

EU-Nepal Trade-Related Assistance: Facilitating Increased Trade and Participation in Coffee and Pashmina Value Chains Project

# Providing trade and market intelligence

Trade and Market Intelligence (TMI)



## Background

Access to trade and market intelligence is critical to export success, but MSMEs<sup>1</sup> in Nepal often lack the resources and the skills to acquire and understand trade-related information, which place them at a disadvantage compared with competitors in more informed economies.

ITC Trade and Market Intelligence expertise aims to reduce the challenges faced by MSMEs accessing relevant market information on trade opportunities, trends and market requirements. It supports governments to monitor national trade performance, track trade integration, take evidence-based decisions to address trade barriers and make trade more efficient and less costly. Additionally, Business Supports Institutions use the ITC market analysis tools and market intelligence and research to better advice the private sector in trade opportunities.

In the context of the Nepal Trade and Investment Promotion (TIP) project, providing trade and market intelligence will consist in promoting long-term sustainability of capacity-building initiatives (enhancing research skills), and in disseminating trade related data through national sources.

To achieve these goals, the project will place special emphasis on collaboration with:

- Ministry of Industry, Commerce and Supplies (MoICS);
- Trade and Export Promotion Center (TEPC);
- Kathmandu University School of Management (KUSOM).

<sup>1</sup> MSME: micro, small and medium-sized enterprise

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## Activities

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In addition to sub-activities conducted under the Trade and Facilitation component, MoICS will build its capacities through sub-activity 1.1.4, to prepare market profiles using ITC market analysis tools and other resources. This training, planned during year 2, aims to transfer knowledge on the main elements needed to identify new opportunities, taking into account trends, market access conditions, and competitiveness. The ultimate goal is for MoICS to understand the challenges faced by the MSMEs to benefit from trade preferential schemes and to look for new markets.

Under activity 1.2 (and related sub-activities), the project will strengthen the services already provided by TEPC. Based on previous collaboration between TMI and TEPC, the project will seek at reinforcing their skills in Market Research (Advanced training in Preparation of Market Profiles – 1.2.1, and training on Export Potential Assessment – 1.2.2), and assisting TEPC to formulate its own analysis. In addition, to disseminate more trade related information, one of the ITC market analysis tools will be integrated under the TEPC trade information portal (1.1.1). Discussions with TEPC will allow identifying the more appropriate tool between Trade Map, Market Access Map and Export Potential Map. In addition, the project will be the opportunity to reinforce the transparency in trade, by collecting up-to-date Nepalese trade statistics that will be published in Trade Map.

Finally, previous collaboration with Kathmandu University School of Management (KUSOM) will be leveraged to embed training programmes in their curriculum. The aim is to help KUSOM developing a course on current and relevant trade issues, to train the new generation of trade managers. Using ITC market analysis tools, TEPC portal, and other resources, the curriculum would fit under the Master in Business Economics with specialization in International Trade.

ITC foresees a close collaboration between KUSOM and TEPC for this sub-activity (1.1.7). It will build on the joint MOU between the two institutions, encouraging KUSOM students to conduct their internship in TEPC. Thus, the curriculum will reinforce this strong relationship with TEPC's contribution to the course, and KUSOM's contribution to TEPC's analysis thanks to the internship programme.

This sub-activity will bring together two main partners to build strong skills for future Nepalese trade advisers, and is seen as a long-term benefit for the country.

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## Expected results

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The following results are expected after the completion of the sub-activities:

- Enhanced skills of MoICS to prepare market profiles (1.1.4) – year 2.
- Enhanced TEPC trade portal (1.2.1) – year 1.
- Strengthened skills of TEPC in market research (1.2.2) – year 1 and (1.2.3) – year 2.
- Designed curriculum for KUSOM (1.1.7) – year 2.

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## EU-Nepal TIP: ITC Trade Intelligence focal points

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### **Ms. Elodie ROBIN, Manager, Capacity Building Portfolio**

Trade and Market Intelligence

Email: [robin@intracen.org](mailto:robin@intracen.org)

### **Mr. Samidh SHRESTHA, Associate Market Analyst**

Trade and Market Intelligence

Email: [shrestha@intracen.org](mailto:shrestha@intracen.org)



Contact:  
E-mail:  
Telephone:  
Street address:  
Postal address:  
Internet:

Marie-Claude Frauenrath  
[frauenrath@intracen.org](mailto:frauenrath@intracen.org)  
+41 22 730 02 95  
ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland  
ITC, Palais des Nations, 1211 Geneva 10, Switzerland  
[www.intracen.org](http://www.intracen.org)