

ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

NEW STANDARDS MAP ALLOWS USERS TO COMPARE SUSTAINABILITY STANDARDS AND FOR SMES TO ASSESS THEIR PERFORMANCE



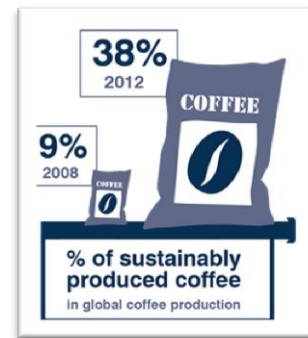
"This tool provides exporters and producers with a way to navigate the constantly moving landscape of sustainability standards at a time when supply chains are growing increasingly complex. Standards Map assists SMEs in building a roadmap to incorporate sustainability requirements demanded by international buyers."

ITC Executive Director, Arancha González

Voluntary sustainability standards addressing issues related to environmental protection, social equity and trade practices have grown over the past decade. Small and medium-sized enterprises (SMEs) face challenges in keeping track of standards and meeting buyers' sustainability requirements.

According to the latest research, the market for products certified by such voluntary sustainability standards has increased significantly between 2008 and 2012. Sustainably produced coffee accounted for 38% of global coffee production in 2012, up from 9% in 2008. The production of sustainably produced cocoa increased from 3% to 22%, and that of Palm Oil from 2% to 15%.

This growth is in part due to the demand from buyers, consumers and the public sector for products which endorse sustainability at their core. It is increasingly important in today's economy to familiarise ourselves with these voluntary sustainability standards which may be required by your business partners.



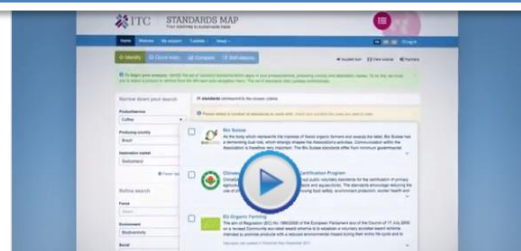
For more information on the growth and trends of sustainable products, review The [State of Sustainability Initiatives Review 2014](#).

To address this challenge, a completely new, more inter-active and user-friendly version of Standards Map was launched in February. Standards Map 2.0 features additional modules which allow users to *identify*, *scan* and *compare* over 130 standards, codes of conduct and audit protocols applicable to over 80 sectors, as well as *self-assess* your company against the standards' requirements. Click here to view a [video on the new Standards Map 2.0](#).

HOW CAN STANDARDS MAP HELP YOU IN JUST FOUR SIMPLE STEPS?

STEP 1: Identify which voluntary sustainability standards available on Standards map may be relevant to your business

- Have you been approached by your current buyers, and asked to comply with a "voluntary sustainability standard"?
- Do you wish to make your products or services certified as "sustainable"?
- Do you wish to diversify your product base and enter new "niche" markets?



STEP 2: Quickly-scan the "A-Z" of the voluntary sustainability standard relevant to your business

- What are the voluntary sustainability standards you identified all about?
- How do they actually operate?
- How much will it cost to comply with these standards, and what are the potential benefits?
- Is there any step-by-step guidance provided by the standard on how to become certified, and is any technical, financial or capacity building support provided?



STEP 3: Compare side-by-side the detailed requirements of these initiatives in graph, table and text format

- How many environmental, social, economic, ethics or quality management aspects of your business will you need to change?
- How quickly will some of these changes need to be made?
- Evaluate the extent to which the requirements of these standards may or may not differ from your current situation
- If you are already certified to another standard, analyse the degree of additional requirements you may need to comply with for your selected standards.



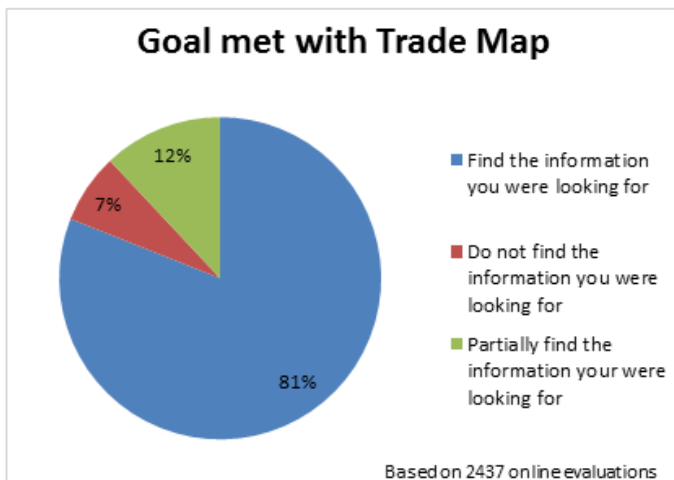
STEP 4: Assess your sustainability profile and create your own company's "Sustainability Diagnostic Report"

- Complete an assessment of your company's current practices against the requirements of the sustainability standards of your choice.
- The assessment is completed via an online questionnaire. A "Sustainability Diagnostic Report" which outlines your roadmap towards compliance to sustainability standards requirements is generated upon completing the assessment.
- This "Sustainability Diagnostic Report" is specific to your firm, and can be shared, should you wish to do so, with your business partners.

Category	Requirement	IC Association	Bio Suisse	Fairtrade International - Small Producers
Environmental	Soil - general principle	Yes, I do now, but do not measure it	✓	✓
	Soil conservation / erosion	Not yet, will do in 2 years but will not measure it	✓	✓
	Soil quality / productivity	Yes, I do now and I measure it	✓	✓
	Soil nutrients / fertility	?	✗	✗
	Soil contamination	?	✗	✗
	Soil preparation for specific crops	Not yet, will do in 1 year but will not measure it	✓	✓
Forests	FORESTRY - general principle	?	✗	✗
	Reforestation	Not yet, will do in 1 year but will not measure it	✓	✓

The strength of Standards Map lies in its impartiality, quality of its data, and the high level of detail provided, with over 700 criteria analysed for each initiative. Standards' data in the tool is verified according to a process that includes third party experts and the standard organizations themselves. Standards Map does not make value judgments or rate standards.

TRADE MAP: Outcomes from Trade Map Online Evaluation



Since March 2013, Trade Map has included an online evaluation feature on its pages. Users have the possibility to rate how satisfied they are with the results rendered from their Trade Map queries. They can rate the Trade Map pages from one to five stars and they can also mention if they have found/partially found/not found the information they were looking for. This has been carried out on entirely voluntary basis.

2,437 evaluations were made and the results are positive. *81% of users were able to find the relevant information*, 12% stated that they were able to partially find the information they were looking for. Nevertheless, 7% of users indicated that they were not able to find the needed information.

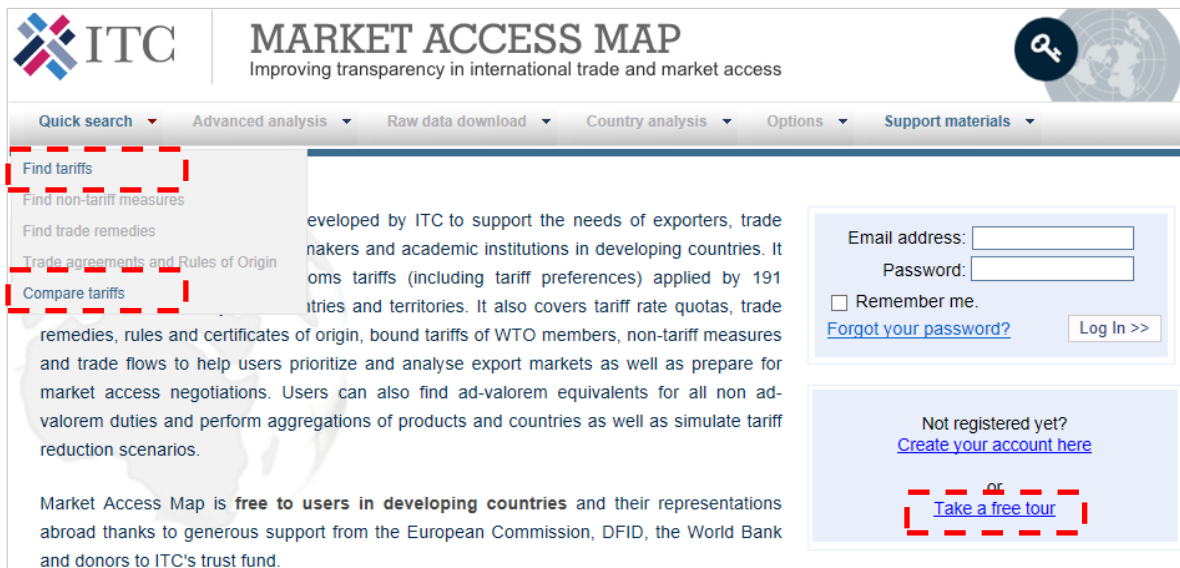
All the received feedbacks are crucial to know the Trade Map's strengths and weaknesses. We take this opportunity to thank you for all your useful comments.

MARKET ACCESS MAP: *Take a Free Tour of Market Access Map Without Registering!*

A light version of Market Access Map is now available to all users around the World, to learn more about customs tariffs and other market requirements.



By taking a free tour, users will be able to see the tariffs applied to products from their country and the treatment granted to competing supplier countries in different markets: the Find tariffs and Compare tariffs sub-modules of the Quick search are now available without any need to log in to the application.



Users can access the free tour directly from the home page of the application by clicking on "Take a free tour" or by clicking directly on the Find tariffs and Compare tariffs sub-modules from the navigation menu. Support materials are also available without the need to register.



INVESTMENT MAP: *More foreign affiliates in developing countries data!*

Latest FDI statistics available in Investment Map
Most important outward FDI flow and stock figures
in 2012 in Colombia

Most important partner countries			
	Panama	Flows	US\$ 726 millions +99%
	Mexico	Flows	US\$ 531 millions -63%

Most important sectors of destination			
	Finance	Flows	US\$ 711 millions -82%
	Transport, storage and communications	Flows	US\$ 561 millions +572%

Investment Map is the sole online resource for FDI information detailed by country and sector. Investment Map contains 2012 data for 75 countries broken down by partner country and/or by destination sector. This statistical data is coupled with sectoral information on foreign affiliates established in developing countries and emerging markets, as well as with trade and market access statistics.

In the beginning of 2014, ITC has revised and updated the foreign affiliate database in Investment Map. The database now contains records for 165,000 companies established in

developing countries and emerging market. Records contain information on the name and contact details of the affiliate and its mother company, its lines of business, trade activity, sale and employee levels. Visit www.investmentmap.org/ for more

ITC'S PROGRAMME ON NON-TARIFFS MEASURES (NTMs)

ITC continues working with the private sector in some 27 countries, including Bangladesh, Colombia, Egypt, United Republic of Tanzania and Thailand, to identify trade obstacles and provide advice to governments on how to overcome and reduce them. Understanding enterprises' key concerns with NTMs can assist governments to better define national strategies and policies and take concrete steps to alleviate the problems, for example by building national capacity in complying with technical regulations.

Funded mainly by UK's Department of International Development (DFID), the surveys have been launched since 2010, enabling domestic companies to voice their concerns and needs with regards to NTMs.



COLOMBIA & BANGLADESH: LAUNCH OF NATIONAL NTM SURVEYS

In Q1 2014, ITC officially launched two new NTM surveys, namely in Colombia and Bangladesh. The surveys aim to provide a better understanding of the trade obstacles experienced by exporters and importers in these two countries, and to identify potential bottlenecks on trade procedures and cross-border operations. The results of these surveys will be used to create an enabling environment for private-sector development and to improve export competitiveness in Colombia and Bangladesh.

Before the launch of the survey in Colombia, ITC presented the survey methodology and implementation with Ministry officials during a meeting at the Ministry of Commerce in Bogotá on 6 February 2014. The meeting was chaired by Mr. Eduardo Muñoz,

Director of the Colombia's Centre for the Development of Trade Agreements. Additional discussions with private sector representatives served to encourage exporters and importers to actively participate in the survey and to collect first insights on NTM-related trade obstacles faced by businesses. Currently the Ministry is leading the wider stakeholder consultation in Colombia, including the customs authority and various agencies.

In the Colombian survey, ITC works closely together with the Latin American Development Bank (CAF), which co-finances the project. The survey is implemented by the Universidad de Rosario's *Centro de Pensamiento en Estrategias Competitivas* (CEPEC), which will also help analysing the survey results. Results are expected to be available in fall 2014.

More information about the ITC programme on NTMs is available at www.intracen.org/NTM



PUBLICATION: Senegal: Company Perspectives – An ITC series on Non-Tariffs Measures (FR)

Senegalese firms cited many non-tariff measures that affect their ability to compete in global markets, in a recent ITC survey.

Some 260 companies surveyed in Senegal revealed that national administrative procedures to address foreign and national requirements represent the major non-tariff barrier. Lack of electricity, high transport costs and customs clearance are also important barriers. To help the private sector in Senegal to meet international requirements, Senegal needs to streamline national conformity assessment procedures and improve its business environment.

Download the report: <http://www.intracen.org/layouts/three-column.aspx?Pageid=45836&id=47244644722>

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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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 March 2013 are shown the in the box below.

ITC Market Analysis tools

Top 5 websites of referral traffic for March 2014

1. Facebook www.facebook.com	
2. Bloomberg www.bloomberg.com	
3. Wikipedia www.wikipedia.org	
4. Promexico www.promexico.gob.mx	
5. University of Zagreb, Croatia www.unizg.hr	

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European Commission		Latin American Development Bank		United States Agency for International Development	
Federal Ministry for Economic Cooperation and Development (BMZ)		State Secretariat for Economic Affairs SECO		UTZ Certified	
HIVOS International		The Transparency in Trade Initiative – a cooperation of ITC, UNCTAD, the World Bank, the African Development Bank and donors to this initiative		4C Association	