

MARKET INSIDER

PROVIDING SECTOR-SPECIFIC MARKET INTELLIGENCE



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PROGRAMME OBJECTIVE

The Market Insider is a brand new service created by the International Trade Centre (ITC) built on a "blog" interface designed to provide readers with real time market intelligence on a range of sectors and themes of critical importance for sustainable international business development.

WHAT MARKET INSIDER PROVIDES

Our vision for Market Insider is to provide a up-to-the-minute information service and networking platform for our clients, focusing on today's information to make a difference on tomorrow's business for our readers.

Market Insider provides just in-time, concise, and forward-looking information on specific sectors. It also provides periodical analysis of past and future market dynamics, intelligence focusing on prices, regulatory developments, quality issues, industry news from news feeds, breaking news, development stories; and market characteristics (market trends, market size and growth, target markets, producers etc. as well as information on trade associations.

In addition, the Market Insider programme offers advisory services, as well as training- and capacity-building support, to TSIs and trade promotion organizations. This will allow them to draw on available information to produce customized market-Insider bulletins and, as such, provide quality content to Market Insider. Market Insider will also work with TSIs to establish licence agreements to disseminate reports to a wider audience.

Market Insider enhances enterprises' detection of business opportunities and facilitates decision-making processes by offering the latest market intelligence from a worldwide network of correspondents. It provides users with a platform to share ideas, contribute to debates on common issues and find solutions to sector-specific problems.

The integration of social media allows for up-to-the-minute information and the comments feature makes the online experience more interactive and user-friendly, resulting in better communication with users and a deeper understanding of beneficiaries' needs.

Furthermore, it serves as a reference point for events, price evolution and high-quality evaluation of medium- and long-term market dynamics.

COVERAGE

Market Insider will begin by providing data on the following three priority sectors: Floriculture, Fruit Juices, Purees and Pulps, and Tropical and Off-season Fresh Fruits and Vegetables with Agro-based Organic Products, Edible Nuts, Essential Oils and Oleoresins, Gum Arabic and Gum Resins, Medicinal Plants and Extracts, Spices and Culinary Herbs, following before the end of the year. The goal is to expand to other demand-driven sectors in the future.

The Market Insider platform consists of four sector pages and the homepage. The homepage allows users to begin their interactive navigation and explore the sectors they may be interested in. Each of the sectors features the latest information at the top, followed by other types of content.

FOR FURTHER INFORMATION, PLEASE CONTACT



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ACCESS MARKET INSIDER:

Market Insider information is available free of charge to trade support institutions, enterprises and research institutions in developing and developed countries.

<http://www.intracen.org/market-insider>

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