Please note that this brief presentation serves as an introduction to Trade Map. It only presents a handful of features. We recommend that you study the user guide to gain full awareness of all Trade Map functionalities.

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**Table of content**

- Objectives ............................................. 3  
- Trade Map for enterprises .................. 4  
- Trade Map for trade support inst ........... 5  
- Trade Map for policy-makers ............... 6  
- Trade Map’s characteristics .................. 7  
- Data classification I ............................... 8  
- Data classification II .............................. 9  
- Data classification III ............................ 10  
- Home page .......................................... 11  
- Main selection menu ............................. 13  
- Main selection menu – Tips ................. 14  
- Three functional approaches ............... 15  
- Second selection menu ......................... 16  
- Tertiary selection menu ....................... 17  
- How to read tables? ............................. 21  
- Product approach ............................... 22  
- Product approach – sub. request ........... 23  
- Product approach – Trade Indicators ....... 24  
- Product approach – Time Series ............ 27  
- Product approach – Overview ............... 29  
- Country approach ............................... 30  
- Country approach – sub. request .......... 31  
- Country approach – Trade Indicators .... 33  
- Country approach – Time Series .......... 34  
- Country approach – Overview .......... ... 35  
- Bilateral approach .............................. 36  
- Bilateral approach – sub. request ......... 37  
- Bilateral approach – Trade Indicators .... 38  
- Bilateral approach – Time Series .......... 40  
- Bilateral approach – Overview .......... ... 41  
- Appendices ................................. ....... 44
Objectives

- Introduction to Trade Map’s interactive environment
- Learn how to use Trade Map’s functionalities and basic methodologies
- Gather data on imports and exports
  - for a particular sector or product
  - at a country, bilateral and international level.

Trade Map will answer many of your initial research questions and will provide you with an overview of the most important market trends and dynamics. It will also guide you towards other important research questions.

Trade Map will enable enterprises to identify:

- The structure of the world market for a product
- Current trends for a product
- Opportunities for market diversification
- Countries competing in a specific market
- Which countries could be potential destination markets
Trade Map will allow trade support institutions to:

- Investigate a country’s current trade performance
- Find products where a country has a competitive advantage
- Identify products for which there exists increased potential for bilateral trade
- Prioritise markets and products for trade promotion
- Find which countries supply the majority of a country’s imports and find alternative sources of supply
- Explore regional or economic group trade flows

Trade Map will allow policy-makers to:

- Identify products which have a competitive advantage
- Identify countries showing a constant negative trade balance for a given product
- Compare unit values across the world for a given product
- Explore the history of trade dynamics with potential regional or economic group members
- Investigate country’s current trade performance in given sectors
**Trade Map’s key characteristics**

- **Where does the data come from?**
  - COMTRADE, produced by the United Nations Statistics Division database
  - National Authorities
- **What is Trade Map’s geographical coverage?**
  - Information for over 220 countries and territories using data reported by 160 countries and territories
  - We have data for non-reporting countries using mirror statistics*
- **What is Trade Map’s product coverage?**
  - For the Harmonized System
    - over 5,300 products at the 6 digit level
  - For the National Tariff Line
    - up to 30,000 products for 90 countries (~84% of world trade)
- **What is Trade Map’s time horizon?**
  - Yearly, quarterly and monthly data

* For countries that do not report trade data to the United Nations, ITC uses partner country data. Mirror statistics are a second-best solution being better than having no data at all. (see User Guide for more information on mirror statistics)

**Data classification in Trade Map - I**

- **The Harmonized System (HS)**
  - A numerical classification system of products used as a basis for international trade statistics by almost all countries.
- **The system is harmonized up to six digits (HS-6)**
- **HS data is standardised internationally.**
  You can compare HS data between countries.

- **The HS 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)
Data classification in Trade Map - II

- **National Tariff Lines (NTL) codes**
  - Classification of goods after the 6 digit level of the Harmonized System classification.
  - More specific than the HS product level (HS-6).
  - While the most detailed level of the HS is HS-6, National Tariff Lines can go up to 12 digits.
  - Why use the HS and NTL classification?
    - The HS classification is standardized internationally.
    - The NTL classification is not standardized internationally.
      Each country decides its own further classification after the Harmonized System. Hence, National Tariff Line codes can be different from a country to another. See example on next slide.

Data classification in Trade Map - III

- **Harmonized System** — broad product coverage, harmonised across countries

- 08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons
  - 0804 (HS-4) Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried
    - 080450 (HS-6) Guavas, mangoes and mangosteens, fresh or dried

- **National Tariff Line** — very specific product coverage, international comparison not possible, differentiated between countries

- National Tariff Line for Australia
  - 08045000 (NTL) Fresh or dried guavas, mangoes and mangosteens

- National Tariff Line for Japan
  - 080450011 (NTL) Mangoes, fresh
  - 080450019 (NTL) Guavas and mangosteens, fresh

- National Tariff Line for the United States
  - 0804508000 (NTL) Guavas, mangosteen, dried
  - 0804506080 (NTL) Guavas and mangosteens, fresh, if entered during the period from June 1 to August 31, of the following year, inclusive
  - 0804504040 (NTL) Mangoes, fresh, if entered during the period from September 1, in any year, to the following may 31, inclusive
Trade Map – Main selection menu

- **Imports** - Request information on “Exports” or “Imports”?
- **Product** - Enter the product under analysis. All product descriptions (at HS-2,4 and 6) including that word are listed. Information on National Tariff Lines is made available at a later stage.
- **Country** - Enter the name of the country/region under analysis.
- **Partner** - If a country is already selected, you may choose a partner country/region to explore bilateral trade data.

Select whether you wish to view data in terms of “Trade Indicators” or “Time Series”. (explained under slide 25 and 28)

Trade Map – Main selection menu – Tips

- **Spelling**: do not make any spelling mistakes. Trade Map searches through ALL product descriptions for an EXACT match. E.g. if the word “apples” is entered in the system, no results are generated. Data is only available for the word “apple”.
- **Synonyms**: similarly, if one cannot find any results for a product, one should think of another name which describes the product. E.g. Instead of the word “beef”, enter “bovine” or instead of “raisin” enter “grapes”.
- **Selection**: when typing a country, product or code into any of the selection fields, click on a choice from the possible matches that appear in the drop-down menu. If this is not done, the system will think that nothing was selected.
Trade Map – Analysis - Three functional approaches

The Product Approach
– Users can analyse markets for a specific product including the structure of the market, trends in supply and demand, opportunities for market diversification and identify potential for product diversification.
– Most used by business-oriented analysts.

The Country Approach
– Users can assess the national trade performance of a country at the HS-2, HS-4 and HS-6 and national tariff line level (NTL) for a single product. They can do the same for a set of predefined products at HS-2, HS-4 and HS-6.

The Bilateral Approach
– Users can review the potential for bilateral trade with another nation, a predefined group of countries and members of a regional trade area.

Overview of information made available

• Product Approach
  – Select a product and choose "imports" to:
    • Assess the structure of the world market for a product
    • Identify current trends for a product
    • Examine tariffs in potential new markets
  – Select a product and choose "exports" to:
    • Assess world competitors
    • Analyse the performance of competitors
    • Assess the performance of the products currently exported

• Country Approach
  – Select a country and "imports" or "exports" to:
    • Assess the national trade performance by sector
    • Assess the current product portfolio of a country
  – Select a country, a product and "exports" to:
    • Analyse trends in a sub-sector
    • Overview the top products exported by the country

• Bilateral Approach
  – Select a country and partner country to:
    • Assess the current bilateral trade between two partner countries at the sectoral level
  – Select a country, partner and product to:
    • Analyse bilateral trade at the product level
After submitting a query on the main selection menu, Trade Map generates a table providing the data you requested.

At the top of that table, a “navigation bar”:
- Recap the fields you have selected and allows you to modify them.
- Allows you to undertake research with those country or product groups you have created under “My Account”.
- Introduces other criteria which can enrich your research.

A third set of selection options involves clicking on different elements found in Trade Map’s tables:
- Provides access to additional functionalities
- Allows to organise information
- Disaggregate data

As shown in the next slides:
- Columns can be sorted by clicking on their heading (if underlined). The arrow below the heading indicates which column is sorted and whether data is sorted upwards or downwards.
- Click on the name of a country shown in blue to access the destination markets of that country for the HS code under review.
- Clicking on to view data at a more disaggregated level. That is to say, if currently reviewing a table at HS-6, access data at the NTL for that country.
- Tables are just one way to visualise data. By clicking on the “Table”, “Graph” or “Map” tabs, one can visualise data in a different format.
- To extract data in Excel, Word or Notepad, click on either.
**Interactive selection – Refine your search**

**List of exporters for the selected product in 2006**

<table>
<thead>
<tr>
<th>Exports</th>
<th>Trade Indicators</th>
<th>Annual growth in export volumes between 2002-2006 (%)</th>
<th>Annual growth in export volumes between 2005-2006 (%)</th>
<th>Tariff waivers granted by the country</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States of America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Click on any of these countries to view their trade partners for the HS code under review.

Click on any of the table’s columns to sort the data.

Click on to access more detailed information.

Click here to access information for countries further down the table.

**Different modes to visualise data**

**Number of countries viewed per page**

**Extract information in Word, Excel or Text**

**Trade Map**

**Trade Statistics for International Business Development**

**General guidelines, functionalities and basic methodologies**
How to read tables?

- Most tables look alike. Make sure to read the title to ensure that analysis is carried out for the correct data set.

- Read data from left to right, just like a book. Eventually, with time and practice, telling the story for a specific country or product reading the data will become second nature.

- Take time to analyse the data. Do not feel overwhelmed, understanding all this information takes some time.

Trade Map’s product approach

Analyse markets for a specific product including the structure of the market, trends in supply and demand, opportunities for diversification, identify potential for product diversification…
**Product Approach – Selecting a product**

- **Select a product and “imports” to:**
  - Assess the structure of the world market for a product
  - Identify current trends for a product
  - Examine tariffs in potential new markets
- **Select a product and “exports” to:**
  - Assess world competitors
  - Analyse the performance of competitors
  - Assess the performance of the products currently exported

Type the name of the product under review. Trade Map then generates a list of all product descriptions including those letters. Once the correct product description is identified, click on it to select it. Then select “Trade Indicators” or “Times Series data”.

To cancel the selection of a product, click here.

---

**Trade Indicators Table**

Click here to switch to Exports data.

Click by product to see imports for all the products belonging to this grouping.

Click here to switch to Time Series data.

---

**Trade Map**

*Trade Statistics for International Business Development*

*General guidelines, functionalities and basic methodologies*
How to read tables – Trade Indicators?

• “Trade Indicators” have already been calculated by ITC to enrich analysis.
  • 8-digit breakdown:
    – click on \( \text{data} \) to access information at a more disaggregated level e.g. if viewing data at HS-6, access National Tariff Line data of a country.
  • Importers:
    – the name of countries importing a product
  • Value imported in a given year in USD thousand:
    – total value imported in the given year for that product.
    – The initial value, expressed in the currency of the importer, was converted into dollars using the UN’s official dollar rate for the given year (currency rate available on COMTRADE).
  • Trade balance in a given year in USD thousand:
    – defined as exports minus imports for that particular HS/NTL code. This column indicates whether the country is a net importer or exporter.
  • Quantity imported:
    – imported quantity.
  • Quantity unit:
    – the unit of measure used to denote the quantity.

How to read tables – Trade Indicators?

• Unit value:
  – calculated by dividing the total value by the total quantity traded.
  – a rough estimate of the value of the product, but:
    » does not take into account issues such as seasonal prices, shortages, currency fluctuations etc. For this type of information you need to select monthly data.
• Annual growth in value between 2002-2006, %:
  – calculated using the method of least squares.
  – If this value exceeds the growth in quantity, it can indicate that the price of this product increased during this period.
• Annual growth in quantity between 2002-2006, %:
  – calculated using the method of least squares.
• Annual growth in value between 2005-2006, %:
  – reports the most current trends in value for this product.
• Share in world imports:
  – calculated by dividing world imports by the imports of a country.
• Tariff equivalent ad valorem applied by the country:
  – access information on the “average” tariff faced by the exporter by clicking on the link.
  – this data is extracted from ITC’s Market Access Map market analysis tool.
How to read tables – Time series?

- "Time Series" enable users to see product or market trends over time.
  - Take a good look at all the other criteria found under the secondary selection menu.

- HS8
  - Click on to access information at a more disaggregated level e.g. if viewing data at HS-6, access National Tariff Line data of a country.

- Importers
  - The name of the countries importing.

- Imported value during a given year
  - Calculated as the sum of the value of the good traded.
**Product Approach – step-by-step overview**

- This table demonstrates how one can undertake market research with ITC’s market analysis tool under the product approach.

| Stage 1: Assess world trends for your product | Under the main selection menu, select your product, and click on Trade Indicators |
| Stage 2: Assess countries’ trends for your product | Analyse trends (this is explained in great depth in the step-by-step guide to market research) |
| Stage 3: Look at time series | Under the second selection menu, select Time Series |
| Stage 4: Assess competitors’ performance | Under the second selection menu, select Trade Indicators |
| Stage 5: Look for a new potential target markets | Click on one of the country name for one of your competitors to see its suppliers |
| Stage 6: Analyse your potential target markets | Once the new potential market is identified, click on it to view its trends |
| Stage 7: Analyse the tariff barriers for those markets | Gather information on tariff barriers for that market under column 12 |
| Stage 8: Analyse the market at the national tariff line level | Click on to view information at the NTL for this product |

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**Country Approach**

Analyse markets for a specific product including the structure of the market, trends in supply and demand, opportunities for diversification, identify potential for product diversification…
Country approach – selecting a product

- **Country Approach**
  - Select a country to:
    - Assess the national trade performance by sector
    - Assess the current product portfolio of a country
  - Select a country and a product to:
    - Analyse trends in a sub-sector
    - Overview the top products exported by the country

Type the name of the country/region under review. Trade Map then generates a list of all countries/regions including those letters. Once the correct country/region is identified, click on it to select it. Then select "Trade Indicators" or "Times Series data".

To cancel the selection of a product, click here.

Country approach

- If one country was submitted for “Trade Indicators”, the chart in the next slide is generated:
  - at first, only HS-2 data is available.
  - click on to disaggregate data to HS-4. Alternatively select “products at 4 digits” under the secondary selection menu.
  - the same procedure can be repeated for HS-6 and NTL data.
  - click on the title of any column to sort data.

- The chart after next shows the same data entry for “Time Series”.
  - Time Series tables are similar to the ones generated under the product approach.
Trade Map

Trade Statistics for International Business Development

General guidelines, functionalities and basic methodologies
### Country Approach - step-by-step overview

- This table demonstrates how one can undertake market research with ITC’s market analysis tool under the country approach.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
<th>Menu Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Assess your national trade performance at the sector level (HS-2)</td>
<td>Under the main selection menu, select a country and Trade Indicators</td>
</tr>
<tr>
<td>2</td>
<td>Assess your national trade performance at the sector level (HS-2) over time</td>
<td>Under the second selection menu, select Time Series</td>
</tr>
<tr>
<td>3</td>
<td>Assess your national trade performance at the product level (HS-4)</td>
<td>Under the second selection menu, select Trade indicators and Products at 4 digit</td>
</tr>
<tr>
<td>4</td>
<td>Assess your national trade performance at the product level (HS-4) over time</td>
<td>Under the second selection menu, select Time Series</td>
</tr>
<tr>
<td>5</td>
<td>Repeat the same procedures to gather information at HS-6 and NTL both for Trade Indicators and Time Series</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>At HS-2, HS-4 and HS-6, you can visualise the performance of your country by taking a look at the different graphs made available on Trade Map.</td>
<td>Click on (note that this function is only available under the Time Indicators tables) – this function is not available for all countries.</td>
</tr>
</tbody>
</table>

### Bilateral Approach

The bilateral approach enables users to review the potential for bilateral trade between two countries, a Predefined group of countries or members of regional trade areas.
Bilateral approach – main selection menu

- Bilateral Approach
  - Select a country and partner country to:
    - Assess the current bilateral trade between two partner countries at the sectoral level
  - Select a country, partner and product to:
    - Analyse bilateral trade at the product level

Type the name of the country/region under review. Trade Map then generates a list of all countries/regions including those letters. Once the correct country/region is identified, click on it to select. Then select “Trade Indicators” or “Times Series data”.

Trade Indicators Table

Click here to view data at HS-2,4,6 or at the NTL for that country

Comparing these three sets of indicators, can you see any potential for trade between these two countries?

Information on applied tariffs

Click here to view the list of all the importing markets for this product exported by Argentina

Click here to view the list of all the exporting markets for this product imported by Brazil

Trade Map

Trade Statistics for International Business Development

General guidelines, functionalities and basic methodologies
How to read tables?

• Trade Map’s bilateral tables are different from those generated under the product and country approach but the tertiary selection remains the same.

• “Trade Indicators” have already been calculated by ITC to enrich analysis
  - HS4, Product Code and Product Label: Groups information concerning the product and product code. Same set-up as under the product and country approach.
  - Brazil’s imports from Argentina: Provides the country’s imports from the partner country.
  - Argentina’s exports to the world: Explores the partner’s imports from the world.
  - Brazil’s imports from the world: Allows to see the country’s imports form the world.

• “Time Series” tables are also available under the bilateral approach. They provide an overview of the bilateral trade of the country and partner over a five year period.
What are the next steps?

• We invite you to view the following guides:
  – Intro
  – Trade Map
  – MacMap
  – Outro (coming soon)

• Should you have any questions on terminology, take a look at Trade Map’s frequently asked database.

• Congratulations, you are now familiar with Trade Map’s basic functionalities. All that remains to be said is:

  PRACTICE MAKES PERFECT

Appendices
**Data issues – beware**

- **CIF vs. FOB**: Be careful when comparing values of imports and exports! Exports’ data is reported Free on Board (FOB) and Import data is reported including the Cost, Insurance and Freight (CIF) - a pricing term under which the seller pays all expenses involved in the placing of merchandise on board a carrier and in addition prepays the freight and insures the goods to an agreed destination.

- **Trade data are never complete**: Smuggling and mis-reporting countries represent a serious problem in a number of countries.

- **Re-exports**: Most countries include imports for re-exports in their trade statistics. A low-income country may show up as an exporter of airplanes simply because its national airline has sold second-hand planes.

**Data issues – beware**

- **Misleading product groupings**: Even at the lowest level of disaggregation, product groups in the trade nomenclatures do not necessarily reflect trade names and often contain a wide range of different products.

- **Exchange rate fluctuations**: Exchange rate fluctuations are not always properly recorded in international trade statistics. Values are normally aggregated over the period of one year in local currency and converted into US dollars.

- **Mirror statistics**: For countries that do not report trade data to the United Nations (UN), ITC uses partner country data, an approach referred to as mirror statistics. For example, while North Korea is a non-reporting country to the UN we can calculate its exports and imports by collecting information from its trade partners. Mirror statistics are a second-best solution being better than having no data at all.
Data issues – beware

- **EXC/ INC**: Product descriptions excluding or including those products.
- **Areas NES**: The country "Areas NES (Not Elsewhere Specified)" is used
  - if the country of origin was unknown
  - if an error was made in the country’s assignment
  - if the reporting country did not send the details of the trading partner in those specific cases.
Portfolio model of a production strategy

The Boston Consulting Model (or Matrix)

National Export Growth vs. International Demand
The Case of Ecuador

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