



Country Market Analysis Profiles

ITC's
MARKET ANALYSIS
SECTION (MAS)
develops market
analysis tools and
capacity building
programmes for better
international marketing
and export strategy.

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Country Map: Benchmarking national and sectoral trade performance

The Country Market Analysis Profiles, or Country Map, are available on the International Trade Centre's (ITC) Web site www.intracen.org/countries for around 184 countries and territories. Each profile provides a series of tools to facilitate strategic market research, monitor national and sectoral trade and macro-economic performance and design trade development strategies.

For each country, Country Map offers:

- **Trade Performance Index (TPI)** – to assess sectoral trade performance. The TPI provides a general profile and ranking for a country's key export sectors as well as a series of static and dynamic indicators to assess each sector's international competitiveness.
- **National Export Performance and National Import Profile** – provide an overview of the export/import performance of countries by looking at the composition of their trade portfolio in terms of the dynamics of international demand and sector diversification.
- **Trade & Employment** – presents a country's export portfolio at the industry level and includes dimensions such as wages and related variables.
- **Trade Simulation (TradeSim)** – an econometric model based on a large variety of variables (such as GDP, FDI, tariffs, the presence of conflicts and differences in language) with the main objective of assisting in the identification of markets with significant trade potential. TradeSim also analyzes the impact of trade barriers and trade agreements on the external direction of trade of developing countries with their partners.
- **Aggregated Trade statistics** – Present the current structure of imports and exports in values and quantities by sector (3-digit level of SITC) and country.
- **The Reliability of trade statistics and Technical Notes on trade data** – provides a comparison of a selected country's trade statistics with partner country statistics in order to identify discrepancies between the two and gauge their reliability. Technical notes provide comments on the way national trade data has been gathered and on its limitations.

Country Map also includes links to Trade Information Sources, Trade Support Institutions, and current ITC projects for the country concerned.



Country Map

For more information on Country Map please contact: mas@intracen.org

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Country Map Home page: www.intracen.org/menus/countries.htm

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Countries

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COUNTRIES

The country approach offers an overview of ITC's technical cooperation activities at the country and regional levels. It provides links to national trade support institutions and country-specific business information. In addition, it presents trade and market profiles based on trade statistics which benchmark national trade performance and provide indicators an export supply and import demand.

For comments/suggestions, please use the [Feedback Form](#).

Sample page:

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Gabon Select Country

Trade Information Sources
Trade Contacts
Country Market Analysis Profile (Country Map)
Data: 1997-2001

- Trade Performance Index Table Graph
- Revealed Comparative Advantage (Balassa) RCA
- National Export Performance Table Graph
- National Import Profile Table Graph
- Trade Statistics Imports Exports
- Structural Indicators*
- Trade & Employment Table Graph
- Trade Simulation Table Graph
- Reliability of Trade Statistics
By Product n.a. n.a.
By Country n.a. n.a.
- Technical notes on trade data
- Your feedback

* Structural indicators, biannual updates

Disclaimer: the map series on this page is, only, and does not imply any endorsement whatsoever by the International Trade Centre UNCTAD/WTO

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About ITC - The International Trade Centre is the technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for operational and enterprise-oriented aspects of international trade development. As the United Nations focal point for technical cooperation in trade promotion, ITC works with developing countries and economies in transition to set up effective trade promotion programmes to expand their exports and improve their import operations.