



International  
Trade  
Centre

MARKET ANALYSIS TOOLS

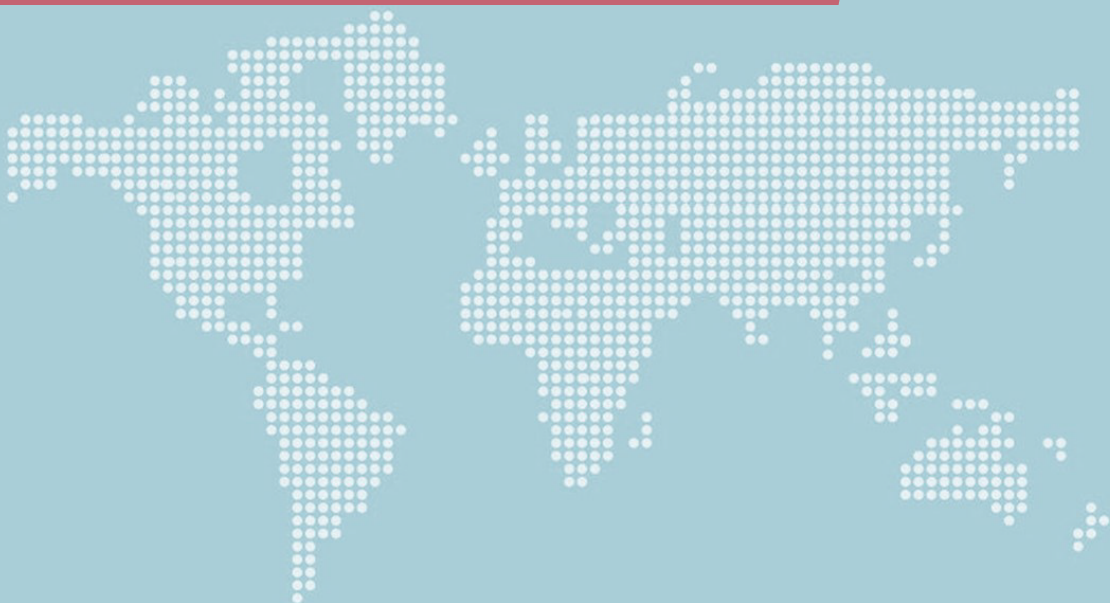
INTEGRATED SOLUTIONS

NON-TARIFF MEASURES PROGRAMME

CAPACITY BUILDING SERVICES

SUCCESS STORIES

# TRADE AND MARKET INTELLIGENCE



ENHANCING THE TRANSPARENCY OF INTERNATIONAL  
TRADE AND OBSTACLES THROUGH INNOVATIVE MARKET  
ANALYSIS AND RESEARCH SOLUTIONS





# CONTENT

## Market Analysis Tools



ITC has created a range of market analysis tools to help users examine crucial trade related information of over 200 countries and territories and to better understand supply and demand trends for internationally traded products.

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## Integrated Solutions



Additionally, we offer integrated solution portals that combine our expertise in trade data, data management and data dissemination. These portals are customized to meet the needs of users.

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## Non-Tariff Measures Programme



The ITC Non-Tariff Measures (NTMs) Programme aims at increasing transparency and helping countries better understand the non-tariff obstacles to trade faced by their business sectors.

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## Capacity Building Services



The TMI section offers a wide range of capacity building activities for export oriented managers, trade support institutions and trade policy makers to support market analysis, one of the foundations of successful export strategies and trade policies.

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## Success Stories



The main objective of providing extensive trade and market intelligence is to enable users and workshop participants to apply the knowledge and skills they acquire in their daily work. Discover several stories about how TMI tools and services have successfully contributed to users' activities.

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## CHALLENGE IN GLOBAL TRADE

A key challenge for exporters is the scarcity of reliable trade information on markets. They need to stay on top of competitive conditions in their current markets, scan opportunities for new markets, and look for opportunities to diversify or add value to their existing product range. This can be time consuming and costly and become an impediment to trade, especially for SMEs (small and medium sized enterprises).

Meanwhile, importers worldwide also seek to optimize the potential offered by preferential trade agreements, and improve the efficiency of their sourcing by scanning for new and competitive supplier countries.

ITC addresses these issues with its market analysis tools and related market data, and information sources, particularly targeting users in least developed countries, where local sources of trade intelligence are often unavailable.

### ANNUAL USER SURVEY

ITC market intelligence  
tools contributed to  
**US\$300 million** in trade  
transactions



## MARKET ANALYSIS TOOLS

Co-funded by  
the European Union



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*Helping users examine the export and import statistics of over 220 countries and territories to better understand supply and demand trends for around 5,300 internationally traded products.*

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The tools are unique in product detail, as well as in breadth of geographic coverage – particularly for developing and least developed countries. More than 825,000 users in 224 countries and territories have registered to use the tools. They include enterprises, governments, educational institutions and most of the world's top 100 companies.

Developing countries can use these tools to help grow their exports by identifying opportunities for product and market diversification.

A wide range of navigation options, combined with a powerful set of analytical outputs – tables, maps and charts – make it easy to analyze trade-related information for sets of products, sectors or countries.



All users located in developing countries benefit from free access to the tools thanks to financing from the European Union (EU) and the donors to the ITC Trust Fund. Most features of ITC Tools are also freely accessible to users based in developed countries, while a subscription is required to gain the full access. Your free password is available on the ITC's Market Analysis Tools "Subscription options and Fees" web page.

For more information:  
[Marketanalysis.intracen.org](https://Marketanalysis.intracen.org)

Co-funded by  
the European Union



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@ITC\_MktAnalysis  
#ITCdata

[ITCmarketanalysistools](https://ITCmarketanalysistools)



# Trade Map

An interactive online database on international trade statistics, which presents useful indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country perspective. [www.trademap.org](http://www.trademap.org)



Trade Map covers the annual trade flows (mirror and direct) of over 220 countries and territories and 5,300 products defined at the 2, 4 or 6-digit level of the Harmonized System. Different trade indicators (values, quantities, trends, market share and unit values), and times series since 2001 can be displayed in table, graph or map format. Search results can easily be exported to an excel file.

Annual trade flows of over 220 countries and territories in direct and mirror data.

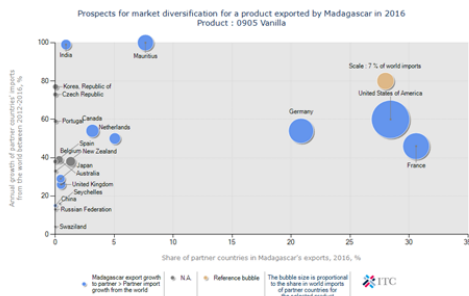


Trade Map data availability 2016

## STRENGTHS

The strength of Trade Map lies in its **constant update of monthly and quarterly data** from both developed and developing countries that cannot be found in other tools, as ITC collects this directly from national authorities.

Trade Map users can select from many **trade indicators** the specific ones **they want to visualize**. New indicators are regularly added to the list.



Prospects for market diversification for vanilla exported by Madagascar.

# Market Access Map

*An interactive analytical web application with the aim to enhance market transparency and facilitating the analysis of trade-related policy issues, it helps to better understand and analyse pertinent market access conditions applied by more than 200 countries and territories. [www.macmap.org](http://www.macmap.org)*



Market Access Map provides information on **applied customs tariffs** including MFN tariffs and preferences granted unilaterally and in the framework of bilateral and regional trade agreements.

Users can find **ad valorem equivalents (AVEs)** for non-ad valorem duties in order to compare tariffs across countries, perform product aggregations at a sectorial or regional level and simulate tariff reduction scenarios. The application also covers tariff rate quotas, even though these can not be translated into AVEs.

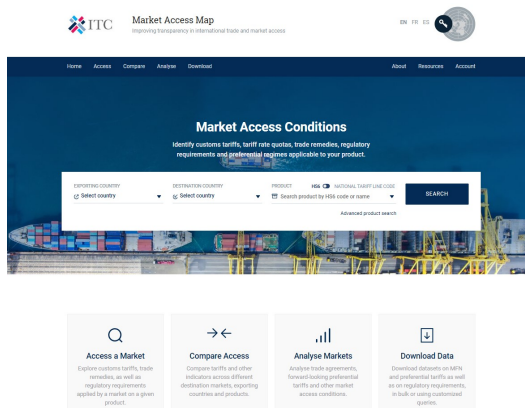
Additionally, **trade agreements** are listed together with their corresponding rules of origin and certificates of origin,

Other data covered are trade remedies, bound tariffs of WTO members, **non-tariff measures (NTMs)** and trade flows to help users prioritize and analyse export markets as well as to prepare for market access negotiations.

Customs tariffs,  
NTMs, trade  
agreements, trade  
remedies etc.



applied by more  
than 239 countries  
and territories



Find applied customs tariffs including MFN and preferential tariffs to access markets.

# Export Potential Map

A free innovative tool that identifies products, markets and suppliers with (untapped) export potential as well as opportunities for export diversification for 226 countries and territories and more than 4,000 products.  
[exportpotential.intracen.org](http://exportpotential.intracen.org)



Export Potential Map puts big data to work for trade development. This innovative new tool translates rigorous trade analysis into practical information about export opportunities. Based on an economic model that draws on trade, tariff, GDP and geographic data, the tool helps evaluate countries' potential to ramp up exports:

- The **Export Potential Indicator** identifies markets that offer room for export growth in established export sectors.
- The **Product Diversification Indicator** identifies new products with favourable chances of export success in regional and global markets.

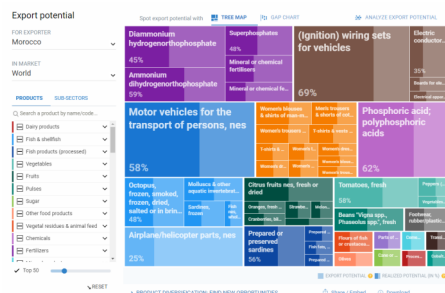


Investigate and visualize your export and diversification opportunities.

The Export Potential Map empowers diverse stakeholders to drive inclusive trade-led growth:

- **Trade advisers** can use the tool to provide detailed guidance to businesses on unexplored export opportunities.
- **Policymakers** can consult this tool to gather information about their country's export potential when prioritizing products and partner countries for national and regional export strategies, as well as for trade policy negotiations.
- **Private companies** can employ the tool for a quick scan of attractive target markets for the products they produce and export.

Which products have the highest untapped potential?





# Rules of Origin Facilitator

*A free online portal designed to help MSMEs to understand easily the applicable rules of origin to their products and get the most benefits from available trade agreements via a simple search function. [findrulesoforigin.org](http://findrulesoforigin.org)*



Rules of origin are the most common source of complaints when it comes to non-tariff barriers to trade based on ITC Business Surveys Series. The struggle to delve into thousands of pages of complicated legal texts without the necessary technical background increases the cost of exporting under trade agreements significantly.



The Rules of Origin Facilitator—Your gateway to trade agreements.

## WHAT DOES IT OFFER?

For the launch, it provides information on rules of origin based on more than 70 trade agreements covering destination markets of more than 85 countries, all accessible through a quick search at the product level.

The user can download the necessary documentation such as certificates of origin or the full texts of agreements.

Additionally, information on trade agreements and applied customs duties for the latest year (MFN and preferential tariffs) is also available in a very user-friendly interface.

You can also compare rules of origin and certification provisions, and applied tariffs across different trade agreements.

## WHAT DOES IT INCLUDE?

Procedures for the issuance of the certificate of origin

Origin and certification provisions

Period of validity of the certificate of origin

Contact institutions

Product-specific rules of origin with accompanying footnotes and product notes

# Market Price Information

*An online tool to track most recent market price information from multiple sources and geographic areas that can make a difference for tomorrow's business. it enhances enterprises' ability to spot business opportunities and facilitates decision-making processes. [mpi.intracen.org](http://mpi.intracen.org)*



## THE INFORMATION GAP

Where can I find information on prices? This is one of the main questions asked by exporters.

Having good information about pricing in a given market is an essential element needed to develop a sound business proposal. In many cases, price information can be scarce, dispersed, incomplete and outdated.

Access to accurate and timely market price information is a major input for correct decision-making and planning as well as improving public policies through increased awareness, market realities and market transparency.

Most recent market price  
information & historical data



## THE PORTAL

The portal provides MSMEs, Trade Support Institutions and policy makers from developing countries with accurate daily and historic market price information for more than 100 products. Prices are broken down by variety, quality, location and many other characteristics. Moreover, the tool is highly customizable. A data entry tool will facilitate the dissemination of local price information in partnership with TISIs, cooperatives or other institutions.

The following sectors are covered:

Agricultural Soft Commodities	Dairy/Livestock Fish and Seafood	Culinary Spices and Herbs	Grains and Pulses
Fresh Fruit and Vegetables	Forestry/ Fiber/ Textiles	Oilseeds, Oils nuts and Fats	Ornamentals

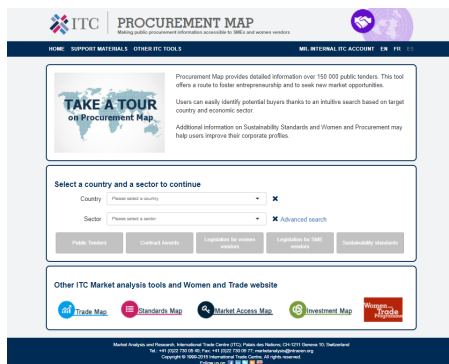
# Procurement Map

*The only free-access web platform that combines information on public tenders and contract awards with relevant information on sustainability standards and information on legislation implemented by countries to support women entrepreneurs or SMEs in public procurement. The combined information will enable companies to see their comparative advantage when replying to tenders. [procurementmap.intracen.org](http://procurementmap.intracen.org)*



Access to public tenders and contract awards information is costly and difficult. Many companies based in developing and least developed countries are excluded from this sizeable market due to lack of information.

Helping businesses, especially SMEs, navigate the myriad of opportunities to bid for public procurement contracts around the world.



## KEY FEATURES

- Procurement Map contains more than **150,000 active public tenders and/or contract awards from 180 countries** updated on a daily basis.
- Procurement Map offers information on policies implemented by 75 countries to **support women owned businesses and/or SMEs** in public procurement.
- Sustainability standards in public procurement are at the heart of the UN Sustainable Development Goal 12 to “**ensure sustainable consumption and production patterns**”. ITC collects the relevant ones and makes them available in Procurement Map in addition to Sustainability Map (see p. 12).
- Users can easily identify potential buyers thanks to an intuitive search based on a target country and an economic sector. The product and service classifications, respectively the Harmonized System (HS) and the Balance of Payment (BoP), used to classify tenders are the same classifications used in Trade Map and Market Access Map. Therefore direct bridges between all these applications are available.

# Sustainability Map

*A new online platform enabling businesses around the world to trade more sustainably. It provides access to a wide-range of information related to sustainability initiatives, standards and trends. Businesses, the public sector, consumers and standards setting organizations can better understand the sustainability standards landscape and connect with business partners through the platform.*

[www.sustainabilitymap.org](http://www.sustainabilitymap.org)



Sustainability Map consists of four modules and builds on ITC's already well-established online tools, such as **Standards Map** and the **SustainabilityXchange**, while introducing two new and interconnected modules, the **Sustainability Network** and **Sustainability Trends**.



## STANDARDS MAP

Enhances transparency on standards initiatives. It allows users to analyse over 230 sustainability standards, self-assess their performance, learn how to comply with the requirements and evaluate potential costs and benefits.



## SUSTAINABILITY NETWORK

Connects businesses along the value chain to global buyers. allows to create an online public profile with information about activities, sustainability commitments and traceability through geolocation.



## SUSTAINABILITY TRENDS

Offers market data for more informed sustainability decisions.



## SUSTAINABLE COMMUNITY

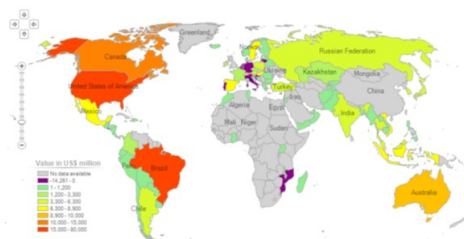
Is a knowledge-sharing platform for sustainable supply chain development. It provides unique access to high-quality capacity building materials, services and community-organized events and forum etc.

# Investment Map

*A unique web-based analysis tool that combines statistics on foreign direct investment (FDI), international trade and market access conditions into a single portal. It allows analyses by country, trading partner and industry and includes relevant information on activities of foreign affiliates in developing countries and economies in transition. [www.investmentmap.org](http://www.investmentmap.org)*



Countries attracting investment in sector: Secondary  
Inward FDI flow Last available year



Investment data at the sectoral level, harmonization of FDI flow and stock information, trade and tariff data and activities of foreign affiliates.

The portal aims to assist investment promotion agencies (IPAs) in pinpointing the sectors that have successfully attracted FDI in a country as a guide to identifying priority sectors for promotion. It also helps them identify the countries with whom they compete for foreign investment attraction in a targeted sector and which countries are investing abroad by sector. Furthermore, information on foreign affiliates can be useful to domestic enterprises looking to supply to transnational corporations as a stepping stone to accessing international markets and wider export activities.

## KEY FEATURES

- It is linked to other tools such as the World Investment Directory, Market Access Map and Trade Map.
- Total FDI flows and stocks for more than 200 countries and territories.
- Industry and country breakdown of FDI flows and stocks for more than 115 countries.
- Information on the location, sales, employment and parent company for over 175,000 foreign affiliates, covering 1,000 lines of business (US SIC rev. 3 nomenclature), located in developing countries and economies in transition.
- Export and import data and indicators of trade performance for more than 220 countries and territories and more than 5,300 products (HS-6 level).
- Tariff data applied by 187 countries and faced by 200 exporting countries and territories and more than 5,300 products (HS-6 level) as well.

# Embedded solutions

*Embed ITC Tools directly on your institution's website and increase your web traffic by providing highly valued data to your audience.*

Easy access to user friendly information is key to any trade development success. For many institutions, it is often not sustainable or efficient to create, host and maintain a web application themselves. Therefore, ITC has made it possible to customize and embed the following ITC tools into their existing websites:

## TRADE MAP

Up-to-date monthly data, trade indicators, company data (where available).



## MARKET ACCESS MAP

Find and compare tariffs, Non-Tariff Measures and trade remedies.



## EXPORT POTENTIAL MAP

Customize regions and/or sectors to put a focus on key markets and sectors of interest. Adding a specific trade and economic analysis to your customized portal is also available upon request.



The “Embedded Solutions” offer competitive advantages to partner institutions:

### EMBEDDED PORTALS

Displayed with the same look and feel as the partner website. This information is therefore identified by users as a new service provided by the partner institution.

### ITC SERVERS

All customized versions are hosted on ITC servers, without duplication, or maintenance by the partner and the download speed of the institution's website is not impacted by this new service.

### AUTOMATIC UPDATES

Any updates to ITC Tools is automatically reflected on the partner institution's web site.

The embedded solution for the Islamic Centre For Development of Trade (ICDT)-OIC Trade Centre.

OIC Trade Map - by ITC Trade Map

Trade Statistics powered by ITC Trade Map

Product:

Country:

Partner:

Exporters:

Trade indicators:

List of exporters for the selected product in 2016  
Product: TOTAL All products

Exporters	Value exported in 2016 (USD thousand)	Trade balance in 2016 (USD thousand)	Annual growth in value between 2012-2016 (%)
United States	15,912,423,401	-152,554,799	-17
EU OIC members Aggregation	1,508,471,822	-26,714,193	-1
United Arab Emirates	298,855,842	27,768,888	-4
Saudi Arabia	287,912,180	77,778,188	-17
Indonesia	188,414,872	21,008,845	-5
Indonesia	144,489,795	8,838,995	-7

## INTEGRATED SOLUTIONS

ITC's interviews (see p. 20) with more than 28,000 enterprises in 60 countries find that “lack of information and transparency” are among the main obstacles to trade experienced by companies, particularly SMEs, across countries. Countries need reliable information to enable companies, institutions and policy makers to make better-informed trade-related decisions.

Empowering your trade information service for your audience to be able to make actionable decisions.



## National Trade Information Portals

In developing and least developed countries critical information is often lacking, with no clear starting point available to economic operators at a national level.

To address this need for relevant information, ITC collaborates with trade and investment support institutions (TISIs) to create National Trade Information Portals.

### GUIDED PATHWAY

These portals provide a guided pathway to a wide range of online business information resources by creating country-focused platforms that respond to specific sectoral and thematic needs.

Conceived as digital one-stop-shops of essential business information, a National Trade Information Portal serves a number of constituents:



#### PROSPECTIVE EXPORTERS

By making available information resources and “how-to-export” toolkits to support potential or first-time exporters.

#### ACTIVE EXPORTERS

By providing further insight into markets where exporters are already present, and resources to explore new destinations.

#### FOREIGN IMPORTERS

By providing visibility on local products, services, companies and businesses opportunities.

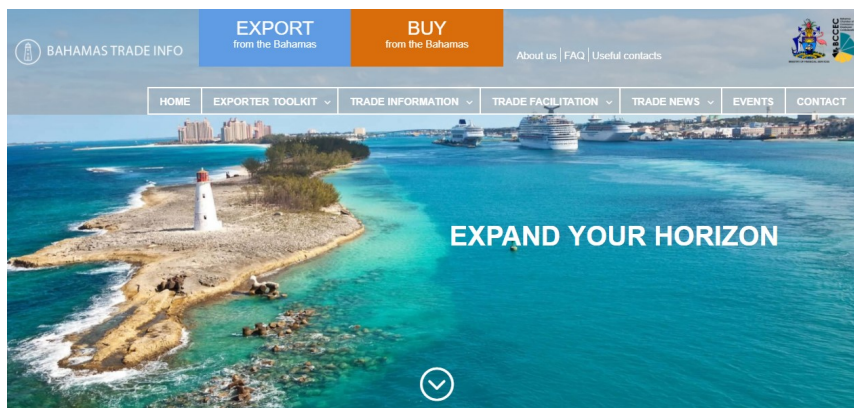
The methodology followed in establishing the portal also reveals those information services of a TISI that may be under-utilized and that can be revamped and integrated with the new online service portfolio.

### A RECENT EXAMPLE

Responding to a request from the Government of The Bahamas, supported by the Caribbean Development Bank, ITC has created the Bahamas Trade Information Portal [www.bahamstradeinfo.gov.bs](http://www.bahamstradeinfo.gov.bs).

With modern contents and functionalities, this Portal addresses the information requirements of local entrepreneurs targeting specific markets, creates a gateway to access third-party trade intelligence services, provides sector related market news and creates visibility to key tradeshow and events.

In parallel, the platform “showcases” local companies and their products through an interactive Database of Exporters, providing visibility for the country’s exporters.



“The Bahamas Trade Information Portal will provide a wide range of tools for Bahamian businesses to expand their horizons, improve their competitiveness, and gain the requisite knowledge and skills to grow their businesses.”

**Hon.Min Hope Strachan**  
Minister of Financial Services



# EuroMed Trade Helpdesk

To strengthen economic ties between the European Union (EU) and nine Mediterranean partners, and to encourage further regional integration, the ITC has created the EuroMed Trade Helpdesk, a free online portal disseminating information necessary to do business. [euromed.macmap.org](http://euromed.macmap.org)



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Algeria, Egypt, Israel, Jordan,  
Lebanon, Morocco, Palestine,  
Tunisia and Turkey

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It contains comparable information on this specific region, integrating elements of the established expertise of the ITC Tools with additional relevant information:

Applied customs tariffs	Trade statistics for existing trade including growth over the last 5 years and market share
Preferential arrangements	Business contacts of relevant institutions, chambers of commerce and/or companies
Rules and certificates of origin	Import procedures (e.g. list of procedures or downloadable step-by-step guides)
VAT, excise taxes and price control measures	
Compulsory requirements including general requirements on all imported goods and product specific requirements	

## COORDINATED RESPONSE

One of the advantages of this latest portal lies in the network of designated National Focal Points who coordinate the provision of data to ITC. Users can be certain that all data on the EuroMed Trade Helpdesk is accurate and reliable as they must be either submitted by the National Focal Points or validated by them.

Additionally, users can submit enquiries about trade-related issues they face to the helpdesk and will receive assistance in finding solutions to their problems. With this boost in transparency of trade related information, EuroMed economic operators are poised to thrive at both regional and world level in the near future.



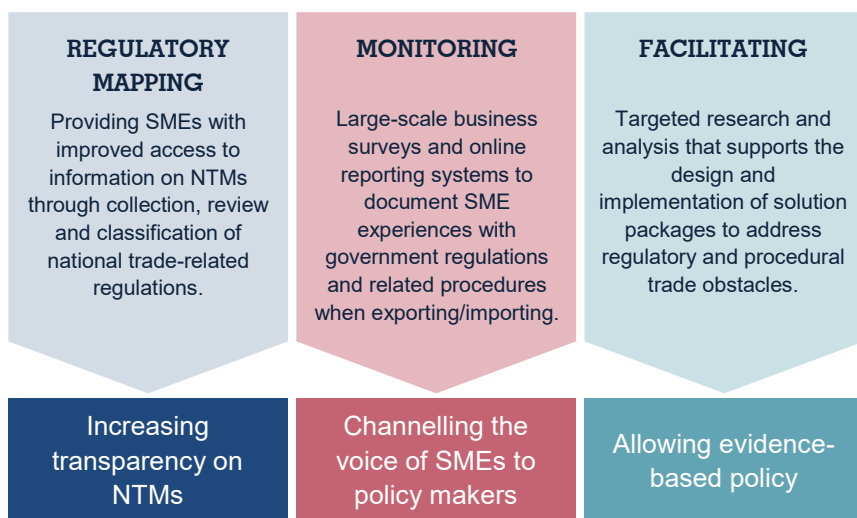
# NON-TARIFF MEASURES PROGRAMME

## The programme

*The NTM programme aims at increasing transparency and helping countries better understand the non-tariff obstacles to trade faced by their businesses. It identifies opportunities to reduce NTM-related trade costs without undermining legitimate objectives that these regulations serve.*



It ensures that the concerns of SMEs about regulatory and procedural trade obstacles are brought to the attention of policymakers and other stakeholders at the national, regional and multilateral level, enabling them to take concrete actions to address these. ITC is engaged in multi-agency initiatives that assist countries in finding solutions tailored to meet their specific needs.



## MAPPING MARKET REQUIREMENTS

ITC contributes to a multi-agency effort to increase the transparency of market access conditions worldwide by establishing a comprehensive database of the regulations that products must comply with in order to be exported and/or imported.

The regulations are collected in close collaboration with national stakeholders, classified according to the international NTM classifications and are validated by national governments to maximise reliability.

The data is disseminated through ITC's market access platform, Market Access Map (see p. 6), providing easy access and analysis.

In addition, an online alert system, ePing (see p. 23), allows the private sector to track changes in regulations and to enter into dialogue with the public sector through notifications.

## MONITORING SMES' CHALLENGES

What effect do NTMs have on businesses worldwide? ITC's representative business surveys on NTMs document the experiences of companies that are involved in international merchandise and service trade.

([ntmsurvey.intracen.org](http://ntmsurvey.intracen.org))

The Trade Obstacles Alert Mechanism (TOAM) (see p. 24) facilitates the identification and elimination of obstacles faced by companies in their daily operation.

## ENHANCING POLICY & TRTA DESIGN

The NTM programme's wealth of information and data feeds into research and analysis and related publications of both ITC and partners. Two key elements are a database with firm -level information on exporters and importers, and the NTM series of more than 25 publications that inform policy making, regional integration efforts, bilateral and multilateral negotiations as well as the design of trade-related technical assistance (TRTA).



NTM data survey findings and related recommendations serve as basis for stakeholder consultations, as well as trainings on NTMs for policy makers, TISIs and businesses (see p. 25).



Documented experiences with NTMs of over  
28,000 exporters & importers

Business surveys in 69 countries &  
online available survey results  
for 30 countries



30,000 trade obstacles reported by  
exporters and importers  
concerning 185 destinations

30 NTM publications in  
the ITC series on non-tariff measures



250 enterprises  
directly connected to policy makers

# Services Trade Measures Initiative

*Gaining a better understanding of services trade in developing countries, as well as of regulatory and procedural trade obstacles that make it challenging for companies to participate in services trade.*

Information on obstacles affecting services operators within international value chains is scant, even though it has become an important economic sector in most developing countries. It is expanding at a fast pace and is a powerful driver of many economies. However, lack of understanding of the services economy and poor coordination at the national level hamper opportunities to trade. ITC contributes to closing the information gap through comprehensive business surveys documenting the types of services offered and their challenges when trading them internationally.

## MAIN OBJECTIVES

- Provide detailed information on the services offered by companies, main market destinations and foreign clients.
- Improve clarity on regulatory, procedural and infrastructural challenges faced by services providers accessing international value chains.
- Inform the design of policy responses and trade-related technical assistance.
- Contribute to providing information on the interlinkages between goods and services trade.
- Collect firm level data and improve quality of business registries in the sector analyzed.

The STM surveys focus mainly on services sectors with strong synergies with merchandise trade.



Through the STM work policy makers gain a better understanding of the relevance of export activities for local service providers, procurement of foreign inputs (goods and services) that are needed to conduct export operations and the gap between services provided domestically and traded abroad.

Enabling timely access to SPS and TBT notifications covering products and markets of interest and facilitating dialogue amongst the public and private sector in addressing potential trade problems at an early stage.  
[www.epingalert.org](http://www.epingalert.org)



Policy makers, exporters, importers, investors and others can use ePing to track and communicate on relevant product requirements.



ITC partners with the World Trade Organisation (WTO) and the United Nations Department of Economic and Social Affairs (DESA) to provide an online alert system for notifications submitted by WTO Members under the Agreements on Sanitary and Phytosanitary Measures (SPS) and Technical Barriers to Trade (TBT).

WTO Members are required to notify other Members before adopting new measures if they are likely to affect international trade and provide opportunity for comments. ePing enables timely access to these notifications and facilitates dialogue amongst the public and private sector in addressing potential trade problems at an early stage.

All Members
Search by word or symbol
From
Product name
All objectives
All keywords
All tradin...
From
To
Clear

All
SPS
TBT

To
L
HS
for SPS only
for SPS only
To

Member	Title	Date	Product	Objective
United States of America	G/TBT/N/USA/1020/Add.3 TITLE: Authorization of Radiofrequency Equipment AGENCY: Federal Communications Commission Commission ACTION: Final...	06/11/17	Wireless devices	Prevention of deceptive practices and consumer protection
India	G/TBT/N/IND/44/Add.6 India had notified the "Electronics and Information Technology Goods (Requirements for Compulsory Registration) Order..."	06/11/17	List of 15 Products notified to Schedule to the...	Protection of Human health or Safety
United States of America	G/TBT/N/USA/1314 Food Labeling: Health Claims; Soy Protein and Coronary Heart Disease The Food and Drug Administration (FDA, the Agency, or we) is proposing to revoke its regulation authorizing the use of...	06/11/17	Food labeling	Consumer information, Labelling

**Notification summary: G/TBT/N/USA/1020/Add.3**  
(Relevant notifications: G/TBT/N/USA/1020, G/TBT/N/USA/1020/Add.5, G/TBT/N/USA/1020/Add.2)

**Relevant notifications:**

- Notification:** G/TBT/N/USA/1020/Add.3
- Product name:** Wireless devices (HS codes: 8518, 8520, 8521, 8522, 8523, 8524, 8525, 8526, 8527, 8528, 8529, 8530, 8531, 8532, 8533, 8534, 8535, 8536, 8537, 8538, 8539, 8540, 8541, 8542, 8543, 8544, 8545, 8546, 8547, 8548, 8549, 8550, 8551, 8552, 8553, 8554, 8555, 8556, 8557, 8558, 8559, 8560, 8561, 8562, 8563, 8564, 8565, 8566, 8567, 8568, 8569, 8570, 8571, 8572, 8573, 8574, 8575, 8576, 8577, 8578, 8579, 8580, 8581, 8582, 8583, 8584, 8585, 8586, 8587, 8588, 8589, 8590, 8591, 8592, 8593, 8594, 8595, 8596, 8597, 8598, 8599, 8600, 8601, 8602, 8603, 8604, 8605, 8606, 8607, 8608, 8609, 8610, 8611, 8612, 8613, 8614, 8615, 8616, 8617, 8618, 8619, 8620, 8621, 8622, 8623, 8624, 8625, 8626, 8627, 8628, 8629, 8630, 8631, 8632, 8633, 8634, 8635, 8636, 8637, 8638, 8639, 8640, 8641, 8642, 8643, 8644, 8645, 8646, 8647, 8648, 8649, 8650, 8651, 8652, 8653, 8654, 8655, 8656, 8657, 8658, 8659, 8660, 8661, 8662, 8663, 8664, 8665, 8666, 8667, 8668, 8669, 8670, 8671, 8672, 8673, 8674, 8675, 8676, 8677, 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# Trade Obstacles Alert Mechanism

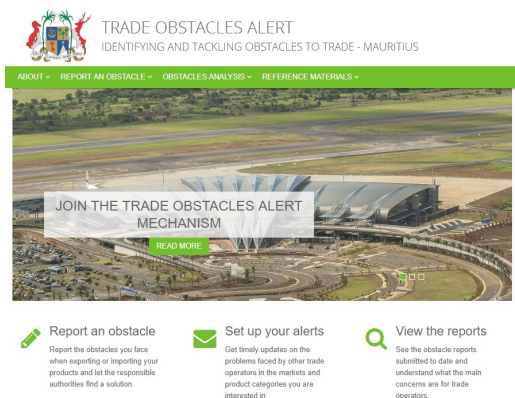
*Facilitating the identification and elimination of obstacles faced by companies in their daily operation.*

[www.tradeobstacles.org](http://www.tradeobstacles.org)



The Trade Obstacles Alert (TOA) system includes:

- An online platform which connects companies and relevant agencies allowing them to exchange information about trade obstacles.
- An institutional mechanism that ensures the cooperation of the different actors involved in the identification and resolution of problems reported through the online platform.
- Resolved cases in the pilot countries include examples of streamlined procedures, reduced time to obtain certifications and other documents necessary for exporting and importing and better dissemination of information on regulations and related procedures.



Report the trade obstacles you face, receive email alerts about obstacles of your interest and view the obstacle reports.

The Trade Obstacle Alert system allows:

- Companies to post online, information about the challenges they face and deal directly with relevant agencies.
- Trade related agencies to interact with companies and efficiently resolve trade obstacles.
- Policy makers and trade support institutions to monitor an updated database of obstacles faced by companies and put in place remedial policies or programs.

## CAPACITY BUILDING SERVICES

*Leveraging on our expertise in trade information, ITC's TMI section offers various capacity building activities for export oriented managers, Trade and Investment Support Institutions and policy makers to make informed and actionable decisions.*



2012—2018



13 882 trainees

376 workshops

133 webinars

26 replicated workshops

Our activities focus on enhancing our clients' knowledge on trade opportunities in international markets through the combination of rigorous technical content, interactive discussions and hands-on exercises. Participants are empowered to use acquired skills in their daily work and to replicate the training locally.

ITC offers a broad range of activities, delivered in a variety of ways.



**Market  
Analysis  
Tools**



**Preparation  
of Market  
Profiles**



**Export  
Potential  
Assessment**



**Non-Tariff  
Barriers  
Effects**



**Training of  
Trainers**

These offers can be delivered through webinars, face to face workshops, a variety of mentoring programs and customized offers upon request.

*"This is an important training for the exporter to identify and understand their market, which will improve their negotiation power."*

**Federation of Women Entrepreneurs Association – Nepal, 2017**

To discuss your capacity building needs and receive customized training offers, please contact [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org)

## SUCCESS STORIES

### Trade information portal and customized training for Malawian businesses and policymakers



Access to trade data is essential for companies to understand potential commercial opportunities and risks. Still, in many developing countries it remains unavailable or unaffordable, especially for SMEs.

Though Malawi, in recent years, has worked hard to ramp up exports to drive growth and job creation, weak trade intelligence has repeatedly been identified as a critical gap in the business environment. Rectifying this gap was one of the government's priorities in the 2013 update to Malawi's Diagnostic Trade Integration Study (DTIS), funded by the Enhanced Integrated Framework (EIF), which analysed the constraints on the country's integration into the global economy.



#### RESULTS FROM ITC'S NEEDS ASSESSMENT

Key barrier to institutional improvement is **absence of an appropriate mechanism** to collect and disseminate trade information .

#### TRAINING

ITC co-organized training of key officials jointly with the National Statistical Office, for them to better help exporters develop product profiles containing product and commercial information as well as information on trade affairs and exhibitions.

Additionally, an e-learning initiative trained staff members of the Malawi Investment and Trade centre (MITC), the country's trade and investment promotion agency on principles, methodologies and best practices in information management.

Training key officials made them able to help exporters analyse markets and find export opportunities.







Creating the embedded Trade Map and upgrading the MITC website established a transparent, up-to-date and extensive network of information, which Malawi's SMEs need to export.



## TRADE MAP MALAWI

Furthermore, Trade Map Malawi was created, which is a national version of ITC's own well established Trade Map, embedded in the National Statistical Office website. This makes detailed trade statistics more accessible publicly in a one-stop-shop for information.

## MITC WEBSITE

Finally ITC partnered with the MITC to upgrade its website ([trade.mitc.mw](http://trade.mitc.mw)). The new website showcases Malawian companies and provides up-to-date market intelligence on trade agreements, procedures and documentation requirements, export incentives, market research, trade-related news and business directories.

## FUTURE

The two portals were launched in November 2015 and the data are constantly being updated. The project's key achievements were entirely delivered by Malawians, ensuring sustainability by national ownership. ITC is now engaged to extend the scope of cooperation with Malawi by including Export Potential Assessments. Furthermore ITC is discussing with other countries to bring customized trade information and market intelligence portals to their SME sectors.

"As an emerging leader in the agro-processing industry in Malawi, we expect to guide our future operations with the help of the data that has been made available through Trade Map Malawi."

**General manager, Commerce,**  
**RAB Group of Companies, Bashir Sama**

# Helping Mauritian businesses overcome non-tariff measures

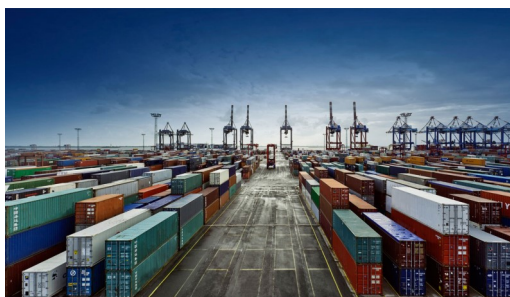


SMEs in developing countries often find their trade prospects hindered by certain measures their products must meet to gain market entry. Many of these measures involve technical regulations, labelling rules or health and safety standards as well as cumbersome import or export licensing requirements either at home or in the importing country.

## COMPANY AND POLICY LEVEL PROBLEMS

- **Company level:** The problems with these non-tariff measures are that they can be unpredictable and difficult to understand, let alone comply with. They also weigh disproportionately on the competitiveness of SMEs.
- **Policy level:** Additionally, policymakers often lack specific, real time information about the challenges domestic companies are facing, and therefore struggle to respond swiftly.

Shipments can unexpectedly be held up at customs because of a lack of knowledge about the changes in import licensing requirements.

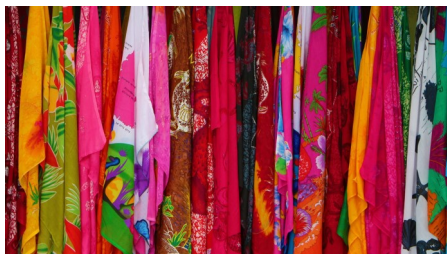


## COMPAGNIE MAURICIENNE DE TEXTILE

The leading Mauritian garment manufacturer used to import plastic packaging from its Madagascan subsidiary to wrap t-shirts for export to Europe. In late 2015, a shipment of the packaging got held up at Mauritian customs, because they unexpectedly decided to introduce an import licensing requirement earlier than planned. The law was planned to enter into force in January 2016, but was implemented in September 2015.

“Mauritius is the 20<sup>th</sup> most attractive country to do business in the world, according to the World Bank’s Doing Business report. With the TOAM we intend to improve even more the environment for exporters and importers to facilitate further trade and investment.”

**Etienne Sinatambou, Minister of Foreign Affairs,  
Regional Integration and International Trade, Mauritius**



"For us the TOAM platform is an excellent way to express our concerns regarding trade obstacles faced by operators."

**Gopal Gupta, Manager at logistics firm Velogic**

## Survey

In a survey on NTM-related concerns conducted by ITC of more than 400 Mauritian businesses across various sectors, getting import permits was one of the key problems.



## 19 TRADE OBSTACLES

solved **out of 28** reported within 3 months of TOAM launch

## Trade Obstacles Alert Mechanism (TOAM)

To allow Mauritian exporters and importers to alert local authorities about these impediments they experience, the Mauritian government subsequently asked ITC to work with the Ministry of Foreign Affairs' International Trade Division to set up a TOAM. This was launched in September 2015 and administered by the Mauritius Chamber of Commerce and Industry.

## RESULTS

Following the Mauritian survey and workshop on NTMs, the case of Compagnie Mauricienne de Textile was resolved within first 3 months of TOAM launch.

## FUTURE

The Mauritius Chamber of Commerce and Industry will continue to raise private sector awareness about the TOAM, and work to ensure effective dialogue on trade issues between businesses and government authorities.

"The problem was solved thanks to the report posted by the Mauritian importing company that alerted the Mauritian authorities who revised their procedure and let the container enter the country."

**Jean-Pierre Li, director at Plasmad, Compagnie Mauricienne de Textile's Madagascar subsidiary.**

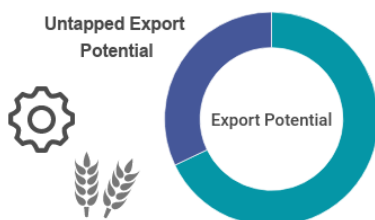
# Training South African diplomats to train others on market intelligence



In 2017, eight officials from South Africa's Department of International Relations and Cooperation (DIRCO) received their certification of trainers on ITC Market Intelligence Tools. This allows them to teach others to perform market analysis and showcase the attractiveness of South Africa's economy to prospective investors and trading partners.

## SOUTH AFRICA'S FOCUS ON ECONOMIC DIPLOMACY

Like many developing countries, South Africa is keen to use trade to help meet voter expectations for growth and jobs, and to diversify its economy away from reliance on primary commodities. While the country is an active participant in international diplomatic and economic fora such as the Group of 20 leading nations and the World Trade Organization, South African policymakers want to leverage global markets to increase flows of trade and investment, particularly in labour intensive sectors.



According to ITC estimates, South Africa currently has \$31.4 billion in untapped export potential, much of it in non-mineral sectors such as manufacturing and agriculture, which would represent a sizable addition to the country's \$88.2 billion in merchandise exports in 2017.

As part of the shift towards more economically-oriented diplomacy, the government sought to better equip its diplomats to identify trade opportunities and help South African businesses pursue economic interests in international markets. At the same time, it wanted to create an internal training programme to ensure diplomats and other officials had the tools and understanding of the country's position in the global economy to formulate appropriate policies.

## TRAINING DIRCO OFFICIALS ON ITC MARKET ANALYSIS TOOLS

South Africa's Department of International Relations and Cooperation (DIRCO) engaged ITC to lead two training workshops for 36 of its officials in 2017. The first introduced country desk and executive officers to the use of ITC market intelligence tools such as Trade Map and Market Access Map.



The goal was to equip them to conduct research and respond to requests about export opportunities, develop market entry feasibility studies in high-potential sectors, and contribute to designing effective strategies for South African companies seeking to break into new markets. The second workshop trained a smaller group of participants to train others to use ITC market intelligence tools, of which eight of them were officially certified to teach other DIRCO officials.

## ENSURING SUSTAINABILITY OF THE TRAINING PROGRAMME



Participants report that the training, which concluded in June, has enabled them better to analyse markets and make trade-related decisions. In October 2017, DIRCO charged one of the certified trainers, Ogaufi Masibi-Mampame, with training DIRCO colleagues, including future heads of diplomatic missions, to conduct market analysis.

"The heads of mission were very keen to use the ITC tools themselves. They commended both the training and the tools and called for more of this type of training to be carried out"

**Ogaufi Masibi-Mampame,**  
Dirco, South Africa

Andrew Adams, another official, joined the South African consulate in Milan as trade consul in January 2018. He said: "If a diplomat is to succeed at selling their country, they need the relevant skills, appropriate training, and importantly, tools. There have been occasions where economic opportunities have been hampered due to a lack of preparation and planning with regards to market analysis – situations that could have been avoided with some sound research and analysis, "

"I believe the training I received on the ITC Market Analysis Tools have prepared me to examine opportunities for trade and investment. I will be able to effectively promote South Africa's exports and encourage sustainable, inclusive and mutually beneficial trade and investment"

**Andrew Adams,**  
South African consulate, Milan, Italy

## ITC'S DATA IN 2018: PRESS COVERAGE & OUTREACH



ITC TOOLS AND MARKET ANALYSIS SERVICES BEING REGULARLY REFERENCED BY MAJOR MEDIA INCLUDING:

- |                              |                                     |
|------------------------------|-------------------------------------|
| 1. <b>BLOOMBERG</b>          | 11. <b>THE ECONOMIST</b>            |
| 2. <b>CNN INTERNATIONAL</b>  | 12. <b>FINANCIAL TIMES</b>          |
| 3. <b>REUTERS</b>            | 13. <b>BUSINESS DAY</b>             |
| 4. <b>FORBES</b>             | 14. <b>NEWSWEEK</b>                 |
| 5. <b>ALLAFRICA</b>          | 15. <b>THE DAILY OBSERVER</b>       |
| 6. <b>THE STRAIGHT TIMES</b> | 16. <b>NIKKEI ASIAN REVIEW</b>      |
| 7. <b>WASHINGTON POST</b>    | 17. <b>SOUTH CHINA MORNING POST</b> |
| 8. <b>LA TRIBUNA</b>         | 18. <b>THE EAST AFRICAN</b>         |
| 9. <b>BRIDGES</b>            | 19. <b>CNBC AFRICA</b>              |
| 10. <b>ASIA TODAY</b>        | 20. <b>EI HERALDO DE MEXICO</b>     |



AVERAGE OF **12** NEWS REFERENCES PER WEEK. **+50%** FROM 2016



ITC DATA IS THE **MOST MENTIONED SERVICE BY ITC** WITH **13.43%\*\*** SHARE OF THE TOTAL MEDIA COVERAGE



**2.4M+** VISITORS TO ITC MARKET ANALYSIS TOOLS & SERVICES



**825,000+** REGISTERED USERS, AVERAGE **8,000** NEW ACCOUNTS EACH MONTH



TOTAL **262** VIDEOS PUBLICALLY AVAILABLE ON YOUTUBE. **272K+** MINUTES WATCHED & **69** NEW VIDEOS IN 2017



**185+** JOURNALISTS IN MEDIA NETWORK



**82** NEW TRAINING SESSIONS INCLUDING **18** PUBLIC WEBINARS AND ONLINE COURSES THROUGH ITC SME TRADE ACADEMY



**28** NEW CERTIFIED TRAINERS ON ITC'S MARKET ANALYSIS TOOLS IN AFGHANISTAN, TAJIKISTAN, UZBEKISTAN, KYRGYZSTAN, TURKMENISTAN, KAZAKHSTAN, ETHIOPIA AND SAUDI ARABIA.

*\*ALL DATA ABOVE ARE AS OF 31 DECEMBER 2018 UNLESS OTHERWISE STATED.*

*\*\*DATA FROM MEDIA MONITORING SERVICES BY ITC'S COMMUNICATIONS AND EVENTS.*



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