



International  
Trade  
Centre

MARKET ANALYSIS TOOLS

INTEGRATED SOLUTIONS

NON-TARIFF MEASURES PROGRAMME

CAPACITY BUILDING SERVICES

SUCCESS STORIES

# TRADE AND MARKET INTELLIGENCE



ENHANCING THE TRANSPARENCY OF INTERNATIONAL TRADE  
AND OBSTACLES THROUGH INNOVATIVE MARKET ANALYSIS  
AND RESEARCH SOLUTIONS



UNITED NATIONS  
UNCTAD



WORLD TRADE  
ORGANIZATION





## Market Analysis Tools

ITC has created a range of market analysis tools to help users examine crucial trade related information of over 200 countries and territories and to better understand supply and demand trends for internationally traded products.

Trade Map	p. 4	Procurement Map	p. 9
Market Access Map	p. 5	Standards Map	p. 10
Export Potential Map	p. 6	Investment Map	p. 11
Rules of Origin Facilitator	p. 7	Embedded solutions	p. 12
Market Price Information	p. 8		



## Integrated Solutions

Integrated solution portals combine our expertise in trade data, data management and data dissemination. These national and regional portals are customized to meet the needs of users.

National Trade Information Portals	p. 13
EuroMed Trade Helpdesk	p. 14
African Trade Observatory	p. 15
Central Asia Trade Intelligence portal	p. 16
Eastern Partnership Trade Helpdesk	p. 17
Global Trade Helpdesk	p. 18



## Non-Tariff Measures Programme

The ITC Non-Tariff Measures (NTMs) Programme aims at increasing transparency and helping countries better understand the non-tariff obstacles to trade faced by their business sectors.

NTM Programme	p. 19	ePing	p. 22
Services Trade Measures Initiative	p. 21	Trade Obstacle Alert Mechanism	p. 23



## Capacity Building Services

The TMI section offers a wide range of capacity building activities for export oriented managers, trade support institutions and trade policy makers to support market analysis, one of the foundations of successful export strategies and trade policies.

Capacity Building Services	p. 24
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## Success Story

The main objective of providing extensive trade and market intelligence is to enable users and workshop participants to apply the knowledge and skills they acquire in their daily work.

Success Story	p. 25
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# CHALLENGE TO GLOBAL TRADE

A key challenge for exporters is the scarcity of reliable trade information on markets. They need to stay on top of competitive conditions in their current markets, anticipate demand swings in turbulent times following the COVID-19 crisis and pinpoint long-term growth potential for their products. Moreover, they need to be able to scan opportunities for new markets and look for opportunities to diversify or add value to their existing product range. This can be time consuming and costly and become an impediment to trade, especially for SMEs (small and medium sized enterprises).

Meanwhile, importers worldwide also seek to optimize the potential offered by preferential trade agreements, and improve the efficiency of their sourcing by scanning for new and competitive supplier countries.

ITC's interviews (see p. 20) with more than 33,000 enterprises in 74 countries find that "lack of information and transparency" are among the main obstacles to trade experienced by companies, particularly SMEs, across countries. Countries need reliable information to enable companies, institutions and policy makers to make better-informed trade-related decisions.

ITC addresses these issues with its market analysis tools and related market data, and information sources, particularly targeting users in least developed countries, where local sources of trade intelligence are often unavailable.



# MARKET ANALYSIS TOOLS

The International Trade Centre has developed a suite of online tools to make global trade more transparent and to facilitate access to markets. These tools enable business actors to identify export and import opportunities, compare market-access requirements, monitor national trade performance and make well-informed trade decisions.

The Market Analysis Tools suite covers the world's largest databases on trade statistics, tariff data, and rules of origin related to applicable free trade agreements. Additional tools offer export potential estimations, market price information, regional trade and investment data and much more.

The tools are unique in product detail, as well as in breadth of geographic coverage – particularly for developing and least developed countries. The tools are free for users in least developed and developing countries, as well as in the European Union. More than 1,000,000 users have registered to use the tools, which include enterprises, governments, educational institutions and many of the world's top 500 companies.



*Helping users examine the export and import statistics of over 220 countries and territories to better understand supply and demand trends for around 5,300 internationally traded products.*

## ANNUAL USER SURVEY

ITC market analysis tools contributed to **\$1 billion** in trade transactions (2017-2020)



For more information:  
[Marketanalysis.intracen.org](https://Marketanalysis.intracen.org)

Co-funded by  
the European Union



[marketanalysis.intracen.org](https://marketanalysis.intracen.org)



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@ITC\_MktAnalysis  
#ITCdata



[ITCmarketanalysisitools](https://ITCmarketanalysisitools.com)



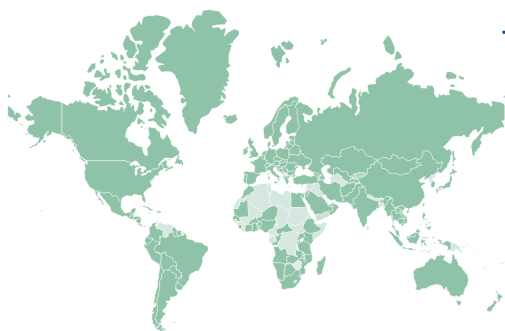
# TRADE MAP



**An online database on international trade statistics, which presents useful indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country perspective.**

[www.trademap.org](http://www.trademap.org)

Trade Map covers the annual trade flows (mirror and direct) of over 220 countries and territories and 5,300 products defined at the 2, 4 or 6-digit level of the Harmonized System. Different trade indicators (values, quantities, trends, market share and unit values), and times series since 2001 can be displayed in table, graph or map format. Search results can easily be exported to an excel file.



## Trade Map data availability 2020

- Direct data
- Mirror data

Annual trade flows of over 200 countries and territories in direct and mirror data.

## STRENGTHS

The strength of Trade Map lies in its constant update of monthly and quarterly data from both developed and developing countries that cannot be found in other tools, as ITC collects this directly from national authorities. The tool shows direct and mirror data, as well as re-export data.

Trade Map goes beyond the trade data by offering a Harmonized System revision history feature and a directory of contact information of over 2 million companies in over 133 countries.

# MARKET ACCESS MAP



**A web application to better understand and analyse pertinent market access conditions applied by more than 200 countries and territories.**

[www.macmap.org](http://www.macmap.org)

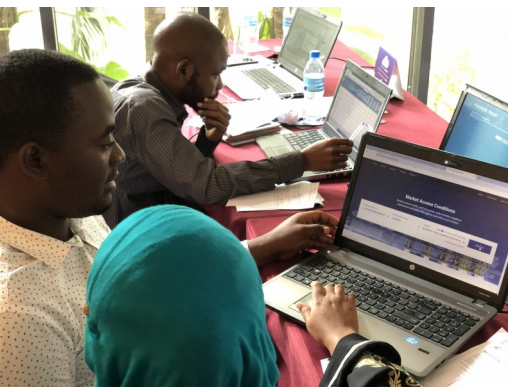
Market Access Map provides information on applied customs tariffs including MFN tariffs and preferences granted unilaterally and in the framework of bilateral and regional trade agreements.

## STRENGTHS

Users can find ad valorem equivalents (AVEs) for non-ad valorem duties in order to compare tariffs across countries, perform product aggregations at a sectorial or regional level and simulate tariff reduction scenarios. The application also covers tariff rate quotas, even though these can not be translated into AVEs.

Additionally, trade agreements are listed together with their corresponding rules of origin and certificates of origin,

Other data covered are trade remedies, bound tariffs of WTO members, non-tariff measures (NTMs) and trade flows to help users prioritize and analyse export markets as well as to prepare for market access negotiations. The tool allows for unlimited bulk data downloads and offers visualisation for global perspectives of tariffs in specific sectors by country.



Find applied customs tariffs, including MFN and preferential tariffs, non-tariff measures, trade agreements and much more to access markets.



# EXPORT POTENTIAL MAP



A free innovative tool that identifies products, markets and suppliers with (untapped) export potential as well as opportunities for export diversification for 226 countries and territories and more than 4,300 products.

[exportpotential.intracem.org](https://exportpotential.intracem.org)

Export Potential Map puts big data to work for trade development. It empowers diverse stakeholders, from trade advisors, policymakers to private companies to drive inclusive trade-led growth.



## STRENGTHS

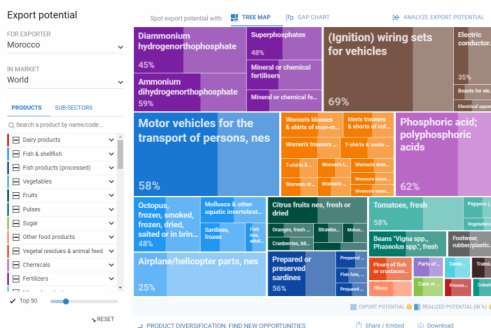
The tool translates rigorous trade analysis into practical information about export opportunities. Based on an economic model that draws on trade, tariff, GDP and geographic data, the tool helps evaluate countries' potential to ramp up exports. It measures:

### The Export Potential Indicator

identifies markets that offer room for export growth in established export sectors.

### The Product Diversification Indicator

identifies new products with favourable chances of export success in regional and global markets.



Investigate and visualize your export and diversification opportunities.

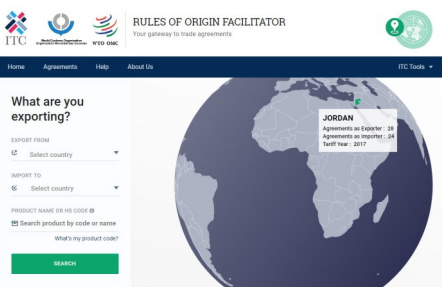


# RULES OF ORIGIN FACILITATOR



A free online portal designed to help MSMEs understand easily the applicable rules of origin to their products and get the most benefits from available trade agreements via a simple search function.

[findrulesoforigin.org](http://findrulesoforigin.org)



Rules of origin are the most common source of complaints when it comes to non-tariff barriers to trade based on ITC Business Surveys Series. The struggle to delve into thousands of pages of complicated legal texts without the necessary technical background increases the cost of exporting under trade agreements significantly.

## STRENGTHS

The portal provides information on rules of origin based on the relevant trade agreements for your query, all accessible through a quick search at the product level.

The user can download the necessary documentation such as certificates of origin or the full texts of agreements.

Additionally, information on trade agreements and applied customs duties for the latest year (MFN and preferential tariffs) is also available in a very user-friendly interface.

You can also compare rules of origin and certification provisions, and applied tariffs across different trade agreements.

## WHAT DOES IT INCLUDE?

Procedures for the issuance of the certificate of origin

Origin and certification provisions

Period of validity of the certificate of origin

Contact institutions

Product-specific rules of origin with accompanying footnotes and product notes

# MARKET PRICE INFORMATION



**A tool to track most recent market price information from multiple sources and geographic areas that can make a difference for tomorrow's business.**

**It enhances enterprises' ability to spot business opportunities and facilitates decision-making processes.**

[mpi.intracen.org](http://mpi.intracen.org)

Where can I find information on prices? This is one of the main questions asked by exporters.

Having good information about pricing in a given market is an essential element needed to develop a sound business proposal. In many cases, price information can be scarce, dispersed, incomplete and outdated.



Most recent market price information & historical data.

## STRENGTHS

The portal provides MSMEs, Trade Support Institutions and policy makers from developing countries with accurate daily and historic market price information for more than 300 products, collected from multiple sources. Prices are broken down by variety, quality, location and many other characteristics. Moreover, the tool is highly customizable. A data entry tool will facilitate the dissemination of local price information in partnership with TISIs, cooperatives or other institutions.

The following sectors are covered:

Agricultural Soft Commodities	Dairy/Livestock Fish and Seafood	Culinary Spices and Herbs	Grains and Pulses
Fresh Fruit and Vegetables	Forestry/ Fiber/ Textiles	Oilseeds, Oils nuts and Fats	Ornamentals

# PROCUREMENT MAP

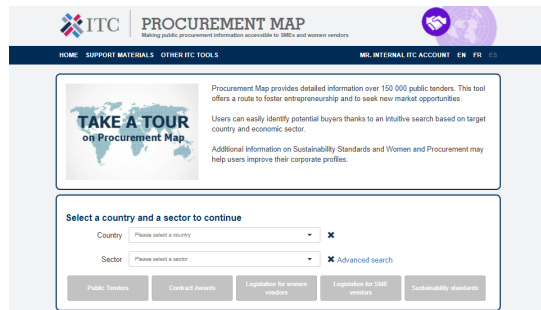


The only free-access web platform that combines information on public tenders and contract awards with relevant information on sustainability standards and information on legislation implemented by countries to support women entrepreneurs or SMEs in public procurement.

[procurementmap.intracen.org](http://procurementmap.intracen.org)

Procurement Map contains more than 250,000 active public tenders and 5,500,000 contract awards from over 200 countries updated on a daily basis. The combined information with sustainability standards and legislation supporting SMEs and women entrepreneurs will enable companies to see their comparative advantage when replying to tenders.

Helping businesses, especially SMEs, navigate the myriad of opportunities to bid for public procurement contracts around the world.



## STRENGTHS

It offers information on policies implemented by 110 countries to support women owned businesses and/or SMEs in public procurement.

Sustainability standards in public procurement are at the heart of the UN Sustainable Development Goal 12 to “ensure sustainable consumption and production patterns”. ITC collects the relevant ones and makes them available in Procurement Map in addition to Standards Map (see p. 10).

Users can easily identify potential buyers thanks to an intuitive search based on a target country and an economic sector. The product and service classifications, respectively the Harmonized System (HS) and the Balance of Payment (BoP), used to classify tenders are the same classifications used in Trade Map and Market Access Map. Therefore direct bridges between all these applications are available.

# STANDARDS MAP



**The world's largest database for sustainability standards. The free tool helps users to find trusted and neutral information about voluntary sustainability standards, codes of conduct, audit protocols, reporting frameworks and company programs on sustainability.**  
[www.standardsmap.org](http://www.standardsmap.org)

Standards Map provides freely accessible comprehensive, verified and transparent information on over 300 standards for environmental protection, worker and labour rights, economic development, quality and food safety, as well as business ethics.

Additionally, it allows users to access to a wide-range of information related to sustainability initiatives, standards and trends. Businesses, the public sector, consumers and standards setting organizations can better understand the sustainability standards landscape and connect with business partners through the platform.



## Identify standards

Review 300+ standards by product, sector, area or and more.



## Compare standards

Compare up to 4 standards side by side across 1650+ criteria.



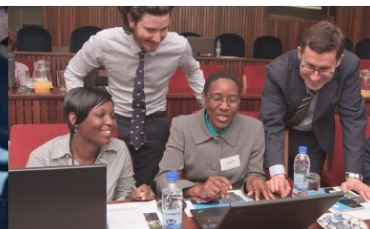
## Monitor trends

Make informed decisions regarding production trends among standards.



## Self-assess

See where you're at in your standard compliance process and assess your business for sustainability readiness.



# INVESTMENT MAP



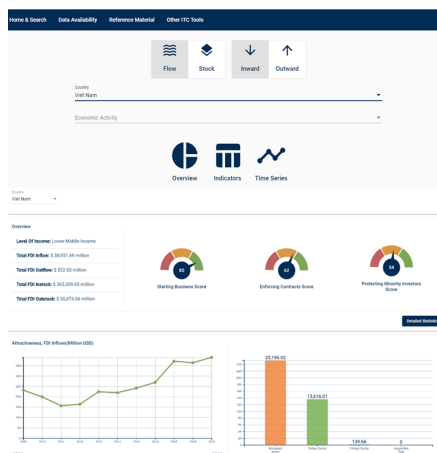
**A unique tool that combines statistics on foreign direct investment (FDI), international trade and market access conditions into a single portal. It includes relevant information on activities of foreign affiliates in developing countries.**

[www.investmentmap.org](http://www.investmentmap.org)

The user friendly portal assists investment promotion agencies (IPAs) in pinpointing the sectors that have successfully attracted FDI in a country as a guide to identifying priority sectors for promotion. It also helps them identify the countries with whom they compete for foreign investment attraction in a targeted sector and which countries are investing abroad by sector. Furthermore, information on foreign affiliates can be useful to domestic enterprises looking to supply to transnational corporations as a stepping-stone to accessing international markets and wider export activities.

## STRENGTHS

- The country dashboard gives a quick overview of a country's positioning in FDI attraction and presence abroad.
- Other tools such as Market Access Map and Trade Map are directly linked.
- Total FDI flows and stocks for more than 200 countries and territories.
- Detailed FDI statistics by partner country or by sector for more than 100 countries.
- Information on the location, sales, employment and parent company for over 140,000 foreign affiliates, covering 1,500 lines of business (US SIC rev. 3 nomenclature), located in developing countries and economies in transition.
- Import and export data as well as custom tariffs for more than 220 countries and territories to link FDI statistics with international trade.
- Other functionalities are indicators such as relevant doing business indicators and graphs linking mother companies and their foreign affiliates.



# EMBEDDED SOLUTIONS

Embed ITC Tools directly on your institution's website and increase your web traffic by providing highly valued data to your audience.

Easy access to user friendly information is key to any trade development success. For many institutions, it is often not sustainable or efficient to create, host and maintain a web application themselves. Therefore, ITC has made it possible to customize and embed the following ITC tools into their existing websites:



TRADE MAP



MARKET ACCESS  
MAP



EXPORT POTENTIAL  
MAP

The “Embedded Solutions” offer competitive advantages to partner institutions:

EMBEDDED  
TOOLS

Displayed with the same look and feel as the partner website. This information is therefore identified by users as a new service provided by the partner institution.

ITC  
SERVERS

All customized versions are hosted on ITC servers, without duplication, or maintenance by the partner and the download speed of the institution's website is not impacted by this new service.

AUTOMATIC  
UPDATES

Any updates to ITC Tools is automatically reflected on the partner institution's web site.

The embedded solution for the Islamic Centre For Development of Trade (ICDT)-OIC Trade Centre.

OIC Trade Map

Trade Statistics covered by ITC Trade Map

Product:  TOTAL: All products

Country:  All OIC members

Partner:  Region:

Market access:  Trade indicators:

List of exporters for the selected product in 2019  
Product: TOTAL All products

Exporter	Value exported in 2019 (USD thousand)	Trade balance in 2019 (USD thousand)	Around growth in value between 2015-2019 (%)
ISRAEL	181,710,514.370	342,170,349	3
All OIC members Aggregation	1,505,934,844	134,877,579	2
ISRAEL (All Countries)	375,942,720	41,809,432	4
South Africa	291,500,460	181,481,660	8
Malaysia	238,161,120	33,172,811	4
Turkey	171,088,411	-20,560,181	5

## NATIONAL AND REGIONAL TRADE INFORMATION PORTALS

In developing and least developed countries critical information is often lacking, with no clear starting point available to economic operators at a national level.

To address this need for relevant information, ITC collaborates with trade and investment support institutions (TISIs) to create National and Regional Trade Information Portals. These portals build on ITC's expertise in data management and Market Analysis Tools. In collaboration with valued partners, the scope of these portals can reach even farther and aim to boost regional integration.



### NATIONAL TRADE INFORMATION PORTALS: GUIDED PATHWAYS

These portals provide a guided pathway to a wide range of online business information resources by creating country or region-focused platforms that respond to specific sectoral and thematic needs.

The methodology followed in establishing the portal also reveals those information services of a TISI that may be under-utilized and that can be revamped and integrated with the new online service portfolio.

Conceived as digital one-stop-shops of essential business information, a National Trade Information Portal serves a number of constituents:

#### PROSPECTIVE EXPORTERS

By making available information resources and “how-to-export” toolkits to support potential or first-time exporters.

#### ACTIVE EXPORTERS

By providing further insight into markets where exporters are already present, and resources to explore new destinations.

#### FOREIGN IMPORTERS

By providing visibility on local products, services, companies and businesses opportunities.



# EUROMED TRADE HELPDESK

To strengthen economic ties between the European Union (EU) and Mediterranean partners, and to encourage further regional integration, the ITC has created the EuroMed Trade Helpdesk, a free online portal disseminating information necessary to do business. [euromed.tradehelpdesk.org](http://euromed.tradehelpdesk.org)

In light of the Euromed Trade and Investment Facilitation Mechanism (TIFM) project, the portal contains comparable information on this specific region, integrating elements of the established expertise of the ITC Tools with additional relevant information, including VAT, excise taxes, price control measures and business contacts of relevant institutions, chambers of commerce and much more.



The second phase of the project will enhance the Euromed Trade Helpdesk by providing information on Foreign Direct Investment, Rules of Origin, WTO notifications and adding a focus on trade in services.

## COORDINATED RESPONSE

One of the advantages of this portal lies in the network of designated National Focal Points who coordinate the provision of data to ITC. Users can be certain that all data on the EuroMed Trade Helpdesk is accurate and reliable as they must be either submitted by the National Focal Points or validated by them.

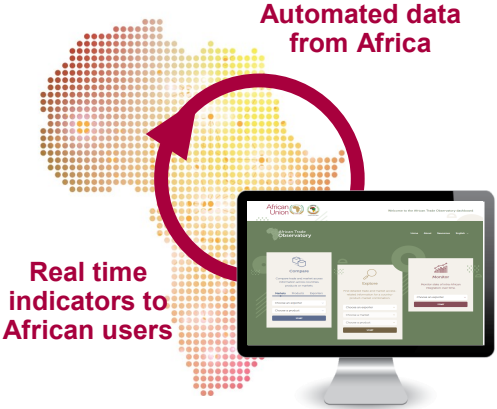


Additionally, users can submit enquiries about trade-related issues they face to the helpdesk and will receive assistance in finding solutions to their problems. With this boost in transparency of trade related information, Euromed economic operators are poised to thrive at both regional and world level in the near future.

# AFRICAN TRADE OBSERVATORY

## Monitoring and Facilitating Trade and Economic Integration in Africa. [ato.africa](http://ato.africa)

Trade under African Continental Free Trade Area (AfCFTA) preferences is now a reality. By providing real-time and reliable data, the African Trade Observatory informs African businesses on market opportunities and conditions in the continent. The portal will also include specific and innovative indicators (on trade, taxes, clearance time, etc.) that will help policymakers to monitor the implementation process of the AfCFTA and its impact.



### THE DASHBOARD

The African Trade Observatory dashboard provides African entrepreneurs a wealth of accessible trade information on intra-African trade, opportunities and market requirements for the public and private sectors. Three modules will allow them to compare, explore and monitor:



#### COMPARE

Compare trade and market access information across countries, products or markets.



#### EXPLORE

Find detailed trade and market access-related information for a country / product / market combination.



#### MONITOR

Monitor the state of intra-African integration over time.

# CENTRAL ASIA TRADE INTELLIGENCE

The portal is a single entry point to trade statistics, tariffs, official regulations and business contacts in Tajikistan, Kyrgyzstan, Kazakhstan and Uzbekistan as well as the countries of the European Union.

[www.catiportal.org](http://www.catiportal.org)

The Central Asia Trade Intelligence Portal (CATI) provides free relevant and up-to-date market information that facilitates the trade and investment related decisions of SMEs. The portal is a single entry point to trade statistics, tariffs, official regulations and business contacts in Tajikistan, Kyrgyzstan, Kazakhstan and Uzbekistan as well as the countries of the European Union.



The portal is enhanced with information about quality requirements to export specific products containing great export potential for all four countries. It allows exporters, importers, investors and trade support institutions from these Central Asian countries to search efficiently for business opportunities and supports government officials in their policy designs. The portal is available in English and Russian.



The portal represents the #NextGen in online services around trade intelligence. It is accessible to companies, business ecosystems and governments in Central Asia free of charge. Access to cutting edge trade and market intelligence allows companies to benefit from export opportunities, build strong economies, create jobs and remain ahead of the curve.



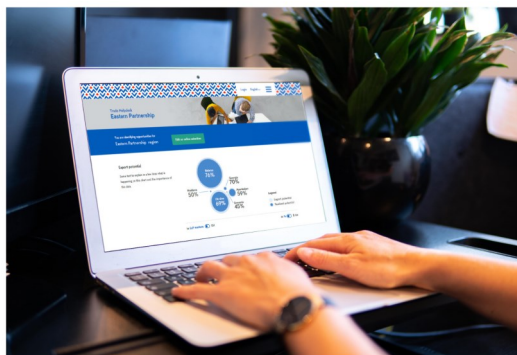
# EASTERN PARTNERSHIP TRADE HELPDESK

**The portal will provide trade information on the Eastern Partnership (EaP) countries and the EU, complemented with national sources and information.**

The project aims to boost the economic and trade relations between the EaP countries and the European Union and within the EaP region. As a result of the project companies in the EaP countries will have increased access to comprehensive, verified and transparent trade information on the region and the EU through the EaP Trade Helpdesk online portal.

## THE HELPDESK

The helpdesk, available via the portal, will allow them to report on the export- and import-related issues and get practical solutions offered by relevant national authorities. In addition, the project will identify regulatory and procedural trade obstacles through national surveys of non-tariff measures, and provide sector-specific guides on exporting to the EU. Relevant national institutions will be better prepared to collect and process trade in services data for selected sectors, while companies and business support organisations will receive customised capacity building on market analysis to identify new opportunities in the region and the EU.



# GLOBAL TRADE HELPDESK

The Global Trade Helpdesk (GTH) is a multi-agency initiative jointly led by ITC, UNCTAD, and the WTO that aims to simplify market research for companies, and especially Micro, Small and Medium Enterprises (MSMEs), by integrating trade and business information into a single online portal.

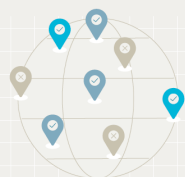
[www.globaltradehelpdesk.org](http://www.globaltradehelpdesk.org)

It builds on existing ITC, UNCTAD and WTO services as well as partner organisations, including FAO, IADB, AFDB, WCO, and WB among others, to provide an integrated solution that puts a wealth of global trade information at the fingertips of entrepreneurs around the world. Using GTH, firms can compare demand for their products across markets, explore tariffs and other market access conditions, access details about buyers, navigate domestic export processes, and find business partners.



## FUTURE

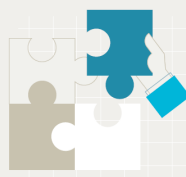
Over the next nine years, the initiative will continue to expand and integrate crucial trade intelligence and strengthen links with national and international information sources to provide the most comprehensive information possible to global exporters.



Identify and evaluate export opportunities across target markets



Prepare your business to expand into new markets



Find partners for financing, export strategy development, distribution and more



The NTM programme aims at increasing transparency and helping countries better understand the non-tariff obstacles to trade faced by their businesses. It identifies opportunities to reduce NTM-related trade costs without undermining legitimate objectives that these regulations serve.

[www.ntmsurvey.org](http://www.ntmsurvey.org)



It ensures that the concerns of SMEs about regulatory and procedural trade obstacles are brought to the attention of policymakers and other stakeholders at the national, regional and multilateral level, enabling them to take concrete actions to address these. ITC is engaged in multi-agency initiatives that assist countries in finding solutions tailored to meet their specific needs.

## REGULATORY MAPPING

Providing SMEs with improved access to information on NTMs through collection, review and classification of national trade-related regulations.

Increasing transparency on NTMs

## MONITORING

Large-scale business surveys and online reporting systems to document SME experiences with government regulations and related procedures when exporting/importing.

Channelling the voice of SMEs to policy makers

## FACILITATING

Targeted research and analysis that supports the design and implementation of solution packages to address regulatory and procedural trade obstacles.

Allowing evidence-based policy

## MAPPING MARKET REQUIREMENTS

ITC contributes to a multi-agency effort to increase the transparency of market access conditions worldwide by establishing a comprehensive database of the regulations that products must comply with in order to be exported and/or imported.

The regulations are collected in close collaboration with national stakeholders, classified according to the international NTM classifications and are validated by national governments to maximise reliability.

The data is disseminated through ITC's market access platform, Market Access Map (see p. 5), providing easy access and analysis.

In addition, an online alert system, ePing (see p. 22), allows the private sector to track changes in regulations and to enter into dialogue with the public sector through notifications.

### MONITORING SMES' CHALLENGES

What effect do NTMs have on businesses worldwide? ITC's representative Business Surveys on NTMs document the experiences of companies that are involved in international merchandise and service trade.

The Trade Obstacles Alert Mechanism (TOAM) (see p. 23) facilitates the identification and elimination of obstacles faced by companies in their daily operation.

### ENHANCING POLICY & TRTA DESIGN

The NTM programme's wealth of information and data feeds into research and analysis and related publications of both ITC and partners. Two key elements are a database with firm-level information on exporters and importers, and the NTM series of more than 40 publications that inform policy making, regional integration efforts, bilateral and multilateral negotiations as well as the design of trade-related technical assistance (TRTA).




NTM data survey findings and related recommendations serve as basis for stakeholder consultations, as well as trainings on NTMs for policy makers, TISIs and businesses.

 Documented experiences with NTMs of over 33,000 exporters & importers

Business surveys in 74 countries & online available survey results for 30 countries



 30,000 trade obstacles reported by exporters and importers concerning 185 destinations

40 NTM publications in the ITC series on non-tariff measures



 300 enterprises directly connected to policy makers



# SERVICES TRADE MEASURES INITIATIVE

**The Services Trade Measures (STM) Initiative helps gain a better understanding of services trade in developing countries, as well as of regulatory and procedural trade obstacles that make it challenging for companies to participate in services trade.**

Services have become an important economic sector in most developing countries. It is expanding at a fast pace and is a powerful driver of many economies. However, lack of understanding of the services economy and poor coordination at the national level hamper opportunities to trade. ITC contributes to closing the information gap through business surveys documenting the types of services offered and their challenges when trading internationally. It helps policy makers gain a better understanding of the relevance of export activities for local service providers, procurement of foreign inputs (goods and services) that are needed to conduct export operations and the gap between services provided domestically and traded abroad.



## MAIN OBJECTIVES

The STM work aims to provide detailed information on the services offered by companies, main market destinations and foreign clients. It improves clarity on regulatory, procedural and infrastructural challenges faced by services providers accessing international value chains. This way it can inform the design of policy responses and trade-related technical assistance. At the same time, the survey collects firm level data and improves quality of business registries in the sector analyzed.

The STM surveys focus mainly on services sectors with strong synergies with merchandise trade.



## Enabling timely access to SPS and TBT notifications covering products and markets of interest and facilitating dialogue amongst the public and private sector in addressing potential trade problems at an early stage.

Policy makers, exporters, importers, investors and others can use ePing to track and communicate on relevant product requirements.



ITC partners with the World Trade Organisation (WTO) and the United Nations Department of Economic and Social Affairs (DESA) to provide an online alert system for notifications submitted by WTO Members under the Agreements on Sanitary and Phytosanitary Measures (SPS) and Technical Barriers to Trade (TBT).

WTO Members are required to notify other Members before adopting new measures if they are likely to affect international trade and provide opportunity for comments. ePing enables timely access to these notifications and, with more than 10,000 users, facilitates dialogue amongst the public and private sector in addressing potential trade problems at an early stage.

All Members	Search by word or symbol	From	Product name(s)	All objectives	All keywords	From	Clear	Save
Notification type: <input checked="" type="radio"/> All <input type="radio"/> SPS <input type="radio"/> TBT		To	ICS X HS X			To		
	G/SPS/N/JPN/782 Amendment to the Specifications and Standards for Foods, Food Additives, Etc	07/10/20	Food additive (Calcium carbonate)	Food safety	Food additives, Food safety, Human health			
	G/SPS/N/JPN/780 Amendment to the Ordinance for Enforcement of the Food Sanitation Act and the Specifications and Standards for Foods...	07/10/20	Food additive (Metatartaric acid)	Food safety	Food additives, Food safety, Human health			
	G/SPS/N/JPN/780 Amendment to the Ordinance for Enforcement of the Food Sanitation Act and the Specifications and Standards for Foods...	07/10/20	Food additive (Dipotassium L-tartrate)	Food safety	Food additives, Food safety, Human health			
	G/SPS/N/CAN/1343 Phytosanitary Certificate	07/10/20	Plants, plant products and other regulated articles that...	Plant protection	Pests, Plant health	06/12/20		

**Notification summary: G/SPS/N/JPN/782**

Notifying Member(s): Japan

Specific title and abbreviation of content: Amendment to the Specifications and Standards for Foods, Food Additives, Etc

Distribution date: 07/10/20

Products: Food additive (Calcium carbonate)

Objectives: Food safety

Keywords (SPS only): Food additives, Food safety, Human health

Registers or countries affected (SPS only): All trading partners

Customs deadline:

ISBN:

URL(s) to full text: [https://members.wto.org/structure/news/2020/SPS/JPN/20\\_2862\\_06\\_2.pdf](https://members.wto.org/structure/news/2020/SPS/JPN/20_2862_06_2.pdf)

History (SPS only, 2-51 keywords): [https://members.wto.org/structure/news/2020/SPS/JPN/20\\_2862\\_06\\_2.pdf](https://members.wto.org/structure/news/2020/SPS/JPN/20_2862_06_2.pdf)

SPS Impact Sheet:

# TRADE OBSTACLES ALERT MECHANISM

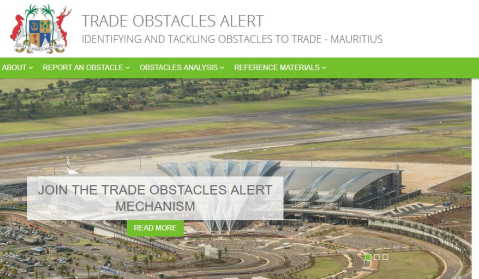


Facilitating the identification and elimination of obstacles faced by companies in their daily operation.




[www.tradeobstacles.org](http://www.tradeobstacles.org)

The Trade Obstacles Alert (TOA) system includes online platform which connects companies and relevant agencies allowing them to exchange information about trade obstacles. Additionally, an institutional mechanism ensures the cooperation of the different actors involved in the identification and resolution of problems reported through the online platform.

Resolved cases in the pilot countries include examples of streamlined procedures, reduced time to obtain certifications and other documents necessary for exporting and importing and better dissemination of information on regulations and related procedures.



Report the trade obstacles you face, receive email alerts about obstacles of your interest and view the obstacle reports.

-  **Report an obstacle**  
Report the obstacles you face when exporting or importing your products and let the responsible authorities find a solution.
-  **Set up your alerts**  
Get timely updates on the problems faced by other trade operators in the markets and product categories you are interested in.
-  **View the reports**  
See the obstacle reports submitted to date and understand what the main concerns are for trade operators.

The Trade Obstacle Alert system allows:

- Companies to post online, information about the challenges they face and deal directly with relevant agencies.
- Trade related agencies to interact with companies and efficiently resolve trade obstacles.
- Policy makers and trade support institutions to monitor an updated database of obstacles faced by companies and put in place remedial policies or programs.

Leveraging on our expertise in trade information, ITC's TMI section offers various capacity building activities for export oriented managers, Trade and Investment Support Institutions and policy makers to make informed and actionable decisions.



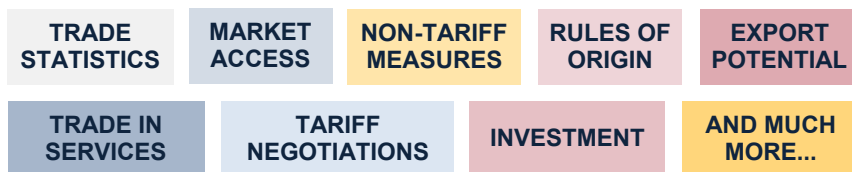
2012—2020



28 673 trainees  
463 workshops  
224 webinars  
57 replicated workshops

Our activities focus on enhancing our clients' knowledge on trade opportunities in international markets through the combination of rigorous technical content, interactive discussions and hands-on exercises. Participants are empowered to use acquired skills in their daily work and to replicate the training locally.

ITC offers a broad range of activities, delivered in a variety of ways. These offers can be delivered through webinars, face to face workshops, a variety of mentoring programs and customized offers upon request. Due to the COVID-19 pandemic, many activities have moved online to continue to serve our beneficiaries in the most efficient way possible.



## E-LEARNING WITH SME TRADE ACADEMY

ITC has developed two introductory online courses to Trade and Market Intelligence, "How to analyse trade flows" and "How to access international markets". Discover when the next sessions are happening on the [SME Trade Academy platform](#).

"This is an important training for the exporter to identify and understand their market, which will improve their negotiation power."

Federation of Women Entrepreneurs Association – Nepal, 2017

To discuss your capacity building needs and receive customized training offers, please contact [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org).

## Training South African diplomats to train others on market intelligence



In 2017, eight officials from South Africa's Department of International Relations and Cooperation (DIRCO) received their certification of trainers on ITC Market Intelligence Tools. This allows them to teach others to perform market analysis and showcase the attractiveness of South Africa's economy to prospective investors and trading partners.

### SOUTH AFRICA'S FOCUS ON ECONOMIC DIPLOMACY

According to ITC estimates, South Africa currently has \$38.6 billion in untapped export potential, much of it in non-mineral sectors such as manufacturing and agriculture, which would represent a sizable addition to the country's \$90.5 billion in exports in 2019.

As part of the shift towards more economically-oriented diplomacy, the government sought to better equip its diplomats to identify trade opportunities and help South African businesses pursue economic interests in international markets. At the same time, it wanted to create an internal training programme to ensure diplomats and other officials had the tools and understanding of the country's position in the global economy to formulate appropriate policies.

### TRAINING DIRCO OFFICIALS ON ITC MARKET ANALYSIS TOOLS



South Africa's DIRCO engaged ITC to lead two workshops for 36 of its officials in 2017, the first introducing them to the use of ITC market intelligence tools. The goal was to equip them to conduct research and respond to requests about export opportunities and contribute to designing effective strategies for South African companies seeking to break into

new markets. The second workshop trained a smaller group of participants to train others to use ITC market intelligence tools, of which eight of them were officially certified to teach other DIRCO officials.

### ENSURING SUSTAINABILITY OF THE TRAINING PROGRAMME

Participants report that the training, which concluded in June, has enabled them better to analyse markets and make trade-related decisions. In October 2017, DIRCO charged one of the certified trainers, Ogaufi Masibi-Mampane, with training DIRCO colleagues, including future heads of diplomatic missions, to conduct market analysis.

# PRESS COVERAGE & OUTREACH 2020

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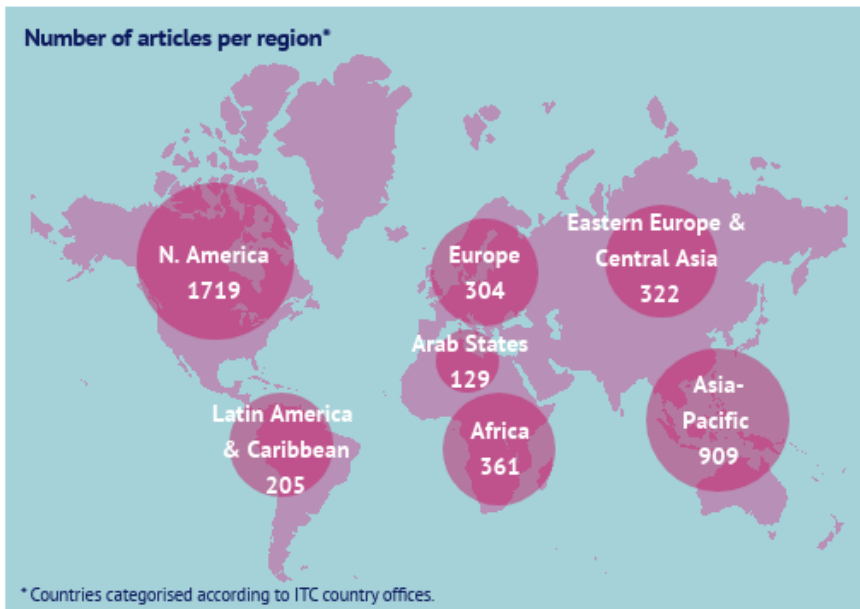


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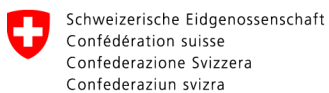
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