



ITC

Your partner
in trade
development

The operational agenda on trade costs using data, analysis and research

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Market Analysis and Research Section (MAR)

International Trade Centre (ITC)

*AERC and World Bank workshop
on Trade Costs and the Business Environment*

Entebbe, Uganda, 31 May 2008





Export Impact for Good

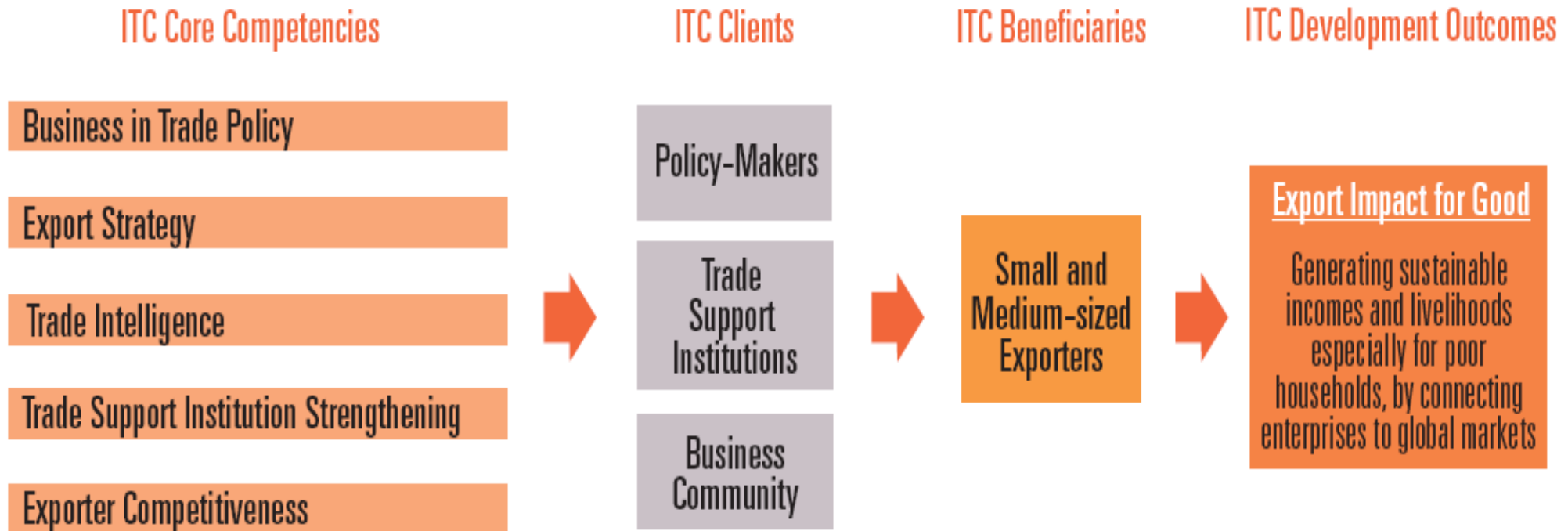
- **Mission**

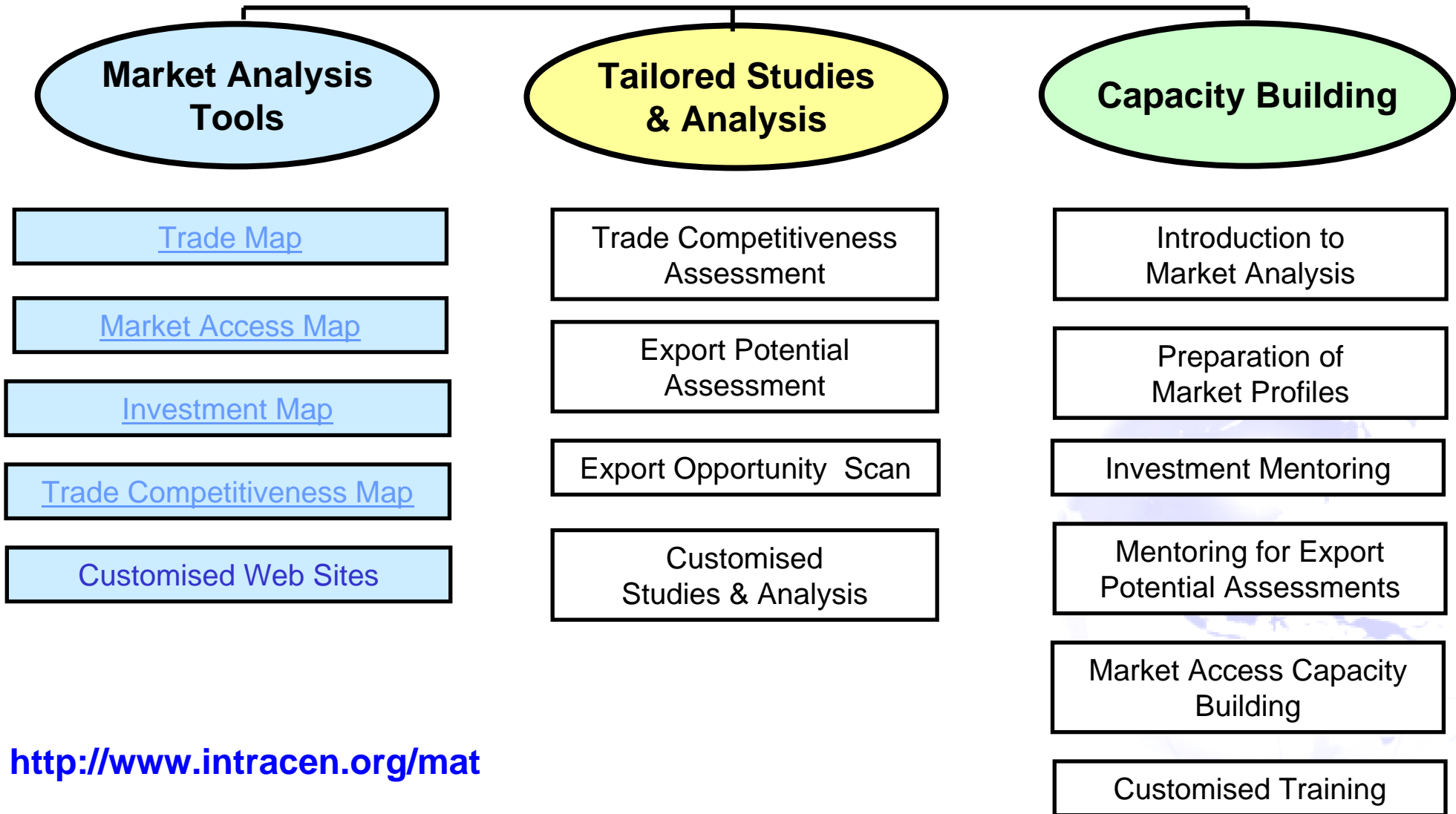
- ITC enables small business export success in developing countries by providing trade development solutions to the private sector, trade support institutions and policy-makers

- **Strategic objectives**


- **Enterprises:** strengthen the international competitiveness of enterprises.
- **Trade support institutions:** develop their capacity to support businesses.
- **Policy-makers:** support them integrating the business sector into the global economy.

- **Web site:** www.intracen.org





<http://www.intracen.org/mat>

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Market Analysis Tools

- Trade Map
- Market Access Map
- Investment Map
- Trade Competitiveness Map
- Product Map

What's new

Trade data 2007 now available in Trade Map
18/03/2008 5:20:58 PM

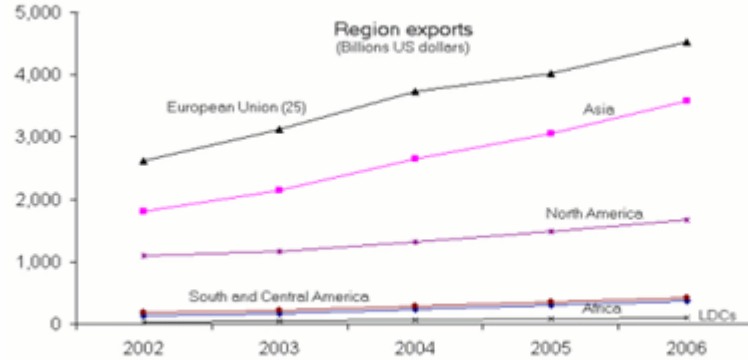
Market Analysis Tools

Enhancing the transparency of global trade and market access.

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, as of the 1st January 2008, all users from [developing countries](#) may access the ITC's market analysis tools free of charge.

Users from developing Countries can register [here](#) to acquire a free access valid until 31 December 2008 while users from [developed countries](#) can register [here](#) to get a trial access of one week. The new registration system allows users to access TradeMap, Market Access Map and Investment Map with an email address as common login name.



Year	European Union (25)	Asia	North America	South and Central America	Africa	LDCs
2002	2600	1800	1100	200	100	100
2003	3100	2200	1200	200	100	100
2004	3700	2700	1300	200	100	100
2005	4000	3100	1400	200	100	100
2006	4500	3600	1600	200	100	100

Click Here to access the tools

- [Trade Map](#)
- [Market Access Map](#)
- [Investment Map](#)
- [Trade Competitiveness Map](#)
- [Product Map](#)

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Click here to acquire your free access



- **What?**
 - A web-based resource with statistics and indicators on global trade flows that helps turn data into actionable market analysis
- **Who would use it and why**
 - Enterprises:
 - to prioritise export markets by analysing international demand and supply
 - Trade Support Institutions:
 - to prioritise markets, sectors and products for trade promotion activities
 - as a resource in producing value-added market analysis materials
 - Trade Policy Makers:
 - Develop national or sector export strategies
 - Prepare for trade negotiations
- **Includes**
 - Trade statistics, market shares, dynamic trends and other indicators
 - Covers 95% of world trade in products (Harmonized System based)
 - Also includes 120+ countries' most detailed national statistics
 - Most recent data (monthly and quarterly) for most OECD countries

Product Group Product

Country Group Partner Group

World Country Partner

other criteria

List of importers for the selected product in 2006

Product : 1006 Rice

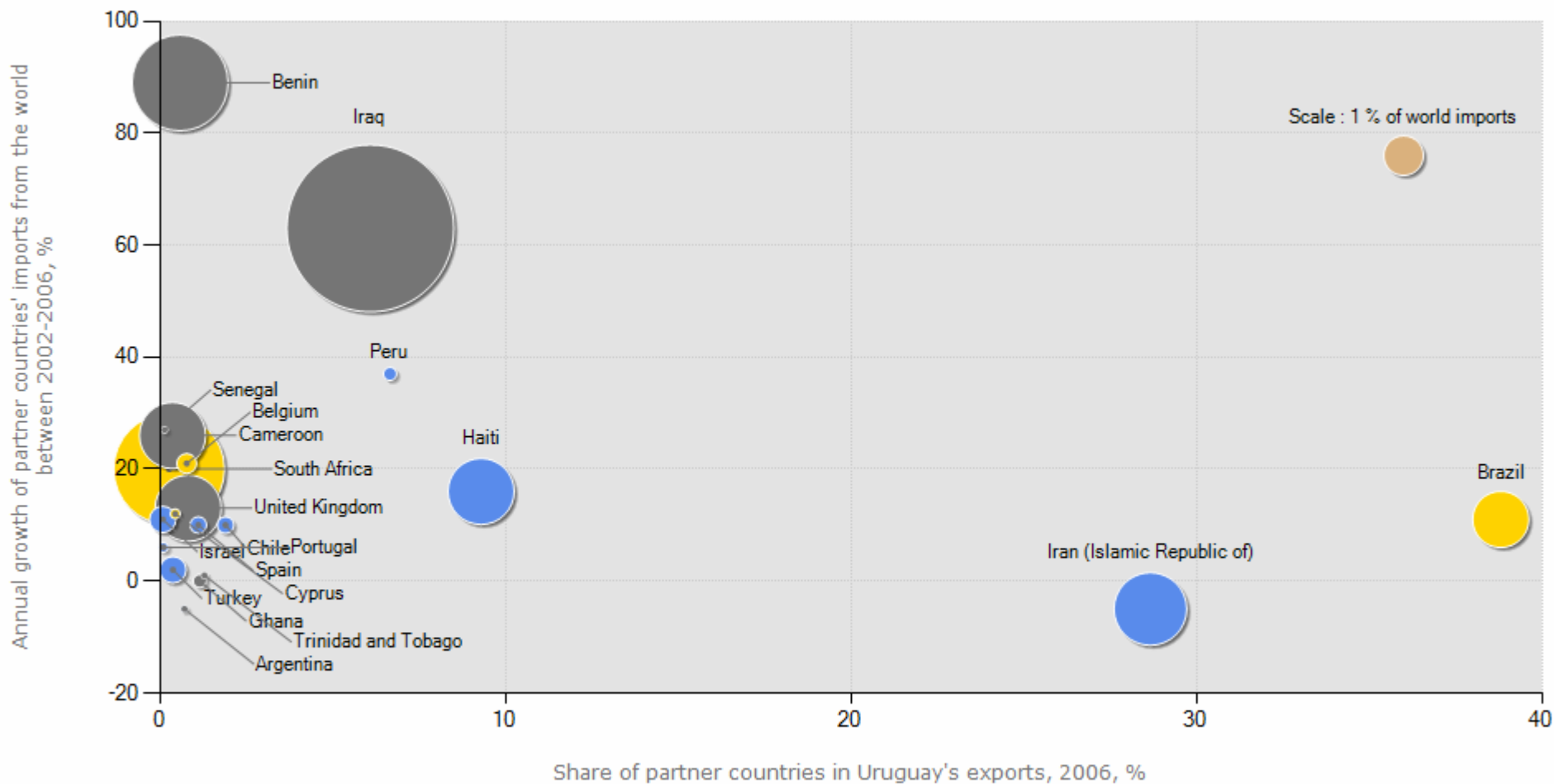
Table Graph Map

Export in    

Rows per page

6-digit Breakdown	Importers	Trade Indicators									Tariff equivalent ad valorem applied by the country
		Value imported in 2006, in USD thousand	Trade balance in 2006 in USD thousand	Quantity imported in 2006	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2002-2006, %	Annual growth in quantity between 2002-2006, %	Annual growth in value between 2005-2006, %	Share in world imports, %	
	World	10,012,780	195,811	26,898,580	Tons	372	13	4	6	100	
<input checked="" type="checkbox"/>	Saudi Arabia	530,145	-520,422	968,223	Tons	548	16	13	-9	5.29	...
<input checked="" type="checkbox"/>	Philippines	513,333	-513,199	1,723,277	Tons	298	31	16	-7	5.13	...
<input checked="" type="checkbox"/>	United Arab Emirates	386,984	-357,124	752,597	Tons	514	14	5	11	3.86	...
<input checked="" type="checkbox"/>	United States of America	368,322	916,532	622,217	Tons	592	15	8	41	3.68	...
<input checked="" type="checkbox"/>	Iraq	366,167	-366,167	1,148,870	Tons	319	63	32	51	3.66	...
<input checked="" type="checkbox"/>	United Kingdom	314,076	-273,947	525,218	Tons	598	8	2	1	3.14	...
<input checked="" type="checkbox"/>	Japan	302,613	-292,679	606,578	Tons	499	9	0	-6	3.02	...
<input checked="" type="checkbox"/>	Côte d'Ivoire	291,522	-288,929	903,215	Tons	323			15	2.91	...
<input checked="" type="checkbox"/>	China	288,470	120,269	718,989	Tons	401	39	34	47	2.88	...
<input checked="" type="checkbox"/>	Malaysia	286,120	-284,945	843,347	Tons	339	23	16	57	2.86	...
<input checked="" type="checkbox"/>	France	281,779	-221,808	465,377	Tons	605	6	1	3	2.81	...
<input checked="" type="checkbox"/>	Nigeria	260,431	-260,431	961,146	Tons	271	11	-1	-20	2.6	...
<input checked="" type="checkbox"/>	South Africa	249,506	-238,095	816,515	Tons	306	21	1	9	2.49	...
<input checked="" type="checkbox"/>	Benin	210,014	-210,014	726,022	Tons	289	83	60	8	2.1	...

Prospects for market diversification for a product exported by Uruguay in 2006
 Product : 100630 Rice, semi-milled or wholly milled, whether or not polished or glazed



● Uruguay export growth to partner < Partner import growth from the world

● Uruguay export growth to partner > Partner import growth from the world

● N.A.

● Reference bubble

Bubble size is proportional to the share in world imports of supplying markets for the selected product

- **What?**
 - A web-based resource with customs tariffs, indicators of protection and tariff simulation facility that helps you analyse market access issues
- **Who would use it and why**
 - Enterprises:
 - to prioritise export markets by analysing international market access conditions
 - Trade Support Institutions:
 - to prioritise markets, sectors and products for trade promotion activities
 - as a resource in producing value-added market access analysis materials
 - Trade Policy Makers:
 - to prepare for bilateral, regional and multilateral trade negotiations
- **Includes**
 - Tariff data for almost all countries and covering almost all trade agreements
 - Rules of Origin and Certificates of Origin of bilateral and regional trade agreements
 - Faculty to compare market access conditions across markets, products and competitors thanks to the use of a standard indicator of the real level of protection
 - Facility to simulate tariff reduction scenarios

Market Access Map

making tariffs and market access barriers transparent



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What it is

Market Access Map covers customs tariffs (import duties) and other measures applied by 182 importing countries to products from 239 countries and territories. MFN and preferential rates are shown for products at the most detailed national tariff line level.

Who for

Market Access Map has been designed to support exporters, importers, trade promoters, policy analysts and trade negotiators. Use it to find a tariff. Compare yourself to your competitors. Or use its advanced features to prepare for trade negotiations by simulating the effects of tariff reductions.

Access now available in:

Features

MFN customs duties as well as multilateral, regional and bilateral preferences

Bound tariffs

Tariff-quotas: multilateral and bilateral

Anti-dumping duties

Rules of Origin and Certificates of Origin

Trade flows: import/export statistics

Tariffs: ad valorem, specific and ad valorem equivalents of the specific tariffs

Analysis:

Tariff aggregation at any sectoral and regional level

Tariff reduction simulations: using various formulae



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Market Access Map
making tariffs and market access barriers transparent

Quick Links:



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- [Compare Tariff and Trade](#)
- [Applied Tariffs](#)
- [Bound Tariffs](#)
- [Tariff Simulations](#)
- [Country Analysis](#)
- [Trade Flows](#)
- [My Options](#)
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Selected Importers :

Selected Exporters :

Specific Tariffs in : Default (USD) Importers Currency (1 USD = 1.23491 CHF)

[Show Results](#)

Tariffs applied by **Switzerland**, based on the data from **2007** using Harmonised System Nomenclature **Rev. 07**, to products originating from **Brazil**.

Product View :

Records per page

Selected product codes	Product description	Trade regime description	Original tariff reported by country	Applied tariffs	Ad valorem equivalent of specific applied tariffs	Total ad valorem equivalent tariff (estimated)
18010000	Cacao en fèves et brisures de fèves, bruts ou torréfiés	MFN duties (Applied)		0.00%		0.00%
18061010	Poudre de cacao, additionnée de sucre ou d'autres édulcorants: d'une teneur en poids de saccharose excédant 65 %	Preferential tariff for GSP countries	Sfr. 37.45 per 100 kg gross	303.26 \$/Ton	5.50%	5.50%
18063111	Chocolat et autres préparations alimentaires contenant du cacao, présentés en tablettes, barres ou bâtons, d'un poids <= 2 kg, fourrés: contenant des constituants provenant du lait: contenant des matières grasses autres que des matières grasses du lait (avec ou sans matières grasses du lait)	Preferential tariff for GSP countries	Sfr. 49.00 per 100 kg gross	396.79 \$/Ton	8.04%	8.04%



Market Access Map
making tariffs and market access barriers transparent

Quick Links:



- [Quick Search](#)
- [Compare Tariff and Trade](#)
- [Applied Tariffs](#)
- [Detailed Analysis](#)
- [Bound Tariffs](#)
- [Tariff Simulations](#)
- [Country Analysis](#)
- [Trade Flows](#)
- [My Options](#)
- [Log Out](#)

Selected Products : HS2 Level HS4 Level HS6 Level

Selected Exporters :

Specific Tariffs in : Default (USD) Importers Currency

Tariffs applied to "(180610) Cocoa powder, containing added sugar or other sweetening matter" originating from **Ghana**.

Records per page

<< < 1 > >>

Selected importers	Year	Harmonised System Nomenclature Revision	Number of lines	Total ad valorem equivalent tariff (estimated)
Netherlands	2007	Rev. 07	4	13.30%
Switzerland	2007	Rev. 07	2	5.10%

-
-

HS2 Level
 HS4 Level
 HS6 Level
 NTLC Level

Selected Products :

Selected Importers :

Specific Tariffs in :
 Default (USD)
 Importers Currency

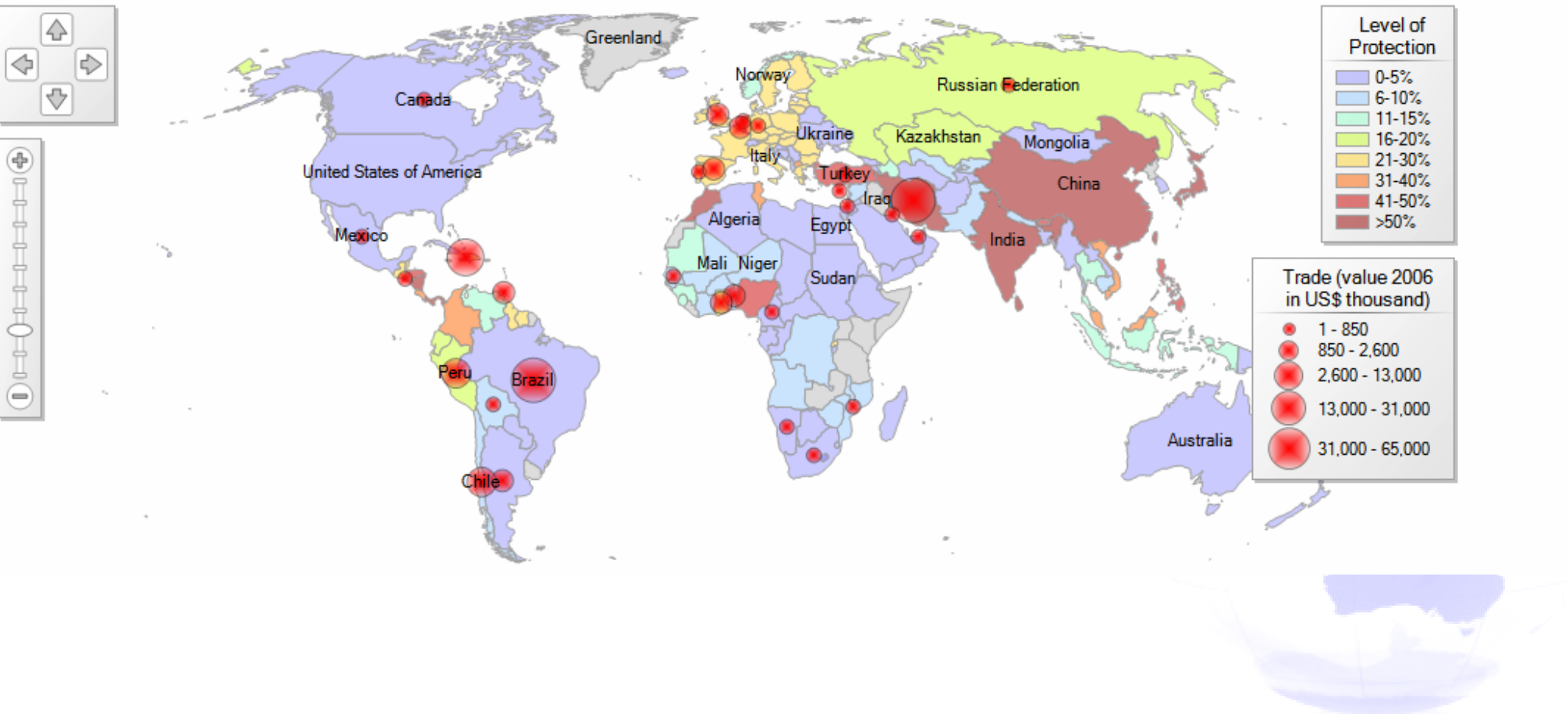
Tariffs applied by **Netherlands**, based on the data from **2007** using Harmonised System Nomenclature **Rev. 07**, to the imports of **"(180610) Cocoa powder, containing added sugar or other sweetening matter"**.

Records per page

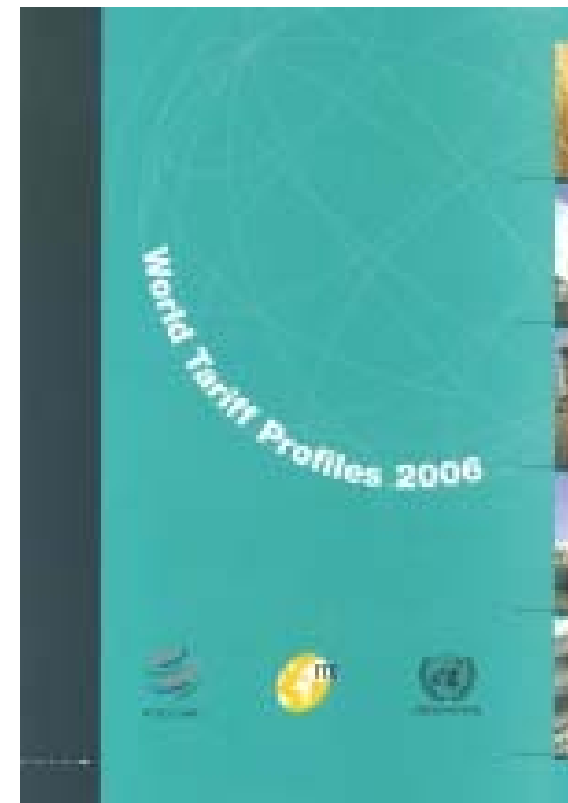
<< < 1 > >>

Selected exporters	Number of lines	Total ad valorem equivalent tariff (estimated)
Brazil	4	19.74%
Ghana	4	13.30%

Tariffs that different importing countries apply to the product **(100630) Rice, semi-milled or wholly milled, whether or not polished or glazed** originating from **Uruguay**.

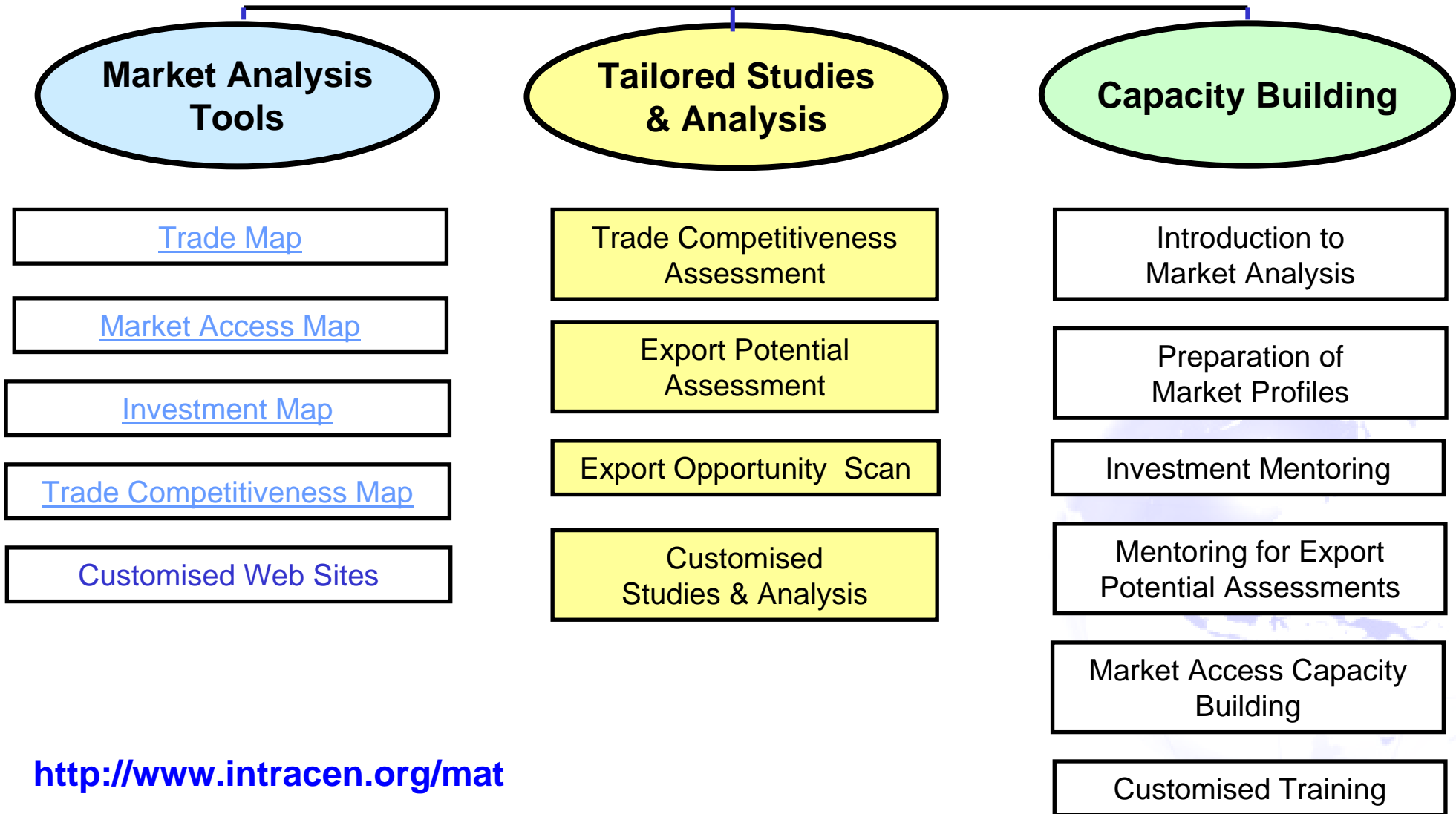


- World Tariff Profile
 - A yearly collaboration with WTO and UNCTAD
 - 200 page publication providing a comprehensive picture of bound and applied nominal tariff protection for WTO member countries and applied tariffs for non WTO members
 - summary tables to facilitate cross-country comparisons
 - detailed country pages with analysis of sectors and duty ranges
 - conversion of all non ad valorem duties to AVEs
 - tables showing real margins of preference with major trading partners



- World Bank:
Calculations of market access indicators and protection levels for inclusion in World Bank's World Trade Indicators publication
 - Tariffs faced and applied for each country by NAMA & agricultural grouping
 - Country indicators such as: share of tariff lines with international peaks; share of tariff lines bound; tariff overhang; frequency ratio of specific tariff; non tariff measures frequency ratio
- World Economic Forum:
Market access calculations to be included in WEF's Data Dashboard for Open Borders Index:
 - Trade weighted average tariff rate
 - Trade openness
 - Non tariff barriers

- **What?**
 - A web-based resource that combines information on Foreign Direct Investment (FDI), trade and market access data to help you target markets, sectors and products for the promotion and attraction of investment
- **Who would use it and why**
 - Enterprises
 - to identify and contact potential foreign investors in particular sectors or products
 - Investment Promotion Agencies
 - to prioritise sectors for investment promotion activities and to identify country and company sources of potential investment
 - as a resource in the production of value-added FDI analysis
 - Trade Policy Makers:
 - Develop national or sector investment and trade strategies
 - Identify potential investment projects targeting regional and international markets
- **Includes**
 - Statistics on FDI flows and stocks by country and by industry (ISIC rev 3)
 - Trade and tariff data from Trade Map and Market Access Map
 - Information on the operations of foreign affiliate companies active in developing countries
 - Links to related FDI information of UNCTAD, World Bank and other sources



<http://www.intracen.org/mat>



In the area of trade or investment promotion, policy makers need to know...

- What are my country's strengths and weaknesses, overall or for a particular sector?
- What are promising industries or products for export development?
- What are attractive markets?
- What are my competitors?



1. Trade Competitiveness Assessments:
Benchmark a country's strengths and weaknesses

2. Export Potential Assessments:
Identify promising industries/products and attractive markets

- 2b. Export Opportunity Scans:
**Identify export opportunities for countries and regions;
(can be done bilaterally)**

3. Mentoring for Export Potential Assessments:
Learn how to do such a study yourself



Trade Competitiveness Assessments: Benchmark a country's strengths and weaknesses



- **What?**
 - ITC report benchmarking your country's competitiveness in terms of export performance, production and its business environment.
- **Who would use it and why**
 - Trade Support Institutions and trade policy makers
 - to identify the drivers and / or obstacles to their country's export competitiveness in order to formulate a broader national export strategy
- **Includes**
 - An ITC report that draws on quantitative and qualitative information to rank a country's performance against a group of benchmark (similar) countries in terms of
 - Trade (level of export intensity, product diversification, market diversification etc)
 - Factors of Production (land, capital, labour and infrastructure)
 - Business Environment (political environment, legal framework, market efficiency)
 - A national seminar where findings and recommendations of the report are discussed with national stakeholders
 - Takes 2 to 3 months to deliver

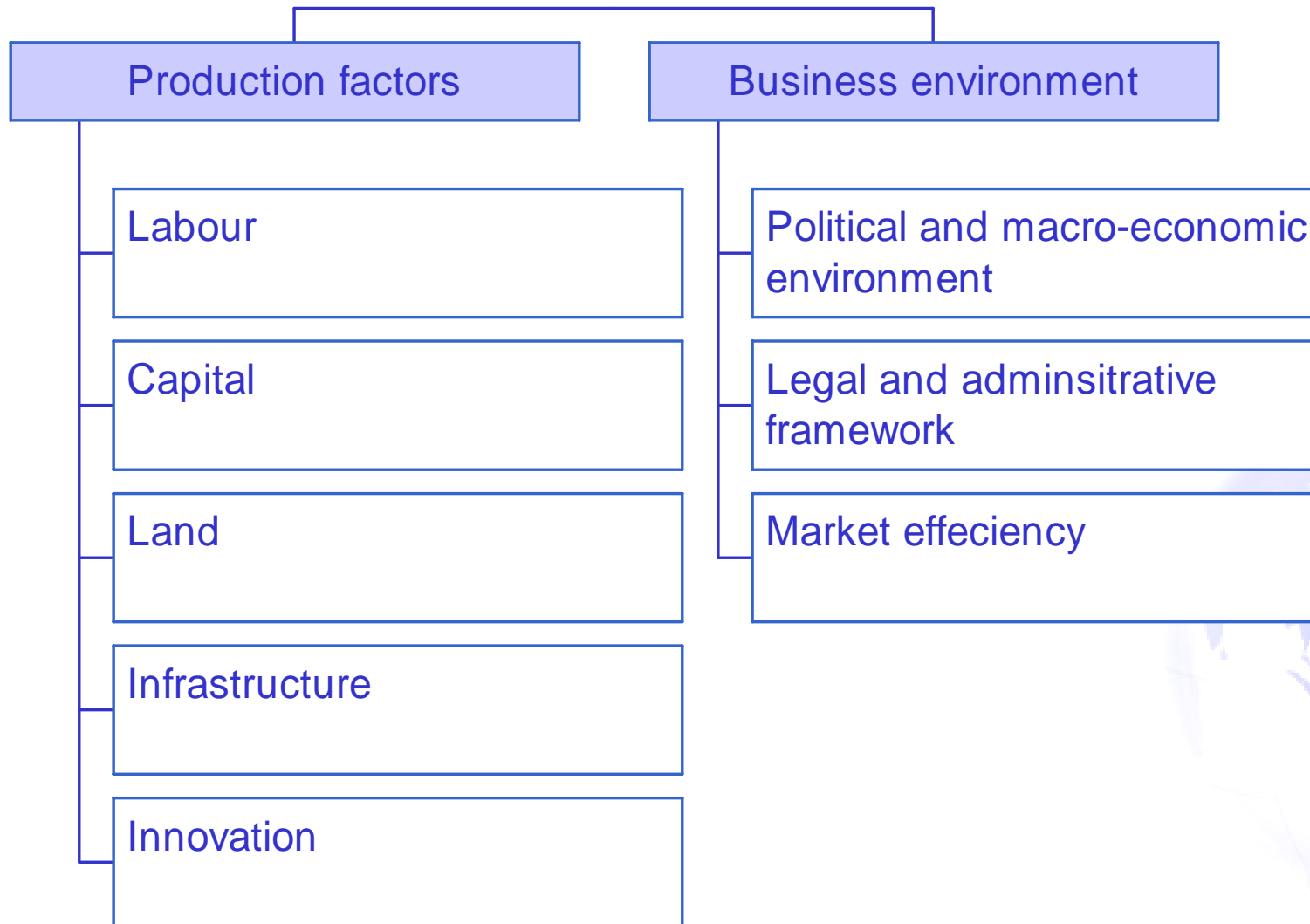
How to identify potential benchmarking countries: Example Export structure for Pakistan (1)

Rank	Countries with most similar export structure <i>(Minimum of share in exports of each product and market as a % of Pakistan's total exports)</i>	Main competitors in same products and markets <i>(Minimum of exports in value of each product and market as a % of Pakistan's total exports)</i>
1	India (19.8)	China (41.0)
2	Egypt* (15.1)	India (31.8)
3	Bangladesh* (15.0)	Hong Kong (SARC) (22.4)
4	Turkey (14.4)	Italy (21.0)
5	Turkmenistan* (12.8)	Turkey (18.0)
6	Macau* (12.6)	Thailand (16.4)
7	Sri Lanka (12.2)	Germany (15.5)
8	Cambodia* (12.0)	France (15.2)
9	Indonesia (11.0)	United States (14.5)
10	Viet Nam* (10.7)	Bangladesh* (13.6)

Source: TradeMap. * Mirror countries.

How to identify potential benchmarking countries: Example Export structure for Pakistan (2)

	Different export structure (not in top 20 of the relative index)	Similar export structure (in top 20 of the relative index)
Main direct competitors (in top 20 of absolute index)	<p>Strong direct competitors but with different export structure:</p> <p>France, Germany, Mexico, Spain, Netherlands, Belgium, United States, United Kingdom, Taiwan (PoC), South Korea</p>	<p>Strong direct competitors with similar export structure (= potential benchmarks):</p> <p>India, Turkey, Bangladesh*, China, Thailand, Indonesia, Viet Nam*, Italy, Hong Kong (SARC), Portugal</p>
Not direct competitors (not in top 20 of absolute index)	<p>Different export structure and little direct competition:</p> <p>All other countries (...)</p>	<p>Similar export structure but little direct competition:</p> <p>Egypt*, Cambodia*, Sri Lanka, Macau*, El Salvador*, Guatemala, Mauritius, Madagascar*, Nepal*, Turkmenistan*</p>



How to benchmark a country against its competitors

	Rank in group	Rank in world / number of countries (value of indicator)					
	KAZ	KAZ	RUS	CHN	AUS	CAN	NOR
Pump price for diesel fuel (USD per litre)	1/6	30/149 (0.38)	45 (0.45)	40 (0.43)	101 (0.83)	81 (0.68)	148 (1.44)
Soundness of banks (index)	4/6	79/125 (5.22)	116 (4.41)	123 (3.84)	8 (6.70)	5 (6.76)	17 (6.58)
Time for exporting (days)	6/6	170/171 (93)	139 (39)	64 (18)	21 (9)	10 (7)	8 (7)



Benchmarking Kazakhstan: Example Infrastructure

	Cost	Availability	Quality
Above average	<p>Pump price for diesel fuel 1/6 – 30/149</p> <p>Pump price for gasoline 2/6–29/149</p>		
Average			<p>Electricity supply 4/6 – 66/125</p>
Below average	<p>Internet monthly price 6/6 – 120/181</p> <p>Electric power consumption 5/6 – 46/123</p> <p>Energy use per PPP GDP 6/6 – 115/120</p>	<p>Telephone mainlines 4/4 – 73/149</p> <p>Mobile phones 6/6 – 102/166</p> <p>Internet users 6/6 – 139/190</p>	<p>General infrastructure 5/6 – 66/125</p> <p>Air transport 5/6 – 72/125</p> <p>Railroads 6/6 – 46/125</p> <p>Port facilities & inland waterways 6/6 – 90/125</p>



Kazakhstan's main strengths

Production factors

Relatively balanced population growth and age-structure

High saving rate

**High investment rate
(gross fixed capital formation)**

Availability of land, including irrigated land

Strong performance in attracting foreign direct investment

Business environment

Good shareholder protection

Low costs for contract enforcement

Flexible hiring and firing regulations

Low overall tax level

Kazakhstan's main weaknesses

Production factors

- Small labour force
- Low life expectancy
- Low spending on health service provision
- Low public investment in education
- Low quality of educational training
- Brain drain
- Small and shallow stock market
- Low dissemination of agricultural technologies
- Limited dissemination of information and communication technologies (ICT)
- Very high Internet price, low use
- Low quality of infrastructure (general, air, railroad, inland waterways)

Business environment

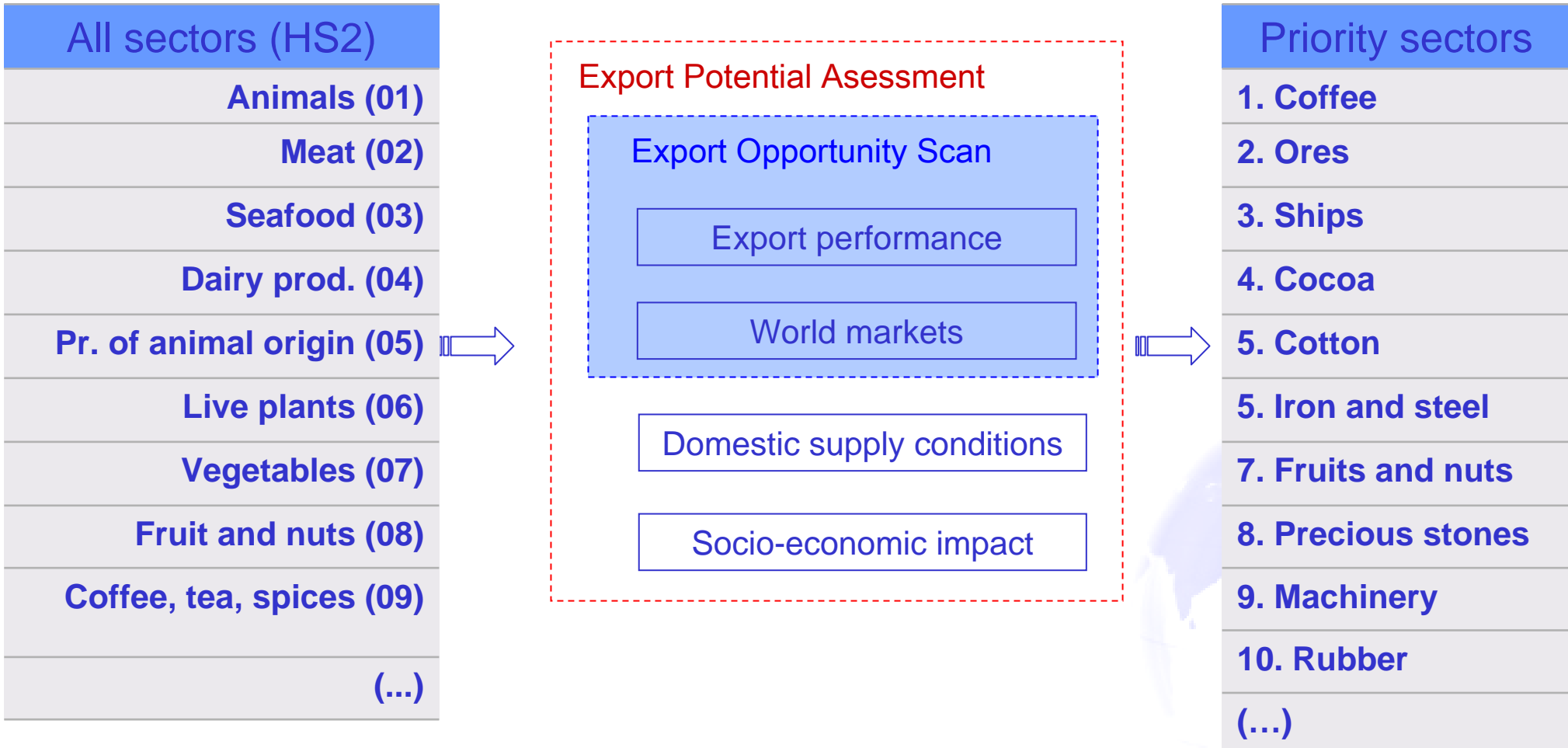
- High corruption
- Reliability of the police
- Limited independency of judiciary
- Rising inflation (danger of “Dutch-Disease”)
- Legal and administrative framework (time, cost and number of procedures) inhibits specifically cross-border trade
- High costs for starting and closing businesses
- Registering of property demanding
- Unsatisfactory intellectual property rights protection
- Lack of local competition
- Limited quantity and quality of local suppliers



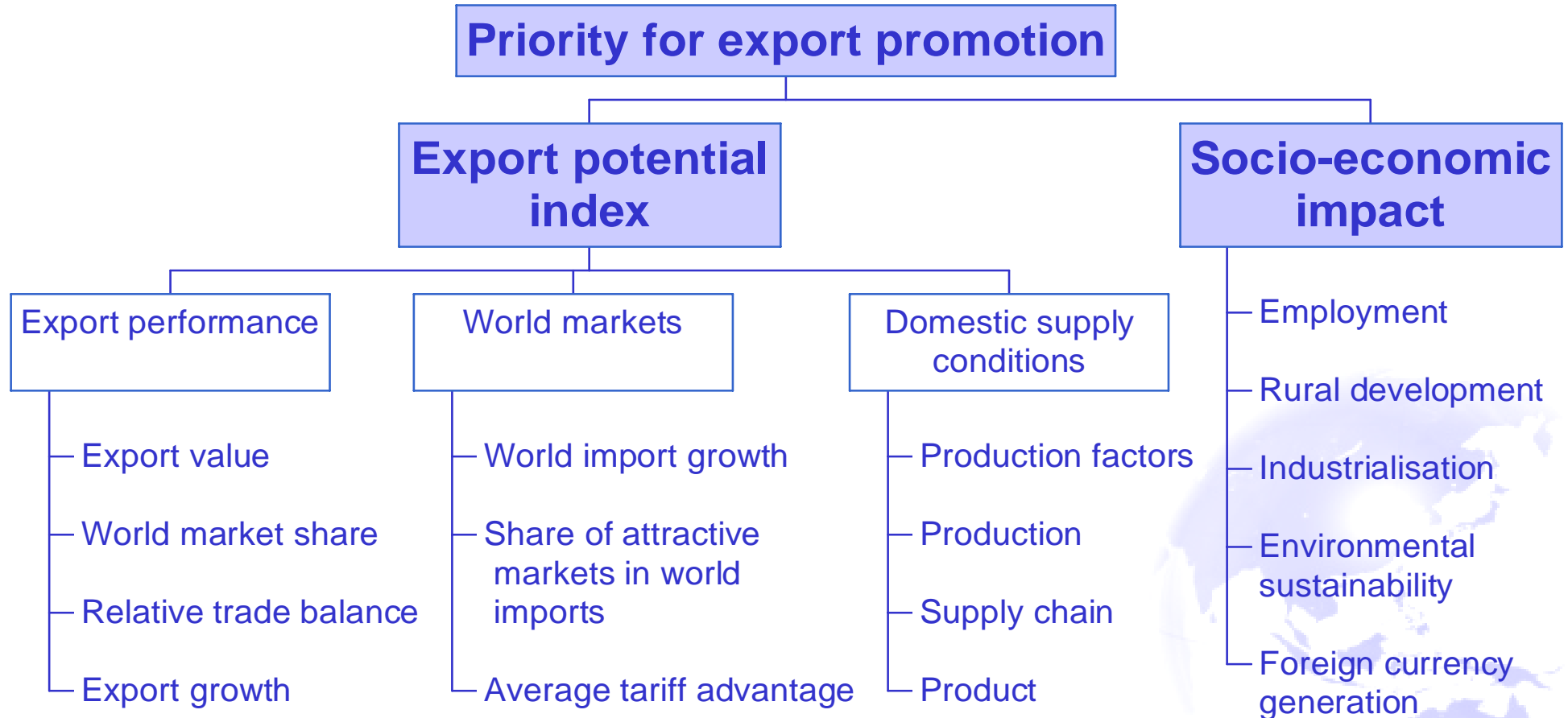
Export Potential Assessments / Trade Opportunity Scan: Identify promising sectors, products and markets



- **What?**
 - ITC report that identifies promising export sectors and markets and makes industry specific recommendations for future growth. It bridges the gap between macro-economic competitiveness studies and sector specific reports
- **Who would use it and why**
 - Trade Support Institutions and trade policy makers
 - to identify their country's opportunities in terms of export sectors and markets as components of a broader national export strategy
- **Includes**
 - An ITC report that draws on quantitative data and qualitative information (interviews with enterprises and private sector industry groups) that identifies:
 - 10-20 industries with export potential
 - attractive markets for industries and products
 - industry-specific strengths, weaknesses, opportunities and threats (SWOT)
 - A capacity building workshop with public and private sector representatives
 - A national seminar where findings and recommendations of the report are discussed with national stakeholders
 - Takes 6 to 9 months to deliver



Model for Export Potential Assessment



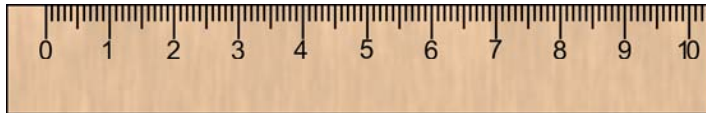


Model for regional Trade Opportunity Scan (for agricultural commodities)

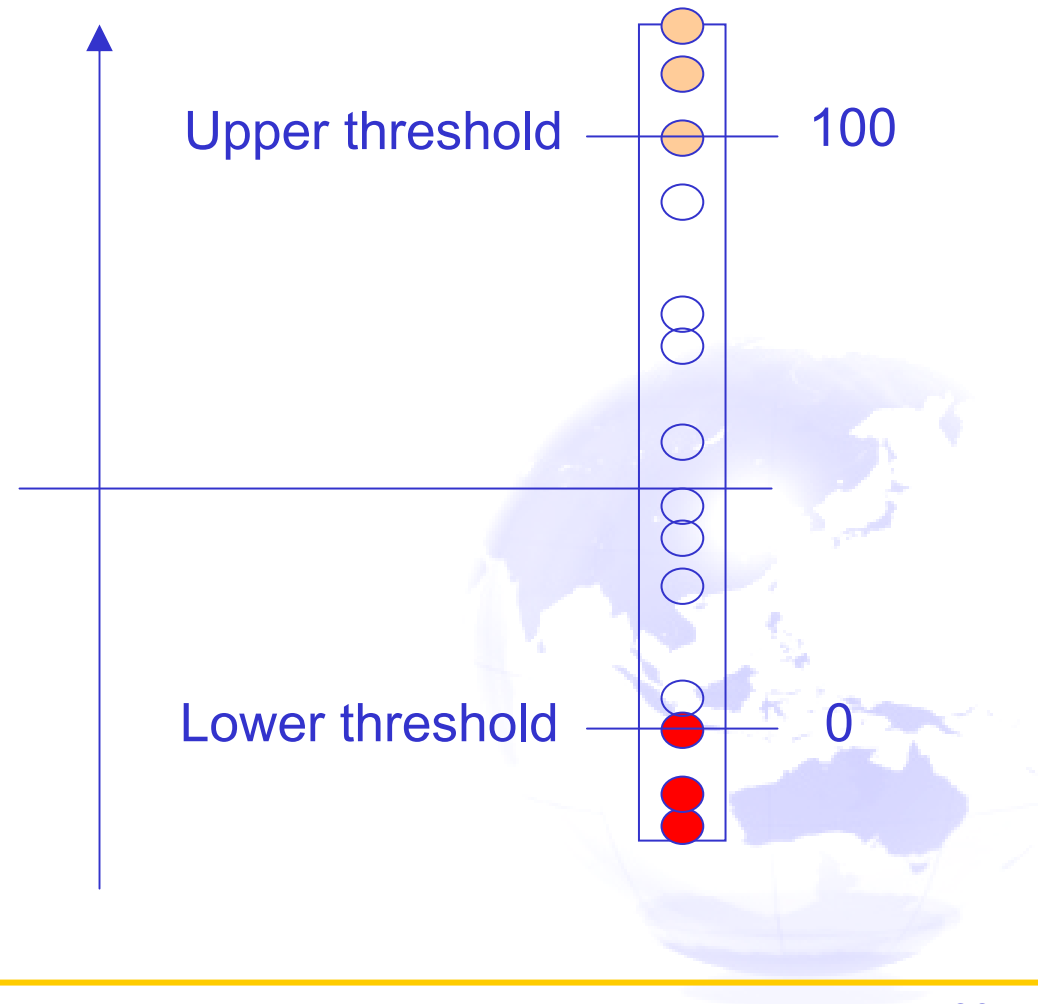
Indices	Dimension	Indicators	
Production index	Size	Share of region in world production	
	Dynamism	Growth of regional production	
	Diversification	Number of producing countries & Share of top producing country in the region	
	Yield	Ratio of regional yield to world yield	
Export index	Size	Region's exports to world	
		Share of region's exports in world exports	
	Dynamism	Growth of region's exports to world Absolute change in region's exports	
	Diversification	Number of exporting countries in the region Share of top exporting country in the region	
Import index	Size	Regional imports from world & Share of region in world imports	
		Dynamism	Growth of regional imports from World & Absolute change in regional imports
		Diversification	Number of importing countries in the region
World market index	Size	World imports	
	Dynamism	Growth of world imports & Absolute change in world imports	
	Market Access	Tariff applied to the region & Tariff advantage for the region	

Utilization of composite indices to combine indicators with different units

- Standardised to range between 0 (low) and 100 (high)



- Averaged to obtain an overall index



Index 1 Production Size of production

Top 10 products	For information: Production	Share of Western Africa in world production	
	MT	%	Index
1. Cow peas, dry	3,107,182	85	100
1. Other roots and tubers	42,863,289	74	100
1. Cocoa beans	2,455,500	63	100
1. Citrus fruit nes	3,576,000	59	100
5. Millet	11,475,270	42	71
6. Cassava	56,048,960	28	46
7. Other vegetable products	354,300	25	43
8. Sorghum	11,649,579	20	34
9. Cashew nuts	440,500	19	32
10. Groundnuts in shell	5,457,922	15	26

Index 1 Production: Dynamism

Top 10 products	Growth of Western Africa production	
	% p.a.	Index
1. Watermelons	17	100
1. Broad beans, dry	11	100
1. Eggplants	5	100
1. Wheat	7	100
5. Cocoa beans	4	94
6. Cassava	4	88
6. Beans, dry	4	88
8. Maize	3	82
9. Dates	3	81
10. Sorghum	3	69

Top 10 products	Number of producing countries in Western Africa		Share of top producer in Western Africa's production		Average index
	0 to 16	Index	% (top producer)	Index	
1. Other pulses	15	100	19 (Burkina Faso)	100	100
2. Rice, paddy	15	100	47 (Nigeria)	81	91
3. Maize	15	100	49 (Nigeria)	77	89
3. Cotton	12	79	25 (Mali)	100	89
5. Bananas, plantains	11	71	34 (Ghana)	100	86
6. Groundnuts in shell	15	100	54 (Nigeria)	70	85
7. Coconuts	11	71	37 (Ghana)	96	83
8. Millet	14	93	55 (Nigeria)	69	81
9. Sesame seed	11	71	48 (Nigeria)	80	76
9. Pimento, allspice	10	64	42 (Nigeria)	88	76



Index 1 Production: Yield

Top 10 products	Ratio of Western Africa's yield to world yield	
	Ratio	Index
1. Nutmeg, mace, cardamons	1.92	100
1. Cucumbers and gherkins	1.22	100
1. Other spices	1.11	100
1. Sesame seed	1.07	100
5. Grapefruit and pomelos	1.07	99
6. Other roots and tubers	1.02	94
7. Millet	1.01	93
8. Pimento, allspice	1.00	92
9. Cocoa beans	0.99	90
10. Coconuts	0.95	86
10. Onions	0.95	86

	Rank size	Rank dynamism	Rank diversification	Rank relative yield
1. Cocoa beans	1	5	25	9
2. Millet	5	14	8	7
3. Other roots and tubers	1	24	22	6
4. Cassava	6	6	12	14
5. Cow peas, dry	1	26	34	12
6. Sorghum	8	10	15	21
7. Sesame seed	17	33	9	1
8. Cashew nuts	9	13	17	25
8. Groundnuts in shell	10	18	6	23
8. Other pulses	19	22	1	19

Top 10 commodities for ACP West Africa in each of the four indices

Production index	Export index	Import index	World market index
<ol style="list-style-type: none"> 1. Cocoa beans 2. Millet 3. Other roots and tubers 4. Cassava 5. Cow peas, dry 6. Sorghum 7. Sesame seed 8. Cashew nuts 8. Groundnuts in shell 8. Other pulses 	<ol style="list-style-type: none"> 1. Cashew nuts 1. Cocoa beans 3. Cotton 4. Pineapples 5. Sesame seed 6. Other roots and tubers 7. Other oil crops 8. Bananas, plantains 9. Coffee, green 10. Ginger 10. Oil palm 	<ol style="list-style-type: none"> 1. Oil palm 2. Tea 3. Onions 1. Wheat 5. Maize 6. Potatoes 7. Cow peas, dry 8. Peas, dry 9. Sorghum 10. Dates 10. Garlic 53. Cocoa beans 	<ol style="list-style-type: none"> 1. Maize 1. Wheat 1. Oil palm 1. Soybeans 5. Coffee, green 6. Cotton 7. Bananas, plantains 8. Tomatoes 9. Cocoa beans 10. Barley

	Low Production, Low World market indices	Low Production, High World market indices	High Production, Low World markets indices	High Production, High World markets indices
High Export, High Import indices	---	---	---	---
High Export, Low Import indices	Mangoes Papayas Ginger Broad beans, green Cantaloupes & other melons	Beans Cotton Pineapples Coffee, green	Other roots and tubers Groundnuts in shell	Cocoa beans Sesame seed Cashew nuts Bananas, plantains
Low Export, High Import indices	Rice, paddy; Dates Potatoes Tea ...	Wheat Tomatoes Oil palm Garlic	Cow peas, dry Sorghum Onions	Maize
Low Export, Low Import indices	Eggplants Nutmeg, mace, cardamoms Watermelons Grapefruit and pomelos	Chillies & peppers, green Tang. mand. clement. Soybeans ...	Millet, Cassava Citrus fruit Pimento, allspice Coconuts ...	---

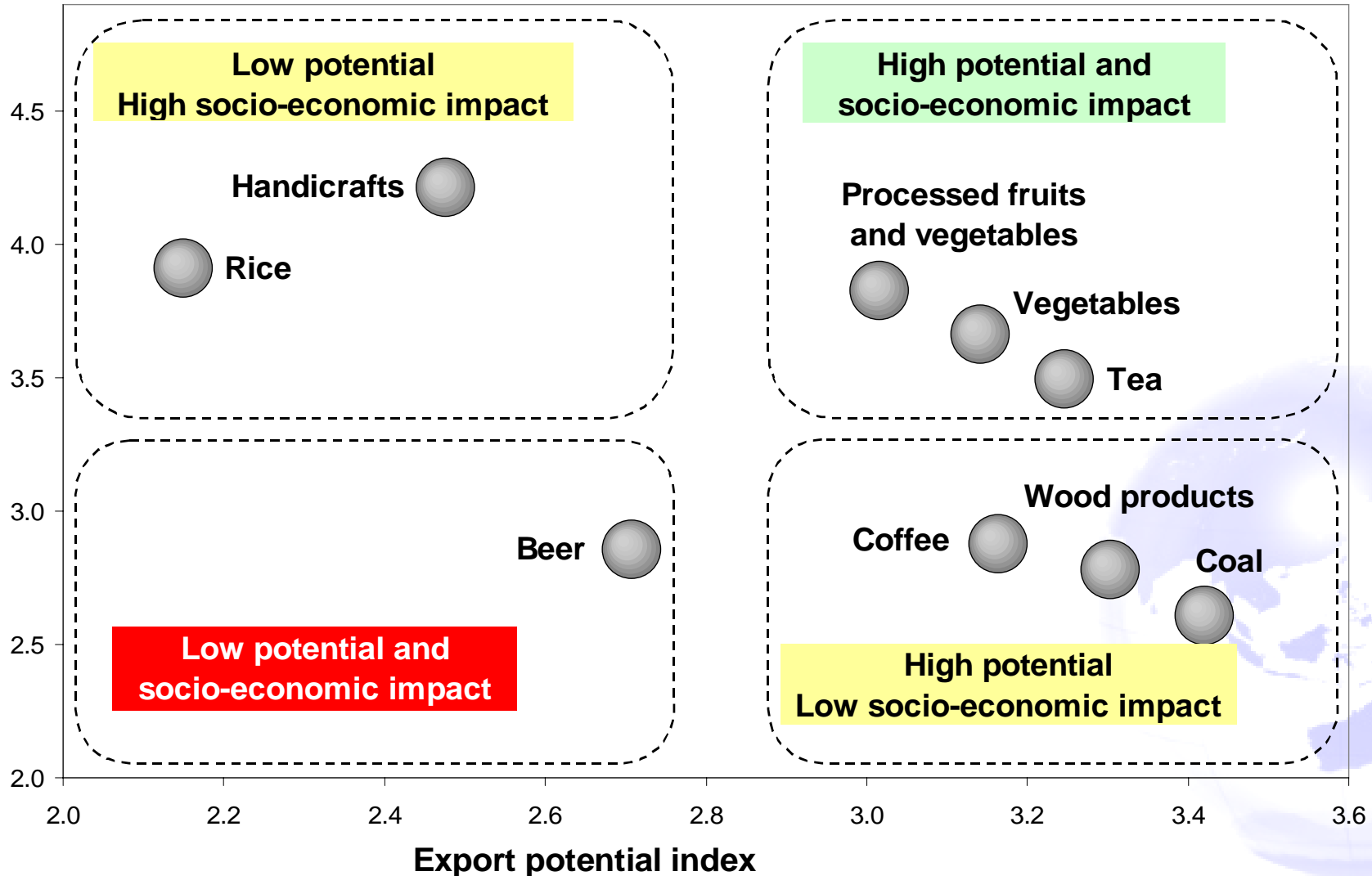
Product sectors	No apparent potential	Import substitution <i>High rank in import</i>	Export development <i>High rank in World markets or Exports</i>	Import substitution and Export development <i>High rank in Imports and (Exports or World Markets)</i>
Cereals, grains, beans, peas and pulses	Beans, dry Broad beans, dry Millet	Cow peas, dry Sorghum		Maize
Coffee, cocoa, tea			Cocoa beans	
Fruits and vegetables		Onions	Bananas, plantains	
Nuts			Cashew nuts	
Oil crops	Coconuts		Sesame seed Groundnuts in shell	
Roots and tubers	Cassava		Other roots and tubers	
Spices	Pimento, allspice			



ACP Western African countries:
Commodities with medium ranks (Top 21 to 40) in production:
import substitution and/or export development

Product sectors	No apparent potential	Import substitution	Export development	Import substitution and Export development
Cereals, grains, beans, peas and pulses	Chick-peas	Rice, paddy		Wheat
Cotton			Cotton	
Fruits and vegetables	Watermelons Cucumbers & gherkins Eggplants Grapefruit & pomelos	Dates	Beans Pineapples Mangoes	Tomatoes
Nuts				
Oil crops				Oil palm
Roots & tubers		Potatoes		
Spices	Nutmeg, mace, cardamons	Pepper, white / long / black		

Socio-economic impact index



Identify interesting markets for a given product/industry

All markets
Argentina
Brazil
Cambodia
Denmark
Egypt
France
Germany
Hungary
Indonesia
(...)



1. Size of markets

2. Dynamism of markets

3. Openness of markets

4. Tariff advantage in markets

5. Other criteria possible: Distance, NTBs, ...



Most interesting markets	
Current markets	Market opportunities
1. China	
	2. India
	3. UK
4. Indonesia	
	5. Russia
	6. Brazil
(...)	



Top 5 attractive markets in the world and the region for Cambodian Shrimps and prawns (HS 160520)

Markets (Rank in world)	World share (%)	Growth Rate (% p.a.)	Tariff (%)	Tariff advantage (%)	Cambodia's main competitors
1. Spain	3.2	62	0.0	4.3	China, Denmark, Belgium
2. Canada	3.6	23	0.0	0.0	Thailand, China, Viet Nam
3. Denmark	7.6	12	0.0	0.5	Greenland, Canada, Iceland
4. Japan	16.6	6	0.0	3.2	Thailand, Viet Nam, China
5. United States	31.4	7	0.0	1.2	Thailand, China, Viet Nam
9. Viet Nam	1.0	119	10.0	38.6	China, USA, Malaysia
13. Indonesia	0.0	51	0.0	5.0	Singapore, China
15. Hong Kong	0.5	26	0.0	0.0	China, Japan, Thailand
17. Malaysia	0.1	60	0.0	0.4	Viet Nam, Netherlands, India
27. Philippines	0.0	164	5.0	0.0	Singapore, Japan, Indonesia

Most attractive markets for Cambodia's most promising fishery products

Product	Export potential index	Most attractive markets in the world	Attractive markets in the region (rank in the world)
Fish live, (030199)	2.87	S.Korea, Japan, Hong Kong , Finland, Estonia	Singapore (7) , Viet Nam (10), Philippines (11), Indonesia (12),
Fish fillets, fresh or chilled (030410)	2.68	France, Sweden, UK, Italy, Belgium	Viet Nam (10), Malaysia (27), Georgia (45), Maldives (49),
Fish fillets, dried, salted (030420)	2.65	Netherlands, Japan, UK, France, United States	Viet Nam (12), Tajikistan (32), Kazakhstan (34), Singapore (39), Thailand (42)
Shrimps and prawns, prepared (160520)	2.48	Spain, Canada, Denmark, Japan, United States	Viet Nam (9), Indonesia (13), Hong Kong (SARC) (15), Malaysia (17), Philippines (27)
Shrimps and prawns, frozen (030613)	2.09	France, Belgium, Italy, Spain, United States	Japan (7), Malaysia (8), Singapore (15), Viet Nam (17), China (21)

- Non Tariff Measures

- Collaboration of ITC & UNCTAD with World Bank, FAO, UNIDO, WTO, OECD & donors to:

- Survey companies at national level to capture NTMs perceived
 - Collect and quantify NTMs & national regulations
 - Collect international norms & regulations
 - Test and validate a new classification of NTMs and a new data collection methodology

- Process

- Develop an information web portal to report the NTMs mentioned in the company surveys

- Seven pilot countries are being tested

- Brazil, Chile, India, Philippines, Thailand, Tunisia and Uganda

- Long term objective is to roll out world wide and construct a global database of NTMs & NTBs



The screenshot shows the homepage of 'The Trade Barrier Reporter'. The title is 'The Trade Barrier Reporter' in a large, green, serif font. Below the title is a navigation bar with links for 'Home', 'About', 'FAQ', and 'Contact'. On the right side of the navigation bar, there are links for 'Register', 'Already have an account?', and 'Log in'. The main content area features a paragraph describing the website as a global online reporting system for companies involved in international trade to report non-tariff barriers (NTBs). Below this, it lists the objectives of the reporting system, which include providing transparency, helping policymakers, and providing supplementary information to analysts and researchers. At the bottom of the main content area, there is a button labeled '| Report a trade barrier |'. The footer contains copyright information for 2007 UNCTAD and lists partners: ITC, UNIDO, FAO, IMF, OECD, The World Bank, and WTO.



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