
ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

REGISTRATIONS NOW OPEN FOR THE ITC FLAGSHIP EVENT ON SUSTAINABLE VALUE CHAIN



Now in its third year, the annual Trade for Sustainable Development (T4SD) Forum is one of the leading global events focused on how voluntary sustainability standards can support sustainable value chains.

Organized by the International Trade Centre (ITC), the T4SD Forum will again take place in conjunction with the WTO Public Forum. It will be held from 28-30 September in Geneva, Switzerland. Registrations are now open on www.intracen.org/itc/events/t4sd-forum-2016/

This year, the focus is on **data-driven decision making in sustainable value chains** – from farmers and producers, to big

businesses, policymakers and consumers. Expect the latest industry and policy insights, hosted by ITC as an organization which manages a unique information platform of over 200 sustainability standards.

Day 1 features an opening session within the framework of the WTO Public Forum. High-level speakers will share views from industry, policy, producer and consumer perspectives.

Day 2 is an Open House and Partners Day hosted at ITC. Participants will also be invited to a special day where ITC's Trade for Sustainable Development team will launch an innovative new IT platform, and provide

overviews and tutorials on the existing T4SD tools and private-sector solutions.

Day 3 is a full day of interactive sessions at the WTO and will focus on trends and opportunities to connect open data to the most relevant users.

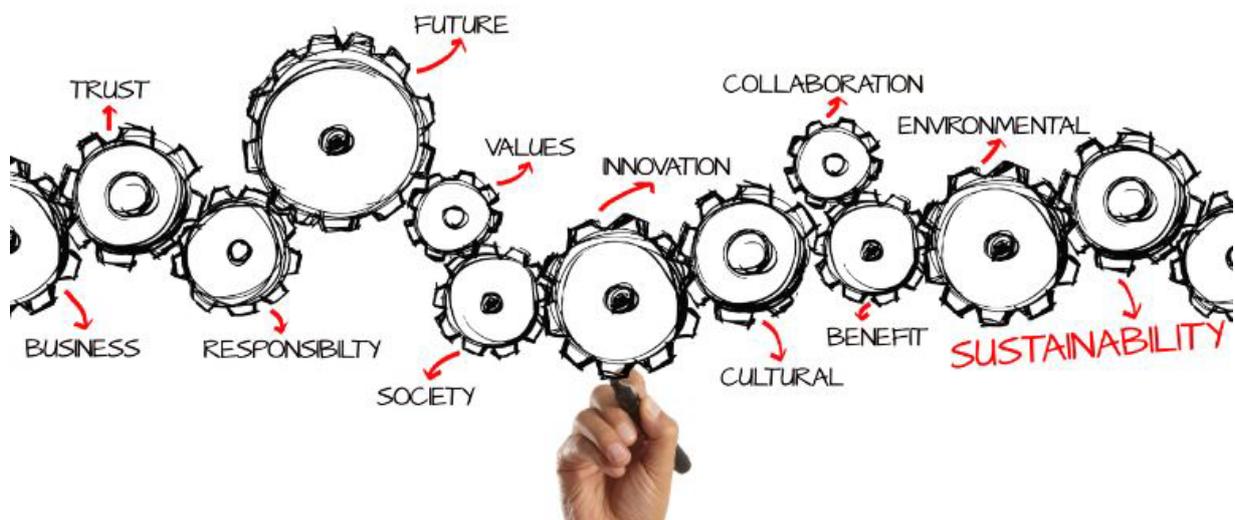
Participants of the event will get a sneak preview of results from the 2016 edition of the State of Sustainable Markets Report. The report currently covers data on sustainability standard-compliant production for 14 major standards, in nine key commodity areas.

Insights and findings from a ground-breaking quantitative analysis on over 180 voluntary sustainability standards will also be shared.

The report explores issues such as producer engagement, support activities, costs and availability.

You'll also hear how ITC is providing sustainable value chain solutions for consumer-goods companies as well as for producers and processors in the value chain. Every session will involve the audience, with the use of an online voting app to capture your views and highlights from the panel sessions.

Registrations are open and we encourage you to join us for this year's T4SD Forum to learn why sustainability information and data matter and how to make smarter decisions as a business leader, a policymaker, or a consumer.



FARM SUSTAINABILITY ASSESSMENT TOOL!

Leveraging the ITC Standards Map, ITC has developed for SAI Platform an [online tool for the Farm Sustainability Assessment](#), which provides one single industry-aligned solution to help companies meet their sourcing targets across supply chains and monitor progress made at the farm level.

FREE ONLINE CERTIFICATE COURSES ON VOLUNTARY SUSTAINABILITY STANDARDS

Offered through the ITC SME Trade Academy (<http://learning.intracen.org/>), these online

courses take you through the basics of voluntary sustainability standards, helping you gain a deeper understanding of the issue areas. Looking at the issue of sustainability from a business perspective, the courses present the role of voluntary sustainability standards in facilitating more sustainable value chains.

UPCOMING COURSES:

- **8 August 2016:** Introduction to Standards and Sustainability
- **5 September 2016:** The Role of Standards in Sustainable Supply Chains

TRADE MAP

QUARTERLY TRADE IN SERVICES STATISTICS ARE NOW AVAILABLE IN 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

Service: S - All services

World Country All Country Group: None

Partner All Partner Group: None

other criteria Imports Quarterly time series by country Combined revision Values US Dollar

List of importers for the selected service Service: S - All services

Unit: US Dollar thousand

Importers	Imported value in 2014-Q4	Imported value in 2015-Q1	Imported value in 2015-Q2	Imported value in 2015-Q3	Imported value in 2015-Q4
United States of America	120,790,000	114,224,000	126,147,000	127,226,000	123,016,000
China	107,415,000	100,175,000	106,477,000	122,256,000	110,800,361
Germany	79,775,122	65,528,785	70,548,919	83,221,877	73,858,936
France	62,002,491	53,887,981	55,266,265	59,292,835	55,788,001
United Kingdom	47,828,702	48,159,120	53,040,375	59,292,043	49,302,702
Netherlands	42,327,567	35,496,682	40,184,611	42,980,663	47,315,601
Japan	46,721,300	44,530,400	45,147,100	41,446,600	44,404,288
Ireland	38,185,740	33,440,568	38,430,828	39,422,937	40,138,743
Singapore	38,754,489	35,991,005	36,757,278	35,291,257	35,661,571
India	31,539,600	31,774,900	31,122,600	31,291,800	32,435,046
Korea, Republic of	29,320,400	29,384,100	27,224,800	27,559,200	29,417,000
Belgium	28,626,815	26,893,883	24,326,566	27,272,192	25,368,244
Italy	27,674,948	23,135,139	24,504,942	27,302,726	24,645,892
Switzerland	25,846,400	22,130,700	23,889,100	23,483,300	23,484,494
Canada	24,975,563	25,119,338	25,740,834	23,696,404	21,774,888
Hong Kong, China	19,586,589	17,829,256	17,857,839	18,906,722	19,472,774
Russian Federation	26,708,900	20,056,000	22,625,800	25,312,500	18,806,267
Luxembourg	20,652,925	17,819,280	18,412,517	17,501,787	18,260,949

Following a joint cooperation with UNCTAD and the WTO on trade in services data processing, ITC is now publishing trade in services data on a quarterly basis over the period 2005 – 2015, based on data reported by 147 countries in Trade Map.

2015 TRADE INDICATORS NOW AVAILABLE BASED ON DATA FROM 105 COUNTRIES

Global trade indicators are now updated in Trade Map on a quarterly basis. Until now, these indicators were computed using the Harmonised System (HS) 2007 revision. As of July 2016, these Indicators will be computed using the HS 2012 revision, so that Trade Map keeps track of trade trends for new products. This will ease the link with tariff data and keep Trade Map as a precise and accurate tool.

INTERESTING FACTS BASED ON THE LATEST TRADE INDICATORS

- In 2015, **world trade value has decreased by 13%**. This slowdown is mainly related to a strong decrease in raw material prices.
- During the same period, **Viet Nam's exports have increased by 13% to reach US\$ 173 billion**. Viet Nam's growth is mainly drawn by electronic equipment such as mobile and electronic processors.
- Over the period 2011-2015, **vanilla has been one of the most dynamic sectors**. World exports have increased by 51% per year in US\$ and by 11% per year in volume. Madagascar represents around 50% of world exports. Madagascar has multiplied by 4 the quantity of vanilla exported to reach 2,733 tons in 2015.

More interesting trade statistics can be found on www.trademap.org – Access is always free for all users.

TRAINING ON TRADE MAP AND OTHER ITC TOOLS

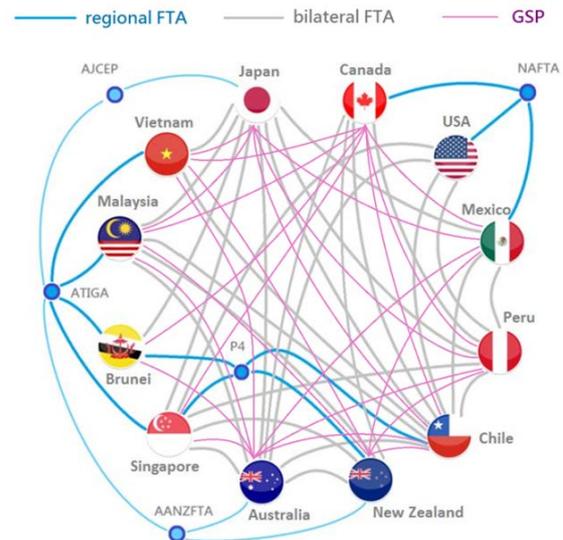
Over the past years, ITC and the Qatar Development Bank have developed a strong relationship. A training workshop has been organised in Doha to train Qatari exporters in using ITC Tools to understand the global market and to find business opportunities.



MARKET ACCESS MAP INTEGRATION OF TPP & GTAP DATA

In November 2015 when the official text of the **Trans-Pacific Partnership (TPP) Agreement** was released, the Market Access Team, in collaboration with the National Graduate Institute for Policy Studies (GRIPS), the United States International Trade Commission (USITC) and the Foreign Affairs, Trade & Development department of Canada, started an analysis and aggregation work of the agreement which later became the basis of a report that evaluated the probable trade-diversion impact of the **TPP Agreement** on third countries. This report was presented by ITC during the GTAP conference (15-17 June 2016) in Washington DC.

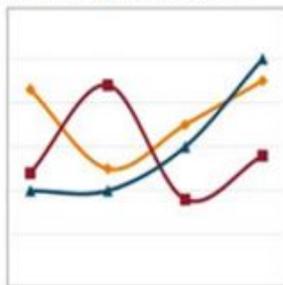
The TPP Agreement involves 12 countries that account for 26% of the world trade and for 40% of the world economy. The TPP area currently encompasses 37 existing regional, bilateral and non-reciprocal trade agreements which will be fully implemented by the end of 2031, reducing



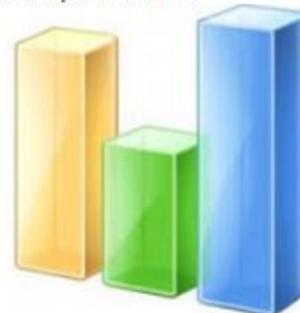
market access barriers and facilitating international trade. The TPP is projected to further reduce the remaining tariff barriers between TPP nations. According to the ITC report, 99.7% of the existing intra-TPP trade will be completely liberalized by 2046.

Choose default scenario

View tariff phase down



Compare tariffs



- S1 How will USA liberalize its tariffs over time?
- S2 How fast will countries liberalize their tariffs?
- S3 When USA will start importing cars duty-free?
- S4 By how much more will Japan lower tariffs for Australia under TPP in comp. to Japan-Australia EPA?

- S5 Which TPP markets will drop tariffs the most?
- S6 Which sectors liberalize the most?

One of the main contributions by ITC consisted in the creation of a **comprehensive and up-to-date tariff database** that captures the evolution of tariff dismantling of current FTAs and of the TPP tariff schedule from 2011 to 2046. The data employed in the examination are at the most detailed level (national tariff lines, HS revision of 2012). This dataset will underpin the ongoing research on the economic impact of the TPP. It has been already used by USITC for a recent influential report on the TPP impact which was published in May 2016).

As a result of this comprehensive analysis and with the goal of transparency, Market Access Map has recently unveiled a new tariff simulation module under the TPP. This module includes innovative functionalities which allows users to make comparisons across all dimensions and visualize the extent of the projected tariff liberalization among TPP members. Furthermore, another similar module has been developed based on the GTAP dataset that covers all countries in the world.

NEW E-LEARNING MODULE ON MACMAP AVAILABLE IN ENGLISH, FRENCH AND SPANISH

Are you looking to develop and improve your analytical skills on market access? Visit our new E-learning module featuring video tutorials,

exercises and quizzes and become a proficient Market Access Map user.

The screenshot shows the Market Access Map website interface. At the top left is the ITC logo. The main header reads "MARKET ACCESS MAP" with the tagline "Improving transparency in international trade and market access". A navigation bar includes options like "Quick search", "Advanced analysis", "Raw data download", "Country analysis", "Options", "Support materials", and "Other ITC tools". The "Support materials" dropdown menu is open, listing items such as "User guide", "User guide (Portuguese)", "E-learning(New)", "Data availability", "Methodology", "Products nomenclature", "Glossary", "Useful links", "Data providers", "Sitemap", "FAQs", and "Promote our sites". On the right side of the page, there are several blue buttons: "Video tutorials", "User guide", "Presentation slides", "Webinar instructions", and "Sign in to WebEx". The main content area is titled "E-Learning" and contains introductory text and two buttons: "Contact trainers" and "Quiz".

The screenshot displays the "MARKET ACCESS MAP SELF-LEARNING" module. It is structured into four steps, each with a dropdown menu for selecting a specific exercise and a play button icon. Step 1 is "Introduction on market access" with the exercise "1. MAcMap overview". Step 2 is "Search and compare tariff conditions" with the exercise "1. Find tariffs", followed by sub-tasks "Complete MAcMap Exercises (Part 1)" and "Complete MAcMap Exercises (Part 2)". Step 3 is "Search other market access conditions" with the exercise "1. Find non tariff measures". Step 4 is "Detailed tariff analysis and simulations" with the exercise "1. Tariff analysis - Applied tariffs", followed by the sub-task "Complete MAcMap Exercises (Part 3)".

ITC TRADE AND MARKET ACCESS PLATFORMS AT THE FRONTIER OF IMPROVING DATA-DRIVEN DECISION MAKING IN ETHIOPIA

(Addis Ababa) - On 16-20 May, ITC participated in the African Trade Policy Centre's (ATPC) Working Week on Trade-Related matters. The centre, which is part of the UN Economic Commission for Africa (ECA), launched this initiative to discuss pressing issues related to trade-related research, such as improving data availability on trade in services and gender statistics. Following the ECA seminar, ITC delivered an EU-funded capacity building workshop on data-driven market analysis at the Agricultural Transformation Agency (ATA).

During two intense sessions participants were trained on conducting market analysis using ITC Tools, and in particular Trade Map and Market Access Map.

The ITC workshop responds to a growing desire in Ethiopia to substantiate government national economic and development goals, growth programs and transformation plans with strong quantitative data and analysis. As such, ITC's intervention aimed to empower some of the key stakeholders involved in the achievement of Ethiopia's national development goals.



EUROMED TRADE AND INVESTMENT FACILITATION MECHANISM (TIFM)

With funding by the European Union, Republic of Turkey and International Trade Centre, Turkey's national focal points spent April 27-28 at ITC Headquarter in Geneva in training and consultative sessions with TIFM team and market analysis and research section (MAR).

They were updated on the new **Data Entry Tool (DET)** which will facilitate the NTM coding process in the future as well as on the **Euromed Trade Helpdesk inquiry management system**.

Moreover, a consultative session was held to determine the next strategic step to increase



Introductory video on Euromed Trade Helpdesk portal is now available in English, French and Arabic: https://www.youtube.com/watch?v=m_IMtT4f7zU



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 UNDER EU-FUNDED GLOBAL PUBLIC GOODS PROJECT



Inter-American Institute for Cooperation on Agriculture
Our commitment: Results



INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE

The mission of the Inter-American Institute for Cooperation on Agriculture (IICA) is to encourage, promote and support efforts on agricultural development and rural well-being through international technical cooperation. One of the efforts to accomplish their mission includes knowledge management and dissemination in agricultural trade. One tangible result of these efforts was the launch of the WTO-IICA reference centre providing advisory services and information on a wide range of trade related topics.

ITC recently collaborated with IICA by organising a webinar on ITC Tools and Non-Tariff Measures programme with aims to strengthen their capacity in advisory services. 25 IICA staff from 8 country offices were present at this training.

ZURICH UNIVERSITY OF THE ARTS

A webinar on ITC market analysis tools (Trade Map, and Market Access Map) was delivered to lecturers and students of the Zurich University of the Arts who do research on how production, consumption, transportation and flows of goods shape our way of being, living, and thinking.

WTO- ADVANCED TRADE POLICY COURSE



The objective of the WTO-Advanced Trade Policy Course –ATPC- is to train participants working for trade related ministries –from around the world- on the analysis, formulation and implementation of trade policy; trade negotiations; dispute settlement; and trade monitoring. The ITC contributes to this program on a regular basis. On May 31, 2016, the ITC

delivered a session that showed participants from 28 countries how to leverage ITC market analysis tools (Trade Map and Market Access Map) to identify target markets with high potential, and to analyze market access conditions - tariffs and non-tariff measures- that apply to products in target markets.

Trade Map's Youtube playlist in Spanish and English have been updated

The new Trade Map playlists now feature 19 video tutorials on different crucial topics such as how to analyze a country's needs for market and product diversification, how to do a bilateral trade analysis and how to analyze suppliers of a particular product to a target market among others.

- Trade Map video tutorials in English: www.youtube.com/playlist?list=PLBD125D3A2EB0D420
- Trade Map video tutorials in Spanish: www.youtube.com/playlist?list=PL7FCF153C828F40F1



ITC NON-TARIFF MEASURES PROGRAMME

ITC ORGANISES A HIGH-LEVEL ROUNDTABLE ON NON-TARIFF MEASURES WITH THE AIM OF FACILITATING TRADE INTEGRATION IN ECOWAS



High-level regional roundtable on Non-Tariff Measures

Facilitating trade integration in ECOWAS

14-15 June 2016, Abidjan

In the framework of the commitments to Africa's regional integration and the Transparency in Trade Initiative, the International Trade Centre (ITC), the African Development Bank (AfDB) and the Ministry of Commerce of Côte d'Ivoire organized a high-level regional roundtable on NTMs in Abidjan, on 14-15 June 2016.

The event brought together delegates from Ministries of Trade, Customs Authorities and Standards Bureaus of the participating Economic Community of West African States (ECOWAS) countries. In addition, participants also came from the ECOWAS commission, the West African Economic and Monetary Union (WAEMU) commission as well as international organisations and development partners. Participants exchanged their views on opportunities to boost intra-regional trade by tackling regulatory and procedural trade obstacles.

Forming the background for the two-day meeting — was a series of business surveys on NTMs in Benin, Burkina Faso, Côte d'Ivoire, Guinea, Mali and Senegal, carried out by ITC as well as a new discussion paper, "*Facilitating trade in ECOWAS - Insights from the ITC business surveys on NTM*". These

explore and identify how NTMs hinder the smooth flow of goods across sectors and markets.

The surveys found that the majority of obstacles faced by businesses are applied by both home countries and by ECOWAS partners. Overall, 73% of the firms surveyed in the region indicated facing burdensome NTMs (on exports and imports) both within and outside the ECOWAS region.

Trade experts called on the member states of the Economic Community of West African States (ECOWAS) to step up efforts to minimize the burdens that non-tariff measures (NTMs) place on businesses in the region. The experts highlighted that countries needed to diversify and increase their portfolio of exports, set up trade obstacle alert mechanisms, and standardize technical and regulatory requirements.

Pointing to the enormous untapped potential for economic growth in the ECOWAS region, the surveys recommend the streamlining, and where applicable, removal, of NTMs across member states to promote lower trade costs, which in themselves would be a powerful tool to strengthen regional integration.

NEW DISCUSSION PAPER: FACILITATING TRADE IN ECOWAS - INSIGHTS FROM THE ITC BUSINESS SURVEYS ON NTM

The paper takes a closer look at regional integration in the ECOWAS. With the aim to inform the ongoing discussion on further integration potential, insights from comprehensive surveys on exporters' and importers' perspectives on non-tariff measures (NTMs), carried out in Benin, Burkina Faso, Côte d'Ivoire, Guinea, Mali and Senegal under the ITC NTM programme, are used to highlight remaining trade obstacles in the region and possibilities to overcome these. This paper serves as a background document for the high-level regional round table on NTMs, held in Abidjan on 14-15 June 2016, and was prepared in collaboration between ITC and the African Development Bank (AfDB).

The paper is available for download here:
www.ntmsurvey.org/ecowas2016

FACILITATING TRADE IN ECOWAS

INSIGHTS FROM THE ITC BUSINESS SURVEYS
ON NON-TARIFF MEASURES

DISCUSSION PAPER FOR THE HIGH-LEVEL REGIONAL ROUND TABLE ON NTMs
IN ABIDJAN, CÔTE D'IVOIRE, ON 14-15 JUNE 2016



RESULTS OF NTM SURVEY IN MALI PRESENTED DURING A NATIONAL STAKEHOLDER MEETING

A roundtable on NTMs was organized in collaboration with the Malian Ministry of Commerce and Industry in Bamako on 26 May 2016. Results of the ITC survey in Mali were presented during the event. Survey results show that difficulties complying with products quality and conformity, trade rules and customs formalities are some of the main obstacles faced by the companies. During the event, representatives from the public and private sectors also engaged in a

dialogue to identify concrete actions necessary to overcome the main impediments to trade faced by Malian businesses. The operationalization of the Single Window, and increased transparency and wide dissemination of information related to trade rules and procedures are among a dozen of concrete actions identified during the workshop. These proposals are expected to contribute to trade-related technical assistance projects at the national and regional level.

ITC PARTICIPATION AT THE ACP EXPERT MEETING ON TECHNICAL BARRIERS TO TRADE (TBT)

On Monday 13 June the NTM team participated to the Africa, Caribbean and Pacific (ACP) Expert Meeting on TBT organized by the ACP group in Geneva. The meeting aimed at briefing ACP countries' delegations on the latest developments of the TBT Committee and work being done on TBT by international organizations. On this

occasion ITC presented its various TBT-related activities in particular the public-private dialogues on the TBT agreement, the capacity building services on product quality and conformity as well as the NTM programme which contribute to the identification, monitoring and removal of TBT issues.



NTM SURVEY METHODOLOGY PRESENTED AT THE FIFTH INTERNATIONAL CONFERENCE ON ESTABLISHMENT SURVEYS

ITC participated in the Fifth International Conference on Establishment Surveys (ICES-V) held in Geneva on 23 June 2016. The conference brought together professionals and researchers working on businesses statistics. The participants, mainly from national statistical offices and international organisations, shared their best practices and area of research concerning business surveys. ITC presented its methodology developed for the non-tariff measures surveys during the

session “International Trade and Globalisation”. The presentation showed the detailed steps followed during the interviews, the options chosen for the data analysis and challenges. This survey based approach is very unique among NTM related studies as it does not rely on official and centralized data. This event gave ITC a notable opportunity to share its research and might bring potential collaboration in the future with participants.

LARGE SCALE BUSINESS SURVEY ON NON-TARIFF MEASURES LAUNCHED IN NAMIBIA

ITC has launched a large-scale business survey to document the experiences of Namibian importers and exporters facing non-tariff measures (NTMs). This initiative is being implemented following an official request from Namibia’s Ministry of Industrialization, Trade and SME Development (MITSMED).

The survey was launched in Windhoek on 1 June at a stakeholders’ meeting that included representatives from several ministries and government agencies, trade and investment support institutions, the private sector and development organizations.

The business survey on NTMs will capture procedural and regulatory barriers to trade that enterprises experience in Namibia, in partner countries, or in transit. It will be implemented in close partnership with the MITSMED and will be based on the established ITC methodology for NTM surveys that has been applied in more than 60 developing and developed countries. Around 500 interviews will be carried out between June and September 2016.

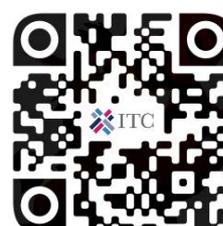
Interviews will target companies in all export sectors – excluding minerals – across different regions in Namibia, and they will have a special focus on sectors with high development potential for small and medium-sized enterprises (SMEs). The collected data will allow for a detailed analysis by product and partner country and an assessment of private-sector concerns



regarding trade regulations. The survey results will serve as a basis for further stakeholder consultations, which will identify recommendations for specific interventions in affected sectors – and eventually implementation of recommendations and the development of action plans.

UPCOMING EVENTS AND RESULTS

The NTM surveys in the following countries are approaching completion and the results will be presented in the coming months: the Philippines, Nepal, Dominican Republic, Benin, Jordan. For more information and publications on the NTM programme please visit: www.ntmsurvey.org



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Scan this QR code to get the download link



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The Transparency in Trade Initiative – a cooperation of ITC, UNCTAD, the World Bank, the African Development Bank and donors to this initiative



4C Association

