



# **TRADE COMPETITIVENESS MAP**

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**Benchmarking national and sectoral trade performance**

## **TRADE PERFORMANCE INDEX**

*Market Analysis and Research  
Division of Market Development  
International Trade Centre*

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# CHAPTER 1 – INTRODUCTION

## 1.1. Overview

In the past few years, the concept of competitiveness has appeared to be a new “pillar” in economic development. Competitiveness captures the awareness of both the limitations and challenges posed by global competition, at a time when effective government action is constrained by budgetary constraints and the private sector faces significant barriers to competing in domestic and international markets.

Strategic market research is used to gauge the effectiveness of national and sectoral trade performance and identify priority products and markets for trade development, both in the public and the business sectors. It is an indispensable part of trade promotion and development. At the national level, governments need to monitor trade performance in order to provide adequate trade policy support. Trade support institutions (TSIs) have to set priorities in terms of sectors, partner countries and methods in order to most efficiently utilize limited resources. Firms need to scan the world market for product and market diversification opportunities. However, undertaking strategic market research is not a simple task:

- **How do you assess sectoral trade performance?**
- **How do you identify priority products for export promotion?**  
**How do your export products rank in terms of international demand?**
- **What is the composition of your import portfolio?**  
**What are the alternative sources of supply for your imports?**
- **In what markets do you have a significant trade potential?**
- **What are your major export and import product groups? How have they evolved?**
- **How reliable are your country's trade statistics? What are the special characteristics in the way a country reports its trade statistics that you should know?**

Once you try to answer these questions through the tool we are about to present to you, there is the possibility of going one step further for complementary information: for example, you could analyse yourself, through the results obtained, the impacts of trade barriers (tariffs and non-tariffs measures) and trade agreements on the direction of a country's trade, using for instance the Market Access Map or other Market Analysis Tools<sup>1</sup> at your disposal at the International Trade Centre (ITC) Website. This, however, will not be the subject of the following user guide which will take you through an in-depth explanatory presentation of the Trade Competitiveness Map, with a particular focus on the Trade Performance Index (TPI).

## **1.2. Why use Trade Competitiveness Map**

The International Trade Centre UNCTAD/WTO (ITC) has developed from the previous Country Market Analysis Profiles (Country Map) the new Trade Competitiveness Map in order to answer these and related questions with the explicit objective of facilitating strategic market research, monitoring national trade performance as well as designing and prioritizing the trade development programs of both the business sector and trade support institutions.

Trade Competitiveness Map addresses strategic market research from a country perspective and is available on ITC's Internet Web site <http://www.intracen.org>. This Map includes a country's Trade Performance Index, National Export Performance and National Import Profile, Foreign Investment Statistics, and Trade Statistics and the Reliability of Trade Statistics.

Although the business community remains an indispensable source for such information, it does not always have readily available or unbiased answers. Some private consultancy firms gather large amounts of market research information, which is available for a substantial fee. There is much information available in the

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<sup>1</sup> The International Trade Centre has developed five web portals: [Trade Map](#), [Market Access Map](#), [Investment Map](#), [Standards Map](#) and Trade Competitiveness Map (which can be directly accessed to through the ITC website) to enhance the transparency of global trade and market access and to help users in their market analyses.

public domain as well, if you know where to find it. However, the information and tools offered by ITC's Trade Competitiveness Map are unique in terms of their coverage, methodological approach, and accessibility

## **1.3. Product Nomenclature and Data Sources**

### **1.3.1. Product Nomenclature**

Trade Performance Index is based on the Standard International Trade Classification (SITC), Revision-3, while National Export Performance and National Import Profile are based on the Harmonized System (HS) 1996 edition.

The Standard international trade classification is a product classification of the United Nations (<http://www.unstats.un.org>) used for external trade statistics (export/import values and volumes of goods), allowing international comparisons of commodities and manufactured goods. The groupings of SITC reflect: the production materials; the processing stage; market practices and uses of the products; the importance of the goods in world trade and technological changes. The main categories are food, drinks and tobacco (Sections 0 and 1 - including live animals); raw materials (Sections 2 and 4); energy products (Section 3); chemicals (Section 5); machinery and transport equipment (Section 7); and other manufactured goods (Sections 6 and 8).

The Harmonized System, on the other hand, is an international nomenclature for the classification of products published by the World Customs Organization (<http://www.wcoomd.org>). It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the Harmonized System (HS) for classifying goods is a six-digit code system. The HS comprises approximately 5,300 article/product descriptions that appear as headings and subheadings, arranged in 99 chapters, grouped in 21 sections. The six digits can be broken down into three parts. The first two digits (HS-2) identify the chapter the goods are classified in, e.g. 09 = Coffee, Tea, Maté and Spices. The next two digits (HS-4) identify groupings within that chapter, e.g. 09.02 = Tea, whether or not

flavoured. The next two digits (HS-6) are even more specific, e.g. 09.02.10 Green tea (not fermented)... Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS).

Beyond the six-digit level, the classification becomes national. Countries are free to introduce national distinctions for tariffs by adding more digits to make the HS classification of products even more specific. This greater level of specificity is referred to as the national tariff line level. For example Canada adds another two digits to its exports and imports to classify them in greater depth and the code 09023010 is the code for black tea, packaged as tea bags.

### **1.3.2. Sources of information**

Different sources of information are contained in Trade Competitiveness Map. First, Trade Competitiveness Map is based on the world's largest database of trade statistics, COMTRADE, maintained by the United Nations Statistics Division (UNSD) - <http://unstats.un.org/unsd/comtrade>. COMTRADE covers more than 90% of world trade or around 160 countries. Trade Competitiveness Map is able to present data for an even larger number of countries and territories (around 180) by using both reported and mirror statistics.

#### **Reported data and mirrors statistics**

Annual data is available not only for countries that report their own trade data, but also for the primarily low-income countries that do not report national trade statistics to COMTRADE. The trade of these countries has been reconstructed on the basis of data reported by partner countries or mirror statistics. Although using mirror statistics has its shortcomings (see *Annex I*), it does generate a wealth of information, which would otherwise be unavailable. Mirror statistics are a second-best solution being better than having no data at all. This mix of direct and mirror statistics gives the best estimation of the worldwide market for all products.

## 1.4. Access to the tool

Thanks to financial contributions from World Bank and ITC's Global Trust Fund, ITC has been able to provide free access to its market analysis tools to users in developing countries.

ITC is delighted to be able to respond to the growing demand for online access to its trade intelligence tools.

Users in developing countries and economies in transition, can register to ITC market analysis online tools through a common registration portal at <http://legacy.intracen.org/marketanalysis/>

For users in developed countries, the tools are available on a subscription basis. You may want to first register online for a one-week free trial to familiarise yourself with the tools. Please visit our web page for more information on subscription option and fees at <http://legacy.intracen.org/marketanalysis/OptionsFees.aspx>

# CHAPTER 2 – HOW TO USE

## 2.1. How to enter the database

Figure 1. Intracen homepage which will grant you access to Trade Competitiveness Map.

The screenshot shows the ITC homepage with the following elements:

- Header:** "EXPORTERS | TRADE SUPPORT INSTITUTIONS | POLICY MAKERS" on the left; "LANGUAGE EN FR ES | FONT SIZE A A A" on the right.
- Logo:** International Trade Centre logo.
- Main Title:** "EXPORT IMPACT FOR GOOD".
- Subtitle:** "THE DEVELOPMENT PARTNER FOR SMALL BUSINESS EXPORT ACCESS IN DEVELOPING COUNTRIES".
- Left Navigation:**
  - I TC BY COUNTRY:** A dropdown menu with "select" and a world map icon. An annotation "Choose a country" with a red arrow points to it.
  - ABOUT ITC:** A list of links including "MISSION AND OBJECTIVES", "HOW ITC WORKS", "WHERE ARE WE WORKING?", "AID FOR TRADE", "MILLENNIUM DEVELOPMENT GOALS", "WORKING WITH ITC", "CORPORATE DOCUMENTS", "PRESS", and "E-SHOP".
- Center Content:** Three large blue graphic blocks with text below them:
  - ITC FOR EXPORTERS**
  - ITC FOR TRADE SUPPORT**
  - ITC FOR POLICY MAKERS**
- Right Content:** A search bar with "SEARCH THIS SITE" and "GO" buttons, and a link to "Advanced Search". An annotation "Choose a different language" with a red arrow points to the language menu in the header.
- Footer:** "CONTACT | UN SITE LOCATOR | TERMS AND CONDITIONS | PRIVACY POLICY | COPYRIGHT NOTICE" and logos for the UN and ITC.

By typing the URL address <http://www.intracen.org/> into your Internet Address bar, you will access to the ITC homepage. On the top right corner of the page, you have the choice to switch from the English, to the French or Spanish version, and to choose the text size as well.

Hereinafter the screen shots will always be of the generic English version of the tool.

## 2.2. Country Profile

Figure 2. Country Profile

The screenshot displays the ITC website's country profile for Lebanon. The page is titled "EXPORT IMPACT FOR GOOD" and includes a navigation menu on the left with options like "ITC BY COUNTRY", "ABOUT ITC", and "MISSION AND OBJECTIVES". The main content area features a photo of a historical site in Lebanon and a description of ITC's work with exporters and trade support institutions (TSIs). A red box highlights four key analysis tool sections: "TRADE AND TARIFF GRAPHS", "TRADE INFORMATION SOURCES", "TRADE CONTACTS", and "TRADE AND INVESTMENT DATA". The right sidebar contains a search bar, a calendar for April 2011, and a "RELATED STORIES" section with several news items.

Once you select the country, you will be directed to the country's profile page. This is the main selection menu from which you can choose the different analysis tools.

The menu items highlighted in Figure 2 above provide you with access to the lists of trade information sources and contacts concerning the country you selected, as well as access to graphs and trade and investment data.

Figure 3. Analysis applications

**Trade Performance links**

**TRADE AND TARIFF GRAPHS** OPEN >

Graphs of the country's export markets, its export performance in a key sector and tariffs exporters of a sample product face.

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**TRADE INFORMATION SOURCES** OPEN >

A listing of country specific print and online publications on trade related topics. Includes information from both ITC and external sources.

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**TRADE CONTACTS** OPEN >

The most important trade contacts, including importers' and exporters' associations, trade support institutions, trade promotion organizations and institutions providing business development assistance.

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**TRADE AND INVESTMENT DATA** CLOSE >

Detailed data on the country's export performance, key imports and foreign investment, grouped by product and service categories (HS and BOP).

- Trade Performance Index (14 sectors)
- Export Performance
- Import Profile
- Foreign investment statistics (FDI)
- Trade in goods statistics
- Trade in services statistics
- Consistency of Trade Statistics

**Choose Trade Performance Index**

Figure 3 shows the list of the different options relative to the Competitiveness Trade Map. We opened the different options relative to Trade and Investment Data.

Select the trade performance link you wish to visualize by clicking on the appropriate link as shown in the figure above. In this case, click on the 'Trade Performance Index' link. This will automatically take you to the main interface of Trade Competitiveness Map.

This guide's aim will be to present the functioning of the Trade Performance Index application. In order to have additional information on the other modules of Trade Competitiveness Map, please consult the respective downloadable User Guides.

# CHAPTER 3 – TRADE PERFORMANCE INDEX

## 3.1. Purpose

The International Trade Centre (ITC) developed the Trade Performance Index to assess and monitor the dimensions of export performance by sector and by country. At present, the TPI covers almost 180 countries and 14 different sectors<sup>2</sup>. It reveals how competitive and diversified a particular export sector is in comparison to those of other countries. The TPI covers basic performance characteristics, bringing out gains and losses in world market shares and shedding light on the factors behind these changes, as well as monitoring the diversification of export products and markets. Although the TPI is limited by its purely quantitative approach, it does provide a systematic overview of a country's sectoral export performance and comparative and competitive advantages.

## 3.2. Concept

For each country and each sector, the TPI provides:

1. A general profile,
2. Indicators of a country's current position, essentially a static view or photograph of the country's most recent export performance,
3. Indicators of a country's change in export performance that capture major trends over the recent past.

The TPI consists of 24 quantitative performance indicators. For ease of reference, these indicators are presented in absolute terms and serve to rank the countries covered. In sum, the TPI positions the export sectors of countries on an export competitiveness ladder, both from a static and a dynamic perspective.

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<sup>2</sup> The Product Performance Index (PPI), a derivative of the TPI, has been developed for Product Market Analysis Portals (P-Maps), which covers 5,000 products under the HS and 72 sectors.

### 3.3. TPI main menu

Figure 4. TPI homepage

**Trade Competitiveness Map**  
Analyse country and product competitiveness with trade flows

International Trade Centre

Trade Performance HS | Consistency of Trade Statistics | **Trade Performance Index** ← **TPI Homepage link**

Country: Afghanistan | Sector: Fresh food

Year: 2008

Press CTRL and click to select/deselect more than one sector, then Redo.

Redo | Graph | **Notes** | Export in

**Trade Performance Index (by Sector): Afghanistan (2008)**

Indicators Description	Fresh food (Value)	Fresh food (Rank)
N   Number of exporting countries for the ranking in the sector	180	
G1   Value of exports (in thousand US\$)	26,922	
G2   Export growth in value, p.a. (%)	-32%	179
<b>General Profile</b>		
G3   Share in national exports (%)	5%	
G4   Share in national imports (%)	2%	
G5   Relative trade balance (%)	-33%	
G6   Relative unit value (world average = 1)	0.5	
F1   Net exports (in thousand US\$)	-26,199	90
F2   Per capita exports US\$/inhabitant	1.2	177
P3   Share in world market (%)	0.00%	158
<b>Position in 2008 for Current Index</b>		
P4a   Product diversification (N° of equivalent products)	2	168
P4b   Product concentration (Spread)		180
P5a   Market diversification (N° of equivalent markets)	4	137
P5b   Market concentration (Spread)		180
C1   Relative change of world market share p.a (%)	-0.1745%	

**Technical Notes link**

Contact | Site Map | UN Site Locator | Terms of use | Privacy Policy | Copyright Notice | Website Photo Credits  
© Copyright 2010 International Trade Centre

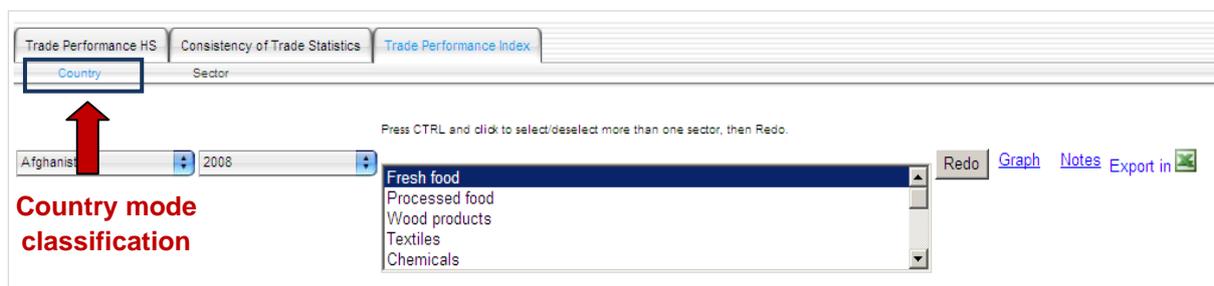
The figure above shows the TPI homepage. On the upper left-hand side there is a menu bar from which you can access to other modules of the Trade Competitiveness Map application by clicking on the respective module. The interface of the TPI module is composed of three drop-down menus to select a/many country(ies), Time and Sector(s), the indicators table and the “options” links (graph editor, technical notes, export data function).

In order to open and consult the TPI (and indicators) technical notes, you simply have to click on the respective link.

### 3.3.1. How to select a country or a group of countries, and a sector or a group of sectors

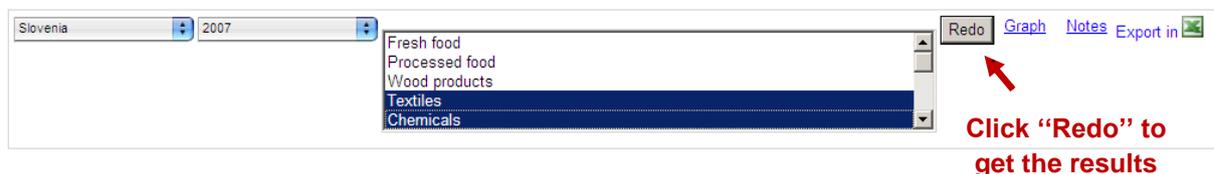
You first have to choose the type of analysis you wish to conduct. With the TPI application, you have the possibility to analyse at the same time one specific sector for a single or a group of countries, or to analyse several sectors for a single country.

For instance, if you want to examine a single country, simply select the country mode classification just below the tools menu, indicated by an arrow in the following picture.



With this mode, you can analyse, for a single country in a specific year, more than one sector just by selecting the different sectors of your choice (by pressing the Ctrl-key on your keyboard) from the Sector drop-down menu.

For example, if you want to compare the Textile and the Chemical sectors for Slovenia in 2007, you have to select Slovenia in the Country menu, 2007 in the Time-menu, Textile and Chemicals (by pressing the Ctrl-key) in the Sector menu. You then click on the “Redo” button in order to obtain the results (See Fig.5 p.13).



On the other hand, if you are interested in evaluating performances of a specific sector in several countries, you have to select the Sector mode classification.



For example, if you want to compare Textile sectors performance in Slovenia, Slovakia and Sierra Leone in 2008, you have to select Textile in the Sector menu, 2008 in the Time menu, and Slovenia, Slovakia and Sierra Leone (by pressing the Ctrl-key) in the Country menu. To view the results, press the “Redo” button (See Fig.6 p.14).



Figure 5. Multiple sector selection

**Trade Performance Index (by Sector): Slovenia (2007)**

Indicator's Description		Textiles (Value)	Textiles (Rank)	Chemicals (Value)	Chemicals (Rank)
	N	Number of exporting countries for the ranking in the sector	382		455
	G1	Value of exports (in thousand US\$)	482,324		4,270,999
	G2	Export growth in value, p.a. (%)	-1%	49	20%
General Profile	G3	Share in national exports (%)	2%		16%
	G4	Share in national imports (%)	2%		14%
	G5	Relative trade balance (%)	7%		3%
	G6	Relative unit value (world average = 1)	1.8		1.1
	P1	Net exports (in thousand US\$)	62,235	20	268,305
	P2	Per capita exports US\$/inhabitant)	238.6	3	2,116.3
	P3	Share in world market (%)	0.25%	38	0.28%
Position in 2007 for Current Index	P4a	Product diversification (N° of equivalent products)	15	58	9
	P4b	Product concentration (Spread)		42	47
	P5a	Market diversification (N° of equivalent markets)	8	41	17
	P5b	Market concentration (Spread)		36	38
	C1	Relative change of world market share p.a (%)	-0.0025%		0.0220%
	C1a	Competitiveness effect, p.a. (%)	-0.0128%	54	0.0037%
Change 2003 - 2007 for Change Index	C1b	Initial geographic specialisation, p.a. (%)	-0.0010%	67	0.0246%
	C1c	Initial product specialisation, p.a. (%)	0.0038%	62	-0.0049%
	C1d	Adaptation effect, p.a. (%)	0.0076%	46	-0.0014%
	C2	Matching with dynamics of world demand		109	95
	A	Absolute change of world market share (% points p.a)	-0.0006%	58	0.0055%
Indicators included in chart	P	Average Index: Current Index		18	15
	C	Average Index: Change Index		102	97

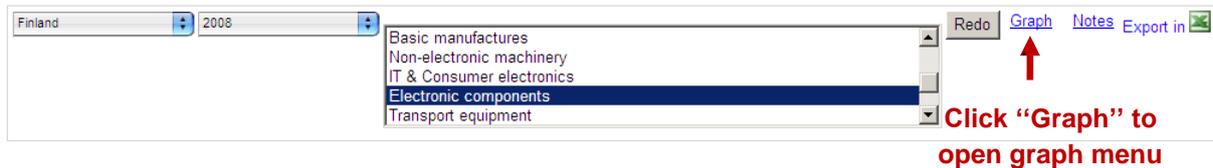
Figure 6. Multiple Country selection

**Trade Performance Index (by country): Textiles (2008)**

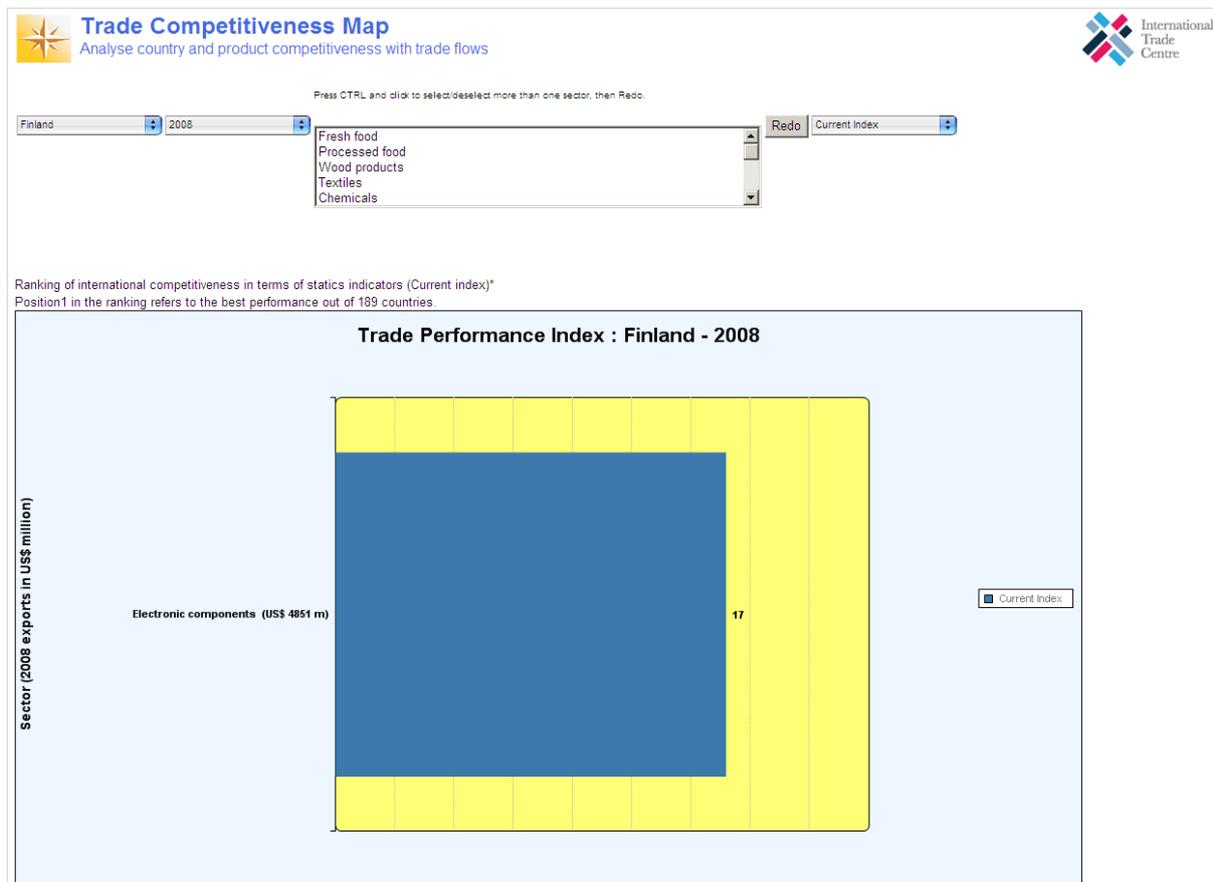
Indicator's Description		Sierra Leone (Value)	Sierra Leone (Rank)	Slovakia (Value)	Slovakia (Rank)	Slovenia (Value)	Slovenia (Rank)	
N	Number of exporting countries for the ranking in the sector	251		251		251		
G1	Value of exports (in thousand US\$)	2,082		836,979		482,324		
G2	Export growth in value, p.a. (%)	2%	85	9%	44	-1%	49	
<b>General Profile</b>	G3	Share in national exports (%)	1%	1%		2%		
	G4	Share in national imports (%)	2%	2%		2%		
	G5	Relative trade balance (%)	-71%	-17%		7%		
	G6	Relative unit value (world average = 1)	1.4	1.3		1.8		
	P1	Net exports (in thousand US\$)	-10,028	29	-354,189	83	62,235	20
	P2	Per capita exports US\$/inhabitant)	0.4	122	154.8	16	238.6	3
	P3	Share in world market (%)	0.00%	128	0.34%	36	0.25%	38
<b>Position in 2008 for Current Index</b>	P4a	Product diversification (N° of equivalent products)	5	102	29	29	15	58
	P4b	Product concentration (Spread)		118		47		42
	P5a	Market diversification (N° of equivalent markets)	2	119	8	48	8	41
	P5b	Market concentration (Spread)		114		49		36
	C1	Relative change of world market share p.a (%)	-0.0334%		0.0219%		-0.0025%	
	C1a	Competitiveness effect, p.a. (%)	-0.0074%	53	0.0183%	40	-0.0128%	54
<b>Change 2004 - 2008 for Change Index</b>	C1b	Initial geographic specialisation, p.a. (%)	-0.0080%	93	-0.0036%	80	-0.0010%	67
	C1c	Initial product specialisation, p.a. (%)	-0.0055%	82	0.0008%	67	0.0038%	62
	C1d	Adaptation effect, p.a. (%)	-0.0125%	86	0.0065%	45	0.0076%	46
	C2	Matching with dynamics of world demand		62		118		109
	A	Absolute change of world market share (% points p.a)	0.0000%	60	0.0068%	19	-0.0006%	58
<b>Indicators included in chart</b>	P	Average Index: Current Index		124		29		18
	C	Average Index: Change Index		76		108		102

### 3.3.2. How to create a Graph

With the TPI application, it is possible to create graphs simply clicking on the “Graph” button at the right of the drop-down menu as indicated in the following picture.

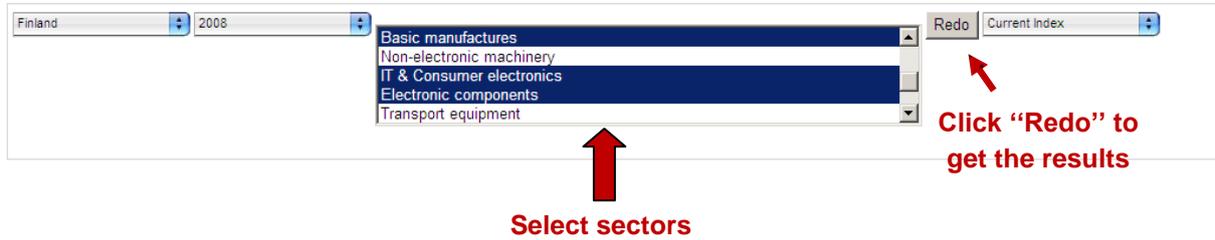


Graph 1. On- sector graph example.

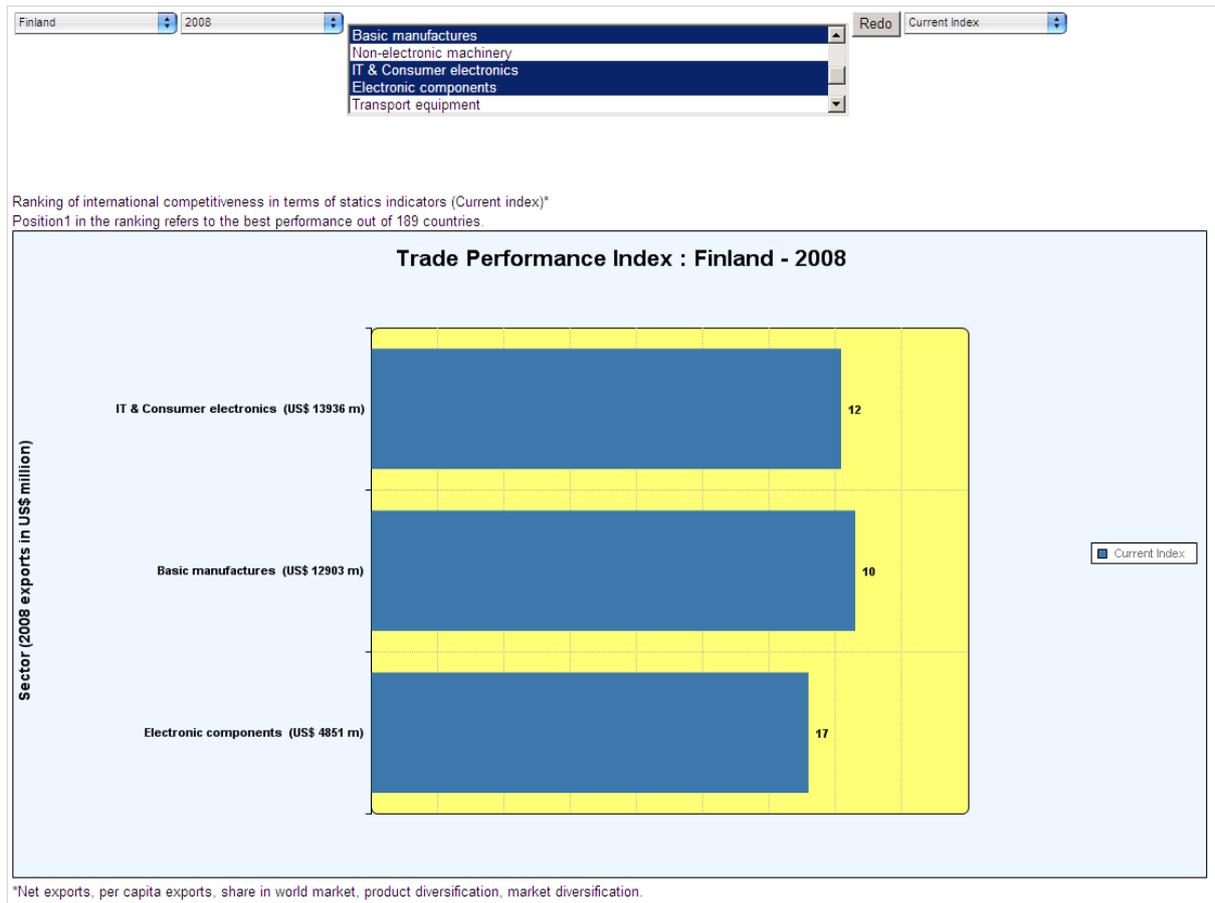


In order to obtain a graph with more than one object displayed, you have to select (by pressing the Ctrl-key) the sectors (countries) you want to compare simultaneously. The graph corresponding to your multiple-query in the selection menu will be displayed after you click on “Redo”.

For instance, the example below shows how to obtain from the graph-page a comparison of “Basic manufactures”, “IT & Consumer electronics” and “Electronic components” sectors for Finland in 2008.

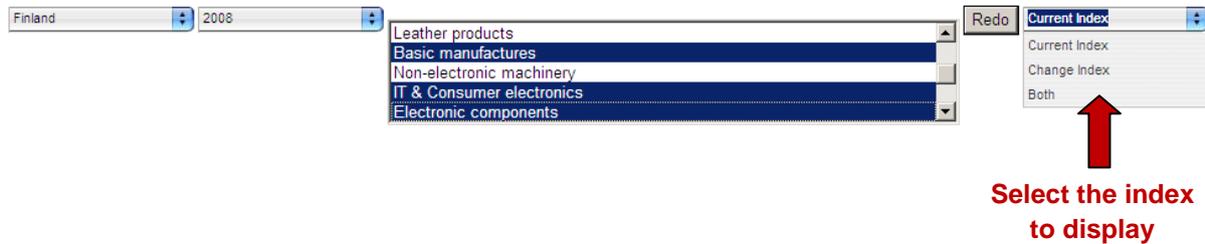


Graph 2. example of sectors comparison.



## How to display Change index and compare both indexes in the same graph

After creating a graph, you can change the index displayed (Current Index is chosen by default), or combine it with Change Index: in order to do that, you simply have to select the option you want in the drop-down menu as shown in the following picture.

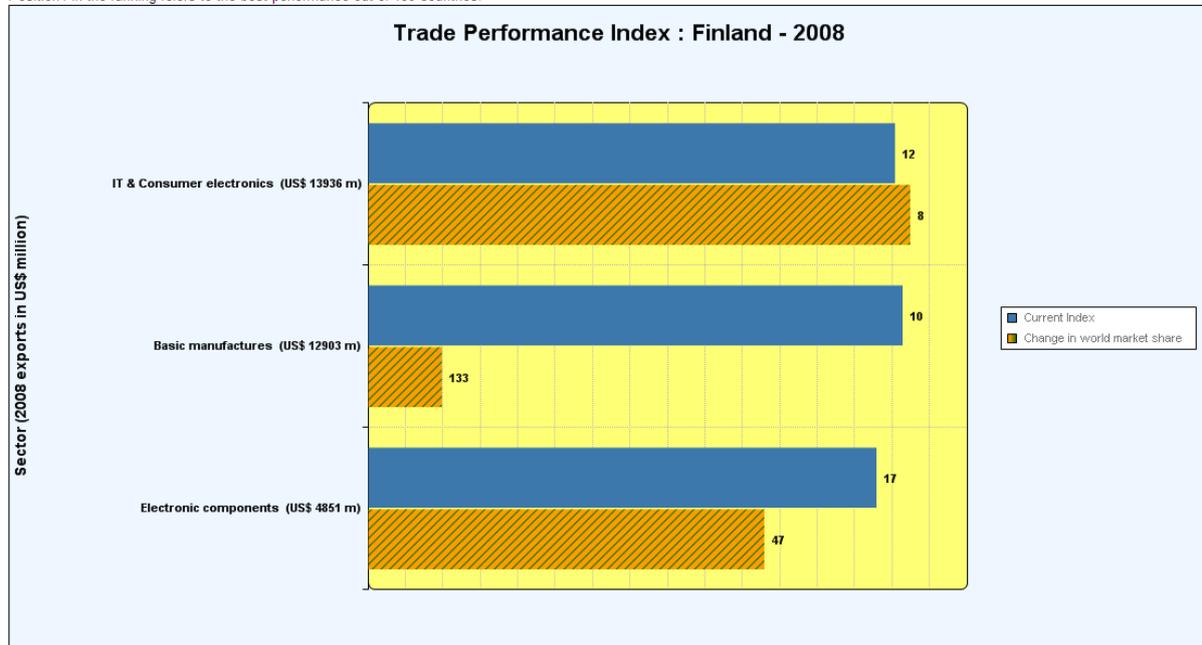


Graph 3. Example of indexes comparison (Current and Change index taken together).



Ranking of international competitiveness in terms of static indicators (Current index)\* and the change in world market share (percentage points)\*\*

Position1 in the ranking refers to the best performance out of 189 countries.



\*Net exports, per capita exports, share in world market, product diversification, market diversification.

\*\* Absolute change of world market share (% points p.a)

For more information on Current Index and Change Index, refer to Chapter 4, Section 4.1 p.19.

### 3.3.3. How to export data

With the TPI application, it is possible to export data in Microsoft Excel by simply clicking on the  link at the right of the drop-down menu, as shown in the following picture.



This way, you can generate all the data in one table, which will render easy the analysis of trade statistics and the production of various graphs.

# CHAPTER 4 – TRADE PERFORMANCE INDICATORS

## How do you assess sectoral trade performance?

### 4.1. Methodology

The Trade Performance Index (TPI) is a tool for assessing and monitoring the multi-faceted dimensions of the export performance and competitiveness of countries and their principal export sectors. This is done by calculating the level of competitiveness and diversification of a particular export sector using comparisons with other countries. The TPI monitors the evolution of export diversification for products and markets.

Besides a Country General Profile, two composite rankings are calculated, one for the overall current position (*Current Index*) of the country and sector under review and the other for the change in performance (*Change Index*).

The composite ranking referring to overall position is based on the following criteria:

- **Value of net exports**
- **Per capita exports**
- **World market shares**
- **Diversification & concentration of products**
- **Diversification & concentration of markets**

The composite ranking referring to changes in performance is based on the following criteria:

- **Change in world market share and its components (Competitiveness effect, Initial geographic specialisation, Initial product specialisation, Adaptation effect)**
- **Matching with dynamics of world demand**

## 4.2. Analysis Example

This section will deal with the analysis of trade data, using the example of the Turkish economy.

### Reviewing the current situation of the country's competitiveness

Initially, you could use Trade Competitiveness Map to capture a general picture of the Turkish economy's competitiveness. In order to do so, you have to select "Turkey" in the Country menu from the TPI homepage, and all 14 sectors (by pressing the Ctrl-key) in the Sector menu.



The results of the TPI are presented both in tabular and chart formats. For each of the sectors shown here, in which Turkey is an active exporter<sup>3</sup>, Graph 4 presents the composite rankings while Table 1 shows the performance indicators for the top three sectors. These indicators are grouped vertically into a general profile, the current position in the last year available, and the change between the last 5 years available, with both their values and rankings summarized in one column for each sector.

Additional information on the indicators in terms of what they mean, how they are calculated, and how they are weighted in the composite rankings, are available on the downloadable Technical Notes file.

Graph 4 clearly shows how the various sectors rank on a global scale, and which among Turkey's export sectors shown in this example is the most competitive in terms of its current position in the year examined, or the evolution over the last five-year period. In terms of the Current Index, these export sectors ranked between 3

<sup>3</sup> A Country is considered an active exporter in a sector if it exceeds a certain threshold of exports (one hundred thousand US\$). If the sector does not reach the minimum trading volume, this is omitted from the country report and there will not be available information and indicators.

and 11 for the sectors under review. In terms of the Change Index, these sectors ranked from 12 to 92.

Of particular interest is the change in world market share. Line C1 in Table 1 not only indicates the overall change in market share, but also its sources. Does the change in market share primarily reflect increased competitiveness or adaptation to changes in international demand, or is it merely the result of the right initial specialization on the most dynamic product within the sector or the most dynamic target markets? These four sources of change in market share are additive, their sum being equal to the overall change in market share. For Transport equipment sector in particular, Turkey has increased in market share by almost 0.1% due to increased competitiveness.

Graph 4. Composite Rankings of Turkey

Ranking of international competitiveness in terms of static indicators (Current index)\* and the change in world market share (percentage points)\*\*  
 Position 1 in the ranking refers to the best performance out of 189 countries.

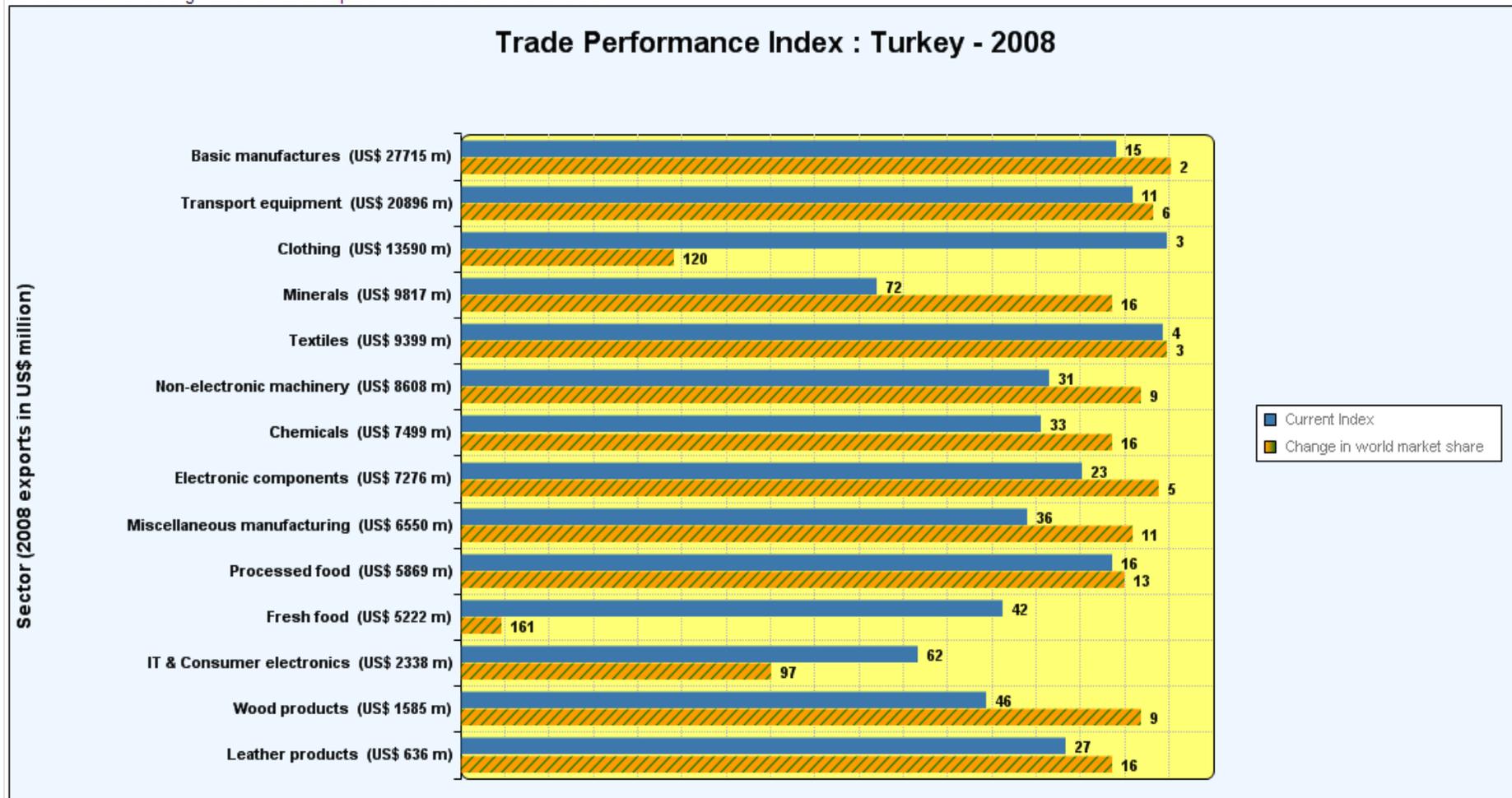


Table 1. Performance Indicators for the top three Turkish sectors

		Indicator's Description	Textiles	Textiles	Transport equipment	Transport equipment	Clothing	Clothing
			(Value)	(Rank)	(Value)	(Rank)	(Value)	(Rank)
General Profile	N	Number of exporting countries for the ranking in the sector	129		135		124	
	G1	Value of exports (in thousand US\$)	9,399,132		20,896,458		13,590,586	
	G2	Export growth in value, p.a. (%)	10%	34	22%	57	5%	49
	G3	Share in national exports (%)	7%		16%		10%	
	G4	Share in national imports (%)	3%		7%		1%	
	G5	Relative trade balance (%)	25%		16%		72%	
	G6	Relative unit value (world average = 1)	1.1		0.9		0.8	
	P1	Net exports (in thousand US\$)	3,753,078	7	5,768,464	12	11,374,444	3
Position in 2008 for Current Index	P2	Per capita exports US\$/inhabitant)	127.2	22	282.7	37	183.9	26
	P3	Share in world market (%)	3.95%	6	1.37%	18	3.88%	4
	P4a	Product diversification (N° of equivalent products)	46	14	10	30	18	64
	P4b	Product concentration (Spread)		14		21		50
	P5a	Market diversification (N° of equivalent markets)	24	6	16	9	10	14
	P5b	Market concentration (Spread)		8		12		10
	C1	Relative change of world market share p.a (%)	0.03%		0.10%		-0.03%	
Change 2004 - 2008 for Change Index	C1a	Competitiveness effect, p.a. (%)	0.03%	31	0.08%	49	-0.03%	52
	C1b	Initial geographic specialisation, p.a. (%)	0.01%	62	0.01%	74	0.00%	70
	C1c	Initial product specialisation, p.a. (%)	0.01%	55	0.01%	71	0.01%	41
	C1d	Adaptation effect, p.a. (%)	-0.01%	79	0.00%	55	-0.01%	59
	C2	Matching with dynamics of world demand		22		68		99
Indicators included in chart	A	Absolute change of world market share	0.11%	3	0.09%	6	-0.15%	120
	P	Average Index: Current Index		4		11		3
	C	Average Index: Change Index		12		63		92

# ANNEXES

## 5.1. Annex I: Single client studies

In addition to Trade Competitiveness Map available on our Web site (<http://www.intracen.org>), ITC also provides Single Client Studies based on the aforementioned and other tools, along with the expertise of ITC's team of trade economists and industry practitioners. ITC's Market Analysis Section (MAS) prepares these studies upon request in the areas of market analysis and trade-related research for governments, trade support institutions, international organizations, research institutions and the business community. These studies are conducted on a cost-sharing basis. Partners that have commissioned single client studies include governments of developing countries and transition economies, trade support institutions, the business sector, research institutes and international development agencies.

MAS has developed particular expertise with respect to the following questions:

### *For trade support institutions and the public sector*

- What are the strengths and weaknesses in national or sectoral trade performance?
- What are priority markets and priority products for trade promotion?
- What is the bilateral or intra-regional trade potential between countries?
- What is the national export potential?
- How will changes in tariff and non-tariff barriers (NTBs) within the country and in major target markets affect the trade performance?
- To what extent do environment-related trade barriers affect the country?
- What is the relation between trade expansion and employment creation?
- How to identify priorities for bilateral and multilateral trade negotiations?

For the business sector

- How competitive is a given sector?
- Who are the major foreign competitors?
- What are the most attractive new export markets?
- What are the market trends and characteristics in specific product markets?

**A. Databases**

MAS maintains the following databases to support its strategic market research:

MAS	Databases	Description source of data
International Trade Statistic	Time series on exports and imports of over 200 countries for over 5,000 products. The database includes numerous analytical indicators such as growth trends, market shares and unit values.	COMTRADE of the United Nations Statistics Division (UNSD) and national sources.
Tariff and non-tariff barriers	Database of all tariff and NTBs of some 150 countries at the tariff-line level for an assessment of these controls in bilateral or global trade.	Primary country data from UNCTAD's TRAINS database, WTO data on anti-dumping and national data.
Market Prices	Time series of weekly and monthly market prices for several hundred different products in eight product groups.	Direct contact with traders.
Enterprise-level trade statistic of china	Time series of national trade statistics at HS 6-digit level broken down by products, countries, and enterprises and provinces for China and other selected countries.	National sources.
Trade-related indicators	Country-specific quantitative and qualitative indicators relating to trade such as trade-related employment, assessment of trade support services (e.g. financial and customs services), prevalence of corruption, etc.	Other international organizations (e.g. UNIDO) and the World Economic Forum.
Links to trade related websites	Database of over 30,000 Web sites of interest to exporters, importers, producers and trade support institutions classified by product groups and types of sites	Web.

## B. Tools

MAS has developed and applied a number of analytical tools for strategic market research. These tools focus on a wide array of issues, such as trade competitiveness, identification of dynamic export products, potential for product and market diversification, bilateral trade potential and the impact of tariff and non-tariff barriers on trade. They are based primarily on export and import data from COMTRADE of the UNSD, the world's largest trade database. The objective of these tools is to provide users with succinct findings and action-oriented analysis based on the most detailed data available and applying state-of-the-art analytical methods.

<b>MAS tools</b>	<b>Description</b>
Trade Performance Index	Comparative assessment and ranking of the trade performance of 14 sectors in 184 countries on the basis of 24 trade-related indicators.
National Export Performance	Three-dimensional bubble chart and table on the dynamics of national export portfolios compared to international benchmarks.
National Import Profile	Three-dimensional bubble chart and table on the dynamics of imported products compared to international benchmarks.
Trade and Employment	Three-dimensional bubble chart and table on the interrelation between trade and employment in the industrial sector.
Trade Sim	Econometric trade model (gravity model) to simulate bilateral trade potential.
Reliability of trade statistics	Comparison of national trade statistics with those of partner countries.
Environmental Trade Map	Assessment of structure and evolution of environment-friendly and risky products in national trade.
Computable general equilibrium model, (developed by the Centre d'Études Prospectives et d'Informations Internationales - CEPII) in collaboration with ITC.	Large-scale econometric model to assess the impact of changes in tariffs and other economic policies on trade, income and employment.

### **Box 1: Selected Single Client Studies**

ITC flagship reports 2010  
TradeMap factsheet report: recovery  
NTMs  
Nepal  
ACP  
Zambia

Business Sector Institutions P. K. Cornelius (World Economic Forum), Sectoral Trade Performance (Market Analysis Section-International Trade Centre), in The Global Competitiveness Report, 2001 – 2002, M.E.Porter, J.Sachs, J.W.McArthur (Harvard University), P.K.Cornelius, K.Schwab (World Economic Forum) (eds), Oxford University Press, pp.124 - 138.

Trade in IT: the global framework and empirical evidence, Peter Cornelius, F.von Kirchbach and N.Sémine, in: The global information technology report 2002 – 2002, Readiness for the networked world. G.S.Kirkman, P.K.Cornelius, J.Sachs and K.Schwab (eds), forthcoming.

Identification of industries for the North of Suez Special Economic Zone. Study prepared for a group of Egyptian investors, International Trade Centre UNCTAD/WTO, 24 February 1998, 129 p.

Changes in market access to textiles and clothing for developing countries in the post-Uruguay Round context. International Trade Centre UNCTAD/WTO in collaboration with the International Textiles and Clothing Bureau, Geneva, October 1997, 686 p.

Indicators on opportunities for market diversification of Mongolian exports. Study for Techniplan S.p.A. International Consulting, International Trade Centre UNCTAD/WTO, Geneva, September 1997, 82 p.

Mauritius as a regional warehousing and distribution centre for exports to Eastern and Southern Africa, A preselection of products, target markets and exporting countries of particular interest. Prepared for the Mauritius Freeport Authority, International Trade Centre UNCTAD/GATT, Geneva, 2 July 1993.

### **Governments – Ministries of Trade – Trade Support Institutions**

Greece – A market for developing countries and economies in transition. December 2002, 150 p.

Mongolia – Assessment of National Export Potential. March 2002.

United Arab Emirates – Matrix of Tradable Goods. January 2002, 80 p.

Viet Nam – National Export Potential Survey. June 2001, 141p.

Sénégal – Analyse des performances à l'exportation de la demande internationale. November 2000.

Cambodia: Market opportunities and a quantitative assessment of trade potential at the product level; for ESCAP. Bangkok, September 1999, 151 p.

Comparison of bilateral trade statistics between China and the European Union. Joint study by the European Commission, the Customs General Administration of China, and the International Trade Centre UNCTAD/WTO, Geneva, June 1997, 403p.

International demand for exports from the Republic of South Africa. Background materials for the selection of priority export markets, for the Directorate of Foreign Trade Relations, Department of Trade & Industry, Republic of South Africa; International Trade Centre UNCTAD/WTO, 26 July 1996, 70 p.

Trade Opportunities in Southern Africa, An Assessment of the Export Potential of SADC Countries with respect to the Southern African Customs Union. ITC, Geneva, January 1996, 100 p

Survey of China's Foreign Trade: An analysis of China's export and import data at the enterprise level. International Trade Centre UNCTAD/WTO, Geneva 1995, 130p.

### **International Organizations**

Assessing Trade Capacity in Eastern Africa: Study I - The Role of Trade Support Services in International Business Development: An Analysis of the Export Performance of Six African Countries. 148 p; Study II - The Role of Trade Support Services in International Business Development: An Analysis of Company and Business Association Surveys. 47 p.; Study III - Comparative analysis of Trade-Related Business Services: A Bibliographical Review and Case Studies. 73 p. For the OECD Development Centre, 2001.

Identification of trade opportunities among and within Central Africa, ECOWAS, COMESA, North Africa and SACU: An assessment of the export potential for intra-African trade. International Trade Centre UNCTAD/WTO in collaboration with the Organization of African Unity, Geneva, draft, July 1996, 211p.

International trade and employment: an analysis of international trade patterns in selected industries characterized by different types of commodity chains. Joint research programme between the International Institute for Labour Studies and the International Trade Centre UNCTAD/WTO, Geneva, 30 April 1996, 110 p.

Enhancing availability, access and utilization of trade data in the ESCAP region in support of trade development. Strategy paper for the Expert Group Meeting on Regional Databases, Bangkok 28/29 November 1994, organized by the International Trade and Economic Cooperation Division, United Nations Economic and Social Commission for Asia and the Pacific, November 1994, 24 p.

### **International Trade Development Programmes**

Identifying new market opportunities for Egyptian exporters in the Gulf Sub-Region, USAID 2001, 70 p.

LDC's trade – An analytical note. Paper for Third United Nations Conference on the LDCs, Brussels 16 May 2001, 30 p.

Bulgarie – Performances nationales des exportations et demande internationale. Pour SIPPO, Suisse, May 2000, 144 p.

A Quantitative Assessment of the Export Performance of Bhutan. 1999, 99 p.

Bilateral Trade Map: Identification of Products with Untapped Trade Potential, from Peru to the EU and to Switzerland. International Trade Centre UNCTAD/WTO, Geneva, 1999.

Strengthening of Trade-Related Negotiation and Programme Design Capacity of IGAD Member States within the Framework of the Multilateral Trading System and Regional Cooperation Efforts country studies on Djibouti, Eritrea, Ethiopia, Kenya, Somalia, Sudan and Uganda. For USAID, 1999.

Enhancing exports from Southern Africa to Greece: Indicators for the identification of untapped trade potential. International Trade Centre UNCTAD/WTO, Geneva, October 1997, 23 p.

International demand for artisanal products from 22 low-income countries. Prepared for the International Symposium on “Crafts and the International Market: Trade and customs codification”, 6-8 October 1997, Pasay City, Philippines, International Trade Centre UNCTAD/WTO, Geneva, September 1997, 94 p.

Trade in the Southern African Development Community: What is the potential for increasing exports to the Republic of South Africa? Prepared for the project “Economic development and regional dynamics in Africa: Lessons from the East Asian experience”, UNCTAD, Geneva, October 1997.

Enhancing trade between Southern China and the Indo-Chinese Sub region - An assessment of the trade potential between China and in particular Yunnan Province with Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam. International Trade Centre UNCTAD/WTO, draft, July 1996, 160 p.

Enhancing trade within the Central American Common Market, Identification of priority products for the promotion of intra-regional trade in Central America. International Trade Centre UNCTAD/WTO, Geneva, August 1996, 232 p.

### C. Partners

The table below provides an overview of selected partners and areas of co-operation:

Partners	Area of Co-operation
Abu Dhabi, Ministry of Economy and Commerce	Trade strategy
CEPII (French Economic Research Institute)	Trade-related econometric modelling (gravity model TradSim and computable general equilibrium model MIRAGE); Market Access Map on trade barriers

China	Assessment of the role of different types of firms (foreign-affiliated, state-owned, local, private, etc.) in China's foreign trade; analysis of bilateral trade potential with partner countries
DGM (Deutsche Bank Group)	International marketing indicators
DIW (German Economic Research Institute)	Sino-German trade potential for SMEs
Egyptian group of private investors	Identification of industries interested in new export processing zone North of Suez
EU	Reconciliation of trade data of the EU and China
FAO	Data on world trade in fishery products
UNIDO	Structural change in world trade and employment
Joint Integrated Technical Assistance Project	Strategy studies, Ghana, Uganda, Tanzania, Kenya, Côte d'Ivoire, Benin, Burkina Faso
Malaysia (Matrade)	Trade development strategy for Malaysian exports to the Middle East
Mauritius	Freeport Assessment of potential for warehousing and regional trade with Africa
Mongolia	National trade strategy
MIGA	Identification of foreign direct investment opportunities in six African countries
OECD	Trade Statistics
OECD Development Centre	Analysis of trade support services in Africa
Republic of South Africa	Identification of priority markets for South African trade commissioners
SADC	Potential for increasing South African imports from SADC
UNCTAD	Trade performance of LDCs; Trade and foreign direct investment
USAID	Trade potential of selected African countries with neighbouring regions
Viet Nam, Ministry of Trade (Vietrade)	Trade strategy
World Economic Forum	Global Competitiveness Report 2001-2002; Global Information Technology Report 2001-2002; Eastern Europe Report 2001 – 2002; Environment Report 2001 – 2002; Arab Report 2002; Africa Report 2002
World Bank	Assessment of market access and protection
World Trade Organization	Bottlenecks to international business development in LDCs

At present, trade promotion institutions in many countries have subscribed to and disseminated ITC's Trade Map, a Web-based database of global trade flows and tariff and non-tariff barriers covering over 5,300 products and 200 countries.

