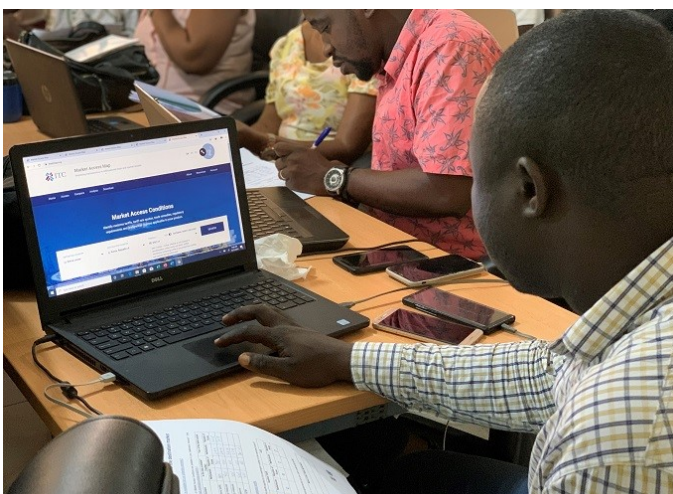


# ITC Trade and Market Intelligence

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

## 1 MILLION REGISTERED ACCOUNTS

**ITC's suite of free web-based services reaches a significant milestone**



*The International Trade Centre's (ITC) [market analysis tools](#) have reached a significant milestone in 2020, with registered users passing one million for the first time.*

The tools allow users to access up-to-date trade statistics, company data, customs tariffs and non-tariff measures, foreign direct investment and other crucial analysis and trade intelligence.

'These services go a long way to levelling the playing field for developing country businesses, trade policy advisors and others to improve their trade and investment decisions,' ITC Executive Director Pamela Coke-Hamilton said.

'In 2019, for instance, these tools helped generate trade transactions for its users around the world worth \$367 million according to our annual survey.'

'Ultimately, we're all about increasing the prosperity of developing countries and creating more and better jobs by driving trade and investment-led economic growth,' said Ms. Coke-Hamilton.

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'By increasing trade diversity both in terms of sectors and markets, developing countries can increase their resilience to sudden shifts in supply and demand and get paid more for their value-added products and services.'

Supported by the EU's transparency in trade project and ITC's trust fund donors, the tools have proved invaluable during the COVID-19 pandemic. They have helped businesses to navigate pandemic-related policy responses in both sourcing and destination countries.

'But we also know that not all sectors have suffered equally. And our tools can help exporters identify growth opportunities - such as agro-food sectors and medical supplies – even in these challenging times.'

Global users can access ITC's data-driven analytical tools to inform them to take decisions such as:

- which countries to target with their exports
- which sectors to diversify into
- how they adapt their products, services and operations to meet market demands
- which strategies to adopt to attract investment in promising sectors

'ITC's work aligns closely with the multiannual EU programme Global Public Goods and Challenges (GPGC),' Ms. Coke-Hamilton said.

'A key issue facing economic actors in developing countries is affordable access to reliable data and current business intelligence. Small companies and under-resourced trade promotion or trade negotiation teams are substantially disadvantaged. ITC rectifies this by embedding the most current market information into analytical applications that draw on state-of-the-art economic methodologies for trade diversification.'

The [Market Analysis Tools portal](#) is an integrated single

entry point, enabling seamless navigation from one tool to another. It also features country profiles and a full suite of free multi-lingual e-learning materials. More relevant than ever in 2020, the distance learning materials have been viewed more than 591,000 times and guide users systematically through practical analysis scenarios.

As well as online learning, ITC delivers face-to-face capacity building and provides coaching to certified trainers at trade and investment support institutions (TISIs) to multiply the tools' reach and impact.

ITC regularly monitors the impact of its tools. Last year 94% of beneficiaries surveyed attributed improved operation efficiency e.g. reducing time or cost of obtaining needed information to their use of ITC's tools.

A small enterprise in the Asia Pacific liked the useful company data in Trade Map: 'I searched to supply freeze-dried vegetables and fruits using ITC analysis. It will help to identify a German importer.'

The tools are not only used for global north-south trade. They also facilitate intra-regional trade, including among developing countries, and shed light on often hard-to-research markets where data is scarce.

Institutions and policymakers are also taking advantage of the powerful analytics of ITC's tools. For example, until recently, Comorian producers were selling their vanilla at an unsustainably low price that weakened the viability of their businesses. Using ITC's Market Price Information, analysis of competitor data in Trade Map and a customized tool developed by ITC for local producers and cooperatives to receive prices from international marketplaces and share information on local production prices helped producers substantially increasing their export income.

For more information and user experiences, please refer to the [web article](#).

### What people are saying about the Market Analysis Tools

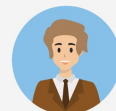
*Don't just take it from us, let our users do the talking!*



"I've been undertaking analysis of the impact of Malaysia ratifying The Comprehensive and Progressive Agreement for Trans-Pacific Partnership."



"I have been using the tools to identify regional supply gaps in the value chains that the region has the potential capacity to increase production such as agro-processing."



"Thanks to ITC's tools, we made transactions with Germany and the Netherlands, and we also expect to do business with the UK."



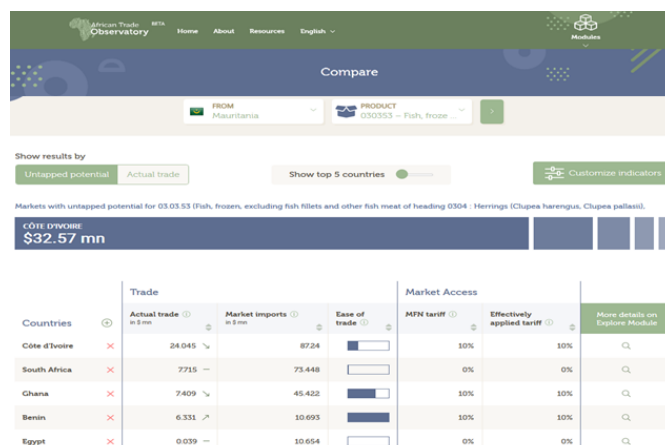
## AFRICAN TRADE OBSERVATORY

### The beta version of the ATO dashboard is live

The beta version of the African Trade Observatory (ATO) dashboard has been released ahead of the start of trading under the new African Continental Free Trade Area (AfCFTA). It enables African firms to easily explore and compare trade opportunities across the continent.

The [African Trade Observatory](#), currently available in English and French, is especially valuable for empowering the most fragile economic operators during this COVID-19 pandemic. It was rolled out by the African Union, the European Union Commission and the International Trade Centre during the 13th Extraordinary Session of the African Union Assembly of Heads of State and Government on the AfCFTA (5 December 2020).

Following the release of two publicly available modules (Compare and Explore), African policymakers and Regional Economic Communities will have access to a third Monitor module in the course of 2021. This module will provide a range of real-time indicators on trade flows, utilization of tariff preferences, tax



revenues, clearance time and trade simulations, thereby facilitating the evaluation of the implementation process and impact of the AfCFTA.

The ATO project is led by the African Union (AU), implemented with the International Trade Centre (ITC) and supported by the European Union (EU).

## EUROMED TRADE HELPDESK

### Euromed Trade & Investment Facilitation Mechanism phase two

ITC's Executive Director Ms. Coke-Hamilton presented phase 2 of Euromed Trade & Investment Facilitation Mechanism (TIFM) project during the 11th Union for the Mediterranean (UfM) Trade Ministerial Conference (10 November 2020).

According to ITC estimates, the potential for trade in goods among TIFM countries amounts to \$25 billion. When considering larger integration that included the EU, there is room to increase the trade between the two regions by \$185 billion by 2025. The region also has important potential to trade services. To turn this potential into reality countries and firms need access to timely and relevant trade and market data.

Since 2017, the Euromed TIFM project aims to foster the economic ties between the EU and Mediterranean partners by providing free access to information to a state of the art [online portal](#) to facilitate trade in goods, trade in services and investment.

TIFM second phase will enhance the Euromed Trade Helpdesk with new modules on investment, trade in services and much more. Working in close collaboration with national stakeholders, the project

will allow enterprises to share their concerns and obstacles to trade.

In the context of the COVID-19, firms struggle to adapt to economic challenges of falling demand and supply chain disruptions. In close collaboration with the public and private sectors from these countries in the MENA region, TIFM 2 will support regional trade integration, and ultimately aim to reduce the risks linked to global value chains, by disseminating key information for economic recovery.





# EASTERN PARTNERSHIP PROJECT

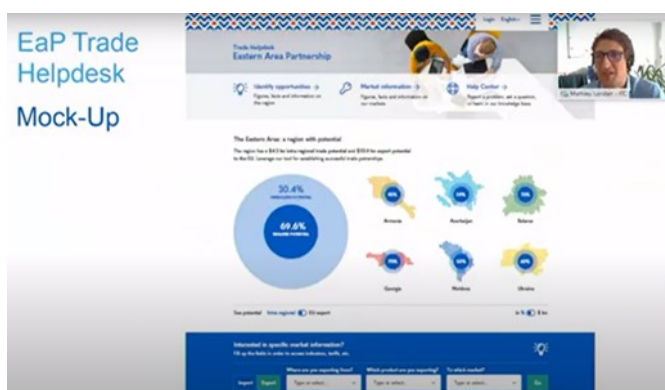
## Eastern Partnership Trade Intelligence initiative delivers first results in the six beneficiary countries

The five-year trade intelligence programme, an EU4Business initiative funded by the European Union, and aimed at increasing economic ties between the six EaP countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine) and the EU, has delivered its first results following its launch in late 2019<sup>1</sup>.

### **EaP Trade Helpdesk**

A mock-up of the online Trade Helpdesk was developed and presented to stakeholders at the EU Trade Panel meeting in September 2020. EaP Trade Helpdesk will combine a Trade Information Portal and an Online Helpdesk, and will complement the existing trade-related web sites in the region. The release of the initial Market Information module on the platform is planned for the first quarter of 2021.

The TMI team is advancing on data collection activities and is in direct contact with responsible governmental agencies. Thanks to this collaboration, the trade and market access data is expected to be deepened and strengthened across all dimensions, and existing information gaps closed. With the ongoing development of the Helpdesk, ITC data covering the EaP region will increasingly become more accessible to both national and international audiences.



### **Business Surveys on Non-Tariff Measures**

ITC has completed the preparatory stage of the NTM Business Survey in the six EaP countries. During this stage ITC has tailored the survey questionnaire and the methodology to fit the needs of the beneficiary countries. A directory of exporters in the region has also been compiled, which will be used for sampling and contacting the companies.

ITC also carried out bilateral discussions and consultations with the national focal points and relevant entities in each of EaP countries in relation to the implementation of the NTM Business Surveys. During these meetings, ITC sensitized the stakeholders about the key goals of the survey and the process involved.

The NTM Business Survey in the EaP countries will cover both trade in goods and services sectors. Interviews with businesses will be conducted starting Q2 – 2021 and will aim to identify the key regulatory and procedural obstacles to trade exporters face – especially those hindering regional integration.

### **Trade in Services Data Collection and Capacity Building**

An assessment report on the trade in services statistics has been completed for Georgia and shared with relevant national institutions. Further to consultations with these institutions, the transport sector was chosen as the focus for this aspect of the project in Georgia, which will lead to strengthening the management of trade data for this sector and increasing the availability of transport service statistics.

In parallel to the consultations, officers from the National Statistics Office of Georgia and the National Bank of Georgia participated in an online training course on the concepts and definition of trade in services statistics.

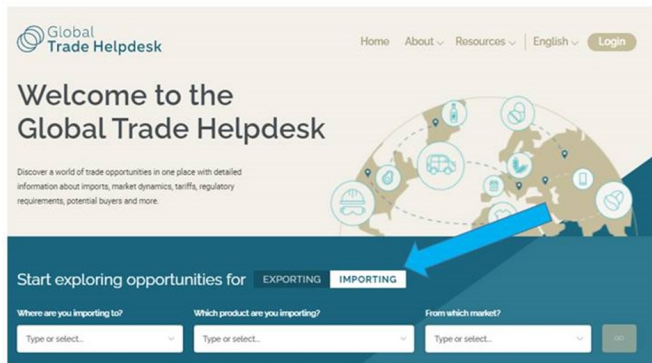
(Over the past number of years, trade in services statistics has been collected for more than 190 countries and disseminated through ITC Trade Map).



<sup>1</sup>Learn about the objectives and modalities of this program launched in [Q2'2020 TMI Newsletter page 8](#).

# GLOBAL TRADE HELPDESK

## Business-friendly trade intelligence with new features and growing support from WTO members

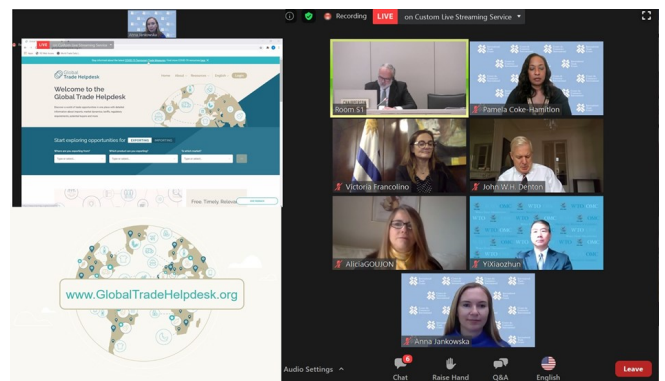


Smaller firms have been disproportionately impacted by the economic impact of the pandemic. In this context, providing timely, relevant and reliable information is crucial, especially for smaller global firms that may lack the market research capacities and resources. It helps them diversify market risks and adapt their business strategies in the constantly evolving global market. To this end, the [Global Trade Helpdesk](#) continues to improve its features and data coverage to serve the information needs of firms of all sizes, and in particular, the smallest.

In recognition of the challenges that smaller firms face in engaging in international trade, the WTO Informal Working Group on MSMEs released a [Package of support for MSMEs](#). Within this package, the 91 WTO members included a Declaration on Access to Information in which members endorsed the [Global Trade Helpdesk](#) platform as a key source for integrated trade intelligence and committed to supplying the platform with timely and relevant information to serve the needs of firms around the globe. The Package was presented to representatives of the private sector on December 15, 2020, and received strong support from the firms represented.

The last quarter of 2020 has brought several new features to the [Global Trade Helpdesk](#). The platform

now also includes the import dimension to allow firms to find information for sourcing the inputs they need for their businesses. In addition, the platform is now also available in Arabic thanks to the support of Qatar Development Bank, to serve smaller firms in the MENA region and beyond. The platform also integrates new Business Resources to help guide firms to the additional resources they need in their export journey. This includes help firms access information about Incoterms, do a self-assessment of their IP right protection needs, consult model contracts, or find information on Authorized Economic Operator programs, among others.



Live demo of platform at WTO IWG on MSMEs Private Sector event

In addition, the Global Trade Helpdesk team has also been working with Business Support Organizations around the world. In the last quarter, we hosted 13 webinars with a total of over 1200 participants from Jordan, Egypt, Madagascar, Colombia, Mongolia, Qatar, Liberia, Cote d'Ivoire, Sierra Leone, Brazil, Costa Rica, Russia, United States, and the East African Community. Webinars are held in English, French, Spanish, Russian and Arabic. To schedule a session in the coming year for your organization, contact us at [info@globaltradehelpdesk.org](mailto:info@globaltradehelpdesk.org).

## PROCUREMENT MAP

### NEW data availability visualization

A data availability visualization is now online to improve user experience when in [Procurement Map](#). This option called « Map availability » is provided in the home page searching section. Mouseover the country to display the number of active tenders and awards available in our database, and the number of new tenders and awards published in the last 24h. You can also search by sector and have a quick insight into which countries our dataset covers.

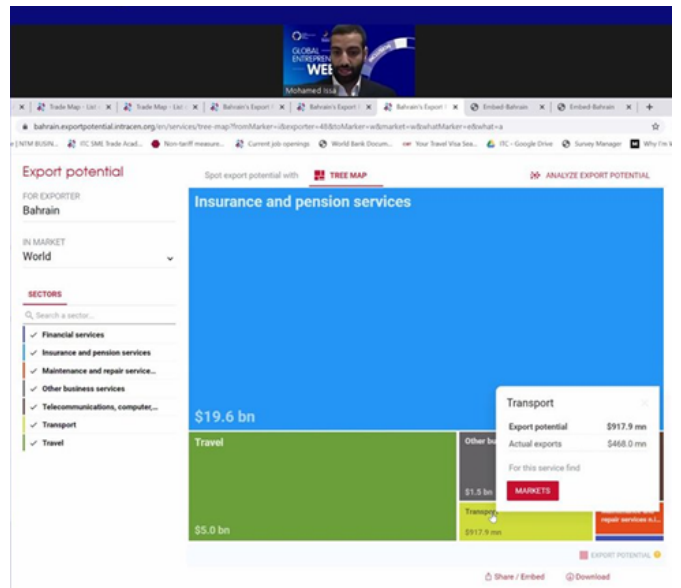


## EXPORT POTENTIAL MAP

### ITC and Bahrain showcased new market intelligence tools

Business operators in Bahrain have gained better access to trade intelligence tools to compare and identify export opportunities during the Global Entrepreneurship Week (29 November–6 December 2020), thanks to a unique collaboration between the International Trade Centre (ITC) and newly-established trade promotion organization, Export Bahrain.

The brand new [services module](#) of Bahrain's Export Potential Map was launched during the event. The module allows services providers to spot promising markets. Bahrain has an export potential of \$28.5 billion in services trade. Find out more in the [press release](#).



### Export Potential Map goes virtual - Events and webinars

The Studies team presented the Export Potential Map and results of export potential studies in several virtual events webinars. Sylvain Périllat and Julia Seiermann presented a study on Tanzania's trade during and beyond the COVID-19 pandemic with a focus on avocado, coffee, spices and tea in a webinar organized by ITC in collaboration with the Tanzania Trade Development Authority under the EAC Markup programme. The key results of the study showed a positive outlook: the impact of COVID-19 on Tanzania's exports in the focus sectors is expected to be negative, but small, and a large export growth potential exists that can more than offset the expected losses. To tap into these opportunities, Tanzania needs to address existing trade frictions and invest to ensure that supply meets the demand in target markets. The study is available for download here: [https://umbraco.exportpotential.intracen.org/media/1187/tza\\_brief\\_revised-draft\\_no-watermark.pdf](https://umbraco.exportpotential.intracen.org/media/1187/tza_brief_revised-draft_no-watermark.pdf).

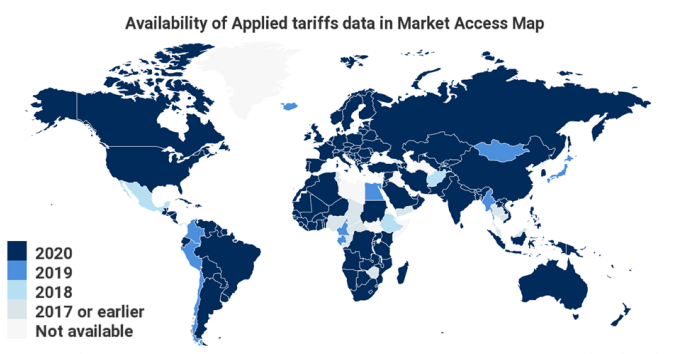
In the context of the COMESA Regional Women in Business Trade Fair, Julia Seiermann took part in a panel discussion on opportunities for women entrepreneurs in the COMESA region organized by ITC's SheTrades initiative. She presented the results of an export potential study on "Products and markets with export growth potential in COMESA" that highlights export growth opportunities in the context of the AfCFTA with a particular focus on women. The study identifies important growth opportunities COMESA exports to Africa. While, at present, there is already an untapped export potential of \$8 billion, the full liberalization of tariffs under the AfCFTA could bring an additional trade gain of \$5 billion.

Export Potential Map was also presented in two workshops organized by ITC in Lao PDR and Ethiopia in the framework of the Quality Champions Programme, which builds the capacities of teams of public and private sector officials to support local businesses.

## MARKET ACCESS MAP

Market Access Map reached an absolute all-time record in terms of up-to-date tariffs data coverage this year. 2020 applied tariffs data of 161 countries are available on the platform as of December 11th. Below is a colored map showing the coverage (from '[Data Availability](#)' module).

Market Access Map received the ITC Innovation Awards 2020 that recognized its efforts in tracking, classifying and disseminating real-time information on





COVID-19 emergency trade measures through its [COVID-19 module](#), which was launched at the outset of the pandemic in April 2020.

Finally, new developments are expected in 2021. A new mobile version of Market Access Map is under construction, aiming to reach younger audiences in

developing nations. A new first-of-its-kind module on domestic taxes is also in the making. Furthermore, Market Access Map is planning to integrate information on forward-looking preferential tariffs in a searchable analytical interface, which will prove invaluable for strategically-minded MSMEs.

## RULES OF ORIGIN FACILITATOR

### Rules of Origin Facilitator goes live in Spanish and French

In collaboration with WTO secretariat's translation service, the first layer of the Facilitator is now accessible in [Spanish](#) and [French](#), in addition to English. The professionally translated content covers the user interface, but also the glossary of terms and explanations. However, legal texts of rules of origin themselves have not been translated, given the volume of the content involved, but they could be covered under specific projects in multilingual regions in the future.

The new Spanish and French versions of the tool were presented to WTO member states at the opening of the formal Committee on Rules of Origin (CRO) meeting in November.

Additionally, as an innovative contribution, a new feature of 108 languages AI-powered translations

provided by Google service has been integrated into the Facilitator. This effectively covers languages spoken by 99% of the world population, making the tool truly transcendent in terms of conventional language boundaries.



## NON-TARIFF MEASURES PROGRAMME

### 27 concrete actions in roadmap to overcome obstacles in the tourism sector in Niger

The Government of Niger teamed up with ITC to organize a workshop to elaborate actions to reduce costs induced by trade regulations. The event held in Niamey on 4th December analysed the results of the ITC survey on barriers to trade in the country. As a result, participants defined 27 actions to tackle the obstacles in the tourism sector in a series of roundtable discussions.

Regarding taxes issues, for instance, the workshop attendees pointed out the need for transparency. One of the suggestions was the creation of a single directory taking stock of all the taxes and fiscal measures related to the tourism sector. This document should be a joint effort by the Ministry of Tourism and Handicrafts, the Ministry of Finance and all the Ministries concerned.

For the hotel industry, the participants highlighted the importance of respecting the ECOWAS hotel classification standards. According to ITC Export

Potential Map, Niger is the third country in West Africa with greatest potential for travel, leaving room to realize additional revenues worth \$806 million in 2025.

For more information: <https://ntmsurvey.intracen.org/niger>; <https://ntmsurvey.intracen.org/eniger>.



## Webinar discusses the role of non-tariff measures in Pakistan

Organised by Pakistan Institute of Development Economics (PIDE) in collaboration with the World Bank on the 26th October, the webinar "NTMs and Export Competitiveness" focused on the impact of these often-invisible barriers to trade. The online event was also an opportunity to display some of the results of the recent published ITC report "[Invisible Barriers to Trade – Pakistan: Business Perspectives](#)" which builds on a survey of almost 1200 companies in Pakistan.

During the webinar, Mr Samidh Shrestha, Market Analyst at the ITC, highlighted the fact that nearly half

of all exporter concerns related to domestic regulation. He emphasized that market access begins at home and there was a need to bring about regulatory reform in Pakistan to facilitate cross-border trade. Dr Manzoor Ahmad, former Pakistan's Ambassador to the WTO and Dr. Adil Nakhoda, assistant professor at the Institute of Business Administration, Karachi, were also guest panellists.

The webinar recording is available [here](#).

## New ITC business survey unveils information needs of extra-EU services exporters

The most important information needs for extra-EU services exporters, with some differences across service sector and mode of supply, are licences and certification requirements, information on internal taxation, and regulations on transfer of data. This is one of the main findings of a new survey for the European Commission on the information needs of services companies exporting outside the EU.

The survey targets exporters of distribution services, telecommunication and computer related services, construction services, and professional services in 15 EU Members States.

According to the study, more than one third of extra-EU services exporters face obstacles most companies facing obstacles do not report them. However, these businesses would be interested in doing so if there was a dedicated online tool. Services exporters have also a strong interest in new tools, such as a European business registry and a website with service-related information.

These results are particularly relevant for revamping the services content of the European Commission's Access2Markets portal (previous Market Access Database).

## Call for feedback targets companies trading or wanting to trade with EU and the UK

All exporters and importers interested in trading with the EU and the UK are encouraged to respond to the ITC Online Call for Feedback. Conceived under the UKTP programme, the Call aims to gather insights on experiences and needs of businesses in their trade with those two markets. It will help assess awareness and use of preferential market access conditions and identify the companies' needs to reach EU and UK markets.

Share your feedback at [www.ntmsurvey.org/call4feedback](http://www.ntmsurvey.org/call4feedback) (available in English, French and Spanish).

Upon completion of the form, you will receive an opportunity to participate in a Webinar on Market Analysis Tools organized by the ITC.





## SUSTAINABILITY MAP

## Launch of the 10th version of Standards Map back-end database: the Data Entry Tool 10!

The International Trade Centre's (ITC) Trade for Sustainable Development (T4SD) Programme is very happy to announce the launch of the updated version of the Standard's Map back end, the Data Entry Tool, 10th revision (D.E.T 10)! The D.E.T is the ITC back end used for all standards and by experts to enter their data and benchmark their documents and processes against more than 1,650 criteria related to sustainable

compliance and performance. Building on this new version of the database, we will also launch a new version of the Standards Map in the course of 2021 with new functionalities and interactive add-ons to the website. Please kindly take 5 minutes to share with us your feedback on the Standards Map website and planned improvements: <https://bit.ly/3qAInt8>

## CAPACITY BUILDING

## EU – Iran Trade Development webinar series

In the context of the “EU – Iran Trade Development: Trade-related technical assistance, capacity building, and value chain development for inclusive and sustainable trade-led growth” project, a series of three workshops will capacitate key trade policy, promotion and research institutions in Iran on identifying and leveraging trade opportunities. The first of these workshops was virtually delivered from 9-25 November, and introduced participants to ITC’s Market

Analysis Tools and, in particular, the Export Potential Map. Twenty-five participants completed practical exercises and attended theoretical sessions. Over the course of the workshop, participants developed an export potential analysis of an Iranian export product of their choice into a selected target market, taking into account an extension of the Export Potential and Diversification Assessment methodology designed to capture the effect of sanctions imposed on Iran.

## Advanced Export Potential Workshop in China

A virtual “Advanced Export Potential Workshop” was organised, which was the second in a series of trainings delivered by TMI for the China Council for the Promotion of International Trade (CCPIT). Over the course of two weeks, more than 30 participants from CCPITs different sub-councils and locations attended lectures and interactive sessions on Zoom and

completed quizzes on the course platform as well as group assignments using Export Potential Map, Trade Map and Market Access Map. They participated in a PowerPoint Karaoke exercise to practice online presentation skills and delivered group presentations highlighting the results of their export potential analysis of different products.



# Trainings in the framework of the European Union funded West Africa Competitiveness Programme (WACOMP)

## ITC's Market Analysis Tools

In the weeks of fifth and 19th October, TMI has delivered trainings on ITC's Market Analysis Tools to 50 representatives of Trade and Investment Promotion Organizations and National Statistics Organizations in the ECOWAS region. These five days' remote mentoring programme in English and French introduced participants to market analysis methodology by using Trade Map in the ECOWAS Trade Information System ([ECOTIS](#)), as well as Market Access Map and Export Potential Map. Thanks to a combination of theory and practical exercises, participants are now able to search and prioritise markets for exports, and identify new export opportunities for their products and sectors.

## TradeOI

From November 26<sup>th</sup> to December 4<sup>th</sup>, statisticians from ECOWAS countries received a training on trade data processing and statistical analysis using R.

Taking into account regional specificities, this training, delivered in English and French, aimed at:

- building capacity in managing real raw trade customs data using R

- improving countries' data quality through the automation of data consistency checks
- identifying outliers and apply relevant corrections
- turning raw flat files into meaningful trade indices
- starting analysing prices and volumes effects in international trade transactions

Trained statisticians received an ITC made tool, TradeOI, supporting their data checking activities and producing trade indices in an automatic and sustainable manner. Based on the R language, TradeOI is free of use and runs offline. Thanks to the combination of statistics theory classes and the practice of computation on real examples, trainees successfully used TradeOI on their own data.

During this event, statisticians from ITC and ECOWAS countries had fruitful exchanges on practical ways of improving data quality and producing useful statistics for international trade analysis supporting sound economic decisions. Statistical systems in ECOWAS countries produce monthly trade data; with TradeOI, ITC is by the statisticians' side to produce robust statistics.

## Vietrade successfully concluded 12 workshops in Viet Nam with local certified trainers

ITC local certified trainers conducted 12 trainings in Viet Nam, covering 10 provinces and gathering 760 participants, 87% from small and medium-sized companies. All the capacity-building activities planned for the second semester of 2020 could take place, despite the COVID-19 pandemic that provoked the suspension of the "NTMs and Market Access" key concepts and information tools" workshops in August and September.

These trainings are the fruit of a formal agreement between ITC and Vietrade to boost Vietnamese trade competitiveness. GIZ was also a strategic partner financing a part of the events.

For 46% of the participants, the trainings were "excellent" and for 51%, they were "good". "I learned a lot about accessing international markets and understanding tariff and non-tariff barriers when exporting", says a participant in the province of Dak Lak. A participant in Hanoi praises the trainers' skills: "Instructors are very enthusiastic and with a deep knowledge. The training is useful to meet the needs of market research."

Gender balance is also another key achievement of this series of trainings. Half of the network of certified trainers are women and the female participation in the workshops reached 47%. Read: [www.ntmsurvey.org/vietnam](http://www.ntmsurvey.org/vietnam).

## UKTP Trailblazing webinars

Over 400 participants in 9 sessions attended introductory webinars on ITC's Market Analysis Tools in light of the United Kingdom Trade Partnerships (UKTP) programme. The webinars contained demonstrations on the use of a number of the tools (Export Potential Map, Market Access Map, Trade Map and e-Ping), illustrating how they can be utilized for supporting business decision making.

These webinars enhanced participants' understanding about the UKTP project, the role of trade intelligence in future export success and how to use ITC Tools to assess current demands, market requirements and new prospects. The coming months more sessions will be held in Fiji and Papua New Guinea.

## Customized webinar series for Supporting Indian Trade and Investment for Africa (SITA)

In collaboration with the Supporting Indian Trade and Investment for Africa (SITA), the Trade and Market Intelligence section conducted a series of 7 customized webinars from 22-29 September to strengthen the capacity of 46 participants from India and five East African countries; Ehtiopia, Kenya, Rwanda, Uganda

and the United Republic of Tanzania. The programme focussed on trade flows, market access, services trade and investment and was designed to give the foundation knowledge on specific features and methodologies that could help make better trade-related decisions.

## Strengthening capacity of market analysis in Indonesia

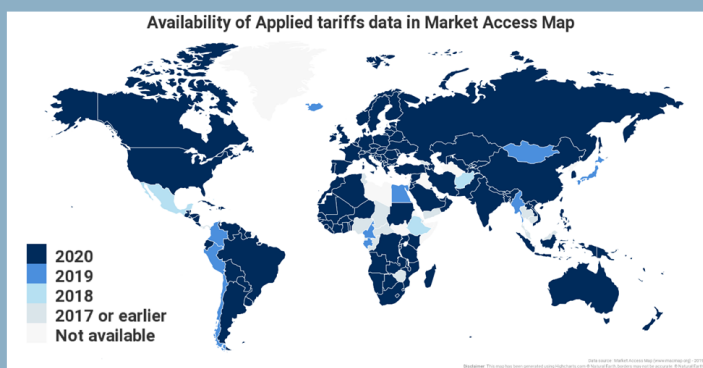
An online training session over two weeks in November was co-organised by T4SD programme and TMI with partner SIPPO Indonesia. A total of 40 participants followed the intensive webinars and completed home assignments which empowered them

to conduct their own market analysis and search for market opportunities for their products. The participants reported to have learnt a lot during this training and expressed interest in more elaborate sessions.

### ITC TOOLS UPDATES

#### Market Access Map

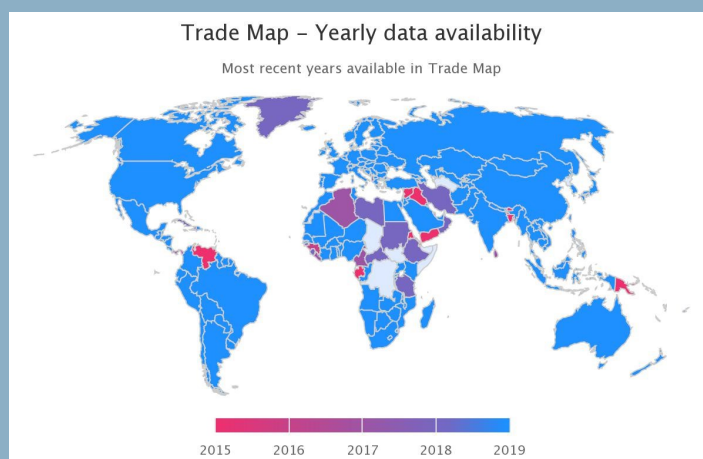
Market Access Map reached an all-time record in terms of up-to-date tariffs data coverage this year. 2020 applied tariffs data of 161 countries are available on the platform as of December 11th. Below is a colored map showing the coverage (from '[Data Availability](#)' module).



#### Trade Map

Global trade indicators for 2015-2019 have been updated the 17th of December 2020. These indicators are now based on 146 reporting countries, showed in light blue in the map below.

Regarding monthly trade data, as of 18th of December, 104 countries are available up to December 2019, counting for 87% of global trade. The latest period covered in Trade Map is October, with data available for 27 countries and counting for 38% of global trade.



A new language is added in Trade Map !

Our data and statistics are now available in **Russian**.





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