

ITC MARKET ANALYSIS SERVICES UPDATE

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

CAPACITY BUILDING IN MARKET ANALYSIS AND RESEARCH

Building the capacity of policy makers, TSIs and enterprises is central to all ITC Market Analysis and Research (MAR) activities. More than 11,000 of the users of the ITC Market Analysis Tools state that they have been trained in areas ranging from assessing national export potential to preparing bargaining positions for multilateral or regional trade negotiations.

Complementing the face-to-face workshops, MAR additionally supports participants with content hosted in dedicated courses on E-learning platform www.itc-learning.org enabling participants a program overview, downloadable course content / exercises and an ability to communicate with other participants or the trainer between workshops. Recently, MAR has also expanded its global public offerings to a free online self-learning course in 3 languages (www.itc-learning.org/course/view.php?id=38) for users of the tools who are not able to benefit from face-to-face customized training.

Some of impacts of the MAR Capacity Building efforts can be seen from the results of Capacity Building Survey. It was stated that the market analysis training has had positive impacts for their company, institution or country. In fact, respondents reported an estimated export impact of on average US\$ 71,500 per respondent and that each one person trained has resulted in their training an additional 18 people.

Today MAR continues to provide technical assistance and deliver more than 60 capacity building workshops per annum in trade, market access analysis, Foreign Direct Investment and private voluntary standards, to users in developing countries, in order to improve the chances of better trade related decisions.

FIJI: IMPROVING KEY SERVICES IN AGRICULTURE PROJECT

The Market Analysis and Research (MAR) capacity building team was in Fiji as a part of a European Union (EU) funded project to provide capacity building on market analysis to officers from trade promotion institutions, trade ministries and private sector representatives. During the two workshops on August 5-6 and August 7-8, participants were introduced to ITC Market Analysis Tools which can help exporters identify promising markets by analysing demand, competition, market access conditions (both mandatory as well as voluntary standards) and contact details of potential trading partners. The tools can also support trade negotiations with information on national trade performance, bilateral trade and customs tariffs (including preferential trade regimes in force).

The workshop comprised of presentations, live tool demonstrations and practical exercises. Participants successfully completed the workshop with improved skills in using trade indicators to screen and prioritising products for export and potential destination markets.

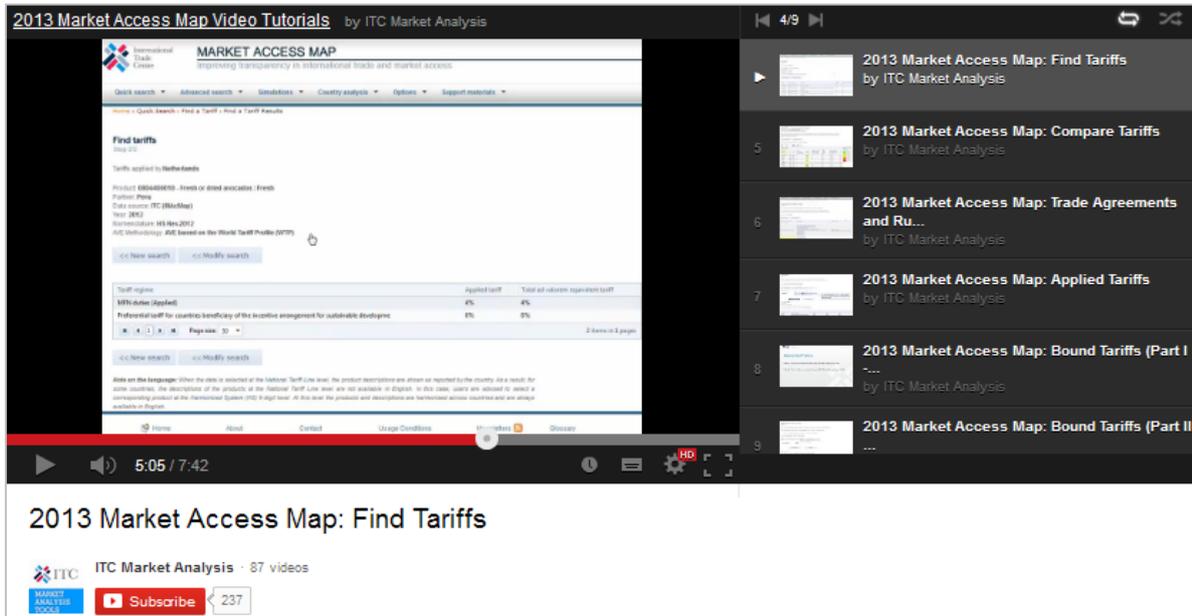
According to the evaluations at the end of each workshop, participants collectively agreed that the ITC Tools would enable them to make better trade-related decisions. One participant stated, "Presenters clearly knew what they were talking about. Great background materials. Well structured. Generally an excellent workshop."

To watch the news coverage from the Fiji Training please visit the ITC Market Analysis Tools YouTube channel: www.youtube.com/user/MarketAnalysisTools



ONLINE TRAINING: NEW MARKET ACCESS MAP VIDEO TUTORIALS

ITC's Market Access Map (www.macmap.org) now provides a variety of video tutorials that guide users through the different modules. By going through relevant examples step-by-step, users can gain a better understanding of both the uses and subtleties of this Market Analysis Tool. Furthermore, the tutorials allow users to expand their understanding of concepts related to international trade such as the Harmonised System (HS), applied tariffs and bound tariffs. Video tutorials can be accessed either directly in the relevant modules or via the "SUPPORT MATERIALS" drop-down menu.



2013 Market Access Map: Find Tariffs

ITC Market Analysis · 87 videos

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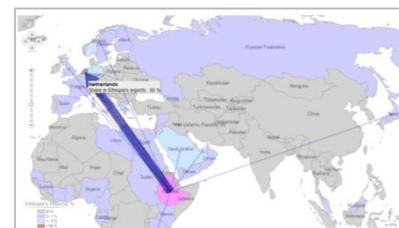
To access the Self-Guided Training Platform on ITC Market Analysis Tools: www.itc-learning.org/course/view.php?id=38
To watch the Market Access Map Playlist:
www.youtube.com/watch?v=vy82fc2jgS0&feature=c4-overview-vl&list=PLTZPF2IAdfIOjXNvc6ubm9nND4L8nWXA

ISC PARIS BUSINESS SCHOOL: INVESTMENT MAP FOR MBA STUDENTS

For many years, ITC has developed strong partnerships with research institutes and universities, working in the area of international trade and investment. More than 150 students visit ITC every year for a lecture or a practical session on how to optimize the use of ITC Market Analysis Tools: Trade Map, Market Access Map, Investment Map and Standards Map.

Since the beginning of the year, ITC has hosted many groups of students coming from universities around the world at its Headquarters in Geneva, the Institut Supérieur du Commerce (ISC) Paris Business School, the World Trade Institute of Switzerland, the University of West Indies, the University of International Business and Economics of China. The ITC Tools have proved to be particularly useful and popular among students during their university level studies.

MBA students from ISC Paris Business School were trained on Investment Map, an online tool providing sectorial information on Foreign Direct Investment (FDI), foreign affiliates, trade and market access conditions. The students stated that they would use Investment Map primarily to find FDI data as well as trade statistics in order to write a report. For example, Investment Map can help them assess the level of internationalization of specific economic sectors or countries, to estimate global FDI trends or to explore investment relationships between different countries.



According to the evaluation at the end of each session, visiting students always indicated high appreciation for these informative sessions on ITC Market Analysis Tools. Most of them confirmed that the tools would be extremely practical for their line of study as well as their career in the future.

ZIMBABWE: RAISING AWARENESS OF VOLUNTARY SUSTAINABILITY STANDARDS



Standards Map trainers were invited to join the Zimbabwe Agricultural Competitive Project (ZIM-ACP), who is financed by USAID and implemented by Development Alternatives, Inc., to deliver two training sessions focusing on voluntary sustainability standards using Standards Map to Zimbabwean producers, farmer associations, trainers, trade advisers and exporters.

The aim of the first training was to increase the awareness of trade related standards and to highlight their importance, as non-compliance to standards is a major barrier to accessing lucrative local, regional and international markets. The second training equipped participants with practical and in-depth knowledge about public and private voluntary standards.

ITC trainers also took the opportunity to field test its up-coming modules (to be launched on January 1, 2014) which will enable users to self-assess against specific standards. By field-testing these modules, the ITC trainers were able to incorporate the realities faced by our main target constituents. These trainings helped to catalyse the momentum towards the development of national quality standards, encapsulating requirements endorsed in voluntary sustainability standards on the part of ZIM-ACP, the Standards Association of Zimbabwe and several local firms.

THAILAND: LAUNCH OF NON-TARIFF MEASURES (NTMS) NATIONAL SURVEY

ITC officially launched a survey on non-tariff measures in Thailand in collaboration with the Thailand Ministry of Commerce (Department of Trade Negotiations), in August 2013. The survey aims to provide a better understanding of the trade obstacles experienced by Thai companies, and to identify potential bottlenecks on trade procedures and cross-border operations. The results of this survey will be used to create an enabling environment for private-sector development and to improve export competitiveness for Thailand.

Before the launch of the survey, ITC held a meeting with various stakeholders in Bangkok on 5 August 2013. Ms Leena Phongpruksa, Deputy Director-General of the Department of Trade Negotiation at the Ministry of Commerce had chaired the meeting. Around 70 other stakeholders from the private and public sector were also present in the meeting. During the meeting, Ms Ursula Hermelink presented the ITC programme on NTMs and the survey methodology being used in Thailand. She also encouraged the private sector to participate actively in the survey.

ITC has contracted Rapid Asia Co., Ltd., a Thai survey company based in Bangkok, to implement the survey in Thailand under the supervision of ITC. The first preliminary results are expected after the completion of the survey at the end of 2013.

More information about the ITC programme on NTMs is available at www.intracen.org/NTM

PUBLICATION: JAMAICA: Company Perspectives – An ITC Series on Non-Tariff Measures (NTMs)



New, small and medium-sized enterprises in Jamaica are more affected by non-tariff measures (NTMs) than larger firms, according to a study conducted by the International Trade Centre (ITC). The study also suggests that a lack of information and adequate resources makes it harder for SMEs to overcome obstacles to trade.

Of more than 600 businesses surveyed, approximately 35% faced burdensome NTMs. Among exporting companies 41% identified NTMs as a major deterrent to the success of their businesses, while the high incidence of burdensome NTMs experienced by the manufacturing, processed food and agro-based industries was highlighted as a cause for concern.

Download the report: www.intracen.org/Jamaica-Company-Perspectives---An-ITC-Series-on-Non-Tariff-Measures

KEEP IN TOUCH WITH THE ITC MARKET ANALYSIS TOOLS

Get regular updates about the latest monthly data or simply contact us if you have any problems or questions through one of your current social networks such as Facebook, Twitter or YouTube. We would be happy to learn more about how you are using ITC's Tools and their impact on your work.



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For more information about our other market analysis services, including customized trade and market access studies, please write to us at marketanalysis@intracen.org

HELP US PROMOTE ITC MARKET ANALYSIS TOOLS

At the end of each month, a list of the top 10 referral websites to the ITC Market Analysis Tools is featured on the Trade Map home page. By actively recommending ITC's Market Analysis Tools to your friends and colleagues, a link to your organisation's website might be published on our portal. This is an effective way to create visibility for your organisation and it is completely free of charge.

For your information, the top 5 websites of referral traffic to ITC Market Analysis Tools for September 2013 are shown in the box below.

ITC Market Analysis tools
Top 5 websites of referral traffic for September 2013

1. Facebook www.facebook.com	
2. Prom Perú www.siicex.gob.pe	
3. Wikipedia www.wikipedia.org	
4. Promexico www.promexico.gob.mx	
5. Twitter www.twitter.com	

