

ITC Trade and Market Intelligence

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

ITC AND UEMOA LAUNCH WEB SOLUTIONS TO BOOST TRADE COMPETITIVENESS AND REGIONAL INTEGRATION



(Abidjan) - The International Trade Centre (ITC) and the West African Economic and Monetary Union (UEMOA in French) launch new web solutions for companies in the UEMOA countries (Benin, Burkina Faso, Côte d'Ivoire, Guinea Bissau, Mali, Niger, Senegal and Togo) to benefit from trade opportunities and remove obstacles within the region. Let us introduce to you ConnectUEMOA and the UEMOA the Trade Obstacles Alert Mechanism.

The two applications, unveiled at the regional round-table on "digital technology for trade facilitation" in Abidjan on 27 March, will contribute to a more efficient regional trading system by providing companies user-friendly solutions to raise their voice.

For Arancha González, Executive Director of ITC, "Digital has a central role to play in facilitating the way we do business today. It enables inclusive trade in the 21st century commercial landscape where communication and connection have become powerful tools for businesses, particularly in Africa."

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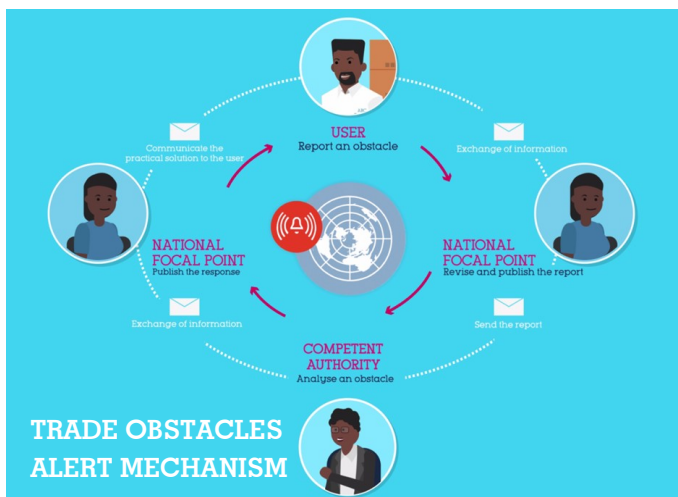
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The ConnectUEMOA platform offers entrepreneurs the opportunity to explore business opportunities but also to develop their business in the region and beyond. It allows businesses to access a single entry point to register their profile, products and services in a virtual marketplace. More than 7,000 companies are already registered in the platform and 160 products are virtually available. ConnectUEMOA also facilitates access to the latest news and events in the region through regular contributions from trade promotion organizations or the companies themselves.

West Africa is one of the most dynamic regions of the continent with an annual growth rate of exports of nearly 10% between 2015 and 2016. However, only 15% of exports are made in the region despite a great potential. The persistence of many barriers to trade partly explains the weak regional integration. According to ITC business survey, three-quarters of firms face barriers to export or import their goods within the region (www.ntmsurvey.org/more/events/ecowas-en/).



To keep monitoring non-tariff barriers in the region, the Trade Obstacles Alert Mechanism of UEMOA, allows companies to alert the local and regional authorities of the daily constraints they face to trade their goods, being regulatory barriers or administrative burdens. The local and regional authorities can provide the appropriate answer or solution in return through the system, generating a flow of emails that anyone can get instantly. The tool comes together with an institutional network across the 8 UEMOA countries to ensure any concern is addressed on time.



Discover them now

WWW.CONNECTUEMOA.COM

WWW.TRADEOBSTACLES.ORG/UEMOA

CAPACITY BUILDING

ITFC & ITC certifying future trainers of ITC's Market Analysis Tools

(Istanbul) 19-21 February 2018 – The second workshop of the trade intelligence training programme for Central Asia took place in Istanbul, bringing together participants from Trade Support Institutions (TSIs) of eight nations; Afghanistan, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. Building on the knowledge acquired during the first session, this training deepened their understanding of the ITC Tools such as Trade Map and Market Access Map, in order for them to become certified trainers.

During this workshop, the participants were mentored to effectively train others to use ITC tools and they were assessed on their individual presentations to

experts from ITC. The 12 new certified trainers are expected to organize at least one training event in their country after their certification to ensure wide dissemination of the knowledge provided. ITC certified trainers should help local businesses understand current demands and trends as well as provide valuable advisory services on export opportunities and market access requirements.

The programme was jointly organised by the Islamic Trade Finance Corporation (ITFC), the International Trade Centre (ITC) and the United Nations Development Programme (UNDP) Istanbul Regional Hub.

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“Before participating to this training of trainers programme, I already knew about ITC’s tools. But with the first workshop, I gained more knowledge to better use them, and to prepare market profiles. At the second workshop, we learned how to teach their use and functionality to others. The goal is now to pass on the message. In May I plan to deliver my first workshop in Kabul, Afghanistan, where I will train 15-20 participants from the Afghanistan Chamber of Commerce, the Afghanistan Export Promotion Agency plus some selected traders, to support them in trade analysis, product profiling and policy making.”

Mohammed Resool, UNDP, Afghanistan



“I think that these tools should be used further in our daily work, widely delivering this information to our private sector. I represent a chamber of commerce and industry and we are being approached by private businesses that are very interested in information that they can apply in their export and import operations. For this the tools are very useful.”

Gafurjon Usmanov, Chamber of Commerce and Industry, Uzbekistan

“As a result of this training, we have acquired even more knowledge than we had. Before we had limited capabilities in using the ITC Tools, but now we learned about more features in Trade Map and about extra tools and options. For me learning how to determine export potential was very intriguing, because for any financial model it is very interesting to know how it was formed.”

Narkes Alpysbaeva, Kazakh Invest, Kazakhstan



NEW: Public webinars

In December 2017, more than 2,000 Market Analysis Tools survey respondents signed up for a series of webinars on how to utilize Trade Map and Market Access Map in their market analysis. These webinars

were conducted in English, French and Spanish by ITC market analysts. More public webinars on ITC Tools including updates on the newest features will be available throughout this year, stay tuned.

Overview

- (Cuba) 5-9 February 2018 — The February workshop, part of the European Union-funded “Programa de Intercambio de Expertos Cuba-UE” (Cuba-EU expert exchange programme), strengthened local business community awareness on international trade data analysis, and equipped them to independently conduct research using ITC market analysis tools and methods. ITC worked with the International and Ibero-American Foundation for Administration and Public Policies (FIIAPP), a member of Cooperación Española, the Spanish government cooperation agency, to deliver the workshop.
- (Ethiopia, Mozambique) January to March 2018 — Under the Partnership for investment and Growth in

Africa (PIGA) project, TMI trained local professionals on the ITC Tools and country-specific Investment Potential Indicators in order to be able to analyse markets and investment potential for promising products. (see more on p. 5)

- (Egypt) 12-15 March 2018 — 22 of Egypt’s government officials attended a workshop on Market Profiles with government officials from Egypt. The workshop was organized under the EU-funded Trade and Domestic Market Enhancement Programme (TDMEP), implemented by a consortium led by DMI Associates. This workshop aims to assist them in advising enterprises on opportunities and making strategic trade policy decisions.

For more information on our offers or any questions, please contact us at

MARKETANALYSIS@INTRACEN.ORG

SUSTAINABILITY MAP

Chocoton Ghana: Empowering farmers through digital



The private sector is increasingly aware that sustainable production and community development need to be at the core of corporate sourcing strategy as well as day-to-day operations. Cocoa is one of the commodities that present a range of significant environmental and social sustainability challenges that could ultimately lead to disruption of global supply. However, no single company, and no single stakeholder linked to the cocoa value chain can solve these issues on their own.

In response to this challenge, ITC and partners launched in 2017 the Chocothon initiative to promote a shared value sustainable cocoa supply chain in Ghana by empowering cocoa producers and creating new opportunities for value chain actors. The first phase of the initiative implemented a hackathon to identify low-tech solutions to mitigate sustainability challenges. Teams of web developers, social entrepreneurs and agriculturalists developed innovative solutions to address issues in the cocoa supply chain.

In February 2018, ITC's Trade for Sustainable Development programme implemented the second round of activities of Chocothon in Ghana.

ITC organized a stakeholder meeting at Impact Hub in Accra in order to “share knowledge” about the existing challenges in Ghana to adopt sustainable practices and technology for a sustainable cocoa value chain. Stakeholders included private and public sector representatives and cocoa farmers. The winning teams of Chocothon 2017 also presented their solutions to empower farmers through digital.

In Kumasi, ITC implemented trainings to 50 participants engaged in the cocoa sector on international and sustainable market trends and the use of the online/offline platform Sustainability Map (www.sustainabilitymap.org). The platform, developed by ITC, enables users to gain a better understanding of the sustainability standards that are relevant to their export markets, and to connect with business partners.

ITC organized a training of trainers session in Kumasi on sustainable market analysis tools applied to the cocoa sector in Ghana. Over 30 local stakeholders participated in this activity. The winning Chocothon solutions were also tested by the winning teams with farmers' communities in Kumasi.

The Chocothon initiative is a partnership between the International Trade Centre (ITC), the Google Food Lab, Business School Lausanne (BSL), the Future Food Institute. The corporate knowledge partners are Googlers Give Global Leadership Program, Google Ghana Accra, Nestlé and Barry Callebaut. Food Inspiration and Food Tech Connect are media partners of the initiative. Technical partners are Impact Hub Ghana and Crowdfunding.

For more information
on the Chocothon initiative

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EXPORT POTENTIAL ASSESSMENT

Using ITC Tools and customized analysis to empower professionals in export and investment potential assessment

The Partnership for Investment and Growth in Africa (PIGA) project, a UK Aid funded initiative that works with diverse institutions in Kenya, Zambia, Mozambique and Ethiopia, aims to increase investment-led exports and local development by increasing foreign investments and business partnerships in two productive sectors, agro-processing and light manufacturing. The TMI team has been working with the PIGA project team to help trade and investment professionals in these countries identify and compare opportunities across sectors and target markets, and to provide them with quantitative tools and skills for market and investment analysis. To this end, the Export and Investment Potential Assessment workshops have trained 60 professionals from TISIs, ministries of industry, chambers of commerce, sectoral associations, and investment firms, from Zambia in November 2017, and Ethiopia, and Mozambique in February 2018. A fourth workshop is planned to take place in Kenya in May.



their competitiveness for the products they already export by benefitting from tariff and location advantages when selling to the EU, US and regional markets. Armed with these analytical tools and sharpened skills, participants worked in groups to prepare targeted presentations analysing markets and investment potential for promising products. Their analysis shed light on a wide range of opportunities in products including worked rubies, leather footwear, goat meat, frozen shrimp, wigs, shelled cashew nuts, cane sugar, turmeric, and wooden furniture.



These weeklong workshops in each country instructed professionals on how to conduct market research using Trade Map, Market Access Map, and Export Potential Map. In addition, country-specific Investment Potential Indicators highlighted the economic incentives for Chinese investors looking to optimize



EPM team updates

- Mission to Dubai (UAE) to present at the Arab Countries Trade and Investment Organizations Network (ACTION) regional meeting the results of an analysis on “Unleashing export opportunities for greater regional integration among Arab States”.
- Trade Forum article that shows how policies that help countries utilize their export potential can bring more women into employment: <http://www.tradeforum.org/news/Harnessing-export-potential-to-create-employment-opportunities-for-women/>.

NON-TARIFF MEASURES PROGRAMME

Women in trade: NTM surveys help fill the data gap

Gender-specific insights from NTM surveys in 38 developing countries.

Being known as an analytical tool to identify regulatory and procedural trade obstacles, NTM surveys also contribute to a better understanding of women's participation in trade. Through collection of sex-disaggregated data, the surveys shed more light on women entrepreneurship and female employment in exporting firms and thus contribute to closing the statistical data gap.

From the gender-disaggregated data collected through NTM surveys in 38 developing countries, six messages emerge:

1. **Only one in five exporting firms is owned and/or managed by a woman.** Asia and East Africa score above average, while women entrepreneurship is comparatively low in the MENA region.
2. **Fewer women-led companies engage in both export and import.** Women-led enterprises are less likely to undertake both export and import operations – 59% of women-led exporting firms engage in exports only, compared to 50% of men-led exporting companies.
3. **Women and men lead in different export sectors.** Women entrepreneurs are most present in the clothing and textiles sectors (31%

and 29% of exporting firms), whereas companies exporting electronic components, transports and metals remain largely in men's ownership and management (share above 85%).

4. **Women and men work in different export sectors.** NTM data confirm the highest concentration of women employment in sectors traditionally associated with women's activities such as clothing or textile.
5. **Women leaders are likely to employ more women.** For almost one-half of women owned or led exporting firms, women constitute the majority of their employees, compared to 24% of men-led businesses.
6. **The share of women employees is higher in large exporting firms.** In 73% of large exporting companies, the share of women employees is higher than 20%. This stands in significant contrast to small companies where this is the case for only 43% of exporting businesses.

For more information
about gender-disaggregated data in NTM surveys and country-specific statistics

WWW.NTMSURVEY.ORG
NTM@INTRACEN.ORG

NTM data on Women in Trade



5 geographical regions

With information on women in trade



38 countries

For which NTM survey data is available



12,967 interviews

Conducted by ITC with exporting companies

- Asia (4,549 interviews): Bangladesh, Cambodia, Indonesia, Kazakhstan, Kyrgyzstan, Nepal, Philippines, Sri Lanka, Thailand
- Latin America (2,864 interviews): Colombia, Dominican Republic, Ecuador, Jamaica, Paraguay, Peru, Trinidad and Tobago, Uruguay
- Middle East and North Africa (MENA; 2,106 interviews): Egypt, Jordan, Morocco, State of Palestine, Tunisia
- East Africa (2,398 interviews): Comoros, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, United Republic of Tanzania, Uganda
- West Africa (1,050 interviews): Benin, Burkina Faso, Côte d'Ivoire, Guinea, Mali, Senegal

MALI: Company Perspectives



This report provides insights on the regulatory and procedural obstacles Malian exporters and importers face based on the results of a business survey on NTMs. It puts forward a set of recommendations to alleviate Malian companies' challenges with NTMs.

The survey shows that more than 65% of exporters in Mali suffer from challenges related to non-tariff measures (NTMs), according to an ITC survey. Exports of fresh fruits are the most affected. Lack of technical capacity for quality management especially

affect exports to the European Union. The absence of mutual recognition of official documents and lack of transparency in inspection and taxation procedures hamper trade within the region.

The report recommends a national strategy for agricultural quality management and greater transparency for customs formalities.

The report is available for download at: www.ntmsurvey.org/mali

ECUADOR: Company Perspectives



One in five Ecuadorian exporters face challenges with non-tariff measures (NTMs).

Major challenges for Ecuadorian exports are conformity assessments, rules of origin, and export clearance procedures. Three-quarters of the challenges relate to regulations of destination countries, the other 25% relate to regulations in Ecuador itself.

Even though exporters face difficulties linked to regulations, they do not question the validity of

regulations but their implementation. Eighty-five per cent of NTM-related obstacles are due to procedures at national institutions, such as delays and numerous or excessive documentation.

The report recommends for Ecuador to improve its trade facilitation and efficiency in export-related procedures.

The report is available for download at: www.ntmsurvey.org/ecuador

MARKET ACCESS MAP

New MAcMap database of forward-looking preferential tariffs now covers 113 countries

Since 2015, Market Access Map has been conducting a forward-looking analysis of all existing preferential trade agreements (PTA) in the world, including non-reciprocal arrangements such as GSP¹, with the financial support of Japan's National Graduate Institute for Policy Studies (GRIPS) and the United States International Trade Commission (USITC). Specifically, Market Access Map has been constructing a database that includes the evolution of preferential tariffs from 2011 to 2046 as projected by the tariff reduction schedules committed in the founding texts of each PTA.

In February 2018, Market Access Map completed the third phase of the database construction. The database now covers forward-looking values of preferential tariffs applied by 113 countries under 281 PTAs (Figure 1), including the most recent ones².

The new database contains projected customs duties at the country's national tariff line level and includes

tariff rate quotas (TRQ) and ad valorem equivalent rates of non-ad valorem tariffs. This level of detail is essential for SMEs, policymakers, negotiators, and researchers. For instance, businesses could use the database to identify the “best” trade agreement that offers the lowest tariff rates for the products they export in a given market and to analyse how the market conditions are scheduled to change in the future.

According to Market Access Map database there are more than 400 active trade agreements in the world.

The database currently includes all PTAs that entered into force until the first semester of 2017 such as, but not limited to, the EU-Ecuador and the Peru-Honduras Trade Agreements (January 2017), the EU-SADC Economic Partnerships Agreement (October 2016) and the Colombia-Korea Free Trade Agreement (July 2016).

Source : Market Access Map 2018, www.macmap.org

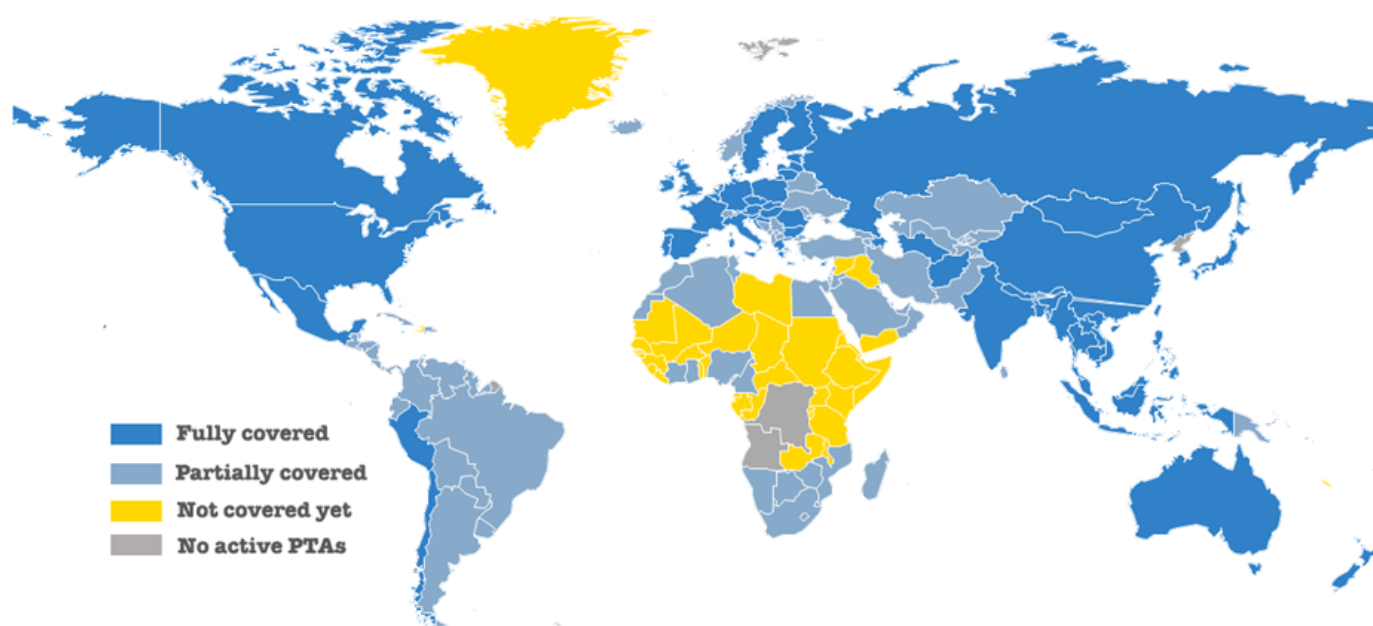


Figure 1: PTA coverage of the MAcMap database of forward-looking preferential tariffs by applying country, as of February 2018

Footnotes

¹ According to Market Access Map database there are more than 400 active trade agreements in the world.

² The database currently includes all PTAs that entered into force until the first semester of 2017, such as, but not limited to, the EU-Ecuador and the Peru-Honduras Trade Agreements (January 2017), the EU-SADC Economic Partnerships Agreement (October 2016) and the Colombia-Korea Free Trade Agreement (July 2016).

PROCUREMENT MAP

New direct access to Procurement Map

Following an agreement between ITC and the Republic of Korea Public Procurement Service (PPS), a direct access to ITC Procurement Map has been implemented on the PPS web site. All users located in Korea can now access all public procurements and contract awards available in Procurement Map through the PPS web site.



TRADE MAP

Visits to Trade Map reached 4 million

In 2017, the number of visits to ITC Trade Map reached 4.1 millions. It is an increase of 20% compared to 2016.



ITC TOOLS UPDATES

The Trade Map advanced search module has been upgraded

Thanks to a new approach recently implemented in the Trade Map advanced search module, it is now possible to find the Harmonized System (HS) code corresponding to product labels only available at the tariff line level.

Search of Products by keywords

Search by Keywords | Search by Hierarchy

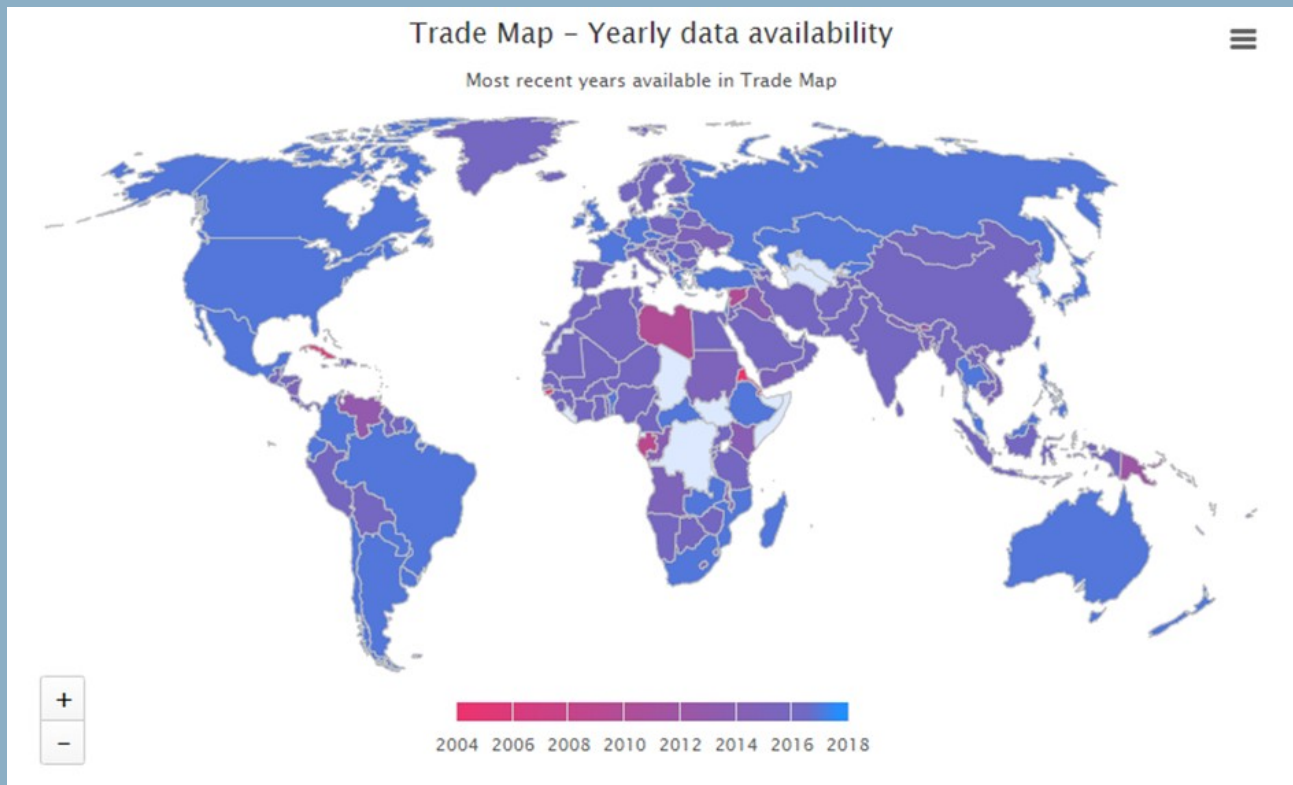
☒ At 2,4,6 Digit levels ☐ At Tariff Line level

Keywords ylang

Code	Label
330129	Essential oils, whether or not terpeneless, incl. concretes and absolutes (excluding those of citrus fruit and mint)

Trade data availability for 2017

As at 20th March 2018, it is now possible to get 2017 trade in goods data for 73 countries, which count for more than 75% of global trade.



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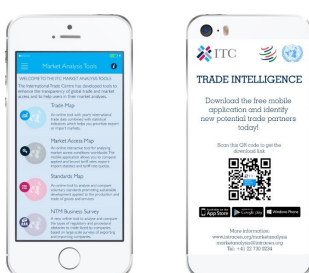
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