

ITC Trade Map

Regional Training Seminar:
Assessing the Economic Contribution and Performance
of Creative Industries to National Economies

Saint Lucia, 29-31 March 2011

Christian Delachenal
International Trade Centre



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Market Analysis Tools

Enhancing the transparency of global trade and market access

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, users from [developing countries and territories](#) may access the ITC's market analysis tools free of charge.

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Market Analysis Tools

- Trade Map
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Online materials

- Video Training
- User Guide
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What's new

New update in Trade Map as of 22 October 2010
05/12/2009 5:00:00 PM
Please see below the last monthly and quarterly data update in Trade Map.

Trade Map List of importing markets for sesamun seeds exported by Ethiopia, Quantity, from January 2007 to March 2010

Month	China (kg)	Israel (kg)	Egypt (kg)
1/2007	7,000,000	2,000,000	1,000,000
2/2007	6,000,000	2,000,000	1,000,000
3/2007	5,000,000	2,000,000	1,000,000
4/2007	4,000,000	2,000,000	1,000,000
5/2007	3,000,000	2,000,000	1,000,000
6/2007	2,000,000	2,000,000	1,000,000
7/2007	1,000,000	2,000,000	1,000,000
8/2007	2,000,000	2,000,000	1,000,000
9/2007	3,000,000	2,000,000	1,000,000
10/2007	4,000,000	2,000,000	1,000,000
11/2007	5,000,000	2,000,000	1,000,000
12/2007	6,000,000	2,000,000	1,000,000
1/2008	7,000,000	2,000,000	1,000,000
2/2008	8,000,000	2,000,000	1,000,000
3/2008	9,000,000	2,000,000	1,000,000
4/2008	10,000,000	2,000,000	1,000,000
5/2008	11,000,000	2,000,000	1,000,000
6/2008	12,000,000	2,000,000	1,000,000
7/2008	13,000,000	2,000,000	1,000,000
8/2008	14,000,000	2,000,000	1,000,000
9/2008	15,000,000	2,000,000	1,000,000
10/2008	16,000,000	2,000,000	1,000,000
11/2008	17,000,000	2,000,000	1,000,000
12/2008	18,000,000	2,000,000	1,000,000
1/2009	19,000,000	2,000,000	1,000,000
2/2009	20,000,000	2,000,000	1,000,000
3/2009	21,000,000	2,000,000	1,000,000
4/2009	22,000,000	2,000,000	1,000,000
5/2009	23,000,000	2,000,000	1,000,000
6/2009	24,000,000	2,000,000	1,000,000
7/2009	25,000,000	2,000,000	1,000,000
8/2009	26,000,000	2,000,000	1,000,000
9/2009	27,000,000	2,000,000	1,000,000
10/2009	28,000,000	2,000,000	1,000,000
11/2009	29,000,000	2,000,000	1,000,000
12/2009	30,000,000	2,000,000	1,000,000
1/2010	31,000,000	2,000,000	1,000,000
2/2010	32,000,000	2,000,000	1,000,000
3/2010	31,000,000	2,000,000	1,000,000

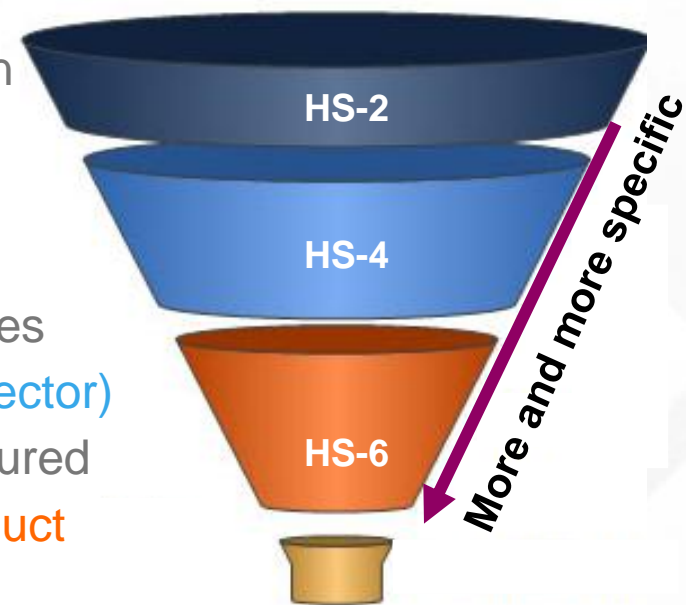
- An exporter of pineapples is looking to diversify its client base...Which country should be targeted?
- A shoe exporter needs an overview of tariff measures he/she would face for exports to Malaysia...
- A trade mission needs to know our top export products to Germany...
- Where could you import rice from?
Who are the largest suppliers in your region?
- How has evolved the unit value of raw sugar cane exported by Brazil to Haïti over the last 6 months?

Initial answers to these questions and many more are easily found in Trade Map

Trade Map's characteristics

- More than 1.3 billion records on a monthly, quarterly or yearly basis (by period, product, reporter, partner)
- Yearly data for more than 170 countries at the 2, 4 or 6 digit level in HS revision 1, 2 or 3 available since 2001, based on Comtrade data (~95% of world trade). For non-reporting countries Trade Map includes data using mirror statistics.
- Yearly data at the tariff line level available for more than 150 countries (~85% of world trade) based on Comtrade data or directly collected and processed by ITC.
- Monthly and quarterly 2010 data available for 57 countries representing around 75% of world trade flows. January 2011 is available for 15 countries and the first two quarters of 2010 are available for 70 countries from the 2-digit level until the tariff line level, collected and processed by ITC.
- Trade Map is available in English, French and Spanish for the 140,000 registered users

- The **Harmonized System (HS)**
 - Is a numerical classification system of products defined by the World Customs Organization and used as a basis for international trade statistics by almost all countries.
 - is harmonized up to six digits (**HS-6**) - You can compare HS data between countries.
 - Is broken down into 3 clusters:
 - **HS-2: the chapter of the good (sector)**
 - E.g. 09 = Coffee, Tea, Mate and Spices
 - **HS-4: groupings within the chapter (sub-sector)**
 - E.g. 0902 = Tea, whether or not flavoured
 - **HS-6: product(s) within the grouping (product level)**
 - E.g. 090210 = Green tea (not fermented)



Trade Map selection menu

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Trade Map

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Single Group

Country Region

Product

Product

Trade Indicators Yearly Time Series Quarterly Time Series Monthly Time Series

Choose between product or service

Create your own product or country group to suit your needs

Alternatives for displaying data

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Trade Map

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Product Group: None Product: 08043000 - FRESH OR DRIED PINEAPPLES

Country Group: None Partner Group: None

World Country: Germany Partner: All

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Trade Indicators

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Russian Ruble

Swedish Krona

Swiss Franc

US Dollar

Yen

Table Graph Map

Export in

HS 8 digits	Exporters	Imported value in 2003	Imported value in 2004	Imported value in 2005	Imported value in 2006	Imported value in 2007
	World	73,758	100,827	121,865	153,382	177,229
<input type="checkbox"/>	Netherlands	19,713	29,917	41,932	62,048	62,462
<input type="checkbox"/>	Belgium	14,423	24,910	31,334	27,609	41,399
<input type="checkbox"/>	Costa Rica	726	1,692	9,132	24,681	29,998
<input type="checkbox"/>	France	22,457	21,956	12,203	13,977	11,285
<input type="checkbox"/>	Ecuador	10,405	16,281	20,764	14,100	8,873
<input type="checkbox"/>	Spain	106	590	1,750	3,709	7,379
<input type="checkbox"/>	Italy	1,520	521	385	2,578	5,945
<input type="checkbox"/>	Honduras	0	0	0	40	2,843
<input type="checkbox"/>	Ireland	1	2	1	0	876
<input type="checkbox"/>	South Africa	567	745	738	761	818
<input type="checkbox"/>	Ghana	831	684	371	323	812
<input type="checkbox"/>	Sri Lanka	316	453	440	579	782
<input type="checkbox"/>	Thailand	986	248	282	461	620
<input type="checkbox"/>	Uganda	122	199	295	345	594
<input type="checkbox"/>	United Kingdom	261	835	449	381	405

Data availability of CARICOM countries in Trade Map



Countries ▲	2003	2004	2005	2006	2007	2008	2009	2010
Caribbean Community (CARICOM)	No Data	No Data	Mix mirror & direct data	No Data	Mix mirror & direct data	Mix mirror & direct data	Mix mirror & direct data	No Data
Antigua and Barbuda	No Data	No Data	Reporting Data	No Data	Reporting Data	Mirror Data	Mirror Data	No Data
Bahamas	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data
Barbados	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data
Belize	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Mirror Data	No Data
Dominica	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Mirror Data	No Data
Grenada	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Mirror Data	No Data
Guyana	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data
Haiti	Mirror Data	Mirror Data	Mirror Data	Mirror Data	Mirror Data	Mirror Data	Mirror Data	No Data
Jamaica	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data
Montserrat	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data
Saint Kitts and Nevis	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Mirror Data	Mirror Data	No Data
Saint Lucia	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Mirror Data	No Data
Saint Vincent and the Grenadines	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data
Suriname	Mirror Data	Mirror Data	Mirror Data	Mirror Data	Mirror Data	Mirror Data	Mirror Data	No Data
Trinidad and Tobago	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	Reporting Data	No Data

List of hand-made products exported by the Caribbean Community

Unit : US Dollar thousand

Code	Product label	Exported value in 2007	Exported value in 2008	Exported value in 2009
TOTAL	All products	19,952,590	26,346,149	17,954,083
	Hand-made	2,307	4,650	5,570
480210	Paper, hand-made, uncoated, in rolls or sheets		2	31
570210	Kelem, Schumacks, Karamanie and similar textile hand-woven rugs	3	4	8
580430	Hand-made lace, in the piece, in strips or in motifs			
580500	Hand-woven tapestries&needle-worked tapestries,whether or not made up	1	3	
970110	Paintgs,drawgs&pastels executd by hand exc hd 4906&h-p&h-d mfd art	1,980	4,356	4,935
970190	Collages and similar decorative plaques	146	166	154
970200	Original engravings, prints and lithographs	12	5	215
970300	Original sculptures and statuary, in any material	165	114	227

The data aggregated are mirror and direct data: the values are shown in purple.

Paintings are the most important hand-made product exported by CARICOM

List of CARICOM countries exporting hand-made products

Unit : US Dollar thousand

Exporters	Exported value in 2007	Exported value in 2008	Exported value in 2009
World	17,593,323	18,261,003	13,089,154
Caribbean Community (CARICOM) Aggregation	2,307	4,650	5,570
Trinidad and Tobago	1,174	32	3,396
Haiti	206	227	600
Bahamas	482	3,725	509
Jamaica	100	119	369
Belize	14	2	232
Saint Lucia	0	14	200
Barbados	228	391	99
Grenada	0	0	48
Guyana	7	46	33
Saint Vincent and the Grenadines	5	22	25
Suriname	4	5	22
Saint Kitts and Nevis	0	48	17
Dominica	1	0	16
Antigua and Barbuda	76	19	4
Montserrat	10	0	0

Data based on the partner reported data (Mirror data) are shown in orange

The data aggregated are mirror and direct data: the values are shown in purple.



Trinidad and Tobago and the Bahamas are the two main CARICOM exporting countries for hand-made products

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List of importing markets for hand-made products exported by CARICOM countries (mirror data)

Unit : US Dollar thousand

Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010
Total	147,468	87,289	60,409	69,393
Switzerland	132,465	83,457	54,361	67,363
France	931	122	2,953	57
United States of America	1,257	2,252	2,072	1,066
United Kingdom	12,427	1,035	467	703
Nigeria	0	0	153	
Portugal	0	21	80	19
Canada	54	66	69	176

Switzerland imports paintings (HS code: 970110) from the Bahamas

Trinidad and Tobago exports mainly paintings but no drawings or pastelles

List of products exported by Trinidad and Tobago

detailed products in the following category :

970110 Paintgs,drawgs&pastels executd by hand exc hd 4906&h-p&h-d mfd art

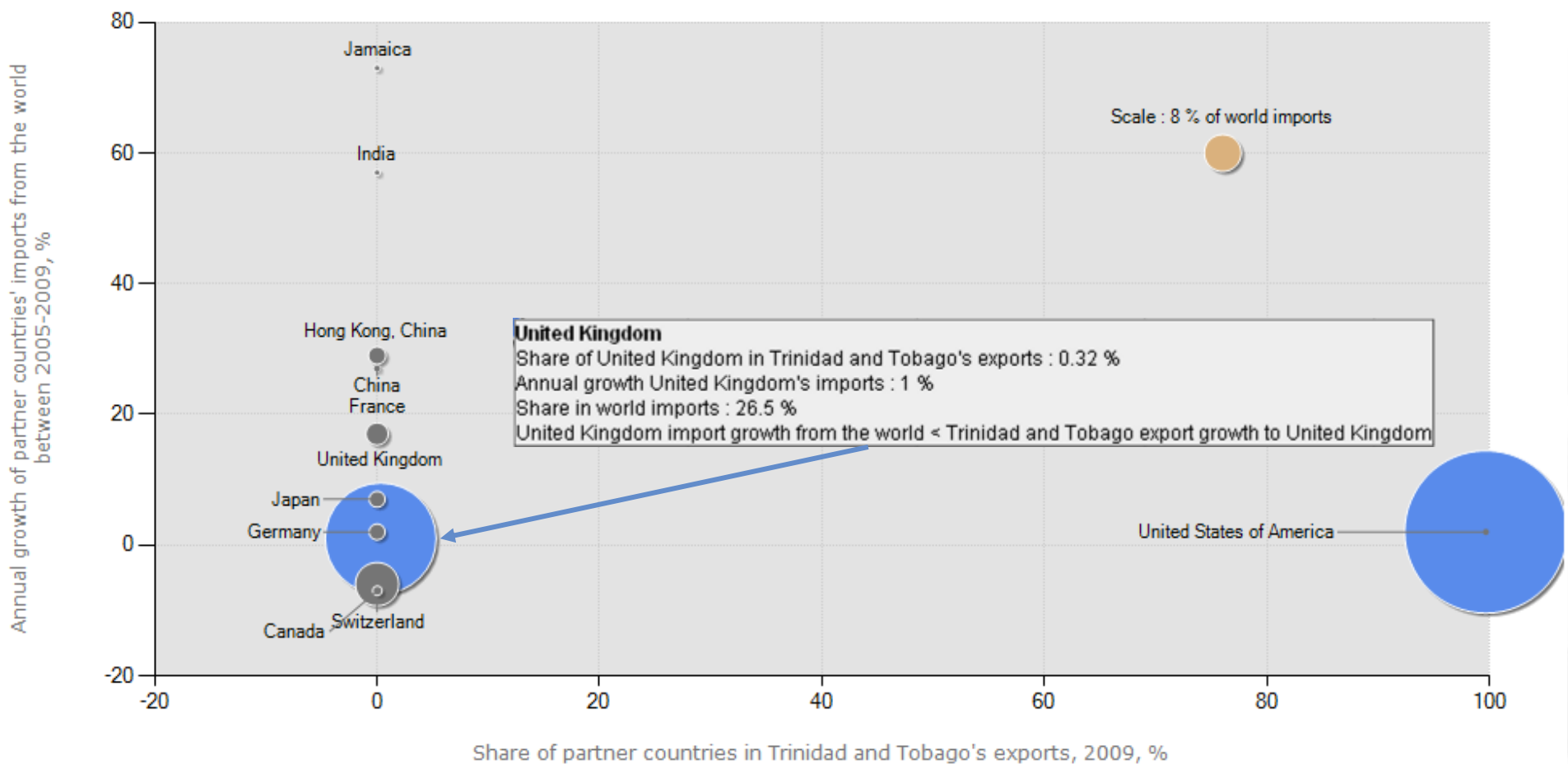
Unit : US Dollar thousand

Code	Product label	Exported value in 2005	Exported value in 2006	Exported value in 2007	Exported value in 2008	Exported value in 2009
97011010	Paintings	149	66	1,128	22	3,482
97011020	Drawings and pastelles	34	0	43	2	0

Product codes at the 8-digit level

List of partner countries for paintings exported by Trinidad and Tobago

Prospects for market diversification for a product exported by Trinidad and Tobago in 2009
 Product : 970110 Paintngs,drawgs&pastels executd by hand exc hd 4906&h-p&h-d mfd art



Importing countries of paintings and drawings

Product : 970110 Paintings, e.g. oil paintings, watercolours and pastels, and drawings executed entirely by hand

Importers	Trade Indicators											Average tariff (estimated) applied by the country (%)
	Value imported in 2009 (USD thousand)	Trade balance in 2009 (USD thousand)	Quantity imported in 2009	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2005-2009 (%)	Annual growth in quantity between 2005-2009 (%)	Annual growth in value between 2008-2009 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	
World	8,179,690	1,663,121	0	No quantity		2		-38	100	5,853	0.13	
United States of America	3,219,764	1,608,741		No quantity		2		-34	39	7,453	0.14	0
United Kingdom	2,170,820	-88,428	795	Tons	2,730,591	1	-11	-38	27	4,233	0.3	0
Switzerland	771,165	-155,087	218	Tons	3,537,454	-6	6	-31	9	3,717	0.17	0
France	343,028	350,936	1,405	Tons	244,148	17	37	-8	4	4,419	0.24	0
Hong Kong, China	242,242	-144,823	143,586	Units	1,687	29	-29	-37	3	5,532	0.16	0
Germany	223,187	144,561	269	Tons	829,691	2	-3	-10	3	3,660	0.28	0
Japan	197,430	-126,622	158	Tons	1,249,557	7	-9	-49	2	9,230	0.3	0
Republic of Korea	160,030	-1,753	121	Tons	1,322,562	34	24	-73	2	9,368	0.54	0
Austria	92,339	-4,626	101	Tons	914,248	15	4	-16	1	1,628	0.15	0
Canada	82,310	72,756	508,353	Units	162	-7	6	-30	1	4,454	0.24	0.7

In 2009, the size of the world market was of around US\$ 8.2 billions

The market has been strongly affected by the financial crisis

USA and UK represents 2/3 of world imports

No tariff applied by the main importing countries

Intra-regional trade in the Caribbean Community for creative industries goods

Unit : US Dollar thousand

Product code	Product label	Caribbean Community (CARICOM) exports to Caribbean Community (CARICOM) in 2009	Caribbean Community (CARICOM) imports from world in 2009	Caribbean Community (CARICOM) exports to world in 2009	Indicative potential trade in 2009
TOTAL	All products	1,978,270	27,593,520	17,954,083	15,975,813
711319	Articles of jewellery and parts thereof, of precious metal other than silver, whether or not plated or clad with precious metal	748	59,428	20,994	20,246
970110	Paintings, e.g. oil paintings, watercolours and pastels, and drawings executed entirely by hand	7	1,979	4,935	1,972
950510	Articles for Christmas festivities	41	3,110	1,668	1,627
491199	Printed matter, nes	231	13,147	1,523	1,292
340111	Toilet soap&prep,shaped;papers&nonwovens impreg with soap toilet use	14,785	40,047	15,905	1,120
940360	Furniture, wooden, nes	1,957	47,615	3,047	1,090
830629	Statuettes and other ornaments, nes	40	1,052	1,688	1,012

The data aggregated are mirror and direct data: the values are shown in purple.

In 2009, intra-regional trade of jewellery, of precious metal other than silver was small while CARICOM demand was important and CARICOM exports to the world was high

The Caribbean Community exports for the travel service

Unit : US Dollar thousand

Exporters	Exported value in 2005	Exported value in 2006	Exported value in 2007	Exported value in 2008	Exported value in 2009
World	687,800,000	754,200,000	869,500,032	962,499,968	854,300,032
Caribbean Community (CARICOM) Aggregation	6,389,130	6,912,652	7,401,489	5,884,218	5,389,547
Bahamas	2,068,859	2,056,428	2,187,215	2,153,161	1,937,845
Jamaica	1,545,055	1,870,056	1,910,039	1,975,526	1,935,412
Barbados	897,240	1,056,770	1,199,090		
Trinidad and Tobago	453,000	382,200	463,100		
Antigua and Barbuda	309,448	326,748	337,766	355,666	303,720
Saint Lucia	381,660	293,950	301,680	311,000	296,200
Belize	213,609	260,076	288,636	278,481	256,240
Haiti	79,520	125,920	189,880	275,640	314,820
Saint Vincent and the Grenadines	103,894	113,264	111,145	96,030	90,000
Grenada	71,414	93,803	107,694	104,939	98,790
Saint Kitts and Nevis	121,156	122,108	106,259	109,452	83,490
Dominica	55,595	71,689	74,465	80,723	67,880
Suriname	44,600	94,800	66,600	77,400	
Guyana	35,100	37,090	50,480	59,160	
Montserrat	8,980	7,750	7,440	7,040	5,150

Sources : ITC calculations based on United Nations Statistics Division, World Trade Organisation, International Monetary Fund statistics.

Caricom represents around 1% of world exports for the travel service

For additional information on

ITC Market Analysis Tools

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