



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Introduction to ITC's Market Analysis Tools for trade analysis

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Monitoring and Evaluating Trade Integration Toolkits
10 July 2018





UNCTAD

The UN body for design of policy recommendations to achieve economic and social development through trade and investment.



WTO OMC

The forum to negotiate multilateral trade rules, monitor their implementation and handle trade disputes



ITC works with local and regional institutions and business people to build trade capacity.

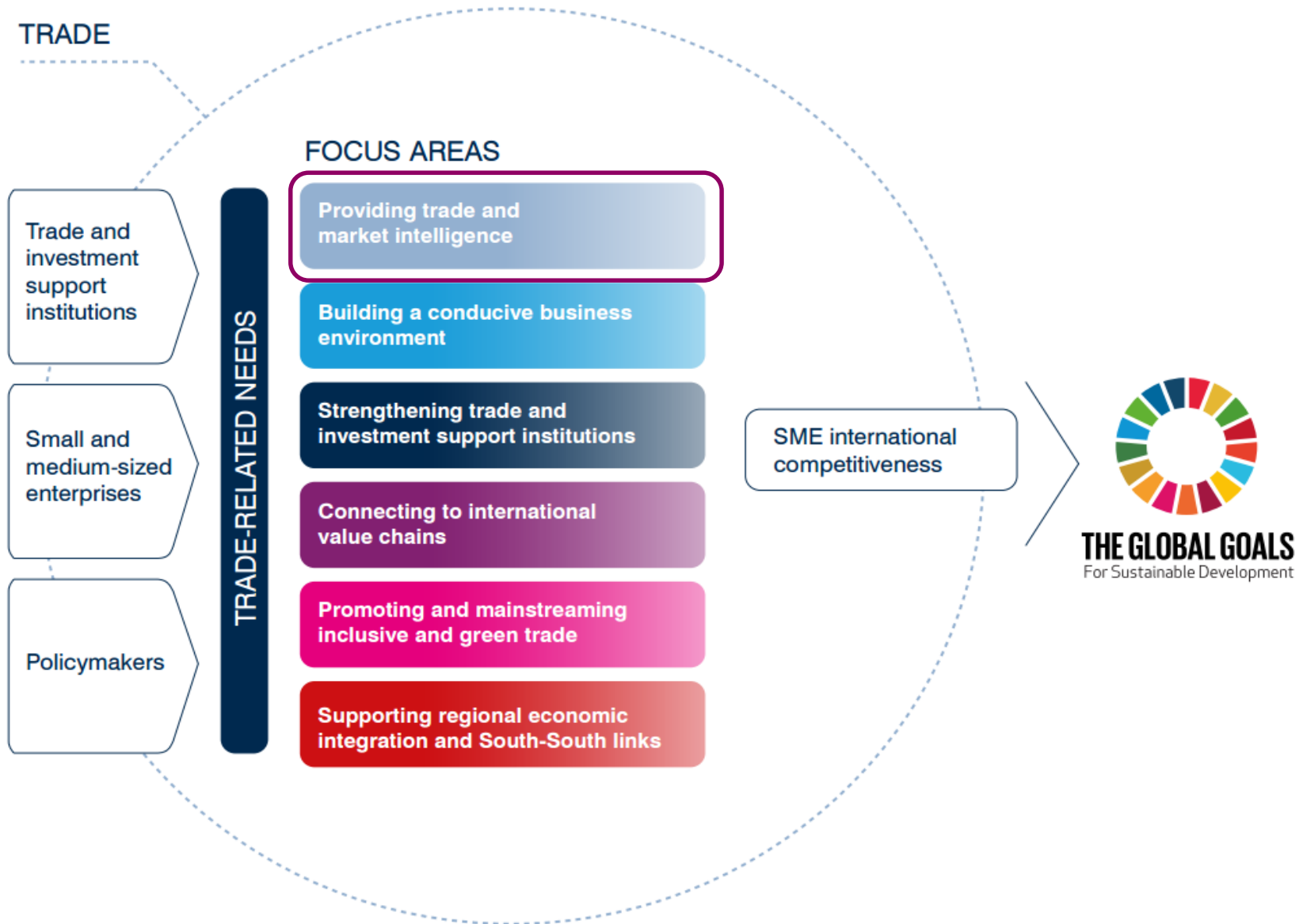
Our mission

To foster inclusive and sustainable growth and development through trade and international business development.



TRADE IMPACT FOR GOOD

ITC's 6 focus areas and goals towards SDGs



Trade and Market Intelligence section

OUR AREAS OF WORK

GLOBAL PUBLIC GOODS

Trade Map
Market Access Map
Investment Map
Sustainability Map
Procurement Map
Export Potential Map

COUNTRY & REGIONAL DIAGNOSTICS

Country surveys
+
Studies of trade
potential & market
access issues

CAPACITY BUILDING

Using tools &
research methods
to analyse markets

1. ITC online tools



Project funded by the European Union

ITC TRADE MAP
Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market

ITC MARKET ACCESS MAP
Improving transparency in international trade and market access

ITC INVESTMENT MAP
For better foreign investment attraction and targeting

ITC SUSTAINABILITY MAP
YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE

ITC PROCUREMENT MAP

ITC Export Potential Map
SPOT EXPORT OPPORTUNITIES FOR TRADE DEVELOPMENT

EN ES FR

Home Products Markets Exporters Resources ITC Tools

Spot export opportunities for trade development

Export Potential Map showcases results from the ITC export potential and diversification assessment methodology that spots

1. products, markets and suppliers with (untapped) export potential
2. opportunities for export diversification.

With customizable and shareable visualizations, Export Potential Map provides detailed and practical information for trade advisers and policymakers around the world.

Should you wish to develop a country-specific version accessible from your website, fed with national data and featuring targeted analytical options, please get in touch with us.

Read more...

What is the export potential for Select a product or country... ?

Other market analysis: Trade Map, Investment Map

Chemical products: (Ignition) wiring sets for, Ethene, condensation+DM, Diammonium hydrogenorthophosphate, Ammonium dihydrogenorthophosphate

Export Potential Map video player interface showing various data points: Trade Relations, Data Availability, Trade Restrictiveness, Market Dynamics, Access to the Sea, Market Shares, Tariffs, Gov, Trade Relations, Data Availability, Trade Restrictiveness.



700,000+ USERS & MOST FORTUNE 100



J.P.Morgan

Market Analysis Tools



Deloitte.



McKinsey & Company



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Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.
 Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

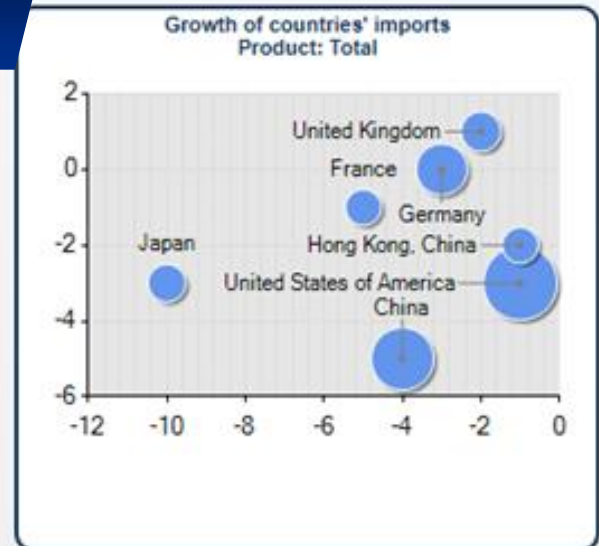
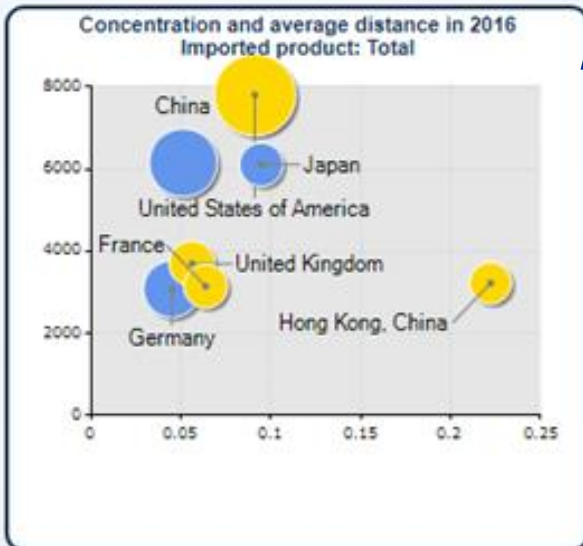
Service Product

Advanced search

Online user-friendly application to analyse global trade flows, based on one of the largest trade flow databases in the world.

Trade Indicators Yearly Time Series Quarterly Time Series Monthly Time Series Companies

www.trademap.org





Welcome

Click here to find
EuroMed Trade

Market Access

- A company
- A trade analyst or researcher
- A trade negotiator

Market Access Map (technical requirements). To start

>>> **START USING**

Information in

Market Access Map

- General tariff rate
- 200 countries and territories
- Applied tariff rate quotas, including quota contingents and administration methods
- Trade remedies including antidumping, countervailing and safeguard duties
- Rules and certificates of origin
- Technical requirements and conformity assessments
- Final bound member
- Yearly flows

Here you can see the current [data availability](#)

Other Market Analysis Tools provided by ITC:

See also:

Analyze market access conditions applied to your products and compare them to conditions applied to competitors (Market screening)

Compare the bound tariff schedules of countries and simulate tariff reductions to prepare for trade negotiations or to assess risk of preference erosion in key markets.

www.macmap.org



RULES OF ORIGIN FACILITATOR

Your gateway to trade agreements

www.findrulesoforigin.org



TRADE IMPACT FOR GOOD



EXPORT FROM 4 selected × ▾ IMPORT TO Germany ▾ PRODUCT NAME OR CODE 8703229000 - Motor cars and other motor vehicles principally design

Exporters: Cambodia Korea, Republic of Morocco Viet Nam

Total 6 Agreements ▾ FILTER In force RoO available Non-preferential regime ORDER BY ▾

● IN FORCE ● SIGNED ● IN NEGOTIATION

<h3>EU for LDC Countries</h3> <p>IMPORT DUTY</p> <p>10% MFN 0% Preferential</p>	<h3>FTA, EU-Morocco</h3> <p>IMPORT DUTY</p> <p>10% MFN 0% Preferential</p>	<h3>FTA, EU-Korea</h3> <p>IMPORT DUTY</p> <p>10% MFN 0% Preferential</p>	<h3>EU for GSP Countries</h3> <p>IMPORT DUTY</p> <p>10% MFN 6.5% Preferential</p>
<p>DOES MY PRODUCT QUALIFY?</p> <p>Agreement ▾</p> <p>Rule of Origin (RoO) ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 70 % of the ex-works price of the product</p> <p>CRITERION(ITC) RVC 30%</p>	<p>DOES MY PRODUCT QUALIFY?</p> <p>Agreement ▾</p> <p>Rule of Origin (RoO) ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 40 % of the ex-works price of the product</p> <p>CRITERION(ITC) RVC 60%</p>	<p>DOES MY PRODUCT QUALIFY?</p> <p>Agreement ▾</p> <p>Rule of Origin (RoO) ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 45 % of the ex-works price of the product</p> <p>CRITERION(ITC) RVC 55%</p>	<p>DOES MY PRODUCT QUALIFY?</p> <p>Agreement ▾</p> <p>Rule of Origin (RoO) ▾</p> <p>ORIGINAL TEXT Manufacture in which the value of all the materials used does not exceed 50 % of the ex-works price of the product</p> <p>CRITERION(ITC) RVC 50%</p>



Spot export opportunities for trade development

Export Potential Map is the ITC export potential assessment method

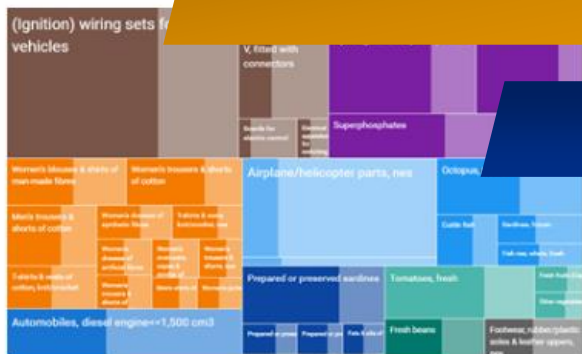
Export potential: Identify products, markets and suppliers with export potential and discover how much of this potential is untapped

1. products, markets and suppliers (untapped) export potential
2. opportunities for export diversification.

and featuring targeted analytical options, please get

Export diversification: identify new products with favourable chances of export success in regional and global markets.

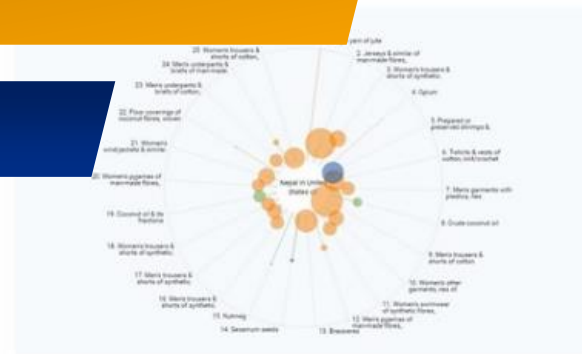
exportpotential.intracen.org



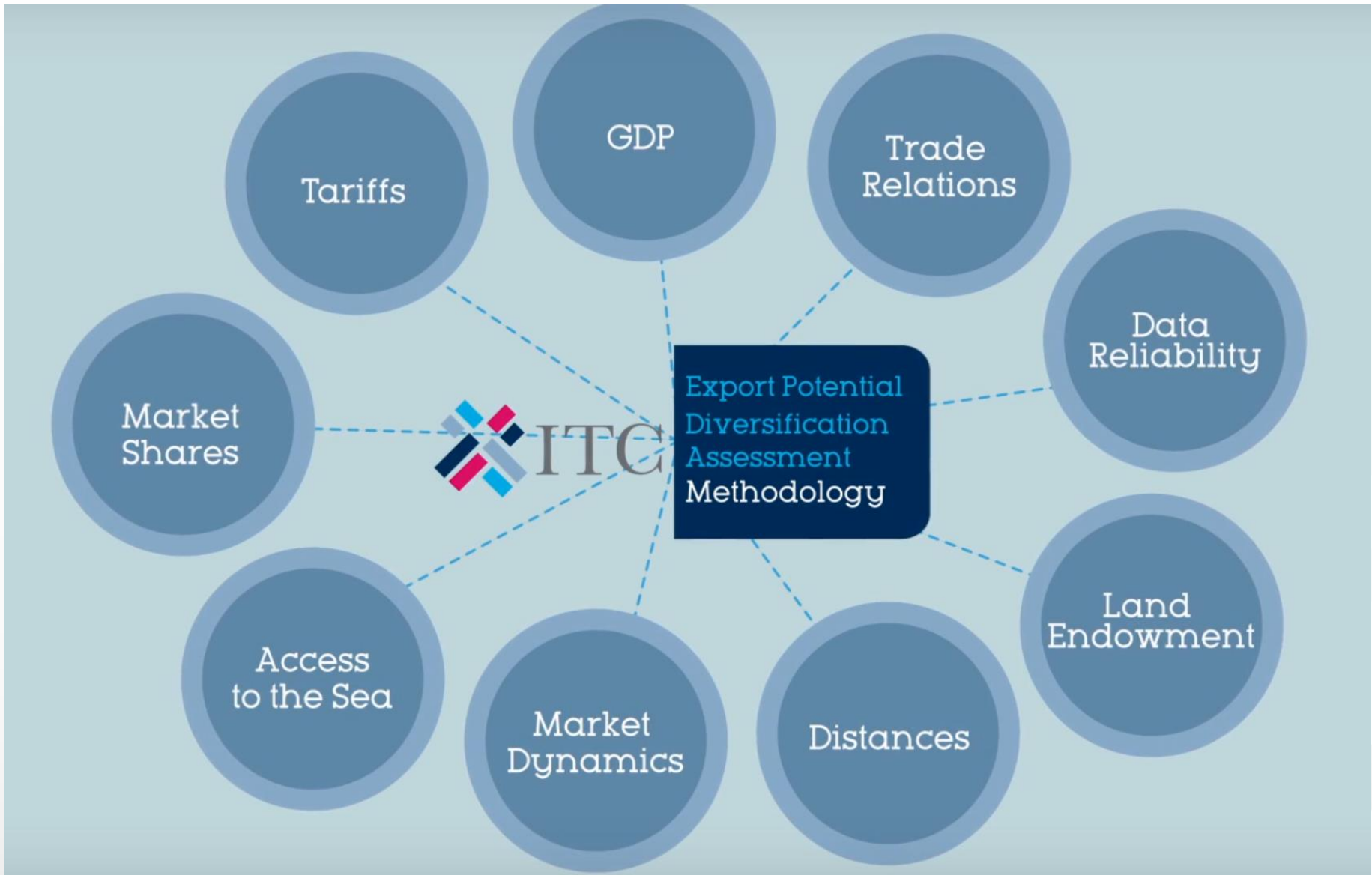
What are Morocco's products with highest export potential?



What are the best markets for Guatemala's coffee exports?



Into which products could Nepal diversify that have good chances of export success in the United States of America?





Actionable
Decisions

One stop shop for successful trade analysis and market research
ITC Databases and Innovative Mechanisms

Non-Tariff Measures Programme

Aims at increasing transparency and help countries better understand the non-tariff obstacles to trade faced by their business sectors.

Components of the NTM programme

Pillar 1

NTM Regulatory Mapping

Codifying and classification of national trade-related regulations

Data dissemination through Market Access Map (MAcMap)



Pillar 2

Business Surveys

Large-scale surveys of businesses on their experiences with government regulations when exporting or importing



Pillar 3

Solution Packages

Design and implementation of actions to address companies' difficulties with NTMs

E.g.: Trade Obstacle Alert (TOA) mechanism



NTM Business Surveys in numbers

Documented experiences of over **28,000 exporters & importers** with non-tariff measures



surveys in **69 countries** including more than 35 developing countries and all EU member states

Registered **30,000 trade obstacles** as reported by exporters and importers, concerning trade with **185 destinations**



29 publications as part of ITC Series on NTMs

Surveys results for **30 countries** available online at www.ntmsurvey.org



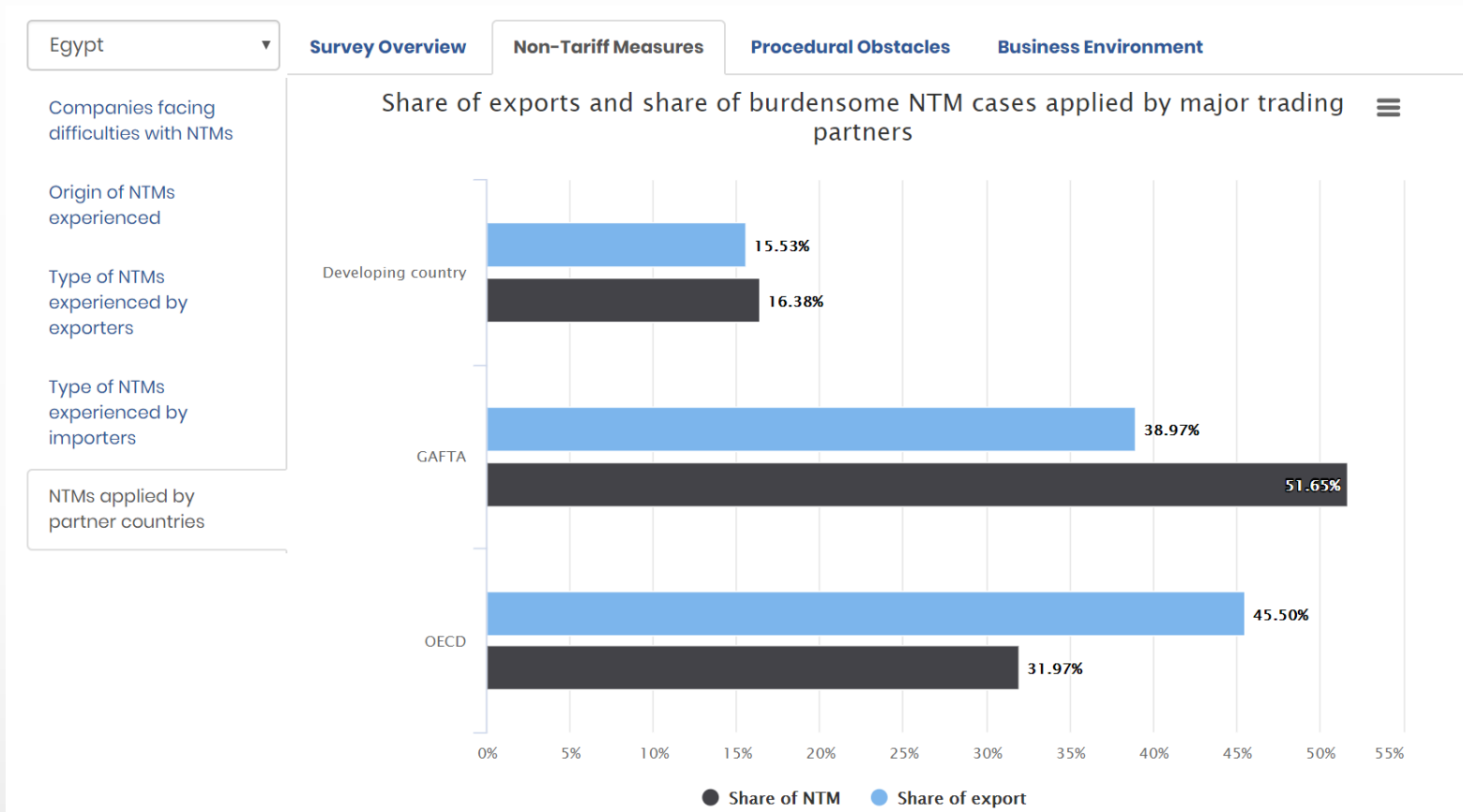
250 enterprises directly connected to policy makers in 2 countries through the trade obstacles alert mechanism



 Complete  Planned

ITC Survey results in the NTM series

➔ Informing policy making, serving regional integration efforts, bilateral and multilateral negotiations, the design of trade-related technical assistance.



Trade Obstacles Alert Mechanism (TOAM)



Facilitating the identification and elimination of obstacles faced by companies in their daily operation.

- Report the trade obstacles you face
- Receive email alerts about obstacles of your interest
- View the obstacle reports

➔ The system allows interaction and monitoring between companies, trade related agencies, policy makers and trade support institutions

TRADE OBSTACLES ALERT
IDENTIFYING AND TACKLING OBSTACLES TO TRADE - MAURITIUS

ABOUT ▾ REPORT AN OBSTACLE ▾ OBSTACLES ANALYSIS ▾ REFERENCE MATERIALS ▾

JOIN THE TRADE OBSTACLES ALERT MECHANISM
READ MORE

Report an obstacle
Report the obstacles you face when exporting or importing your products and let the responsible authorities find a solution.

Set up your alerts
Get timely updates on the problems faced by other trade operators in the markets and product categories you are interested in.

View the reports
See the obstacle reports submitted to date and understand what the main concerns are for trade operators.

Ex.: Mauritius

“



“This was 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.”

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 will spread the word around to my colleagues.”

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

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For more information



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



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