Introduction to ITC’s Market Analysis Tools for trade analysis

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Monitoring and Evaluating Trade Integration Toolkits
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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.
ITC’s 6 focus areas and goals towards SDGs

TRADE-RELATED NEEDS

Trade and investment support institutions
Small and medium-sized enterprises
Policymakers

FOCUS AREAS

Providing trade and market intelligence
Building a conducive business environment
Strengthening trade and investment support institutions
Connecting to international value chains
Promoting and mainstreaming inclusive and green trade
Supporting regional economic integration and South-South links

SME international competitiveness

THE GLOBAL GOALS
For Sustainable Development
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

- TRADE MAP: Trade statistics for international business development
- MARKET ACCESS MAP: Improving transparency in international trade and market access
- INVESTMENT MAP: For better foreign investment attraction and targeting
- SUSTAINABILITY MAP: Your roadmap to sustainable consumption, production and trade
- PROCUREMENT MAP: Spot export opportunities for trade development
- Export Potential Map: With customizable and shareable visualizations, Export Potential Map provides detailed and practical information for trade advisers and policymakers around the world. If you wish to develop a country-specific version accessible from your website, please get in touch with us.

What is the export potential for "Select a product or country..."?
700,000+ USERS & MOST FORTUNE 100

Market Analysis Tools

Bank of America
CitiGroup
FT
HSBC
ANZ
J.P. Morgan

Coca-Cola
Nestle
Unilever
Walmart
Danone
Aldi
P&G

Deloitte
Nielsen
Euromonitor International

EY
McKinsey & Company

BCC
KPMG

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

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

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

exportpotential.intracen.org
ITC Databases and Innovative Mechanisms

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

Non-Tariff Measures Programme (NTM)
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
Informing policy making, serving regional integration efforts, bilateral and multilateral negotiations, the design of trade-related technical assistance.

[Chart showing share of exports and share of burdensome NTM cases applied by major trading partners]

ITC Survey results in the NTM series
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

Ex.: Mauritius
“This was a great opportunity to meet with participants from other countries within the region.”
Abay 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
For more information

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