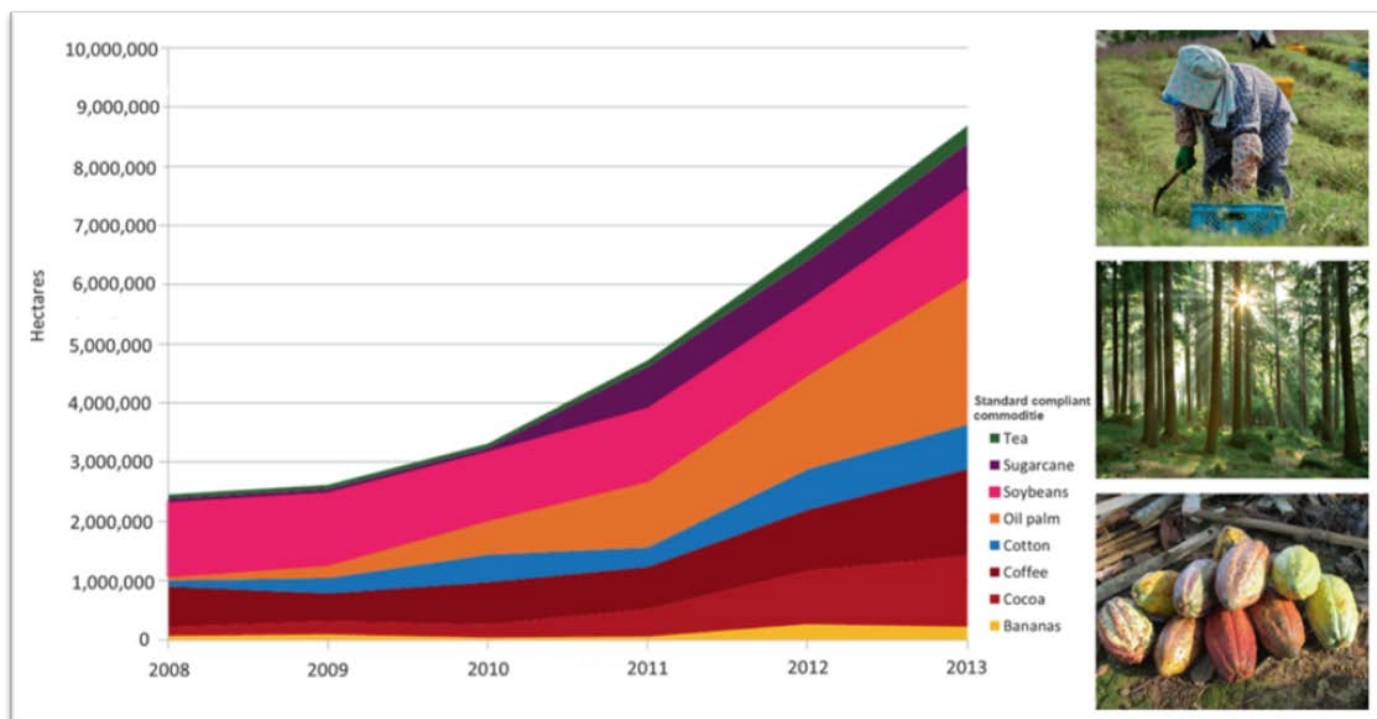


ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

SUSTAINABLE MARKETS EXPERIENCING RAPID GROWTH ACCORDING TO NEW REPORT



Recently published by the International Trade Centre (ITC), *The State of Sustainable Markets: Statistics and Emerging Trends 2015* (<http://www.intracen.org/publication/The-State-of-Sustainable-Markets/>) is the first global data report on fast-growing voluntary sustainability standards.

While sustainability standards for an ever-wider array of products have been on the rise for years, the new findings offer a deeper, more granular understanding of growth trends. It outlines the share of bananas, cocoa, coffee, cotton, forestry, palm oil, soybeans, cane sugar and tea production covered by 14 major standards.

It is the first joint report between ITC, the Research Institute of Organic Agriculture (FiBL), and the International Institute for Sustainable Development (IISD) and supported by the Swiss State Secretariat for Economic Affairs (SECO). It offers a comprehensive snapshot of the standard organizations. Findings show that worldwide cultivation and trade of agricultural products with sustainability certification or verification is growing.

Sustainable production trends vary considerably from one sector to another. The agricultural area under cultivation to produce palm oil certified by the Roundtable on Sustainable Palm Oil, for example, expanded almost 30 times between 2008 and 2014. Areas certified to produce forestry products, meanwhile, expanded by 41% over the same period.

For all 14 standards covered by the report, standard-compliant cultivation areas have expanded since 2008, **when data for most of the standards was first compiled** (https://www.iisd.org/pdf/2014/ssi_2014.pdf).

Purchasing preferences of consumers are increasingly influencing how goods are produced. As consumers ask for more sustainable products, transparency in supply chains is becoming more important. This report, and the survey mechanism used to gather data, is a large step forward in measuring the growth of sustainable markets.

As more farmers subscribe to their requirements, sustainability standards are seeing their production area coverage grow. Rainforest Alliance, a

Source for the graph used above can be found by visiting: <http://www.intracen.org/publication/The-State-of-Sustainable-Markets/>

sustainability labelling initiative, has seen their certified area grow nine-fold in only four years.

Among the report's other findings was that India has the highest number of organic producers. The country also ranked high for sustainable tea growing area. The United States was the largest market for organic food.

The report, which offers a snapshot of voluntary sustainability standards and their growing market

influence, includes a wide range of open-access data for independent analysis.

The analysis shows that sustainability certification creates opportunities for SMEs to access new markets that place a premium on proof of sustainable production.

For more information, access [the report](http://www.intracen.org/news/New-report-tracks-the-rapid-growth-of-sustainable-markets/) online (<http://www.intracen.org/news/New-report-tracks-the-rapid-growth-of-sustainable-markets/>).

200 STANDARDS NOW FEATURED ON STANDARDS MAP

Standards Map, one of ITC's Market Analysis Tools, has reached an impressive milestone which will help producers to better understand how their business complies with popular sustainability standards.

Standards Map now provides information on 200 standards, codes of conduct, and audit protocols that address sustainability hotspots in global supply chains. Users of the tool can complete customized self-assessments on the site to get a clear picture of how they perform against the certifications of their choice.

NEW SUSTAINABILITYXCHANGE IN SPANISH

The Spanish language version of SustainabilityXchange opens the platform to a much wider audience, especially in Latin America where many producers and farmers are working. SustainabilityXchange is a freely available knowledge-sharing platform for those involved in sustainable supply chain development in agriculture,

aquaculture, and forestry. It represents a space that helps actors in global agricultural value chains navigate and mainstream sustainability into their operations. The Spanish version of the site is available at www.sustainabilityXchange.info/es.

NEW SUSTAINABLE DEVELOPMENT RELATED JOB BOARD

Make a difference in the world of sustainable development! Do you want to work where you can help build more responsible supply chains? SustainabilityXchange has just added a Job Board to its offerings—regularly updated with vacancies related to

sustainable production, certifications, and trade. Your organization can also add its newest postings to the [Job Board](http://www.sustainabilityxchange.info/en/facetsearch_jobs) (www.sustainabilityxchange.info/en/facetsearch_jobs).

TRADE MAP: RE-EXPORT DATA ARE NOW AVAILABLE IN TRADE MAP

Around [70 countries have reported their re-export data](#) separately to the export data. This information has been uploaded in Trade Map and is accessible in yearly time series. It is reminded that all export data available in Trade Map includes re-export values.

The screenshot displays the ITC Trade Map web application. At the top, the ITC logo and 'TRADE MAP' title are visible, along with a description: 'Trade statistics for international business development. Monthly, quarterly and yearly trade data, import & export values, volumes, growth rates, market shares, etc.' The navigation bar includes 'Home & Search', 'Data Availability', 'Reference Material', 'Other ITC Tools', and 'More'. The 'Data Availability' section is active, showing filters for 'Product' (TOTAL - All products), 'Country' (All), 'Partner' (All), and 'other criteria' (Reexports, Yearly time series, by country, Values, US Dollar). Below the filters, the title 'List of countries having reported their reexports' is shown. The main table displays re-export data for various countries, with columns for 'Reexporters', 'Reexported value in 2010', 'Reexported value in 2011', 'Reexported value in 2012', 'Reexported value in 2013', and 'Reexported value in 2014'. The table is sorted by 'Reexported value in 2014' in descending order.

Reexporters	Reexported value in 2010	Reexported value in 2011	Reexported value in 2012	Reexported value in 2013	Reexported value in 2014
Hong Kong, China	385,893,866	438,727,080	470,536,555	515,360,661	508,465,782
United States of America	155,903,435	181,955,071	192,999,671	206,915,366	220,683,577
Taipei, Chinese	12,996,101	16,338,137	16,957,084	17,375,603	17,653,275
Italy			19,802,501	15,667,095	15,060,657
United Kingdom			7,227,604	6,539,885	9,271,609

DIRECT ACCESS FROM TRADE MAP TO PUBLIC PROCUREMENTS

A new button has been implemented in Trade Map to directly access active public tenders available in [ITC Procurement Map](http://procurementmap.intracen.org/) (<http://procurementmap.intracen.org/>) and corresponding to the product and country under review.

ITC | **TRADE MAP**
Trade statistics for international business development
Monthly, quarterly and yearly trade data, import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | ITC | English

Product: 49 - Printed books, newspapers, pictures etc | Product Group: None
☐ World ☒ Country: Mexico | Country Group: None
 Partner: All | Partner Group: None
 other criteria: Imports | Trade indicators: | by country: | Direct data:

List of supplying markets for the product imported by Mexico in 2014
 Product: 49 Printed books, newspapers, pictures etc
 Mexico's imports represent 1.81% of world imports for this product, its ranking in world imports is 17

Table | Graph | Map | Companies | **Public tenders** | FDI data | Tariff data | Standards

Download | Rows per page: Default (25 per page) | 12345

Bilateral trade at 4-digit	Exporters	Imported value 2014 (USD thousand)	Trade balance 2014 (USD thousand)	Share in Mexico's imports (%)	Imported growth in value between 2010-2014 (% p.a.)	Imported growth in value between 2013-2014 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)	Total export growth in value of partner countries between 2010-2014 (% p.a.)	Tariff (estimated) applied by Mexico (%)
	World	756,408	-288,353	100	1	0		100	-1	
	United States of America	424,823	-86,534	56.2	1	-1	2	11.7	-2	0
	China	89,709	-89,317	11.9	6	6	5	8.6	9	4.6
	Spain	81,495	-79,311	10.8	-1	-1	12	2.2	1	0

ITC | **PROCUREMENT MAP**

HOME | SUPPORT MATERIALS | OTHER ITC TOOLS | MR. INTERNAL ITC ACCOUNT | EN | FR | ES

Country: Mexico (T, E, S)
 Sector: 49 - Printed books, newspapers, pictures etc

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

PUBLIC TENDERS

List of public tenders
Mexico, Sector: 49 - Printed books, newspapers, pictures etc

Title	Contact	Detected on	Deadline
Acquisition kits training, cameras, service printing	Q ROO-BENITO JUREZ-H. AYUNTAMIENTO DE BENITO JUREZ	2016-04-05	2016-04-18
Food vouchers for contract review	CIESAS-DIRECCIN DE ADMINISTRACIN, DEPARTAMENTO DE RECURSOS MATERIALES	2016-04-15	2016-04-18
Acquisition of office, disposable printed forms	ISSSTE-SERVICIOS	2016-03-29	2016-04-18

MARKET ACCESS MAP: NEW DATA VISUALIZATION FUNCTIONALITIES

Thanks to continued support from the European Commission (EC) and donors to ITC Trust Fund the first quarter of 2016 begins with the launch of an additional feature: **#MAcGraphs**. Market Access Map (MAcMap) now offers **an innovative and user-friendly way to visualise complex information about market access trends**. Eight indicators are already available (more will come soon!) and allow users to explore market access conditions in terms of importing markets and/or product sectors. The graphs below are just some examples out of the several combinations a user could create.

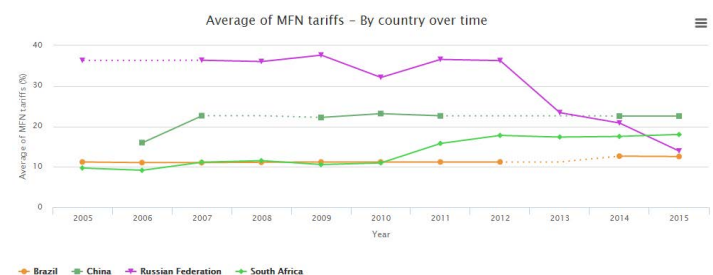
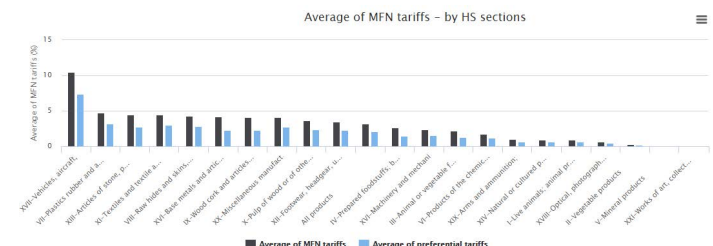
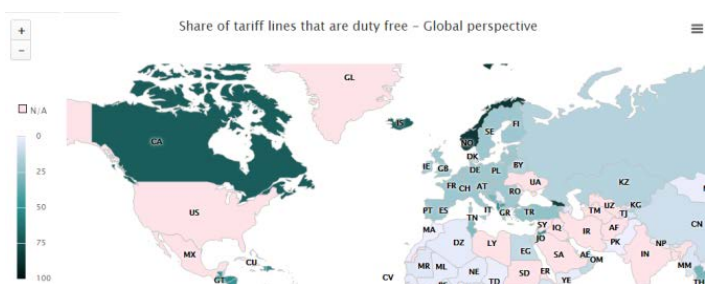
Want to know how it works and become an instant market access expert? All you need to do is create your free of charge account to Market Access Map at <http://mas-admintools.intracen.org/accounts/Registration.aspx> and visit the module Market access graphs (www.macmap.org/CountryAnalysis/CountryStatistics/ByCountry.aspx).

Are you wondering which are the countries applying the highest tariff rates or granting free access to a majority of products? The Map chart gives you the opportunity to gain a perspective on market access treatment applied worldwide at a glance. You can also focus your analysis on specific geographical regions, just by zooming in and out the chart. If you select the indicator “Share of tariff lines that are duty free” you can see that in 2015 Norway, Iceland, Canada and Georgia were the countries offering free of duty access to the largest amount of products.

If instead you would like to compare and rank multiple countries or product sectors and use up to 2 indicators at once, the Bar chart is the type of visualization you are looking for. Discover for example, to which product sector does Australia apply the highest tariffs and what is the difference between Most Favoured Nation (MFN) and preferential tariffs applied on each of the sectors selected.

#MAcGraphs offers line charts that let users compare market access treatment for products and countries on time series. You will be able to answer questions as “what has been the market access treatment offered by the emerging markets to agricultural products during the last decade?” In one click, you will learn that Russia, after its accession to the WTO, has decreased remarkably its level of tariffs in comparison to other countries.

All **#MAcGraphs** can be exported into various formats (PNG, JPEG, and PDF) and used straight away in your presentations and market access reports.



EUROMED TRADE AND INVESTMENT FACILITATION MECHANISM (TIFM)

In the first quarter of 2016, ITC's Market Analysis team spent a week each in **Egypt** and **Algeria** consulting with and building the capacity of various national institutions in trade and market analysis.

The stakeholder consultations and trainings 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 European Commission (EC) and The Overcoming Trade Obstacles related to Non-Tariff Measures in the Arab countries funded by the United States Agency for International Development (USAID) Coordinating a Regional Approach to overcoming Trade.

In each country, ITC provided trainings to national technical focal points and local trade support authorities on Market Access Tools and on how to manage enquiries through the EuroMed Trade Helpdesk (<http://euromed.macmap.org/>). ITC also had meetings with the representatives from the local customs and relevant authorities to discuss the draft and implementation of Customs Procedures Guides.



Introductory video on Euromed Trade Helpdesk portal is now available in English, French and Arabic: https://www.youtube.com/watch?v=m_IMt4f7zU



Are you planning to do business in the South Mediterranean region? Here are 8 crucial market access information **Euromed Trade Helpdesk** provides:

- Customs tariff and internal taxes
- Compulsory requirements
- Compulsory requirements: Legislation
- Compulsory requirements: Requirements specified in the legislation
- Trade Statistics
- Import procedures
- Business contacts
- Useful links

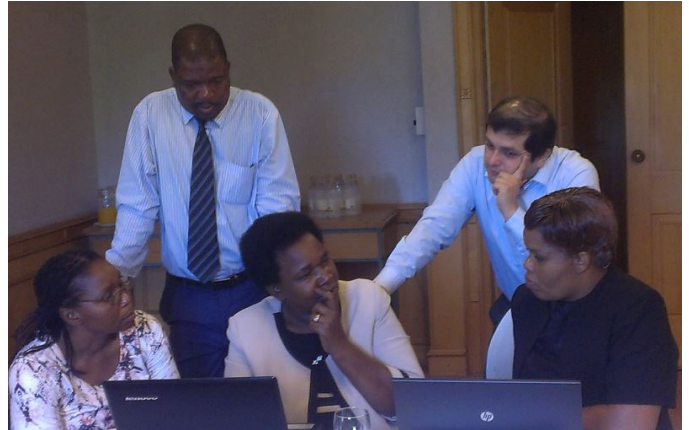


CAPACITY BUILDING: FINAL TRAINING WORKSHOP FOR ZIMBABWE'S MOIC IN TRADE, MARKET ACCESS AND EXPORT POTENTIAL ANALYSIS

Under the European Union (EU) funded *Trade and Private Sector Development Programme (TPSDP)*, two ITC market analysts delivered the final capacity building workshop in Harare, Zimbabwe on 1-5 February 2016.

23 participants were introduced to different components of the Export Potential Assessment (EPA) indicators (export potential and product diversification) as well as related data sources and requirements used by the ITC's Export Potential Assessment methodology. Consequently, participants can be expected to customize/adapt the tool and EPA calculations to analyse the export needs of the country.

The workshop was very well-received by participants thanks to the dynamic structure of the workshop such as hands-on exercises and group presentations. According to the workshop evaluation, all participants indicated that they were satisfied with the workshop and assessed that their knowledge increased during the training. Finally, they strongly agreed that this kind of training would be relevant for others for the market analysis of export opportunities.



ITC NON-TARIFF MEASURES PROGRAMME



Photo credit: Lab604

NEW NTM SURVEY LAUNCHES

ITC will carry out a large-scale business survey in Nepal to document experiences of Nepali exporters facing non-tariff measures (NTMs), following an official request from the Ministry of Commerce and the recent review of the Nepal Trade Integration Strategy (NTIS) 2015. The survey was officially launched on 17 March at a stakeholder meeting at the Ministry of Commerce, which included representatives from several ministries and government agencies, trade support institutions, the private sector and development partners.

The business survey on NTMs will capture procedural and regulatory barriers to trade that exporters experience in partner countries, in transit or in Nepal. It will be implemented in partnership with the Federation of Nepalese Chambers of Commerce and Industry (FNCCI) and will be based on the established ITC methodology for NTM Surveys that has been applied in more than 60 developing and developed countries. More than 600 interviews will be carried out between March and June by a team of 15 interviewers from the Kathmandu University School of Management

(KUSOM). All the interviewers have received extensive training by ITC.

Using the survey results, ITC will also develop four national-level sector export strategies (SES) for the Government of Nepal. The products covered by the SES include tea, coffee, large cardamom and handmade paper.

ITC Executive Director Arancha González said: *'The impact of NTMs is especially significant on companies exporting from landlocked developing countries, such as Nepal. Since NTMs represent fixed costs for businesses, they have an even bigger impact on small and medium-sized enterprises.'*

TRADE OBSTACLES ALERT MECHANISM IN MAURITIUS

In 2016, the *Trade Obstacles Alert Mechanism (TOAM)* continues its implementation in beneficiary countries. In Mauritius, the member agencies of the mechanism gathered on 29 March to take stock of the latest advancements and potential bottlenecks. Subcommittees have been established in order to further facilitate the resolution of obstacles reported in the online platform (www.tradeobstacles.org/mauritius). The Mauritius Chamber of Commerce and Industry

'ITC and Nepal have a long-standing relationship and we will continue to support the country in identifying and removing barriers to help businesses contribute more to economic growth and sustainable development,' she said.

'Developing Nepal's exports is key to achieving the United Nations' Sustainable Development Goals,' said Naindra Prasad Upadhyaya, Secretary of the Ministry of Commerce and coordinator of ITC interventions. 'The ITC initiatives will enable Nepali businesses to benefit from market opportunities, reduce trade cost and contribute to sustainable export development.'

More information on the survey in Nepal is available here: www.ntmsurvey.org/nepal.

(MCCI) continues meanwhile its promotional work and organized an awareness workshop for SMEs and women entrepreneurs. As of today, 18 obstacles have been reported through the Mauritian TOAM, of which 12 have been addressed. Similar developments are ongoing in Côte d'Ivoire where the TOAM member agencies met on 31 March to discuss the sustainability of the project and its extension to the West African region.

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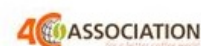
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