



ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

ITC, UNCTAD, WTO launch the Global Trade Helpdesk at MC11 in Buenos Aires

A multi-agency response to ease access to trade information for business



(Buenos Aires) – The International Trade Centre (ITC), the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) unveiled an innovative tool to help businesses, in particular smaller firms, benefit from trade. Accessible through a new online hub – HelpMeTrade.org – the Global Trade Helpdesk will serve as a one-stop shop for businesses and policymakers to access trade data and practical information on target markets.

Launched at the WTO's 11th Ministerial Conference in Buenos Aires, Argentina, the Global Trade Helpdesk is a multi-agency response to an information gap in trade. For companies looking at potential export markets, the Helpdesk, which is still in a beta version, provides data on applicable tariffs and taxes; relevant health and safety standards and

compliance procedures; details about export and import procedures such as pre-shipment formalities; and current trade patterns and trade agreements. Data will be added to the Helpdesk over a three-year period, and complemented with business information such as buyer and seller contacts as well as trade fair dates and locations.

By making trade and market information freely available and accessible through a user-friendly interface, the Global Trade Helpdesk will make it easier for companies across the world – especially micro, small and medium-sized enterprises (MSMEs) – to increase their participation in regional and international value chains and help them reduce trade costs. It will assist policymakers make better informed decisions on trade and investment policies, and enable

trade and investment support institutions improve support to their MSME clients.



The initiative is not only about disseminating information but also about collecting it. National administrations and technical institutions in developing and least-developed countries will be offered tailored support to overcome capacity constraints in sourcing and updating trade information, as well as to develop country or region-specific interfaces linked to the HelpMeTrade.org portal. This will help empower local stakeholders to publish relevant information in line with their commitments under the WTO Trade Facilitation Agreement

and simultaneously update the Global Trade Helpdesk.

Business surveys of more than 20,000 enterprises conducted by ITC in 38 developing countries have revealed that a lack of transparency is one of the biggest obstacles faced by business – and especially MSMEs. Many small businesses may lack the resources and skills to conduct trade-related analysis, and the Global Trade Helpdesk will be an invaluable tool to access information free of charge. For example, the Helpdesk's email-alert system will allow users to receive customized real-time information on markets and products relevant to their sector.

In addition to drawing on data from ITC, UNCTAD and WTO, the Global Trade Helpdesk pulls in resources from a number of international organizations and development banks, including the Inter-American Development Bank (IDB), the United Nations Industrial Development Organization (UNIDO) and the World Bank Group. The HelpMeTrade.org portal is scheduled to be fully functional in 2020.

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“The Global Trade Helpdesk is an innovative tool using data to tackle obstacles to inclusion. Through this inter-agency product, we are addressing felt needs within the trade community and relating action to results.”
Mukhisa Kituyi - UNCTAD Secretary-General

“The Global Trade Helpdesk is about moving from making trade possible to making it happen. The HelpMeTrade.org portal turns trade data into practical, usable intelligence and will be an excellent tool to better identify and reduce obstacles to trade. Ultimately it will increase transparency of data, improve coherence and help MSMEs to navigate the procedures needed to break into foreign markets and grow through trade.”

Arancha González - ITC Executive Director.



“For a small business, easy access to the right information can make the world of difference. With it, you can trade with the global marketplace. Without it, the challenges and costs of trading can be too high. This new helpdesk will provide all the information you need in one place, free of charge, accessible to all. It promises to be a big step forward in making trade more inclusive. That's something for us all to celebrate.”
Roberto Azevêdo - WTO Director-General

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WTO AND ITC LAUNCH COTTON PORTAL TO ENHANCE TRANSPARENCY AND SUPPORT DEVELOPMENT

(Buenos Aires) – The World Trade Organization (WTO) and the International Trade Centre (ITC) launched an on-line platform for market intelligence for cotton products, which will enable cotton producers, traders and policymakers to better harness market opportunities in the sector.

The Cotton Portal, unveiled at the WTO's 11th Ministerial Conference in Buenos Aires, will contribute to a more efficient cotton trading system by providing improved transparency and accessibility of trade-related information for cotton products and other relevant information for the daily activities of cotton producers, traders and policy makers.

"Today's launch is an important addition to our efforts in helping the cotton community achieve their development goals," said WTO Director-General Roberto Azevêdo. "By gathering all the relevant information, it means that we can better monitor the implementation of the market access commitments made by members in Nairobi."

ITC Executive Director Arancha González said: "The Cotton Portal will enable cotton producers and traders to harvest greater benefits from increased participation in global trade, particularly for least developed countries. By making the sector more transparent, businesses will have easier access to trade and market intelligence, allowing them to add additional value to their exports."

The Cotton Portal is designed for exporters, importers, investors and trade support institutions to search business opportunities and market requirements for cotton products. It provides a single entry point for all cotton-specific information available in WTO and ITC databases on market access, trade statistics, country-specific business contacts and development assistance-related information as well as links to relevant documents, webpages and to other organizations active in the cotton sector.

The screenshot shows the homepage of the Cotton Portal. At the top, there are logos for ITC (International Trade Centre) and WTO (World Trade Organization). The main header reads "Cotton Portal" with the subtitle "Trade Intelligence for Cotton". Below the header, there is a large image of cotton bolls. The central part of the page features the text "WELCOME TO THE COTTON PORTAL". To the left, there are several menu options: "Trade Statistics", "Customs duties and taxes", "Market Access Regulations", "Business contacts", "WTO background paper", "WTO development assistance", "News and events", and "Learning centre". On the right side, there is a search form titled "SEARCH MARKET INFORMATION" with fields for "Destination market", "Select country", "Exporting from", "Select country", "HS product", and a search bar. A "SUBMIT" button is also present.

Cotton is one of the world's most actively traded commodities. It is also a product of vital importance to the economic development and poverty reduction strategies for a number of developing economies, and particularly the least developed amongst them.

Four African cotton-producing countries – Benin, Burkina Faso, Chad and Mali – proposed a [Sectoral Initiative on Cotton](#) in 2003. Since then, cotton has been discussed as a specific topic in the WTO.

The 2015 Nairobi Ministerial [Decision on Cotton](#) contains provisions on improving market access for least-developed countries, eliminating export subsidies, and the efforts to be made to reform domestic support. It also underlines the importance of effective assistance to support the cotton sector in developing countries.

The launch of the Cotton Portal delivers on a key commitment of the Nairobi decision to identify and examine market access barriers, including tariff and non-tariff barriers for cotton products, particularly those exported by least-developed countries.

Web links

Cotton portal:
www.CottonPortal.org

Cotton-related work at the WTO:
www.wto.org/cotton

PROCUREMENT MAP

Now showing direct access to Contract Awards

A new feature has been implemented in Procurement Map to access public contract awards: <http://procurementmap.intracen.org/>.

By clicking on a particular contract users will access detailed information such as awarded bidders, financial scores, contract values.

The screenshot shows the ITC Procurement Map interface. At the top, there is a search bar with dropdown menus for 'Country' (Kenya) and 'Sector' (5 - Construction), and a link to 'Advanced search'. Below the search bar are five buttons: 'Public Tenders', 'Contract Awards', 'Legislation for Women-Owned Businesses', 'Legislation for SMEs', and 'Sustainability Standards'. The 'Contract Awards' button is highlighted. Two dropdown menus are visible: 'PUBLIC TENDERS' and 'CONTRACT AWARDS'. The main content area displays a table titled 'List of contract awards Kenya, Sector: 5 - Construction'. The table has columns for 'Title', 'Contractor', 'Contract value', and 'Completion date'. One row is highlighted, showing 'Consultancy Services For Design And Construction Supervision Of Lunga Lunga' by 'EGIS KENYA' with a value of 'KES 568,958,975.00' and a completion date of '2021-09-30'. A large callout box covers this row, containing the title and contractor information. Below this, another row is shown for 'Consultancy Services For Design And Construction Supervision Of Lunga Lunga' by 'SEURECA' with a value of 'KES' and a completion date of '2017-09-06'. A smaller callout box for this row displays the 'Contract award: 40217382' and the full project title: 'Consultancy Services For Design And Construction Supervision Of Lunga Lunga, Mwasambeni, Kwale And Ukunda Water Supply Rehabilitation And Expansion Work- Stage I- Lump Sum Contract'. It also lists the 'Implementing Agency' as 'KE Enhancing Wat Security & Climate Res Kenya' and the 'Contractor's Details' as 'SEURECA'. At the bottom of the page, there is a footer with contact information for Market Analysis and Research International, including a phone number and copyright notice. A large circular arrow icon is located at the bottom left.

ITC NON-TARIFF MEASURES PROGRAMME

NTM Business Survey launched in the Sultanate of Oman



ITC in collaboration with Ithraa, Oman's inward investment and export promotion agency, and the Ministry of Commerce & Industry (MoCI) of Oman has launched a large-scale business survey in Oman. The survey of 300 enterprises aims to identify the key non-tariff measures (NTMs) hindering Omani exporters.

The survey was officially launched during a national stakeholders' meeting in Muscat on 1 October 2017. During the event, ITC explained the purpose and the survey process to representatives from ministries and government agencies, trade and investment support institutions, and the private sector.

The business survey on NTMs will capture the types and causes of various procedural and regulatory barriers to trade that Omani enterprises face. It will be based on the established ITC methodology for NTM surveys that has been applied in more than 60 developing and developed countries.

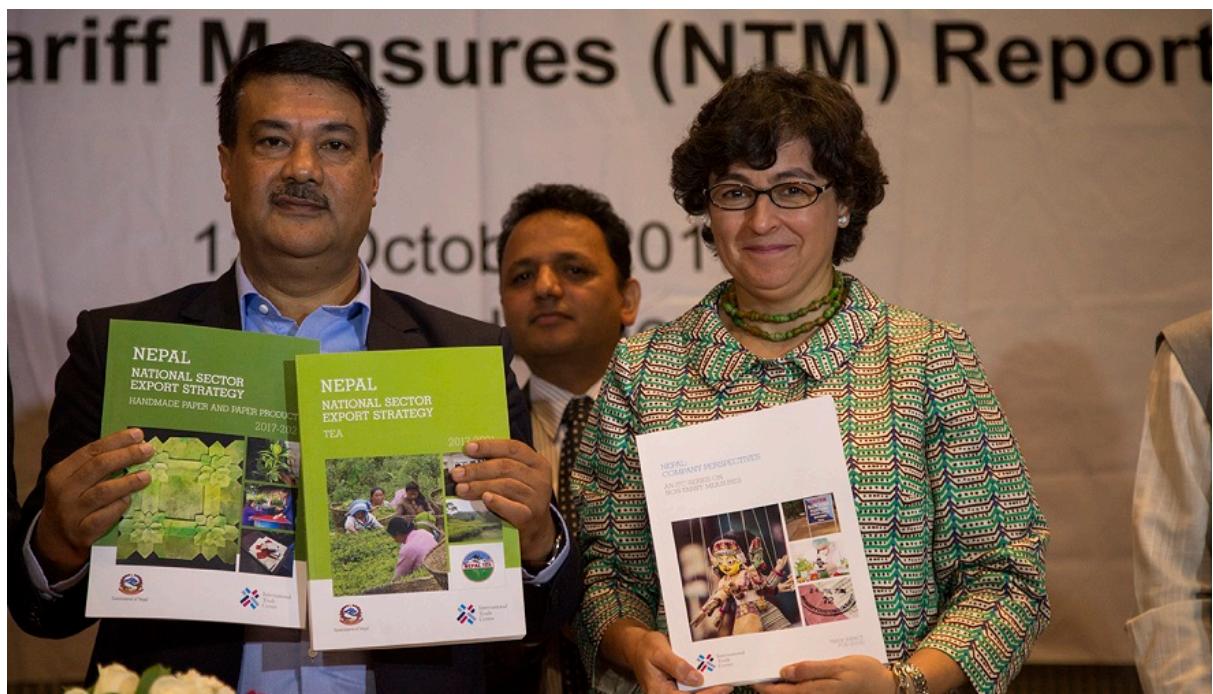
For Omani businesses, NTMs make supply chains more expensive and mean that the benefits of economies of scale cannot be fully attained owing to residual divergences. Omani SMEs wishing to expand internationally can be particularly hard hit by NTBs.

Commenting on the study's launch, Mrs. Nasima Al Balushi, Ithraa's Director General of Export Development & Investment Promotion said: "If Oman's ambitious economy is to continue to grow then we need to step up the momentum on removing NTBs. We hope the study we are launching today with ITC and MoCI will go a long way in helping remove bureaucratic obstacles to international trade. Our goal is to ease the process of exporting non-oil goods and boost the number of Omani exporters, particularly SMEs."



ITC and Ithraa interviewing Omani exporters on their experiences with NTMs

Nepal country report on Non-tariff measures launched



ITC together with the Government of Nepal unveiled a new report "Nepal: Company Perspectives" in Kathmandu, Nepal on 13 October 2017. The report on NTMs, based on a large-scale survey of Nepalese enterprises, provides a better understanding of Nepalese exporters' concerns with NTMs and identifies necessary actions to overcome these constraints.

The report identifies key regulatory and procedural obstacles to trade faced by Nepalese business community based on interviews with 577 companies, including exporters, logistics service providers and producers of Nepal Trade Integration Strategy priority sectors, in 20 different regions of the country.

Close to two-thirds of the challenges faced by Nepalese exporters relate to sanitary and phytosanitary standards and technical barriers to trade, and regulations and associated

conformity assessment requirements such as testing and certifications. Another concern identified is a lack of accredited testing laboratories in Nepal.

Speaking during the launch ceremony, ITC's Executive Director, Ms. Arancha Gonzalez said 'The NTM survey findings shed light on where the knots are in the system that need to be loosened if businesses are to be able to export more and better benefit from trade opportunities. It shows that part of the solution lies in addressing constraints in foreign markets but that there is a lot that can be done at home in Nepal. ITC stands ready to support the Government in this effort.'

The NTM business survey is also aligned to four National Sector Export Strategies also carried out by the International Trade Centre.

New Publications



Nepal: Company Perspectives

This report provides insights on the regulatory and procedural obstacles to trade faced by Nepalese companies based on the results of the NTM business survey in Nepal. It puts forward a set of recommendations to alleviate Nepalese companies' difficulties with NTMs.

Roughly fifty percent of surveyed companies in Nepal are facing difficulties with various non-tariff measures and related procedural obstacles to trade. The current state of export quality management and infrastructure is a key



concern. Nepalese exporter are facing difficulties in proving compliance to buyer requirements, due to inadequate testing and certification bodies.

The report recommends strengthening Nepal's quality and customs infrastructure, better engagement with India for transit and trade facilitation, and enhancing the export production capacity of small businesses.

The report is available for download at: www.ntmsurvey.org/nepal

Bangladesh: Company Perspectives



Over 90% of Bangladeshi exporters are facing regulatory and procedural obstacles to trade.

A survey of 1,000 companies in Bangladesh identified long waiting times, administrative hurdles and lack of accredited laboratories in the country to be the main causes of the reported difficulties when exporting or importing. The report recommends upgrading domestic infrastructure and streamlining

procedures, enhancing enterprise competitiveness and sector development, and improving transparency in trade and trade facilitation.

The report is available for download at: www.ntmsurvey.org/bangladesh

Service Trade Measures: wrapping up the project testing phase

ITC is wrapping up the pilot phase of Service Trade Measures (STM) project that aims at identifying the main constraints faced by SME providing services in the framework of international value chains. The initiative hinges on a new survey methodology developed by ITC to shed more light on:

- The relevance of export activities for local service providers and the different modalities/modes through which services are supplied abroad
- The various synergies with trade in goods
- The gaps in services available domestically and abroad

During the testing phase, ITC interviewed around 80 companies from transport, logistics, tourism and ICT sectors with the objective of

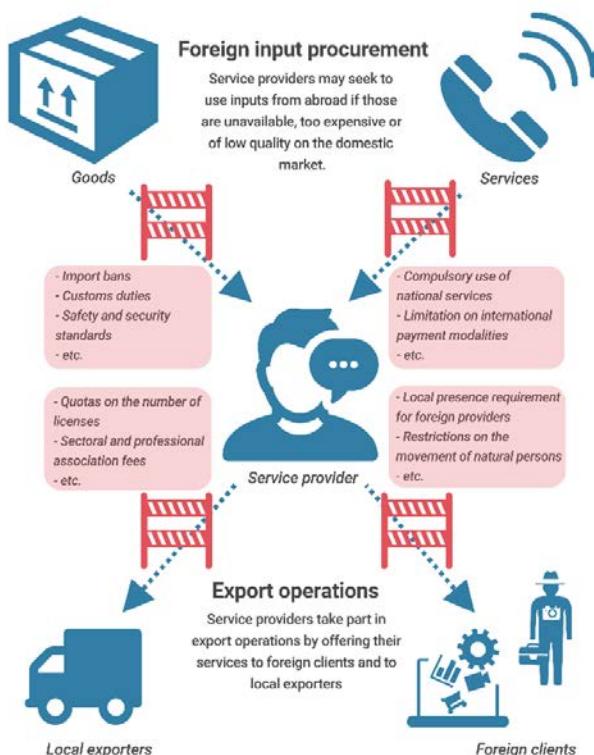
ITC's STM Survey Package

- Tailored questionnaires to capture the distinctive sector characteristics and the difficulties they face.
- A customized taxonomy of more than 150 measures allowing categorization of regulatory and procedural difficulties at high level of detail.
- Methodology to convert data into information highlighting priority areas that needs to be addressed
- Guidelines for interviewers and training materials to ensure the sustainability, replicability and ownership of the project at the country level.

refining the questionnaires and the methodology.

Following, the successful project testing phase, ITC is now ready to offer a fully-fledged STM survey package as a useful tool for trade policy makers around the world.

Understanding obstacles to services trade and access to international value chains



ITC participates in OIC workshop on facilitating trade and identifying NTBs

ITC participated in a workshop on 'Facilitating Trade: Identifying NTBs among the Organisation of Islamic Cooperation (OIC) member states in Rabat, Morocco on 24 October 2017. The workshop was organized by the Islamic Centre for Development of Trade (ICDT) and the Standing Committee for Economic and Commercial Cooperation (COMCEC), in collaboration with the Ministry in charge of Foreign Trade of the Kingdom of Morocco.

The objective of this workshop is to identify and analyse Non-Tariff Barriers to trade and their impact on trade in the OIC Member States and to discuss on operationalization mechanism of

the relevant provisions of the TPS/OIC Agreement.

During the workshop ITC presented its project on NTM Business survey aimed at identifying the key regulatory and procedural obstacles to trade faced by businesses.

The NTM business survey have already been implemented in several OIC member countries including Benin, Burkina Faso, Egypt, Guinea, Ivory Coast, Mali, Morocco, Senegal, Tunisia, Uganda, Bangladesh, Indonesia, Jordan, Kazakhstan, Kyrgyzstan and State of Palestine. The survey is currently ongoing in the Sultanate of Oman.

EXPORT POTENTIAL ASSESSMENT

Pushing new frontiers: Spotting opportunities in services trade and for value chain development

ITC's export potential and diversification assessment methodology spots promising export products, attractive target markets and competitive suppliers using two indicators, the Export Potential Indicator (EPI) and the Product Diversification Indicator (PDI), accessible at <http://exportpotential.intracen.org>.

In parallel, the Studies team has worked on extensions of the methodology in two directions: the identification of vertical diversification opportunities for value chain development and the assessment of export potential in services.

The Value Chain Indicator

The transformation of domestic inputs into higher value-added products is a natural way for countries to enhance their levels of export sophistication and productivity, while increasing their gains from trade. Complementing the PDI that spots diversification opportunities similar to those the country already exports ("horizontal diversification"), our new Value Chain Indicator (VCI) identifies diversification opportunities that add value to domestic inputs ("vertical diversification"). To this end, the VCI combines an assessment of the similarity of capabilities embedded within a product with an assessment of the strength of inter-sectoral linkages in its production process. These linkages, known as technical coefficients, are calculated using Input-Output tables, and reflect the proportion of inputs needed for an array of transformed products.



To turn the identified opportunities into reality, additional inputs (for instance, packaging materials) are likely needed. Those that are not readily available in the country may need to be sourced from regional or international trade partners. The export potential analysis can help identify the most efficient suppliers of complementary inputs for a complete mapping of the value chain.

The method was piloted in Malawi and Zambia, where it helped identify promising value chains for trade-related interventions. For Malawi, a

successful exporter of oilseeds, the method has spotted soya bean and sunflower seed oil as the top opportunities for vertical diversification. In Zambia, the value chains around maize starch, meal and oil were identified as attractive opportunities for value addition.

Export potential in services

In response to the growing role of services in international trade, ITC has developed a methodology to assess the potential of countries to export services to different target markets. Raw data on services trade is scarce: while 194 countries report the export and import of services, only 42 countries also indicate their trade partner. The export potential methodology for services overcomes this lack of evidence through an innovative approach: two countries that report exports and imports of a service sector can potentially trade with each other if they have established a trade relationship in at least one other service sector. To calculate a benchmark value for how much these two countries could trade in a services sector, their projected market share and demand measures are combined with an estimated "ease of trade" that captures the bilateral trade costs between them. This estimate relies on the impact of observable determinants of bilateral trade for 42 countries and their trade partners, used to project bilateral flows also for countries that have not reported any bilateral trade. As a result, the potential export value by sector and target market has been computed for all 194 countries and for the 42 countries reporting bilateral data. This potential value provides a useful benchmark for comparison with the current level of trade to identify sectors and markets with additional room for export growth.



Greek exporters of personal travel services, for instance, can use the method to spot new potential clients outside of the European Union that currently accounts for 66% of its export (18% alone go to Germany). Turkey and Brazil

appear as alluring alternatives for Greek exporters with an estimated potential for additional exports of US\$1.3 million and US\$60 thousand, respectively.

Contact us

With the flourishing role of services and a growing focus on value chain development, the

new methods promise to become powerful additions to the ITC export potential toolbox. Contact us at marketanalysis@intracen.org if you want to learn more about the ITC export potential analysis or develop a customized study or service.

SUSTAINABILITY MAP

ITC launches the Danish Sustainable Agriculture Platform

Documentation of various sustainability practices is a de facto requirement for the Danish food sector. Few of the larger Danish companies are able to deal proactively with this demand, while others find it harder to document their sustainability practices required by international customers. As a response to this challenge, the Danish Ministry of Environment and Food in cooperation with the Universities of Aarhus and Copenhagen have partnered with ITC to develop an online tool that will reduce the administrative burdens associated with compliance to sustainable agriculture codes of conduct and private standards.

The tool developed by ITC's Trade for Sustainable Development Programme (T4SD) was launched in Aarhus, Denmark this past November. It contains information on 30 Danish regulations, industry codes in the pork and dairy sectors as well as requirements of international sustainability standards increasingly requested by foreign customers. Users can compare Danish regulations and industry codes with international sustainability standards and assess themselves against these standards.

The tool contains two modules:

1. A Comparison module that allows Danish companies and farmers to benchmark Danish regulation and industry codes in the pork and dairy



sectors against international sustainability standards.

2. A Network module that allows Danish companies to assess their farmers against Danish industry codes and international standards using a self-assessment system. Each farmer can develop his own profile which contains a sustainability diagnostic report that shows its compliance level against selected standards and codes. The network module also allows companies to monitor sustainability performance of their farmers and identify the main gaps in compliance with standards.

For more information on the Danish Sustainable Agriculture Platform, please contact Joseph Wozniak (wozniak@intracen.org) and Regina Taimasova (taimasova@intracen.org).

MARKET ACCESS MAP

ITC collected and made available 2017 tariffs covering 95% of world

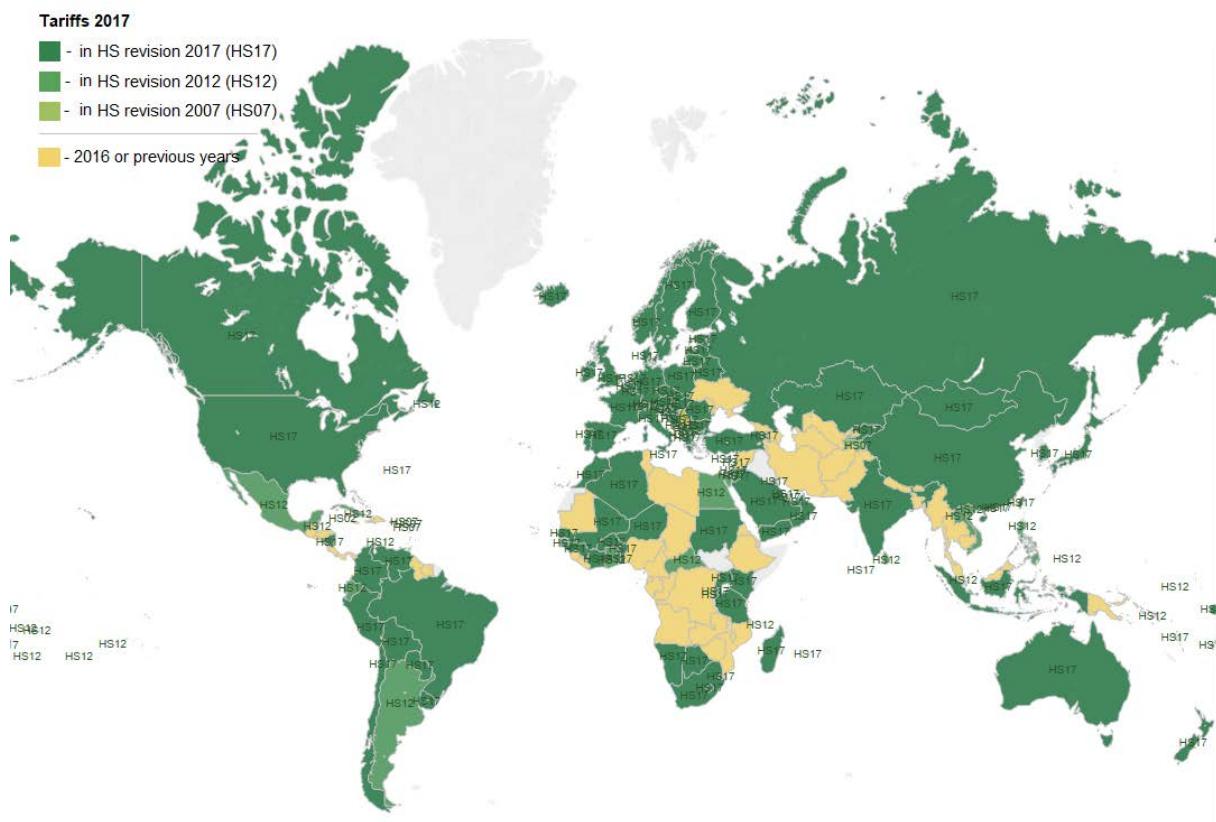
In 2017, Market Access Map updated tariffs on imports applied by 135 countries and territories representing 95% of the world economy¹. The tariffs are available at the most detailed 'national tariff line' level. Most of non-ad valorem tariffs were converted into their ad valorem equivalent (AVE) estimates² for user's convenience. The customs duties consist not only of applied 'MFN' or general tariffs but also include all preferential tariffs. Besides, tariff rate quotas (both MFN and preferential) are provided with the information on inside-quota and outside-quota tariff rates, quantity limits, and the allocation methods.

Providing an up-to-date information on tariff conditions is vital for SME's competitiveness in international trade. Many countries change their tariffs on imports unilaterally from year to year as well as strike new trade deals. Market

Access Map continuously updates the resulting tariff information in order to keep SME exporters at the cutting edge of market access information. For instance, in September of 2017 an ambitious EU-Canada trade agreement (CETA) took effect. Using Market Access Map, a Czech wallet maker can now [find out](#) that his product no longer attracts 8.5% customs duty at the Canada's border as it has been eliminated by the agreement (subject to satisfying rules of origin).

In 2017, the fifth revision of the HS nomenclature (HS17) entered into force³. Based on the 2017 tariff data of 135 countries, at least 106 countries have transitioned to the new revision (see map below). However, as of January 1 2017, 24 countries remained at HS revision 2012 (HS12), 4 at HS revision 2007 (HS07), and 1 at HS revision 2002 (HS02).

Tariff data availability for 2017 on Market Access Map, by HS revision reported



Check out [data availability](#) on Market Access Map

¹ They are accessible at Find Tariffs (<http://www.macmap.org/QuickSearch/FindTariff/FindTariff.aspx>) free to all visitors and in other modules.

² See ITC methodology note on ad valorem equivalents to learn more: http://www.macmap.org/SupportMaterials/Methodology.aspx#method_B

³ To learn more about HS nomenclature revisions and HS nomenclature version of 2017, read special topic in World Tariff Profiles 2016: <http://www.intracen.org/publication/World-Tariff-Profiles-2016/>

CAPACITY BUILDING

Trade and development agencies join forces to boost Central Asia's capacity to export

ITFC, UNDP and ITC support businesses in Central Asia to access global markets

(Istanbul) 20-22 November 2017 – Three international organizations launched a new trade intelligence training programme for Central Asia, to support the trade and export capacities of the businesses in this region.

The programme aims to help businesses to understand opportunities in trade flows, and focus on Trade Support Institutions (TSIs) to increase their familiarity and capacity to use available tools to identify export opportunities, as well as market entry requirements, to deliver these tools to their SMEs.

To boost the Central Asian companies' capacity to export, the new programme will work closely with Trade Support Institutions from seven countries, as they play an important role in empowering companies in tackling

market requirements and diversifying target markets.

The participating countries to the first phase of the training programme in Istanbul are Afghanistan, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. The International Trade Centre's (ITC) Trade and Market Intelligence section (TMI) has developed the course to help TSI representatives respond to requests on perceived export opportunities. The course integrates ITC Tools and methodologies as well as other elements of trade information required to effectively plan a market entry. Successful certified trainers are expected to organize at least one training event in their country after their certification to achieve wide dissemination of the information provided.

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“I recently did a search using Trade Map and was wondering how to make the best of it. This was also a great opportunity to meet with participants from other countries within the region.”

Abylay Assylkhan – Research and Analysis Department, ‘Kazakh Invest’ national company JSC

“Trade Map and Market Access Map are great online tools which allow trade analysts and government officials to observe and discover new potential markets for export. I could learn a lot of useful information on how to overview global trade.”

Ashraf Ikromov – Unit of Foreign Economic Relations from Chamber of Commerce and Industry of Tajikistan



“I am already used to do market research for products, but with this training I am now aware of new tools I could find the information in. I will definitely use ITC tools to find new information and will spread the word around to my colleagues.”

Shavkat Uralov – Head of marketing department, ‘Uztrade’ foreign trade company

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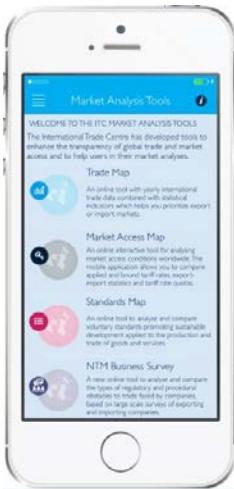
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Now one of the world's most comprehensive database on trade is available at your fingertips. Download it for free and quickly access the latest information from you smart phones.



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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

