

ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

ITC MARKET ANALYSIS TOOLS TO REMAIN FREE IN 2014

We are pleased to announce that ITC Market Analysis Tools will continue to be free for users in developing countries in 2014 thanks to the generous support from the European Commission, DFID, the World Bank and donors to ITC's Trust Fund.

Since October 2013, most features of ITC Market Analysis Tools have become free for users from developed countries. This initiative of providing free trade-related data in all countries is aimed at facilitating and improving transparency in international trade, leading to increased exports by small and medium-sized enterprises of developing countries. Some features and data however will remain free only to developing countries. To read more about the new access policy, click www.intracen.org/news/ITC%E2%80%99s-market-analysis-data-becomes-free-for-all-users

Here is a quick summary of what has been achieved in 2013 by ITC Market Analysis Tools:

- In November this year, more than 4,600 Market Analysis Tools' (MAT) users participated in an online survey on our tools and services. Some of the findings include:
 - ✓ The main motivation for using ITC's tools is "to design or validate export / import strategy or decisions".
 - ✓ 95% of ITC's tools' institutional users say the tools been positive for their services and activities.
 - ✓ 62% of companies using the tools declare that ITC's tools have had a positive "influence of their import or export activity".
 - ✓ Among the 16% of tool's users who've used the free e-learning services, almost all of them declare that this service has helped them "to conduct [their] analysis of international trade" or to find information "relevant to trade decisions".
 - ✓ Over 90% of companies who use ITC's tools declare that they have helped them to "better understand international trade in general".
 - ✓ Among the exporting companies using the tools, around 75% declare that the tools have helped them "to realize additional exports".
 - ✓ Over 90% of policy makers who use the tools, declare that ITC's market analysis tools helped them "to make better-informed trade policy decisions"

Full survey results of Market Analysis Tools will be available to the public in January 2014.

- Since 2012, Trade Map has integrated Company Data into the database. In 2013, we have increased both the country coverage to 63 countries and the number of companies to more than 566,000. This information links buyers and sellers in both developing and developed countries.

It is an additional opportunity for exporters to reach international buyers searching for specific products. An importing company can also look for potential suppliers based in many different countries. Here is the full list of countries available in the Company Data module:

<i>Algeria</i>	<i>Estonia</i>	<i>Kyrgyzstan</i>	<i>Singapore</i>
<i>Armenia</i>	<i>Finland</i>	<i>Latvia</i>	<i>Slovakia</i>
<i>Australia</i>	<i>France</i>	<i>Lebanon</i>	<i>Slovenia</i>
<i>Austria</i>	<i>Georgia</i>	<i>Lithuania</i>	<i>South Africa</i>
<i>Azerbaijan</i>	<i>Germany</i>	<i>Luxembourg</i>	<i>Spain</i>
<i>Bangladesh</i>	<i>Greece</i>	<i>Malaysia</i>	<i>Sri Lanka</i>
<i>Belarus</i>	<i>Hong Kong, China</i>	<i>Mexico</i>	<i>Sweden</i>
<i>Belgium</i>	<i>Hungary</i>	<i>Morocco</i>	<i>Switzerland</i>
<i>Bulgaria</i>	<i>India</i>	<i>Netherlands</i>	<i>Taipei, Chinese</i>
<i>Canada</i>	<i>Iran (Islamic Republic of)</i>	<i>New Zealand</i>	<i>Thailand</i>
<i>Chile</i>	<i>Ireland</i>	<i>Norway</i>	<i>Turkey</i>
<i>China</i>	<i>Israel</i>	<i>Poland</i>	<i>Ukraine</i>
<i>Croatia</i>	<i>Italy</i>	<i>Portugal</i>	<i>United Arab Emirates</i>
<i>Czech Republic</i>	<i>Japan</i>	<i>Republic of Moldova</i>	<i>United Kingdom</i>
<i>Denmark</i>	<i>Kazakhstan</i>	<i>Romania</i>	<i>United States of America</i>
<i>Egypt</i>	<i>Korea, Republic of</i>	<i>Russian Federation</i>	

- “Investment Map: For a Better Identification of Investment Opportunities” user guide is now available on the portal (www.investmentmap.org) where you will be able to compare the FDI attractiveness of different important sectors for 116 countries. Visit the Foreign Affiliates section of Investment Map to locate existing investors in 166 developing countries around the world.

- The new version of Standards Map 2.0, to be released in January 2014, will address sustainability concerns in global supply chains. It will feature new analysis modules, such as, the much awaited “Compare” and “Self-Assessment” modules, which will enable users to analyse and evaluate where their company stands vis-à-vis the sustainability requirements of selected initiatives. These results will be part of a “Sustainability Diagnostic Report” which users will be able to share with the business community.

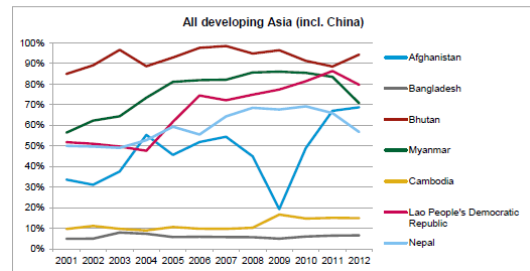


Standards Map (www.standardsmap.org) will soon include a new initiative, the *SustainabilityXchange*, including a community-owned online platform to increase participation of agricultural producers from developing countries and emerging markets in sustainable trade. The SustainabilityXchange will contain material to provide training, advisory and information services to agribusinesses and producers to improve their organisational capacity, sustainability performance and ability to manage and control quality. This includes access to relevant documentation (document library), access to service providers, exchange of experiences and the latest news.

SustainabilityXchange is powered by Hivos, the Sustainable Trade Initiative (IDH), the Swiss State Secretariat for Economic Affairs (SECO), the 4C Association and Utz Certified. The project implementation consortium comprises the International Trade Centre (ITC), HELVETAS Swiss Intercooperation, Fair & Sustainable Advisory Services (FSAS) and Fair Access to Quality.

- In 2013 ITC released a new report “Identifying Asian LDCs’ High Potential Export Sectors” This report by the studies team of the Market Analysis and Research section (MAR) identifies at least two sectors that show a high potential for exports in several Asian LDCs1 vis-à-vis China and vis-à-vis developing countries in Asia in general. After revising the countries’ existing export patterns, we employ ITC’s Export Potential Assessment (EPA) methodology that combines information on export performance, import demand and market access conditions to identify promising sectors and products. You can download the study for free:

Figure 1: Share of Asian markets in Asian LDCs’ total exports



<http://mas-admintools.intracen.org/studies/2013-Identifying-Asian-LDCs-High-Potential-Export-Sectors.pdf>

- 5 reports from the *ITC series on Non-Tariff Measures* have been published in 2013: Malawi (EN), Madagascar (FR), Uruguay (ES), Trinidad and Tobago (EN) and Jamaica (EN). The reports are freely available for download: www.intracen.org/itc/publications/publications-catalogue. For more information on Non-Tariff Measures programme, please visit www.intracen.org/ntm

- In 2013 ITC developed extensive new e-learning content which is now available in the market analysis [e-learning platform](#). In 2013, over 46,000 minutes of our video tutorials have been watched. The latest additions to our catalogue of tutorials include: [Trade Map: Find Company Contact Data](#) and new tutorials on analysing market access data, available in the [Market Access Map video tutorials playlist](#).



The *Advanced Market Analysis* module in the [Self-Guided Training Platform on ITC Market Analysis Tools](#) has a new training course on ITC’s Export Potential Assessment (EPA) methodology. The course, which equates to 2-days of interactive online training, is available free and targets trade promotion organizations, chambers of commerce and trade policy makers in developing countries who are involved in trade negotiations or the development of national export strategies.

IN FOCUS: MARKET ACCESS MAP

Market Access Map continues to evolve to address the needs of SMEs and trade policy makers in developing countries thanks to financial support from the EC and other donors. In 2013, data was updated, functionality improved and the range of [video tutorials and e-learning content expanded and](#), a new user guide made available. These materials allow users to gain a better understanding of market access issues and international trade topics including the Harmonised System (HS).

Trade policy makers can now use the [tariff reduction simulation](#) sub-module to prepare for tariff liberalisation negotiations by comparing different scenarios. Users can construct simulations using different reduction formulae and importer/exporter/product combinations.

The Find non-tariff measures sub-module in Market Access Map (www.macmap.org) provides information on market requirements. The module now allows users to view their query results by [non-tariff measure \(NTM\) legislation](#). Searching for NTMs by legislation will list all regulations governing imports/exports of a given product. This new user-friendly functionality was developed to improve SMEs' access to market requirements. Users do not need to be familiar with NTM terminology to retrieve a full list of requirements for their product and country of interest.

KEEP IN TOUCH WITH ITC MARKET ANALYSIS TOOLS

Get regular updates about the latest monthly data or simply contact us if you have any problems or questions through one of your current social networks such as Facebook, Twitter or YouTube. We would be happy to learn more about how you are using ITC Tools and their impact on your work.



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For more information about our other market analysis services including customized trade and market access studies, please write to us at marketanalysis@intracen.org

HELP US PROMOTE ITC MARKET ANALYSIS TOOLS

At the end of each month, a list of the top 10 referral websites to ITC Market Analysis Tools is featured on the Trade Map home page. By actively recommending ITC Market Analysis Tools to your friends and colleagues and a link to your organisation's website might be published on our portal. This is an effective way to create visibility for your organisation and it is completely free of charge.

For your information, the top 5 websites of referral traffic to ITC Market Analysis Tools for November 2013 are shown the in the box below.

ITC Market Analysis tools
Top 5 websites of referral traffic for November 2013

1. Facebook www.facebook.com	
2. Twitter www.twitter.com	
3. Wikipedia www.wikipedia.org	
4. Prom Perú www.siicex.gob.pe	
5. Promexico www.promexico.gob.mx	