SME: Creating jobs through trade

Every day, ITC Tools helps SME users make efficient trade related decisions which bring about job creation and sustainable development.

TRADE MAP

In addition to donors to ITC Trust Fund, five trade promotion organizations (TPOs) in high-income countries are supporting continued free usage of the International Trade Centre’s (ITC) Trade Map for small and medium-sized enterprises (SMEs) in developing countries.

Advantage Austria, New Zealand Trade and Enterprise, the Public Authority for Investment Promotion and Export Development (Ithraa) in Oman, Qatar Development Bank and Ubifrance have renewed their funding support for Trade Map (www.trademap.org), an online database of trade statistics combined with a directory of exporters and importers. This initiative falls under ITC’s North-South TPO partnership for development programme to increase exports, income and employment opportunities in developing countries by providing businesses with access to trade and company data to facilitate new partnerships.

Since the launch of the North-South TPO partnership in June 2013, approximately 65,000 new users in developing countries have registered in the Trade Map database. Users have accessed Trade Map more than 1.3 million times. A questionnaire conducted in November 2013 reveals that ITC’s market analysis tools, including Trade Map, have helped a majority of surveyed companies to increase their exports which contributed to job creation, poverty reduction and sustainable development.

Watch how ITC’s Market Analysis Tools empower SMEs around the world to make better trade related decisions (http://tinyurl.com/kea6ykj).

"Ubifrance sees this initiative as a first step towards further partnership initiatives with ITC." - Muriel Pénicaud, CEO of Ubifrance and France’s Ambassador for International Investment.

"Trade Map is a valuable tool when planning and executing trade strategies, as it helps create opportunities for developing nations to enter world markets." - Nasima Al Balushi, Director-General of Export Development, Oman’s Ithraa

"The results of ITC’s initiative are very positive and in line with Advantage Austria’s objective to help enterprises and TPOs in low-income countries to better access trade informatio." - Karl Hartleb, Deputy Director-General, Advantage Austria
2014 TRADE FOR SUSTAINABLE DEVELOPMENT (T4SD) FORUM, GENEVA, 1-2 OCTOBER 2014

The fast-changing landscape of sustainability initiatives in supply chains matters to everyone: consumers, buyers, traders, producers, and policymakers.

This event will bring together practitioners from public organizations, associations, universities, SMEs and multinationals. The forum will address sustainability standards in global supply chains, assess benchmarking solutions for this complex web of standards, and propose a common code of conduct.

More than 150 practitioners will exchange views and share best practices at the Forum: among them will be around 40 representatives from sustainability standards organizations, 30 delegates from governmental institutions (ministries and/or permanent missions to the United Nations), 20 colleagues from international organizations such as ILO, UNDP, UNEP, UNCTAD, WTO, and 70 private sector experts from large scale multinationals to SMEs from all over the world.

The opening session of the T4SD Forum will take place as part of the annual WTO Public Forum. To see the programme, visit: www.intracen.org/Trade-for-Sustainable-Development-T4SD-Forum

SUSTAINABILITYXCHANGE

SustainabilityXchange is a new community-owned online interactive platform focused on driving sustainable agricultural value chains and trade. It supports producers, their organizations and agribusinesses to improve their performance in regard to their organizational capacity, ability to manage (social, environmental and product) quality and to comply with sustainability standards.

SustainabilityXchange contains information and materials required to provide training, advisory and information services to agribusinesses and producers. Designed around five easily accessible services, it becomes a one-stop-shop of relevant information for everyone working in the sectors of sustainable agriculture, forestry and aquaculture, including but not limited to local service providers such as business development and advisory services, trainers, trade promotion organizations, businesses, consultants or NGOs.

GET INVOLVED!

Become part of the platform: REGISTER and create your personalized expert PROFILE, or CONTACT US for more details, SEND US training documents you work with and help us to identify experts on different agricultural products, standards or other sustainability related topics.

SUSTAINABILITYXCHANGE WEBSITE

www.sustainabilityxchange.info

CONTACT SUSTAINABILITYXCHANGE

sustainabilityxchange@intracen.org
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.

THAILAND: As a part of its programme on non-tariff measures, ITC implemented a large scale survey of exporters and importers in Thailand to identify the regulatory and procedural obstacles to trade faced by the business community. The survey, which took place between August 2013 and June 2014, interviewed close to 1100 companies from various sectors. Results of the survey will be presented during the stakeholder meeting scheduled for 29 October 2014 in Bangkok, Thailand. The meeting will be attended by representatives from the government agencies, business community and other relevant stakeholders. Possible follow up actions and recommendations to address the burdensome issues identified during the survey will also be discussed during the meeting.

CAMBODIA: A new country report on Cambodia as part of ITC’s series on NTMs has been published during the third quarter of 2014. According to the report, the lack of adequate SPS infrastructure and a recognized national standards body in the country is one of the primary causes of difficulties faced by Cambodian exporters. The study which is based on a survey of 502 exporters and importers in Cambodia finds 69% of the enterprises to be facing difficulties with trade-related regulations. It also highlights hindrances such as inefficiencies and corruption in public agencies to be affecting trade, leading to long delays and high trade cost. The study suggests streamlining procedures in public agencies and customs, developing standards infrastructure, and improving information transparency to be crucial for Cambodian enterprises to overcome these hindrances and for Cambodia to maximize the benefits of the growing ASEAN integration.

PHILIPPINES: The NTM survey in the Philippines was launched in July 2014 in collaboration with the Department of Trade and Industry (DTI), Ministry of Commerce, of Philippines. There was a broad attendance to the ITC NTM stakeholder meeting co-organized with DTI. Business organisations representatives welcomed the survey and demonstrated willingness to facilitate the interviews among their members. The meeting was covered by the national press (TV and newspapers) and DTI’s communication service. Around 1200 phone screen and 450 face to face interviews with Philippine exporters and importers will be carried out in the country.

*“The survey results will show the obstacles that exporters and importers face when they are trading their goods. With predominant problems identified, ITC can then offer appropriate recommendations to the national policy makers to find solutions that benefit its business community.” Ms. Poonam Mohun, ITC NTM Country Coordinator*
MARKET ACCESS MAP

2014 CUSTOMS TARIFF UPDATES

Market Access Map, funded with the support of the European Commission and donors to ITC Trust Fund, contains tariffs on 196 countries. For 2014, tariffs are now available for 88 countries and territories for 2014. You can see the updated tariff rates on our website www.macmap.org

To see an overview of the data on our tool, check the Data availability sub-module.

UPCOMING EVENTS - Euro Mediterranean

EUROMED Trade & Investment Facilitation Mechanism (TIFM) – a meeting for the 18 National Technical Focal Points from 9 countries will take place between November 27-28 at the Secretariat of the Union for the Mediterranean (UfM) in Barcelona, Spain.

The three-day technical meeting will cover the implementation of the trade-related problem solving network for the region. National Technical Focal Points will discuss the progress made on the online tool creation and will be involved in setting up processes to sustainably collect data on market access conditions in the region.

Countries involved in the project includes:
Algeria
Egypt
Israel
Jordan
Lebanon
Morroco
Palestine
Tunisia
Turkey

The EuroMed Trade and Investment Facilitation Mechanism (TIFM) is a project to facilitate greater economic integration among South Mediterranean countries and the Euro countries by providing an online portal of trade and market access information and the coordination of a network of national institutions to respond to enquiries about doing business in the region.

EUROMED-TIFM WEBSITE
www.intracen.org/euromed

CONTACT TIFM
euromed@intracen.org
CAPACITY BUILDING

In the 3rd quarter of 2014, exporters, TSIs and students from developing countries benefited from over 20 capacity building workshops and webinars on market analysis and research.

From Data To Intelligence: more and more users have been trained through E-Learning content, webinars and face-to-face workshops to analyse the data found on ITC Market Analysis Tools to optimise their potential and develop strategies for their products and export markets.

Market Analysis and Research section (MAR) in collaboration with the ITC’s Women and Trade Programme organised a series of webinars for the attendants of the Women Vendors Exhibition and Forum (WVEF) prior to the ITC flagship event in Kigali, Rwanda. These gender-focused trainings equipped women exporters in developing countries with relevant market intelligence that will support their participation in the coffee sector value chain.

During the trainings, ITC’s Market Analysts demonstrated how ITC Tools provide trends, market requirements on around 200 countries and territories as well as allow exporters to self-assess their business commitments with respect to voluntary sustainability standards.

In the 3rd quarter of 2014, 6 webinars were delivered to more than 90 participants from 14 developing countries.

ITC Market Analysis Tools are free for all users in developing countries thanks to financing from the European Commission (EC) and donors to ITC Trust Fund. Most features of ITC Tools are also freely accessible to users based in developed countries. A subscription is required to gain the full access.

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SOCIAL MEDIA

Facebook: www.facebook.com/ITCmarketanalysis tools
Twitter: www.twitter.com/ITC_MktAnalysis
YouTube: www.youtube.com/user/MarketAnalysisTools
LinkedIn: www.linkedin.com/company/itc-market-analysis-tools
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 homepage. 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 August 2014 are shown in the box below.

ITC’s Market Analysis tools
Top 5 websites of referral traffic for August 2014

1. Facebook [www.facebook.com](http://www.facebook.com)
2. Promexico [www.promexico.gob.mx](http://www.promexico.gob.mx)
5. Turkey Contact Point [www.ibp.gov.tr](http://www.ibp.gov.tr)

ITC Market ANALYSIS TOOLS ARE SUPPORTED BY