

# ITC Trade and Market Intelligence

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

## ITC AND WCO LAUNCH GLOBAL RULES OF ORIGIN FACILITATOR TO UNLOCK FREE TRADE OPPORTUNITIES FOR MSMEs



### RULES OF ORIGIN FACILITATOR

Your gateway to trade agreements



Home

Agreements

Help

About Us

ITC Tools ▾

### What are you exporting?

EXPORT FROM

Select country ▾

IMPORT TO

Select country ▾

PRODUCT NAME OR HS CODE

Search product by code or name

What's my product code?

SEARCH



(Geneva) – The International Trade Centre (ITC) and the World Customs Organization (WCO) jointly launch a new user-friendly web application aiming to facilitate the complex world of free trade agreements and rules of origin named *Rules of Origin Facilitator*. The application should increase the use of free trade agreements, especially by MSMEs, making free trade work for everyone.

*Rules of Origin Facilitator* is powered by a novel ITC database of product-specific rules of origin and origin procedures currently covering 70 free trade agreements (FTA) and preferential trade arrangements (PTA) for 156 countries. Importantly, they include the majority of non-reciprocal preferential trade arrangements applied by developed economies towards least-developed countries (LDC schemes). Inclusion of LDC schemes was facilitated thanks to a collaboration with the WTO by integrating

### IN THIS ISSUE



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*Rules of Origin* Facilitator makes for the first time publicly available ITC's trade agreement database of all active as well as under-negotiation trade

Rules of Origin Facilitator will be expanded into a rules of origin self-assessment tool that will allow MSME to interact with a robot-assistant in a user-tailored question-and-answer mode and obtain an advice on whether she qualifies under a specific rule of origin in a given FTA. The revolutionary concept of the online tool designed by ITC is currently at the testing stage, and in public feedback gathering mode in collaboration with the European Commission.


The initiative aims to cover rules of origin in all 400+ active FTAs and PTAs across the span of 2018-2019.

[WWW.FINDRULESOFORIGIN.ORG](http://WWW.FINDRULESOFORIGIN.ORG)

# Rules of origin facilitator

Your gateway to trade agreements



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Home Agreements Help About Us English ▾ ITC Tools ▾

EXPORT FROM  
 **5 selected**

IMPORT TO  
 **United Kingdom**

PRODUCT NAME OR CODE  
 **8703221000 - Motor cars and other motor vehicles principally design**

**Exporters:** Canada Ethiopia Japan Korea, Republic of Morocco

**Total 6 Agreements ▾**

FILTER
In force ☒
RoO available ☒
Non-preferential regime ☒

ORDER BY **Alphabetically ▾**

● IN FORCE
● SIGNED
● IN NEGOTIATION

FTA, EU-Canada (CETA)	FTA, EU-Japan	FTA, EU-Korea	FTA, EU-Morocco	EU for LDC Countries
<div style="background-color: #008000; color: white; padding: 10px; text-align: center;">  →   <b>FTA, EU-Canada (CETA)</b>  <small>IMPORT DUTY</small>  <div style="display: flex; justify-content: space-around;"> <div> 100%</div> <div>Not available</div> </div> <div style="display: flex; justify-content: space-around;"><small>MFN</small> <small>Preferential</small></div> </div> <div style="background-color: #003366; color: white; padding: 5px; text-align: center; margin-top: 5px;">DOES MY PRODUCT QUALIFY?</div> <div style="padding: 10px;"> <p><b>Agreement</b> ▾</p> <p>IN FORCE 21.09.2017</p> <p>TYPE Free trade agreement</p> <p>SCOPE Bilateral, Country-Group</p> <p>PARTIES Canada; European Union</p> </div> <div style="padding: 10px; margin-top: 10px;"> <p><b>Rule of Origin (RoO)</b> ▾</p> <p>For First 100,000 units (quota) : ORIGINAL TEXT Production in which the value of all non-originating materials used does not exceed: (a) 70 per cent of the transaction value or ex-works price of the product or (b) 80</p> </div>	<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;">  →   <b>FTA, EU-Japan</b>  <small>IMPORT DUTY</small>  <div style="display: flex; justify-content: space-around;"> <div> 100%</div> <div> 0%</div> </div> <div style="display: flex; justify-content: space-around;"><small>MFN</small> <small>Preferential</small></div> </div> <div style="background-color: #003366; color: white; padding: 5px; text-align: center; margin-top: 5px;">DOES MY PRODUCT QUALIFY?</div> <div style="padding: 10px;"> <p><b>Agreement</b> ▾</p> <p>IN NEGOTIATION 08.12.2017</p> <p>TYPE Free trade agreement</p> <p>SCOPE Bilateral, Country-Group</p> <p>PARTIES Japan; European Union</p> </div> <div style="padding: 10px; margin-top: 10px;"> <p><b>Rule of Origin (RoO)</b> ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 45 % of the ex-works price of the product</p> </div>	<div style="background-color: #008000; color: white; padding: 10px; text-align: center;">  →   <b>FTA, EU-Korea</b>  <small>IMPORT DUTY</small>  <div style="display: flex; justify-content: space-around;"> <div> 100%</div> <div> 0%</div> </div> <div style="display: flex; justify-content: space-around;"><small>MFN</small> <small>Preferential</small></div> </div> <div style="background-color: #003366; color: white; padding: 5px; text-align: center; margin-top: 5px;">DOES MY PRODUCT QUALIFY?</div> <div style="padding: 10px;"> <p><b>Agreement</b> ▾</p> <p>IN FORCE 01.07.2011</p> <p>TYPE Free trade agreement</p> <p>SCOPE Bilateral, Country-Group</p> <p>PARTIES Korea, Republic of; European Union</p> </div> <div style="padding: 10px; margin-top: 10px;"> <p><b>Rule of Origin (RoO)</b> ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 40 % of the ex-works price of the product</p> </div>	<div style="background-color: #008000; color: white; padding: 10px; text-align: center;">  →   <b>FTA, EU-Morocco</b>  <small>IMPORT DUTY</small>  <div style="display: flex; justify-content: space-around;"> <div> 100%</div> <div> 0%</div> </div> <div style="display: flex; justify-content: space-around;"><small>MFN</small> <small>Preferential</small></div> </div> <div style="background-color: #003366; color: white; padding: 5px; text-align: center; margin-top: 5px;">DOES MY PRODUCT QUALIFY?</div> <div style="padding: 10px;"> <p><b>Agreement</b> ▾</p> <p>IN FORCE 01.03.2010</p> <p>TYPE Free trade agreement</p> <p>SCOPE Bilateral, Country-Group</p> <p>PARTIES Morocco; European Union</p> </div> <div style="padding: 10px; margin-top: 10px;"> <p><b>Rule of Origin (RoO)</b> ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 40 % of the ex-works price of the product</p> </div>	<div style="background-color: #008000; color: white; padding: 10px; text-align: center;">  →   <b>EU for LDC Countries</b>  <small>IMPORT DUTY</small>  <div style="display: flex; justify-content: space-around;"> <div> 100%</div> <div> 0%</div> </div> <div style="display: flex; justify-content: space-around;"><small>MFN</small> <small>Preferential</small></div> </div> <div style="background-color: #003366; color: white; padding: 5px; text-align: center; margin-top: 5px;">DOES MY PRODUCT QUALIFY?</div> <div style="padding: 10px;"> <p><b>Agreement</b> ▾</p> <p>IN FORCE 01.01.1971</p> <p>TYPE Non-reciprocal arrangement</p> <p>SCOPE Unilateral, Country-Group</p> <p>PARTIES European Union</p> </div> <div style="padding: 10px; margin-top: 10px;"> <p><b>Rule of Origin (RoO)</b> ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 70 % of the ex-works price of the product</p> </div>

# INTEGRATED SOLUTIONS

## The future of national trade intelligence portals

Business intelligence has always been present in the DNA of the International Trade Center (ITC), and since its establishment, the organisation has been at the forefront of innovation and creation of tools that thousands of people are using at this very moment while you read these words.

Today, ITC is capable of creating intelligent solutions with a specialization on a single country or region, with the ability to generate daily, and automatically abundant, current and reliable information with a minimum of human effort. Isn't that what every export promotion agency would like to achieve?

A major role of an export support institution is the provision of information services to its clients. Some examples of the type of information required by exporters?: Possible target markets, potential buyers, market trends, possible competitors, existing trade agreements, tariffs, taxes, tariff preferences, required certifications, standards to comply with and customs procedures, among many others.

Of course, significant efforts have been made in many countries to implement self-service solutions so that each individual user can find that information through a website, which in some cases, is the website of the export promotion agency itself. And those who have managed to set-up such an online service are aware of two aspects: first, the enormous consumption of financial, technical and human resources that this task entails, and second, that despite any effort, there will always be a huge amount of critical information that remains to be captured.

From the researchers' point of view, there will always be the ones who undertake their search through Google, Bing, Yahoo! or some combination of engines and techniques; and they will not end up frustrated because they will find hundreds of answers to their questions. The problem with this approach is to be able to distinguish -in the midst of countless sources- timely and correct information without investing too much time. It is here that, today, the lack of information is not the problem, rather it is its overabundance and dispersion.

That is why export promotion agencies who want to remain at the cutting-edge, must re-invent their information systems to create intelligence almost in real time and at the lowest possible cost. By doing this, their beneficiaries (and internal clients) will have solved this issue in order to support their decision-making processes.

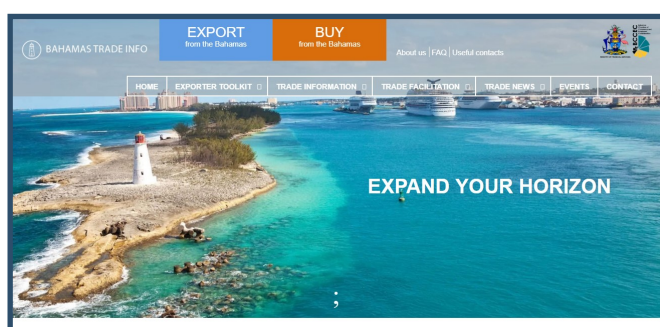
Fortunately, today there is a way to make that happen.

Imagine a portal that contains the answers to most questions that a potential or active exporter makes, and that this information can be automatically kept up-to-date, and that this can also be complemented with topics of entrepreneurship, technical assistance in internationalization, export and production financing, liaisons with foreign trade operators, publications, guidelines on technical procedures and self-learning resources on international trade aspects.

Imagine this same portal as a tracker and permanent provider of the latest news about the products, services, themes and markets that your country has prioritized. And that in parallel, this can showcase to the world the companies, products, services and opportunities that your country has to offer through a mobile-responsive platform that interacts seamlessly with the social networks of your choice.

In other words, imagine your portal as the most versatile Swiss knife of all, resistant to time and capable of performing a variety of functions always with the quality and precision of its first day.

Such a portal is the result of a series of methodologies, technologies and contemporary good practices that can be applied to conceive and create an "integrated solution" such as those that are already possible to set-up today. That is exactly what can turn a website into a real "portal", because its contents do not only reside in the website itself, but they are proactively sourced from other predefined and accredited sources. And all that, without the user even perceiving it, guaranteeing a fluid and productive user experience.



Among others, a recent example of this type of portal is the one recently built for the Bahamas [www.bahamastradeinfo.gov.bs](http://www.bahamastradeinfo.gov.bs). A dedicated article on ITC's website describes how, with this agency's assistance, a small team of technicians of the Bahamian government operates now the most powerful portal in the Caribbean.

After all that, and reflecting on the title of this article: "The future of national trade intelligence portals", we can conclude that the future is now, and that also in this aspect, it is good to live in the moment.

# SUSTAINABILITY MAP

## Strengthening climate resilience of SMEs in Morocco and Kenya

Adapting to climate change is a major challenge for governments, businesses and communities. Many SMEs, particularly in developing countries, see their operations facing increasing hardship due to climate change-related impacts such as increased prices for raw materials, energy and water, and due to deteriorating transport routes and decreasing productivity as a result of heavy rainfalls or drought.

As climate change affects all stakeholders along the value chain, fostering partnerships between suppliers and buyers is key for the formulation of effective multidimensional responses. Therefore, ITC has partnered in 2018 with different actors in the international textiles and agro-processing value chains in Morocco and Kenya to strengthen the competitiveness and climate resilience of these value chains. Implemented by ITC's Trade for Sustainable Development (T4SD) Programme, the project is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ).



The 'Strengthening Competitiveness through Climate Resilience in International Value Chains' project will provide tailored technical assistance to participating companies and build on the Climate Expert Approach, developed and piloted by the GIZ Global Program on Private Sector Adaptation to Climate Change (PSACC). This includes a practical four-step approach that helps companies analyse climate change risks and opportunities and generate climate adaptation strategies, communicate them, and identify the appropriate technologies, finance, and services needed to implement them.

The launch of the project in Morocco occurred on 12 April in Casablanca and brought together approximately 60 representatives from the Moroccan, French, German and Spanish textile sectors. A training of trainers for Moroccan sustainability experts was organised back to back with the sensitization workshop from 10 to 11 April.

Crucial to this project is the participation of European companies who will take an active role in the project. Companies participating through the partnership with ICS include Camaïeu, Carrefour, Damartex, IDKids, La Halle and Naf Naf of the Vivarte group, La Redoute, Monoprix, Orsay and Promod. These buyers have identified suppliers operating in Morocco, participated in the sensitization workshop and will take part in a selection of customized coaching sessions together with their respective suppliers.

In Kenya, the project will engage international buyers and local suppliers from the tea, coffee and cut flower value chains. Project activities will be launched with a Training of Trainers on 5 and 6 June, and with a Climate Sensitization workshop for all project stakeholders on 7 June in Nairobi.

In the coming months, the project will work with SMEs in Morocco to develop climate-change adaptation strategies. The participants will be exposed to a blended learning approach consisting of customized advisory services for SMEs and online learning modules. This approach includes online learning through the 'Becoming a Climate Expert' course that will be available on the ITC SME Trade Academy, which will feature contributions from organizations such as the United Nations Framework Convention on Climate Change (UNFCCC); and Sustainability Map, ITC's online toolkit on voluntary sustainability standards (VSS).

For more information on the  
Climate Resilience project

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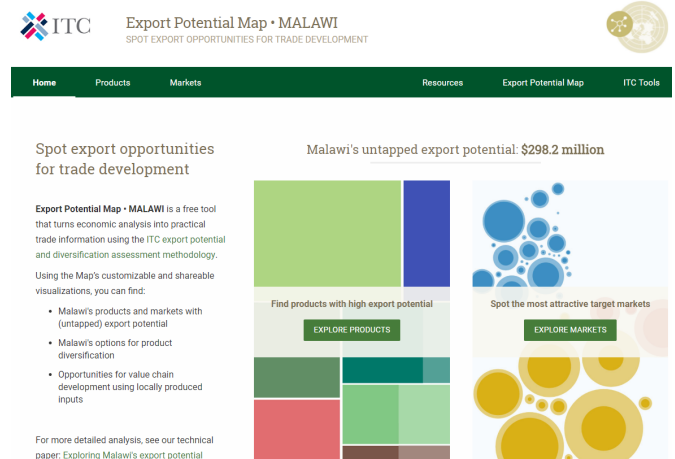


## EXPORT POTENTIAL ASSESSMENT

### ITC launches first customized version of Export Potential Map in Malawi

Export Potential Map • MALAWI is the first customized spin-off of the global ITC Export Potential Map web tool (<http://exportpotential.intracen.org>). The team worked with the Malawi Investment and Trade Centre (MITC) for almost a year to learn about the country's priorities in terms of trade development. Two key results emerged from the mix of data-based analysis and the ca. 20 local stakeholder interviews: first, the future of Malawi's trade performance hinges on its effective integration within the region where almost 40% of its untapped trade potential lies. Second, Malawi has the chance to diversify the currently rather narrow export basket by moving into oils, furniture, processed peas and poultry.

Export Potential Map • MALAWI, officially launched on 25 April 2018 in Lilongwe, features new interactive modules that allow the user to find opportunities for regional integration in both traditional exports, as well as opportunities for value chain development and upgrading into transformed products.



The web tool is accessible free of charge either on <http://malawi.exportpotential.intracen.org> or from the MITC website: <https://www.mitc.mw/>. Detailed analysis is also available in the published technical paper "Exploring Malawi's export potential" ([www.intracen.org/publication/Exploring-Malawis-export-potential/](http://www.intracen.org/publication/Exploring-Malawis-export-potential/)).

## TRADE MAP

### ICDT is launching the new OIC Trade Map facilities

During the Business Forum of the Agadir Agreement and the West African Countries members of the Organisation of Islamic Cooperation (OIC), which took place in Casablanca, Morocco on 10 and 11 May 2018, ICDT officially launched the new embedded version of OIC Trade Map.

ITC Trade Map is one of the largest database on international trade flows. A customized version of Trade Map has been embedded on the [ICDT web site](#) providing global and detailed trade indicators for the 57 OIC member states.

Trade Map is bringing on the ICDT web site all its international trade analysis power. All new features and indicators are there, from the classic world rankings and market shares to the sophisticated untapped export potential and non-tariff requirements faced while exporting the most specific products.

In just a few clicks, see that Egypt is exporting oranges primarily to Russia while most of its untapped export potential lies with much closer countries like Iraq and Saudi Arabia. With one more click, link this finding with the 29 non-tariff measures Egypt faces in Saudi Arabia or the 6 ones it faces in Jordan.

From left to right: Mr. Fakhry Al Hazaimeh (ATU), Mr. Hani Salem Sonbol (ITFC), Mr. El Hassane Hzaïne (ICDT), Mrs. Nabila Freidji (CGEM), Mr. Moulay Ismail Taqui (Ministry of Foreign Trade), Mr. Christophe Durand (ITC)



"Trade Map OIC will provide more transparency on OIC regional trade and will facilitate the identification of new trade opportunities within OIC countries."  
Dr. El Hassane Hzaïne, ICDT Director General

## NON-TARIFF MEASURES PROGRAMME

### ITC at the WTO Committee Meeting on Rules of Origin

On 18 April, ITC's Programme on NTMs contributed to an information session for WTO members on challenges faced by exporters in complying with requirements related to the certification of origin. The session, which was organized at WTO headquarters at the sidelines of the Committee meeting on rules of origin, is part of a WTO outreach effort with business, academics and other international bodies to gain a better understanding of problems or difficulties and identify concrete solutions.

Based on the NTM survey results in more than 60 countries to date, ITC highlighted that rules of origin are perceived by traders as among the most burdensome barriers they face, with the lack of clarity, consistency and predictability being the main issues. The problem is not only cost but extensive delays in securing certification. ITC invited WTO members to think about possible measures to make certification of origin requirements more transparent, cheaper and simpler.



*Ursula Hermelink, ITC's Programme Manager on NTMs on why businesses find Certificates of Origin difficult. See video: <https://youtu.be/aV0Md2YpP6w>*

The session presentations can be found here: [https://www.wto.org/english/news\\_e/news18\\_e/roi\\_20apr18\\_e.htm](https://www.wto.org/english/news_e/news18_e/roi_20apr18_e.htm)

### Uganda country report on Non-Tariff Measures launched

**ITC together with the Government of Uganda unveiled a new report "Uganda: Company Perspectives" in Kampala, Uganda on 30 April 2018. Part of the ITC Series on NTMs, the report highlights obstacles that Ugandan exporters and importers face when complying with trade regulations and procedures. The findings reflect interviews with nearly 500 exporters and importers, and provides suggestions on how to address these challenges.**

'Specific private sector insights included in this report are essential in helping Uganda shape its strategies and policies in our effort to build a business environment that is more conducive to trade,' said Hon. Amelia Kyambadde, Uganda's Minister of Trade, Industry and Cooperatives, during the presentation of the report in Kampala.

While the ITC report demonstrates that 30% of the trade barriers facing Ugandan enterprises occur in the East Africa region, most obstacles are found in Uganda itself. These include delays, high fees and charges, limited testing facilities and informal payment.



Chief among the report's recommendations is the implementation of automated border clearance as a way to reduce delays and increase transparency.

In response to the report, Uganda's Ministry of Trade, Industry and Cooperatives of Uganda has already stepped up its effort to increase trade transparency and dialogue by taking concrete action. For instance, as a result of the Ministry's outreach, Uganda is currently the most active user of ePing, the online information alert system for sanitary and phytosanitary measures and technical barriers to trade.

## 75% of Ugandan IT service providers face regulatory difficulties serving foreign clients

An online survey of IT service providers in Uganda conducted by ITC shows that a large number of companies face obstacles to trade – often related to the regulatory environment.

### Obstacles to export and import of services

Based on the survey that was open to all Ugandan IT companies, 30 out of the 57 respondents were providing their services to foreign clients. Among these 'exporters' of IT services, 75% are facing various regulatory obstacles serving the foreign clients. In addition, 43% of the IT companies are also struggling to source key inputs from abroad. In many cases, the obstacles reported went beyond infrastructural issues – such as internet connectivity and payment systems – import tariffs and differences in tax regimes.

### African ambitions

According to the survey, most Ugandan IT companies export or would like to export their services to other African countries. Addressing the obstacles related to IT service exports is vital to foster regional trade integration through technology.

**Top export destinations of Ugandan IT service providers**



### Service exports primarily through B2B

The survey also unveiled that 76% of exporting companies engage prevalently in B2B transactions, while only 43% managed to reach directly foreign consumers (B2C). In line with these findings, it appears that clients' referrals are by far the most frequently used way to gain visibility across the border

(93% of exporting companies), while e-commerce platforms are used only by few companies (26%) to reach new clients.



### Relatively strong female workforce in the ICT sector

Women represent 34% of the Ugandan ICT sector workforce: a relatively high percentage when compared to the 22% average female employment encountered by the NTM team across companies trading agricultural and manufacture goods. These findings highlight that the Ugandan ICT sector could largely benefit from the implementation of gender sensitive policies.

### NTF IV project to enhance ICT sector trade

The survey in Uganda was conducted as part of the Netherlands Trust Fund IV (NTF IV). Close cooperation with national authorities (NITA-U) and sectoral associations (ATIS and ICTAU) ensured that the online questionnaire could reach the vast majority of IT companies in the country.

In Uganda, NTF IV aims to provide technical assistance to selected companies and raise awareness among policymakers and regulators in order to establish a conducive environment for trade in the ICT sector.

### Additional surveys for transparency in trade

With the aim of supporting trade policy makers by enhancing trade transparency in both goods and services sector, ITC's NTM programme in 2018/19 will be rolling out large-scale surveys in additional countries.



## New NTM publications

### Uganda: Company Perspectives

Nearly half of Ugandan companies face challenges with non-tariff measures (NTMs), according to an ITC business survey.

Certification, labelling, packaging and rules of origin are their biggest challenges. Stronger quality infrastructure within the country will boost the competitiveness of small businesses, including laboratories for testing and certification. NTMs often create procedural obstacles such as delays, insufficient facilities and administrative hurdles, either in destination markets or in Uganda itself. Automated border clearance will help streamlining the export procedures and increase transparency.

*This report is available in English.*

To download please visit:  
[www.ntmsurvey.org/uganda](http://www.ntmsurvey.org/uganda)



### Comoros: Company Perspectives

Comorian exports of cloves and vanillas, two of the country's key products, are extremely limited by trade barriers according to an ITC business survey on NTMs.

Overall, regulatory and procedural obstacles to trade affect nearly three quarters of Comorian companies. Export taxes and lack of infrastructures for product compliance hinder companies' competitiveness. The report suggests streamlining the tax system, strengthening certification and analysis agencies, and improving information transparency.

*This report is available in French.*

To download please visit:  
[www.ntmsurvey.org/comoros](http://www.ntmsurvey.org/comoros)



## PROCUREMENT MAP

### Procurement Map introduced during KOPPEX event in Korea

ITC in close collaboration with the Republic of Korea Public Procurement Service (PPS) contributed to the success of the 2018 Korea Public Procurement Expo (KOPPEX) by participating actively in the International Public Procurement Workshop on 'Cross-Border Participation and e-Procurement' held from 25-27 April 2018 in Seoul.



About 65 procurement specialists from 9 international organizations and 23 countries participated in this event.

ITC presented Procurement Map to international participants and Korean SMEs representatives and promoted the Procurement Map customized version directly accessible from the PPS web site.

Procurement Map provides detailed information over 700 000 public tenders or contract awards covering around 180 countries. In addition, it also provides Information on legislations or programmes supporting the participation of women-owned businesses or SMEs to public tenders.



## Export and Investment Potential Assessment Training in Kenya

(Nairobi, Kenya) May 7-11, 2018 — In May, 23 Kenyan professionals (including 10 women) came together to sharpen their analytical skills through the Export and Investment Potential Assessment Training. These professionals from KenInvest, the Kenyan Export Promotion Council and business professionals from the National Chamber of Commerce worked diligently to conduct market research on promising products using Trade Map, Market Access Map, and Export Potential Map. In addition, participants worked with country-specific Investment Potential Indicators which highlighted the economic incentives for Chinese investors looking to optimize their competitiveness for the products they already export by benefitting from tariff and location advantages of Kenya when selling to the EU, US and regional markets. This activity was part of 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, to increase investment-led exports and local development by increasing foreign investments in agro-processing and light manufacturing.



## Overview

- Webinars with ITC Women & Trade Programme**  
 (Geneva, Switzerland) April, 2018 – In April the TMI section co-organised with the Women & Trade programme, three webinars on the Trade Map and Market Access Map tools. These online workshops were tailored for three sectors: 'Textiles & Apparel', 'Tourism' and 'IT & Business Process Outsourcing', to which 726 women participated.
- Advanced Export Potential Training to Egyptian Delegation**  
 (Geneva, Switzerland) April 16, 2018 – Following up on the Market Profile workshop, organized earlier this year, a second advanced workshop took place to a delegation of Egyptian government officials. The programme was organized under the EU-funded Trade and Domestic Market Enhancement Programme (TDMEP), implemented by a consortium led by DMI Associates.
- Training of African journalists**  
 (Geneva, Switzerland) April 24, 2018 - To enhance the dissemination of correct trade information, its analysis and interpretation, ITC hosted a workshop for 15 French speaking African journalists from all over Africa. They received an introduction to ITC's Market Analysis Tools and guidance on how to find reliable trade statistics for their articles. The workshop was part of a wider seminar organised by

the WTO, co-organised with the Friedrich Ebert Stiftung (FES), aiming to train these journalists on trade, trade negotiation, the role of institutions and more.

- ITC-SIPPO Introductory workshop on Market Analysis**  
 (Casablanca, Morocco) May 25, 2018 – Moroccan Trade and Investment Support Institutions (TISIs) in processed food, aquaculture and textile industries received a three day training on ITC Tools, i.e. Trade Map, Market Access Map and Sustainability Map. This training was co-organised with the Swiss Import Promotion Programme (SIPPO) and will strengthen these institutions in their quest to help local Moroccan businesses trade internationally.
- Georgia Market Profile Training**  
 (Tbilisi, Georgia) June 11, 2018 – The TMI section conducted a 'Introduction to ITC Market Analysis Tools and Preparation of a Market Profile' workshop in Georgia, in which 19 representatives from different Georgian TISIs and ministries participated. The workshop was delivered by ITC as part of the "Eastern Partnership: Ready to Trade - an EU4Business initiative" which has been designed to contribute to improved SME integration into global value chains and access to new markets with a focus on the European Union.

“

“What I liked about this Market Analysis workshop was the interactivity, the practical exercises and the trainers who could answer all our questions. The tools are very interesting for enterprises as well as institutions. The Trade Support Institutions can give a global view to help companies who don't have the specialized human resources regarding export.”

**Lamia Znagui, Fédération Nationale des Industries de la pêche, Morocco**



“The ITC workshop was very helpful. We learned how to use ITC Tools, which provide us with all relevant trade-related data. I think these tools will help me a lot in my work. I specifically like Export Potential Map to identify the market with highest potential for a product, and EuroMed Trade Helpdesk, as it is an excellent portal to promote intra-regional trade between the Euromed countries.”

**Ahmed Farouk, Ministry of Trade and Industry, Egypt**

For more information on our Capacity Building offers or any questions, please contact us at **[MARKETANALYSIS@INTRACEN.ORG](mailto:MARKETANALYSIS@INTRACEN.ORG)**

## ITC TOOLS UPDATES

### Export Potential Map now available in French and Spanish

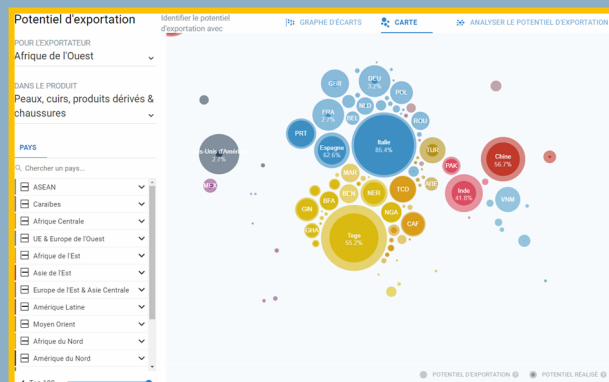
Export Potential Map, ITC's tool to spot opportunities for export growth and diversification is now also available in French and Spanish, responding to the needs of our beneficiaries in Latin America and Africa.

### Export Potential Map maintenant disponible en Français

Export Potential Map, l'outil de ITC pour repérer des opportunités de croissance des exportations et de diversification est maintenant disponible en français, répondant aux besoins de nos bénéficiaires sur le continent africain et dans d'autres pays francophones du monde.

### Export Potential Map ahora disponible en español

Export Potential Map, la herramienta de ITC que identifica oportunidades para el crecimiento y la diversificación de las exportaciones ahora se encuentra disponible en español; esta novedad responde a las necesidades de nuestros beneficiarios en el continente americano y en otros países de habla hispana alrededor del mundo.

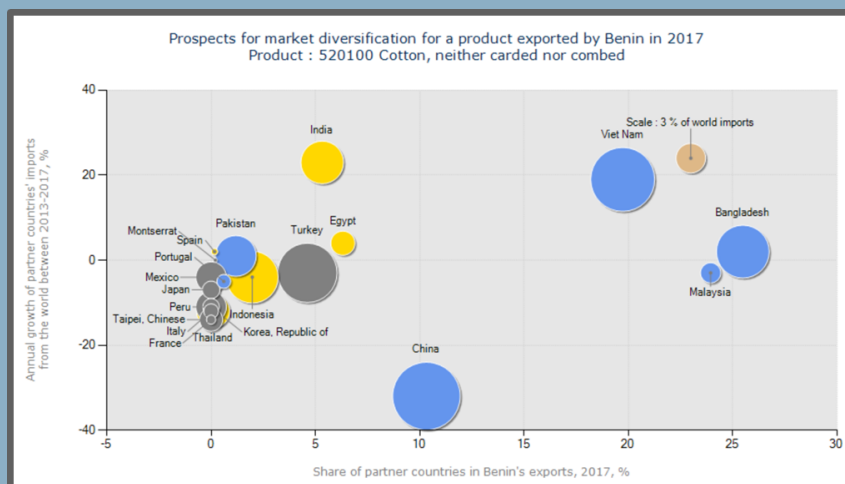


## 2017 Trade Indicators now available in Trade Map based on data reported by 101 countries

Interesting facts based on the latest trade indicators:

- In 2017, world trade has increased in value by 10% in average compared to 2016.
- This increase is mainly related to the recovery of oil prices iron, steel, ores and copper.
- During the same period, Benin's exports have increased by 79% in value to reach US\$ 731 million. This growth is mainly drawn by cotton exports that represents almost half of Benin's exports. In 2017, Bangladesh became the main destination of cotton exported by Benin surpassing Malaysia, Viet Nam and China.

More interesting trade statistics can be found on [www.trademap.org](http://www.trademap.org)



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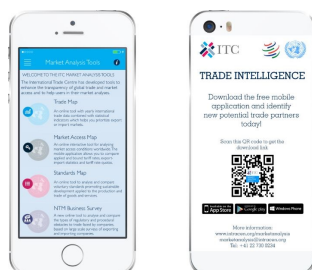
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