

## ITC's Market Analysis Tools free again in 2009!

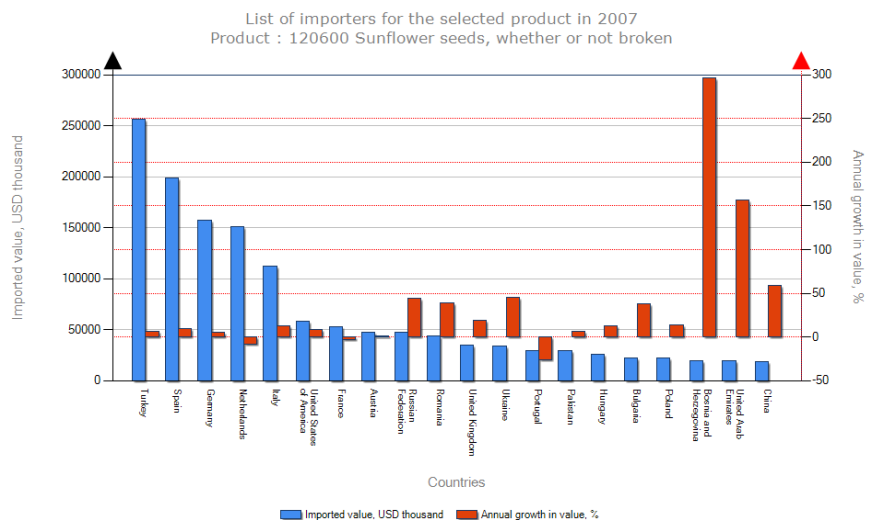
Thanks to continuing financial support from the World Bank and donors to ITC's global Trust Fund, ITC's tools will continue to be free to developing country users in 2009. If you are **already a registered user, you will not need to re-register. Your access will be automatically extended until 31 December 2009.**

## Not registered yet? Join a growing group of 25,000 developing country users

Developing countries strongly endorsed ITC's trade tools in 2008 with over 25000 users taking up the opportunity for free access. To register for a password, visit <http://www.intracen.org/mat/>.

### Identify export opportunities

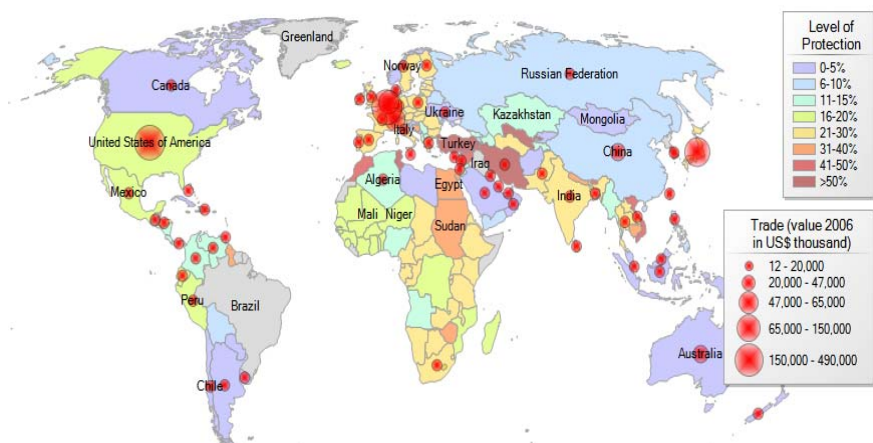
- Analyse size and growth rates of possible export markets for your products
- Identify fast growing product niches using detailed and current monthly tariff-line-level trade data



### Analyse import duties

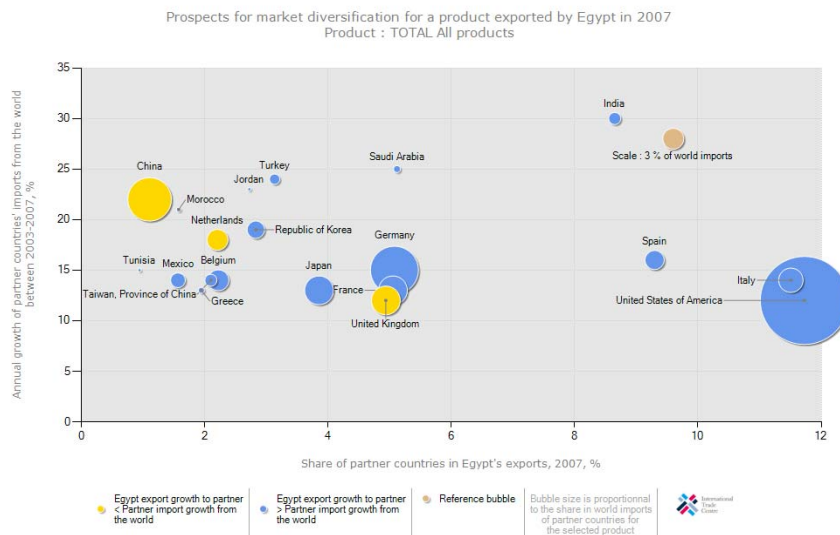
- Compare market access conditions and trade volumes across markets and examine rules of origin for preferential trade regimes
- Develop market access bargaining positions and simulate tariff reduction scenarios for multilateral or regional trade negotiations

Tariffs that different importing countries apply to the (200911) Orange juice... originating from Brazil



## Assess national trade performance

- Compare your country's export performance in key products on world markets
- Prepare export opportunity briefs by product / market
- Identify prospects for market diversification



## Learn more about how to use ITC's tools:

In addition to providing face-to-face training on market analysis and research, ITC provides distance learning support. Videos on using the tools are available free at <http://www.intracen.org/mat/DistanceLearning.aspx>

## New data, new features:

During the year ITC's tools were updated with new functionality and current data. ITC collects data directly from national trade and customs institutions as well as from other international organisations.

- 2008 monthly trade data (as recent as September for some markets) are now available for over 60 markets (representing more than 70% of world imports) out of a total 220 countries and territories covered by the database.
- 2007 global trade indicators are available for all countries based on trade data reported by 119 countries
- 2008 customs tariffs are available for 140 countries out of a total of 187.

## 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 MAT portal - [www.intracen.org/mat](http://www.intracen.org/mat) - through this banner.

## What do you think about ITC's Market Analysis Tools?

Receiving your [feedback](#) on our market analysis tools helps us ensure that we continue to offer quality services that are relevant to your needs. It also helps us understand the longer-term development impact of our work. For more information about our other market analysis services including customized trade and market access studies, please [contact us](#).

## ITC's programmes and services – [www.intracen.org](http://www.intracen.org)

Learn more about how [ITC](#) works with developing country partners to achieve sustainable development through exports.