

DIRECT ACCESS FROM TRADE MAP TO PUBLIC PROCUREMENTS

A new button has been implemented in Trade Map to directly access active public tenders available in *ITC Procurement Map* (<http://procurementmap.intracen.org/>) and corresponding to the product and country under review.

MARKET ACCESS MAP: NEW DATA VISUALIZATION FUNCTIONALITIES

Thanks to continued support from the European Commission (EC) and donors to ITC Trust Fund the first quarter of 2016 begins with the launch of an additional feature: **#MAcGraphs**. Market Access Map (MAcMap) now offers *an innovative and user-friendly way to visualise complex information about market access trends*. Eight indicators are already available (more will come soon!) and allow users to explore market access conditions in terms of importing markets and/or product sectors. The graphs below are just some examples out of the several combinations a user could create.

Want to know how it works and become an instant market access expert? All you need to do is create your free of charge account to Market Access Map at <http://mas-admin.tools.intracen.org/accounts/Registration.aspx> and visit the module Market access graphs (www.macmap.org/CountryAnalysis/CountryStatistics/ByCountry.aspx).

Are you wondering which are the countries applying the highest tariff rates or granting free access to a majority of products? The Map chart gives you the opportunity to gain a perspective on market access treatment applied worldwide at a glance. You can also focus your analysis on specific geographical regions, just by zooming in and out the chart. If you select the indicator "Share of tariff lines that are duty free" you can see that in 2015 Norway, Iceland, Canada and Georgia were the countries offering free of duty access to the largest amount of products.

If instead you would like to compare and rank multiple countries or product sectors and use up to 2 indicators at once, the Bar chart is the type of visualization you are looking for. Discover for example, to which product sector does Australia apply the highest tariffs and what is the difference between Most Favoured Nation (MFN) and preferential tariffs applied on each of the sectors selected.

#MAcGraphs offers line charts that let users compare market access treatment for products and countries on time series. You will be able to answer questions as "what has been the market access treatment offered by the emerging markets to agricultural products during the last decade?" In one click, you will learn that Russia, after its accession to the WTO, has decreased remarkably its level of tariffs in comparison to other countries.

All **#MAcGraphs** can be exported into various formats (PNG, JPEG, and PDF) and used straight away in your presentations and market access reports.



EUROMED TRADE AND INVESTMENT FACILITATION MECHANISM (TIFM)

In the first quarter of 2016, ITC's Market Analysis team spent a week each in *Egypt* and *Algeria* consulting with and building the capacity of various national institutions in trade and market analysis.

The stakeholder consultations and trainings were conducted within the context of two programmes being implemented by ITC in the region: The EuroMed Trade and Investment Facilitation Mechanism programme, funded by the European Commission (EC) and The Overcoming Trade Obstacles related to Non-Tariff Measures in the Arab countries funded by the United States Agency for International Development (USAID) Coordinating a Regional Approach to overcoming Trade.

In each country, ITC provided trainings to national technical focal points and local trade support authorities on Market Access Tools and on how to manage enquiries through the EuroMed Trade Helpdesk (<http://euromed.macmap.org/>). ITC also had meetings with the representatives from the local customs and relevant authorities to discuss the draft and implementation of Customs Procedures Guides.

[Introductory video on Euromed Trade Helpdesk portal](https://www.youtube.com/watch?v=m_IMt4f7zU) is now available in English, French and Arabic: https://www.youtube.com/watch?v=m_IMt4f7zU



Are you planning to do business in the South Mediterranean region? Here are 8 crucial market access information **Euromed Trade Helpdesk** provides:

- Customs tariff and internal taxes
- Compulsory requirements
- Compulsory requirements: Legislation
- Compulsory requirements: Requirements specified in the legislation
- Trade Statistics
- Import procedures
- Business contacts
- Useful links

CAPACITY BUILDING: FINAL TRAINING WORKSHOP FOR ZIMBABWE'S MOIC IN TRADE, MARKET ACCESS AND EXPORT POTENTIAL ANALYSIS

Under the European Union (EU) funded *Trade and Private Sector Development Programme (TPSDP)*, two ITC market analysts delivered the final capacity building workshop in Harare, Zimbabwe on 1-5 February 2016.

23 participants were introduced to different components of the Export Potential Assessment (EPA) indicators (export potential and product diversification) as well as related data sources and requirements used by the ITC's Export Potential Assessment methodology. Consequently, participants can be expected to customize/adapt the tool and EPA calculations to analyse the export needs of the country.

The workshop was very well-received by participants thanks to the dynamic structure of the workshop such as hands-on exercises and group presentations. According to the workshop evaluation, all participants indicated that they were satisfied with the workshop and assessed that their knowledge increased during the training. Finally, they strongly agreed that this kind of training would be relevant for others for the market analysis of export opportunities.

ITC NON-TARIFF MEASURES PROGRAMME



Photo credit: Lab604

NEW NTM SURVEY LAUNCHES

ITC will carry out a large-scale business survey in Nepal to document experiences of Nepali exporters facing non-tariff measures (NTMs), following an official request from the Ministry of Commerce and the recent review of the Nepal Trade Integration Strategy (NTIS) 2015. The survey was officially launched on 17 March at a stakeholder meeting at the Ministry of Commerce, which included representatives from several ministries and government agencies, trade support institutions, the private sector and development partners.

The business survey on NTMs will capture procedural and regulatory barriers to trade that exporters experience in partner countries, in transit or in Nepal. It will be implemented in partnership with the Federation of Nepalese Chambers of Commerce and Industry (FNCCI) and will be based on the established ITC methodology for NTM Surveys that has been applied in more than 60 developing and developed countries. More than 600 interviews will be carried out between March and June by a team of 15 interviewers from the Kathmandu University School of Management

(KUSOM). All the interviewees have received extensive training by ITC.

Using the survey results, ITC will also develop four national-level sector export strategies (SES) for the Government of Nepal. The products covered by the SES include tea, coffee, large cardamom and handmade paper.

ITC Executive Director Arancha González said: *'The impact of NTMs is especially significant on companies exporting from landlocked developing countries, such as Nepal. Since NTMs represent fixed costs for businesses, they have an even bigger impact on small and medium-sized enterprises.'*

TRADE OBSTACLES ALERT MECHANISM IN MAURITIUS

In 2016, the *Trade Obstacles Alert Mechanism (TOAM)* continues its implementation in beneficiary countries. In Mauritius, the member agencies of the mechanism gathered on 29 March to take stock of the latest advancements and potential bottlenecks. Subcommittees have been established in order to further facilitate the resolution of obstacles reported in the online platform (www.tradeobstacles.org/mauritius). The Mauritius Chamber of Commerce and Industry

'ITC and Nepal have a long-standing relationship and we will continue to support the country in identifying and removing barriers to help businesses contribute more to economic growth and sustainable development,' she said.

'Developing Nepal's exports is key to achieving the United Nations' Sustainable Development Goals,' said Naindra Prasad Upadhyaya, Secretary of the Ministry of Commerce and coordinator of ITC interventions. 'The ITC initiatives will enable Nepali businesses to benefit from market opportunities, reduce trade cost and contribute to sustainable export development.'

More information on the survey in Nepal is available here: www.ntmsurvey.org/nepal.

(MCCI) continues meanwhile its promotional work and organized an awareness workshop for SMEs and women entrepreneurs. As of today, 18 obstacles have been reported through the Mauritian TOAM, of which 12 have been addressed. Similar developments are ongoing in Côte d'Ivoire where the TOAM member agencies met on 31 March to discuss the sustainability of the project and its extension to the West African region.

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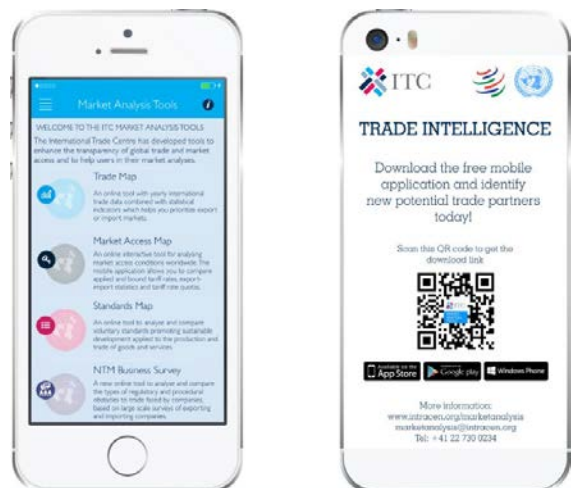
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