burdensome NTMs that originate from this region is quite high

(10%). Most of these NTM cases are applied by India, Bangladesh's largest export destination in SAARC.

Bangladeshi garment exporters also experience NTMs relating to those rules of origin which require exporters to meet a minimum level of locally derived material in their products and to obtain related documents or a certificate of origin.

But one of the major difficulties experienced by exporters is associated with customs clearance issues arising within Bangladesh. For instance, the business representatives interviewed reported severe delays and costs in inspection processes.

The results of the NTM survey in Bangladesh will help the country to take a holistic look at all policies and measures that have an impact on its ability to trade, enhance competitiveness and develop its exports. Obtaining greater transparency on NTMs allows for related domestic reform of institutions and policies.

Understanding enterprises' concerns with NTMs will assist the country take concrete steps to alleviate the problems, for example by building national capacity in a number of areas including compliance with technical regulations.

To download the stakeholder meeting presentations please follow the link to: [www.ntmsurvey.org/bangladesh](http://www.ntmsurvey.org/bangladesh)



## NEW NTM SURVEY LAUNCHES

### SEYCHELLES

The ITC business survey on Non-Tariff Measures (NTM) was launched in Seychelles in November 2015, with the collaboration of the Ministry of Trade, Finance and the Blue Economy of Seychelles. The survey aims at identifying burdensome regulations faced by more than 50 companies in the agriculture and

### ECUADOR

With the financial support of the Latin American Bank for Development (CAF) and the ITC Programme on Non-Tariff Measures (NTM), a large-scale business survey was launched in Ecuador in late October. The NTM survey is implemented in collaboration with the national trade support institution, Pro Ecuador, and the association of Ecuadorian exporters, Fedexpor.

More than 700 exporters will be contacted by a local survey partner trained by ITC, INCADECO, and the survey aims at covering all relevant regions and economic sectors for Ecuadorian exports. Companies facing burdensome NTMs applied by destination, home or transit countries are invited to an in-person interview where all details related to these difficulties are recorded in order to clearly understand the nature and cost associated to each issue as well as the agencies and regulations involved.

manufacturing sectors. The survey will provide an insight into the impact of NTMs on the exporting and importing companies' business activities, at time when the Seychelles has recently joined the WTO and has now access to the markets of 160 member countries.



Informed policy recommendations based on business perceptions collected by the survey are expected to facilitate trade operations for local companies and finally, to foster competitiveness of Ecuadorian exporters. ITC considers trade as a major engine for economic growth and development and, in that sense, NTM surveys seek to contribute to the efficient and sustainable use of national competencies and resources.

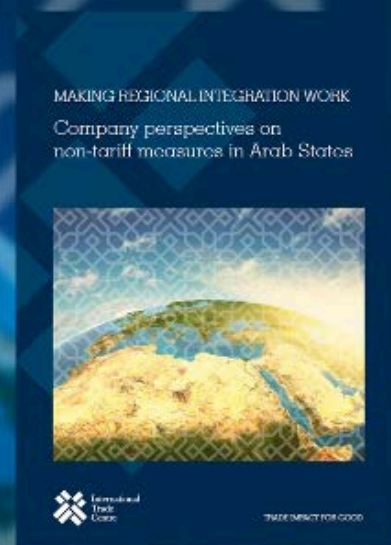
## PUBLICATION

# MAKING REGIONAL INTEGRATION WORK

Company Perspectives on  
Non-Tariff Measures in Arab States

*...a study on intra-Arab trade to provide greater transparency on integration – through the lens of SMEs.*

Unveiled at the  
World Export Development Forum 2015



Intraregional trade among Arab States is low compared with other regions. This [publication](#) offers insights into the main challenges to trade, both within and beyond the region, and suggests how to address them. It shares the perspectives of exporters and importers, which were captured through business surveys conducted by ITC in Egypt, Morocco, the State of Palestine and Tunisia. The surveys are part of an ITC series of developing-country projects on non-tariff measures (NTMs). This is the first such publication to examine country surveys in a regional context. This report forms part of an ITC series of developing-country survey projects on non-tariff measures (NTMs), for which 25 reports have been issued to date. This is

the first report to look at country surveys in a regional context. It analyses four business surveys conducted by ITC in Egypt, Morocco, the State of Palestine and Tunisia, giving governments a glimpse into what businesses perceive as their main challenges to trade, within and beyond the region, and offers insights into the major bottlenecks hampering international and regional trade in the Arab region, by sharing the perspectives of exporters and importers in the region. The surveys focus on NTMs that governments impose; procedures that make compliance difficult; and inefficiencies in the trade-related business environment. ■

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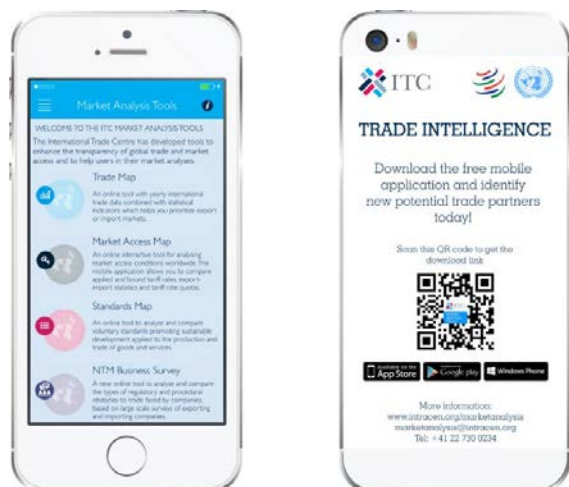
 **YouTube:** [www.youtube.com/user/MarketAnalysisTools](http://www.youtube.com/user/MarketAnalysisTools)

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

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## ITC TOOLS NOW AVAILABLE ON APP STORES!

Now one of the world's most comprehensive database on trade is available at your fingertips. Download it for free and quickly access the latest information from you smart phones.



Scan this QR code to get the  
download link



## 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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