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## ITC MARKET ANALYSIS SERVICES UPDATE

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ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS



### Sustainability Map

Your roadmap to sustainable trade



## ITC launches Sustainability Map to increase transparency and connectivity in global value chains.

In September, ITC launched **Sustainability Map** ([www.sustainabilitymap.org](http://www.sustainabilitymap.org)), a new online gateway connecting businesses and producers that will help pave the way towards more sustainable trade. ITC launched the innovative tool during the second day of the [Trade for Sustainable Development \(T4SD\) Forum](#), held in Geneva, Switzerland on 25-27 September.

A freely available online platform, Sustainability Map offers users access to wide-ranging information related to sustainability initiatives and standards, allowing businesses to deploy better sustainability practices in international trade. Moreover, Sustainability Map enables users, regardless of their position in the local, regional or international value chain, to gain a better understanding of the sustainability standards that are relevant to their export markets, and to connect with business partners.

The ITC Trade for Sustainable Development (T4SD) Programme developed Sustainability Map to allow easier access to essential information on sustainable trade. The main

beneficiaries of the platform include micro, small and medium-sized enterprises (MSMEs), and international buyers. It is also an extremely useful tool for public-sector officials who need to understand how sustainable production and consumption trends affect the competitiveness of their key sectors and domestic exporters.

Sustainability Map consists of four modules and builds on ITC's already well-established online tools, such as [Standards Map](#) and the [SustainabilityXchange](#), while introducing two new and interconnected modules, the **Sustainability Network** and **Sustainability Trends**.

**The Standards** module allows users to analyse and compare voluntary standards-related data. This module also enables producers and businesses to carry out self-assessments of their performance against a range of standards requirements. The Standards module is an improved and updated version of Standards Map and covers more than 230 voluntary

standards initiatives applicable to more than 80 sectors and 180 countries and territories.

**The Network** module helps to increase transparency and establish a better environment for business engagement by connecting actors along the value chain. This virtual network enables users to share their business and sustainability profiles with traders, buyers, standards organizations, financiers and others across the value chain.

The **Community** module links organisations and experts committed to driving sustainable value chains and trade. Incorporating the existing [SustainabilityXchange](#) platform, this module provides insights into capacity-building information designed to empower trainers, businesses, standards organizations, non-governmental organizations, and governments.

The new **Trends** module offers access to an extensive overview of production-related market

information on over 10 voluntary standards including the entire ISEAL membership and numerous product groups such as cocoa, coffee, tea, palm oil, soy and sugar cane, among others.

The T4SD team collects data and conducts quality control in cooperation with standard organizations and independent experts in order to ensure a credible, transparent, and neutral information repository of information.

The Sustainability Map is the online portal of the T4SD Programme which is supported by SECO, the Federal Ministry of Economic Cooperation and Development of Germany (BMZ) and the European Commission.

For more information on the T4SD Programme, please visit <http://www.intracen.org/t4sd/> or go to [www.sustainabilitymap.org](http://www.sustainabilitymap.org).

Contact us at: [sustainability@intracen.org](mailto:sustainability@intracen.org).

## TRADE MAP'S INNOVATIVE TOOL FOR HS REVISIONS HISTORY

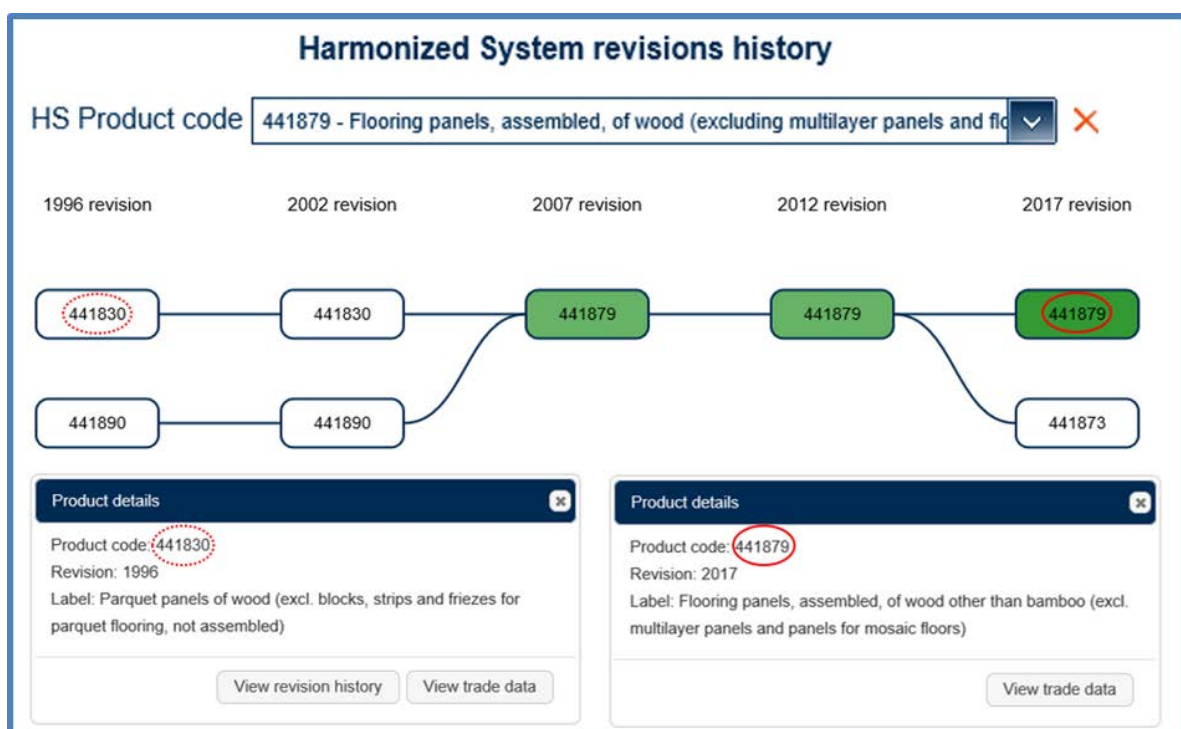
Your favourite HS code is no longer available in the 2017 revision?

Have a look at our [new HS revisions module](#).

Understanding product nomenclature revisions has never been so easy. With Trade Map [new HS revisions module](#), see how your product definition and HS code have changed over time. A single diagram shows how your product code has been split and merged with different other product codes. Here is the

example of **wooden flooring panels**.

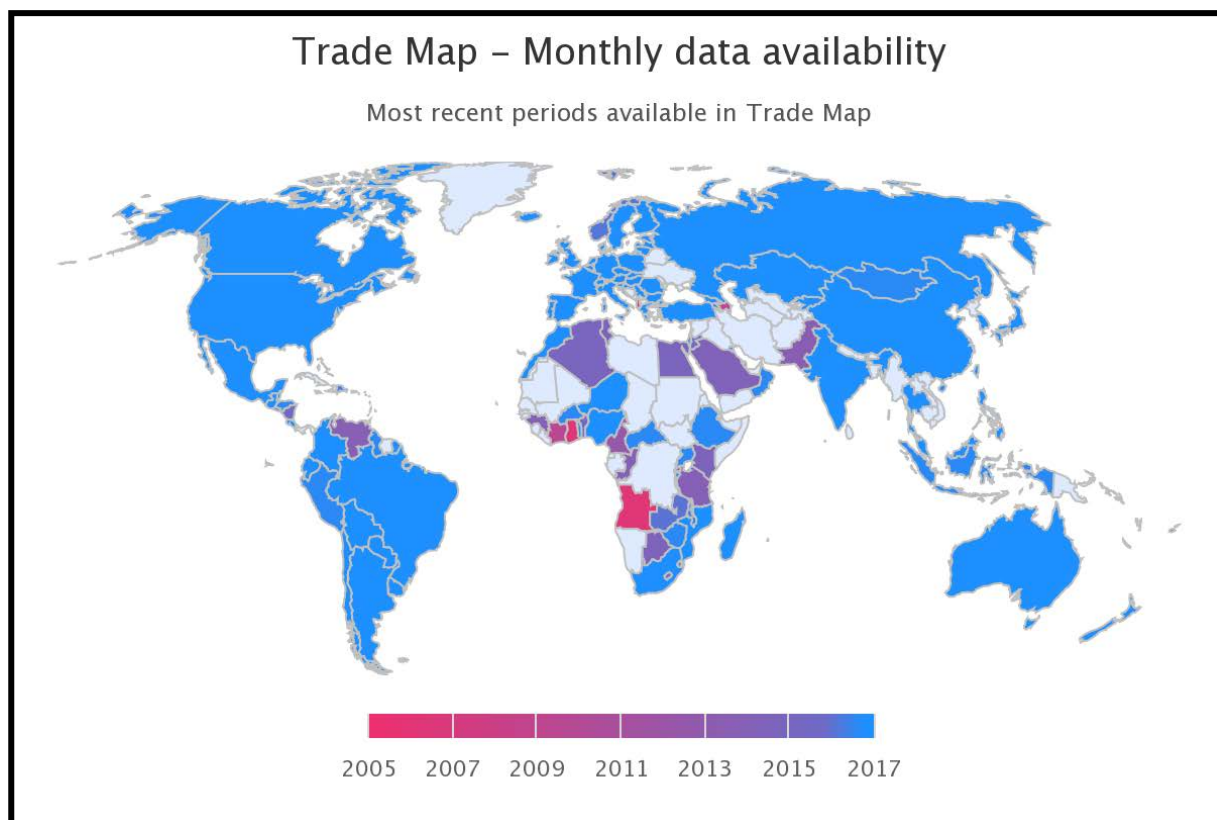
Trade statistics associated with product code 4418.79 starts in 2007 merging two different wooden products of which wooden flooring panels are made. From 2017 onwards, panels made of bamboo are to be recorded under 4418.73. The new definition of panels made of other woods are now recorded under a new definition of the existing code 4418.79.



## More recent data available on Trade Map

Trade Map shows trade statistics reported by 195 countries. 130 of them have reported their trade for year 2016, the remaining 65 are

estimated with mirror statistics. Among the 138 countries reporting monthly trade data, already 74 show data for year 2017.



## MARKET ACCESS MAP: WORLD TARIFF PROFILES 2017 RELEASED BASED ON ITC TARIFF DATA

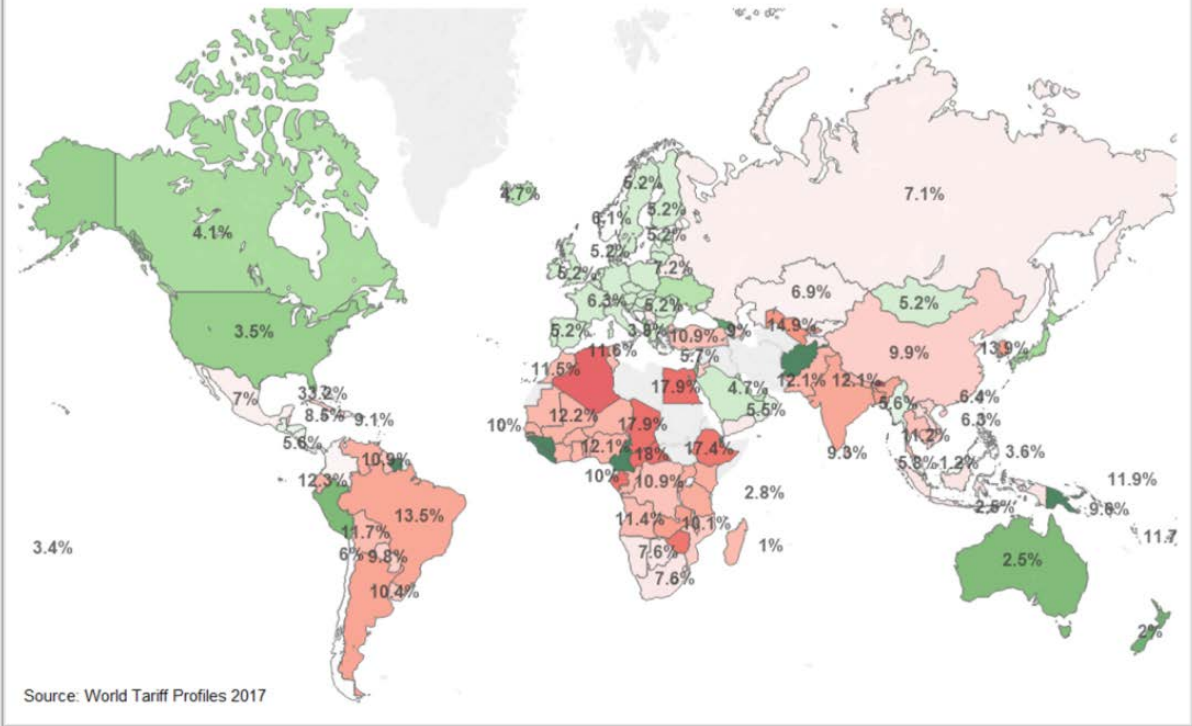
On July 28, WTO, ITC and UNCTAD jointly released the new edition of **World Tariff Profiles 2017** – a flagship annual statistical publication on tariffs and non-tariff measures applied by 177 countries and customs territories on international trade. It is 10th anniversary edition and this time it was released earlier (in July) than in previous years (in October-November) but within the same time frame as the very first issue back in 2007.

The publication provides cross-country “at a glance” tariff indicators as well as detailed tariff profile pages for each country with a breakdown by major product category and major trading partner. The main data source is Market Access Map tariff database ([www.macmap.org](http://www.macmap.org)) continuously maintained by ITC since 2006 and freely available for all

users in developing countries. Since last year the main body of the publication has been supplemented by a statistical chapter dedicated to trade remedies. Finally, special topic this year was on long-term trends in export diversification patterns.

According to World Tariff Profiles 2017, countries/territories applying the lowest tariffs on international trade currently are Hong Kong (China), Macao (China), Singapore, Brunei Darussalam, and Mauritius both in agricultural and industrial goods (chart below). From the G20 group, the countries with the lowest tariffs on **agricultural** imports are Australia and the United States, while the countries with the lowest tariffs on **industrial** imports are Canada and Japan.

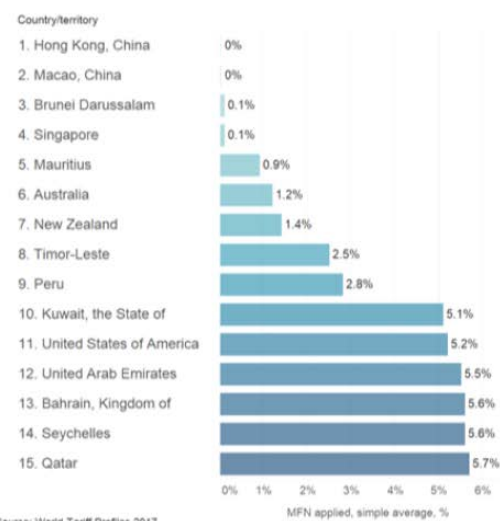
Average tariff on imports (% , MFN applied, simple average, all goods)



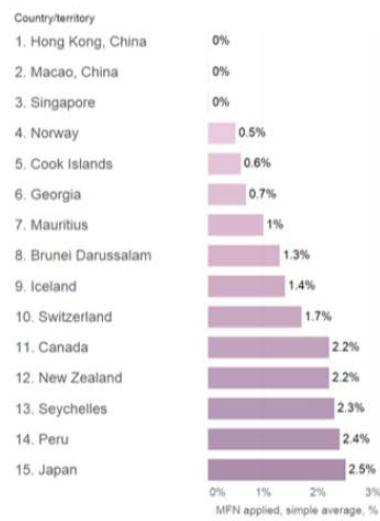
Globally, developed countries tend to apply lower tariffs than developing countries and

least developed countries (LDCs) as seen in a map above.

Countries with the lowest average tariffs on agricultural products



Countries with the lowest average tariffs on industrial products



## EUROMED TRADE HELPDESK

After the launch of the [EuroMed Trade Helpdesk](#) on June 30, 2017 (ITC Press Release: <https://tinyurl.com/yd4kxp98>), users can now submit an enquiry about trade-related issues they face to the Helpdesk service which is actively managed by the National Focal Points.

We have assisted exporters find solutions to their problems; a case in point, a Belgium customs and trade compliance manager faced



problems at the Egypt Customs Authority who did not accept their agreed exporter status and imposed a fine. Our Egyptian

National Focal Points coordinated the response with his network of local institutions and helped the exporter get in touch with the local Rules of Origin Trade Agreement sector. With this boost in transparency of trade related information, EuroMed economic operators are poised to thrive at both regional and world level in the near future.

Users can freely consult all answered enquiries in

<http://euromed.macmap.org/euromed/en/helpdesk/enquiries>

The EuroMed Trade Helpdesk is a final result of the EuroMed Trade and Investment Facilitation Mechanism project (TIFM), a 3.5 year project funded by the European Union (EU) and implemented by the International Trade Centre (ITC).

## WORKSHOPS FOR CAPACITY BUILDING

### 19 new certified ITC trade analysts in Saint Lucia

Saint Lucia's Trade Export Promotion Agency (TEPA) requested ITC to train trade advisors and SMEs on the analysis of export trends and opportunities in order to be more proactive in their respective activities in the future. A comprehensive **eCourse** has been designed and delivered between May and June 2017. The course consisted in four weeks of video lectures illustrated by comprehensive exercises



based on Saint Lucia's data. Weekly quizzes and webinars ensured that knowledge was fully transmitted to participants and enabled to address their questions. Participants demonstrated their mastery of ITC tools as well as their analytical skills acquired through an individual home assignment.

Participants were from different horizons: 8 from government agencies, 5 from trade and investment support institutions, 3 from sectoral associations and 18 came from the private sector. Nineteen participants successfully completed the final assessment and received a completion certificate by ITC. The eCourse received high marks for quality, utility and relevance of participants' work.

### 10 new Nepalese trainers on ITC Tools poised for more replicated trainings for local SMEs and TISIs

ITC has certified 10 new Nepalese trainers on ITC's Market Analysis Tools following a two week long trainings in June and August 2017 in Kathmandu, Nepal. The newly certified trainers come from a variety of institutions in Nepal including trade support institutions, business associations, academia and women support group.

Participants in the workshop were trained in market analysis to find new market

opportunities using a variety of ITC tools including Trade Map, Market Access Map and Standards Map. Participants were also trained in using e-Ping alert system for SPS and TBT notifications.

Furthermore, participants were also made familiar with the general concepts and structure of EU's Registered Exporters (REX) system. Use of this online system is mandatory for Nepalese exporters that wish to benefit from

the GSP systems of the EU, Switzerland, Norway and Turkey. Trade and Export Promotion Centre (TEPC) and Ministry of Commerce (MoC) are the competent national authorities in Nepal for the implementation in the country.

The newly certified trainers can now deliver effective trainings on ITC Tools to Nepalese SMEs and help them find the best markets for their products. Following the training, new trainers have delivered 3 introductory half-day workshops on using ITC tools to entrepreneurs

and students.

This **'Training of Trainers'** workshop 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.



## EXPORT POTENTIAL MAP

### Joint project with ILO “spotting export potential for employment”

During the first half of 2017, the ITC has worked with the International Labour Organization (ILO) to develop and apply a methodology estimating the impact of increased exports on job creation in developing countries. This collaboration fits into the ILO project **“Strengthening the Impact on Employment of Sector and Trade Policies” (STRENGTHEN)**.

The method relies on the ITC's export potential assessment methodology to estimate additional export opportunities for developing countries. This method provides with an estimate of untapped market potential in every market, based on the export performance of the country considered, market demand and ease of exporting to the market. In order to translate this additional export potential into employment generation potential, a Keynesian approach is adopted. Additional exports are assumed to correspond to additional production, resulting directly from additional

demand for exported goods but also indirectly from additional demand for domestically produced inputs. The method thus allows estimating direct and indirect employment generation resulting from a full utilization of export potentials. These estimates are done by gender and could be extended to distinguish different skill or age groups in an economy, subject to data availability.

The results of this analysis have been presented in the six countries involved in the STRENGTHEN project, namely (in chronological order) Morocco, the Philippines, Benin, Ghana, Guatemala and Myanmar, between February and August 2017. A methodological note has been produced to describe the method and its underlying assumptions. Similar analysis will be done in Rwanda in October, as part of an extension of the project.

For more information, please contact [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org).

## Reconnecting Afghanistan to Global Markets

In collaboration with the United States Agency for International Development (USAID), ITC's Export Potential and Diversification Assessment Methodology has been applied to identify and analyse promising export markets for Afghanistan's established and new value chains that could help local companies reconnect to the world of international commerce.

The report focuses on nine pre-selected sectors: carpets, fresh and dry fruits, silk, cashmere, and wool products, leather, nuts, spices, gemstones and jewellery, fashion and handicrafts. For each priority sector, ITC assesses Afghanistan's (untapped) export potential in different markets and reports for the most promising of those, details on prices, market entry requirements and competition.

The study finds that a mix of strong existing trade linkages, fast-growing demand and comparably low tariffs places Pakistan and India on top of the markets with (unused) export potential in nearly all sectors. Non-traditional markets however emerge as well: Switzerland appears as a potentially interesting market for carpets, Italy for cashmere and lamb furs, Turkey for skins of lamb/sheep and Russian Federation for pistachios. Iran and United Arab Emirates are further markets where Afghan exporters find potential to sell a variety of products.

For further information on export opportunities, please consult <http://exportpotential.intracen.org>. For further information on this report, contact us at [marketanalysis@intracen.com](mailto:marketanalysis@intracen.com).

## E-PING: ITC PARTICIPATION AT THE 2017 GLOBAL AID FOR TRADE REVIEW SIDE-EVENT ON E-PING NOTIFICATION ALERT SYSTEM



ITC participated in the side event “**E-Ping: Helping SMEs Keep Track of Product Requirements in their Export Markets**” organized by Australia during the 2017 Global Aid for Trade Review.

ITC reported positive feedback on E-Ping online tool based on a user survey conducted in early 2017. Users appreciated ePing's customized alerts and friendly set-up and were taking action upon receiving the alerts. E-ping

users were requesting more training and the ability to access the system in additional languages and through SMS as well as smart phone apps.

A trust fund between ITC, the WTO and UNDESA was being established for further upgrades to the system, enhancement of the content, outreach activities as well as training and capacity building. ITC was also working with the WTO, World Bank Group, UNCTAD

and other organizations to develop a one-stop shop for trade information. ePing would also be a part of this trade information system.

Australian, one of the early adopters of the system, reported that ePing has helped address NTMs and facilitate trade by improving transparency and leading to consultations between business and government. The Australian Enquiry Point had adopted ePing and phased out some of its older manual methods for communicating with stakeholders. Industry groups such as the Export Council were also promoting ePing, which contributed to its uptake and lessened the burden for the government.

ePing had not only received positive feedback from businesses but also resulted in efficiency gains for the Australian Enquiry Point since it took away the burden on the government of communicating notifications through email lists as exporters were having direct access to relevant information. ePing also contributed to

the regulatory development process nationally and internationally and to tracking regulatory trends.

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](http://www.epingalert.org).



## UPCOMING EVENT

### Launch of NTM Survey report on Nepal

ITC Executive Director, Ms Arancha Gonzalez, will launch the report “**Nepal: Company Perspectives**” on 13 October 2017 in Kathmandu, Nepal at an event hosted by the Ministry of Commerce of Nepal.

The report is based on a survey of 577 companies in Nepal implemented by ITC in 2016. The report highlights the major regulatory and procedural obstacles to trade faced by Nepalese enterprises.

Four Sector Export Strategies (SES) on tea, coffee, large cardamom and handmade paper – developed by ITC will also be unveiled during the event.





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