

ITC's Market Analysis Tools free again in 2010!

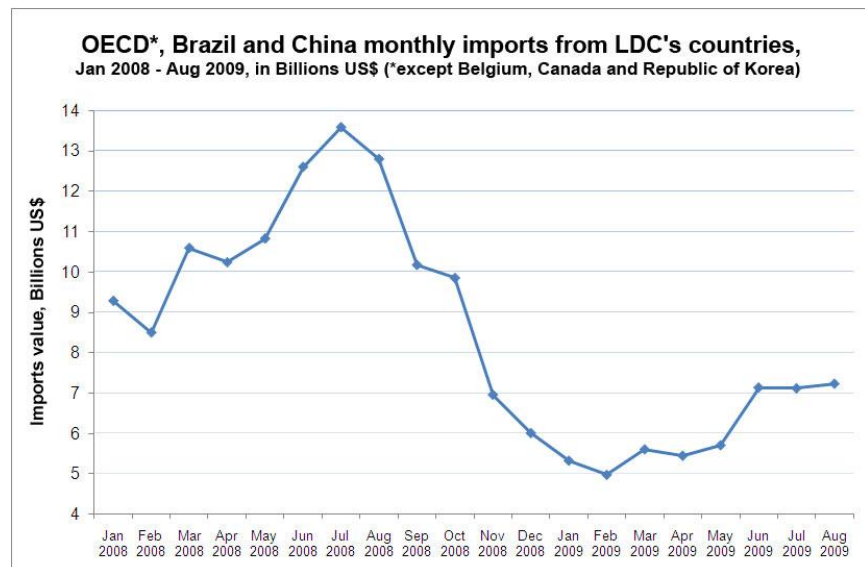
Thanks to continuing financial support from the World Bank and donors to ITC's global Trust Fund, ITC's market analysis tools will continue to be free to developing country users in 2010. If you are **already a registered user, your access will be automatically extended until 31 December 2010.**

Not registered yet? Join a growing group of 75,000 users worldwide

Developing countries strongly endorsed ITC's trade tools in 2009 with over 60,000 users taking up the opportunity for free access. To register for a password, visit www.intracen.org/marketanalysis

Market and Product Diversification – buffering the shocks of the global crisis

The global economic crisis hit developing and least developed countries hard in 2009. ITC's market analysis tools with the latest monthly and quarterly export and import statistics and market access data, showed developing country exports declined sharply during the first half of 2009 ranging from -30.8% for Small Island Developing States to -49.7% for Land Locked Developing Countries. Both commodity price shocks and contracting demand play a role, however the dramatic falls in the price of petroleum and mineral fuels are particularly influential, with countries heavily dependent on exports of these commodities suffering serious shocks. The impact of the crisis on LDCs has been uneven - some important export sectors for least developed countries (LDCs) actually experienced volume growth even while export values declined. Export volumes for example of Apparel and clothing - knitted or crocheted (HS61) rose by 3.7% despite a 1.3% decline in value. On the other hand, export values of non-knit apparel (HS 62) increased by 2.7%.



Markets for LDCs exports contracted across the board with some of the increasingly important markets of Brazil and China contracting by a significant 58% in the first half of 2009 compared with the previous year. OECD imports from LDCs fell by 24% over the same period. Overall, countries that are better diversified both geographically and in terms of the mix of products and services in their export basket are better able to weather the crisis, because the impact across sectors is not uniform, nor of the same intensity.

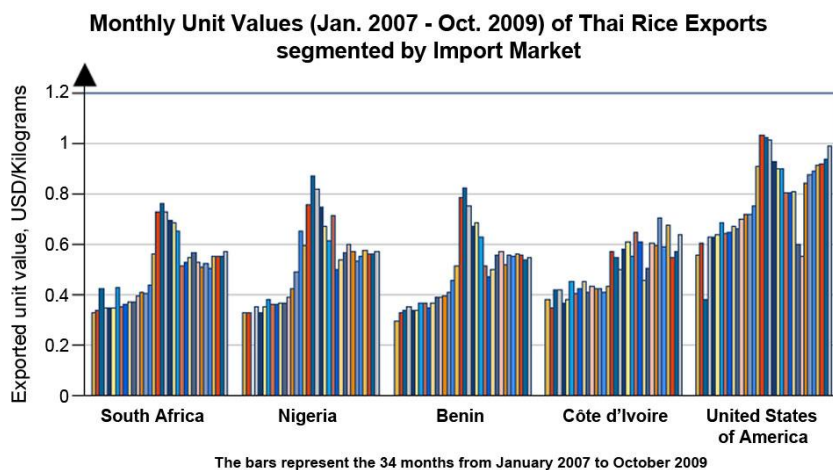
In these difficult times we hope you will continue to find ITC's market analysis tools helpful in identifying market and product diversification opportunities.

To read the full report about the effect of the economic crisis on world trade, go to

www.intracen.org/docman/PRSR14311.pdf

Analyse unit value growth in different markets over the most recent period

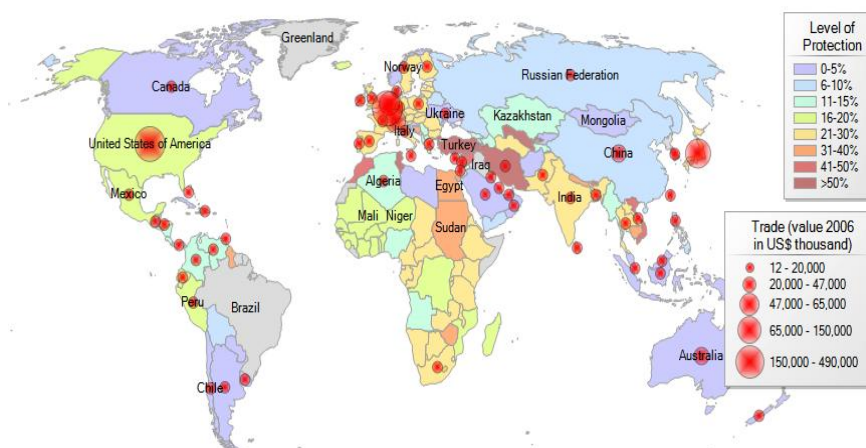
- Track unit value of a product month by month.
- Easily analyse the impact of exchange rates on unit values thanks to the currency converter tool.
- Observe the unit value peaks that coincided with the global food crisis especially in the 2nd and 3rd quarter of 2008.



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 Orange juice originating from Brazil



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 [Distance Learning Support](#).

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 and regional secretariats.

- 2009 monthly trade data (as recent as October for some markets) are now available for over 56 markets (representing more than 70% of world imports) out of a total 220 countries and territories covered by the database.
- 2008 global trade indicators are available for 220 countries and territories, based on trade data reported by around 160 countries.
- 2009 customs tariffs are available for 120 countries out of a total of 220 countries and territories.

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:

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

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<a href="http://www.intracen.org/marketanalysis/"></a>
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What do you think about ITC's Market Analysis Tools?

To help us ensure that we continue to offer quality services that are relevant to your needs, send us your feedback at marketanalysis@intracen.org. This 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

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