Enhancing Understanding of International Markets and Market Access

Enhancing transparency & increasing opportunities

By Mathieu Lamolle, ITC Market Analyst

Free to users from developing countries.

The International Trade Centre has developed five web portals: Trade Map, Market Access Map, Investment Map, Trade Competitiveness Map and Product Map to enhance the transparency of global trade and market access and to help users in their market analyses.

Thanks to financial contributions from ITC’s Global Trust Fund and the World Bank, as of the 1st January 2008, all users from [developing countries and territories](http://www.intracen.org/marketanalysis/) may access the ITC’s market analysis tools free of charge.

### Market Access Map

Tariffs applied to roses (HS-060311) originating from Kenya

[Tools access:](#)

- Trade Map
- Market Access Map
- Investment Map
- Trade Competitiveness Map
- Product Map
## Market Analysis Tools

**Cumulative number of user accounts**

- **+256% users since January**
- **110,922 users** were registered in the Market Analysis Tools

### Developed countries

<table>
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<tbody>
<tr>
<td>4,870</td>
<td>5,288</td>
<td>5,757</td>
<td>6,379</td>
<td>7,011</td>
<td>7,566</td>
<td>8,054</td>
<td>8,518</td>
<td>9,377</td>
<td>10,599</td>
<td>11,242</td>
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<td>630</td>
<td>696</td>
<td>760</td>
<td>901</td>
<td>992</td>
<td>1,065</td>
<td>1,128</td>
<td>1,191</td>
<td>1,266</td>
<td>1,338</td>
<td>1,418</td>
</tr>
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</tr>
</tbody>
</table>

### Developing countries

- 25,678 users
- 27,834 users
- 30,843 users
- 34,389 users
- 37,862 users
- 41,463 users
- 44,678 users
- 47,226 users
- 50,292 users
- 54,009 users
- 57,932 users
- 61,743 users
- 64,633 users
- 67,257 users
- 70,431 users
- 74,245 users
- 78,832 users
- 82,811 users
- 86,433 users
- 89,449 users
- 92,795 users

- **901** users since January
- **992** users since January
- **1,065** users since January
- **1,128** users since January
- **1,191** users since January
- **1,266** users since January
- **1,338** users since January
- **1,418** users since January
- **1,486** users since January
- **1,540** users since January
- **1,589** users since January
- **1,757** users since January
- **1,741** users since January
- **1,817** users since January
- **1,902** users since January
- **1,910** users since January
- **2,104** users since January
- **1,981** users since January

**ITC**

**EXPORT IMPACT FOR GOOD**
Trade Map [http://www.trademap.org](http://www.trademap.org)

List of importing markets for the product exported by Ghana in 2008

Product: 18 Cocoa and cocoa preparations

Ghana's exports represent 3.37% of world exports for this product, its ranking in world exports is 9

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td></td>
<td>1,103,125</td>
<td>1,098,546</td>
<td>100</td>
<td>2</td>
<td>5</td>
<td>100</td>
<td><img src="image1.png" alt="Map of world" /></td>
<td><img src="image2.png" alt="Map of world" /></td>
</tr>
<tr>
<td><strong>Netherlands</strong></td>
<td></td>
<td>449,330</td>
<td>449,043</td>
<td>40.7</td>
<td>3</td>
<td>17</td>
<td>4</td>
<td>8.3</td>
<td>15</td>
</tr>
<tr>
<td><strong>Malaysia</strong></td>
<td></td>
<td>122,294</td>
<td>120,350</td>
<td>11.1</td>
<td>49</td>
<td>3</td>
<td>7</td>
<td>3.0</td>
<td>37</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td></td>
<td>115,193</td>
<td>114,892</td>
<td>10.4</td>
<td>0</td>
<td>-23</td>
<td>5</td>
<td>6.2</td>
<td>12</td>
</tr>
<tr>
<td><strong>China</strong></td>
<td></td>
<td>59,956</td>
<td>59,768</td>
<td>5.4</td>
<td>29</td>
<td>199</td>
<td>24</td>
<td>0.9</td>
<td>20</td>
</tr>
<tr>
<td><strong>Turkey</strong></td>
<td></td>
<td>57,583</td>
<td>57,504</td>
<td>5.2</td>
<td>-11</td>
<td>368</td>
<td>25</td>
<td>0.8</td>
<td>8</td>
</tr>
<tr>
<td><strong>Estonia</strong></td>
<td></td>
<td>53,136</td>
<td>53,136</td>
<td>4.8</td>
<td>14</td>
<td>32</td>
<td>37</td>
<td>0.5</td>
<td>2</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td></td>
<td>49,130</td>
<td>49,113</td>
<td>4.5</td>
<td>-4</td>
<td>-15</td>
<td>3</td>
<td>8.5</td>
<td>10</td>
</tr>
</tbody>
</table>
Tariffs that different importing countries apply to the product (180690) Chocolate and other food preparations containing cocoa beans originating from Brazil.

**Important note:** All tariffs shown in this module are shown at an aggregated product level, that is, either at the 2, 4 or 6-digit level of the Harmonized System. The average tariff at the 6-digit level is a simple average of the best tariff available for each of the national tariff line positions. So if some of the national tariff line codes have preferences, the lowest tariff rate for each code is used in the aggregation process. When aggregating from the 6-digit to 4-digit (and similarly from 4 to 2-digit), the tariffs at the 6-digit level are weighted by the trade pattern of the importer country’s reference group. See methodologies for more details.

<table>
<thead>
<tr>
<th>Importing country</th>
<th>Year</th>
<th>Harmonised System Nomenclature Revision</th>
<th>No. of Lines</th>
<th>Total ad valorem equivalent tariff (estimated)</th>
<th>Level of protection</th>
<th>Average Details</th>
<th>Brazil’s exports to partner country (value 2006 in US$ thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>2008</td>
<td>Rev. 07</td>
<td>6</td>
<td>9.17%</td>
<td></td>
<td>Click here</td>
<td></td>
</tr>
<tr>
<td>Albania</td>
<td>2008</td>
<td>Rev. 02</td>
<td>19</td>
<td>10.00%</td>
<td></td>
<td>Click here</td>
<td></td>
</tr>
<tr>
<td>Algeria</td>
<td>2009</td>
<td>Rev. 07</td>
<td>8</td>
<td>25.83%</td>
<td></td>
<td>Click here</td>
<td>12</td>
</tr>
<tr>
<td>Angola</td>
<td>2009</td>
<td>Rev. 07</td>
<td>6</td>
<td>5.83%</td>
<td></td>
<td>Click here</td>
<td>1115</td>
</tr>
<tr>
<td>Angola</td>
<td>2009</td>
<td>Rev. 07</td>
<td>6</td>
<td>5.83%</td>
<td></td>
<td>Click here</td>
<td>13</td>
</tr>
<tr>
<td>Angola</td>
<td>2009</td>
<td>Rev. 07</td>
<td>6</td>
<td>5.83%</td>
<td></td>
<td>Click here</td>
<td>2</td>
</tr>
</tbody>
</table>

Tariffs that different importing countries apply to the product (180690) Chocolate and other food preparations containing cocoa beans originating from Brazil.
### Unprompted, Combined Mentions, 2008

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of / access to market information</td>
<td>21</td>
</tr>
<tr>
<td>Non-tariff barriers (regulations, standards, etc.)</td>
<td>20</td>
</tr>
<tr>
<td>Obtaining financing / attracting investment</td>
<td>15</td>
</tr>
<tr>
<td>Marketing/communications (finding buyers/contacts)</td>
<td>14</td>
</tr>
<tr>
<td>Market access / protectionism, in general</td>
<td>12</td>
</tr>
<tr>
<td>Production capacity / productivity</td>
<td>12</td>
</tr>
<tr>
<td>Competitiveness/sustainability of the business</td>
<td>11</td>
</tr>
<tr>
<td>Government policies / lack of government support</td>
<td>11</td>
</tr>
<tr>
<td>Product/service development (innovation, quality, etc.)</td>
<td>11</td>
</tr>
<tr>
<td>Human resources (expertise, availability, etc.)</td>
<td>10</td>
</tr>
<tr>
<td>Logistical issues, other than transport</td>
<td>8</td>
</tr>
<tr>
<td>Transport issues</td>
<td>8</td>
</tr>
</tbody>
</table>

*Source: ITC Client Survey 2008*

**ITC client’s survey:**
*there is a need for more information on market information, incl Standards, NTMs...*
Standards Map provides information on standards and related research results to strengthen the capacity of producers, exporters and buyers to participate in sustainable production and trade.

A new web-tool will be launched very soon: Standards Map, as part of the T4SD project of ITC.

Standards Map is ITC’s web-based information portal of the Trade for Sustainable Development (T4SD) programme, a partnership-based effort to enhance transparency on voluntary standards and to increase opportunities for sustainable production and trade.

Standards Map covers voluntary or "private" standards. As such, compliance to these standards is not legally required by governments or multilateral regulations. In most cases, the standard initiatives in Standards Map have been developed by non-governmental organisations, private entities, including firms, industry organisations, etc.
Trade for Sustainable Development – T4SD

T4SD is a partnership-based programme to enhance transparency on voluntary social and environmental standards and increase opportunities for sustainable trade.

The main goal of the T4SD programme is to develop a web-based – **Standards Map** – tool that centralises and disseminates information on voluntary social and environmental standards and related research results to strengthen the capacity of producers, exporters and buyers to participate in sustainable production and trade.

T4SD will:

- Systematically integrate comprehensive information on voluntary standards;
- Provide research data that complements this information, such as impact assessment, market data, and best practices examples;
- Allow information tailoring through customised front ends addressing users’ specific needs, ensuring direct access to relevant information and intuitive web navigation.
T4SD Global Database of Standards and Research

Initially, the databases will be accessed through three groups of front-ends with future front-ends to be developed.

Information on voluntary standards including:

- Scope of standard
- Requirements
- Enforcement mechanisms
- Governance / implementation
- Research data (roles and impacts of standards in international trade)

Integrated approach
Common taxonomy, interlinked databases

Standards Database (SD)
Research Database (RD)

Data Entry Tool
A web application that automates data collection, review and processing

Future front-ends

Public procurement Interface
(Germany, Switzerland)

SME buyers
(Germany, Switzerland)

Producers - TSI - Exporters
Standards Map
Standards Database - overview