

MARKET ANALYSIS TOOLS NEWSLETTER

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

Market Analysis Tools to remain FREE!

ITC is pleased to announce its Market Analysis Tools will remain **FREE** for developing country users in 2012 thanks to financial support from the European Commission (EC) and the donors to ITC Trust Fund. We would like to express our gratitude to our 200,000 registered users (85% of which are located in developing countries), for their continued interest in our services.

As a registered user, your access will be automatically extended until December 2012.

Following the free market analysis tools access initiative, partly financed by the World Bank during 2008-2010, an independent evaluation for the tools' effectiveness was conducted in October 2011.

Read some of the key evaluation findings and latest news on Trade Map, Market Access Map, Investment Map and Standards Map below.

ITC's tools have improved Trade Decisions & Services and Trade Transparency

"On average 85% of the respondents say that the ITC Market Analysis Tools make it easier to obtain trade-related data compared to other tools. The percentage for Low Income Countries is 93%. This result is confirmed by qualitative interviews."

"The persons interviewed ranked the market analysis tools as better suited for their needs than other softwares, several of which they had tested. They also found the ITC staff responsive to queries and generally declared that the tools helped them greatly in their activities."



Low Income Countries are benefitting from ITC's Market Analysis Tools

"Low-income countries are the largest users once one takes into account Internet access in the country ... (and) the frequency of usage (average number of log-ins per users) is also quite high...Free access for Low Income Countries also makes a great difference."

Users in low and lower middle income countries use the tools to design export / import strategies

"Lower middle income countries mainly use the tools to design export/import strategies (for low income country users it is 80%), usually at the firm level. High-income countries' ...use the tools for research work....Needs and usage vary across users."

"For enterprises...recent data is of greater importance. So is ... monthly data... ITC is also taking the lead in the provision of trade data on a monthly basis and at the national tariff line level... ITC's regular updates should place it at an advantage on data dissemination."

ITC's Executive Director, Patricia Francis, agreed with the findings and stated during the WTO Ministerial Conference Eighth Session in Geneva, Switzerland from 15-17 December 2011 that, "ITC works with partners such as WTO, UNCTAD and the World Bank to make trade and market data information available - free to developing countries and least developed countries – so that users can better understand supply and demand trends, seek out new markets and opportunities to diversify".

Monthly data on Trade Map is crucial to our users more than ever

Market Analysis and Research team fully understands that our users tremendously appreciate the latest monthly data. We have made sure that 2011 monthly trade statistics are available for over 78 countries.

In Trade Map, you can increase the number of periods displayed to as far as 2001. With this data, users can examine in more detail market growth, appearance of new competitors, decline in some suppliers, etc.

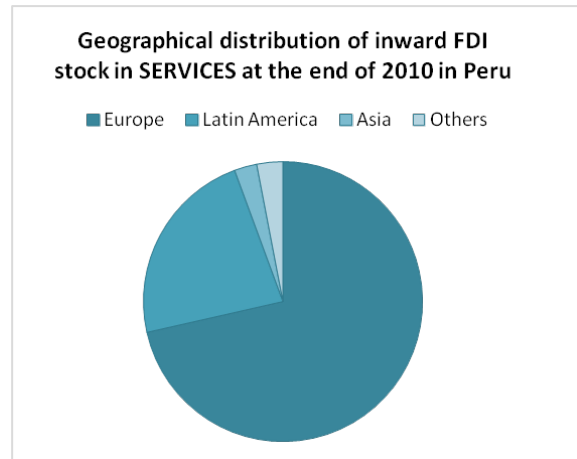
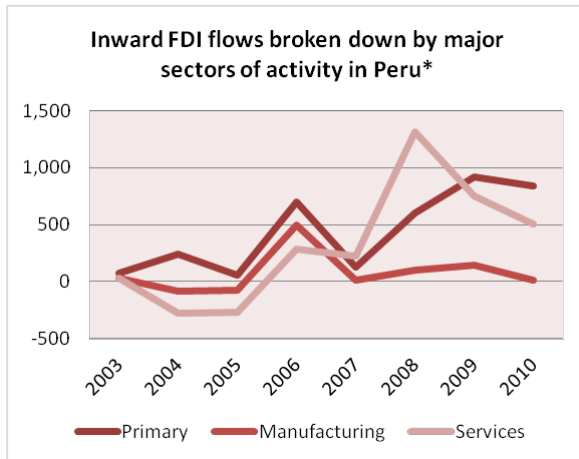


From the table showing monthly data above, you notice that the period with the largest imports of Mixtures of vegetables, frozen to Australia was from May until September, thus winter period in the southern hemisphere. The demand has increased significantly in 2011. This information would be highly relevant to an exporter of mixtures of vegetables frozen who might be interested in selling to Australia.

Foreign Direct Investment assessment by sector with Investment Map

Investment Map provides historical series of Foreign Direct Investment (FDI) statistics detailed by country of origin/destination and by sector of destination. It is the only web-based interactive database providing such detailed breakdowns of FDI flows and stocks. Moreover, FDI data is combined with detailed information of foreign affiliates established in developing countries (sales, employees, contact details), as well as with trade and tariff data, all harmonized under the UN ISIC nomenclature.

The pictures below provide an example of the most recent data available in Investment Map. Peru improved its FDI attractiveness in the service sectors over the years: the boost to FDI in services in 2008 was mainly due to investments in utilities and real estate activities. The second picture shows that FDI in services mainly came from European countries: the investor country with the highest FDI stock in services in 2010 in Peru was Spain.



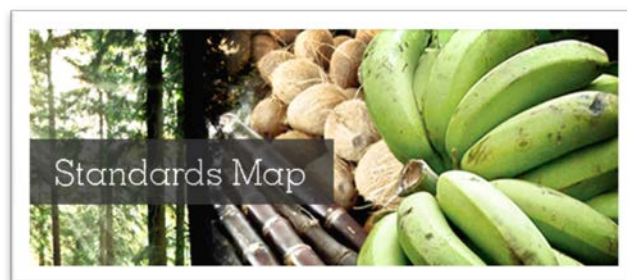
Minimum of 75% of the FDI in the primary sectors is to be referred to Mining and quarrying activities.
Source: calculations made on data available in the ITC's Investment Map

ITC's online tool also allows cross-country comparisons of sectoral FDI. For example, Investment Map shows that the country that has attracted highest FDI in services among the Andean Community members is Colombia, although Peru has been attracting higher and higher FDI in services since 2008.

Investment Map currently covers about 220 countries and territories with inward and outward total annual amounts of FDI flows and stocks. The country and/or sector breakdown is available for about 115 countries and territories. Company detailed information is available for more than 150,000 foreign affiliates.

Development and extension of Standards Map since February, 2011

Standards Map is moving forward at a brisk pace with more than 70 standards and 150 products and/or product groups by the end of December. Moreover, Standards Map users will find a wide range of standards from social and environmental standards to organic, food safety and quality standards. Since its launch, the portal has also been translated into French and Spanish, functionality has been improved to allow users comparing standards by product, country, standards or thematic area.



The team also published three (out of a series of four) studies on the impacts of private standards based on a systematic, comprehensive review of the literature. The papers discuss the impacts of private standards on global value chains, the impacts of private standards on producers in developing countries, and the interplay of public and private standards. All mentioned research papers and other 250 studies readily are available for free on www.standardsmap.org

Keep in touch with ITC's Market Analysis Tools on social networks!

Get regular updates about 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 and YouTube. We would be happy to learn more from you to understand the impacts of our work.



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

Help us to promote the free access for developing countries:



Join the ITC’s Market Analysis Tools Affiliates Programme to help us to spread the word.

We encourage you to provide on your website a direct link to the Market Analysis Portal www.intracen.org/marketanalysis through this banner.

Just copy-paste this HTML code in your website:

1. Normal size:

```
<a href="http://www.intracen.org/marketanalysis/"></a>
```

2. Small size:

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<a href="http://www.intracen.org/marketanalysis/"></a>
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