

ITC Trade and Market Intelligence

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

ITC LAUNCHES THE MARKET PRICE INFORMATION WEB PORTAL Increasing transparency in agricultural commodities



(Switzerland) - In July, during the Joint Advisory Group (JAG) 52nd session, ITC launched Market Price Information portal (mpi.intracen.org), a new innovative online tool to track most recent market price information and market news from multiple sources and geographic areas.

Market Price Information builds on ITC's former Market News Service, created in 1978 to boost horticultural products exports from Kenya to France. This service evolved over time according to the needs of market players in the agro-commodity sectors and adapting to new technology

Why is it important?

Enterprises in developing countries have an inherent disadvantage in the face of global competition given that access to relevant market information is often scarce, unaffordable, inaccessible or out of date. Access to real-time and sector-specific market price information will help strengthen the ability of MSMEs to make decisions and anticipate shifting trends in international markets.

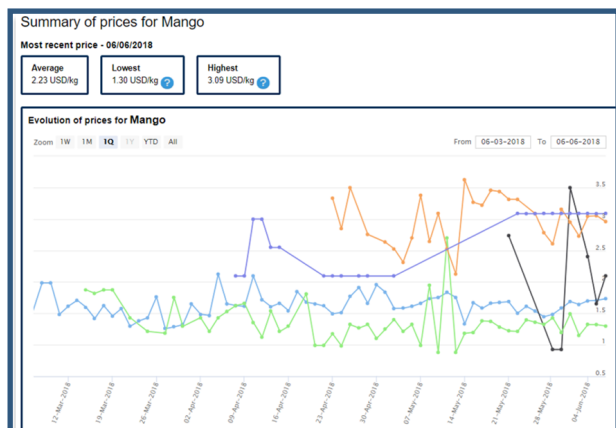
IN THIS ISSUE

Launch Market Price Information	p. 1
World Tariff Profiles 2018 out now	p. 2
Non-Tariff Measures Programme	p. 3
Sustainability Map	p. 5
Export Potential Assessments with CBI	p. 6
Capacity Building	p. 7
ITC Tools Updates	p. 8

Some of the most asked questions posed by MSMEs to understand their business environment and compete successfully are regarding prices. What are the latest prices in the destination market for my product? What is the latest international market news for my product that could affect its prices or demand?

The Market Price Information Portal

To address this challenge, ITC's Trade and Market Intelligence Section (TMI) has developed an online platform to provide users in developing countries with **free access** to up to date price information and sector news for more than 300 agricultural products.



Discover free of charge at MPI.INTRACEN.ORG

AGRICULTURAL SECTORS COVERED

Agricultural soft commodities
Culinary spices and herbs
Dairy and livestock
Fish and seafood
Fresh fruit and vegetables
Forestry
Grains, pulses and oilseeds
Oils nuts and fats

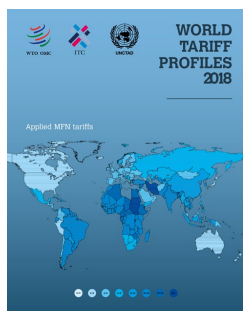
For each product, prices are detailed by variety, quality and many other characteristics. Currently based on data provided by Thomson Reuters and USDA's Agricultural Marketing Service (AMS), ITC is already working on an expansion of the Market Price Information portal, including the collection and dissemination of domestic price information.

The Data Entry Tool

Designed and developed a tailor-made data entry system to allow trade and investment support institutions (TISIs), cooperatives and producers to upload and consult local market prices related to their products. This will allow such organizations to embed a customized version of the Market Price Information portal on their own website. Simultaneously the local information will be made available on the global Market Price Information portal.

MARKET ACCESS MAP

World Tariff Profiles 2018



On July 30, International Trade Centre in collaboration with the WTO and UNCTAD released its annual report **World Tariff Profiles** which provides a statistical overview of tariff policies and non-tariff measures applied by 175 countries and territories.

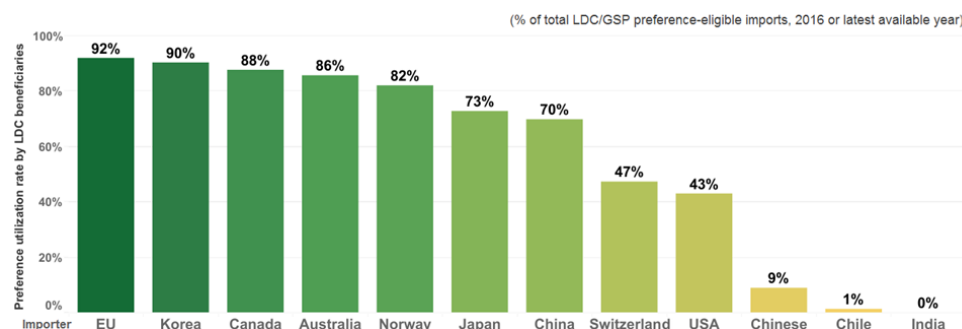
With tariffs and regional trade agreements occupying global news headlines, this annual report is the go-to source for facts on average customs tariffs and other tariff indicators of every WTO member and other countries. Every country has a featured "tariff profile" page providing a snapshot of its tariff policy by product category and a key trading partner.

The main source of tariff data in the report is ITC's Market Access Map (macmap.org) – a free global online database on

customs tariffs and non-tariff measures updated annually since 2006.

The focus of the special topic this year is the use of reduced tariffs offered to least developed countries (LDCs) by trading partners under non-reciprocal preferential trade arrangements. The data, notified to the WTO by its members, reveals that despite numerous beneficial low-tariff opportunities in developed and emerging markets, not all companies in LDCs are utilizing them for their exports (see a figure for textiles below).

Preference utilization of **textiles** exported by LDC beneficiaries to WTO members granting preferential tariffs



Note: LDC/GSP or any other preferential tariff schemes used (excluding MFN duty free).

Source: World Tariff Profiles 2018 (ITC-UNCTAD-WTO)

In many cases, the reasons behind under-utilization of preferential tariffs include SMEs' lack of information about available tariff advantages, a failure to understand and correctly apply preferential rules of origin or a failure to obtain a documentary proof of origin (e.g. a certificate of origin).

To address this problem ITC and World Customs Organization (WCO) have teamed up and [launched](#) in June 2018 a new online platform aimed at boosting

use of preferential tariffs globally – Rules of Origin Facilitator – freely available at findrulesoforigin.org. The platform provides information searchable at the detailed product level on preferential tariffs, rules of origin and origin procedures and documentation in LDC schemes granted by 42 countries.

The publication is available for a free download at www.intracen.org/publication/World-Tariff-Profiles-2018/.

NON-TARIFF MEASURES PROGRAM

NTM Business Survey launched in Sudan

ITC in collaboration with the Ministry of Trade of Sudan has launched a large-scale business survey in Sudan.

The survey of 300 enterprises aims to identify the key non-tariff measures (NTMs) hindering Sudanese exporters. The survey was launched in July 2018 and is expected to be complete by November 2018.

The business survey on NTMs will capture the types and causes of various procedural and regulatory barriers to trade that Sudanese 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.



The NTM Survey in Sudan is supported by the financial assistance of Aid for Trade Initiative in the Arab States (AfTIAS).

Preparation underway for ITC's Program on NTMs in Viet Nam

In July 2018, ITC team travelled to Hanoi, Vietnam on a scoping mission in order to consult with stakeholders, refine and validate the work plan of the upcoming NTM project in Viet Nam.



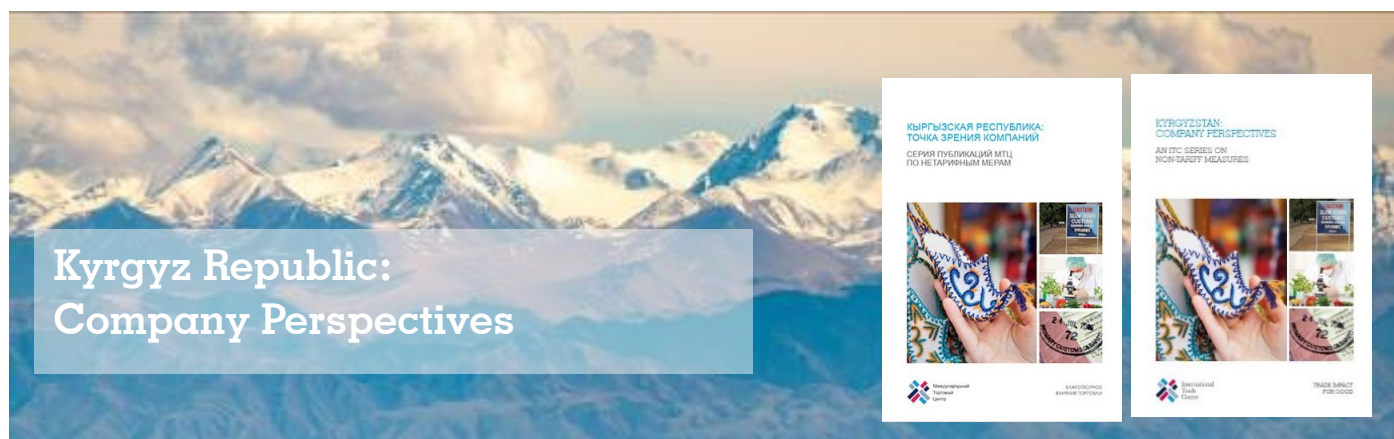
The stakeholder engagement mission allowed validating the project work plan and activities. Throughout, the components foreseen under the project received positive feedback and stakeholders are keen to collaborate in the implementation.

The NTM project implementation will be led by Vietnam Trade Promotion Agency (VieTrade). Project stakeholders will be kept informed through regular project meetings. The project will be composed of four components:

1. NTM Business Survey to document the experiences of companies that are involved in international trade.
2. Stakeholder consultations to allow identifying ways to reduce trade cost without undermining legitimate objectives that trade regulations serve.
3. Capacity building to increase awareness and understanding of NTMs and their impact on businesses.
4. Enhancing transparency on rules and procedures through ITC's comprehensive databases and public data dissemination tools.

The project is officially set for launch in November 2018. For more information on the project is available at: www.ntmsurvey.org/vietnam.

New Publications



Kyrgyz Republic: Company Perspectives

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

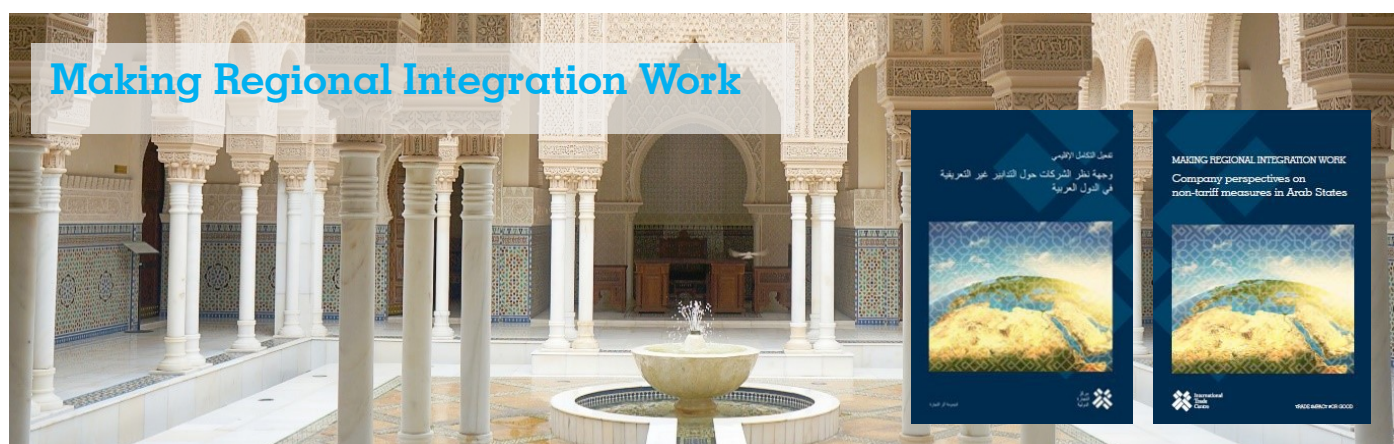
Inadequate export quality infrastructure in Kyrgyzstan is a key obstacle for Kyrgyz exporters.

A survey of over 300 companies on non-tariff measures (NTMs) found 58% of Kyrgyz exporters to be facing challenges with various regulatory and

procedural obstacles to trade. Inadequate testing and certification facilities in the country is a major challenge making compliance with technical requirements difficult – especially those of the Eurasian Economic Union and the European Union.

The report recommends upgrading domestic infrastructure, enforcing quality compliance, streamlining procedures and diversifying export portfolio.

This report is available for download in English and Russian at: www.ntmsurvey.org/kyrgyzstan.



Making Regional Integration Work

This publication is a part of an ITC series on non-tariff measures (NTMs). This is the first such publication to examine regional integration in the context of NTMs.

Intra-regional trade among the Arab States is low compared with other regions in the world. Majority of the trade in this region is in basic commodities and agricultural products.

This publication offers insights into the main challenges to trade, both within and beyond the region. It shares the perspectives of exporters and importers, based on large-scale business surveys conducted by ITC in Egypt, Morocco, the State of Palestine and Tunisia.

The report encourages simplifying quality requirements, streamlining customs clearance and upgrading infrastructure. Promoting transparency, reducing procedural obstacles and facilitating implementation of existing agreements are also among the main recommendations of this publication.

Recommendations in this report are based on regional roundtables on NTMs involving various stakeholders including ministries, standards bodies and customs agencies from 10 Arab States, as well as regional organizations and donors.

This report is available for download in English and Arabic at: www.ntmsurvey.org/arabstates.

ITC online consultation addresses the challenges of women in trade

ITC's NTM and SheTrades Program have started a collaboration to address the challenges of women in trade. This collaboration will include an online consultation focusing on challenges that prevent or hinder women-led companies from undertaking international trade activities. Inputs from the consultation will help better understand the obstacles faced by women engaging in trade and whether such obstacles are gender specific.

The online consultation was launched on the occasion of the SheTrades Global Forum, held on 26-28 June 2018 in Liverpool.

Information collected in the framework of the consultation will be used as an input to the design of the method for a large-scale company survey shaped to shed more light on gender-specific trade obstacles beyond NTMs.

More than 180 respondents from 36 countries have already participated in this survey. Among the frequently named obstacles hindering women to trade include limited access to trade finance, lack of

negotiating skills, access to information and networks. More than 70% of the respondents think that obstacles faced by women in trade are gender specific to some degree. Respondents have also shared their recommendations on how trade agreements and other trade policy instruments could be improved to benefit better businesses owned or managed by women.

ITC encourages entrepreneurs and business owners to participate and share their views in this survey, which is accessible at www.ntmsurvey.org/gender-mobile.

Development of the survey method and implementation of the pilot survey in selected EU-28 countries will be co-financed by Directorate-General for Trade of the European Commission.

"All trade agreements must consider the impacts on value chains which are women labour and entrepreneurship intensive, because the social and economic impacts of trade agreements can be negative in the countries' economies."

Respondent from Brazil on recommendations for inclusive trade instruments



- What are the main challenges women led businesses face when accessing international trade?
- Are any of such challenges gender specific?
- If so, can anything be done to address such gender specific challenges?
- Would you have any recommendations how trade agreements could benefit better women in trade?

SUSTAINABILITY MAP

T4SD Forum: Register now!

For the fifth 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.

This year, the [T4SD Forum](#) will discuss SDG 12 "Responsible Consumption and Production" and its relationship with sustainable trade in global value chains.

Join us and our distinguished speakers for this year's T4SD Forum to learn how trade can support the achievement of SDG 12.



Launch of the “Basic Guidelines for Sustainable Quinoa”

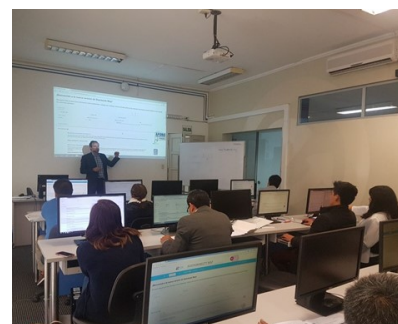
On August 22, Promperu, Swisscontact and ITC unveiled the “Basic Guidelines for Sustainable Quinoa” (“Lineamientos Básicos para la Quinoa Sostenible” or LBQS in Spanish). The tool was presented in an inaugural workshop in Promperu offices, Lima, Peru, that was attended by representatives of certifying bodies, cooperatives and exporting companies, as well as the public sector. During the workshop, Mathieu Lamolle, Senior ITC Adviser, presented the Sustainability Map platform (www.sustainabilitymap.org), as well as the module dedicated to Peruvian quinoa, along with the corresponding offline tool.

Lamolle explained that the new customized self-assessment module for Peruvian quinoa producers is hosted within the existing Sustainability Map platform – meaning that users can enjoy all of the platform’s functionalities while benefiting from a personalized approach specially tailored to the Peruvian quinoa sector.

The tool also allows producers and cooperatives that are already certified by some standards – such as Organic, Global GAP or Fairtrade – to automatically have certain sections of the self-assessment questionnaire pre-completed with the information related to these standards.

Moreover, producers and cooperatives are able to create a free of charge individual user account. This allows producers to access the personalized self-assessment module, generate their self-assessment reports and regularly track their progress.

For more information on the Basic Guidelines for Sustainable Quinoa, please contact Mathieu Lamolle (lamolle@intracen.org) and Sandra Cabrera (cabrera@intracen.org).



EXPORT POTENTIAL ASSESSMENT

Identifying export sectors for 73 countries to support CBI’s project design

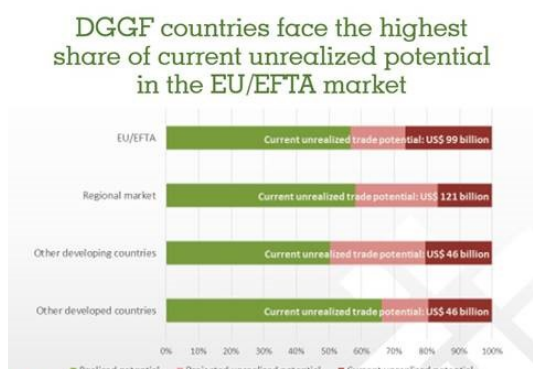
In 2014, CBI commissioned a study to assess the export potential in 64 target countries for the Dutch Ministry of Foreign Affairs with the aim to inform its project design. For ITC, this study was a milestone in the development of its new export and diversification assessment methodology that eventually led to the launch of Export Potential Map web tool (exportpotential.intracen.org).

In 2018, CBI requested an update, expanding the analysis to 73 developing countries. The factsheets are a solid basis for an informed prioritization of action. They contain detailed results on promising product-market combinations with export growth potential and for product diversification, as well as the drivers of the (unrealized) export potential, and additional indicators that assess whether a product or sector with export potential also allows the country to improve on certain developmental aspects of trade.

At an aggregate level, key results include:

- As a group, the 73 countries have the highest share of current untapped export potential in the EU/EFTA markets, indicating that companies struggle to take full advantage of existing opportunities in these markets.
- In regional trade, \$121 billion of additional exports would be possible if companies managed to overcome market frictions. The share of current unrealized export potential is highest in the Americas region.
- The shares of untapped opportunities differ greatly by sector, with most difficulties to tap into the current (growth-independent) potential in the Natural Ingredients for Health Products, Fish and Seafood and Apparel sectors.

ITC presented the results and trained CBI trade advisors on the export potential methodology on 16 July 2018 at CBI premises. ITC also informed CBI about recent work on (i) assessing job creation by sector and gender, (ii) the export potential of services, (iii) identifying regional value chains, and (iv) country and regional diagnostic studies.



CAPACITY BUILDING

Burkina Faso and Togo host workshops on Trade Obstacles Alert Mechanism (TOAM)

(Burkina Faso) July 25-27 & (Togo) August 29-31, 2018 — More than 50 professionals from Chambers of Commerce and Industry, government agencies, business associations and trading companies took part to the first two capacity-building workshops on Trade Obstacles Alert Mechanism (TOAM) in Burkina Faso and Togo.

The workshops conducted by ITC aim at strengthening the capacity of those focal points in their daily work of administrating the platform and promoting it to private sector operators. ITC workshops also focus on developing awareness in order to reach a higher number of users in the region.

These workshops are a further step after the successful launch of the regional mechanism and its web platform www.tradeobstacles.org/uemoa in March 2018. The platform, which allows companies to alert local

and regional authorities of their trade constraints, is managed by a network of Chambers of Commerce and Industry in UEMOA countries.

ITC is committed to support the 8 West African countries by providing capacity-building workshops. These follow-up workshops will be replicated in the 6 other West African countries (Benin, Côte d'Ivoire, Guinea Bissau, Mali, Niger and Senegal) over the next two months.



Training on market analysis and research for government officials

- **Preparing a Market Profile**

(Lebanon) 23-27 July- In response to a request for technical assistance on market analysis issues put forth by the Lebanese Ministry of Economy and Trade, ITC conducted a training on market profiles organized by the Aid for Trade Initiative for the Arab States (AfTIAS) programme. This training was attended by representatives of the Ministry of Economy and Trade, the Ministry of Foreign Affairs, and the Ministry of Industry, as well as members of other agencies. The training consisted of expert presentations of the ITC's main market analysis tools, followed by demonstrations on specific products and then exercises led by the training attendees themselves. As a result of the training, 19 Lebanese officials are empowered to independently conduct market feasibility studies for any product in any target market.

- **Training of Trainers on ITC's Market Analysis Tools**

(Ethiopia) 02-06 July- In order to gain the experience necessary to lead future trainings on ITC Market Analysis tools, members of the Ministry of Commerce participated in a five day "Training of Trainers" workshop. This workshop was funded by the European Union under the Technical Assistance to the Trade Enhancement and Facilitation project and the Global Public Good programme (EUGPG). The training consisted of an introductory exercise and instructional period focused primarily on the ITC's Trade Map and Market Access Map, followed by individual presentations prepared and delivered by the workshop participants to further build and reinforce their market analysis skills. The training resulted in 18 officials being certified as ITC Tools trainers.

For more information on our Capacity Building offers or any questions, please contact us at

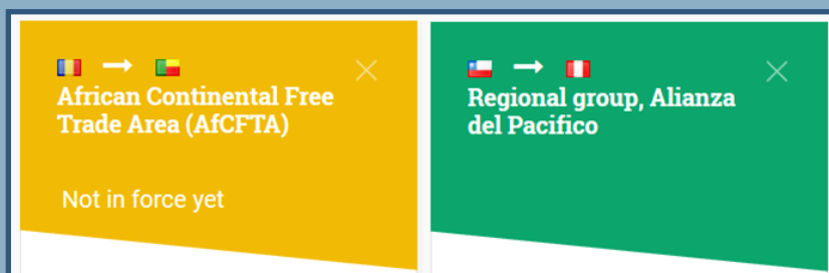
MARKETANALYSIS@INTRACEN.ORG

ITC TOOLS UPDATES

Rules of Origin Facilitator

Rules of Origin Facilitator has added new data on two free trade agreements: African Continental Free Trade Area (AfCFTA) and the Pacific Alliance¹.

Take advantage of rules of origin intelligence now at findrulesoforigin.org.



¹ Pacific Alliance is a regional free trade agreement between Chile, Colombia, Mexico and Peru that took effect in 2016.

Sustainability Map's new standards

The Standards Map Team, from the Trade for Sustainable Development (T4SD) programme, is pleased to have integrated the following standards into Sustainability Map, ITC's tool that provides access to a wide-range of information related to sustainability initiatives, standards and trends, allowing businesses to deploy better sustainability practices in international trade.

Standards in English:

- Coffee Assurance Services (CAS) - 4C
- Fair Wage
- Rainforest Alliance Sustainable Tourism
- Standard for Hotels and Lodging Services
- Rainforest Alliance – Sustainable Agriculture Network 2017 Standard
- UTZ Cocoa Module Group Certification
- UTZ Coffee Module Group Certification
- UTZ Coffee Module Individual Certification

Standards in Spanish:

- Esencial COSTA RICA (PROCOMER)
- Lineamientos Básicos para la producción de Quinoa - LBQS - Orgánico
- Lineamientos Básicos para la producción de Quinoa - LBQS - Comercio Justo
- Lineamientos Básicos para la producción de Quinoa - LBQS - Calidad
- UTZ Código de Conducta General para certificación de grupo y multi-grupos versión - Cacao
- UTZ Código de Conducta para certificación Individual y multisitio - Cafe
- UTZ Código de Conducta General para certificación de grupo y multi-grupos - Cafe

CONTACT

International Trade Centre
Palais de Nations
1211 Geneva 10, Switzerland
Telephone: +41 22 730 0111
www.intracen.org

Trade and Market Intelligence section
Telephone: +41 22 730 0540
Email: marketanalysis@intracen.org

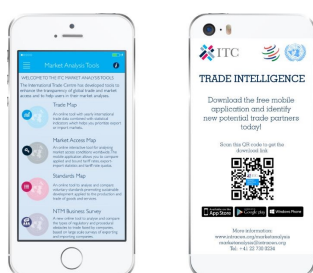
SOCIAL MEDIA & MOBILE APPS

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



Scan this QR code to get the download link



DONORS



ITC Trust Fund



USAID
FROM THE AMERICAN PEOPLE



CBI
Ministry of Foreign Affairs



Federal Ministry
for Economic Cooperation
and Development



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

