



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Market Analysis Tools

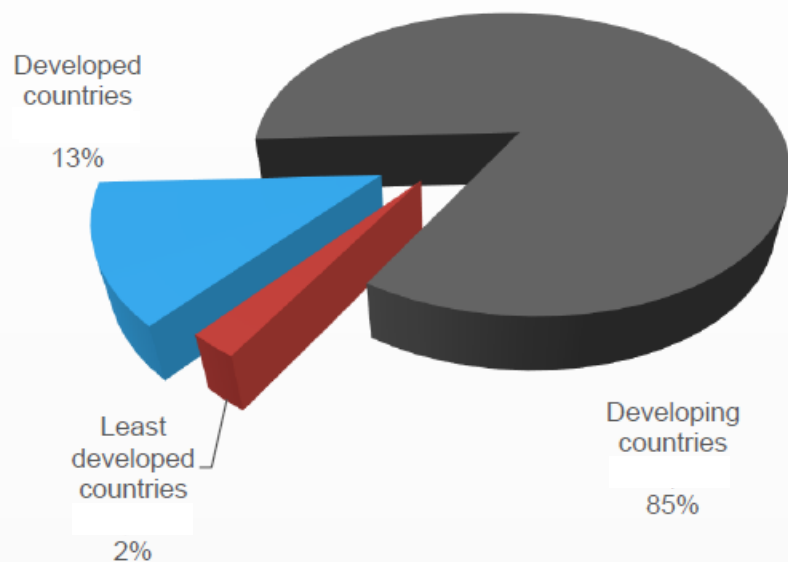
Market information and trade intelligence for
business and policy decisions

30 November 2020

Ms Elodie Robin, Trade and Market Intelligence section, ITC

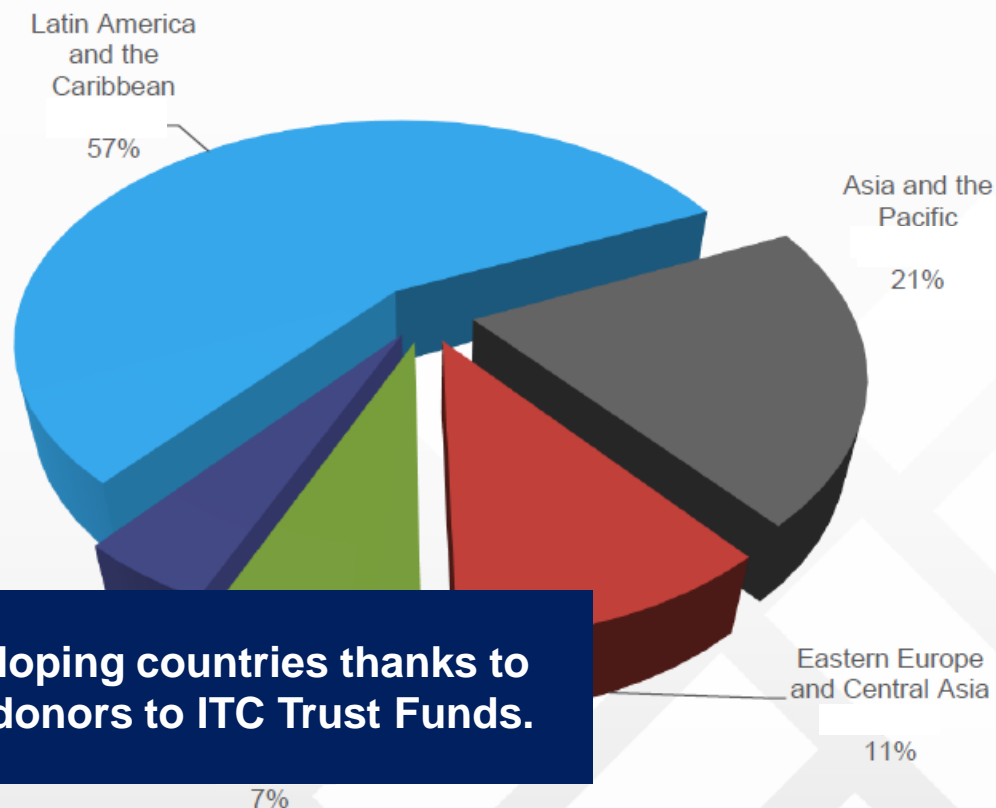


Total number of user accounts, by country classification



Project
funded by the
EUROPEAN UNION

Number of user accounts from developing countries by ITC's region



Access is free for all users in developing countries thanks to financial support from the EU and donors to ITC Trust Funds.



THE UNIVERSITY OF
SYDNEY



**FLANDERS
INVESTMENT
& TRADE**



1,000,000+ USERS

Market Analysis Tools



Pêches et Océans
Canada

Fisheries and Oceans
Canada



CCI FRANCE JAPON
在日フランス商工会議所



Australian Government
Department of Industry, Science,
Energy and Resources



SOLVAY
asking more from chemistry®



**SUMITOMO MITSUI
BANKING CORPORATION**



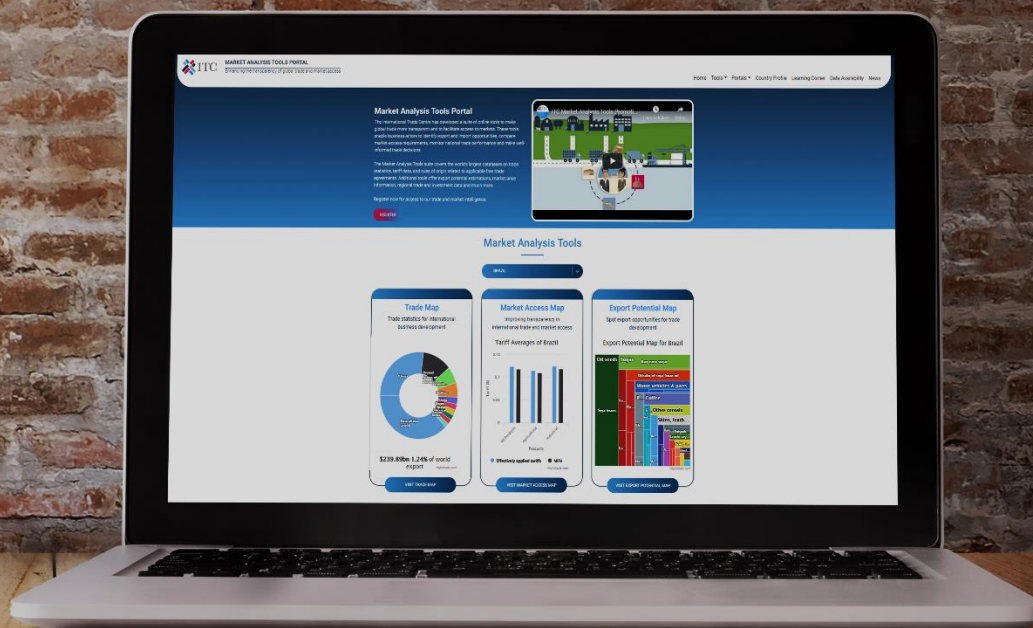
McKinsey & Company

INTESA  **SANPAOLO**

TRADE IMPACT FOR GOOD

Market Analysis Tools portal

marketanalysis.intracen.org



Trade Map

(trademap.org)

rates, market



Home & Search Data Availability Reference Material Other ITC Tools More

Login English

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and

Analyse global trade flows, based on one of the largest trade flow databases in the world.

Imports Exports

Scope

- Information for over 220 countries and territories using data reported by 191 countries and territories for one or more years since 2001
- Data for non-reporting countries is derived from mirror statistics
- Importing and exporting company data available for 1.3 million companies

Trade Indicators

Yearly Time Series

Quarterly Time Series

Monthly Time Series

Companies

Data sources

- National Authorities
- UN COMTRADE, produced by the United Nations Statistics Division
- Kompass and Dun & Bradstreet for company data

United States of America
China



China

Japan

United States of America

Recent developments

- Enhanced features
- Additional languages
- Improved data coverage

Market Access Map

(macmap.org)



Market Access Map

Improving transparency in international trade and market access

EN FR ES



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

Scope

- Tariffs applied by 201 countries to the products exported by over 239 countries and territories
- Ad valorem tariffs; specific tariffs; tariff rate quotas and antidumping duties; sanitary and phytosanitary measures, technical measures and other non-tariff measures
- Covers most bilateral and regional agreements, and unilateral preferences
- Rules of origin and certificates of origin also included for most agreements

Data sources

- Tariff data collected by ITC from national sources
- NTMs collected jointly with a consortium of international organizations through in the field and online research
- Trade remedies data collected by ITC from national sources

Recent developments

- Covid19 dashboard
- New module on taxes and fees applied
- Market Access map on services

Export Potential Map

(exportpotential.intracen.org)



Spot export opportunities for trade development

Identify suppliers, products and markets with export growth potential by 2025 and find new products for export diversification

- Covers 226 countries and territories and 4,200+ product groups with updates in spring and fall

1. products, markets and suppliers with
(untapped) export potential

chains

Users and partners – 9,385 users per month (+42% from 2019 ↗)

From the private sector: Ernst & Young, Citibank, Deloitte, DAI Global, Frost & Sullivan, 3M, PepsiCo, Dun & Bradstreet,...

International organizations: UNCDF, UNEP, UNCTAD, OECD, EU, IMF, World Bank, League of Arab States, Eurasian Economic Commission, COMESA, Commonwealth Secretariat,...

Numerous **ministries and government agencies**, incl. from the UK, Switzerland, Brazil, Israel, Mexico, Saudi Arabia, Columbia, Netherlands.

Outlook

- Additional partnerships with the private sector
- Reinforce links to NTM business survey, trade policy analysis, employment potential, identification of value chains

ITC online tools

Export Potential Map

SPOT EXPORT OPPORTUNITIES FOR TRADE DEVELOPMENT

Market Access Map

Improving transparency in international trade and market access

TRADE MAP

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

PROCUREMENT MAP

Making public procurement information accessible to SMEs and women-owned businesses

Investment Map

FOR BETTER FOREIGN INVESTMENT ATTRACTION AND TARGETING

Standards Map

Comprehensive, verified and transparent information on standards for environmental protection, worker and labour rights, economic development, quality and food safety, as well as business ethics

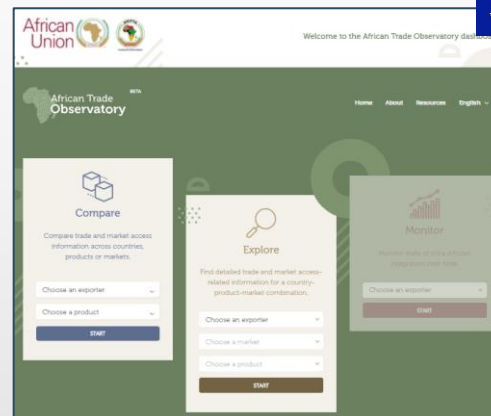
RULES OF ORIGIN FACILITATOR

Your gateway to trade agreements

MARKET PRICE INFORMATION

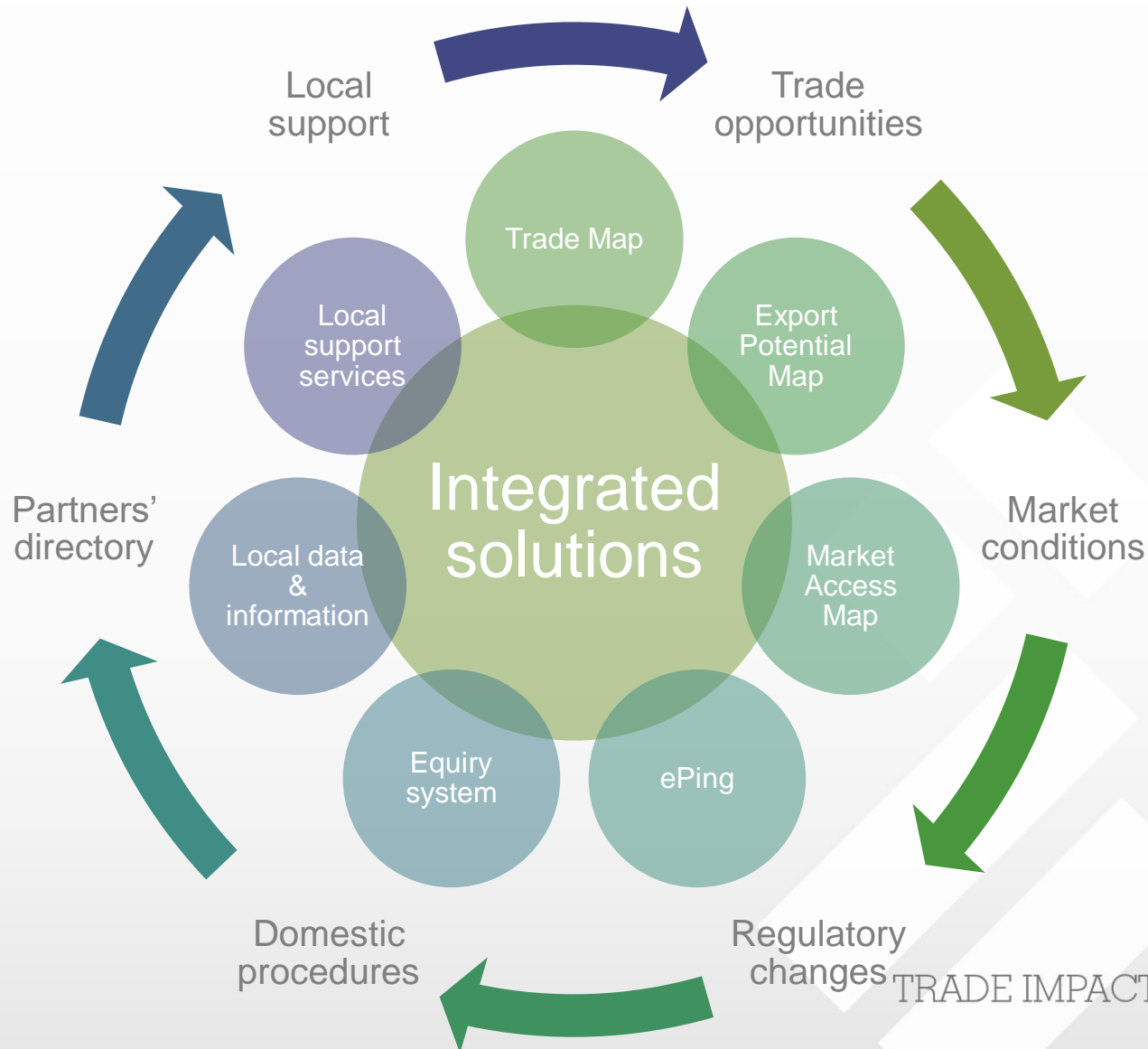
Real time market intelligence

INTEGRATED SOLUTIONS



Integrated solutions for Competitive Intelligence

➡ Competitive intelligence to support business decision



First integrated solution: EuroMed Trade Helpdesk

→ euromed.tradehelpdesk.org



Free online business intelligence from relevant ITC tools and data available for 9 countries in 4 local languages (AR, EN, FR, TU)

A network of national focal points capacitated to support the data collection/update and answer users' queries



An online Enquiry system coordinated by the network of focal points

Guidebooks on Export/import procedures



Customized capacity building and communication campaign

**User-friendly
comparable
information**

Applied & preferential tariffs
Rules and certificates of origin
Taxes and charges
Compulsory requirements
Trade statistics
Business contacts
Import/export procedures



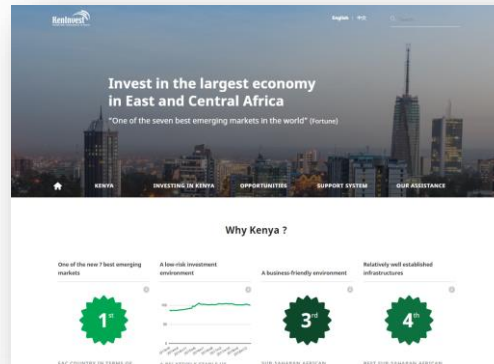
Promote **regional**
trade



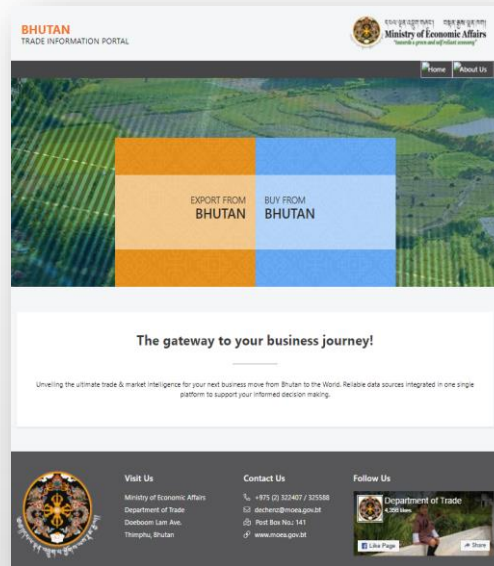
Euromed, Central
Asia, EaP



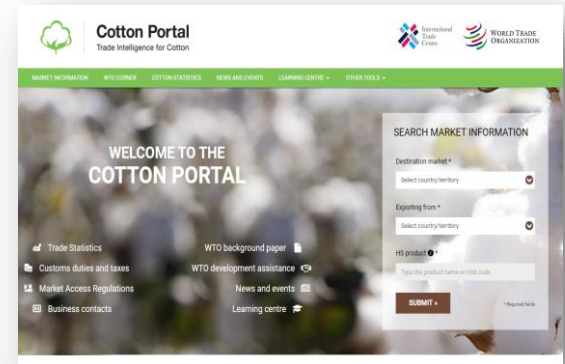
Boost **national**
competitiveness



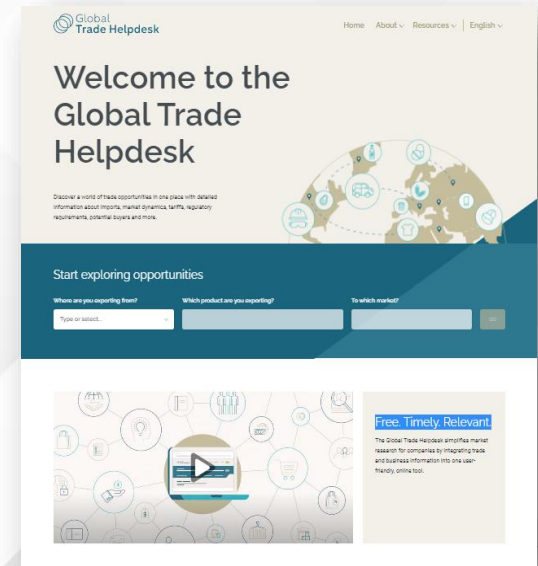
Bahamas, Bhutan,
EAC countries



Empower **small**
businesses



Cotton portal, Global
Trade Helpdesk



African Trade Observatory (ATO)

Facilitating Trade and Economic Integration in Africa

The African Continental Free Trade Area (AfCFTA)

March 2018 - adoption by African Union member states of the “Agreement Establishing the African Continental Free Trade Area”



The African Trade Observatory

will provide updated and reliable data to inform business and policy decisions and to monitor the implementation process of the AfCFTA and its impact.

For more information, please contact
ATO@africa-union.org

Supporting and Monitoring Regional Trade Integration

ATO Dashboard

Welcome to the African Trade Observatory dashboard

African Trade Observatory

Home About Resources English

Compare

Compare trade and market access information across countries, products or markets.

Choose an exporter

Choose a product

START

Explore

Find detailed trade and market access information for a country-product-market combination.

Choose an exporter

Choose a market

Choose a product

START

Monitor

Monitor state of intra-African integration over time

Choose an exporter

START

Facilitating trade and economic integration in Africa

Official intra-African trade remains low and Africa trades more with the rest of the World than with itself. One of the main reasons for this is the lack of information on market opportunities and market access conditions. African Trade Observatory serves as a repository of trade information and allows to monitor, in real time, the pace of trade and economic integration in Africa.

READ MORE

AFCFTA's road to implementation and s...

Watch later Share

Standby by training get experience and learn responsible to analyse and use the trade data

ATO Tariff Negotiation Tool

African Union

CONTINENTAL FREE TRADE AGREEMENT

DASHBOARD **NEGOTIATIONS** **DATA**

YOUR NEGOTIATIONS

ACTION REQUIRED (2)

ONGOING (15)

CLEARED (12)

CANCELLED (1)

NO ACTION YET

MANAGE YOUR NEGOTIATIONS

YOUR TASKS

- ✓ **UGANDA** has accepted the negotiation.
- ? **ANGOLA** has requested a negotiation.
- ⚠ **SOMALIA** has sent a counter-proposal to scenario name 1 (v3)
- ✓ **The EAC - SACU** negotiation went through. All parties have cleared the scenario. Congratulations!

For more information



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ITCmarketanalysistools



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