

ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

ITC-EU launch EuroMed Trade Helpdesk to strengthen Mediterranean cooperation



EUROMED TRADE HELPDESK
TRADE AND INVESTMENT FACILITATION MECHANISM



The European Commission and the International Trade Centre (ITC) launched the EuroMed Trade Helpdesk on the 30th of June this year. By providing businesses with essential information about markets, tariffs and import requirements, the Helpdesk aims to strengthen economic ties between the European Union (EU) and nine Mediterranean countries, as well as between Mediterranean countries themselves.

The online portal will provide exporters with free information about potential markets, such as customs duties and product requirements. Its searchable database covers the EU as well as Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey, and is available in English, French, Turkish and Arabic. In addition to this, a network of national focal points in each participating Mediterranean country will respond to enquiries on intra-regional trade issues and ensure information is kept up to date.

ITC Executive Director Arancha González said: 'Using the same free-of-cost online portal, EU-Mediterranean companies now have a much easier way to access the most comprehensive intra-regional market information that exists today.'

The EuroMed countries form one of the least economically integrated regions in the world, partly due to a lack of availability and transparency of trade-related information. The project aims to foster economic integration and trade in the region by helping companies save costs on gathering this information, so small and medium-sized firms will have better opportunities to trade internationally.

The EuroMed Trade Helpdesk is part of the EuroMed *Trade and Investment Facilitation Mechanism (TIFM)*, an initiative funded by the EU and implemented by the ITC.

Visit the EuroMed Trade Helpdesk:
euromed.macmap.org



EuroMed team in Istanbul



In June 2017, ITC's EuroMed team spent two days in Istanbul meeting representatives from various Trade Support Institutions as well as building the capacity of experts from the Turkish Exporters Assembly (TIM) on EuroMed Trade Helpdesk and how to manage the incoming enquiries.

EXPORT POTENTIAL MAP – ITC'S NEWEST MARKET ANALYSIS TOOL SPOTS EXPORT OPPORTUNITIES

Export Potential Map – a web application that guides countries towards the most promising products and markets for exports – is the newest addition to ITC's suite of market analysis tools.

Based on an economic model that draws on trade, tariff, GDP and geographic data, the tool helps evaluate countries' potential to ramp up exports. LDCs currently export their products to only 4 markets on average, while they would have potential to supply 24 markets. Their exports are also concentrated on fewer products but according to ITC analysis many diversification options exist.

With two indicators, Export Potential Map helps spotting concrete export opportunities: for a country's traditional export sectors, the Export Potential Indicator identifies markets that offer room for export growth, for new sectors, the

Product Diversification Indicator identifies products with good chances of export success in regional and global markets.

Information is available for 222 countries and territories at a very detailed product level. This will help trade advisers in prioritizing their trade development activities and support the private sector in finding attractive markets for their exported products.

With a user-friendly interface and innovative visualizations, Export Potential Map translates rigorous analysis into practical information about trade opportunities. All graphs can be downloaded, shared through social media and embedded into reports or websites.

Export Potential Map is freely accessible at exportpotential.intracen.org/



T4SD FORUM REGISTRATION IS OPEN NOW!



#T4SDForum

Trade for Sustainable Development Forum 2017 25-27 September Geneva, Switzerland

Partnerships: Which model is yours?

REGISTER NOW!

For the fourth consecutive year, the Trade for Sustainable Development (T4SD) Forum will bring together representatives of the private and public sector, research institutions and international and standards organizations to discuss major trends in sustainable value chains development and voluntary sustainability standards.

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 25-27 September in Geneva, Switzerland. Registrations are now open.

This year, the Forum will explore the theme of partnerships and the different dynamics underlying existing and emerging models of collaboration in the sustainability landscape. The Forum will review a number of such models and partnerships, and highlighting the key factors for success – or failure.

The main event of the 2017 T4SD Forum will take place at ITC headquarters on Monday, 25 September. Expect interactive panel sessions, bringing together prominent speakers to present and discuss different models of collaboration for sustainability.

A new feature in this year's Forum is a mini-hackathon on partnerships for sustainable development, where participants will be challenged to explore innovative solutions to some of the challenges presented in the moderated sessions. The hackathon is organized jointly with Google Food Lab.

Tuesday, 26 September will feature a programme developed together with T4SD partners, such as the German Development Institute. Also, T4SD will showcase the new ITC Sustainability Map platform and the results of the latest research arising from our partnership with the European University Institute (EUI).

The third day features a high-level panel concluding the T4SD Forum, organized as part of this year's WTO Public Forum.

We encourage you to join us and our distinguished speakers for this year's T4SD Forum to learn about various models of collaboration for sustainability goals.

To register, please visit the [registration page](#). For further information, please visit the [event page](#) or contact sustainability@intracen.org.

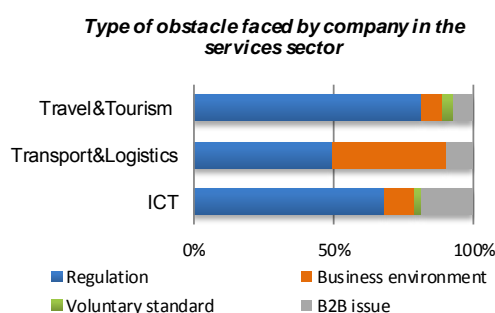
NTM TEAM UPDATES

New ITC methodology to identify barriers in Trade in Services.

After 7 years of successfully identifying and tackling regulatory and procedural barriers to trade in goods, the NTM team is testing its new survey-based methodology to identify challenges in services trade.

Over the past months, ITC has conducted pilot interviews with more than 50 companies in 22 countries. The exercise focused on tourism and travel sector in Myanmar, ICT sector in Bangladesh and transport and logistics sector in Nepal.

Preliminary results suggest that difficulties with the regulatory framework such as hurdles in



ITC team conducting distance interviews with services companies.

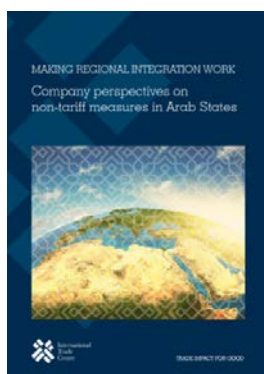
international payment systems, foreign exchange regulations and visa procedures are the key concerns of service providers from ICT, travel and tourism sector. Transport and logistics companies, in contrast, are more concerned about infrastructure and the overall business environment.

In future, ITC will be able to cover goods and services trade when assessing trade barriers and related trade cost.

Current global trends show that trade in services is growing faster than merchandise trade and the international trade paradigm is shifting from trade in goods to trade in tasks (services).

ITC participation at the 3rd Middle East and North Africa (MENA) trade workshop

ITC participated in the 3rd MENA trade workshop organized by the WTO chair of Tunis in collaboration with Cairo University. The workshop is designed as a platform to discuss trade research and trade policy issues in the MENA region.



The workshop included a session on non-tariff measures during which ITC presented results of the report “Making regional integration work - Company perspectives on non-tariff measures in Arab States”. The report is

based on ITC’s NTM business surveys in five Arab countries: Morocco, Egypt, Jordan, State of Palestine and Tunisia.

Participants in the workshop were made aware of the substantive work conducted by ITC in the region. Practitioners and other researchers were also sensitized to go beyond the simple analysis of legal regulatory content of trade rules and to dig further on the procedures that are related to the issuance of rules. During the policy discussion, the key message of NTM surveys was repeatedly highlighted: market access and export competitiveness begin at home.

ITC report on non-tariff measures in the Arab States, “Making Regional Integration Work”, is available for download here: www.ntmsurvey.org/more/events/wedf2015

ITC engaged in the discussions around Making UK Trade Work for Development Post-Brexit.



In May, ITC participated in an expert workshop to explore the impact of the UK's withdrawal from the EU on trade with developing countries and to identify specific policy options the UK government can consider in delivering on its commitment. The workshop was

hosted by the Blavatnik School of Government, University of Oxford.

UK is one of the world's top importers and is an important market for many developing countries. As part of the EU's Generalized System of Preferences (GSP) scheme, UK grants preferential market access to about 70 developing countries. The type of trade regime UK adopts following Brexit is, hence, of keen interest to many developing countries that are also ITC's clients.

Participants at the workshop strongly agreed that the immediate priority for the UK government's development policy must be to minimise harm to developing countries arising from Brexit. The UK will also have an opportunity to take some innovative steps to



ensure its trade policy supports development following Brexit.

ITC will remain actively engaged in the discussions related to impact of Brexit on developing countries and will inform these through its trade intelligence data and analysis tools. For instance,

ITC gained insights on the difficulties and concerns UK firms have when sourcing from developing countries through the EU-wide business survey on non-tariff measures, which included interviews with over 1,000 companies in the UK. Likewise, interviews with over 20,000 companies in developing countries have gathered over the past years specific information about exporters' challenges when accessing the UK market.

The summary of the discussions of the workshop is available here: www.geg.ox.ac.uk/making-uk-trade-work-development-post-brexit

Results of the ITC Business Survey in the EU ("Navigating Non-Tariff Measures: Insights from a business survey in the European Union") is available here: www.ntmsurvey.org/eu

Upcoming Event

E-Ping: Helping SMEs Keep Track of Product Requirements in their Export Markets

A side event during this year's Aid for Trade Global Review will focus on the newest of ITC's suite of market analysis tools: ePing, and its efforts to help SMEs keep track of export market requirements. The session will take place on 12 July at the WTO.

The ePing SPS & TBT notification alert system is an online system facilitating access to SPS and TBT notifications for products or markets of interest. There are currently more than 2,200 registered users of this system, including government representatives, companies and other stakeholders.



The ePing alert system is a collaboration of ITC with the United Nations Department of Economic and Social Affairs (DESA) and the World Trade Organisation (WTO).

This tool can be accessed free of charge here: www.epingalert.org.

Implementation of Trade Obstacles Alert Mechanism and Trade Information Portal in the WAEMU

In the framework of the Trade Competitiveness and Regional Integration Support Programme (PACCIR), ITC will develop a Trade Obstacles Alert Mechanisms (TOAM) and a trade information portal for the West African Economic and Monetary Union (WAEMU).

TOAM is an online platform connecting trade operators and public institutions to resolve trade obstacles faced by companies. It aims to reduce the impacts of non-tariff regulations on intra and extra regional trade. The project includes development of national TOAM in all WAEMU countries that will be integrated to form a regional TOAM.

A regional trade information portal is a web-based system that provides companies in WAEMU with necessary information and opportunities for business development. It includes three components:

- Component on market information related to specific products.
- An online market place for WAEMU companies to promote and sell their products to international buyers.

- An up-to-date registry of exporters, importers and producers in order to increase the visibility of companies operating in the region.

The implementation of the two projects will be managed by a network of national trade promotion organization (TPOs) of the 8 WAEMU member countries.

A three-day workshop in Dakar, Senegal (17 - 19 May, 2017) was organized to set up the network of technical focal points and plan the implementation of the PACCIR project.

The PACCIR programme aims to promote sustainable economic growth in the WAEMU region by setting-up an effective common market and a further integration of the WAEMU into the world trade. It is financed by the European Union.



New Publications

Philippines: Company perspectives



Trade rules and procedures pose challenges for 73% of surveyed businesses in the Philippines, according to ITC interviews with over 1000 exporters and importers.

The survey results offer the Philippine government to address non-tariff measures in the domestic business environment, based on detailed analysis of challenges across many sectors and markets. The report recommends strengthening the inter-agency National Committee on Trade Facilitation to align and sustain trade facilitation efforts. Priority should go to lowering firms' expenses for conformity

assessment requirements; streamlining customs clearance procedures; and streamlining procedures for export licenses, permits and certificates of origin. The report is available for download here: www.ntmsurvey.org/philippines

Benin: Company Perspectives



Three-quarters of exporters in Benin suffer from challenges related to non-tariff measures (NTMs), according to an ITC survey of 360 companies. Fresh pineapples and fruit juices are among the most affected products.

Despite strong export potential, rigorous EU sanitary standards and neighbouring countries' surcharges are hampering small businesses. Survey results suggest streamlining certification procedures and greater transparency for customs formalities. The report is available for download here: www.ntmsurvey.org/benin

CAPACITY BUILDING IN MARKET ANALYSIS

Training of Trainers on Trade Analysis in Nepal



In the week of 5 June, an ITC team was in Kathmandu to kick off a capacity building programme aimed at strengthening analytical skills of Nepalese trade-related institutions.

One element of the programme consists in widening the pool of certified trainers on basic trade and market analysis. The first workshop was hence geared towards experts representing various Nepalese trade support institutions, focusing on market analysis using ITC tools including Trade Map, Market Access Map, Standards Map and e-Ping.

A second workshop, planned for early August, will deepen the knowledge, familiarize participants with the preparation of market profiles and support them in perfecting their training skills.

Ultimately, the workshop series will enable participants to provide better services to the

SMEs they serve, in the form of customized analyses and tailored, evidence-based advice.

Participants demonstrating excellent command of the market analysis and training skills will be certified as trainers on ITC tools. The newly certified trainers will be able to provide trainings on basic trade information tools and market access to SMEs and other institutions in Nepal.

The training is part of USAID's commitment to strengthen analytical and advisory skills of trade support institutions in Nepal. In 2016, the US Congress decided to support implementing the assistance provisions of Nepal's Trade Bill Legislation, including through enhancing Nepal's export promotion agencies to support and build awareness of exporters about opportunities and market access conditions.

Equipping Saudi exporters to find new markets

ITC conducted a 4-day training workshop in Riyadh, Saudi Arabia from 8-11 May. Twenty participants from various Saudi enterprises as well as the Saudi Export Development Authority, the country's trade promotion organization, learned how to use ITC's market analysis tools to explore international demand patterns, potential competition and market access conditions.

During the workshop, which was hosted by Saudi Exports, as the agency is also known, participants were encouraged to look at international market trends and requirements for products of interest to them, which included stainless steel kitchenware, refined maize oil, gypsum board and evaporator coolers.



They designed market profiles combining trade data with other business indicators to help would-be exporters make objective choices about which foreign markets to target. Rigorous hands-on exercises reinforced participants' capacity to use the trade intelligence to weigh the relative merits of different target market segments in light of demand and price trends, potential competitors, and packaging and branding requirements.

"The best thing about this workshop is the high level of interaction," said Ramzy Hafez, who works for ACFA Building Solutions, an exporter of cement building materials. Another participant, Abdulmajeed Alhawwas of petrochemicals firm Global Company for Chemical Industries, successfully contacted a potential importer in the United Arab Emirates using the company listings in Trade Map's company data, highlighting the practical utility of ITC's database.

United Arab Emirates using the company listings in Trade Map's company data, highlighting the practical utility of ITC's database. He reports that the Emirati importer has expressed interest in purchasing from his firm.

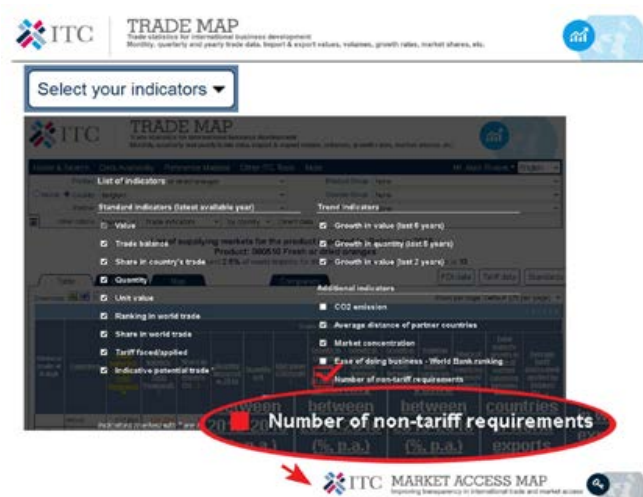
The workshop also served as a networking opportunity for participants, some of whom are now exploring ways to do business together in the future. Saudi Exports officials expressed interest in intensifying cooperation with ITC, especially in the areas of capacity building, data provision and business intelligence. The workshop was held under the framework of the Aid for Trade Initiative for Arab States (AfTIAS), a multi-donor programme coordinated by the International Islamic Trade Finance Corporation (ITFC).

TRADE MAP

A direct access to Non-tariff measures (NTMs) has been implemented in Trade Map

A new feature has been implemented in the Trade Map column picker to directly access Non-tariff measures (NTMs). The number of NTMs applied by a country to any product code at 6-digit level is now displayed in Trade Map.

By clicking on this number, the user is automatically redirected to the NTMs detailed information available in Market Access Map.



Trade map on KenTrade information portal

Kenya trade statistics are now accessible on the Kenya Trade Information Portal (KenTrade) through Trade Map embedded.

Thanks to a fruitful collaboration between ITC, UNCTAD, Trade and Markets East Africa (TMEA) and Kenya Trade Network Agency (KenTrade), Kenya trade statistics available in Trade Map have been embedded on the Kenya Trade information Portal.

Users can access these data without username and password: <http://etradeportal.go.ke/TradeStatistics?l=en>

Rank	Product code	Trade balance 2018	Trade balance 2017	Annual growth in value	Annual growth in volume	Rankings in most countries
1	All products	1244,234	1,212,244	2.6%	2.6%	1
2	Agriculture	211,244	212,244	0.5%	0.5%	2
3	Manufactures	1,032,990	1,000,000	3.2%	3.2%	3
4	Services	100,000	100,000	0.0%	0.0%	4

Trade Map Kenya users also benefit from a direct bridge between this new application and the generic ITC Trade Map application, should they wish to continue their trade analysis on Kenya partner countries data.

Trade Map presents monthly trade data for 138 countries

and for around 40 of them, data is published within 2 months only: <http://www.trademap.org/stDataAvailability.aspx>

PROCUREMENT MAP: 150 000 PUBLIC TENDERS

New advanced search module now available

Gain time while navigating among the 150 000 public tenders available in Procurement Map by using the new [Advanced search](#) module.

Users can now easily search tenders for products or services by using keywords or a hierarchical approach.

<http://procurementmap.intracen.org/Data/AdvancedSearch?searchType=K>

ITC | PROCUREMENT MAP
Making public procurement information accessible to SMEs and women vendors

HOME SUPPORT MATERIALS OTHER ITC TOOLS EN FR ES

TAKE A TOUR on Procurement Map

Procurement Map provides detailed information over 150 000 public tenders. This tool offers a route to foster entrepreneurship and to seek new market opportunities.

Users can easily identify potential buyers thanks to an intuitive search based on target country and economic sector.

Additional information on Sustainability Standards and Women and Procurement may help users improve their corporate profiles.

Select a country and a sector to continue

Country

Sector

Public Tenders

ITC | PROCUREMENT MAP
Making public procurement information accessible to SMEs and women vendors

HOME SUPPORT MATERIALS OTHER ITC TOOLS LOGIN EN FR ES

Other ITC Market Tools

Trade Map

Country

Keywords Hierarchical

PRODUCTS

- 01 - Live animals (208)
- 02 - Meat and edible meat offal (401)
- 03 - Fish, crustaceans, molluscs, aquatic invertebrates nes (816)
- 04 - Dairy products, eggs, honey, edible animal product nes (816)
- 05 - Products of animal origin, nes (816)
- 06 - Live trees, plants, bulbs, roots, cut flowers etc (109)
- 07 - Edible vegetables and certain roots and tubers (693)
- 08 - Edible fruit, nuts, peel of citrus fruit, melons (150)
- 09 - Coffee, tea, mate and spices (1781)
- 10 - Cereals (487)
- 11 - Milling products, malt, starches, inulin, wheat gluten (31)
- 12 - Oil seed, oleag fruits, grain, seed, fruit, etc, nes (379)
- 13 - Lac, gums, resins, vegetable saps and extracts nes (55)
- 14 - Vegetable plaiting materials, vegetable products nes (21)

SERVICES

- S00 - All services (28354)
- S01 - Manufacturing services on physical inputs owned by others (10690)
- S02 - Maintenance and repair services n.i.e. (10690)
- S03 - Transport (8288)
- S04 - Travel (991)
- S05 - Construction (81293)
- S06 - Insurance and pension services (2743)
- S07 - Financial services (792)
- S08 - Charges for the use of intellectual property n.i.e. (9137)
- S09 - Telecommunications, computer, and information services (14811)
- S10 - Other business services (24150)
- S11 - Personal, cultural, and recreational services (151)
- S12 - Government goods and services n.i.e. (225)
- S13 - Various services (938)
- S15 - Memo item: Commercial services (1495)

MACMAP PRESENTATION AT GTAP CONFERENCE AND CAPACITY BUILDING

20th annual GTAP conference

TMI section took part in the 20th annual GTAP conference and presented recent developments in Market Access Map to a group of leading trade economists.

This year's GTAP flagship conference was hosted by the Purdue University (United States) on June 7-9. The annual meeting brings together world's leading trade economists and serves as a platform to exchange ideas and share new findings in the area of international trade, development economics and trade policies. Over the years, the exchanges made at annual GTAP conference have shaped new developments in the area of global economic analysis.

The GTAP database is the common workhorse in the scientific analysis of global economic issues. Since 2007, ITC/TMI has been involved in this initiative by providing the global protection database for trade modellers as well as by developing methodologies and disseminating new data on market access conditions. ITC/TMI takes part in this event each year. During the 2016 edition, TMI disseminated a dataset of detailed tariff commitments under active regional and bilateral trade agreements between



the 12 nations involved in Trans-Pacific Partnership (TPP) agreement as well as under the freshly concluded megaregional TPP trade pact itself.

At this year's GTAP conference, ITC/TMI presented the new tariff protection database as part of the upcoming 10th version of the GTAP database. It also disseminated new database of detailed tariff commitments under 125 trade agreements between 25 Asia-Pacific nations and the EU and shared analytical insights.

Table 1: Global Average Tariff, 2007-2014

Methodology	Most-favored nation tariff (MFN)			Effectively applied tariff		
	2007	2011	2014	2007	2011	2014
Simple Average	9.7%	9.3%	9.1%	8.8%	8.5%	8.2%
Trade-weighted	4.7%	4.7%	4.9%	2.6%	2.8%	2.2%

Source: Authors' calculations based on MACMap GTAP database.

Mimouni et al. (forthcoming, 2017) *ITC Market Access Map Database: Recent Developments And Perspectives*

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 0540
Email: marketanalysis@intracen.org

SOCIAL MEDIA

Facebook: www.facebook.com/ITCmarketanalysistools

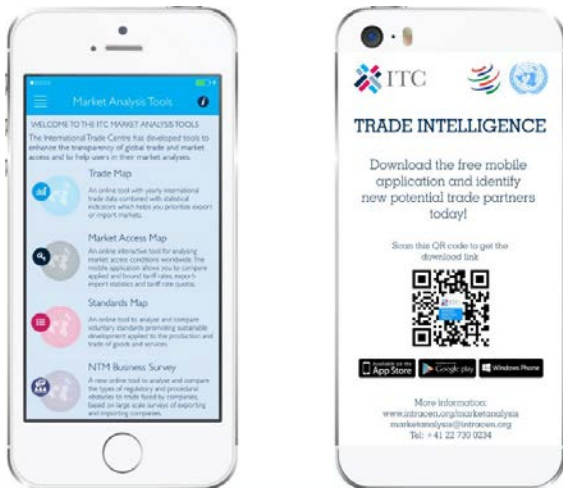
YouTube: www.youtube.com/user/MarketAnalysisTools

Twitter: www.twitter.com/ITC_MktAnalysis

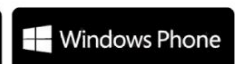
LinkedIn: www.linkedin.com/company/itc-market-analysis-tools

ITC TOOLS NOW AVAILABLE ON APP STORES!

Now one of the world's most comprehensive database on trade is available at your fingertips. Download it for free and quickly access the latest information from you smart phones.



Scan this QR code to get the
download link



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4C Association

