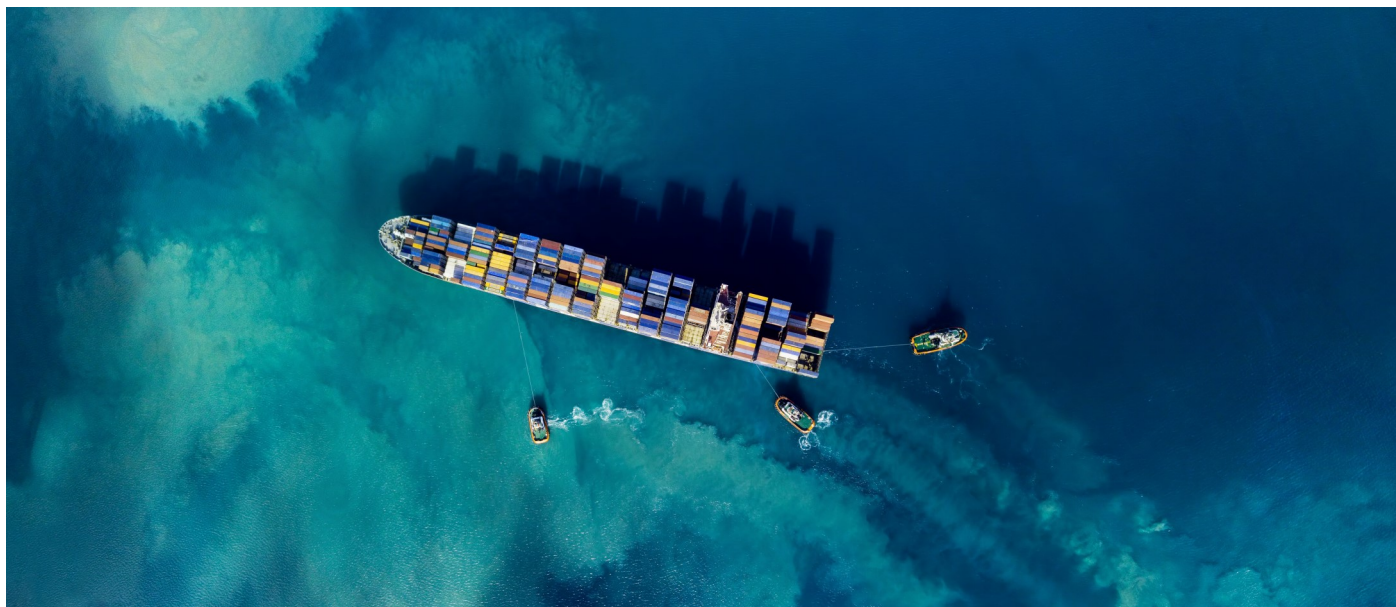


# ITC Trade and Market Intelligence

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

## NEW VERSION OF MARKET ACCESS MAP PROVIDES BOOST TO TRANSPARENCY IN TRADE



**(Geneva) – The International Trade Centre (ITC) unveiled a new version of Market Access Map, its popular online trade analysis tool. The revamped portal will further enhance market transparency and facilitate the analysis of trade-related policy issues.**

Market Access Map responds to users' specific needs depending on their profile and will continue to provide free and user-friendly access to market information. The tool is particularly vital for micro, small and medium-sized enterprises (MSMEs) in developing countries, which have limited access to reliable information about foreign markets.

The revamped portal allows exporters, importers, policymakers, trade and investment support institutions, researchers and trade negotiators to better understand and analyse market-access conditions, explore new markets, develop better trade policies, or negotiate better outcomes in trade agreements.

The new Market Access Map is simplified, more user-oriented and can now display customs tariffs as well as tariff rate quotas, non-tariff measures, trade agreements, and trade remedies in a single, unified search.

### IN THIS ISSUE

New Market Access Map	p. 1
Global Trade Helpdesk beta	p. 2
EuroMed Trade Helpdesk	p. 2
Export Potential Assessments	p. 3
Non-Tariff Measures programme	p. 3
Rules of Origin Facilitator	p. 5
Sustainability Map	p. 5
Capacity Building	p. 7
ITC Tools Updates	p. 8

The portal provides new functionalities, including enhanced data visualizations and a redesigned download function, which allows users to extract the underlying datasets on tariffs, non-tariff measures and trade flows. In addition, a wide range of navigation options, combined with a powerful set of analytical outputs – tables, maps and charts – make it easy to analyse trade-related information for sets of products, sectors and countries.

For example, a Ugandan exporter of roasted coffee looking to export its product to Egypt can use Market Access Map to search for market access conditions applicable to their product in the Egyptian market. In a single query the exporter can get information on customs tariffs, tariff rate quotas, trade regimes and available tariff preferences, trade remedies and regulatory requirements. With such information in hand, the Ugandan exporter can chart a better export strategy and connect with Egyptian potential buyers.

With the emergence of new trade relationships and increasingly complex trade barriers, small

businesses are finding it harder to navigate global markets. The new Market Access Map provides MSMEs with the necessary information and analytics to make the right exporting decisions. Like many of ITC's other data tools, Market Access Map will also be available through the [Global Trade Helpdesk](#), a multi-agency initiative being led by ITC to create of unique entry point for trade-related information.

Announcing the new version of Market Access Map, ITC Executive Director Arancha González said: 'This latest version of Market Access Map is another giant leap in ITC's effort to ensure transparency in trade through providing free and easily accessible data and trade-related information to small businesses looking to break into new markets. Against the backdrop of current global trade tensions trade intelligence tools such as Market Access Map are important in demystifying trade opportunities for businesses, policymakers, and researchers.'

## THE GLOBAL TRADE HELPDESK

### Showcasing the beta version of the Global Trade Helpdesk at the ICC World Chambers Congress 2019



The Global Trade Helpdesk is a unique portal which integrates trade intelligence from various partner agencies into one, user-friendly tool. It is designed with the

needs of MSMEs in mind, to simplify and enhance access to crucial trade and business information for the small firms that make up the majority of firms worldwide. The tool now integrates a wealth of practical information including import and import growth figures, unused export potential figures, tariffs, detailed regulatory requirements,

notification of upcoming regulatory changes, trade remedies, international standards, rules of origin, domestic trade procedures, as well as contact information for trade finance institutions and promotion agencies.

The beta version of [the Global Trade Helpdesk](#) was presented on 13 June at the ICC World Chambers Congress in Rio de Janeiro to business representatives from around the world. Chambers' members welcomed the new tool and pledged their support to disseminate it widely among their membership and to increase the coverage of company information to maximize its impact.

## EUROMED TRADE HELPDESK

The first Regional Business Forum organised by the Union for Mediterranean (UfM) took place in Cairo on 18 June 2019, to promote the Trade Agenda and foster economic integration in the region. Trade and Market Intelligence section was invited to bring the attention of over 150 representatives of the private sector civil society and governments to the [EuroMed Trade Helpdesk](#) platform. Enhancing the transparency in trade information, the tool allows users to better understand the market requirements for nine

Mediterranean partners and the EU countries. Additionally, focal points in each country can answer users' enquiries to contribute to a deeper regional integration.

Untapped potential among the TIFM countries is \$10.5 billion.



## EXPORT POTENTIAL ASSESSMENT

### Export potential analysis supports inception phase of Lao PDR ARISE Plus project

A Trade and Market Intelligence (TMI) study of current trade and export potential supports the inception phase of the Lao PDR ARISE Plus project managed by the ITC Office of Asia-Pacific and financed by the European Union. The report focuses on two priority sectors, specialty agriculture and processed wood, and three key destinations, ASEAN, the European Union (EU) and China. It combines state-of-the-art quantitative analysis using ITC's export potential methodology with qualitative information collected through interviews with Lao-based sector experts.

Lao's exports of commercial crops are limited by its landlocked status and small size. The country's comparative advantage lies in its topography, which allows growing a wide range of specialty agricultural products. One of products with the highest export potential in the EU and ASEAN is coffee. In addition to increasing existing exports, Lao has numerous opportunities for diversifying into new specialty agricultural products, for example black tea, which can benefit from similar niche, high-quality marketing as coffee.

The country's wood sector faces combined challenges of environmental and economic sustainability. The government has made efforts to limit illegal logging to protect its natural resources, and limited supply of wood in the short and medium run requires a transition from exporting large quantities of relatively unprocessed wood to focusing on opportunities with higher value addition in the country. Diversification opportunities that build on national value chains include wooden furniture as well as other wood-based products, for example articles for sport and outdoor games.

Successfully exploiting export potential requires overcoming challenges. For Lao exports, the report has shown that these challenges, and hence also the solutions, differ with export destinations. The country's exports to ASEAN and China have increased steeply over the last decade (see figure 1), and untapped export potential in the region remains high. This export potential is largely driven by expected GDP growth in the region, which will lead to higher demand for Lao products among ASEAN consumers. To reap these opportunities, the country needs to ensure adequate investment in the corresponding sectors. With regards to the EU market, export growth has been slower and total export potential is smaller. In contrast to exports to ASEAN, those to the EU are largely hindered by frictions, which may include non-tariff measures, rules of origin, inadequate price/quality positioning and lack of market intelligence and business contacts. If Lao addresses these frictions, it can benefit from considerable opportunities to increase exports to the EU.

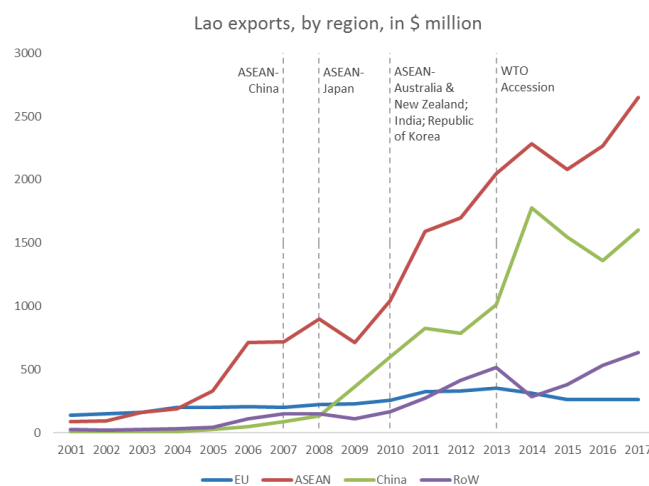


Figure: Lao to ASEAN and China have increased steeply over the last decade

## NON-TARIFF MEASURES PROGRAMME

### ITC launches project to tackle trade barriers in Tanzania

In May 2019, ITC launched a business survey in Tanzania to identify the key obstacles to trade that Tanzanian exporters and importers face. The survey will interview around 500 Tanzanian companies and take stock of the changes since

the first NTM survey in 2013. The NTM Business Survey in Tanzania is part of the Market Access Upgrade Programme (MARKUP) funded by the EU.



## Progress made in the implementation of business survey in Niger



From May 06th to 10th, the ITC provided an in-depth pilot training in Niamey to REM – Africa, our local partner. The training focused on the survey methodology and objectives, the survey techniques, the data quality checking and the data capturing process. ITC business survey in Niger targets exporters of goods and services. The aim is to have a better understanding of the barriers that hinder Nigerien trade. Preliminary results are expected at the end of this year.

Further information:

<https://ntmsurvey.intracen.org/niger>

## Business survey unveils the participation of women in trade in the European Union

In collaboration with the Directorate for Trade of the European Commission (DG Trade), ITC launched in April 2019 a Pilot Survey assessing women's participation in extra-EU trade. This groundbreaking survey will provide solid evidence on where and how women engage in trade and the obstacles they face when exporting goods outside the European Union.

The survey gathers data from over 1,000 companies in 12 Member States of the EU,

covering the agricultural and manufacturing sectors. The report will be presented at the Women and Trade Conference hosted in Brussels by the European Commission on 30 September 2019.

Companies interested in participating in the survey can contact us at [gendersurveys@intracen.org](mailto:gendersurveys@intracen.org).



### EXTRA-EU BUSINESS SURVEY

- ☒ Are you exporting goods outside of the EU?
- ☒ Are you a business located in Germany, Italy, the Netherlands, Poland or Sweden?

Man or woman, we are looking for your input!

### Take part in the gender survey and receive

- 1 month free trial of ITC's Trade and Market Intelligence Tools
- Free webinar on ITC's Trade and Market Intelligence Tools
- List of Free Trade Agreements signed by the EU
- Sources of trade-related information

Please contact us at  
[gendersurveys@intracen.org](mailto:gendersurveys@intracen.org)

# RULES OF ORIGIN FACILITATOR

## Rules of Origin Facilitator featured in 'ITC Innovates'



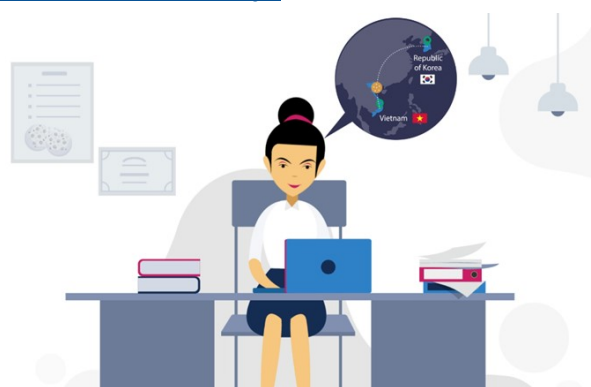
The new ITC tool 'Rules of Origin Facilitator' ([findrulesoforigin.org](http://findrulesoforigin.org)) has been featured as one of the three 'ITC Innovates' stories in ITC 2018 Annual Report. The new initiative led by ITC, in partnership with the WCO and WTO, makes it easier for MSMEs to use trade agreements.

In one year since the launch in June 2018, Rules of Origin Facilitator has increased coverage of preferential rules of origin from 70 trade agreements to more than 270, covering 190 countries. The future plans of expansion include

extending coverage to all 447 agreements currently in force<sup>1</sup>, as well as adding multiple languages, developing a self-assessment tool for MSMEs and a download module for researchers.

The Annual Report can be accessed [here](#).

Watch this new video on how to make use of Rules of Origin Facilitator in 6 easy steps: <https://youtu.be/XQioEBZT8jA>.



<sup>1</sup> Retrieved in June 2019, <http://findrulesoforigin.org/home/agreements>.

## SUSTAINABILITY MAP

### Report launch event: the European Union Market for Sustainable Products

On 24 May 2019, ITC and the European Commission Directorate General for Trade (DG Trade) held a public event in Brussels to announce the publication of the "European Union Market for Sustainable Products" Report. The report follows a two year process in which the ITC Trade for Sustainable Development (T4SD) Programme implemented a pilot project aimed at assessing the size of the EU market for sustainable products from the demand side. Commissioned by DG Trade, the report in part responds to the 'Trade for All' (October 2015) communication to put forward a 'values-based' trade agenda, aligning EU trade policy with the Sustainable Development Goals. The analysis focused on five EU countries: France, Germany, Italy, the Netherlands, and Spain.

Through survey implementation with up to 1,800 retailers across the five EU markets, the ITC team gathered various data including sales, volumes, trends, and the depth of different sustainability initiatives across different sectors. The report



focuses on eight broad sector categories including Computers, Clothing, Toys & Games, Beverages, Food, Household & Office Furniture, Mobile Phones, and Printed Materials.

Read the report: <http://www.intracen.org/publication/The-European-Union-market-for-sustainable-products/>

Watch the event web stream: <http://trade.ec.europa.eu/doclib/events/index.cfm?id=2015>



## T4SD supports launch of Social and Labor Convergence Program in India



From 30 May to 7 June 2019, the Trade for Sustainable Development (T4SD) Programme supported the launch of operations in India for the Social and Labor Convergence Program (SLCP). The program aims to eliminate audit fatigue by replacing current proprietary assessment tools with one single Converged Assessment Framework.

A key feature of SLCP is its decentralized data hosting and sharing system, developed by ITC. ITC has worked closely with SLCP to develop a distribution gateway in which completed SLCP Verified Assessments are securely stored, and from which they can be shared with SLCP Accredited Hosts who support the distribution of the Verified Assessments to SLCP end-users.

T4SD delivered trainings in Bangalore, Tiruppur, and Mumbai aimed at providing manufacturers, verifiers, and brands with an introduction to the system and a base from which they could train others. In total, more than 200 representatives attended the events. The kick-off events were coordinated in collaboration with the Apparel Export Promotion Council (AEP) of India, Texprocil (Cotton Textiles Export Promotion Council), and Shahi Ltd.

## T4SD initiative on resource efficiency and circular production in the Ethiopian clothing sector

The Trade for Sustainable Development (T4SD) Programme launched a new project in Ethiopia to support local SMEs in the textiles and clothing sectors to better comply with the environmental sustainability requirements of international buyers.

On April 11th, T4SD organized a kick-off workshop of the project “Strengthening the Competitiveness of the Ethiopian Clothing Sector - Resource Efficient and Circular Production Processes” in Addis Ababa. Over 25 participants, representing SMEs, international buyers, financiers, government institutions and

associations, became acquainted on the project approach and engaged in a discussion on the opportunities for Ethiopian clothing SMEs to increase their business competitiveness through resource efficient and circular production processes.

The project is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by ITC in collaboration with the Sustainable Textile Programme (eTex) of the German Agency for International Development Cooperation (GIZ).

## Unveiling of the T4SD Hubs in Ghana, Kenya and Peru

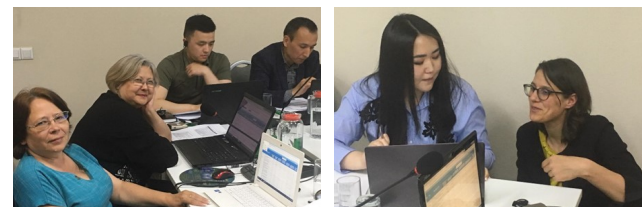
In April and May 2019, the Trade for Sustainable Development (T4SD) Programme launched T4SD Hubs in Ghana, Kenya and Peru. T4SD Hubs provide integrated solutions to SMEs in the implementation of green business practices. Hosted by Trade and Investment Support Institutions (TISIs), the Hubs act as one-stop shops for SMEs to build sustainable business strategies to access green finance and international markets for sustainable products. This ITC project is funded through Sweden’s contribution to ITC’s trust fund.



## CAPACITY BUILDING

### Market profile training in Kyrgyzstan

**(Bishkek) 27-30 May** - Trade and Market Intelligence section (TMI) trained 22 participants from the public and private sector, among them 15 women. In this hands-on workshop, participants learned to use ITC tools to analyse trade and trade-related data and build a market profile for a Kyrgyz export product. In small groups, participants prepared market profiles for dried apricots, radiators, butter, kidney beans and women's dresses and presented their findings at the end of the workshop.



### Export potential workshop in Egypt

**(Cairo) 24-28 March** – TMI trained staff members of the new Trade Finance and Export Promotion Department of the Export Development Bank of Egypt (EBE) on how to compile trade information products for the use of their clients. Participants learned how to use ITC tools and other sources of information to better advise on trade opportunities in Africa and beyond.

### Capacitating Rwandan companies to export to Europe

**(Kigali) 29 May**—How to bridge the gap between European consumers and Rwandan products? To answer to that question, the Government of Rwanda, the International Trade Centre and the European Union organized a workshop to inform Rwandan companies on how to export to the EU. Covering tariff and non-tariff measures, the training gathered 21 attendees.

### ITC builds a pool of trainers on market access in Viet Nam

**(Ho Chi Minh City) 13-17 May** — 25 participants from trade support institutions and representatives of small and medium-sized companies in attendance the first ITC Training of Trainers (ToT) on market access conditions in Viet Nam. Out of the 25 attendees, 90% assessed the training as “excellent” (61%) or “good” (33%). The workshop's content focused on customs tariffs and non-tariff measures (NTMs), as well as related key concepts such as technical barriers to trade, trade agreements, rules of origin and trade remedies. The ultimate goal of this multi-day workshop is to capacitate local agents so that they can replicate those concepts to their peers in the future.

In order to obtain the ITC trainer certificate, the Ho Chi Minh participants have to submit a work plan and to attend an additional 4-day workshop on the second semester. After this final step, the ITC team will assess their capacity of becoming efficient trainers for ITC 'Market Access and NTMs' trainings. For more information on the programme: <https://ntmsurvey.intracen.org/vietnam>



### Armenia hosts a sub regional workshop on non-tariff measures

**(Yerevan) 10-11 June** — ITC participated at the “Sub regional workshop on non-tariff measures in Armenia and North and Central Asia” organised by UN ESCAP in Yerevan, Armenia on 10 and 11 June 2019. During the workshop, ITC presented its various initiatives to help SMEs and policy

makers overcome non-tariff measures related hurdles. Participants could also discover the upcoming Eastern Area Partnership (EaP) Program that ITC will implement this year in six countries including Armenia.

## Enterprise Management Development workshop with CCPIT

(Guangrao) 13-17 May— ITC staff gave a market profile training on how to find, understand and analyse trade information and market access conditions using ITC tools. 46 representatives mostly from China Council for the Promotion of International Trade (CCPIT), but also other institutions, participated in the training, while exceptionally around 100 extra observers attended the presentations during the first day.



## Developing market profiles for Tanzanian agricultural products

(Dar-es-Salaam ) 29 April-3 May— Organized as part of the European Union-East African Community Market Access Programme (MARKUP), ITC organized a one week training, enabling trade practitioners from public and private entities to develop market feasibility studies for given products. The workshop combines both theoretical and practical approaches that will allow the 35 participants from Tanzania's government officials and Trade and Investment Support Institutions (TISIs) to elaborate a market profile of an agricultural product.

## Training journalists on ITC tools brings about transparency in reporting on international trade

(Geneva) 13 May—Transparency in trade & market access is our main focus and journalism is an important factor to get the most qualitative information out there. Therefore, we regularly invite journalists for an in depth training on how to analyse our data, as we did this May for journalists from Bangladesh, Ghana, Pakistan, Philipenes and many more.

## ITC TOOLS UPDATES

### South Africa's market prices now available in the Market Price Information (MPI) portal



South Africa is a trading hub for manufacturing goods in the Eastern and Southern Africa sub region. However, in the agricultural sector, South Africa represents only 5% of the Common Market for Eastern and Southern Africa (COMESA) imports or exports. This low percentage could be linked to a lack of information on South African agricultural prices. Companies will benefit from this new transparency for better positioning themselves on the South African market, both for imports and exports. In the [MPI portal](#), South African prices are available for nearly 70 agricultural products marketed in Cape Town. Prices are daily updated and accessible free of charge for all. This new source complements Thomson Reuters and USDA prices already available in MPI.

### Trade Map user 5-star satisfaction rate reaches 82%

20,800 users have evaluated [Trade Map](#) pages on a voluntary basis. They have rated Trade Map from 1 star (poor) to 5 stars (excellent). In 2013, the 5 stars were selected 73%. This percentage has regularly increased over the last 6 years to reach 82% in 2019. On the opposite, the 1 star rate has decreased from 7% in 2013 to less than 6% in 2019.





## Export Potential Map spring update

Export Potential Map has been updated with the latest trade, GDP forecast and tariff information. The calculations now take into account already agreed tariff reduction schedules, providing more precise estimates of future market demand. Moreover, we use an updated GTAP land use database, which allows to better capture the feasibility of producing new products for export diversification.

## Rules of Origin Facilitator expands global data coverage to 60%

In Q2 of 2019, Rules of Origin Facilitator added new data on 41 preferential trade agreements (PTAs), expanding global coverage to 271 PTAs, or 60% of all PTAs in force. Among the new additions are MERCOSUR and the group's regional PTAs with Latin American trade partners, as well as bilateral PTAs of China, Turkey, Chinese Taipei.

Rules of Origin Facilitator has extended collaboration with Japan's National Graduate Institute for Policy Studies (GRIPS), and in 2019 will cover all 18 PTAs in force applied by Japan.



## CONTACT

**International Trade Centre**  
Palais de Nations  
1211 Geneva 10, Switzerland  
Telephone: +41 22 730 0111  
[www.intracen.org](http://www.intracen.org)

**Trade and Market Intelligence section**  
Telephone: +41 22 730 0540  
Email: [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org)

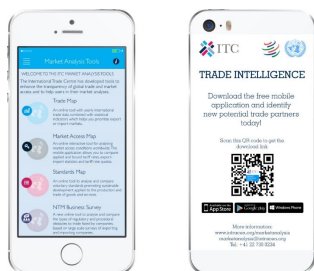
## SOCIAL MEDIA & MOBILE APPS

**Facebook:** [www.facebook.com/ITCmarketanalysistools](https://www.facebook.com/ITCmarketanalysistools)

**YouTube:** [www.youtube.com/user/MarketAnalysisTools](https://www.youtube.com/user/MarketAnalysisTools)

**Twitter:** [www.twitter.com/ITC\\_MktAnalysis](https://www.twitter.com/ITC_MktAnalysis)

**LinkedIn:** [www.linkedin.com/company/itc-market-analysis-tools](https://www.linkedin.com/company/itc-market-analysis-tools)



Scan this QR code to get the download link



## DONORS



**ITC Trust Fund**

