

DISCOVER YOUR EXPORT POTENTIAL

Delivering new products and reaching new markets is crucial for driving trade-led growth. Trade and investment support institutions now have access to the ITC Export Potential Map, a new tool providing timely and practical information for advising companies on which products and markets hold the greatest potential, as well as advising policymakers on which sectors are best positioned for catalysing sustainable and inclusive development.

While all countries have scope to expand their trade activities, businesses from least developed countries (LDCs) are best positioned to increase their exports as they have the highest share of untapped potential.

On average, LDCs have products with potential in 109 markets, but export to only 4. Thus, **46% of LDCs' export potential** remains **untapped**, corresponding to **\$62 billion** of foregone export revenue. ITC's Export Potential Map helps LDCs discover new opportunities and unlock their dormant potential.

A world of opportunities: exploring export potential



Source: ITC Export Potential Map 2018

USING THE EXPORT POTENTIAL MAP

The **Export Potential Map** helps countries spot:

- untapped export potential, and
- opportunities for export diversification

using data for **226** countries and territories and **4,238** products.



The Export Potential Map translates rigorous trade analysis into practical information about export opportunities.

Based on an economic model that draws on trade, tariff, GDP and geographic data, the tool helps countries evaluate their potential to ramp up exports:

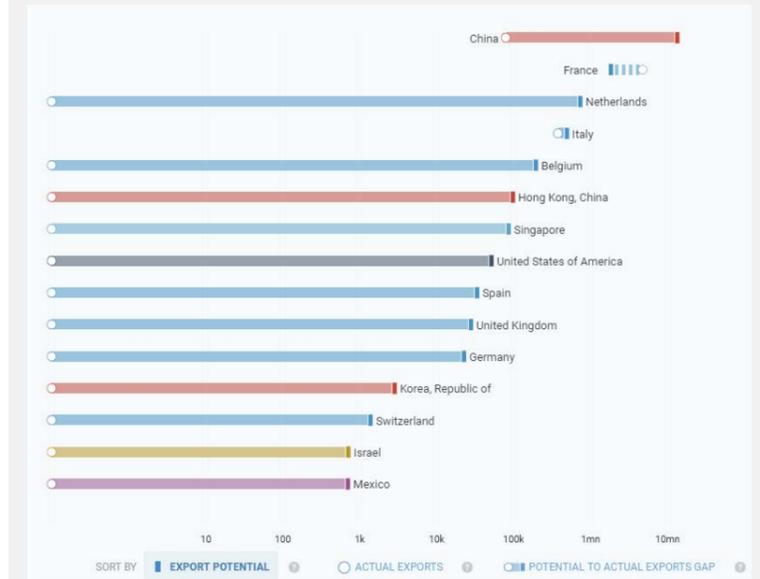
- for a country's established export sectors, the **Export Potential Indicator** identifies markets that offer room for export growth,
- for new sectors, the **Product Diversification Indicator** identifies products with favourable chances of export success in regional and global markets.

The Export Potential Map provides:

- Evidence-based prioritization of sectors and markets for targeted trade promotion activities.
- Market intelligence information to help guide businesses in their export decisions.
- Input for trade policy negotiations identifying strategic products and partners.

CASE STUDY: THE GAMBIA

The Gambia's untapped export potential for groundnut oil



The Gambia has the potential to export nearly \$15 million in groundnut oil, but currently exports only a tiny fraction of this value. One of the key elements to unlocking full export potential is market diversification. The Gambia has traditionally focused on France as their prime destination market for groundnut oil exports. Thanks to large and growing demand, \$11 million of unrealized potential lies in the Chinese market. In addition, other markets in Europe could also be attractive options for market diversification due to the favourable tariff conditions they offer to Gambian exporters.

Source: ITC Export Potential Map 2018

*"I am convinced that the **Export Potential Map** will help The Gambia discover new attractive target markets for their exports, supporting the country's active participation in international trade."*

Mr. Abdoulie Jammeh, Director of Trade, The Gambia's Ministry of Trade, Industry, Regional Integration and Employment
Banjul, The Gambia. September 2016

THE EXPORT POTENTIAL MAP AT WORK

The Export Potential Map features a user-friendly interface and innovative and customizable visualizations. All graphs can be downloaded, shared through social media and embedded into reports or websites.



Customized Services:

Tailor-made studies and country-specific Export Potential Maps could explore:

- Employment impacts associated with export potential.
- Opportunities for building (regional) value chains.
- Export potential for services.
- The selection of strategic products and partners for trade policy negotiations.

Explore Export Potential Map • MALAWI

(<http://malawi.exportpotential.intracen.org>), a country-specific version of the tool with special features supporting Malawi's move up the value chain and regional exports.

Export potential analysis has helped inform a wide range of trade interventions:

- Spotting Products with Export Potential (CBI, 2014-2015)
- Partnership for Investment and Growth for Africa (ITC, 2016-2018)
- Arab-Africa Trade Bridge (ITC, 2016)
- Strengthening the Employment Impact of Sector and Trade Policies (ILO, 2016-17)
- Reconnecting Afghanistan to Global Markets (USAID, 2017)
- Unleashing export opportunities for greater regional integration among Arab States (USAID, 2018)
- Opportunities and drivers to trade expansion between China and Asia-Pacific countries of the Belt and Road Initiative (Ministry of Commerce of the People's Republic of China, 2018)

PUBLICATIONS

The Export Potential Map is featured in these ITC publications:

Spotting products with export potential (2015)

Countries have room for export growth in non-traditional markets, according to an ITC assessment of 64 developing countries' export opportunities in European, South-South and regional markets.

<http://www.intracen.org/publication/Spotting-Products-with-Export-Potential>

SME Competitiveness Outlook:

Meeting the Standard for Trade (2016)

Country profiles for 35 countries include an export potential assessment based on existing products, as well as diversification opportunities.

<http://www.intracen.org/publication/SME-Competitiveness-Outlook-Meeting-the-Standard-for-Trade/>

Exploring Malawi's export potential (2018)

The analysis is aligned with national objectives to identify targeted avenues for diversification, as well as to spur export growth in existing sectors.

<http://www.intracen.org/publications/Malawi-export-potential/>

The Export Potential Map is **freely accessible** at <http://exportpotential.intracen.org>.

FOR MORE INFORMATION

Export Potential Map

<http://exportpotential.intracen.org>

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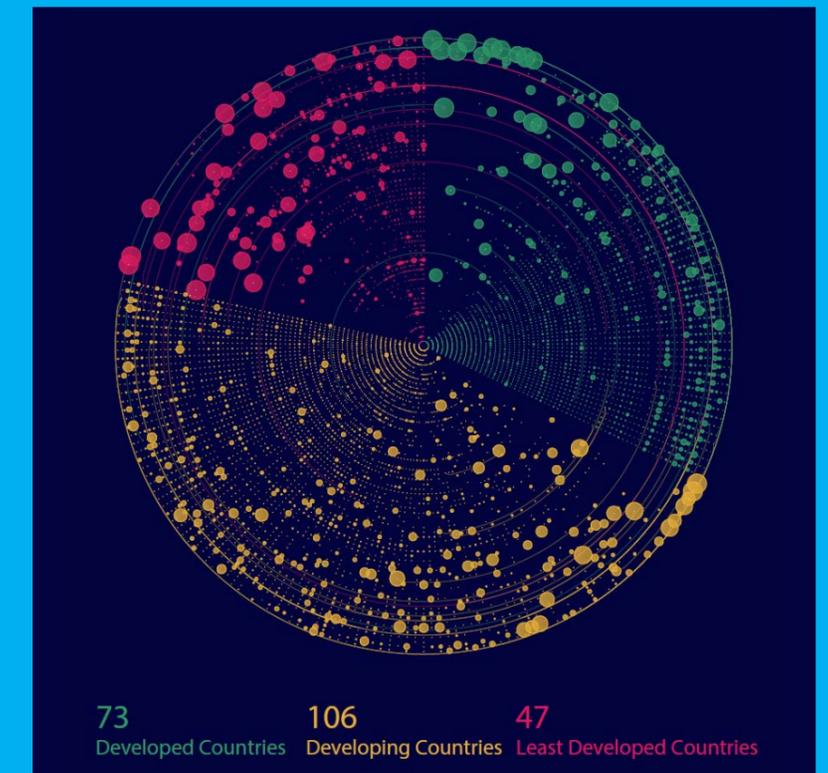
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EXPORT POTENTIAL MAP



Spot opportunities for trade development