

ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

2015: FREE TOOLS AND ADDITIONAL SERVICES

ITC's Market Analysis Tools remain FREE in 2015 thanks to support from the European Union and donors to ITC Trust Fund

In November this year, more than 3,000 users of Market Analysis Tools and services responded to our annual online survey. Preliminary results show that:

- ✓ **94%** of Trade Support Institutions declared that ITC Market Analysis Tools have a positive or very positive influence on the service they deliver.
- ✓ **92%** of policy makers declared that ITC Market Analysis Tools helped them make better-informed trade policy decisions.
- ✓ **69%** of companies declared that ITC Market Analysis Tools have a positive or very positive influence on their import or export activity.
- ✓ **429** companies reported total impacts on their export/import operations to the value of US\$62.4 million

We wish to thank all the respondents to our survey for the feedback on our databases and services. Full survey results of Market Analysis Tools will be available to the public in January 2015. ■

TRADE MAP



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



Home & Search Data Availability Reference Material Other ITC Tools More

Login English

The following institutions support free access to Trade Map through the North-South partnership programme:



Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service
Product

Single
 Group

Country
 Region

Please enter a keyword or a product code

Please enter a country/territory or region name

[Advanced search](#)

Trade Indicators
Yearly Time Series
Quarterly Time Series
Monthly Time Series
Companies

NEW TRADE MAP

As part of our continued efforts to enhance the navigation experience and user friendliness of our tools, Trade Map launched a new and improved website in November that enables users to retrieve some trade statistics without logging into the database. Users now have access to

aggregated yearly trade data for goods and services without any registration. They can continue their analysis and log in at any time to access more detailed information.

Thanks to this new approach, the number of visits to Trade Map has increased by around 30% to reach 130,000 for the month of November. ■

MARKET ACCESS MAP TRANSLATIONS



ITC MARKET ACCESS MAP
Mejorando la transparencia en el comercio internacional y el acceso a mercados

En Fr Es

Búsqueda rápida | Análisis avanzado | Descarga de datos | Análisis de país | Opciones | Materiales de apoyo

Market Access Map ha sido desarrollado por el ITC para apoyar las necesidades de los exportadores, las instituciones de apoyo al comercio, los responsables de la formulación de políticas comerciales y las instituciones académicas en los países en desarrollo. Proporciona información sobre aranceles aduaneros (incluyendo preferencias arancelarias) aplicados por 196 países y enfrentados por 239 países y territorios. También cubre contingentes arancelarios, remedios comerciales, reglas y certificados de origen, aranceles consolidados de los miembros de la OMC, medidas no arancelarias y flujos comerciales para ayudar a los usuarios a priorizar y analizar mercados de exportación, así como para prepararlos para las negociaciones de acceso al mercado. Los usuarios también pueden encontrar equivalente ad-valorem para todos los derechos no ad-valorem y realizar agregaciones de productos y países, así como simulaciones de escenarios de reducción arancelaria.

Market Access Map es gratuito para los usuarios dentro de países en desarrollo y sus representantes en el extranjero gracias al generoso apoyo de la Comisión Europea, el Departamento de Desarrollo Internacional del Reino Unido (DFID), el Banco Mundial y los donantes del Fondo Fiduciario del ITC.

Correo electrónico:

Contraseña:

conservar mi información.

[Olvidó su contraseña?](#)

¿Aún no está registrado?
[Cree su cuenta aquí](#)

o

[Tome un tour gratis](#)

Tweets

 **Obstacles au commerce** @AOCcotedivoire 23 Nov

MARKET ACCESS MAP NOW AVAILABLE IN FRENCH AND SPANISH!

Thanks to funding by donors to ITC Trust Fund and the European Commission (EC) Market Access Map is now available in French and Spanish. In order to maximize the user friendliness of Market Access Map for our beneficiaries around the world, the application is now available in both French and Spanish. While the default setting remains English, each language version of Market Access Map is readily accessible using a language switch at the top-right of the screen.

Over 30%* of the traffic in Market Access Map originates from French & Spanish speaking countries, and we are very pleased to be able to offer these users the ease of researching market requirements in their native language. The fully trilingual Market Access Map is now uniquely positioned to extend its user base in developing countries in 2015.



ITC MARKET ACCESS MAP
Améliorer la transparence dans le commerce international ainsi que l'accès aux marchés

Recherche rapide | Analyse avancée | Télécharger des données | Analyse par pays | Options | Matériels de référence

Accueil > Recherche rapide > Trouver des tarifs

Trouver des tarifs
Étape 1/2

Recherchez ici les tarifs applicables ad valorem (EAV) à

Pays importateur:*

Année:*

Produit:*

Pays exportateur:

Glossaire

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Équivalent ad valorem (EAV) calculé dans MACMap

Dans Market Access Map, tous les tarifs appliqués non ad valorem (NAV) sont convertis en équivalents ad valorem (EAV) selon la méthode de la valeur unitaire (VU). Cela signifie que le EAV est calculé en divisant un tarif NAV donné par la valeur unitaire. Pour d'autres méthodes de calcul, voir la Méthodologie.

Escalade tarifaire

Dans le cas d'escalade tarifaire, les droits de douane à l'importation sont plus élevés sur les produits semi-transformés que sur les produits finis. Cette pratique protège les industries nationales de transformation et décourage le décalage de la transformation dans les pays où proviennent les matières premières.

Espace Économique Européen (EEE)

L'EEE est composé des 28 États membres de l'Union européenne et trois quarts sont membres de l'AELE (Islande, Liechtenstein et

The newly translated application was first showcased on 5-7 November during a European Commission (EC) funded workshop on ITC's market analysis tools with the Secretariat of Central American Economic Integration (SIECA) in Guatemala City. During this training, 30 participants from SIECA, various national trade support institutions and 9 private companies were introduced to the Spanish Market Access Map through live demonstrations and exercises.

Entitled "Researching and analysing export markets with Trade Map and Market Access Map tools", this highly successful workshop introduced participants to the use of ITC's Market Analysis, helping them to identify promising markets by analyzing demand, competition and market access conditions.



If you are a Spanish or French speaker, please help us test these new language versions by trying out the translated tool and sending us your feedback at marketanalysis@intracen.org Your inputs are highly appreciated! ■

THE SECOND TECHNICAL MEETING ON EUROMED TRADE AND INVESTMENT FACILITATION MECHANISM (TIFM)

Barcelona, 27-28 November 2014 - The Trade and Investment Facilitation Mechanism is a European Commission funded multi-year project, being implemented by ITC in collaboration with trade support institutions in 9 countries, to improve transparency of trade and market access conditions and intra-regional trade in the Euro Mediterranean region.

The Focal Points from participating countries (Algeria, Egypt, Jordan, Israel, Lebanon, Morocco, State of Palestine, Tunisia and Turkey) together with delegates from the EC and the Union for the Mediterranean (UfM) and the ITC project team discussed the progress of the project, including the status of the data collection and processing, progress on the development of the online Euromed TIFM platform and Trade Information Helpdesk, and the workflow behind the Euromed TIFM Helpdesk. In-depth technical training was provided on collection and processing of data on non-tariff market access regulations. ■



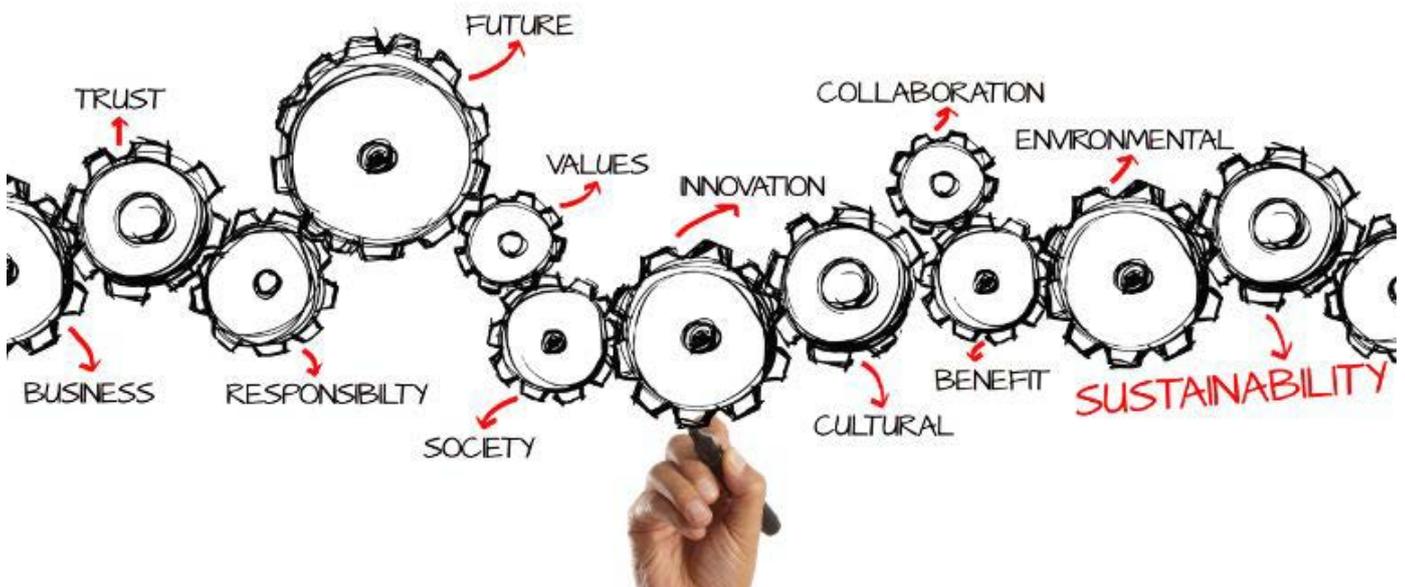
EUROMED-TIFM WEBSITE

www.intracen.org/euromed

CONTACT TIFM

euromed@intracen.org

STANDARDS MAP



ITC LAUNCHES THE TRADE FOR SUSTAINABLE DEVELOPMENT PRINCIPLES

The Trade for Sustainable Development Forum was held in Geneva on October 1st and 2nd and brought together over 200 private and public practitioners in international trade and sustainable development.

The Forum discussions focused on issues such as the need for greater transparency among sustainability standards, their goals and impacts especially in developing countries. Tools and frameworks that promote harmonization and transparency were presented and debated with participants. As part of the Forum, ITC launched the **Trade for Sustainable Development Principles** (Sustainability, Transparency, Harmonization and alignment to the UN

Sustainable Development Goals) as an open call for any companies, standard-setting organizations, national and international organizations to embrace, support and enact within their sphere of influence this set of core values to support sustainable trade. For more information and to endorse the T4SD Principles, please visit the ITC web-page <http://www.intracen.org/itc/market-info-tools/voluntary-standards/t4sd-principles-and-signatories/>. Among the many organizations that have already endorsed the principles are IDH, GS1, COSA, LiSeed, Latitude, Asocolflores, ColeACP, SEDEX, IUCN Schider and Brown.

TRAININGS AND CAPACITY BUILDING

Three major trainings were delivered in the last quarter of 2014: Ethiopia, Cambodia and Tanzania, within the framework **ITC-T4SD Small Traders and Self-Assessment Capacity Building Projects** which are financed by the European Commission - DG Trade. They were focused on delivery of training workshops on ITC market analysis tools and standards map in particular. Many participants from the public and private sector have benefited from the trainings. In the training held in Ethiopia, over 80 participants were able to discuss about market access for certified products from Ethiopia, sustainable trade issues and best production practices.

ITC experts were able to visit a floriculture farm, Gallica Flowers, one of the leading big rose growers in Ethiopia, with over 50 new rose varieties and unique roses in production. The farm is located in Menagesha town 20 km west of Addis Ababa. It is the first rose farm holding EHPEA (Ethiopian Horticulture Producer Exporters Association) GOLD LEVEL CERTIFICATE which shows as the farm implemented a sustainable production practice and corporate social responsibility.



LAUNCH OF CUSTOMIZED TOOLS FOR FLORICULTURE AND SPICES

In collaboration with the Sustainable Trade Initiative (IDH), the team has developed and launched two online tools analysing and benchmarking sustainability standards operating specifically in the floriculture and spices sectors:

- ✓ The Floriculture Sustainability Initiative (FSI) www.standardsmap.org/fsi
- ✓ The Sustainable Spices Initiative (SSI) www.standardsmap.org/ssi

These two platforms were officially launched at the IDH annual conference in Utrecht in November 2014. The aim of these portals is to create a common language on sustainability among the major industry actors in these sectors, namely traders, buyers, growers associations and NGOs.

LATEST UPDATES ON STANDARDS MAP TOOL

Eight new standards were added in the Standards Map in the last quarter of 2014! To check them out, please visit us on www.standardsmap.org. As of December 2014, 156 standards are referenced in Standards Map.



ITC OPEN DOORS DAY

The ITC Open Doors and Innovation Day took place at the ITC headquarters in Geneva on December 2nd. The event aimed to raise awareness on ITC's broad range of innovative tools and services among the international diplomatic and academic community.

About hundred and fifty attendants explored ITC's innovative services. T4SD's SustainabilityXchange and ITC's Market Analysis Tools were presented among other ITC products and services. Flyers, videos and other materials were showcased within the Inclusive and Green Trade and the Trade and Market Intelligence booths. Thematic presentations were organised followed by Q&A sessions. The event helped to disseminate knowledge about the SustainabilityXchange platform and the ITC Tools, their functionalities and benefits for existing and potential producers and exporters, as well as for researchers and students. ■

ITC SERIES ON NON-TARIFF MEASURES



It has been a busy year for ITC's NTM team. Work to better understand the non-tariff obstacles to trade that enterprises in developing countries face will continue throughout 2015 with the ultimate goal of increasing trade impact for good.

SURVEY LAUNCHES

BENIN: In December, ITC experts visited Cotonou to launch the NTM survey in Benin which will consist of 400 interviews. ITC representatives met with stakeholders from public institutions involved in various parts of the export and import processes to presenting the project's scope, methodology and objectives. Through the survey, detailed information on company characteristics as well as on the NTMs and procedural obstacles affecting trade flows by product and partner country will be captured.

During 2014, surveys were also initiated in **Colombia**, **Bangladesh** and the **Philippines**. In 2015, ITC intends to launch 10 new NTM surveys. **Ecuador**, **Mali**, **Jordan** and the **Dominican Republic** are next to come.



STAKEHOLDER MEETINGS

THAILAND: In October, the results of ITC's NTM survey in Thailand were presented in Bangkok to stakeholders from the public and private sector. The meeting identified possible policy options to address NTM-related trade impediments. Interviews with close to 1,100 Thai enterprises revealed that technical regulations represent a hurdle to trade, particularly for exporters of agro-food products. High standards and the cost of certification render the EU a restrictive market. In spite of regional economic integration amongst ASEAN countries, Malaysia and Indonesia constitute difficult export markets. Overall, Thailand has a relatively low share of affectedness compared to other countries. However, there remain challenges associated to before-the-border export procedures that if addressed could go a long way towards rendering Thai firms more competitive in international markets.

In the first semester of 2015, other stakeholder meetings are envisaged in **Colombia** and **Bangladesh**.



NEW PUBLICATIONS

The latest additions to the ITC publication series on NTMs include survey reports on Tunisia and the United Republic of Tanzania. All 20 reports from the series can be accessed free of charge at www.intracen.org/publications/ntm.

TUNISIE
PERSPECTIVES DES ENTREPRISES
SERIE DE L'ITC
SUR LES MESURES NON TARIFAIREES



The publication for **Tunisia** highlights that 80% of interviewed companies reported to be affected by burdensome NTMs. Technical measures constitute over half of reported measures, with certification and testing figuring prominently. In addition, rules of origin and seasonal quotas represent important trade obstacles. Survey results also reveal that it is in

neighboring countries where Tunisian exporters face considerable obstacles in spite of the various bilateral and regional accords in place. Export measures including inspections, certification and registration as well as procedural obstacles associated to NTMs, whether imposed by partner countries or national authorities, also hinder export competitiveness.

THE UNITED REPUBLIC OF TANZANIA
COMPANY PERSPECTIVES
AN ITC SERIES ON
NON-TARIFF MEASURES



The country report on the **United Republic of Tanzania** underlines the need to address obstacles to trade within regional country groupings as the majority of partner imposed-NTMs affect exports to the East African Community and the Southern African Development Community. Non-technical measures constituted close to three fifths of all NTMs with

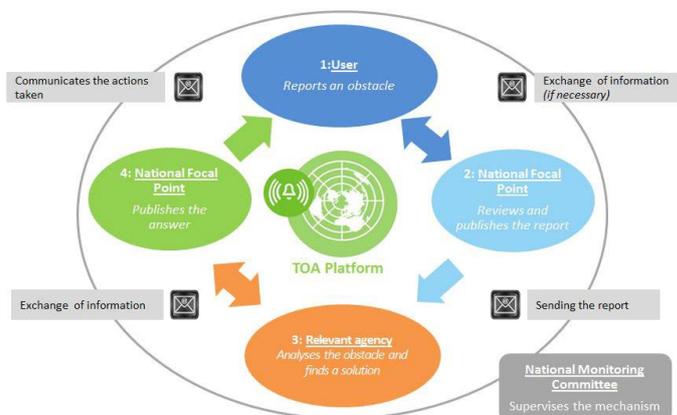
problems related to rules of origin reported as a pressing obstacle. However, many challenges, including export licences and procedural obstacles, originate in national authorities. The study recognizes the need to increase capacities and to streamline export procedures. Upcoming NTM publications in 2015 include reports for **Egypt**, the **State of Palestine**, **Guinea** and a publication on **Arab States** focusing on impediments to intra-regional trade.

WHAT ELSE TO EXPECT FOR 2015?

TRADE OBSTACLES ALERT MECHANISM: In 2014, ITC developed a new mechanism, the Trade Obstacles Alert (TOA), which aims at strengthening the public-private dialogue triggered by ITC NTM surveys to facilitate the identification and elimination of trade barriers. The TOA mechanism consists of an online reporting system, which connects companies and relevant agencies, and an institutional framework, which ensures the cooperation of the different actors involved in the resolution of trade problems. The TOA allows trade operators to instantaneously alert public authorities of obstacles they face when exporting or importing their products. Responsible agencies can report back to them on the action taken. In May, the TOA was

successfully launched in **Côte d'Ivoire** where about 200 companies use the tool and so far 50 obstacles have been reported, with some of them already being resolved. The same initiative is being implemented in **Mauritius**. The TOA project fully supports the implementation of recommendations and prescription of the Bali package on trade facilitation and can be replicated in other countries.

The Trade Obstacles Alert (TOA) platform allows trade operators to alert the relevant authorities of the obstacles they face and enables policymakers to resolve them.



STUDYING OBSTACLES TO SERVICES TRADE: In 2015, the NTM team will start developing a methodology for surveying businesses on **barriers to trade in services**. The methodology is expected to be ready for roll-out in 2016. This will be complementing the current analyses on trade in goods.

NEW WEBISTE

ITC would soon be making more survey data publicly available. A **new web site** with more features will become available in the course of 2015. ■

CAPACITY BUILDING

ITC's Certified trainer programme in market analysis and research welcomes two new certified trainers from Nepal and Serbia. The programme aims to ensure the sustainability of ITC's capacity building work within the regions.



Mr. Surendra Nath Gongal has delivered more than 12 trainings on ITC's Market Analysis Tools in both his native Nepal and neighbouring countries. More than 200 people have attended his workshops.

ITC has a suite of web-based Market Analysis Tools www.intracen.org/marketanalysis, used by Small and Medium size Enterprises (SMEs), trade support institutions (TSIs) and governments around the world to identify new export markets, new trading partners as well as benchmark their national trade performance vis-à-vis competitors, look for product and market diversification opportunities and prepare for trade negotiations.

In addition to making the tools available free of charge in developing countries, ITC also builds the capacity of institutions to use the tools, running over 80 workshops, seminars and webinars annually. Some of these workshops also focus on training-of-trainers.

To become ITC Certified Trainers, participants must pass a rigorous testing process over several months. The programme is available to a limited number of trainers each year and involves 3 levels of testing covering:

- ✓ Technical skills & knowledge of international trade and market access issues;
- ✓ Ability to apply the skills and knowledge to trade or market research;
- ✓ Ability to effectively communicate skill and knowledge to others and build capacity of others to use ITC's tools.



Mr. Aleksandar Jovanoic has organised workshops in collaboration with USAID in Serbia and with The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Mongolia this year.

Certifying trainers in institutions like Nepal's Trade and Export Promotion Centre helps us generate more impact with Aid for Trade, says Helen Lassen, Manager of Capacity Building Programmes in ITC's Market Analysis and Research Section. In 2014 the trainers certified by ITC enabled an additional 196 SMEs in Bhutan, Egypt, Nepal, Mongolia and Serbia to use ITC's free Market Analysis Tools to research new trade opportunities. Making training freely available online has also made a big difference to our reach, said Ms Lassen. This year the market analysis online training content was downloaded over 30,000 times, which is almost double the number of downloads in 2013.

To become an Advanced Certified Trainer in market analysis and research, candidates are expected to independently study all the free training content available online at www.itc-learning.org

If you are interested, please contact our team at marketanalysis@intracen.org. We look forward to having you in our network of certified trainers.

"We have learned from past participants about the successful diversification of export markets and increased ease of export and compliance with clients. Participants have truly benefited tremendously from ITC Tools in the trade activities. Colleagues and counterparts of past participants have expressed strong interest for more trainings on ITC Market Analysis Tools as well."
Mr. Surendra Nath Gongal, ITC Certified Trainer in Market Analysis, Nepal

2014 WORKSHOP EVALUATION RESULTS

More than 2,600 people benefitted from 90 ITC face-to-face workshops and webinars in market analysis and research in 2014, out of these 492 participants produced the following feedback:

- ✓ **99%** of respondents rated the workshops as good or excellent
- ✓ More than **70%** of respondents strongly agreed that the training improved their analytical and research skills
- ✓ More than **98%** of respondents agreed that they improved their ability to make trade related decisions

- ✓ Feedback revealed there was room for improvement in engaging participants through practical exercise and workshop logistics
- ✓ Respondents highly recommend market analysis training to other colleagues and partners

ITC's training workshops were made possible thanks to donors to ITC's Trust Fund as well as programmes funded by the European Commission (EC) and the UK's Department for International Development (DFID).

Full results from the 2014 workshop evaluation will be available in the first quarter of 2015. ■

TRAINING OUTCOME TESTIMONIALS

The workshop is a way of eradicating poverty in developing countries. It is worth spreading awareness to many people to attend and get trained on ITC Tools. Dar es Salaam, Tanzania

I particularly enjoyed the discussions on how we arrived at the analysis as we put rationale to the figures shown in the system. The other part is where you probe the figures to better understand them. This training enhanced our capacity to provide actionable recommendations to clients as well as to address trade policy issues. Gaborone, Botswana

We found ITC databases to be very up-to-date with global coverage. ITC experts were very experienced. They knew the development process and advised us on future prospects. The workshop was very good for us farmers. It really gave us hopes for the future in agriculture. This is very encouraging. Harare, Zimbabwe

The Market Analysis Tools were so practical and they are also supported by online materials. This was the strong part of the training. Addis Ababa, Ethiopia

ITC's suite of Market Analysis Tools gives people a better idea as to how they should analyze potential markets for their companies. It opens the mind of the participants that they have access to these tools that will benefit them.

The training was all about the practical aspects unlike other programs where its just about theory. After attending this program, participants can go ahead and advise their companies about what other potential markets they need to investigate. Colombo, Sri Lanka

Excellent source of trade statistics and it will assist participants in market analysis. Our knowledge on the tools will facilitate the provision of informed advice to Fijian exporters/private sector on potential trade opportunities for their products, new markets opportunities Suva, Fiji

CONTACT

International Trade Centre
Palais de Nations
1211 Geneva 10, Switzerland
Telephone: +41 22 730 0111

Market Analysis and Research Team
Telephone: +41 22 730 1234
Email: marketanalysis@intracen.org

SOCIAL MEDIA

 Facebook: www.facebook.com/ITCmarketanalysisitools

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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 November 2014 are shown in the box below.

ITC Market Analysis November 2014

1. Facebook www.facebook.com
2. Wikipedia www.wikipedia.org
3. Promexico www.promexico.gob.mx
4. VK www.vk.com
5. PromPerú www.siicex.gob.pe











ITC's MARKET ANALYSIS TOOLS ARE SUPPORTED BY

Donors to ITC's Trust Fund		IDH Sustainable Trade Initiative		United Kingdom's Department for International Development	
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	

Street address:
 International Trade Centre
 54-56 Rue de Montbrillant
 1202 Geneva, Switzerland

P: +41 22 730 0111
 F: +41 22 733 4439
 E: itcreg@intracen.org
www.intracen.org

Postal address:
 International Trade Centre
 Palais des Nations
 1211 Geneva 10, Switzerland

