



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

ITC Market Analysis Tools Survey results

Geneva, January 2015



Objective of the ITC Market Analysis Tools survey

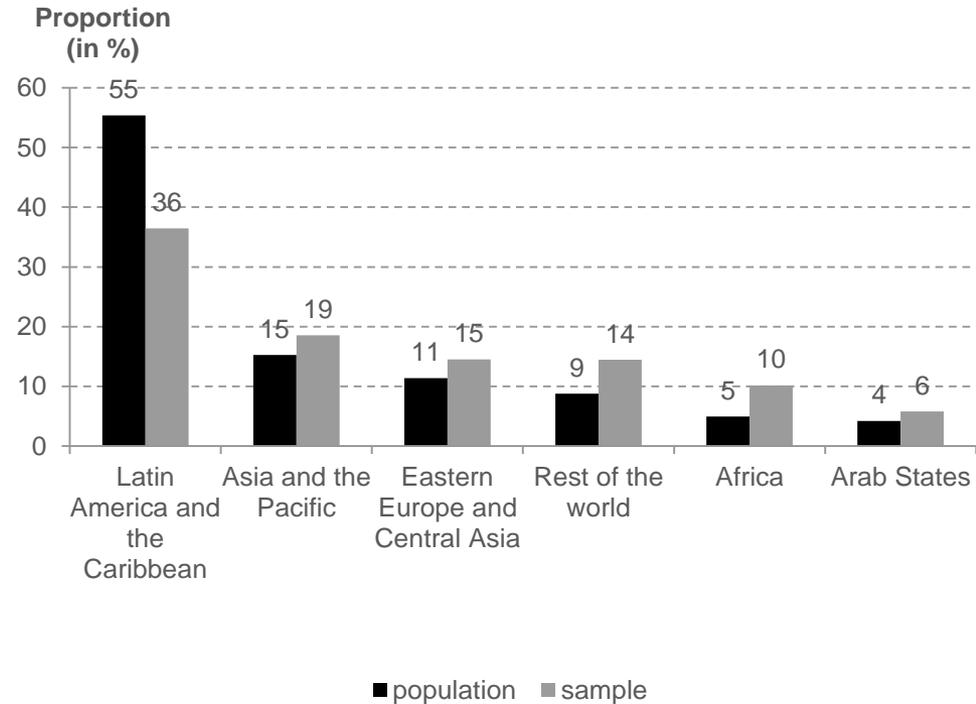
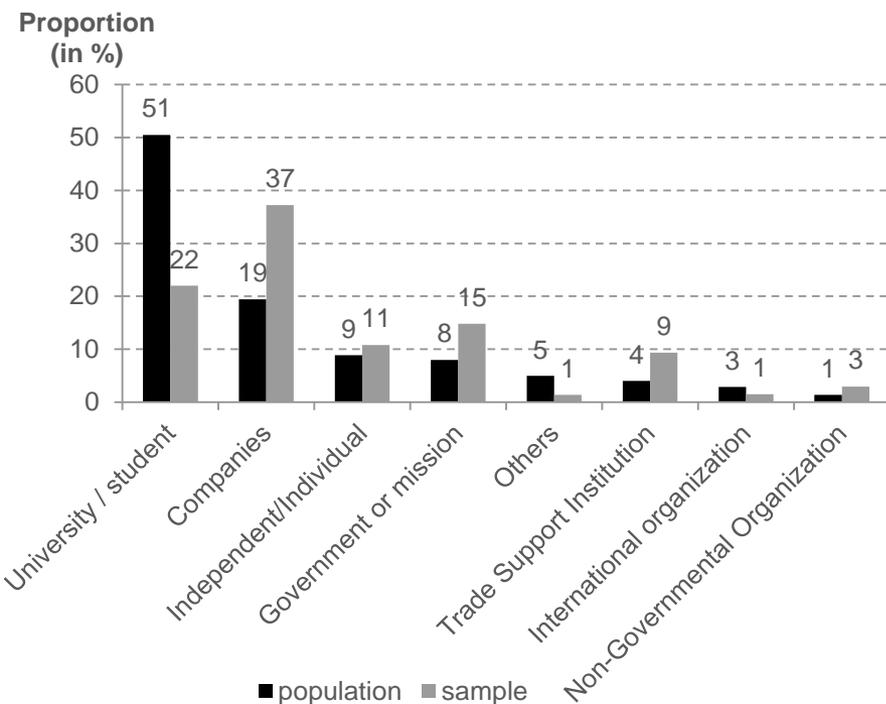
- To monitor relevance, utilisation and performance of market analysis tools: Trade Map, Market Access Map, Investment Map and Standards Map
- To provide insights on the impact of ITC market analysis tools
- To obtain feedback for future improvements of the tools

The survey in figures

Questionnaires sent to users who have **visited** one or more tools at least **once** during the **last year**.

- **102 931** emails sent (in 3 languages) (about 10 000 more than in 2013)
 - + 2 reminders (1 less than in 2013)
- The survey was available online more than 2 weeks between November 21st and December 10th. It consisted of a total of 14 questions.
- **3 072** answers (i.e. answer rate \approx 3%)

Users activities and location



The sample has a similar structure as in 2013.

Corrections have been applied to match the population structure in terms of:

- geographical location
- activity



The Market Analysis Tools: influence and outcomes

Rating the influence of MAT*...

... "on the service you deliver."

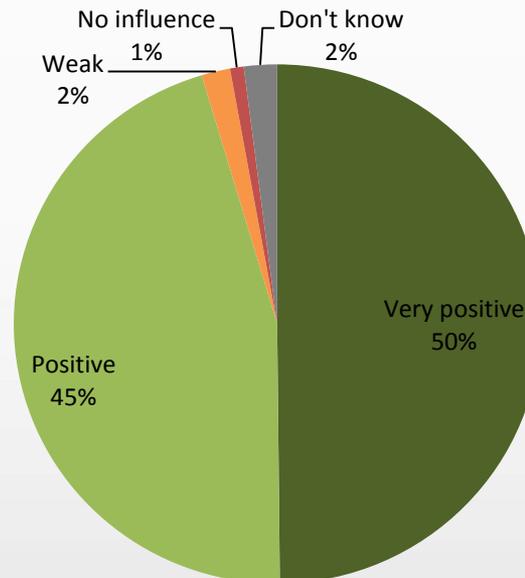


Results:

Average score = **87 / 100**

(similar to 2013 survey results)

95% confidence interval \approx [86.18 ; 87.50]

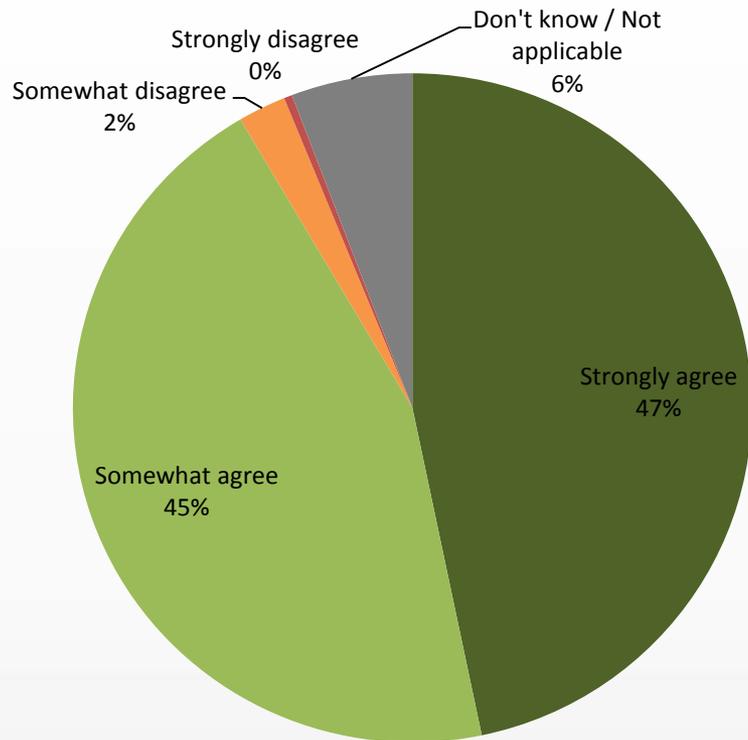


Positive or very positive
= 95% of the answers

Same results as in 2013

Tools help policy makers...

... "to make better-informed trade policy decisions."

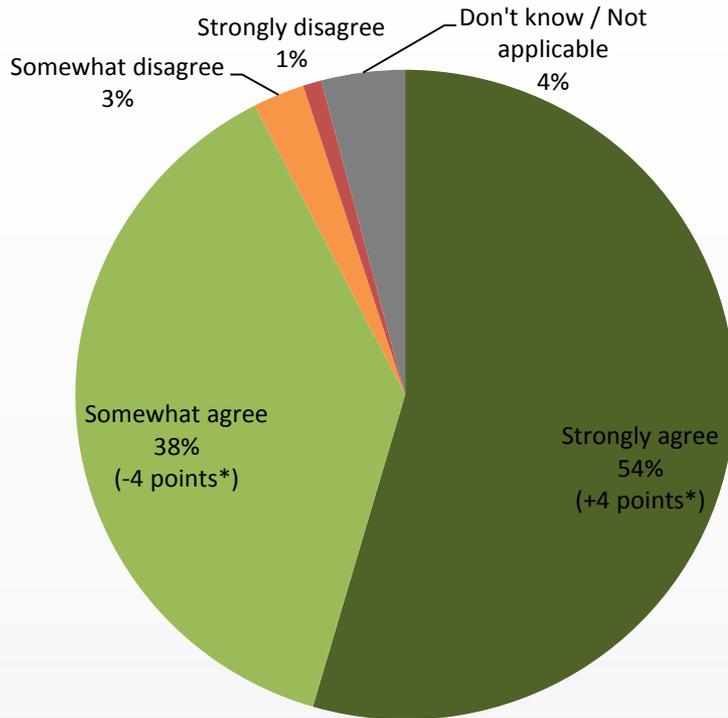


"Somewhat agree" + "Strongly agree"
= 92% of the answers

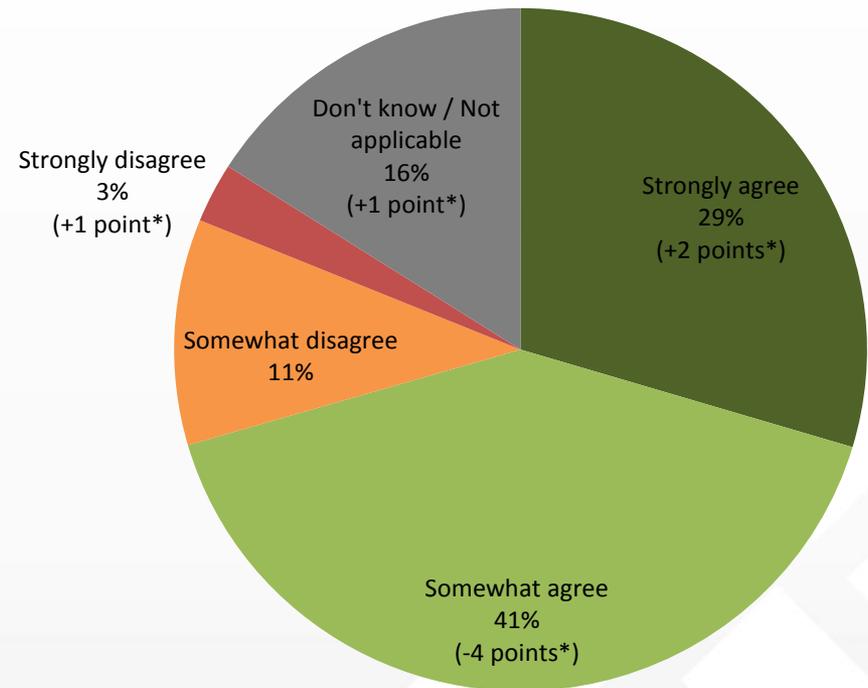
Same results as in 2013

Tools help companies...

... "to better understand international trade in general."



... "to realize additional exports."
(for companies declaring exporting in the last 12 months)



* 2013→2014 evolution:
Answers shifting to from "Somewhat" to "Strongly" agree

Enterprises rating the influence of MAT* ...

... "on your import or export activity."

60% of the companies declare importing or exporting...



Results:

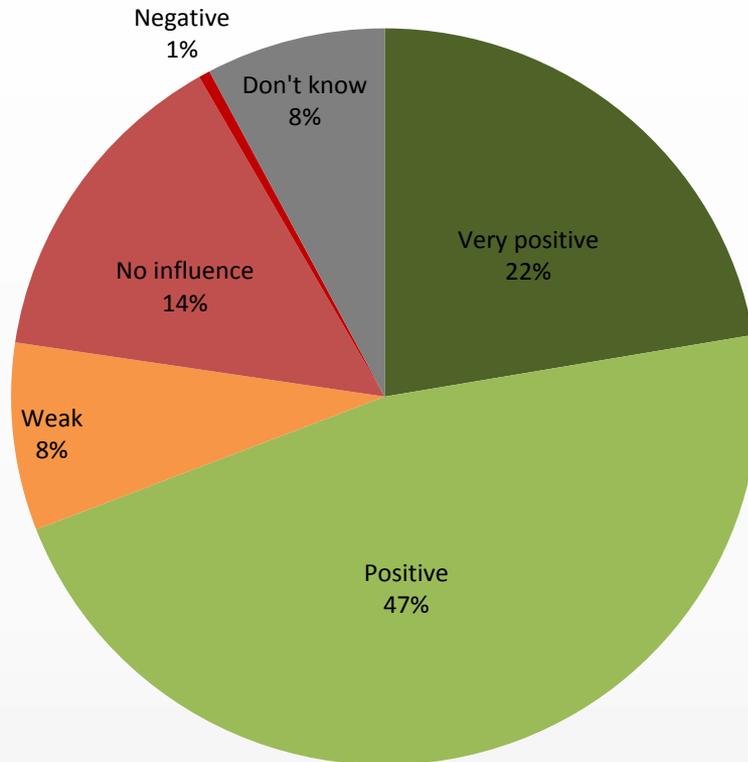
Average score = **71 / 100**

(+4 points since 2013)

95% confidence interval \approx [68.68 ; 72.56]

Enterprises rating the influence of MAT* ...

... "on your import or export activity."



For **69%** of the companies Market Analysis Tools have a **positive** or **very positive** influence.

2013-2014 evolution:

Influence: 74% → 77%

"Weak": 12% → 8%

"Positive": 44% → 47%

"Very positive": 18% → 22%.

Tools and companies' import/export value

“What is the size (in US\$) of your import/export value in the last 12 months for which the ITC Market Analysis Tools have helped you to make your decision?”

Question asked to companies who declared:

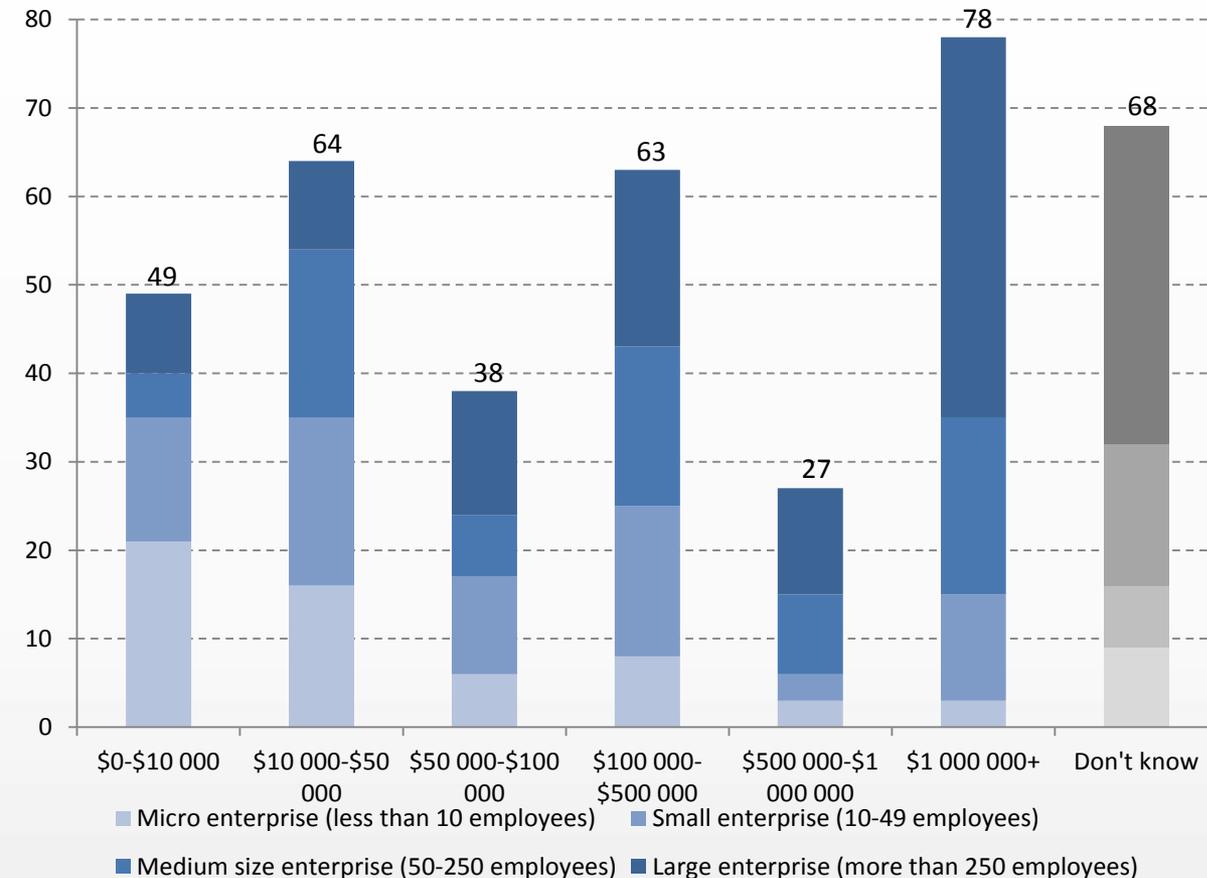
- ✓ **exporting** and/or **importing**,
- ✓ found **positive** or **very positive influence** of the tools on their import/export activity.

- 1 143 enterprises in the sample
- 467 were asked the question
- 387 answers

Tools and companies' import/export value

“What is the size (in US\$) of your import/export value in the last 12 months for which the ITC Market Analysis Tools have helped you to make your decision?”

Number of answers



- The ***larger*** the company, the ***higher*** the value.
- *Lower values for Africa, higher values in Asia because of the enterprises size effect.*
- *Higher values for Arab States in spite of fewer large companies.*



Market Analysis Tools usage

"Which of Market Analysis Tools do you use the most?"



Trade Map ranks first (86% in average) but less in Africa and in developed countries.

Reminder:

Our users are mostly:

- 1/ Universities and 2/ Companies
- in 1/ Latin America and 2/ Asia

BUT:

Market Access Map and **Standards Map** are more often the mostly used tools:

- among companies (7%→13% for MM)
- in developed countries (**3%→10%** for **SM**)
- in Africa (resp. 7%→11% and **3%→7%**)

Strengths and weaknesses of the tools

About the tool they use the most, users shared their views on:



Strengths



Weaknesses



Desirable Developments

Categories derived from the verbatim comments.

 Several categories can be applied to a single comment.

Trade Map

	
Data amount and quality	405
Gives a good overview of trade statistics	270
Easy to use	256
Statistics and trade indicators	241
Up-to-date	197
(10 other groups)	(1532)

	
No weaknesses	503
Not up-to-date data	318
Not enough details, the tool seems too general	132
Not enough company data (contact and trade)	117
More trade data & switch for quantity unit	114
More geographical details	109
(27 other groups)	(927)

	
No missing features	808
More companies and TSI data (contacts and trade)	183
Feature already available in Trade Map	85
Automatic reports and analysis	81
Feature available in MacMap	81
(47 other groups)	(310)

Market Access Map

	
Complete data	41
Tariff details and custom procedures	29
Easy to use	28
Up-to-date	15
Gives a good overview of tariffs	15
Access to a Market Analysis module	15
Useful tool	14
(12 other groups)	(63)

	
No weaknesses	56
Not easy to use	33
Not up-to-date	30
Not enough details data (tariffs...)	18
Additional type of data (sanitary issues...)	15
Technical problems	9
(9 other groups)	(24)

	
No missing features	86
More detailed data	31
Improve data coverage	12
More indicators	8
Local procedures	6
(23 other groups)	(52)

Answers=171

EXPORT IMPACT
FOR GOOD

Standards Map

	
Private Standards put together	28
Comparisons	26
Easy to use	20
Informative tool	16
Gives a good overview of standards	15
(14 other groups)	(53)

	
Missing data / details on existing categories	23
No weaknesses	19
Missing categories	18
(12 other groups)	(49)

	
No missing features	37
More information	11
Improve comparison tool	8
More sectoral details	5
More links to sources	5
Qualitative analysis	5
(16 other groups)	(43)

Answers=87



Strengths



Weaknesses



Desirable Developments

EXPORT IMPACT
FOR GOOD

Trade Competitiveness Map and Investment Map

Trade Competitiveness Map

-  Compare countries
-  Data coverage
/ not enough indicators

Answers=28

Investment Map

-  Provided data
-  Data coverage

Answers=32

Overall, users of these tools are satisfied with the information they can find. However, they would like more data available as well as updates.