# Trade Map User Guide

## Trade statistics for international business development

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Market Analysis and Research (MAR)
Division of Market Development

**Street address:**
International Trade Centre
54-56 Rue de Montbrillant
1202 Geneva, Switzerland

P: +41 22 730 0111
F: +41 22 733 4439
E: itcreg@intracen.org
www.intracen.org

**Postal address:**
International Trade Centre
Palais des Nations
1211 Geneva 10, Switzerland

International Trade Centre

# Acronyms

| | |
|---|---|
| AVE | *Ad Valorem* Equivalent |
| BOP | Balance of Payments |
| BPM5 | Balance of Payments Manual, 5th edition |
| BPM6 | Balance of Payments Manual, 6th edition |
| CIF | Cost, Insurance and Freight |
| COMESA | Common Market for Eastern and Southern Africa |
| EBOPS | Extended Balance of Payments Services classification |
| EC | European Commission |
| FOB | Free On board |
| GATS | General Agreement on Trade in Services |
| HS | Harmonized System |
| ITC | International Trade Centre |
| LAIA | Latin American Integration Association |
| LDCs | Least developed countries |
| m. | million |
| MERCOSUR | *Mercado Común del Sur* (South American Common Market) |
| MFN | Most Favoured Nation |
| MSITS | Manual on International Trade Statistics |
| n.e.s. | not elsewhere specified |
| NTL | National Tariff Line |
| p.a. | *per annum* |
| SITC | Standard International Trade Classification |
| TSI | Trade Support Institution |
| UNCTAD | United Nations Conference on Trade and Development |
| UNSD | United Nations Statistics Division |
| WTO | World Trade Organization |

For additional terms and their explanations visit our online glossary at: www.trademap.org/stGlossary.aspx

Note:

Please note that the statistics in Trade Map undergo annual updates, as well as updates throughout the year as new information becomes available. These updates may generate varying figures or trends from what is seen in this User Guide. However the principles and applications of Trade Map remain the same. Please contact marketanalysis@intracen.org or more information or assistance.

# Table of Contents

**EXECUTIVE SUMMARY** **1**

**CHAPTER 1 – INTRODUCTION** **3**

1.1 - Overview 3
1.2 – What can be found in Trade Map 3
1.3 - Access to the tool 7

**CHAPTER 2 – HOW TO USE TRADE MAP** **11**

2.1 - How to enter the database 11
2.2 - Main Selection Menu 12
2.3 - Navigation Menu in Trade Map 24
2.4 - How to create a Table, a Graph or a Map 30

**CHAPTER 3 – PRODUCT ANALYSIS: *IDENTIFYING NEW EXPORT MARKETS FOR YOUR PRODUCT*** **40**

AN EXPORTER OF WATERMELONS FROM COSTA RICA LOOKING FOR NEW MARKETS 41
3.1 - Review current situation of the country's exports 41
3.2 - Identify and analyse the world's leading importers 47
3.3 - Analyse the performance of competing suppliers 50
3.4 - Examine tariffs in potential new markets 53
3.5 - Investigate potential markets at the National Tariff Line level 55
A VIETNAMESE EXPORTER OF APPAREL IS LOOKING TO DIVERSIFY HIS/HER EXPORTS TO A GIVEN MARKET 66
3.6 - Assess the performance of the products currently exported to the market 66
3.7 - Identify similar products imported by the given market 67

**CHAPTER 4 - COUNTRY ANALYSIS: *ANALYSING A COUNTRY'S TRADE PORTFOLIO*** **70**

A GOVERNMENT ANALYST FROM MADAGASCAR WISHES TO IDENTIFY NATIONAL TRADE PERFORMANCE BY SECTOR 71
4.1 - National trade performance by sector 71
4.2 - Analyse trends in a sub-sector (4-digit product groups) 75
A TRADE ADVISER WISHES TO ANALYSE BRAZIL'S EXPORT PORTFOLIO 79
4.3 - Overview of products exported by Brazil 79

**CHAPTER 5 – BILATERAL APPROACH: *IDENTIFYING TRADE OPPORTUNITIES WITH YOUR COUNTRY'S TRADING PARTNER*** **86**

A TRADE SUPPORT INSTITUTION FROM ZIMBABWE WISHES TO IDENTIFY OPPORTUNITIES TO INCREASE BILATERAL TRADE WITH NAMIBIA 87
5.1 - Assess current bilateral trade between two countries at the product level 87
A TRADE ANALYST WANTS TO ANALYSE THE INTRA-REGIONAL TRADE FOR RICE IN THE LATIN AMERICAN INTEGRATION ASSOCIATION (LAIA) REGION 92
5.2 - Review of existing intra-regional trade 93

**CHAPTER 6 – TRADE IN SERVICES STATISTICS 97**

6.1 Trade in Services by service 97
6.2 Trade in Services by country 99

**ANNEXES 101**

Annex I: Limitations of foreign trade statistics 103
Annex II: The Harmonized System and its revisions 106
Annex III: Link to Market Access Information 108

# Table of Figures

Figure 1: Product data availability 5
Figure 2: Services data availability 6
Figure 3: Home page 8
Figure 4: First step in the registration process 9
Figure 5: Second step in the registration process 9
Figure 6: Log-in 11
Figure 7: The Selection Menu page 12
Figure 8: Selection Menu 13
Figure 9: The Selection Menu in detail 13
Figure 10: Select a product 16
Figure 11: Automatic product selection 17
Figure 12: Product group selection 17
Figure 13: Advanced Search option in the Selection Menu 17
Figure 14: Advanced product search by keyword at the NTL level 19
Figure 15: Advanced product search at the HS levels 19
Figure 16: List of the HS labels containing the word "orange" 20
Figure 17: Advanced search by hierarchy in the Harmonized System 20
Figure 18: The My Account menu: Manage my Product Groups 21
Figure 19: Create your own product group 21
Figure 20: Country selection 22
Figure 21: Country group / Region selection 22
Figure 22: The My Account menu: Manage my Country Groups 22
Figure 23: Create your own country group 23
Figure 24: Individual country selection 23
Figure 25: Standard country group selection 23
Figure 26: Select from your own country groups 24
Figure 27: Upper navigation menu in Trade Map – product, country and partner country 24
Figure 28: Lower navigation menu in Trade Map - other criteria 24
Figure 29: Hidden navigation menu 25
Figure 30: Trade indicators by country 25
Figure 31: Trade indicators by product: criteria selection 27
Figure 32: Time series by service 28
Figure 33: Options in Time Series 28
Figure 34: Trade indicators 30
Figure 35: More trade indicators 30
Figure 36: Quarterly time series 31
Figure 37: Graph tab 31
Figure 38: Bar chart example 31
Figure 39: Disabled graph tab 32
Figure 40: Graph options 33
Figure 41: Graph colours 34
Figure 42: Map tab 34
Figure 43: Disabled map tab 34
Figure 44: A map example based on one trade indicator 35
Figure 45: Selection of trade indicators for the maps 35
Figure 46: A map example based on two trade indicators 36
Figure 47: Partner countries on the map 37
Figure 48: Generate arrows on maps 37
Figure 49: Trade indicator options on maps 37
Figure 50: Switch to time series on the maps 38
Figure 51: A map example based on the yearly time series 38
Figure 52: Export to Excel 39
Figure 53: Criteria selection for the list of export markets for Costa Rican watermelons 41
Figure 54: Result list of importing markets for watermelons exported by Costa Rica in the last available year 42

Figure 55: List of importing markets for watermelons exported by Costa Rica, in quantity 45
Figure 56: Curve graph on exported quantities 46
Figure 57: Different criteria to retrieve different graphs 46
Figure 58: Bubble graph on market diversification prospects for Costa Rican watermelons 47
Figure 59: Mouse-over tooltip on the bubble graph 47
Figure 60: Selection criteria for identifying world's importers 47
Figure 61: List of worldwide importers for watermelons in 2012 48
Figure 62: List of markets supplying watermelons to the United States in 2012 50
Figure 63: List of supplying markets for Watermelons to the US - yearly time series 52
Figure 64: List of supplying markets for Watermelons to the US - monthly time series 53
Figure 65: Expansion of tariff information 54
Figure 66: Tariffs applied by different importing countries to Costa Rican Watermelons 55
Figure 67: NTL codes of HS code 080711 for the Unites States in the navigation menu 56
Figure 68: Market assessment by NTL products 56
Figure 69: Time series of NTL data 57
Figure 70: Other criteria to assess trade dynamics 58
Figure 71: US trading partners for a product at the NTL level 58
Figure 72: Retrieval of market access information in Trade Map 59
Figure 73: Selection of quarterly or monthly time series 59
Figure 74: Quarterly imports of watermelons in the US 60
Figure 75: Retrieve monthly information broken down by trading partners 60
Figure 76: Monthly data broken down by trading partners 61
Figure 77: List of markets supplying watermelons to the US - Excel calculations 61
Figure 78: Quarterly time series of unit values 62
Figure 79: Unit values of watermelons imported by the US - Excel calculations 62
Figure 80: Companies menu 63
Figure 81: Importing companies in the US, broken down by product categories 63
Figure 82: Importing companies in the US for fruit and berries 64
Figure 83: Company profile 65
Figure 84: List of supplying markets for a product imported by the Republic of Korea 66
Figure 85: Analysis by product – criteria selection 68
Figure 86: Analysis by products imported by the Republic of Korea 68
Figure 87: Changes in the search criteria 69
Figure 88: Selection criteria for a by-country analysis of exports 71
Figure 89: List of products at the HS 2-digit level exported by Madagascar in 2012 71
Figure 90: List of markets to which Madagascar exported products in 2012 73
Figure 91: Expand the list of products at the HS 4-digit level 75
Figure 92: List of HS 4-digit products exported by Madagascar under the product group 09 75
Figure 93: Graph features 76
Figure 94: Supply and demand trends for products exported by Madagascar 77
Figure 95: Select Brazil in the Selection Menu 79
Figure 96: List of products at the 2-digit level exported by Brazil in the latest available year 79
Figure 97: List of products at the 6-digit level exported by Brazil in the latest available year 80
Figure 98: Bubble graph of Brazil's world market share vs. world import growth 82
Figure 99: Bubble graph on Brazil's world market share vs. world import market share 82
Figure 100: Mouse-over in a bubble graph 83
Figure 101: Leading products exported by Brazil in 2012 at the NTL level 84
Figure 102: Selection Menu, bilateral trade between Zimbabwe and Namibia 87
Figure 103: Navigation menu for bilateral trade between Zimbabwe and Namibia 88
Figure 104: Actual and potential trade between Zimbabwe and Namibia in 2012 88
Figure 105: Creation of the Rice LAIA product group 92
Figure 106: Selection Menu: intra-regional trade in the LAIA region for rice products 93
Figure 107: Current and potential intra-regional trade in the LAIA region for rice products 93
Figure 108: Retrieval of LAIA countries that supply rice products in the LAIA region 95
Figure 109: List of LAIA countries that supply rice products within the LAIA region 95
Figure 110: Retrieval of LAIA countries demanding rice products from the LAIA region 96
Figure 111: List of LAIA countries that import rice products from the LAIA region 96

Figure 112: Services option in the Trade Map Selection Menu 97
Figure 113: Advanced Search for services data 98
Figure 114: BOP hierarchical breakdown 98
Figure 115: Trade in services by service: Selection Menu 98
Figure 116: Yearly time series for service-specific trade in services data 99
Figure 117: Trade in services by country: Selection Menu 99
Figure 118: Yearly time series for country-specific trade in services data 100
Figure 119: List of importing markets for a product exported by Brazil, direct data 104
Figure 120: List of importing markets for a product exported by Brazil, mirror data 104
Figure 121 : Tariffs applied by France to imports of olive oil from all partner countries 108
Figure 122: From Trade Map to Market Access Map via the Market Access tab 109
Figure 123: From Trade Map to Market Access Map via tariff figures 109

# Table of Tables

Table 1: Users' access to data 7
Table 2: Options available in Trade Map 12
Table 3: Options available through the Selection Menu in Trade Map 14
Table 4: Tables available in Trade Map 15
Table 5: Advanced product search options 18
Table 6: Selection options for a group of products 21
Table 7: Selection options for a country group 23
Table 8: Explanatory notes for the trade indicators by country 26
Table 9: Explanatory notes for trade indicators by product 27
Table 10: Explanatory notes for Time Series 29
Table 11: Explanatory notes for graph with trade indicators 32
Table 12: Explanatory notes for graph with time series 33
Table 13: Graph options 33
Table 14: Graph types 33
Table 15: Types of available maps 37
Table 16: Result list of importing markets for watermelons exported by Costa Rica in the last available year 43
Table 17: Explanatory Notes for Table 16 44
Table 18: List of worldwide importers of Watermelons in 2012 49
Table 19: List of supplying markets for Watermelons imported by the United States in 2012 51
Table 20: USA NTL codes of HS code 080711 56
Table 21: Yearly NTL trade data for Watermelons imported by the United States 57
Table 22: List of companies trading a small number of product categories 64
Table 23: List of markets supplying women's/girls' trousers to the Republic of Korea 67
Table 24: Analysis by products imported by the Republic of Korea 68
Table 25: Year-on-year import growth 69
Table 26: List of products at the 2-digit level exported by Madagascar in 2012 72
Table 27: Explanatory notes for the headings of Table 26 73
Table 28: List of markets to which Madagascar exported products in 2012 74
Table 29: List of HS 4-digit products exported by Madagascar under the product group 09 76
Table 30: List of products at the 6-digit level exported by Brazil in the latest available year 81
Table 31: Actual and potential trade between Zimbabwe and Namibia in 2012 89
Table 32: Explanatory notes for actual and potential trade indicators in Table 31 91
Table 33: Current and potential intra-regional trade in the LAIA region for rice products 94

# Table of Equations

Equation 1: Trade balance 50
Equation 2: Annual increase in world market share 77
Equation 3: Calculation of annual growth in value of Madagascar's exports 77
Equation 4: Trade potential calculation 87
Equation 5: Calculation of potential trade for lumber between Zimbabwe and Namibia 90

# EXECUTIVE SUMMARY

Trade Map provides trade flow information in a user friendly and easily accessible format. Users have access to one of the world's largest trade databases containing indicators on national export performance, international demand, alternative markets and the role of competitors from both the product and country perspectives. Users can quickly and easily:

- Analyse current export performance: examine the performance and dynamics of a country's export markets for any product/service; identify the number and size of export markets and the concentration of exports; highlight countries where market share has increased.

- Identify promising export markets: view the world's major importing countries for a specific product, with indicators illustrating the concentration and growth rate of imports in each market.

- Assess the level of competition in the global market: competing countries, exporting the same product, are ranked in terms of value of exports, and availability of additional indicators on quantities, growth and market share.

- Assess the level of competition in a specific export market: view a country's competitors in any target market, with information on the export performance of each competitor, the number of supplying countries and their performance in the market.

- Find information on the average tariffs applied by countries to the import of a specific product from specific partner countries: a first overview on market access conditions is directly available in Trade Map; further and more detailed information is available by following a direct link to Market Access Map. Market Access Map provides tariff-line market access information such as *ad valorem* equivalents and specific tariffs as well as tariff-rate quotas, MFN and preferential tariffs applied under bilateral and regional trade agreements.

- View trade data at the national tariff line level: trade flows are detailed at the NTL level for around 10,000 products and more than 150 countries, covering more than 90% of world trade; trade in services data is also available under the Balance of Payments nomenclature

- Identify new supplying markets: countries exporting a product both to the world and to a specific market are ranked against one another thus allowing direct comparisons of current and potential national suppliers.

- Review opportunities for diversification in a specific market by comparing the demand for a set of similar or related products/services in the market under review.

- Assess national trade performance: make an overall evaluation of national trade performance and identify sectors and products/services in terms of their potential for investment and trade promotion.

- Identify existing and potential bilateral trade with any partner country or region: bilateral trade opportunities can be identified by comparing the actual bilateral trade, the partner countries' demand of a specific product/service in terms of imports and the global export capacity of the home country.

- Access trade data as recent as the previous quarter in the same year: users can analyse long time series on a monthly or quarterly basis to see seasonality and better understand the impact of a historical event on trade dynamics.

- Identify companies exporting, importing or distributing a specific product in a number of markets.

# CHAPTER 1 – INTRODUCTION

## 1.1 - Overview

Trade Map was developed in 2001 by the International Trade Centre (ITC) to help both Trade Support Institutions (TSIs) and enterprises answer questions about international trade and thereby facilitate strategic market research.

Trade Map organizes a large volume of primary trade data and presents them in an accessible, user-friendly and interactive Web-based application. It provides indicators on country or product performance, demand, alternative markets, performance of competitors and information on importing and exporting companies. It presents the information in tables, charts and maps, and allows queries on exports or imports by product/service or group of products and by country or group of countries.

Understanding the structure and evolution of international markets is essential for both firms and TSIs. Firms that want to open up to international markets to diversify their export base, both in terms of products and clients, as well as their import base in terms of suppliers, are confronted with several questions, such as:

- What is the size of the world trade for a product or service?
- What are the trends for that market – i.e. is the market growing and by how much?
- Which countries does my country currently trade certain products with?
- Are there opportunities to identify new or alternative markets?
- What tariff measures exist in a specific market?
- Which countries compete to supply a specific product/service to a specific market or to the world?
- Is there seasonality for imports of a specific product in a given market?

TSIs need to identify which sectors and partner countries to prioritize and which development strategies to focus on. Detailed analysis of trade statistics helps them gauge a country's competitiveness and identify priority products/services and export markets by answering questions such as:

- What are my country's priority products/services and markets for trade promotion?
- What countries supply the majority of my country's imports?
- What alternative sources of supply are available?
- What is my country's current trade performance?
- For what products/services is there potential to increase bilateral trade with a specific partner?
- What are the trade flows between my country and a specific region or economic group?
- What are the potential importing/distributing companies of my product in a target country?

## 1.2 – What can be found in Trade Map

This guide is meant to help Trade Map users

- Understand how to use the online application (Chapter 2)
- Identify new export markets for a product (Chapter 3)
- Analyse a country's trade portfolio (Chapter 4)
- Identify trade opportunities with a country's trading partner (Chapter 5)
- Analyse trade in services statistics (Chapter 6)

### 1.2.1 Data coverage

### 1.2.1.1 Products

Trade Map is based on the Harmonized System. The Harmonized System (HS) is an international nomenclature for the classification of products published by the World Customs Organization (www.wcoomd.org). It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the HS nomenclature is a six-digit code system for classifying goods. The HS comprises approximately 5,300 article/product descriptions that appear as headings and subheadings, arranged in 99 chapters, grouped in 21 sections that refer to specific product categories (animal products, vegetable products, mineral products, etc). The six-digit structure can be broken down into three parts: the first two digits (HS-2) identify the "chapter" the goods are classified in, e.g. 09 = *Coffee, Tea, Maté and Spices*; each "chapter" is then divided into "headings", identified by the first four digits (HS-4) of the 6-digit code, e.g. 09.02 = *Tea, whether or not flavoured*; the six digits together (HS-6) are more specific and identify a "subheading" within its "heading", e.g. 09.02.03 = *Black fermented tea and partly fermented tea,…* Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS nomenclature).

Beyond the six-digit level, the classification becomes national and countries are free to introduce national distinctions by adding more digits to make the HS classification of products even more specific. This greater level of specificity is referred to as the National Tariff Line (NTL) level and is used by countries to identify specific products to which a tariff is attributed. For example, Canada adds another two digits to the HS nomenclature to classify its exports and imports in greater depth, e.g. the code 090230.10 is the code for *black tea, packaged as tea bags*.

Trade Map provides both values and quantities for the trade flows of goods. The currency used in Trade Map by default is the US dollar, and users can choose among 16 more currencies to assess the value of trade flows; the quantity units, instead, will change depending on the specific products and on how each country reports this information.

#### 1.2.1.1.1 Sources

Different sources of information are used in Trade Map. Yearly trade data available in Trade Map is mainly based on UN COMTRADE, maintained by the United Nations Statistics Division (UNSD), and integrated with data collected by ITC. UN COMTRADE covers more than 90% of world trade or around 160 countries and territories (http://comtrade.un.org/). Trade Map presents data for an even larger number of countries and territories (around 220) by using both reported and mirror statistics. Data is presented at the 2-, 4- or 6-digit level of the Harmonized System (HS) on a yearly basis (see Annex II: Harmonized System and HS Revisions).

REPORTED AND MIRROR STATISTICS:

Trade data is available not only for countries that report their own trade data, but also for the over 50 countries or territories that do not report national trade statistics to UN COMTRADE or ITC. The trade of these countries has been reconstructed on the basis of data reported by partner countries, the so-called mirror statistics. Although using mirror statistics has its shortcomings (see Annex I), it does generate a wealth of information, which would otherwise be unavailable. This mix of direct and mirror statistics gives a good estimation of the worldwide market for all products.

The user will notice that mirror data are presented in yellow colour in order to differentiate them from direct data.

DETAILED NATIONAL STATISTICS:

The Trade Map database also includes data at the 8- and 10-digit (NTL) level for over 150 countries on an annual basis and more than 100 countries on a quarterly or monthly basis.

ITC collects data on a monthly or quarterly basis at the NTL level directly from the institutions in charge in each country or region (national customs authorities, ministries of commerce, national statistical offices, regional organizations, etc.).

IMPORT TARIFFS:

Trade Map also contains tariff information expressed as *Ad Valorem* Equivalents (AVE) applied by over 180 countries. These data are directly sourced from the other ITC's tool that covers market access conditions, trade agreements and rules of origin, the Market Access Map database (www.macmap.org). By clicking on the value corresponding to the *ad valorem equivalent* (AVE) tariff in Trade Map, you will be automatically linked to Market Access Map.

### 1.2.1.2 Services

Trade in services statistics in Trade Map are classified according to the framework set by the 5th edition of the International Monetary Fund (IMF) Balance of Payments Manual (BPM5) and the Extended Balance of Payments on Services (EBOPS) classification released in 2002.

BPM5 groups services into 11 main categories. In 2014, Trade Map data refers exclusively to this edition of the Manual. The 6th edition of the Balance of Payments Manual (BPM6) was published in 2009. The migration of the Trade Map services statistics to BPM6 should be done in 2016.

The Extended Balance of Payments for Services (EBOPS) represents a detailed segmentation, provided by the MSITS 2002, of the broad service categories identified within the BMP5 framework, defined as EBOPS 2002. In 2014, Trade Map data for services detailed categories refer exclusively to the 2002 edition of the EBOPS classification. A new EBOPS 2010 classification has been built on the BPM6 framework. The definitions of its components are provided by the MSITS 2010.

1.2.1.2.1 Sources

ITC, together with the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD), source the trade in services data from:

- EUROSTAT for European Union (EU) countries;
- The Organization for Economic Co-operation and Development (OECD) for non-EU OECD countries;
- The WTO for the remaining countries.

## 1.2.2 Geographical coverage

You can check the countries for which Trade Map presents statistical information by clicking on "Data availability" (http://www.trademap.org/stDataAvailability.aspx) in the Home page. You can choose between product (Figure 1) and services (Figure 2) data.

This page also specifies the years, quarters or months for which country data is available.

**Figure 1: Product data availability**

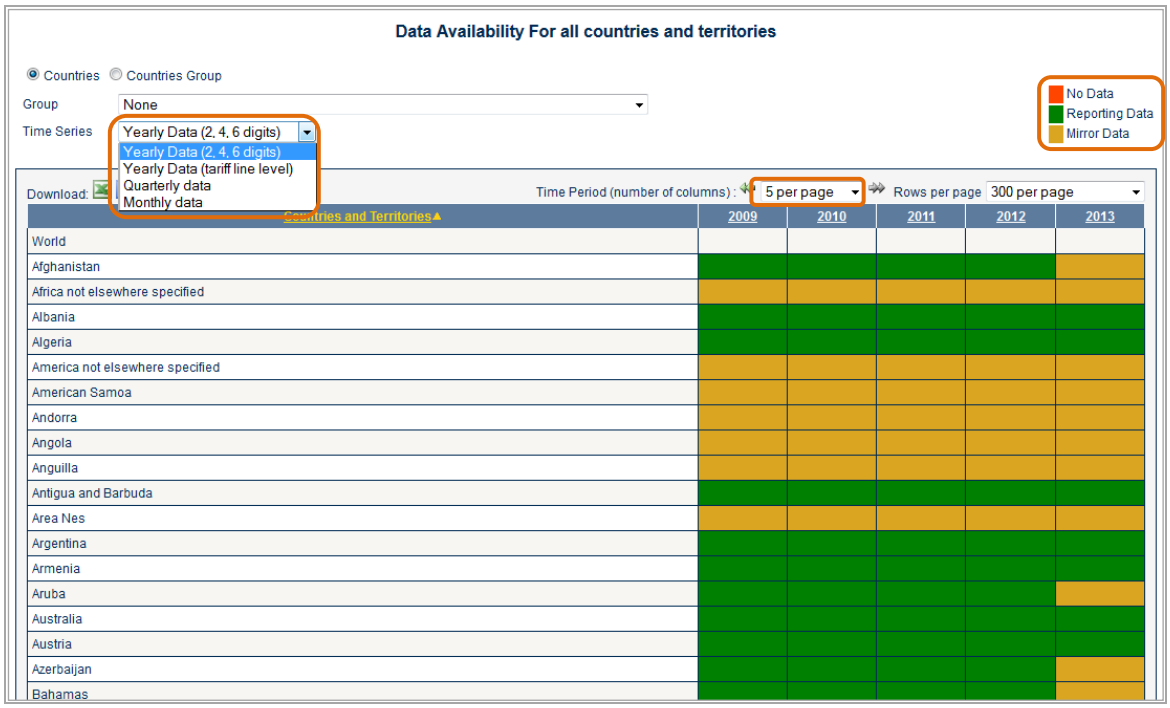
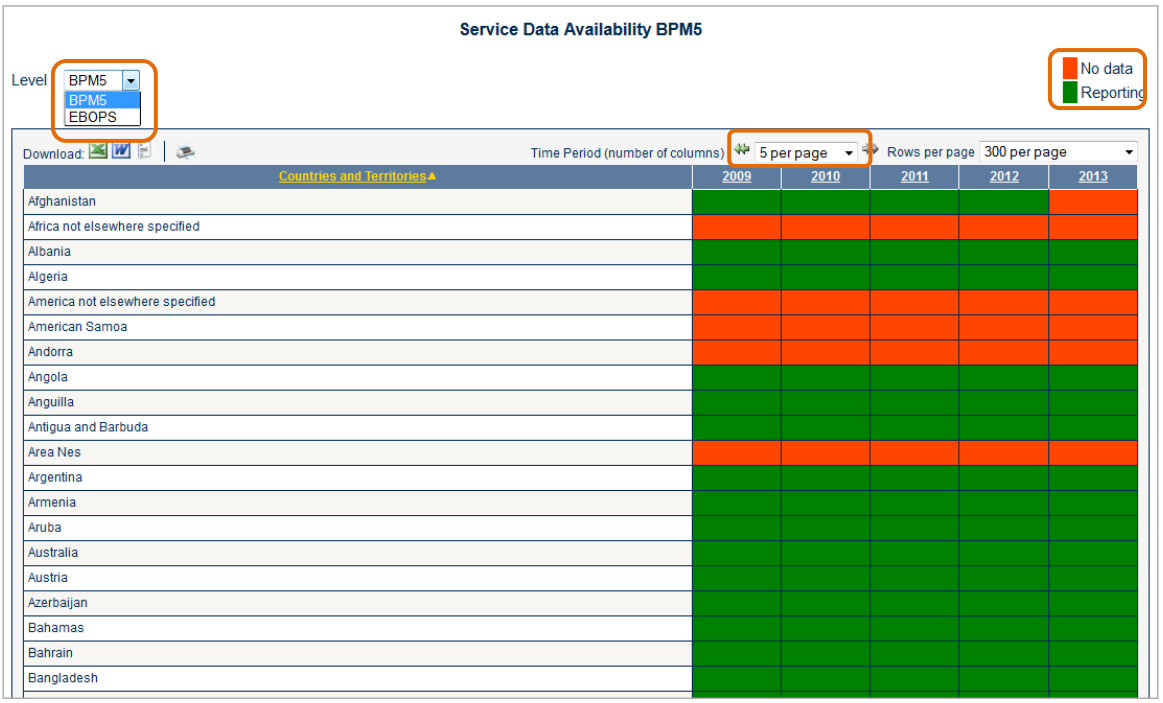


**Figure 2: Services data availability**




## 1.2.3 Data type and visualization

Trade Map provides the following pieces of information:

- Yearly, quarterly and monthly trade data for 5,300 products at the 6-digit level of the Harmonised System (HS) nomenclature and for 10,000 products at the National Tariff Line (NTL) level;
- Information on importing, exporting and distributing enterprises in over 60 countries: company name, city and country, list of traded products, number of employees, annual turnover, contact persons, website address and phone numbers;
- Pre-calculated indicators for international trade of goods in the latest available year
- Yearly trade in services data, by country and by service type (see Chapter 6);

As a user, you have access to different features and data depending on their profile. Unregistered users have access to a limited set of features; registered users based in developed countries[1] have a restricted free access; registered users based in developing countries and any registered users who bought a subscription[2] have unrestricted access to the full set of features and data. More details can be found in Table 1.

[1] See http://legacy.intracen.org/marketanalysis/developing.aspx fur the list of developing countries.
[2] See http://legacy.intracen.org/marketanalysis/OptionsFees.aspx for existing subscription options.

**Table 1: Users' access to data**

| Features and data | Not registered users | Registered users from developed countries without subscription | Registered users (with subscription or from developing country) |
|---|---|---|---|
| Trade in services data | ✔ | ✔ | ✔ |
| Trade indicators for trade in goods in the latest available year | ✔ | ✔ | ✔ |
| Yearly trade data for 1,200 products at the 2 and 4-digit level (Harmonized System nomenclature - HS) | ✔ | ✔ | ✔ |
| Yearly trade data for 5,300 products at the 6-digit level (HS) and for 10,000 products at the tariff line level | ✖ | ✔ | ✔ |
| Creation of products and country groups | ✖ | ✔ | ✔ |
| Monthly and quarterly trade data at the 2-digit level (HS) (available for more than 90 countries for 2013) | ✖ | ✔ | ✔ |
| Monthly and quarterly trade data at the 4 and 6-digit level (HS) and at the tariff line level (available for more than 90 countries for 2013) | ✖ | ✖ | ✔ |
| Company data | ✖ | ✖ | ✔ |

You may want to first register online to familiarise yourself with the freely accessible Trade Map modules. As shown in Table 1, only users with a full subscription (free for users from developing countries and fee-based for those in developed countries) have access to modules such as monthly and quarterly data at the 4- and 6-digit and at the NTL levels as well as company data.

The list of developing and developed countries is available in the menu item "Reference material" in the Home page. For more information on subscription options and fees, please visit http://www.intracen.org/mat/OptionsFees.aspx. Additional information, such as a downloadable version of the Trade Map user guide and Frequently Asked Questions (FAQ), is available on the Home page. In addition, a link to video tutorials is also available to guide users through the analysis.

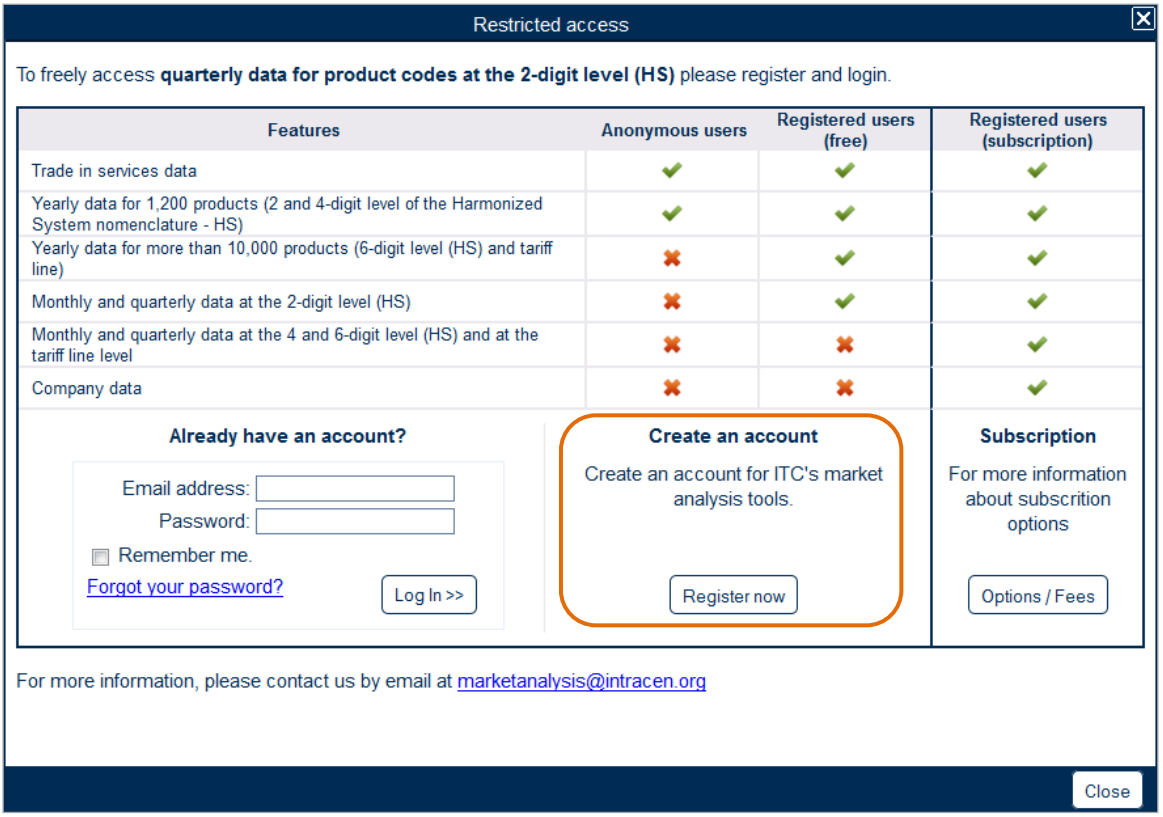
## 1.3 - Access to the tool

Thanks to financial contributions from different international organisations and ITC's Global Trust Fund, ITC has been able to provide free access to ITC's Market Analysis Tools of Trade Map, Market Access Map, Investment Map and Standards Map for users in developing countries.

Users can register to ITC's market analysis online tools through a common registration portal at http://www.intracen.org/mat/ or directly in Trade Map (see Figure 3).

**Figure 3: Home page**


When you reach the Trade Map home page, the selection menu is displayed, at this stage you can already start the navigation without having to login or register. By selecting a product and a country and clicking the appropriate link, you will be able to navigate through the different tables up to a certain level of detail. Once reached this level the following pop-up window will be prompted on your screen to ask you to login or register for continuing the navigation.




To create your personal account, click on the button "Register Now" when the "Restricted access" pane is displayed. You can also click on the "Login" button on the top right side of the selection menu. Complete all information before submitting the request form. You will receive an automatic email in your mailbox to activate your account. You will need to click on the link provided in the email to confirm and validate your account. If you do not receive a confirmation email, you should check your spam box since the automatic email might be received as spam.

In the first step of the registration process, the system asks for your country (Figure 4). If the system identifies you as a user from a developed country but you are indeed from a developing country, please check the related box on the second page of the registration process (Figure 5). Then follow the instructions in the automatic email you will receive.

**Figure 4: First step in the registration process**

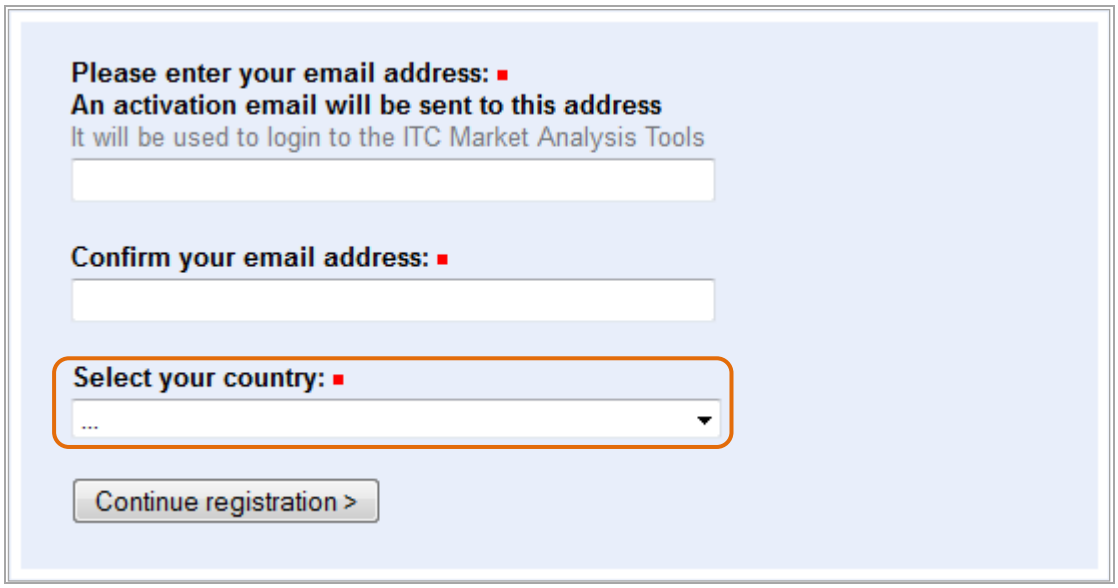



**Figure 5: Second step in the registration process**

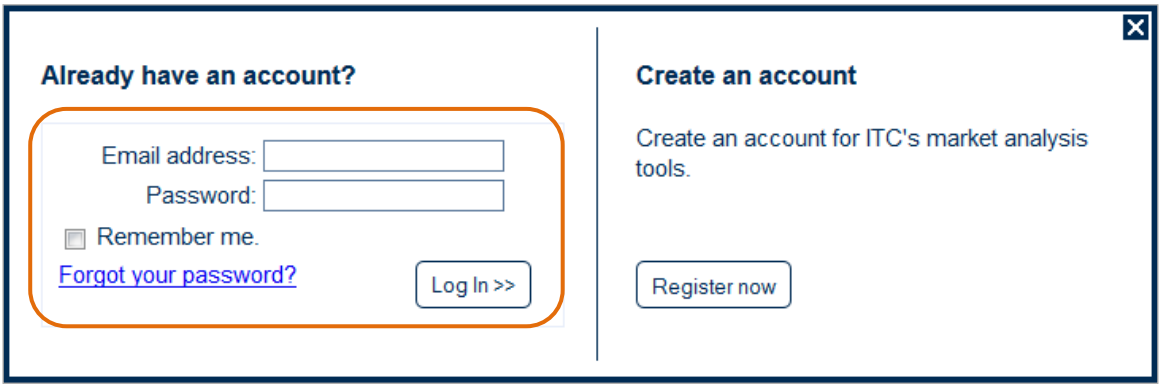
# CHAPTER 2 – HOW TO USE TRADE MAP

## 2.1 - How to enter the database

**Figure 6a: Log-in**


Choose your language (English, French or Spanish versions are available) and click on the login button.

**Figure 6b: Log-in**




A pop-up window will be prompted. Fill in the e-mail address and password fields as shown in Figure 6b. Please remember that usernames and passwords are case sensitive. By clicking on "Log In", you will enter the database and see the Selection Menu page (see Figure 7).

Note: the username is based on an email address. By selecting the box "*Remember me next time*" you will have direct access to the Selection Menu the next time you go to the Trade Map's URL – www.trademap.org. You will not need to enter your username and password again.

Hereinafter the screen shots will always be of the ITC Generic English version of the tool.

At the top right of the screen you will be able to switch from the English to the French or Spanish versions.

## 2.2 - Main Selection Menu

Once logged in, the user is redirected to the Selection Menu, as shown in Figure 7.

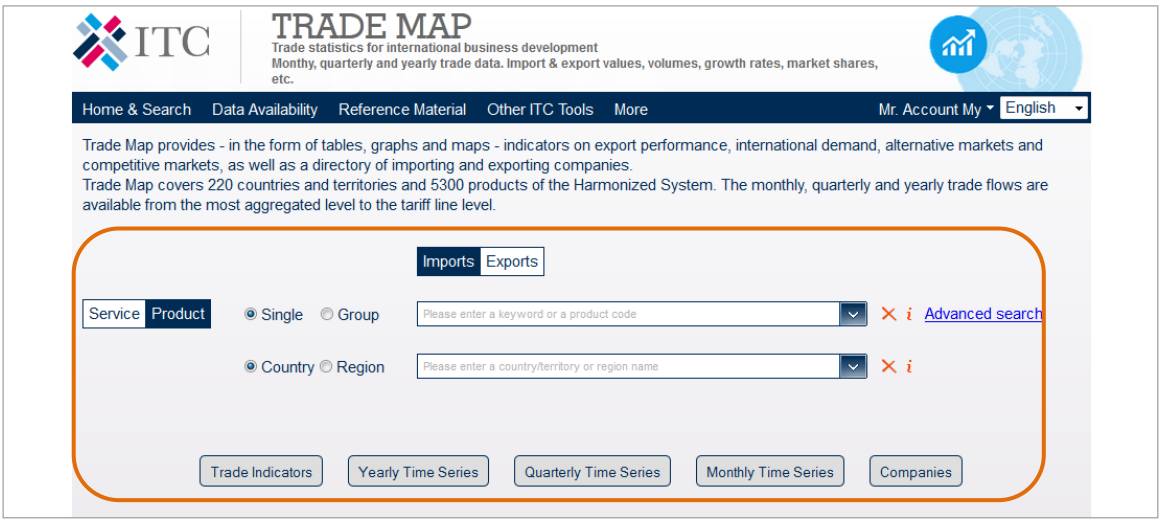
**Figure 7: The Selection Menu page**


The menu items at the top of the page provide access to other resources and ITC's tools, as listed in Table 2.

**Table 2: Options available in Trade Map**

| **Access to other databases and resources** | |
|---|---|
| **Menu Item** | **Description** |
| **Home & Search** | Link to the Trade Map Home Page: www.trademap.org: selection menu<br><br>Note: Once you are in a table, map or graph and click on the selection menu, the different options you selected in your query will already be displayed in the selection menu. |
| **Data Availability** | Data Availability: provides information about the data available for reporting and non-reporting countries at the Harmonized System level and Tariff line level. |
| **Reference Material** | - User guide<br>- Frequently Asked Questions<br>- Glossary of items<br>- Online courses<br>- Corresponding Product Codes: table with the corresponding product codes between the different HS revisions (see Annex 1).<br>- Data sources |
| **Other ITC Tools** | Links to Market Access Map, Investment Map, Standards Map, Trade Competitiveness Map and Market Analysis Portal |
| **More** | Subscription options & fees<br>Terms & Conditions for using Trade Map<br>Developing Countries: list of Developing Countries<br>Developed Countries: list of Developed Countries<br>Newsletters<br>Surveys results<br>Videos<br>About Trade Map presentation |
| **My Account** *(appears as your own name)* | Manage my Country Groups: see 2.2.2.2, Create your own group of countries<br>Manage my Product Groups: see 2.2.1.3, Create your own group of products<br>*To access these menu you need to be logged in Trade Map.* |

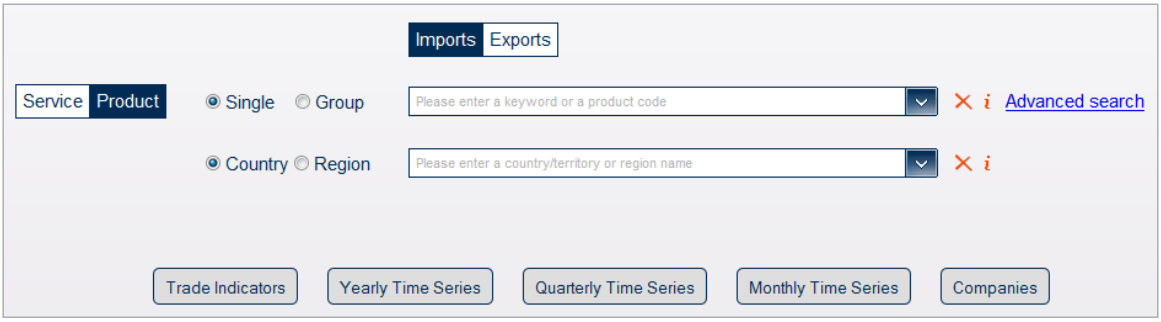
**Figure 8: Selection Menu**




As Figure 8 shows, data in Trade Map can be searched and analysed in three different ways: by product, by country and by a pair of countries. Searching by product will provide you with product-specific trade data at different levels of detail and aggregation. Searching by country will provide you with an insight into a country's export/import profile. Searching through a pair of countries/regions will allow you to analyse bilateral trade between two countries or regions. Once a product, a country or a combination is selected, the system will allow choosing different types of data (the available options will highlight while the rest will remain grey, as in Figure 9). Further details for each option are provided in Table 3.


The menu allows you to view the *export* or *import* side of statistics. Note that by default the import side is selected in your query.

**Figure 9: The Selection Menu in detail**




The three main selection options are "Product"/"Service", "Country" and "Partners" (Partners only appears if you select a country).

The selection fields are all hyper-linked, you need to start writing in each of them and products or countries that match your search text will appear in the drop-down menu below. You can search a product by typing either the name of the product or its HS code. The system automatically displays the corresponding description.

Note:

**Selection**: when typing a country, a product or a product code into any of the selection fields, you must click on a choice from the possible matches that appear in the drop-down menu below. If you do not, the system will think you have not selected anything.

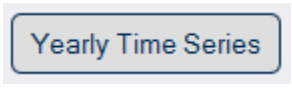
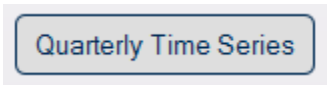
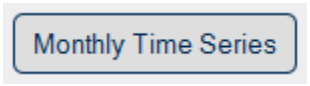
**Spelling**: do not make any spelling mistakes. Trade Map searches through ALL product descriptions for an EXACT match. E.g. if the word "apples" is entered in the system, no results are generated. Data are only available for the word "apple". It is preferable to enter only one keyword.

**Synonyms**: if the system does not present any possible matches for your product at search, try to think of another name that describes the product. E.g. Instead of the word "beef", enter "bovine" or instead of "raisin" enter "grapes".

**Advanced Product Search**: if you cannot find your product, click on "Advanced Search Product ". This option will also allow you to enter more than one keyword in your search.

In order to proceed with your query, you will then need to select the type of information you need. The different options are described in Table 3. Further details on Trade Indicators and Time Series can be found in paragraph 2.3 - Navigation Menu in Trade Map.

**Table 3: Options available through the Selection Menu in Trade Map**

| | |
|---|---|
|  | *Trade Indicators*: select this if you want to view raw data as well as trade indicators such as growth trends, market share, concentration, average applied tariff, etc.<br>Trade indicators are pre-calculated before uploading to the database and are updated twice a year in June and in October. |
|  | *Yearly Time Series*: select this if you want to view data over several years.<br>You can switch from the default indicator of trade values to different indicators (quantity, unit value, etc.).<br>All calculations on the time series are done online and every week new data are uploaded to the database between January and June. |
|  | *Quarterly Time Series*: select this if you want to view data over several quarters.<br>You can switch from the default indicator of trade values to different indicators (quantity, unit value, etc.).<br>All calculations on the time series are done online and every week new data are uploaded to the database. |
|  | *Monthly Time Series*: select this if you want to view data over several months.<br>You can switch from the default indicator of trade values to different indicators (quantity, unit value, etc.).<br>All calculations on the time series are done online and every week new data are uploaded to the database. |
|  | *Companies:* select this if you want to view records of companies importing/exporting/distributing the product of your choice.<br>The main source of company data available in Trade Map is Kompass (www.kompass.com). |

It is not necessary to select a product, a country and a partner country for every query. You need to select at least one product or one country/region and then the import/export direction of statistics. Table 4 shows all possible selections from the selection menu and the corresponding results.

Please note that if you select a product that has been created in the HS revision 1996, 2002 or 2012 and this is not available in HS revision 2007, it will not be possible to select the button "trade indicators". Trade indicators have been calculated for products available in HS revision 2007.

Please also note that the company selection button is available only if you select a product in the product tab. The information is available for a number of countries, depending on current availability of information.

The combination of the different selection criteria give access to different pieces of information and analysis, and this is better described in Table 4.

**Table 4: Tables available in Trade Map**

| You select | | | | | | | You will obtain: |
|---|---|---|---|---|---|---|---|
| Product / Service [3] | Cty | Partner Cty | Trade Indi-cators | Time Series (Year, Quarter, Month) | Com-panies | Import/ Export | Trade Map Table |
| ✓ | | | ✓ | | | Imp | Data on world import markets for selected products for the latest available year |
| | | | | | | Exp | Data on world export markets for selected products for the latest available year |
| ✓ | | | | ✓ | | Imp | Yearly/quarterly/monthly data on world import markets for selected products/services (time series since 2001) |
| | | | | | | Exp | Yearly/quarterly/monthly data on world export markets for selected products/services (time series since 2001) |
| | ✓ | | ✓ | | | Imp | List of products imported by selected countries in the latest available year[4] |
| | | | | | | Exp | List of products exported by selected countries in the latest available year[4] |
| | ✓ | | | ✓ | | Imp | Yearly/quarterly/monthly time series of the list of products/services imported by selected countries (time series since 2001) |
| | | | | | | Exp | Yearly/quarterly/monthly time series of the list of products exported by selected countries (time series since 2001) |
| ✓ | ✓ | | ✓ | | | Imp | List of markets (countries and regions) supplying selected products to selected countries in the latest available year[4] |
| | | | | | | Exp | List of markets (countries and regions) importing the selected products from selected countries in the latest available year[4] |
| ✓ | ✓ | | | ✓ | | Imp | List of supplying markets (countries and regions) for a specific product imported by a country/region since 2001 |
| | | | | | | Exp | List of importing markets (countries and regions) for a specific product by a country/region since 2001 |
| | ✓ | ✓ | ✓ | | | Imp/ Exp | Data on the bilateral trade between the two selected countries for the latest available year |

[3] Services data are available only at the yearly level (no quarterly or monthly data for services data). No company data are available for trade in services information.

[4] Between June and December, trade indicators are available for the previous year; between January and May, trade indicators are available for the year prior to the previous. For example, between June and December 2014, Trade Map provides trade indicators for the year 2013, while between January and May 2014, trade indicators are available for the year 2012.

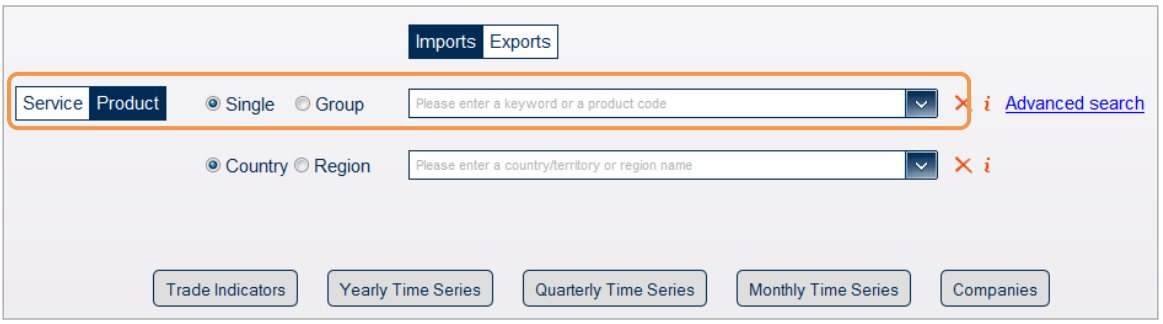
| You select | | | | | | | You will obtain: |
|---|---|---|---|---|---|---|---|
| Product / Service [3] | Cty | Partner Cty | Trade Indi-cators | Time Series (Year, Quarter, Month) | Com-panies | Import/ Export | Trade Map Table |
| | ✓ | ✓ | | ✓ | | Imp/ Exp | Yearly/quarterly/monthly data on bilateral trade between the two selected countries (time series since 2001) |
| ✓ | ✓ | ✓ | ✓ | | | Imp/ Exp | Data on bilateral trade of selected products between the two selected countries for the latest available year |
| ✓ | ✓ | ✓ | | ✓ | | Imp/Exp | Yearly/quarterly/monthly data on bilateral trade of selected products between the two selected countries (time series since 2001) |
| ✓ | | | | | ✓ | Imp | List of companies importing the selected products, broken down by product category |
| ✓ | | | | | ✓ | Exp | List of companies exporting the selected products, broken down by product category |
| ✓ | ✓ | | | | ✓ | Imp | List of companies importing the selected products in the selected country, broken down by product category |
| ✓ | ✓ | | | | ✓ | Exp | List of companies exporting the selected products in the selected country, broken down by product category |

## 2.2.1 How to select a product or a group of products

### 2.2.1.1 Select a product or a group of products in the main selection menu

To select a product, type a keyword or HS product code in the product selection field, as shown in Figure 10.

**Figure 10: Select a product**




For example, if you enter "*coffee"* as keyword in the box "Product", all the first twenty HS codes with a label containing the word "coffee" will be displayed in the drop-down menu, as shown in Figure 11. If you enter "*09"* as product code, a list of the first twenty products whose product code contains 09 will be displayed. To select a product just click on the HS product code in the available list. Product codes at the 2-, 4- or 6-digit level of the Harmonized System revision 1996, 2002, 2007 or 2012 can be selected.

**Figure 11: Automatic product selection**


To improve the speed of Trade Map, only the first twenty products corresponding to the selection are posted in the drop-down menu. If you cannot find your product in the twenty possible matches displayed, please use the advanced search.

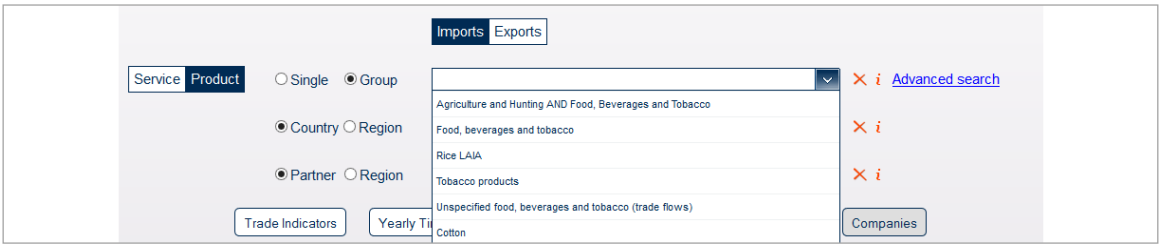
Note:

If you select a **product code that does not exist in the latest revision** of the HS nomenclature, only the "Time Series" button is activated. You can check the "HS corresponding product codes table" by selecting "Reference Material" in the toolbar or by going to www.trademap.org/stCorrespondingProductCodes.aspx.

If you submit an **empty field** (both cases), you will get a list of the first twenty HS codes.

When logged in, you can also select a group of products from a predefined list by clicking on "Group", as shown in Figure 12. Please refer to 2.2.1.3 "*Manage your product groups*" to learn how to create your own group of products.

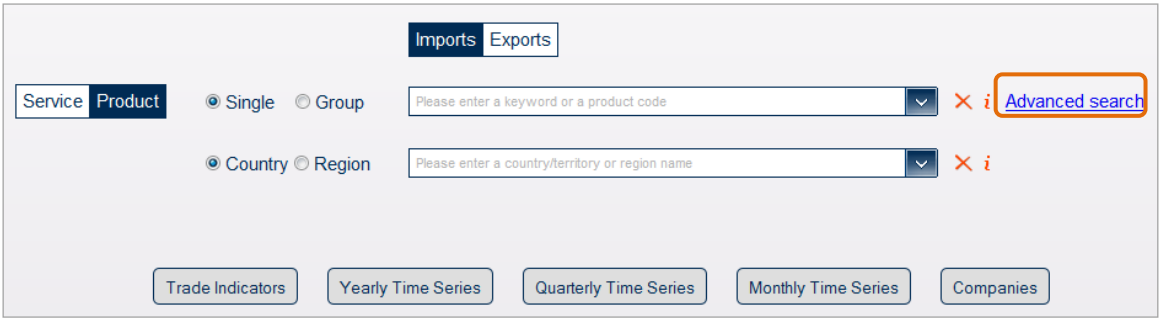
**Figure 12: Product group selection**




## 2.2.1.2 Advanced Product Search

Next to the product field, on the right side of the Selection Menu as shown in Figure 13, there is a link to the "Advanced Search" feature. By clicking on it, you will be able to either retrieve all HS and NTL codes containing specific word(s) in their labels or search through the HS nomenclature hierarchy.

**Figure 13: Advanced Search option in the Selection Menu**



Search by Keywords

The Advanced Product Search by keyword helps you to look for the corresponding HS code of the product using one or several keywords in the HS product descriptions at the 2-, 4- and 6-digit level of the Harmonized System and at the tariff line level. The main advantages of this "*Advanced Product Search"* are:

- This search engine can look for the product written in either singular or plural, and recognizes the similarities between words (example: freeze-frozen)
- Several keywords can be entered for a specific product.
- You will be presented with all the possible codes (HS or tariff line level) of varieties/species for the same product, related products and product derivatives. There is no limitation to the first twenty products.

Product labels are longer than on the *Main Selection Menu*.

**Table 5: Advanced product search options**

| | | You select: | | |
|---|---|---|---|---|
| **Cases** | **Solution** | **At the 2-, 4-, 6-digit levels** | **At the NTL level** | **Country** |
| Find the HS code of a product | Keywords can be used to identify products | ✓ | | |
| Find the HS code at the NTL level for all countries | Keywords can be used to identify products | | ✓ | |
| Find the HS code at the NTL level for a country | Keywords can be used to identify products | | ✓ | ✓ |
| Difficulty in finding the HS code of a product at the 2-, 4- or 6-digit HS level. | By looking at the tariff line level, you might be able to identify the first HS 6-digit of your product<br>See Example 1 below | | ✓ | |
| Find a product and its derivatives | See example 2 | ✓ | | |

Specific cases and situations are discussed in Table 5 and in the examples below.

Example 1: looking for the HS code of a specific product when you cannot find it in the Selection Menu

If you cannot find the HS code of your product at the 2-, 4- or 6-digit HS level, you may wish to look for your product at the NTL level by using several keywords.

For instance, a trade adviser is looking for trade data for the product "eucalyptus oil*".* He/she was not able to find the HS code by looking at the 2-, 4- or 6-digit level. In the "Search by Keywords" option in the "Advanced Search" menu, he/she can select the option "At Tariff Line Level" and directly type "eucalyptus oil" in the text box (Figure 14).

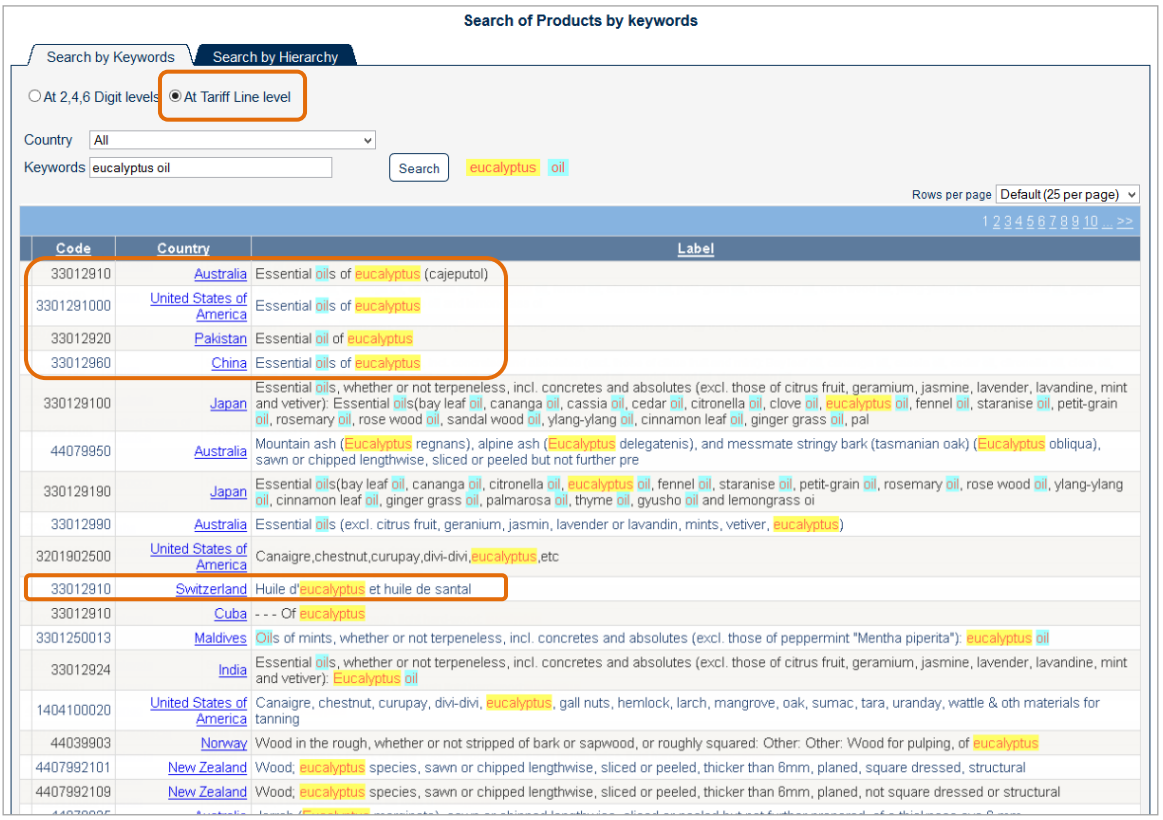
The search engine will first search product labels containing all the keywords and then keyword by keyword. The results are displayed in a table in ascending order.

The search engine will highlight the keyword "eucalyptus" in yellow and the keyword "oil" in blue in the table with all the results. The possible matches appearing first are those with the two keywords in the label. There are 4 countries with a specific NTL for *"*essential oil of eucalyptus*".*

In order to understand the 6-digit HS product group that the product "eucalyptus oil" belongs to, the trade adviser only needs to take the first 6 digits of the identification code used by those 4 countries: "*HS-330129*".

Please note that also Switzerland and Morocco appear in the search result with one NTL, but their product labels are in French: "Huile d'eucalyptus et huile de santal" and "Huile essentielle d'eucalyptus non deterpenée" respectively. The NTL level descriptions are not always translated into English. For example, for South American countries product labels are available in Spanish; for many French-speaking African countries labels are available only in French; and for some former USSR countries product labels are in Cyrillic.

**Figure 14: Advanced product search by keyword at the NTL level**

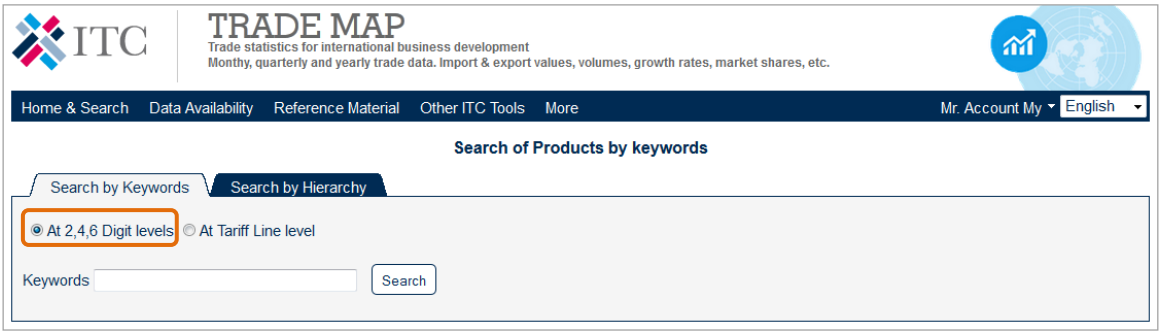



Example 2: find the HS code of a product and its derivatives to create a product group

An interesting feature of the advanced product search tool is that it allows looking for the HS code of your product and its derivatives.

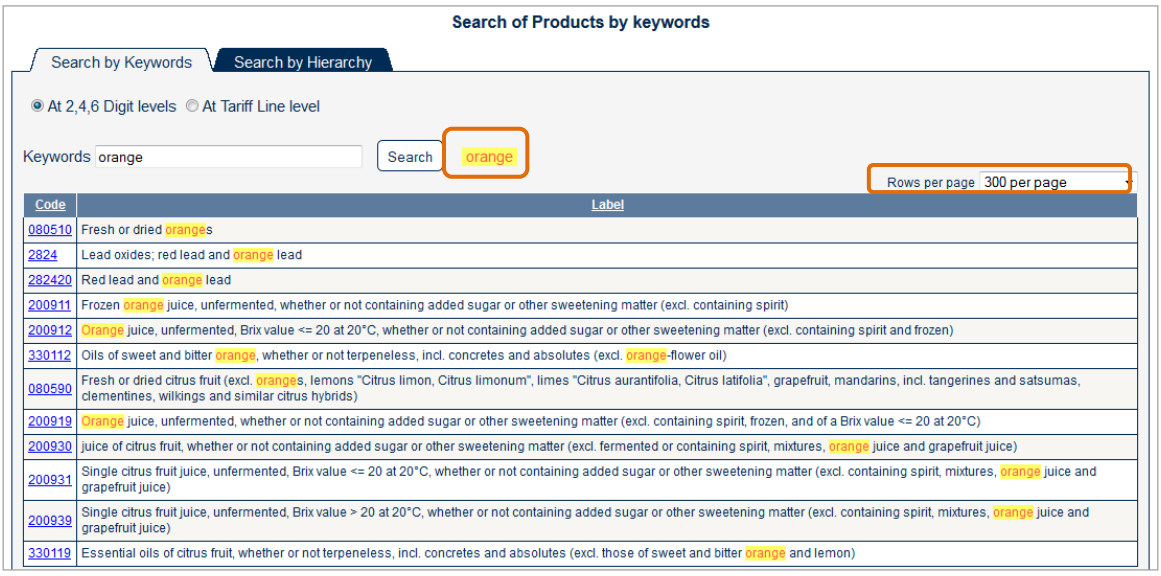
In the Search by Keywords feature, select "At 2, 4 or 6 digit levels" (Figure 15) and type the name (or keywords) of your product, e.g. "orange". Then click on Search.

**Figure 15: Advanced product search at the HS levels**




All the HS codes containing the name of the product will be displayed as in Figure 16. You will see all the HS codes in one page by increasing the number of *rows per page*.

**Figure 16: List of the HS labels containing the word "orange"**



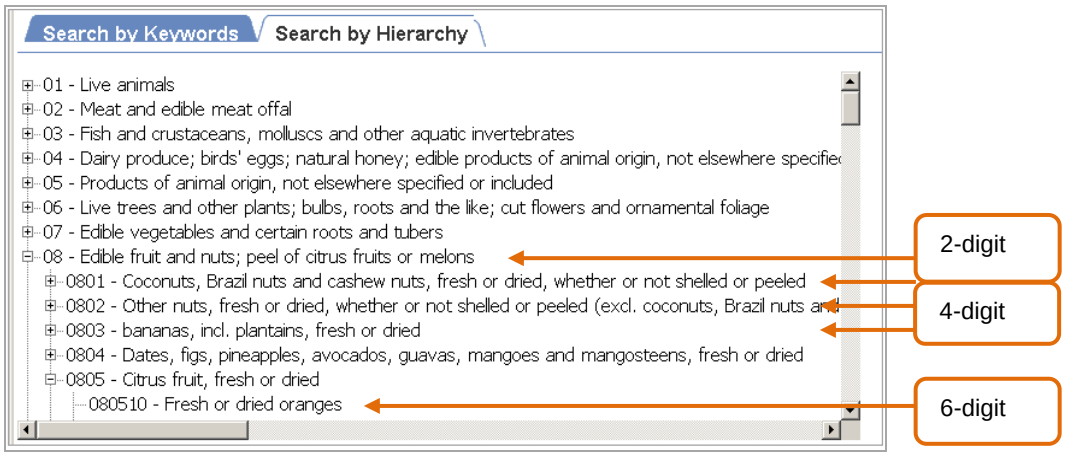

| Code | Label |
|---|---|
| 080510 | Fresh or dried oranges |
| 2824 | Lead oxides; red lead and orange lead |
| 282420 | Red lead and orange lead |
| 200911 | Frozen orange juice, unfermented, whether or not containing added sugar or other sweetening matter (excl. containing spirit) |
| 200912 | Orange juice, unfermented, Brix value <= 20 at 20°C, whether or not containing added sugar or other sweetening matter (excl. containing spirit and frozen) |
| 330112 | Oils of sweet and bitter orange, whether or not terpeneless, incl. concretes and absolutes (excl. orange-flower oil) |
| 080590 | Fresh or dried citrus fruit (excl. oranges, lemons "Citrus limon, Citrus limonum", limes "Citrus aurantifolia, Citrus latifolia", grapefruit, mandarins, incl. tangerines and satsumas, clementines, wilkings and similar citrus hybrids) |
| 200919 | Orange juice, unfermented, whether or not containing added sugar or other sweetening matter (excl. containing spirit, frozen, and of a Brix value <= 20 at 20°C) |
| 200930 | juice of citrus fruit, whether or not containing added sugar or other sweetening matter (excl. fermented or containing spirit, mixtures, orange juice and grapefruit juice) |
| 200931 | Single citrus fruit juice, unfermented, Brix value <= 20 at 20°C, whether or not containing added sugar or other sweetening matter (excl. containing spirit, mixtures, orange juice and grapefruit juice) |
| 200939 | Single citrus fruit juice, unfermented, Brix value > 20 at 20°C, whether or not containing added sugar or other sweetening matter (excl. containing spirit, mixtures, orange juice and grapefruit juice) |
| 330119 | Essential oils of citrus fruit, whether or not terpeneless, incl. concretes and absolutes (excl. those of sweet and bitter orange and lemon) |

The result is the complete list of HS codes containing the word "orange" in their description. There are 12 HS codes containing the word "orange" and referring to the product itself and its derivatives: fresh fruit, juice and essential oil. You can create a product group in order to study the trends of the different products: see 2.2.1.3 Create your own group of products, for an explanation on how to create a product group.

Search by Hierarchy

You can click on the tab "Search by Hierarchy" in order to search through the hierarchy of the HS nomenclature. You can now navigate through the hierarchy of the HS nomenclature and select a product at the HS-6 product level by expanding the 21 HS-2 sections and the 98 HS-4 chapters of the HS nomenclature (Figure 17).

**Figure 17: Advanced search by hierarchy in the Harmonized System**




By clicking on the ⊞ next to each record you can go deeper into the HS classification, starting from the 2-digit level and increasing the level of detail up to the 6-digit level.

Please note that when you have found the HS code corresponding to your product, you can double click on it to select it and you will be taken back to the main selection menu where you will see the product box filled with your selection.

## 2.2.1.3 Create your own group of products

When logged in Trade Map, in the top menu bar click on your name and then select Manage my Product Groups, as shown in Figure 18. You will be able to create your own groups of products for your data queries.

**Figure 18: The My Account menu: Manage my Product Groups**


For instance, as shown in Figure 19, you can create a new group that we will call "fruit juice" and then select the products you want to include in this group by selecting them and then clicking on the icon >, as described in Table 6. Remember to save your new product group.

Please note that when you select the products, you can only mix products at the same HS level. In the example below, the group of products is at the 6-digit HS level. You can choose a maximum of 50 products per group.

**Figure 19: Create your own product group**

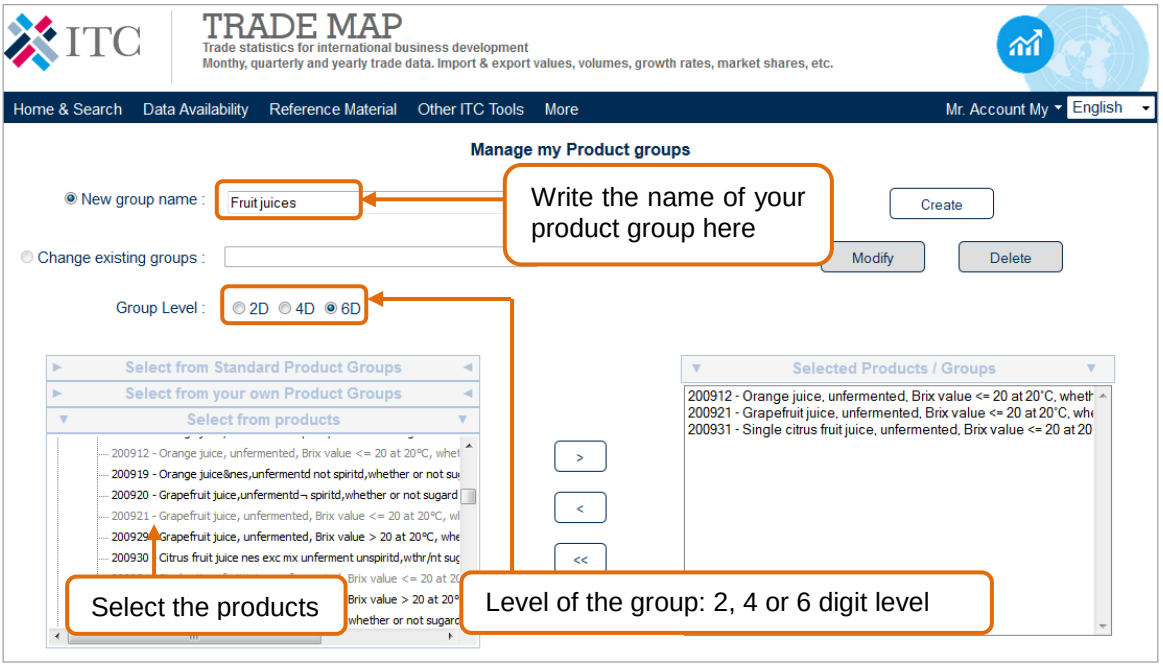



**Table 6: Selection options for a group of products**

| | | | |
|---|---|---|---|
| > | Select one product | < | Deselect one product |
| | | << | Deselect all products |

## 2.2.2 How to select a country, a region or a partner country

### 2.2.2.1 Select a country or a region in the main selection menu

To select a country or a region, type the name of the country or group of countries in the selection field.

**Figure 20: Country selection**


For instance, if you type the letters "fr" in the box Country, all the countries containing the letters "fr" will be displayed in the drop-down menu, as shown in Figure 20.

When you have selected a country, a box named Partner appears. By following the same system you can select the partner countries of the country selected in the field Country to identify bilateral trade.

You can also select a predefined group of countries by clicking on Region, as shown in Figure 21. The acronym "nes" at the end of a product or country name means "not elsewhere specified".

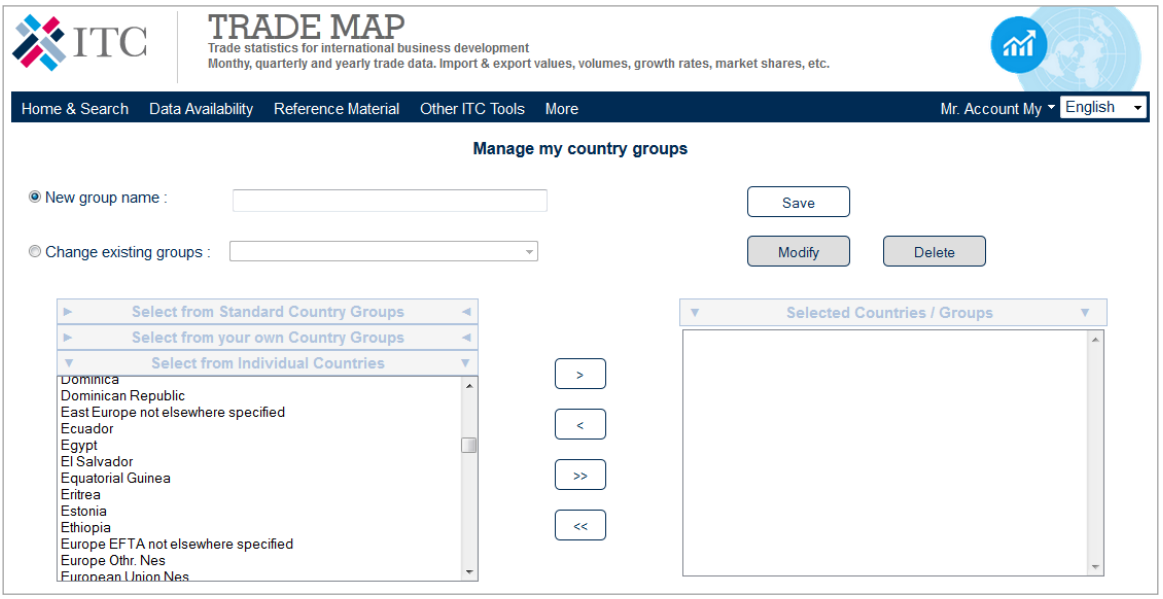
**Figure 21: Country group / Region selection**


## 2.2.2.2 Create your own group of countries

When logged in Trade Map, in the top menu bar click on your name and select Manage my Country Groups to create or modify your own country groups, as indicated in Figure 22 and Figure 23.

**Figure 22: The My Account menu: Manage my Country Groups**

**Figure 23: Create your own country group**



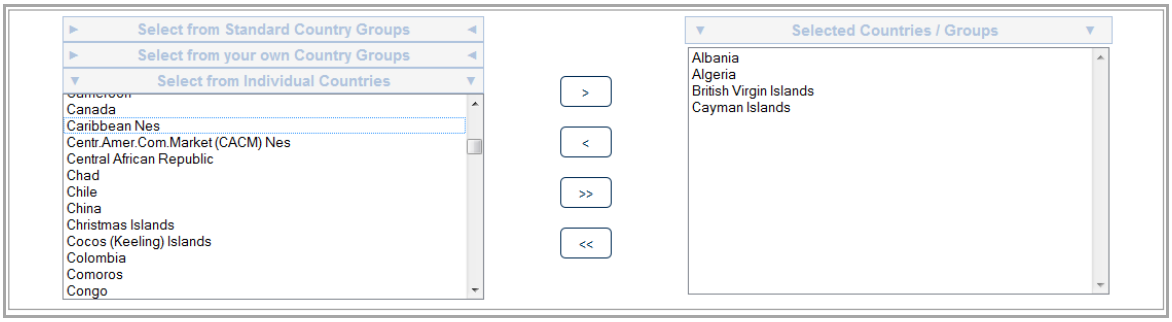

For instance, you can create a new group with the name "soybean-importers". Select the countries to include in this group by clicking on their names and then on the icon >, as shown in Table 7. Then click Save. You will then be able to select your country group in the Selection Menu.

**Table 7: Selection options for a country group**

| | | | |
|---|---|---|---|
| > | Select one country | < | Deselect one country |
| >> | Select all the countries. | << | Deselect all countries |

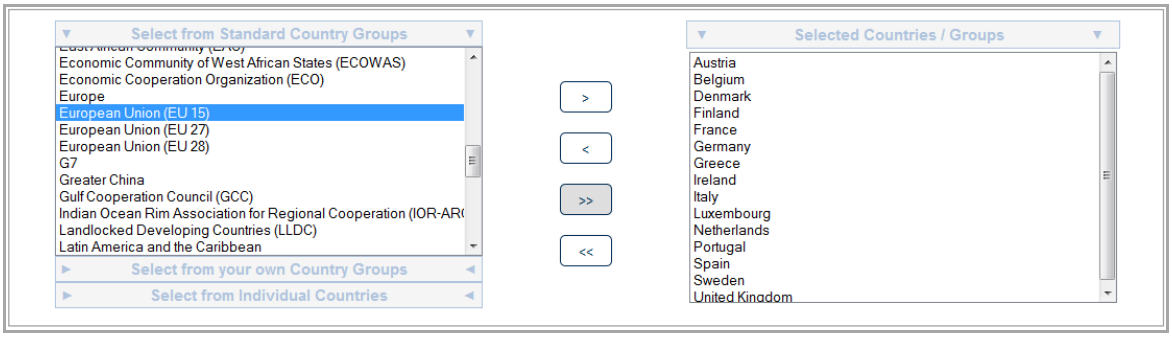
You can select the countries from the complete list of countries, as in Figure 24.

**Figure 24: Individual country selection**



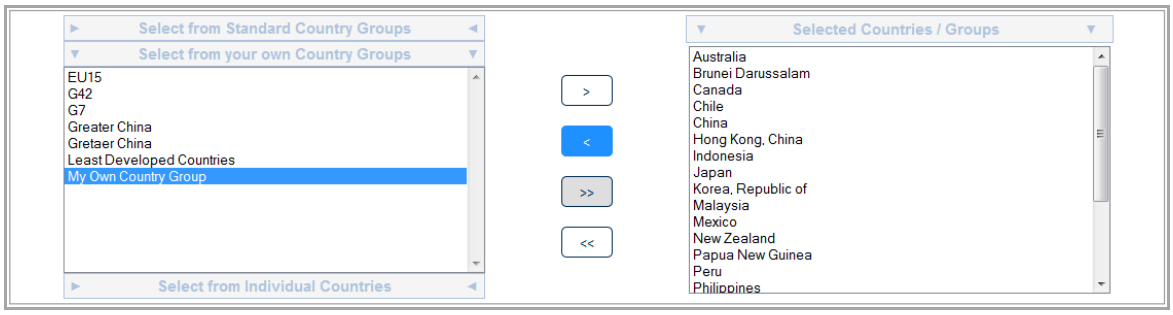

You can select the countries from a standard pre-loaded country group, e.g. the European Union (EU 15) or (EU27), as in Figure 25.

**Figure 25: Standard country group selection**




You can manage your country list by adding or deleting countries to or from your own country list, as in Figure 26.

**Figure 26: Select from your own country groups**




# 2.3 - Navigation Menu in Trade Map

**Figure 27: Upper navigation menu in Trade Map – product, country and partner country**

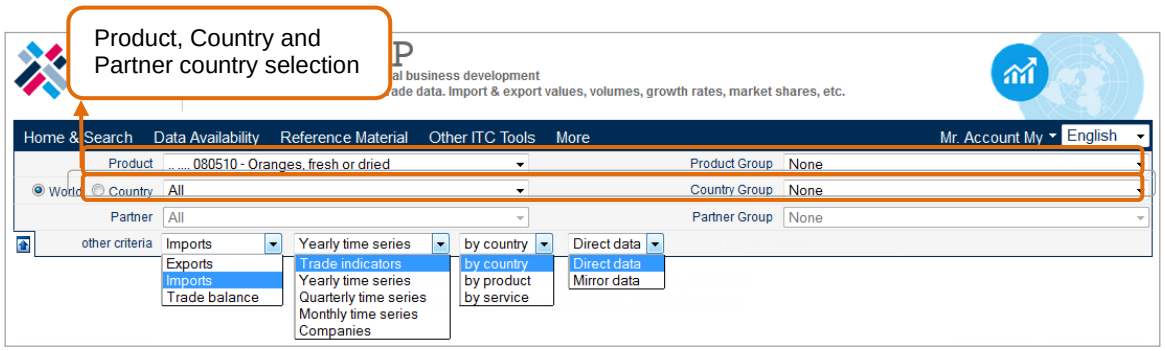
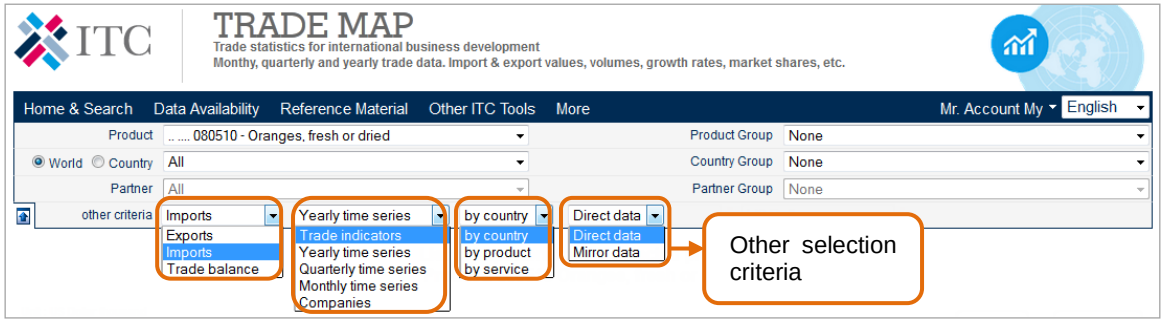



**Figure 28: Lower navigation menu in Trade Map - other criteria**




After submitting a query in the main Selection Menu, Trade Map generates a table providing the data you requested. A navigation menu will always appear at the top of the page and will allow to directly modify the different search criteria, as shown in Figure 27 and Figure 28.

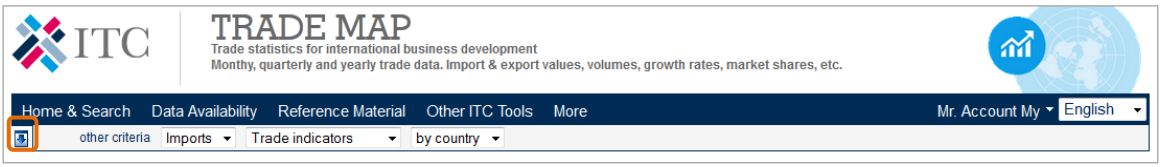
The navigation menu represents a practical way to modify your query criteria. You can:

- Directly change the country of reference or retrieve the country groups that you have created under My Account (please note that you can select the World option to assess the global market),
- Directly change the product of reference or retrieve the product groups that you have created under My Account (please note that the item "Total – all products" is considered as a product itself),
- Directly change the partner country or retrieve the country groups that you have created under My Account (please note that this field is set by default to "All", i.e. you have not chosen any specific partner country)

Each click on the navigation menu will generate a new query in the database and provide a new table.

By clicking on the arrow in the top left corner below the "Home" button, a part of the navigation menu will be hidden, as shown in Figure 29.

**Figure 29: Hidden navigation menu**




In Trade Map, when you assess a market through the trade indicators, you can choose to sort the results of your query by country, by product or by service.

### 2.3.1 Trade Indicators (by country)

If you choose to retrieve trade indicators by country, the result table will provide the list of countries that are exporting or importing the selected product. If you do not choose a specific product, the table will provide a list of exporting/importing countries with respect to their overall trade. A set of indicators is provided for each country.

If you choose to assess the trade of a specific country with its partner countries, you will also have the option of choosing between direct (if available) or mirror data (Figure 30).

Further explanations can be found in Table 8.

**Figure 30: Trade indicators by country**

**Table 8: Explanatory notes for the trade indicators by country**

| Criteria | Description | Analysis |
|---|---|---|
| **Imports** | Import data | See the Demand side |
| **Exports** | Export data | See the Supply Side |
| **Trade Indicators** | "Trade Indicators" enable users to see different indicators pre-calculated by ITC to enrich the analysis of a product or a market. | • **World market:** Value in a reference year in USD thousand, Trade Balance (Exports minus Imports), quantity, quantity unit, unit Value, annual growth in value over the last five years, annual growth in quantity over the last five years, annual growth in value for the last year, share in world imports/exports, average distance of supplying/importing countries, market concentration, *ad valorem* tariff equivalent applied by the country to imports<br>• **Country specific:** All the indicators above as well as: share in country's imports/exports (%), ranking of partner country in world exports/imports, share of partner country in world exports/imports (%), total export/import growth in value of partner country over the last five years (%, *p.a.*) |
| **Yearly, quarterly and monthly time series** | "Time Series" data enable users to see product or market trends over time. | See the trend of a market and specific trade indicators over time, pre-calculated online for the users |
| **Companies** | Company information | Importing or exporting company of a specific product |
| **By country** | It enables users to see the result by partner country | |
| **By product** | It enables users to see the result by product | |
| **By service** | It enables users to obtain a table with trade in services data for the specified countries | |
| **Direct Data** | This option is only available when a country has reported its trade data | |
| **Mirror Data** | It enables users to get data for non-reporting countries using mirror statistics. This also enables users to check the consistency of data of reporting countries (See Annex I). | The trade of non-reporting countries has been reconstructed on the basis of data reported by partner countries, or mirror statistics. Although using mirror statistics has its shortcomings (see Annex I), it does generate a wealth of information for certain countries, which would otherwise be unavailable. |

## 2.3.2 Trade Indicators (by product)

If you choose to retrieve trade indicators for a product, as shown in Figure 31, you will be able to do this at the global level or for a specific country. If you do not choose any specific country you will be able to choose among products at the 2-, 4- and 6-digit HS levels and you will also have the option of choosing data at the 8- or 10-digit NTL level if you specify a country. See Table 9 for further explanations.

Figure 30 and Table 9 below list the different levels of product clusters corresponding to a product code selected at the 2-digit level, e.g. 08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons.

**Figure 31: Trade indicators by product: criteria selection**

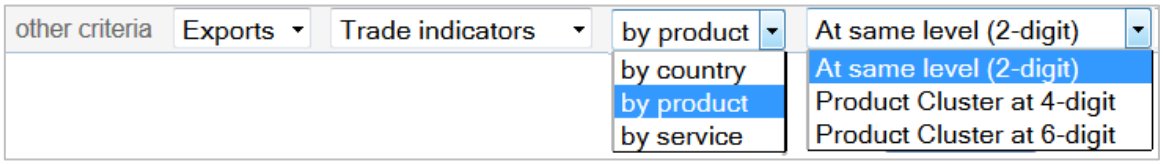


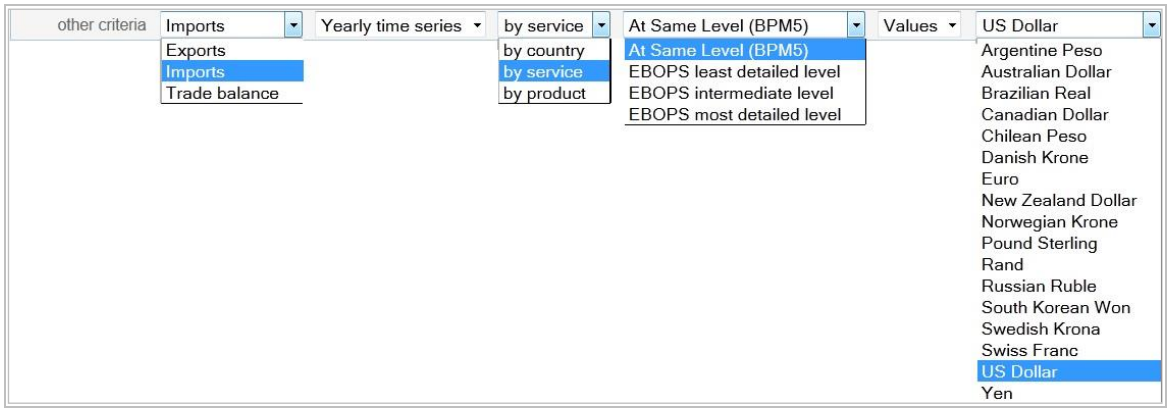

**Table 9: Explanatory notes for trade indicators by product**

| Harmonized System or National Tariff Line | Level | Level of analysis |
|---|---|---|
| At same 2-digit level | HS-2: Product Chapter<br>Lists all product groups at the 2-digit level imported or exported by the country or the region<br><br>E.g. 08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons | It is used for analysis at macroeconomic level to determine the export / import portfolio of a country at the sector level |
| Product Cluster at 4-digit | HS-4: Groupings within the chapter (sub-sector)<br><br>E.g. 0804 (HS-4) Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried | |
| Product Cluster at 6-digit | HS-6: Product(s) within the grouping (product level)<br><br>E.g. 080450 (HS-6) Guavas, mangoes and mangosteens, fresh or dried | It is used to determine the export / import portfolio of a country at a more specific level.<br><br>It helps users to compare similar products between countries and over time. |
| Product Cluster at 8- or 10-digit | National Tariff Lines (NTL) codes:<br>Detailed classification of goods beyond the 6-digit level of the Harmonized System. Each country decides its own NTL classification. Hence, NTL codes can be different from one country to another.<br><br>Examples:<br>•National Tariff Line for Australia<br>08045000 (NTL) Fresh or dried guavas, mangoes and mangosteens<br><br>•National Tariff Line for Japan<br>080450011 (NTL) Mangoes, fresh<br>080450019 (NTL) Guavas and mangosteens, fresh<br><br>•National Tariff Line for the United States<br>0804508000 (NTL) Guavas, mangoes and mangosteens, dried<br>0804506080 (NTL) Guavas and mangosteens, fresh, if entered during the period from June 1 to August 31, of the following year, inclusive<br>0804504040 (NTL) Mangoes, fresh, if entered during the period from September 1, in any year, to the following May 31, inclusive | Data is only available for countries that report their data at NTL level.<br><br>This information helps better detail the type product. |

## 2.3.3 Time Series (Trade in services)

You can assess services data through Time Series only. In this case, you will obtain a table with a list of services traded by the selected country in a yearly time series. Trade Map does not provide a set of pre-calculated indicators for services data, as shown in Figure 32. Moreover, services data is available at the yearly level only.

**Figure 32: Time series by service**




## 2.3.4 Time series (Products)

By selecting Time Series for product data, you will be able to look at the data by year, quarter or month, including data for the most recent year, quarter or month, as shown in Figure 33 and further explained in Table 10.

**Figure 33: Options in Time Series**

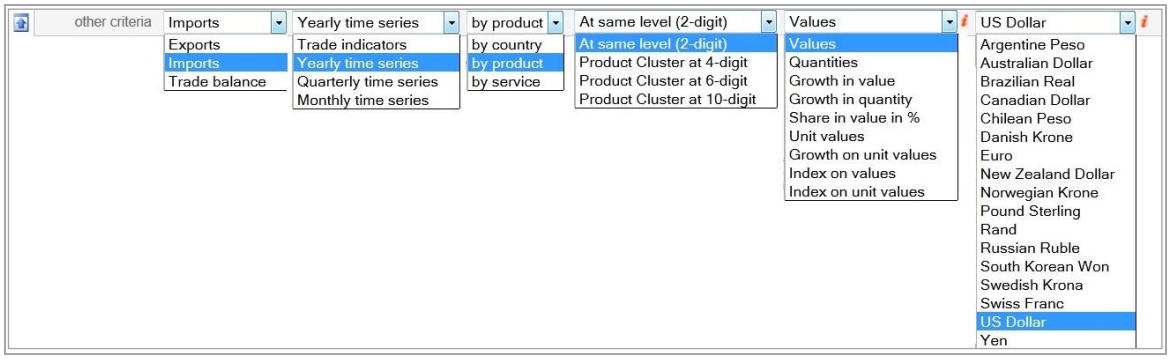


**Table 10: Explanatory notes for Time Series**

| Criteria | Description | Analysis |
|---|---|---|
| Imports | Import data | See the Demand side |
| Exports | Export data | See the Supply Side |
| Trade balance | Defined as exports minus imports for that particular HS/NTL code. | This column indicates whether the country is a net importer or exporter |
| | | |
| Yearly time series | | Quarterly or monthly time series help identify the seasonality of the market.<br><br>They also inform users about the most recent evolution of the markets |
| Quarterly time series | | |
| Monthly time series | | |
| | | |
| By country | Enables users to see the result by partner country | See "Country Analysis" |
| By product | Enables users to see the result by product | See "Product Analysis" |
| By service | Enable users to see the result by service | See Annex IV, Trade in Services Statistics |
| | | |
| Product at 2 digits | HS-2: Chapter of the good<br>E.g. 08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons | Harmonized System nomenclature |
| Product at 4 digits | HS-4: Groupings within the chapter (sub-sector)<br>E.g. 0804 (HS-4) Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried | |
| Product at 6 digits | HS-6: Product(s) within the grouping (product level)<br>E.g. 080450 (HS-6) Guavas, mangoes and mangosteens, fresh or dried | |
| Product at 8 or 10 digits | National Tariff Lines (NTL) codes | NTL codes / descriptions give more specific information about a product |
| | | |
| Values | Values over a period on a yearly, quarterly or monthly basis | |
| Quantities | Quantities over a period on a yearly, quarterly or monthly basis | |
| Growth in value, in quantity, in unit values | Annual growth rate of import/export value, quantity and unit value since 2001. | This trend is calculated using the geometric growth rate method. |
| Share in value in % | Share of the importing/exporting partner country in the total export/import of the country and product under review. | You can see the evolution of the share of any partner country over time. |
| Index on values | It is an index whereby you can set a reference period at 100 and Trade Map will calculate the other values for the other periods as a percentage of the value in the reference period | You can set a period of reference (year, quarter or month) to 100 and see the evolution of trade values over time as a percentage of the value in the reference period |
| Index on unit values | It is an index whereby you can set a reference period at 100 and Trade Map will calculate the other values for the other periods as a percentage of the value in the reference period | You can set a period of reference (year, quarter or month) to 100 and see the evolution of the unit values over time as a percentage of the unit value in the reference period |
| | | |
| | | |
| US Dollar | Currency used by default in Trade Map | All the trade values in Trade Map are expressed in US dollars |
| Other Currencies | | Exchange rates: values are converted from US dollars to other currencies using the average exchange rate over the monthly, quarterly or yearly period (the source is www.oanda.com) |

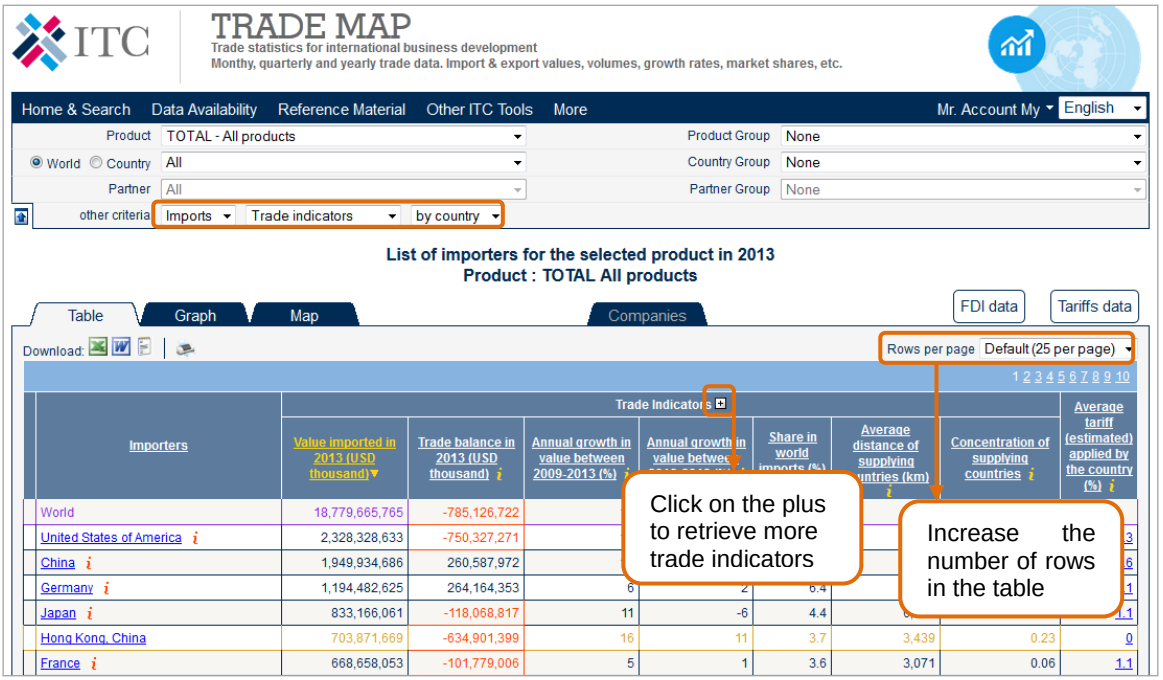
# 2.4 - How to create a Table, a Graph or a Map

## 2.4.1 How to create a Table

A table is the default result of any query done through the Selection Menu. Either you select to visualize "Trade indicator" or "Time Series", Trade Map will produce a table that can be then modified through the internal navigation menu.

### 2.4.1.1 Trade Indicators

**Figure 34: Trade indicators**




Expand the information by clicking on the plus symbol, as shown in Figure 34. The result of this operation is shown in Figure 35, where you have a larger set of indicators (including, among others, indicators on the average distance between a country of reference and all its trading partners and on market concentration).

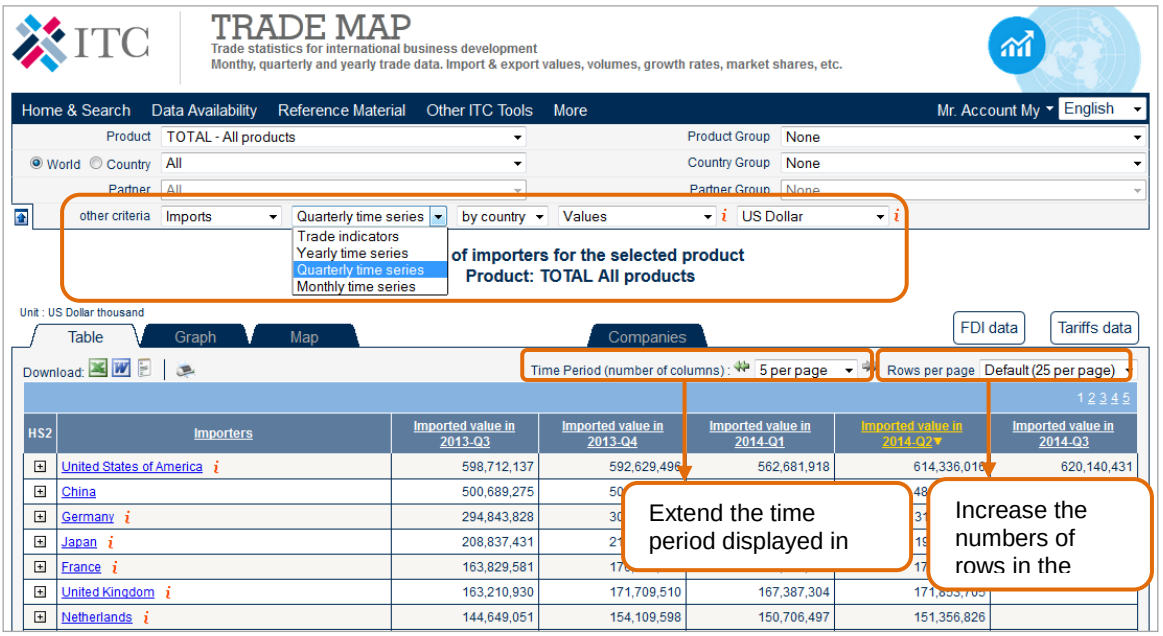
**Figure 35: More trade indicators**

| Importers | Trade Indicators: Value imported in 2013 (USD thousand) | Trade balance in 2013 (USD thousand) | Annual growth in value between 2009-2013 (%) | Annual growth in value between 2012-2013 (%) | Share in world imports (%) | Average distance of supplying countries (km) | Concentration of supplying countries | Average tariff (estimated) applied by the country (%) |
|---|---|---|---|---|---|---|---|---|
| World | 18,779,665,765 | -785,126,722 | 10 | 2 | 100 | 5,142 | 0.04 | |
| United States of America | 2,328,328,633 | -750,327,271 | 10 | 0 | 12.4 | 7,580 | 0.08 | 1.3 |
| China | 1,949,934,686 | 260,587,972 | 17 | 7 | 10.4 | 6,244 | 0.05 | 11.6 |
| Germany | 1,194,482,625 | 264,164,353 | 6 | 2 | 6.4 | 3,178 | 0.04 | 1.1 |

### 2.4.1.2 Time series

You can also expand the time series and retrieve more periods (monthly, quarterly or yearly) on one page, as shown in Figure 36.

**Figure 36: Quarterly time series**




## 2.4.2 How to create a Graph

Trade Map allows you to create a graph with the data that is shown by default in a table. You simply need to click on the Graph tab, as shown in Figure 37. A graph example is available in Figure 38.

**Figure 37: Graph tab**


**Figure 38: Bar chart example**

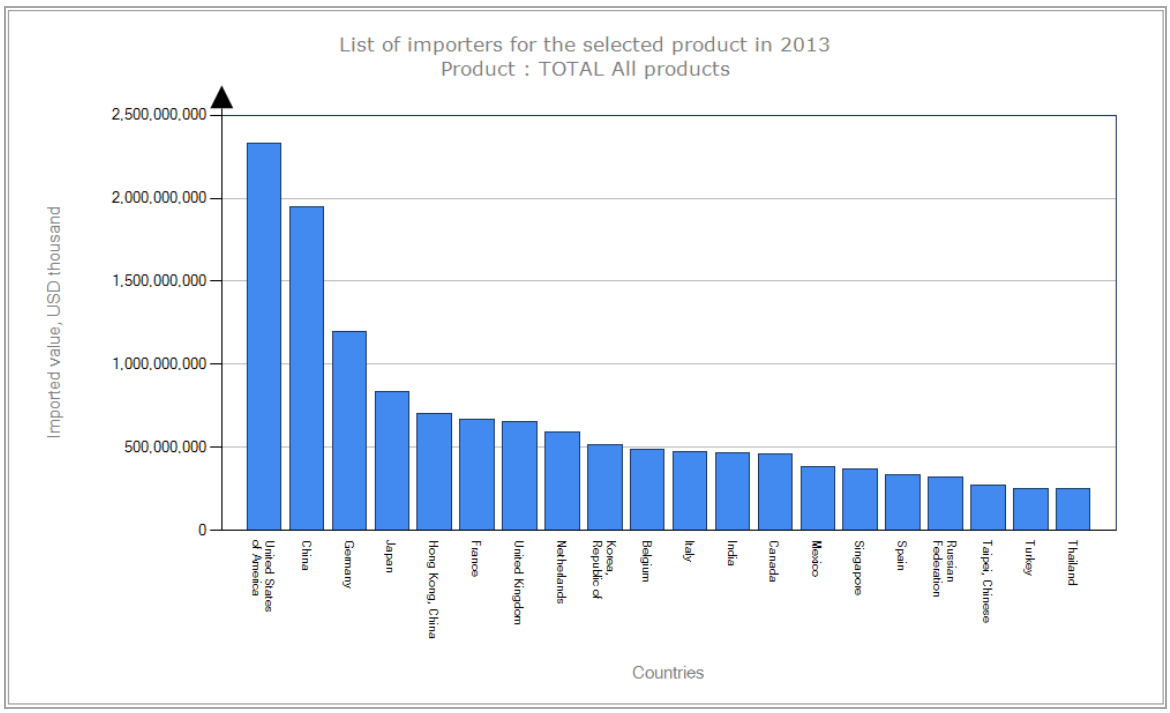


**Figure 39: Disabled graph tab**


When "Graph" and "Map" are in grey this means that it is not possible to create a Graph or Map from the corresponding table, as shown in Figure 39.

Table 11 below indicates the types of graph that can be generated when "trade indicators" has been selected.

**Table 11: Explanatory notes for graph with trade indicators**

| Selection | Import/ Exoprt | Type of Graph | Trade Indicators | | Graph Options |
|---|---|---|---|---|---|
| Specific Product<br>AND<br>All countries<br>by Country | Import | Bar chart | Bar chart on imported value<br>Second trade indicator[5] | Second Trade Indicator:<br>- Imported Value<br>- Annual growth in value over the last five available years<br>- Ranking in world imports<br>- Share in world imports | Select the number of countries |
| | Export | Bar chart | Bar chart on exported value | Second Trade Indicator:<br>- Exported Value<br>- Annual growth in value over the last five available years<br>- Ranking in world exports<br>- Share in world exports | |
| Specific country<br>AND<br>All products<br>by Product | Import | Bubble Graph | Bubble graph on Country X's increase in share of world imports vs. world export growth<br>Bubble graph on Country X's world import share vs. world export growth | | Select the number of countries<br>Zoom<br>Portrait-Landscape |
| | Export | Bubble Graph | Bubble graph on Country X's increase in share of world exports vs. world import growth<br>Bubble graph on Country X's world market share vs. world import growth | | |
| | | | | | |
| Specific Country<br>AND<br>Specific Product<br>By Country | Import | Bar chart | Bar chart on value of imports<br>Bar chart on share in Country X's imports<br>Bar chart on growth in value of imports over the last five years | | Select the number of countries |
| | Export | Bar chart | Bar chart on value of export<br>Bar chart on share in Country X's exports<br>Bar chart on growth in value of exports over the last five years | | |
| Specific Country<br>AND<br>Specific Product<br>By country | Import | Bubble Graph | Bubble graph on prospects for diversification of suppliers for the selected imported product<br>Bubble graph on Country X's import growth vs. partner export growth | | Select the number of countries<br>Zoom<br>Portrait-Landscape |
| | Export | Bubble Graph | Bubble graph on prospect for market diversification<br>Bubble graph on Country X's export growth vs. partner import growth | | |

[5] It is possible to add a second trade indicator in the same bar chart.

Table 12 indicates the type of graphs that can be generated when "Time Series" has been selected:

**Table 12: Explanatory notes for graph with time series**

| Selection | Import/ Export | Type of Graph | Time Series | Graph Options |
|---|---|---|---|---|
| Specific Country<br><br>AND<br><br>Specific Product<br><br>By *Country* | Import | Bar chart or Curve | Bar chart on imported value<br>Curve on imported value | Select the number of countries<br><br>Select the years<br><br>Graph options |
| | Export | Bar chart or Curve | Bar chart on exported value<br>Curve on exported value | |
| | Trade Balance | Bar chart or Curve | Bar chart on balance in value<br>Curve on balance in value | |

Examples and further explanations of how to interpret graphs and tables are provided throughout Chapter 3 – Product Analysis: *Identifying New Export Markets For Your Product* and Chapter 4 - Country Analysis: *Analysing a Country's Trade Portfolio* through various concrete examples.

Graph Options:

The following graph options, as shown in Figure 40 and Table 13, are available for bar charts.

**Figure 40: Graph options**

**Table 13: Graph options**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Save Chart Image | | Print Chart | | Print Preview | | Toggle 3D View |
| | Select Chart Type | | Select Color Palette | | Reset Chart Appearance | | Enable/ Disable Zoom |

Graph Types:

When a bar chart is posted, a number of graph types are available, as described in Table 14.

**Table 14: Graph types**

| | | | | | | |
|---|---|---|---|---|---|---|
|  | Point | Bubble | Line | Spline | Step Line | Fast Line |
| | FastPoint Series | Bar | Stacked | 100% Stacked | Column | Stacked Column |
| | 100% Stacked Column | Area | Spline Area | Stacked Area | 100% Stacked Area | Pie |
| | Doughnut | Stock | Candle Stick | Range | Spline Range | Gantt |
| | Range Column | Radar | Polar | Box Plot | Funnel | Pyramid |

Graph colours can be personalized with the colour options shown in Figure 41.

**Figure 41: Graph colours**


## 2.4.3 How to create a Map

Trade Map also allows you to create a map with the data that is shown by default in a table. You simply need to click on the Map tab, as shown in Figure 42.

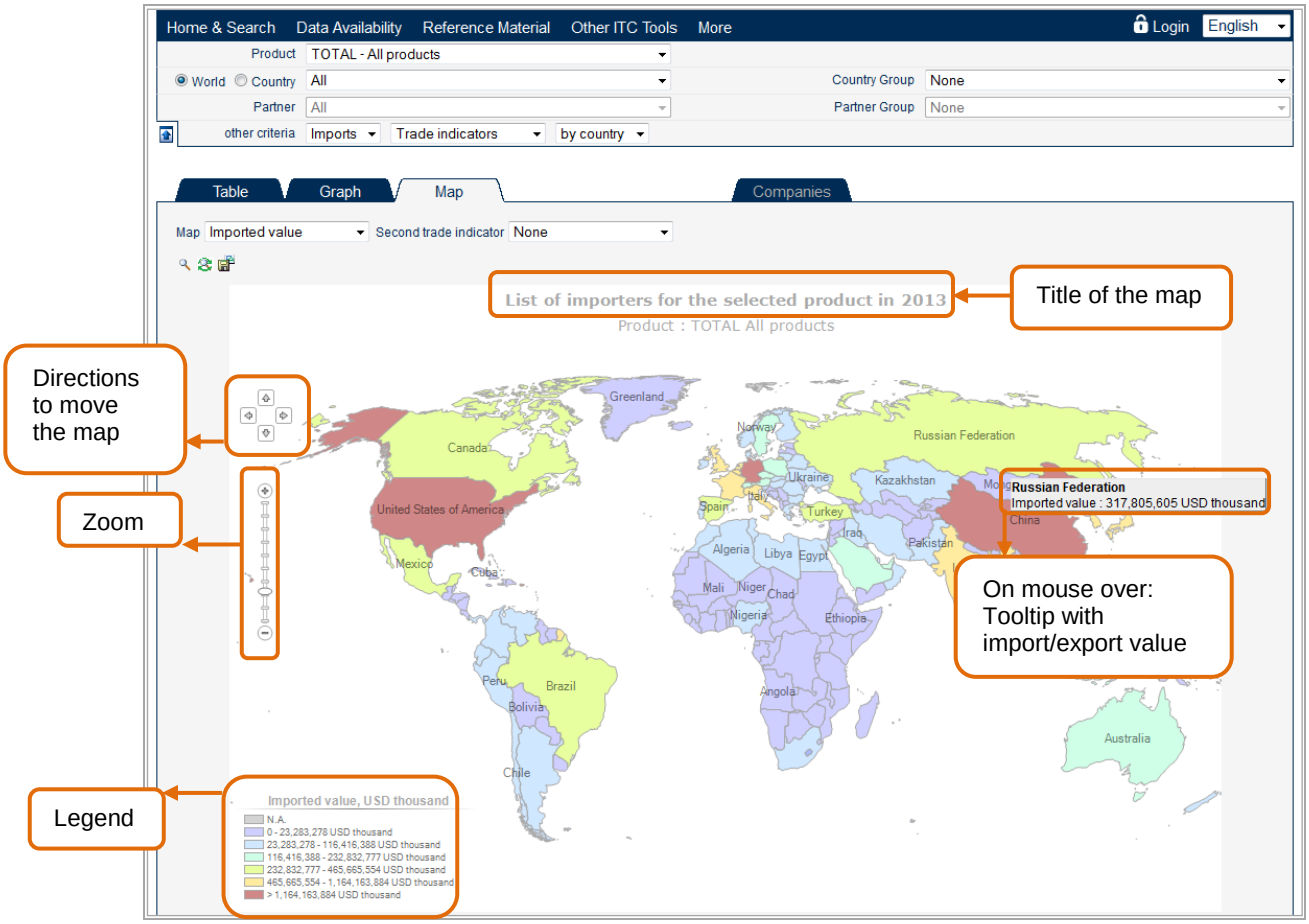
**Figure 42: Map tab**


When this option is not available, the Map tab will be in grey, as in Figure 43.

**Figure 43: Disabled map tab**


A graph example is available in Figure 44.

**Figure 44: A map example based on one trade indicator**




You can change or combine trade indicators displayed on the map, as indicated in Figure 45. For instance, you can combine two trade indicators, as in the map in Figure 46, where the first one is the "Imported value" - represented by colours - and the second one is the "Share in world imports" – represented by differently sized bubbles.

**Figure 45: Selection of trade indicators for the maps**

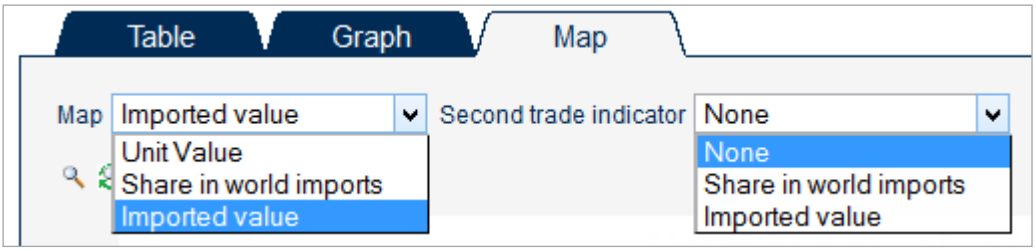
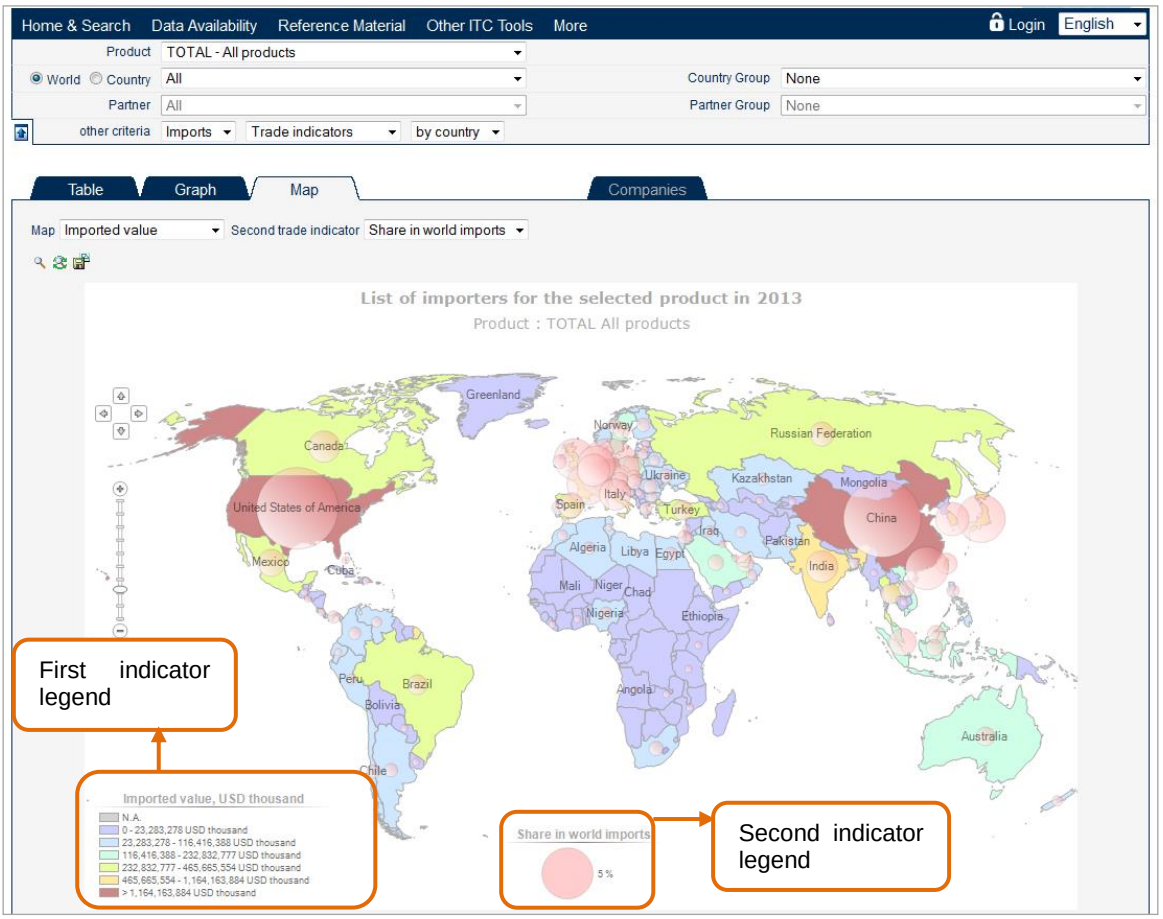


**Figure 46: A map example based on two trade indicators**




From the world map shown in Figure 46, it is also possible to identify a market of interest and its partner countries. For instance, we want to know the main supplying markets of Indonesia. By clicking on Indonesia in the map Figure 46 you will get a new map, as shown in Figure 47, showing the countries exporting to Indonesia ranked by "Share of Indonesia's imports". You will also be able to visualize the information as arrows: the arrows follow the direction of trade and their thickness indicates the magnitude of the trade flows (the thicker the arrow, the higher the value of imports/exports). The arrows option is available in the Graph tab as it is shown in Figure 48.

**Figure 47: Partner countries on the map**

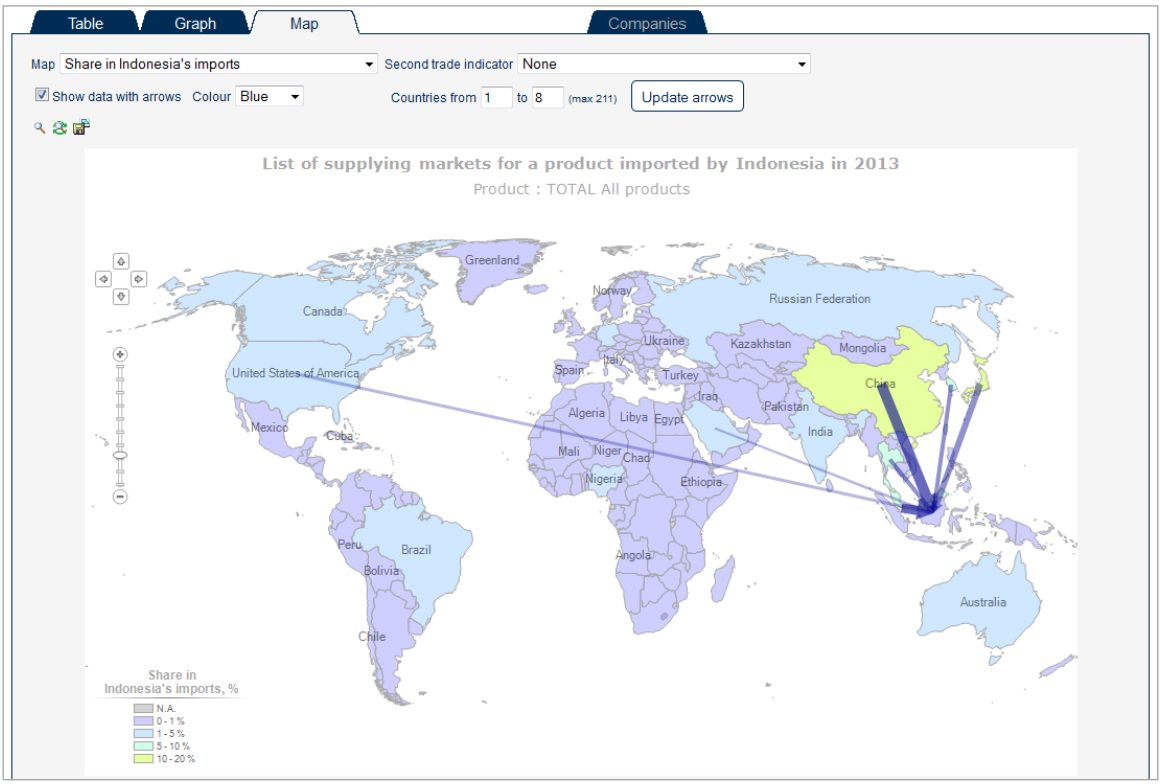



**Figure 48: Generate arrows on maps**


It is possible to visualize different trade indicators on the map, as indicated in Figure 49 and described in Table 15.

**Figure 49: Trade indicator options on maps**


You can change the trade indicator or combine two of them by using the drop-down menu. By changing the criteria selected in the navigation menu, you will automatically update the map accordingly.

**Table 15: Types of available maps**

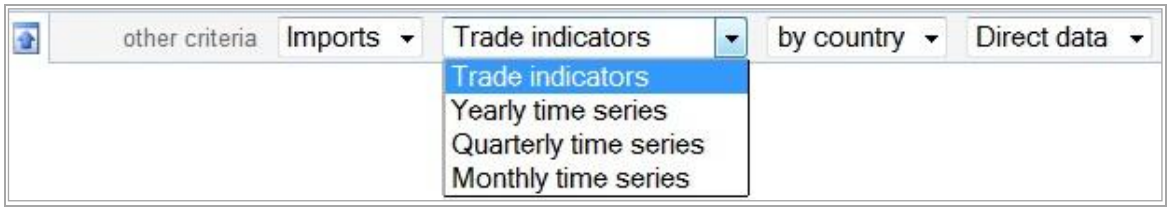
| Selection | | Title | First Trade Indicators | Second Trade Indicators |
|---|---|---|---|---|
| Specific Product<br><br>And<br><br>All countries<br><br>by country | Import | List of Importers for the selected product in the latest available year | Imported value<br>Unit Value<br>Share in world imports | *None<br>*Imported value<br>*Share in world imports |
| | Export | List of Exporters for the selected product in the latest available year | Exported value<br>Unit Value<br>Share in world exports | *None<br>*Exported value<br>*Share in world exports |

| | | | | |
|---|---|---|---|---|
| Specific country<br><br>And<br><br>Specific product<br><br>By Partner country | Import | List of supplying markets for a product imported by Country X in the latest available year | Share in Country X's imports<br>Unit Value<br>Total export growth in value of partner countries<br>Imported value<br>Share in world exports | *None<br>*Share of partners countries in world exports<br>*Share in Country X's imports<br>*Imported value |
| | Export | List of importing markets for a product exported by Country X in the latest available year | Share in Country X's exports<br>Unit Value<br>Total import growth in value of partner countries<br>Exported value<br>Share in world imports | *None<br>*Share of partners countries in world imports<br>*Share in Country X's exports<br>*Imported value |

Map based on "Time Series"

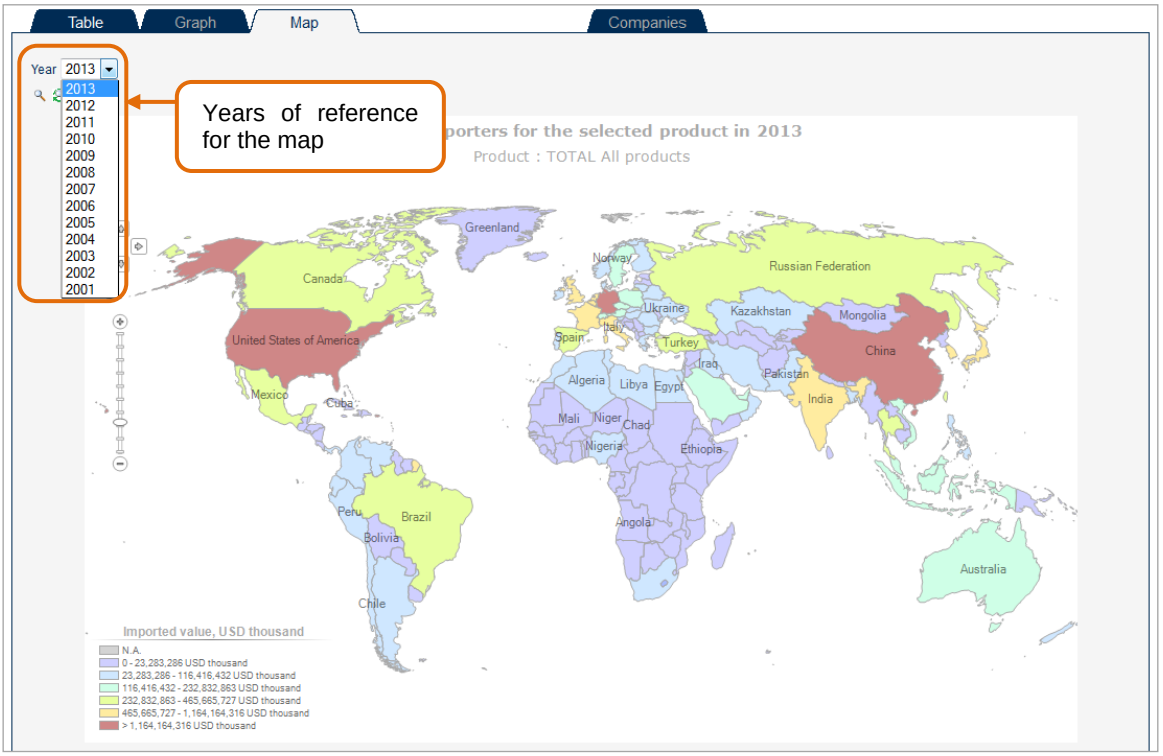
By using the other criteria in the toolbar selection menu, you can switch from "Trade Indicators" to "Time Series", as in Figure 50.

**Figure 50: Switch to time series on the maps**




The available reference years are displayed in a drop-drown menu as shown in Figure 51.

**Figure 51: A map example based on the yearly time series**




Note:

In maps and graphs, the **scale of the legend** might change when changing the reference year.

### 2.4.4 How to export tables, graphs and maps

Tables, graphs and maps can be exported into an Excel file or saved as images by clicking on the respective icon. To export into Excel, users simply need to click on the on the Excel icon which is just above the Table, as shown in Figure 52. To save a graph or a map as an image, users simply need to click on the disk icon  just above the graph or map. This allows easy manipulation and use of the information.

**Figure 52: Export to Excel**

# CHAPTER 3 – PRODUCT ANALYSIS: *IDENTIFYING NEW EXPORT MARKETS FOR YOUR PRODUCT*

Trade Map allows the user to look at trade data in from three different perspectives: a product/product group perspective, a single country/region perspective and a bilateral perspective for any set of two countries/regions.

Focusing on a product lets users to analyse export markets and potential suppliers for this product and to identify the structure of those markets, including recent trends in supply and demand, opportunities to diversify into alternative markets or away from traditional sources of supply. This section describes how to run a product analysis to answer a series of specific questions from the perspective of Trade Support Institutions (TSIs) and exporters.

Typical questions could be:

- What are the major importing countries for a product?
- What are the trends?
- Is the target market concentrated in terms of suppliers?
- How far are the supplying countries from the target market?
- Which countries are the major competitors in a specific market?
- What are the tariff-measures applied in a potential new market?
- What are some of the companies importing or distributing the product of interest?

One of the most common uses of the Trade Map database among exporters is to identify potential markets and to prioritize these markets relative to a set of market attractiveness criteria such as growth, size and tariff restrictions. In this case, Trade Map can be used to: Assess the current export situation of a country for a specific product of interest; Identify the countries with greatest demand for the product of interest, and the most recent trends; identify the competitor countries exporting the product of interest and their export performance; and to assess the tariff levels applied in the target markets;

Although the database can be navigated using different paths, a typical research would include:

1. Selecting the product to be analysed, using the product search feature;
2. Selecting 'exports' and 'trade indicators' in the selection menu will provide a list of countries exporting this product and will help review the current level of exports from the country (Note: As the screen only shows the first 25 records if the country is not a large exporter it will show in the following pages);
3. Trade indicators will also allow the exporter to see if her country has increased or decreased exports during the past few years and identify the largest or strongest growing competitor countries.
4. By going back to the main selection menu and selecting 'imports', the global market for the product can be analysed, including size, growth, seasonality and general tariff levels;
5. The information can then be displayed in chart, graph or map format and stored or exported for further analysis.

To illustrate this process, two examples will be analysed: The case of a watermelon exporter from Costa Rica looking for new export opportunities and that of a Vietnamese manufacturer looking to diversify his exports.

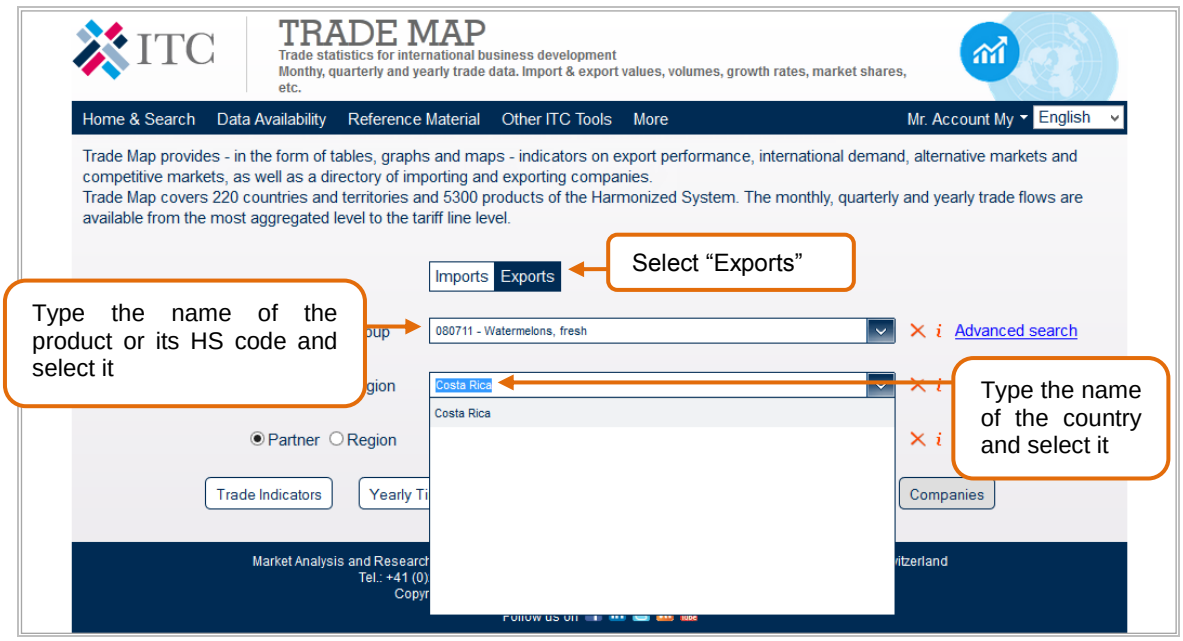
# AN EXPORTER OF WATERMELONS FROM COSTA RICA LOOKING FOR NEW MARKETS

## 3.1 - Review current situation of the country's exports

As a first step, the Costa Rican exporter of watermelons can use Trade Map to see which countries currently import watermelons from Costa Rica. In the Selection Menu she should enter the keyword "watermelons" and a list of product names containing the word "watermelons" will appear[6].

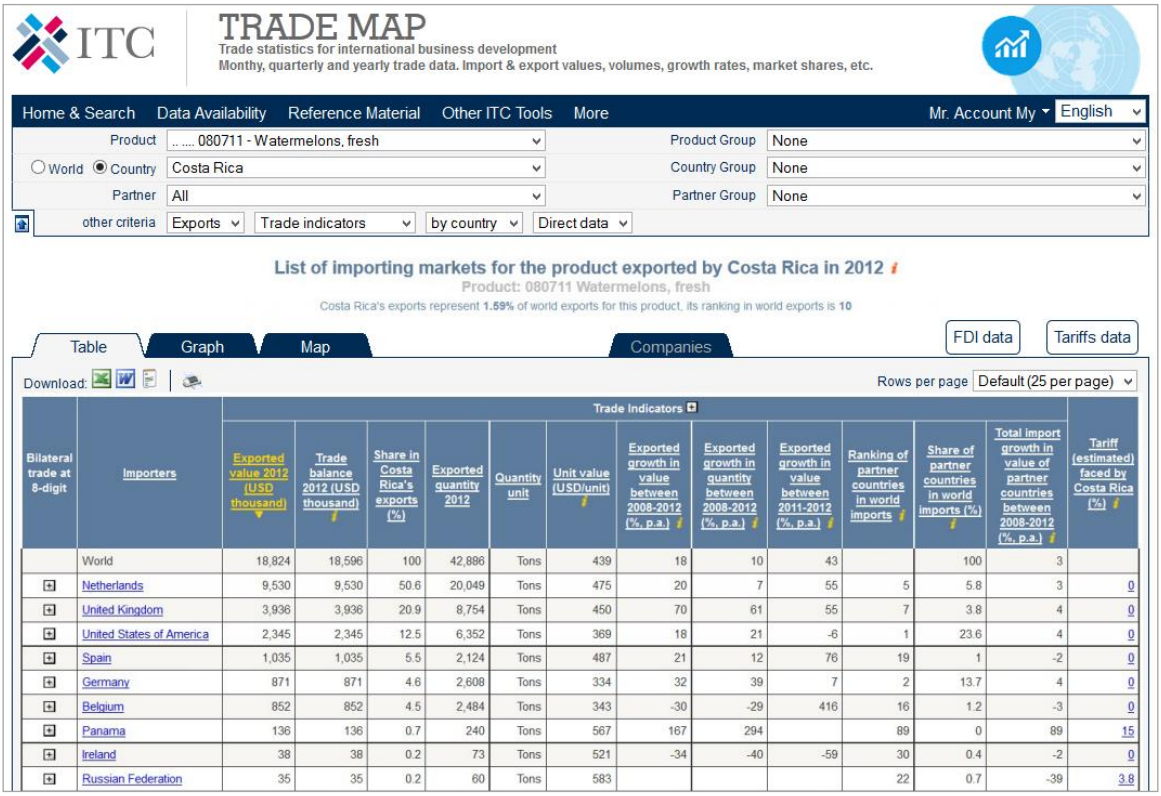
The exporter will then able to choose "080711 Watermelons, fresh" among the products produced by the application. She can then type "Costa Rica" in the country box. The exporter has to click on the item "Costa Rica" to select it. The exporter can then start by searching the list of countries importing watermelons from Costa Rica. To do so, she should select "Exports" and click on "Trade Indicators" in the selection menu, as shown in Figure 53. The full list of countries importing watermelons from Costa Rica will be generated and is shown in Figure 54 and Table 16 (explanatory notes for Table 16 are available in Table 17).

**Figure 53: Criteria selection for the list of export markets for Costa Rican watermelons**




[6] If none of the products satisfies the query, click on "Advanced Search" (see 2.2.1.2, Advanced Product Search)

**Figure 54: Result list of importing markets for watermelons exported by Costa Rica in the last available year**




| Bilateral trade at 8-digit | Importers | Trade Indicators: Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Costa Rica's exports (%) | Exported quantity 2012 | Quantity unit | Unit value (USD/unit) | Exported growth in value between 2008-2012 (%, p.a.) | Exported growth in quantity between 2008-2012 (%, p.a.) | Exported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world imports | Share of partner countries in world imports (%) | Total import growth in value of partner countries between 2008-2012 (%, p.a.) | Tariff (estimated) faced by Costa Rica (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | World | 18,824 | 18,596 | 100 | 42,886 | Tons | 439 | 18 | 10 | 43 | | 100 | 3 | |
| ⊞ | Netherlands | 9,530 | 9,530 | 50.6 | 20,049 | Tons | 475 | 20 | 7 | 55 | 5 | 5.8 | 3 | 0 |
| ⊞ | United Kingdom | 3,936 | 3,936 | 20.9 | 8,754 | Tons | 450 | 70 | 61 | 55 | 7 | 3.8 | 4 | 0 |
| ⊞ | United States of America | 2,345 | 2,345 | 12.5 | 6,352 | Tons | 369 | 18 | 21 | -6 | 1 | 23.6 | 4 | 0 |
| ⊞ | Spain | 1,035 | 1,035 | 5.5 | 2,124 | Tons | 487 | 21 | 12 | 76 | 19 | 1 | -2 | 0 |
| ⊞ | Germany | 871 | 871 | 4.6 | 2,608 | Tons | 334 | 32 | 39 | 7 | 2 | 13.7 | 4 | 0 |
| ⊞ | Belgium | 852 | 852 | 4.5 | 2,484 | Tons | 343 | -30 | -29 | 416 | 16 | 1.2 | -3 | 0 |
| ⊞ | Panama | 136 | 136 | 0.7 | 240 | Tons | 567 | 167 | 294 | | 89 | 0 | 89 | 15 |
| ⊞ | Ireland | 38 | 38 | 0.2 | 73 | Tons | 521 | -34 | -40 | -59 | 30 | 0.4 | -2 | 0 |
| ⊞ | Russian Federation | 35 | 35 | 0.2 | 60 | Tons | 583 | | | | 22 | 0.7 | -39 | 3.8 |

**Table 16: Result list of importing markets for watermelons exported by Costa Rica in the last available year**

| Importers | Trade Indicators | | | | | | | | | | | | Tariff (estimated) faced by Costa Rica (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Costa Rica's exports (%) | Exported quantity 2012 | Quantity unit | Unit value (USD/unit) | Exported growth in value between 2008-2012 (%, p.a.) | Exported growth in quantity between 2008-2012 (%, p.a.) | Exported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world imports | Share of partner countries in world imports (%) | Total import growth in value of partner countries between 2008-2012 (%, p.a.) | |
| World | 18,824 | 18,596 | 100 | 42,886 | Tons | 439 | 18 | 10 | 43 | | 100 | 3 | |
| Netherlands | 9,530 | 9,530 | 50.6 | 20,049 | Tons | 475 | 20 | 7 | 55 | 5 | 5.8 | 3 | 0 |
| United Kingdom | 3,936 | 3,936 | 20.9 | 8,754 | Tons | 450 | 70 | 61 | 55 | 7 | 3.8 | 4 | 0 |
| United States of America | 2,345 | 2,345 | 12.5 | 6,352 | Tons | 369 | 18 | 21 | -6 | 1 | 23.6 | 4 | 0 |
| Spain | 1,035 | 1,035 | 5.5 | 2,124 | Tons | 487 | 21 | 12 | 76 | 19 | 1 | -2 | 0 |
| Germany | 871 | 871 | 4.6 | 2,608 | Tons | 334 | 32 | 39 | 7 | 2 | 13.7 | 4 | 0 |
| Belgium | 852 | 852 | 4.5 | 2,484 | Tons | 343 | -30 | -29 | 416 | 16 | 1.2 | -3 | 0 |
| Panama | 136 | 136 | 0.7 | 240 | Tons | 567 | 167 | 294 | | 89 | 0 | 89 | 15 |
| Ireland | 38 | 38 | 0.2 | 73 | Tons | 521 | -34 | -40 | -59 | 30 | 0.4 | -2 | 0 |
| Russian Federation | 35 | 35 | 0.2 | 60 | Tons | 583 | | | | 22 | 0.7 | -39 | 3.8 |
| Italy | 17 | 17 | 0.1 | 58 | Tons | 293 | -49 | -47 | -89 | 11 | 1.9 | 0 | 0 |
| Portugal | 17 | 17 | 0.1 | 60 | Tons | 283 | -13 | -10 | | 24 | 0.7 | 5 | 0 |
| Dominica | 10 | 10 | 0.1 | 22 | Tons | 455 | | | | 120 | 0 | 65 | 40 |

The exporter can immediately see in the title of the table that Costa Rica ranks 10th in world exports of "080711 – watermelons, fresh" (see Figure 54) and that Costa Rican exports represent 1.59% of the world exports of this product. In the first line of the table (the table shown in Figure 54 is more clearly presented in Table 16), the world's imports of watermelons from Costa Rica amounted to over US$ 18 million in 2012. This number also represents the total value of Costa Rican exports of this product.

The Netherlands, the United Kingdom and the United States are Costa Rica's major trading partners, consuming 84% of Costa Rican exports of watermelons. They are also the 5th, 7th and 1st largest importers of watermelons in the world respectively. We can see the significant increase in Panama's imports from Costa Rica, which have grown by 167% *per annum* in terms of value over the last five available years (2008-2012) and 89% in the last available year (2001-2012).

We can also see that Europe absorbed 86.5% of Costa Rican watermelons exports in value in 2012. The United States of America (USA) absorbed only 12.5% of Costa Rican fresh watermelon exports in value in 2012, although it is the largest import market for watermelons in the world with a 23.6% share of world imports. Costa Rican exporters of fresh watermelons are mainly focused on European markets. This could indicate an interesting opportunity, but further research is required in order to validate this hypothesis.

**Table 17: Explanatory Notes for Table 16**

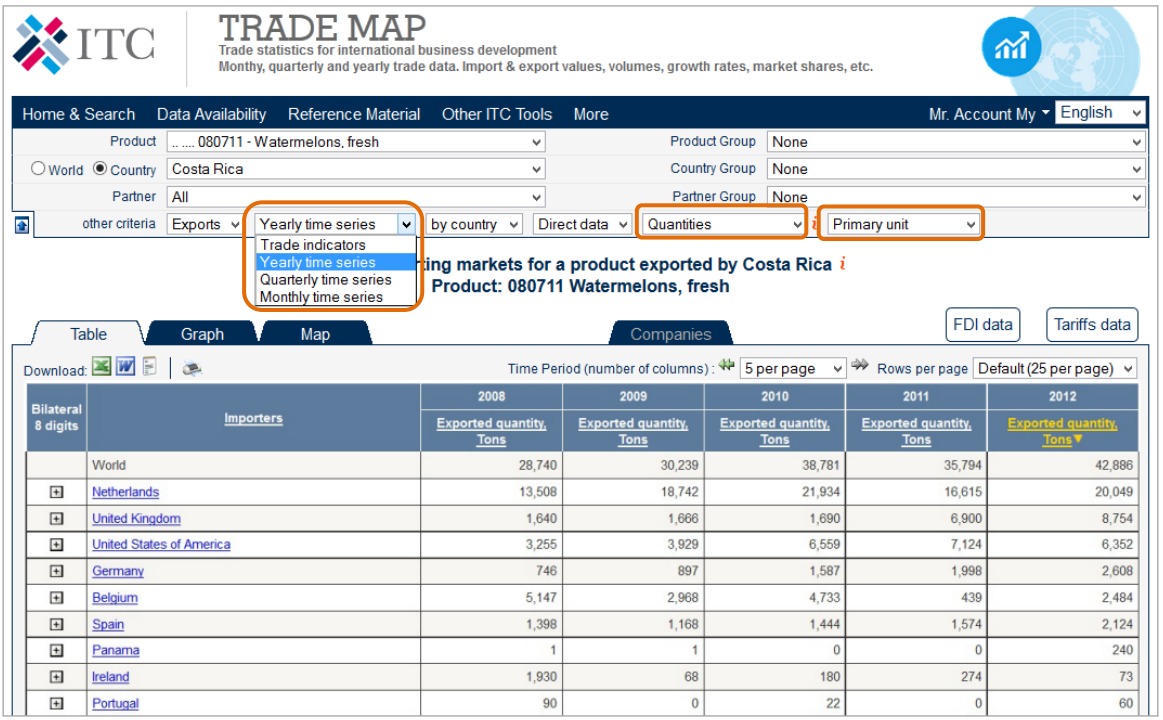
| Title of the column | Definition |
|---|---|
| **Exported value 2012 (USD thousand)** | Value exported (imported) by the country of interest to (from) the different trade partners in the latest available year and in current US$ thousand, as reported by official institutions or as calculated through mirror statistics. |
| **Trade balance 2012 (USD thousand)** | Exports minus imports for that particular HS/NTL code. This column indicates whether the country is a net importer or exporter. |
| **Share in Costa Rica's exports, %** | Share of partner countries in the exports of the country under review |
| **Exported quantity 2012** | Quantity exported in the latest available year by the country of interest to the different trade partners. |
| **Quantity unit** | The unit in which quantities are reported. |
| **Unit value (USD/unit)** | Value in USD divided by quantity. This indicator can be used as a proxy for price. It does not take into account differences in products under the same HS code, seasonal prices, currency fluctuations, etc. |
| **Exported growth in value between 2008-2012 (% p.a.)** | Annual growth rate of export value over the latest available 5-year period. This indicator is calculated using the least squares method. If a country does not report trade data in any of the years under review, the calculation is based on mirror statistics. No trend is calculated if the country has not reported any data for at least a 4-year period. |
| **Exported growth in quantity between 2008-2012 (% p.a.)** | Annual growth rate of exports in quantity over the latest available 5-year period. This indicator is calculated using the least squares method. If a country does not report trade data in any of the years under review, the calculation is based on mirror statistics. No trend is calculated when the reporting country data is not available for at least a four-year period. |
| **Exported growth in value between 2011-2012 (% p.a.)** | This growth rate is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5-year period and showing the country's performance over the latest 1-year period available. |
| **Ranking of partner countries in world imports** | This indicates the world ranking of the partner country as an importer in the latest available year. |
| **Share of partner countries in world imports (%)** | This indicates what percentage of world imports the partner country accounts for. |
| **Total import growth in value of partner countries between 2008-2012 (% p.a.)** | This indicates how much the partner country's imports from the world have grown annually for the selected product over the latest available 5-year period. This indicator is calculated on data as reported by the importing country. This, combined with the indicators on export growth calculated above, allows the analyst to see how the market share of the country under review has changed. |
| **Tariff equivalent *ad valorem* faced by the exporting country** | The effective level of protection faced by the exporter. By clicking on the link the user can also see the tariffs applied by the partner to competing countries. This data is extracted from ITC's Market Access Map, available at www.macmap.org.<br>An exporter can use this module to scan the world for the best market access conditions offered by all possible importing countries. |

Using "Time Series" in the navigation bar, the exporter can see that her country has steadily increased the quantity it exports to its partner countries (Figure 55) and had a 4-fold increase in the value of its exports of watermelons over the period 2001-2012.

Note:

Please note that when looking at quantities you can switch between a primary and a secondary **quantity unit of measure**. In the case of watermelons from Costa Rica, the only quantity unit available is tons, but in other cases you can find litres, metres, units, etc.

**Figure 55: List of importing markets for watermelons exported by Costa Rica, in quantity**



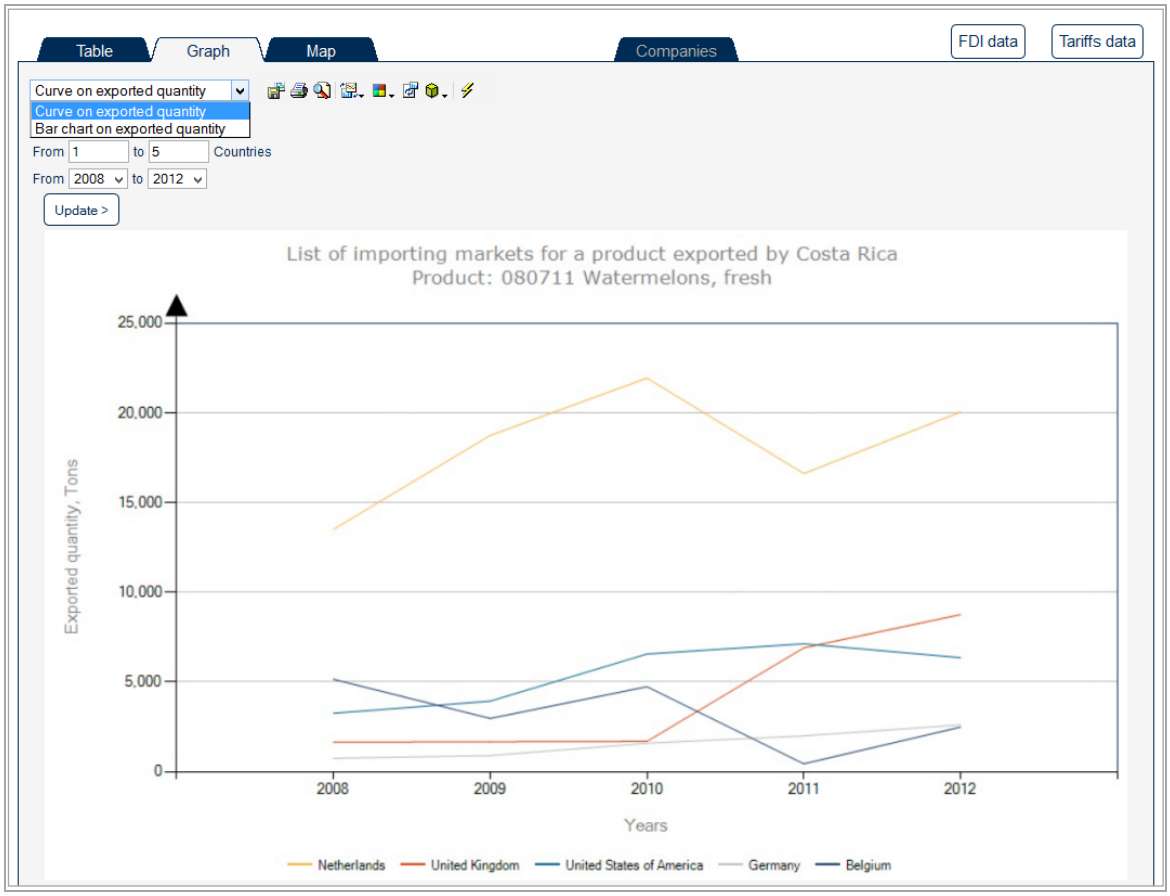

| Bilateral 8 digits | Importers | 2008 Exported quantity, Tons | 2009 Exported quantity, Tons | 2010 Exported quantity, Tons | 2011 Exported quantity, Tons | 2012 Exported quantity, Tons |
|---|---|---|---|---|---|---|
| | World | 28,740 | 30,239 | 38,781 | 35,794 | 42,886 |
| ⊞ | Netherlands | 13,508 | 18,742 | 21,934 | 16,615 | 20,049 |
| ⊞ | United Kingdom | 1,640 | 1,666 | 1,690 | 6,900 | 8,754 |
| ⊞ | United States of America | 3,255 | 3,929 | 6,559 | 7,124 | 6,352 |
| ⊞ | Germany | 746 | 897 | 1,587 | 1,998 | 2,608 |
| ⊞ | Belgium | 5,147 | 2,968 | 4,733 | 439 | 2,484 |
| ⊞ | Spain | 1,398 | 1,168 | 1,444 | 1,574 | 2,124 |
| ⊞ | Panama | 1 | 1 | 0 | 0 | 240 |
| ⊞ | Ireland | 1,930 | 68 | 180 | 274 | 73 |
| ⊞ | Portugal | 90 | 0 | 22 | 0 | 60 |

Graph approach:

By clicking on the Graph tab the exporter can see the figures in a bar chart that will help her refine the analysis. She will have different graph options to choose from, depending on the query settings. For example, if she clicks on the Graph tab in the table that appears in Figure 55 (parameters set as follows: Exports; Yearly time series; by country; Direct data; Quantities; Primary unit), she will obtain a trend-line graph of exported quantities, as shown in Figure 56.

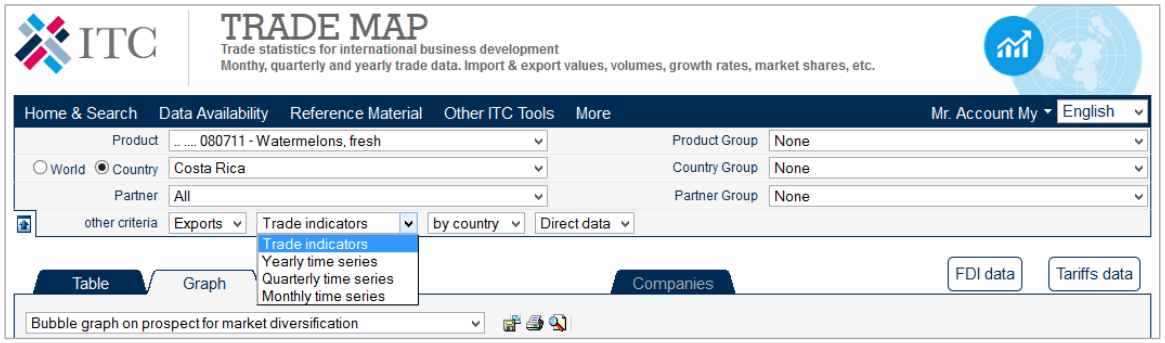
As shown in Figure 56, by using the same criteria as explained above, the Costa Rican exporter will be able to see the information in 3 different graphs: a curve graph, a bar chart and a bubble graph.

**Figure 56: Curve graph on exported quantities**




By changing the criteria/parameters available in the top of the screen, the exporter will be able to change the type of graph, as shown in Figure 57.

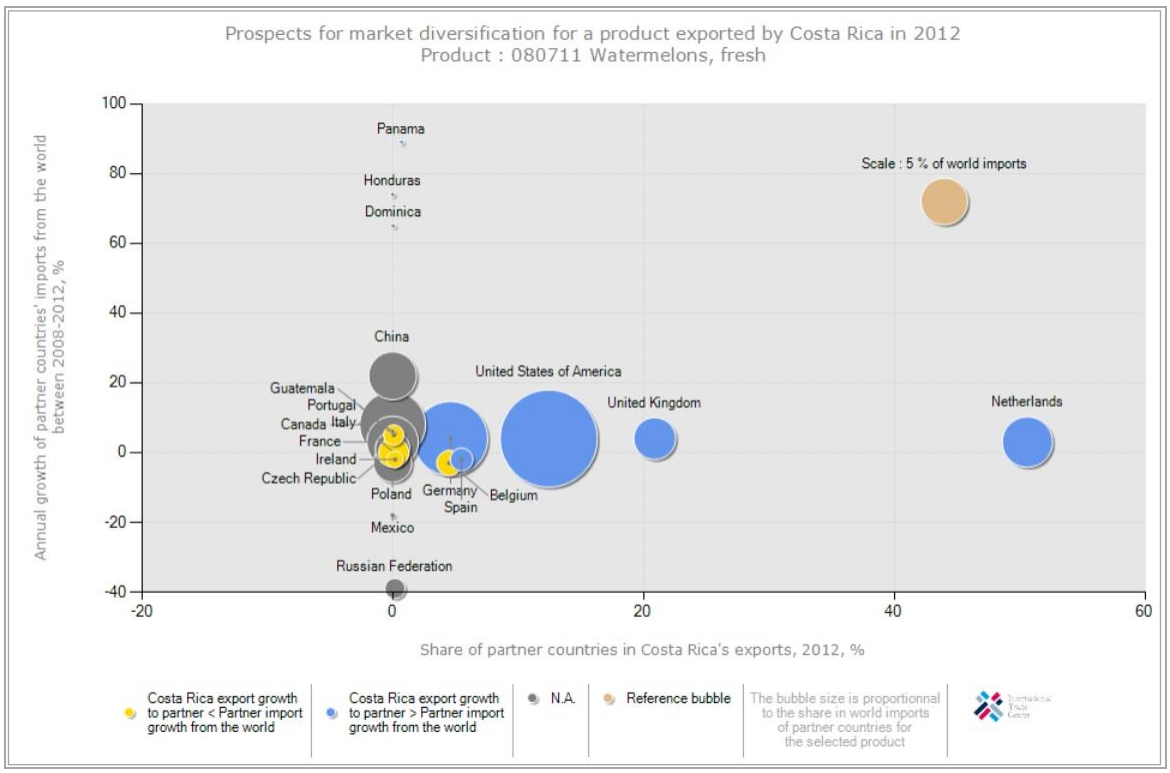
**Figure 57: Different criteria to retrieve different graphs**




For instance, by selecting Trade indicators she will retrieve a set of graphs, including the bubble graph for prospect market diversification, as shown in Figure 58.

The graph in Figure 57 shows that Costa Rican exports of watermelons are not very much diversified geographically as there are few relevant importing countries. The Netherlands, for example, imports more than 50% of Costa Rican exports. The size of the bubble indicates the size of the markets. We can also see that Costa Rica is winning market share in its largest importing partners, although they do not present high growth rates. The most salient of these importing markets are the Netherlands, the United Kingdom and the United States. China buys few watermelons from Costa Rica, although yearly Chinese imports of watermelons from the world have increased by 22% per year between 2008 and 2012.

**Figure 58: Bubble graph on market diversification prospects for Costa Rican watermelons**




By placing the mouse pointer over the bubble the Costa Rican exporter will get more details in a tooltip, as shown in Figure 59, and by clicking on the bubble she will obtain the list of suppliers to that market.

**Figure 59: Mouse-over tooltip on the bubble graph**


## 3.2 - Identify and analyse the world's leading importers

The Costa Rican exporter can also use Trade Map to identify the situation of the world market for watermelons and Costa Rica's position within that market. In order to do so, she has to select the different options in the navigation menu as shown in Figure 60.

**Figure 60: Selection criteria for identifying world's importers**

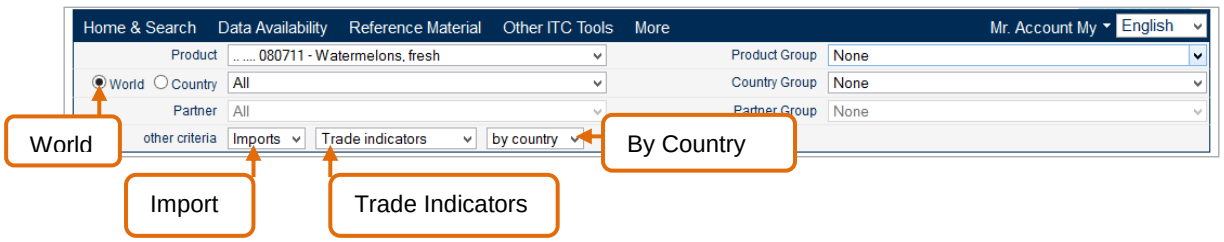


**Figure 61: List of worldwide importers for watermelons in 2012**

List of importers for the selected product in 2012

Product : 080711 Watermelons, fresh

Table | Graph | Map | Companies | FDI data | Tariffs data

Download: | Rows per page: Default (25 per page) | 1 2 3 4 5 6 7

| HS8 | Importers | Trade Indicators | | | | | | | | | Average tariff (estimated) applied by the country (%) | Number of importing companies available in Trade Map |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Value imported in 2012 (USD thousand) | Trade balance in 2012 (USD thousand) | Quantity imported in 2012 | Quantity Unit | Unit value (USD/unit) | Annual growth in value between 2008-2012 (%) | Annual growth in quantity between 2008-2012 (%) | Annual growth in value between 2011-2012 (%) | Share in world imports (%) | | |
| | World | 1,113,472 | 72,440 | 2,518,188 | Tons | 442 | 3 | 3 | 3 | 100 | | 2054 |
| | United States of America | 262,309 | -136,223 | 495,612 | Tons | 529 | 4 | 1 | 12 | 23.6 | 8 | 34 |
| | Germany | 152,917 | -143,421 | 261,488 | Tons | 585 | 4 | 7 | 2 | 13.7 | 2.1 | 55 |
| | Canada | 115,473 | -115,291 | 211,200 | Tons | 547 | 8 | 3 | 14 | 10.4 | 0 | 6 |
| | France | 68,703 | -61,639 | 112,001 | Tons | 613 | 3 | 4 | 10 | 6.2 | 2.1 | 111 |
| | Netherlands | 64,838 | 5,550 | 100,643 | Tons | 644 | 3 | 5 | -14 | 5.8 | 2.1 | 59 |
| | China | 59,535 | -37,731 | 420,137 | Tons | 142 | 22 | 18 | 23 | 5.3 | 28 | 107 |
| | United Kingdom | 42,624 | -41,814 | 63,237 | Tons | 674 | 4 | 6 | 3 | 3.8 | 2.1 | 5 |
| | Poland | 34,209 | -33,636 | 91,277 | Tons | 375 | -3 | -2 | -6 | 3.1 | 2.1 | 117 |
| | Czech Republic | 29,224 | -25,499 | 80,234 | Tons | 364 | 1 | 1 | -3 | 2.6 | 2.1 | 74 |
| | Austria | 21,454 | -18,479 | 30,647 | Tons | 700 | -4 | -4 | -1 | 1.9 | 2.1 | 14 |
| | Italy | 20,820 | 59,595 | 39,986 | Tons | 521 | 0 | -5 | -8 | 1.9 | 2.1 | 63 |
| | Sweden | 15,420 | -15,358 | 25,474 | Tons | 605 | 6 | 9 | -5 | 1.4 | 2.1 | 10 |
| | Norway | 15,084 | -15,047 | 16,440 | Tons | 918 | -1 | 3 | -7 | 1.4 | 0 | 2 |
| | Switzerland | 14,334 | -14,318 | 19,282 | Tons | 743 | 6 | 6 | 7 | 1.3 | 0.3 | 80 |
| | Denmark | 13,420 | -10,934 | 19,794 | Tons | 678 | 0 | 0 | 8 | 1.2 | 2.1 | 9 |
| | Belgium | 13,174 | -8,067 | 17,531 | Tons | 751 | -3 | -3 | 23 | 1.2 | 2.1 | 46 |
| | Slovakia | 13,010 | -12,831 | 28,064 | Tons | 464 | 2 | -1 | 27 | 1.2 | 2.1 | 29 |
| | Hong Kong, China | 12,005 | -11,775 | 25,542 | Tons | 470 | 2 | 0 | -42 | 1.1 | 0 | 24 |

Note:

The **world aggregation** represents the sum of direct and mirror data, i.e. reporting and non-reporting countries, and it is in purple. Data in yellow represents mirror figures based on trading partners' data. Quantity figures in green are estimated by UNSD or by ITC; for further information on UNSD estimations, you can refer to the UNSD explanatory notes, available at http://unstats.un.org/unsd/tradekb/Knowledgebase/Quantity-and-Weight-Data-in-UN-Comtrade.

One of the key features of Trade Map is the World total estimation, the first line of the table in Figure 61. The World total estimation is the sum of imports from reporting and non-reporting countries for the product 080711 Watermelons, fresh (abbreviated as Watermelons below). This number gives an overall value for the world market for this product. Table 18helps clarify Figure 61.

**Table 18: List of worldwide importers of Watermelons in 2012**

| Importers | Trade Indicators | | | | | | | | | Average tariff (estimated) applied by the country (%) | Number of importing companies available in Trade Map |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Value imported in 2012 (USD thousand) | Trade balance in 2012 (USD thousand) | Quantity imported in 2012 | Quantity Unit | Unit value (USD/unit) | Annual growth in value between 2008-2012 (%) | Annual growth in quantity between 2008-2012 (%) | Annual growth in value between 2011-2012 (%) | Share in world imports (%) | | |
| World | 1,113,472 | 72,440 | 2,518,188 | Tons | 442 | 3 | 3 | 3 | 100 | | 2054 |
| **United States of America** | **262,309** | **-136,223** | **495,612** | **Tons** | **529** | **4** | **1** | **12** | **23.6** | **8** | **34** |
| Germany | 152,917 | -143,421 | 261,488 | Tons | 585 | 4 | 7 | 2 | 13.7 | 2.1 | 55 |
| Canada | 115,473 | -115,291 | 211,200 | Tons | 547 | 8 | 3 | 14 | 10.4 | 0 | 6 |
| France | 68,703 | -61,639 | 112,001 | Tons | 613 | 3 | 4 | 10 | 6.2 | 2.1 | 111 |
| Netherlands | 64,838 | 5,550 | 100,643 | Tons | 644 | 3 | 5 | -14 | 5.8 | 2.1 | 59 |
| China | 59,535 | -37,731 | 420,137 | Tons | 142 | 22 | 18 | 23 | 5.3 | 28 | 107 |
| United Kingdom | 42,624 | -41,814 | 63,237 | Tons | 674 | 4 | 6 | 3 | 3.8 | 2.1 | 5 |
| Poland | 34,209 | -33,636 | 91,277 | Tons | 375 | -3 | -2 | -6 | 3.1 | 2.1 | 117 |
| Czech Republic | 29,224 | -25,499 | 80,234 | Tons | 364 | 1 | 1 | -3 | 2.6 | 2.1 | 74 |
| Austria | 21,454 | -18,479 | 30,647 | Tons | 700 | -4 | -4 | -1 | 1.9 | 2.1 | 14 |
| Italy | 20,820 | 59,595 | 39,986 | Tons | 521 | 0 | -5 | -8 | 1.9 | 2.1 | 63 |
| Sweden | 15,420 | -15,358 | 25,474 | Tons | 605 | 6 | 9 | -5 | 1.4 | 2.1 | 10 |
| Norway | 15,084 | -15,047 | 16,440 | Tons | 918 | -1 | 3 | -7 | 1.4 | 0 | 2 |
| Switzerland | 14,334 | -14,318 | 19,282 | Tons | 743 | 6 | 6 | 7 | 1.3 | 0.3 | 80 |
| Denmark | 13,420 | -10,934 | 19,794 | Tons | 678 | 0 | 0 | 8 | 1.2 | 2.1 | 9 |
| Belgium | 13,174 | -8,067 | 17,531 | Tons | 751 | -3 | -3 | 23 | 1.2 | 2.1 | 46 |
| Slovakia | 13,010 | -12,831 | 28,064 | Tons | 464 | 2 | -1 | 27 | 1.2 | 2.1 | 29 |
| Hong Kong, China | 12,005 | -11,775 | 25,542 | Tons | 470 | 2 | 0 | -42 | 1.1 | 0 | 24 |
| Spain | 11,656 | 256,061 | 18,049 | Tons | 646 | -2 | -4 | -22 | 1 | 2.1 | 88 |

Table 18 shows that the world import market for Watermelons reached a value of US$ 1.11 billion in 2012. Over the last five years (2008-2012), we can see an increase in value of the world market of 3% p.a. and an annual increase in quantity of 3%. In this case, there is no difference between the two growth rates at world level.

Note:

However, in the case of the trading partner United States, the growth rate in value is 4% while the growth rate in quantity is 1%; this difference indicates an upward pressure on the unit value of Watermelons in the United States. Although not strictly a price, unit value increases can be used as a proxy to indicate a general increase in the price level in US dollars. However, a **difference between the annual increases in value and in quantity** over the 5-year period calls for a closer examination of the time series data to better understand what is happening in the market.

The Costa Rican exporter can also see that the world market is fairly concentrated, with North American (USA and Canada) and European countries representing almost the entirety of the world demand. Table 18 also shows that the demand for Watermelons in China has been strong, with an increase in market size of 22% per year between 2008 and 2012. Spain has a positive trade balance, which means Spanish exports of Watermelons are greater than imports.

Note:

**Trade balance** is defined as the difference between exports and imports. The situation where exports are greater than imports is a trade surplus, while the opposite, when the value of imports outweighs the value of exports, is a trade deficit. The trade balance can be calculated at a country level and also at the product level.

**Equation 1: Trade balance**

Trade balance = Export - imports

## 3.3 - Analyse the performance of competing suppliers

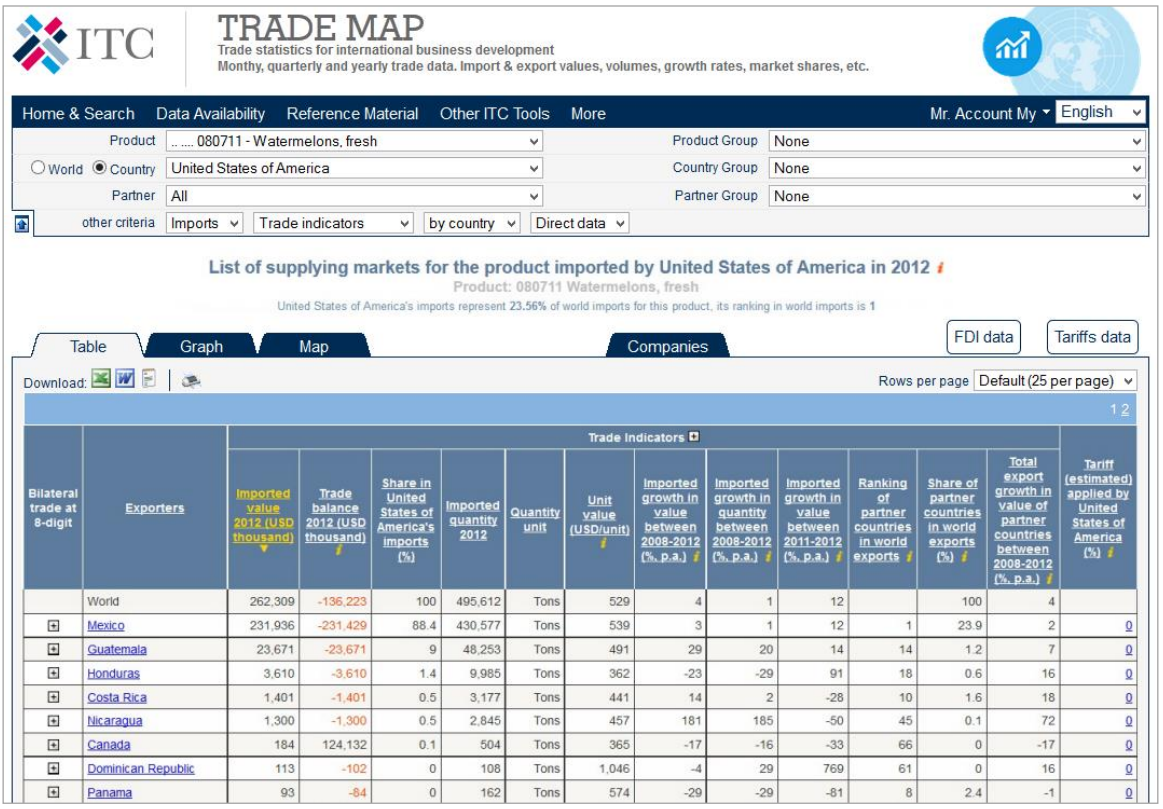
After identifying the most interesting potential markets, the exporter might want to gather more information about the countries that supply watermelons to these potential markets. The exporter from Costa Rica may want to identify the main competitors she will have when entering her target markets.

The list of supplying markets of an importing country can be obtained by clicking on the country name highlighted in blue in the list of importers for the selected product.

For instance, the United States could be a market worth examining as it had an annual growth in value of 4% (greater than the world average) over the latest available 5 years and of 12% over the latest available year. Click on "United States" in Figure 60 to see the countries supplying watermelons to the US.

Figure 62 and Table 19 show that the USA is already importing from Costa Rica and from Guatemala, Honduras, Nicaragua, Panama and the Dominican Republic. This could make it easier for newcomers from these countries to enter the market. Once the Costa Rican exporter knows that neighbouring countries are competitors, she could research what advantages those competitors may have, e.g. logistics, distribution channels, trade agreements, political ties, etc.

**Figure 62: List of markets supplying watermelons to the United States in 2012**




| Bilateral trade at 8-digit | Exporters | Trade Indicators: Imported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in United States of America's imports (%) | Imported quantity 2012 | Quantity unit | Unit value (USD/unit) | Imported growth in value between 2008-2012 (%, p.a.) | Imported growth in quantity between 2008-2012 (%, p.a.) | Imported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world exports | Share of partner countries in world exports (%) | Total export growth in value of partner countries between 2008-2012 (%, p.a.) | Tariff (estimated) applied by United States of America (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | World | 262,309 | -136,223 | 100 | 495,612 | Tons | 529 | 4 | 1 | 12 | | 100 | 4 | |
| ⊞ | Mexico | 231,936 | -231,429 | 88.4 | 430,577 | Tons | 539 | 3 | 1 | 12 | 1 | 23.9 | 2 | 0 |
| ⊞ | Guatemala | 23,671 | -23,671 | 9 | 48,253 | Tons | 491 | 29 | 20 | 14 | 14 | 1.2 | 7 | 0 |
| ⊞ | Honduras | 3,610 | -3,610 | 1.4 | 9,985 | Tons | 362 | -23 | -29 | 91 | 18 | 0.6 | 16 | 0 |
| ⊞ | Costa Rica | 1,401 | -1,401 | 0.5 | 3,177 | Tons | 441 | 14 | 2 | -28 | 10 | 1.6 | 18 | 0 |
| ⊞ | Nicaragua | 1,300 | -1,300 | 0.5 | 2,845 | Tons | 457 | 181 | 185 | -50 | 45 | 0.1 | 72 | 0 |
| ⊞ | Canada | 184 | 124,132 | 0.1 | 504 | Tons | 365 | -17 | -16 | -33 | 66 | 0 | -17 | 0 |
| ⊞ | Dominican Republic | 113 | -102 | 0 | 108 | Tons | 1,046 | -4 | 29 | 769 | 61 | 0 | 16 | 0 |
| ⊞ | Panama | 93 | -84 | 0 | 162 | Tons | 574 | -29 | -29 | -81 | 8 | 2.4 | -1 | 0 |

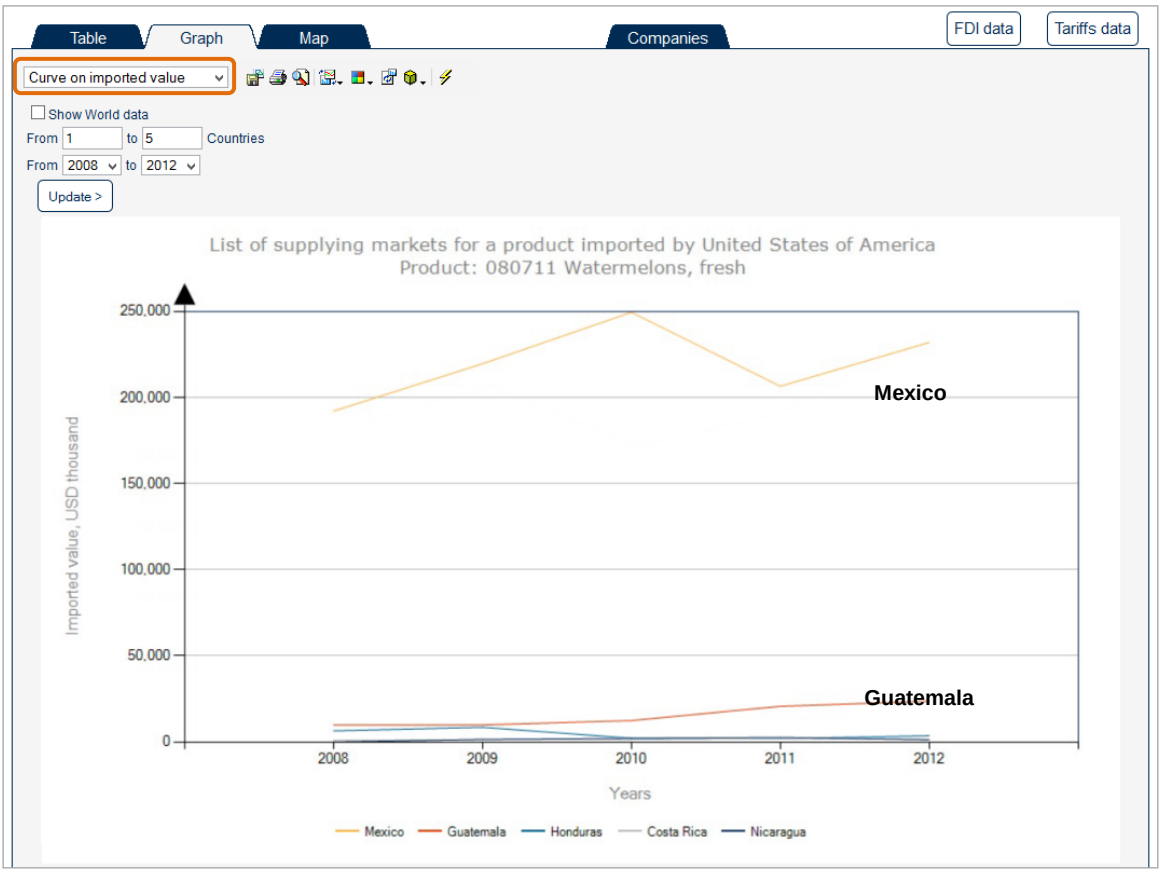
**Table 19: List of supplying markets for Watermelons imported by the United States in 2012**

| Exporters | Trade Indicators | | | | | | | | | | | | Tariff (estimated) applied by United States of America (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Imported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in United States of America's imports (%) | Imported quantity 2012 | Quantity unit | Unit value (USD/unit) | Imported growth in value between 2008-2012 (%, p.a.) | Imported growth in quantity between 2008-2012 (%, p.a.) | Imported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world exports | Share of partner countries in world exports (%) | Total export growth in value of partner countries between 2008-2012 (%, p.a.) | |
| World | 262,309 | -136,223 | 100 | 495,612 | Tons | 529 | 4 | 1 | 12 | | 100 | 4 | |
| Mexico | 231,936 | -231,429 | 88.4 | 430,577 | Tons | 539 | 3 | 1 | 12 | 1 | 23.9 | 2 | 0 |
| Guatemala | 23,671 | -23,671 | 9 | 48,253 | Tons | 491 | 29 | 20 | 14 | 14 | 1.2 | 7 | 0 |
| Honduras | 3,610 | -3,610 | 1.4 | 9,985 | Tons | 362 | -23 | -29 | 91 | 18 | 0.6 | 16 | 0 |
| Costa Rica | 1,401 | -1,401 | 0.5 | 3,177 | Tons | 441 | 14 | 2 | -28 | 10 | 1.6 | 18 | 0 |
| Nicaragua | 1,300 | -1,300 | 0.5 | 2,845 | Tons | 457 | 181 | 185 | -50 | 45 | 0.1 | 72 | 0 |
| Canada | 184 | 124,132 | 0.1 | 504 | Tons | 365 | -17 | -16 | -33 | 66 | 0 | -17 | 0 |
| Dominican Republic | 113 | -102 | 0 | 108 | Tons | 1,046 | -4 | 29 | 769 | 61 | 0 | 16 | 0 |
| Panama | 93 | -84 | 0 | 162 | Tons | 574 | -29 | -29 | -81 | 8 | 2.4 | -1 | 0 |
| Greece | | | | | | | | | | 6 | 3.9 | -4 | 13 |
| Italy | | | | | | | | | | 4 | 6.8 | 12 | 13 |

In this case, Mexico is the main supplier of the US market and accounts for 88.4% of US imports of Watermelons. Guatemala has a 10.2% share in US imports of Watermelons and is located as far from the US market as Costa Rica. It is interesting to note that the unit value of watermelons exported by Costa Rica to the USA is 10% below the unit value for Guatemala and 20% below Mexico. Also, it is interesting to analyse why the US, which is the largest importer of Watermelons, is a highly concentrated market importing 98.5% of Watermelons from only two supplying countries. This might mean that there is export potential for a new trading partner.

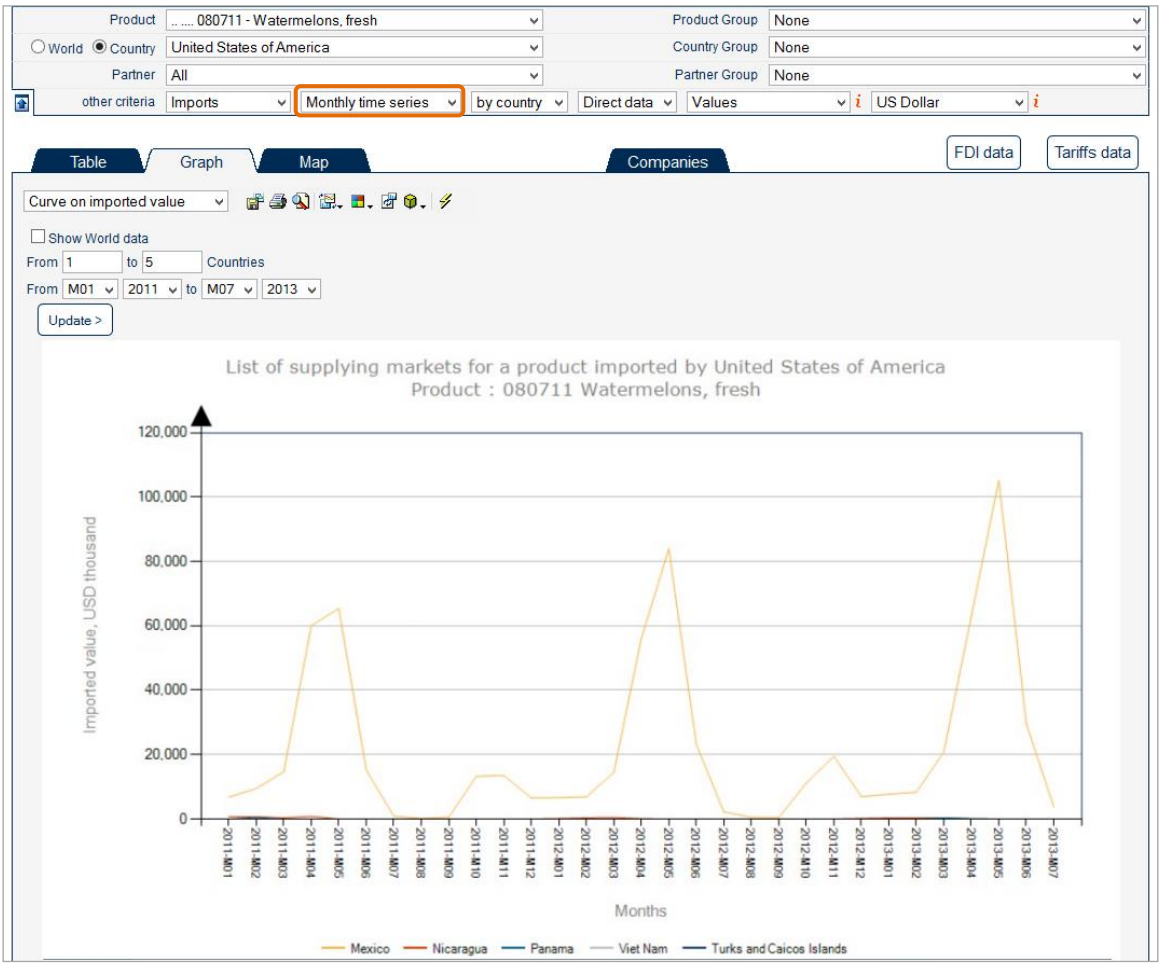
By selecting Yearly time series and then clicking on the Graph tab, the Costa Rican exporter will be able to choose the graph Curve on imported value. Here she can see that Mexico has been the main supplier of Watermelons to the US market over the last 5 years, as shown in Figure 63.

**Figure 63: List of supplying markets for Watermelons to the US - yearly time series**




Choosing the Monthly instead of the yearly time series will allow assessing the monthly import trends up to the latest available month. Figure 64 (time series going from January 2011 to July 2013) shows that Mexico still was in July 2013 the most relevant trading partner of the US for Watermelons. Figure 63 also shows the seasonality of the US market for Watermelons: there is a peak in imports of Watermelons each year in the month of May (this time series is available not only for values but also for imported quantities).

**Figure 64: List of supplying markets for Watermelons to the US - monthly time series**




# 3.4 - Examine tariffs in potential new markets

Trade Map also contains information on *Ad Valorem* Equivalent (AVE) tariffs applied by the country under review (last column on the right in Table 19). AVE data are extracted from ITC Market Access Map (www.macmap.org).

This information allows the exporter to gauge market access conditions for any potential market and compare the market access conditions faced by Costa Rica relative to its competitors.

Definition of *Ad Valorem Equivalent* (AVE) tariff:
Import tariffs can take a variety of forms. Most often they are expressed in *ad valorem* terms, i.e. a percentage of the value of the product. However, tariffs are often expressed in specific terms, e.g. $2 per kg or 4,000 Yen per pair of shoes or $0.88/kg on the sugar content of a product. This can make it difficult to compare tariffs. Hence, it is necessary to convert all tariffs to a comparable base, i.e. to express the effect of the tariff as a percentage of the unit value of the product.

More specifically:

- An *ad valorem* tariff is a tariff levied on the unit value of the product, and it is expressed as a percentage of that value. For example, a tariff of 15% will levy a duty of 15 percent of the value of the merchandise.
- Specific tariffs are tariffs levied on the volume or the number of units of the product, and are expressed as a monetary amount per unit of the import, e.g. $3 per kg.
- Compound tariffs are a combination of *ad valorem* and specific rates, such as 14% plus $3 per kg.

All of these tariffs are converted to *ad valorem* equivalents using a standard methodology refined by ITC. It is therefore possible to calculate an AVE tariff at 2, 4 and 6 digits. (For a more detailed explanation on how AVE tariffs are calculated in Market Access Map, please refer to http://www.macmap.org/Reference.Methodology.aspx)

Note:

AVEs presented in Trade Map are available at either the 2-, 4- or 6-digit level of the Harmonized System (HS). **Tariffs at the NTL level** are also available through Trade Map, but users first need to select an importing country product at the NTL level and then click on the Market Access tab available on the top of the navigation menu (see Annex IV).

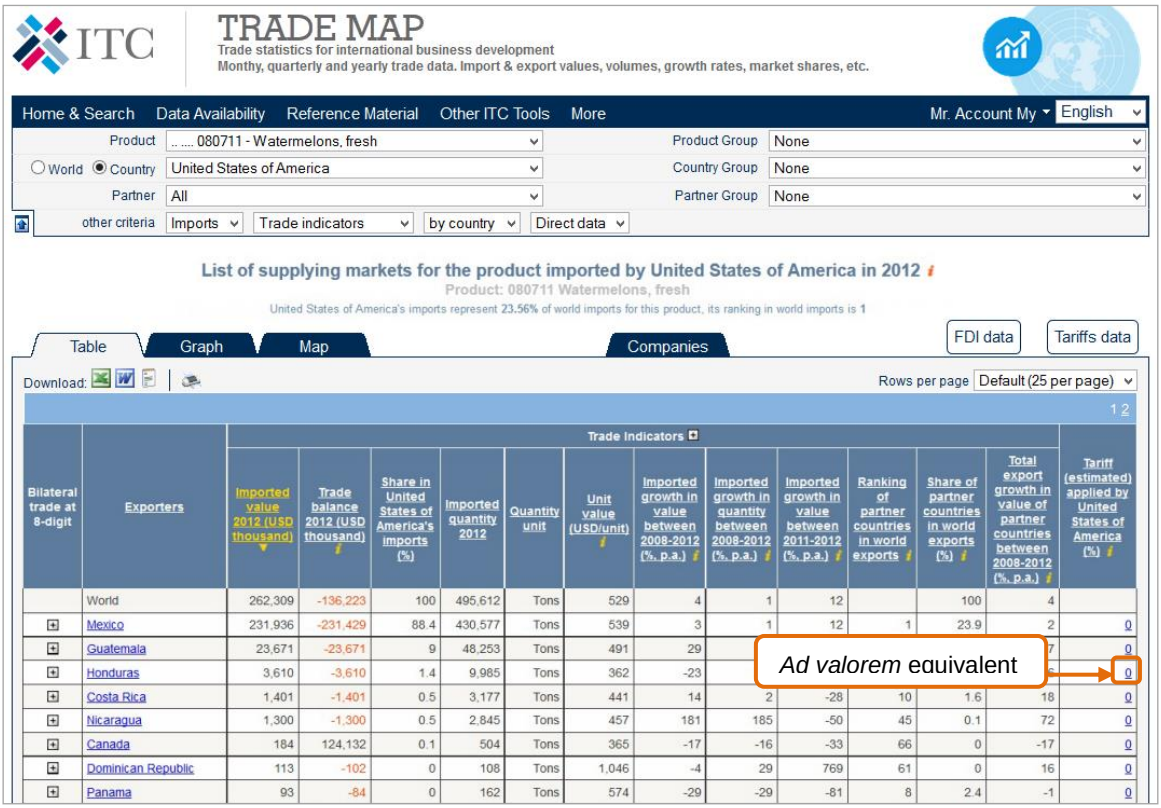
Tariff information at the 6-digit level allows the exporter to get a quick overview of the average level of protection applied to a group of products in order to quickly screen and rank markets.

According to the last column of Table 19, the Costa Rican exporter faces an AVE of 0% on Watermelons to the US, the same as its competitors in the region but much lower than that faced by Italy or Greece, which equals 13%.

To further screen the target market the exporter will need to examine other market access measures possibly applied by the US to Costa Rican watermelons, such as sanitary and phytosanitary measures. Information on non-tariff measures is available in the ITC databases for some countries. Moreover, some links to Web sites offering information about non-tariff measures are also available in the useful links section of Market Access Map at www.macmap.org/Useful.Links.aspx.

By clicking on the value highlighted in blue (zero in this case) corresponding to Costa Rica in the last column "Tariff (estimated) applied by United States of America (%)", the Costa Rican exporter can find all the tariffs that importing countries apply to the product Watermelons (HS 080711) originating from Costa Rica. Specifically, by clicking on the tariff figure as highlighted in Figure 65, she will be redirected to the page on Market Access Map as in Figure 66.

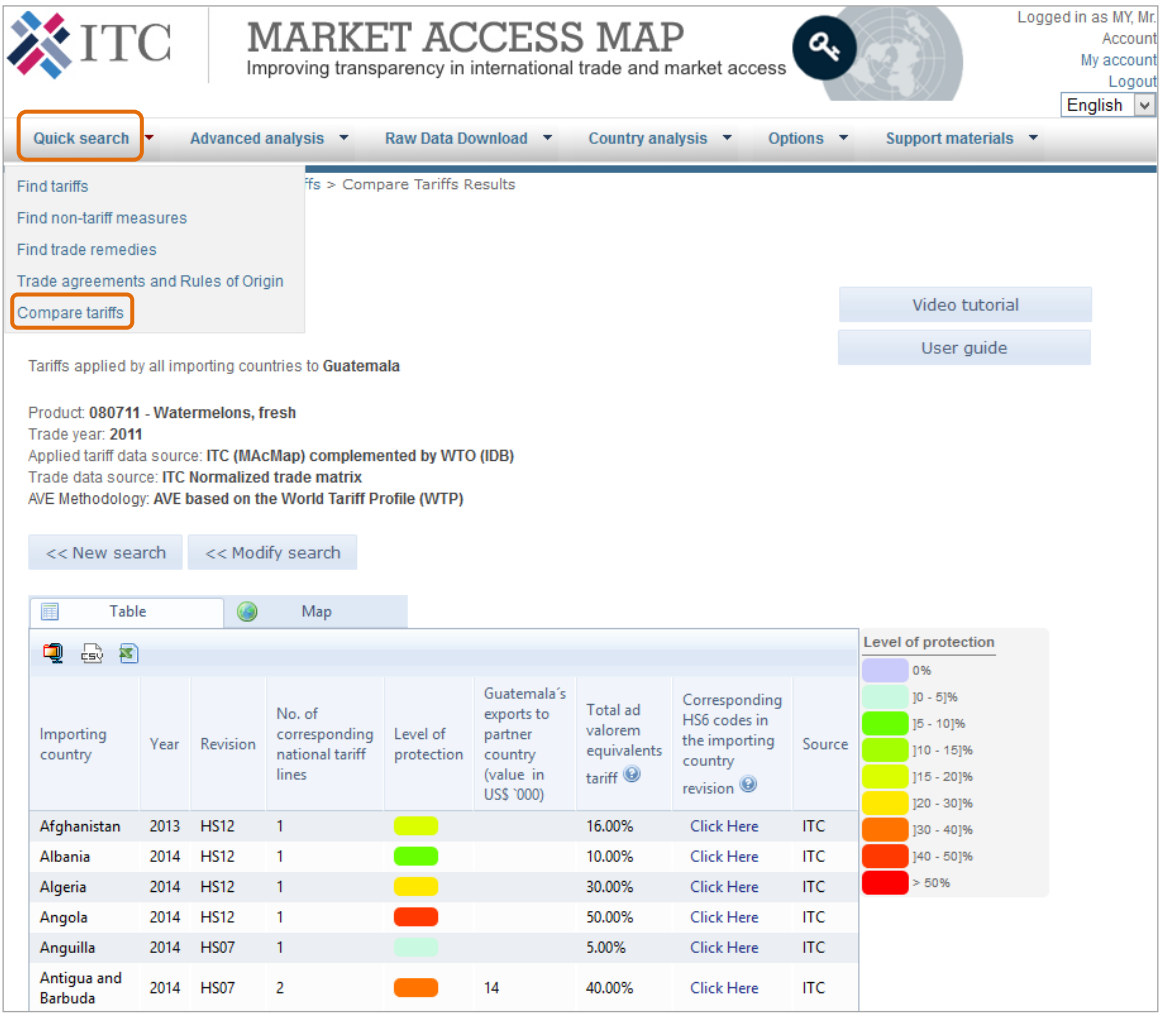
**Figure 65: Expansion of tariff information**




Compare tariffs with Market Access Map:

Figure 66 shows the results available in the Compare tariffs module of Market Access Map. The module is available as a sub-module to the Quick search module in the upper-screen tab of the tool. The Compare tariffs module has been specifically designed to assist exporters, importers and TSIs. The exporter can use this module to scan the world for the best market access conditions offered by all possible importing countries. An importer can use the module to get a birds' eye view of the tariff rates that her country applies to all possible exporting countries in order to minimize tariffs on imported materials. A TSI can use the module to identify products and markets that offer good prospects for trade promotion.

**Figure 66: Tariffs applied by different importing countries to Costa Rican Watermelons**




Note:

It is important to note that the tariffs presented in the **Compare tariffs** module are shown at either the 2-, 4- or 6-digit HS level. They are not shown at the NTL level, the most detailed product level, since this level of details, being country-specifc, does not allow for international comparison. AVE figures at the 2-, 4- or 6-digit levels do not correspond to the actual tariffs applied by governments. Further analysis always needs to be done to assess the actual *ad valorem*, specific or compound tariffs

In order to get more detailed information on tariffs applied to the selected country at the NTL level, the exporter has to select the sub-module Find tariffs in the Quick search module. Thanks to the Find tariffs module and also to the Trade agreements and Rules of Origin module, the exporter will be able to find more information about the type of regime, certification and rules of origin that apply to exports of Costa Rican Watermelons.

The first two chapters of the Market Access Map User Guide provide further relevant tips on how to easily navigate the tool and are available at www.macmap.org/Content/2012_07_03_UserGuide.pdf.

# 3.5 - Investigate potential markets at the National Tariff Line level

## 3.5.1 Identify product differentiation at the NTL level

Trade Map also allows the exporter to analyse the information at the more detailed NTL level [7]. The NTL level refers to the more detailed classification that each country uses to identify traded products with the

[7] Sometimes the source of data published at the NTL level and source of data provided by UNSD at the 6-digit level is not the same (see Annex I, What users should take into consideration when they use foreign trade statistics as a basis for strategic market research).

objective of levying duties and identify products more specifically. The NTL classification is usually a further breakdown of the product groups covered at the HS 6-digit level (check online which countries are reporting data at the NTL level at www.trademap.org/stDataAvailability.aspx).

For instance, the HS 6 digit code 080711 – Watermelons, fresh, refers to different types of watermelons. There are four US NTL codes that fit within this 6-digit cluster of Watermelons, fresh. The main differentiation is made on the basis of the period of the year when the merchandise enters the US market. Furthermore, the US nomenclature differentiates between seedless and other watermelons. Please refer to Table 20 for the exact NTL lines.

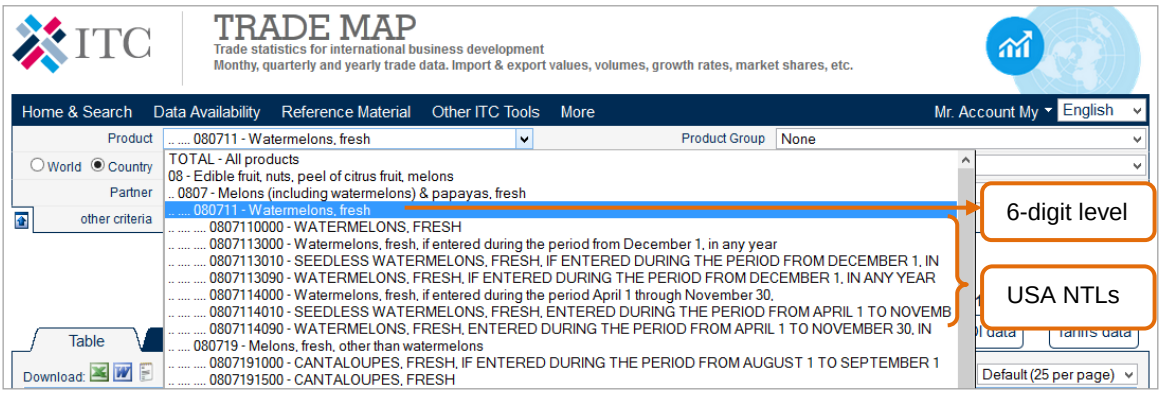
**Table 20: USA NTL codes of HS code 080711**

| Code | Product label |
|---|---|
| 0807114010 | Seedless watermelons, fresh, entered during the period from April 1 to November 30, in any year, inclusive |
| 0807114090 | Watermelons, fresh, entered during the period from April 1 to November 30, in any year, inclusive, not elsewhere specified or included |
| 0807113010 | Seedless watermelons, fresh, if entered during the period from December 1, in any year, to the following March 31, inclusive |
| 0807113090 | Watermelons, fresh, if entered during the period from December 1, in any year, to the following March 31, inclusive, not elsewhere specified or included |

This information allows the exporter to refine her research and target specific products.

There are different ways to access data at the NTL level. The Costa Rican exporter can use either the Advanced Search feature in the Selection menu (see 2.2.1.2, Advanced Product Search) or the navigation menu as shown in Figure 67. In the navigation menu, she will first have to select a country and then click on the product tab. A list of products with their available NTLs will appear, as shown in Figure 67.

**Figure 67: NTL codes of HS code 080711 for the Unites States in the navigation menu**

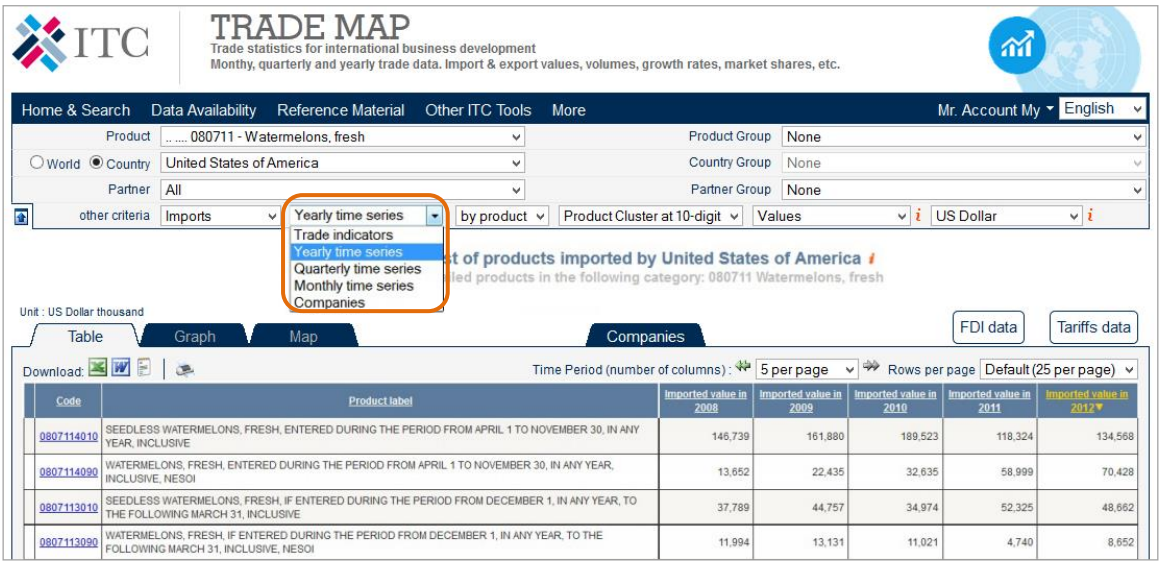



Alternatively, in the navigation menu she can choose to assess a market by products at the NTL level. In this case she will need to select this option in the available navigation criteria, as shown in Figure 68.

**Figure 68: Market assessment by NTL products**

For some countries, NTL information is available also on a quarterly or monthly basis. Clicking on yearly time series opens the drop-down menu showing the options to retrieve quarterly or monthly data (see Figure 68).

**Figure 69: Time series of NTL data**




The table in Figure 69 is further detailed in Table 21. Trade values for certain NTLs are zero over the years. This may depend on two factors:

1. At the NTL level, it might happen that data compilers add new product codes or remove some depending on the availability of information or on the country's needs. In Trade Map, however, when this happens, no product code is removed. Therefore, the trade values for removed products are automatically set to zero. For example, the products at 10 digits are all sub-products of the HS-6 code 080711; the product 080711.0000 does not provide any specification: the code is composed of the six digits of the parent code and a series of zero's. In the example, the trade value for the sub-products not specified is set to zero.
2. Sometimes a product code disappears over time, because it is replaced by other codes. This could happen when new HS revisions are adopted or when there is a change in the tariff scheme. For further information, please see Annex II, Harmonized System and HS Revisions.

**Table 21: Yearly NTL trade data for Watermelons imported by the United States**

| Code | Product label | Imported value in 2008 | Imported value in 2009 | Imported value in 2010 | Imported value in 2011 | Imported value in 2012 |
|---|---|---|---|---|---|---|
| 080711.4010 | SEEDLESS WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE | 146,739 | 161,880 | 189,523 | 118,324 | 134,568 |
| 080711.4090 | WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE, NESOI | 13,652 | 22,435 | 32,635 | 58,999 | 70,428 |
| 080711.3010 | SEEDLESS WATERMELONS, FRESH, IF ENTERED DURING THE PERIOD FROM DECEMBER 1, IN ANY YEAR, TO THE FOLLOWING MARCH 31, INCLUSIVE | 37,789 | 44,757 | 34,974 | 52,325 | 48,662 |
| 080711.3090 | WATERMELONS, FRESH, IF ENTERED DURING THE PERIOD FROM DECEMBER 1, IN ANY YEAR, TO THE FOLLOWING MARCH 31, INCLUSIVE, NESOI | 11,994 | 13,131 | 11,021 | 4,740 | 8,652 |
| 080711.0000 | WATERMELONS, FRESH | 0 | 0 | 0 | 0 | 0 |
| 080711.4000 | WATERMELONS, FRESH, IF ENTERED DURING THE PERIOD APRIL 1 THROUGH NOVEMBER 30, INCLUSIVE | 0 | 0 | 0 | 0 | 0 |

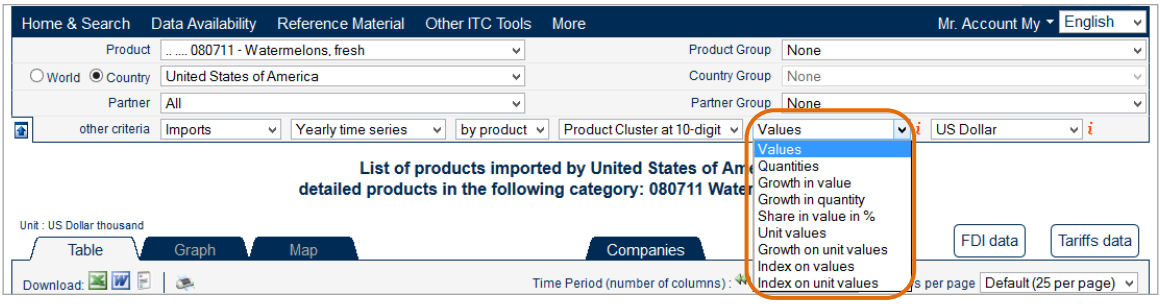
| | | | | | | |
|---|---|---|---|---|---|---|
| 080711.3000 | WATERMELONS, FRESH, IF ENTERED DURING THE PERIOD FROM DECEMBER 1, IN ANY YEAR, TO THE FOLLOWING MARCH 31, INCLUSIVE | 0 | 0 | 0 | 0 | 0 |

If a period is mentioned in a product label this is generally due to the application of the specific tariff during the period mentioned in the product label.

For the Costa Rican exporter, this more detailed data is very helpful, because it allows focusing on the specific variety of watermelons that the US actually imports. Here, she can see that the US imports watermelons mainly from April to November, and specifically seedless fresh watermelons.

She may also want to click on "Other Criteria" to obtain the data in terms of Values, Quantities, Growth in value, Growth in quantity, Share in value in %, Unit Value, Growth on unit value, Index on values and Index on unit values, as shown in Figure 70.

**Figure 70: Other criteria to assess trade dynamics**

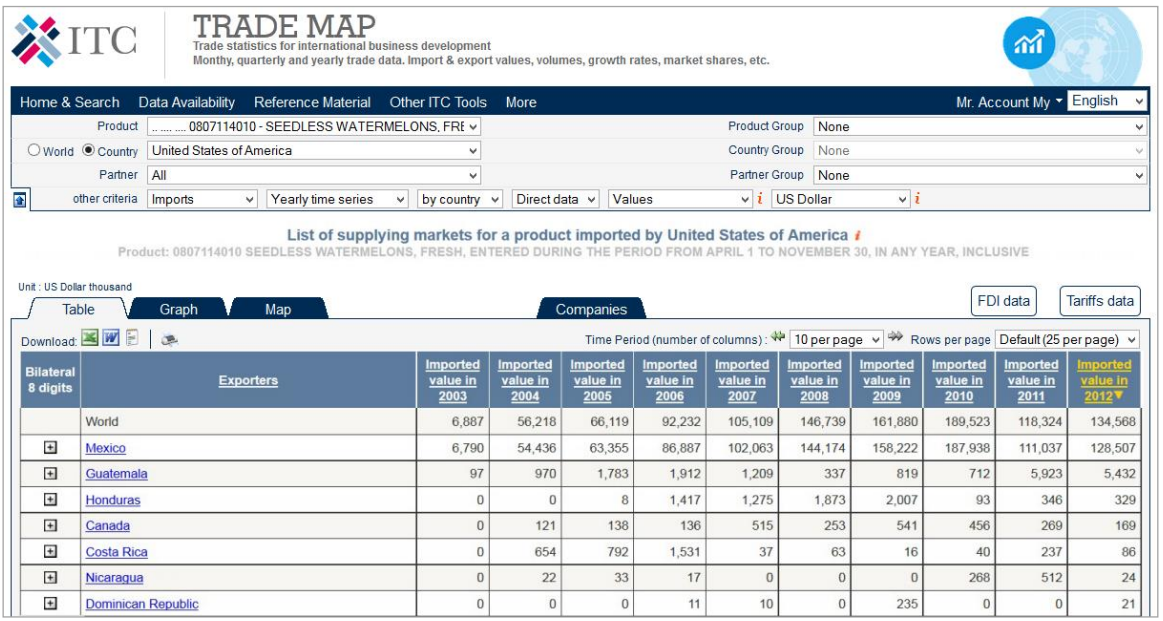



## 3.5.2 Investigate competing suppliers in a potential market at the tariff line level.

As the Costa Rican exporter did before to find the suppliers of watermelons to the United States (see paragraph 3.3 - Analyse the performance of competing suppliers), by clicking on the product "0807114010 – seedless watermelons, fresh, entered during the period from April 1 to November 20, in any year, inclusive" she can now see who the main competitors for the supply of this particular variety of watermelons to the US market are.

Costa Rica contributes to the US imports of this variety of watermelons only by a small percentage. Performance of US trading partners is diverse: some trading partners have increased their exports of 0807114010 – fresh watermelons between 2008 and 2012 and some have not, as you can see in Figure 71.

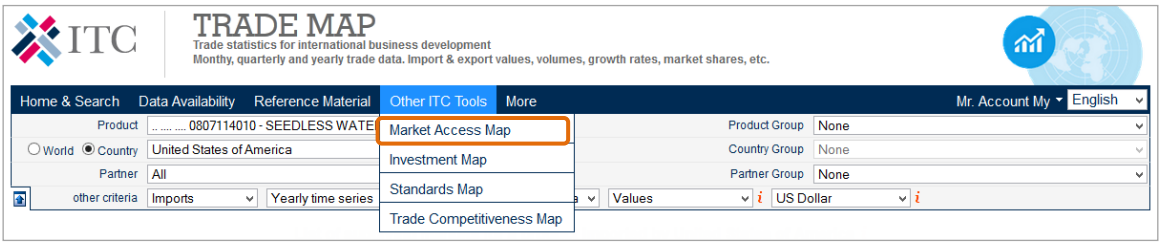
**Figure 71: US trading partners for a product at the NTL level**



### 3.5.3 Examine tariffs in potential new markets at the tariff line level

In order to get the tariff applied to a product at the tariff line level, the exporter just has to click on the tab "Market Access" at the top of the navigation menu.

**Figure 72: Retrieval of market access information in Trade Map**




By clicking on the Market Access tab highlighted in Figure 72 she will access the online database of Market Access Map. In this specific case, the objective is to identify the tariff applied by the US to any exporting countries for the product 0807114010 – seedless watermelons, fresh, entered during the period from April 1 to November 20, in any year, inclusive. The query criteria are automatically transferred to Market Access Map. Specifically, the system remembers that we are analysing imports by the United States of a product identified at the NTL level through the code 0807114010.

The query from Trade Map will translate in Market Access Map into a list of all countries of the world and the respective tariff that the United States of America applies to the import of the specified product for each country. Please note that the product is identified at the HS-6 level and the tariff displayed is an average of the tariffs applied to the sub-products at the NTL level. However, if the Costa Rican exporter wishes to retrieve the exact tariffs applied at the NTL level, this will be possible by refining the query in Market Access Map.

### 3.5.4 Examine seasonal variation of the product at the tariff line level

An interesting feature of Trade Map is the option to show trade data at the NTL level on a quarterly or monthly basis, as shown in Figure 73.

**Figure 73: Selection of quarterly or monthly time series**

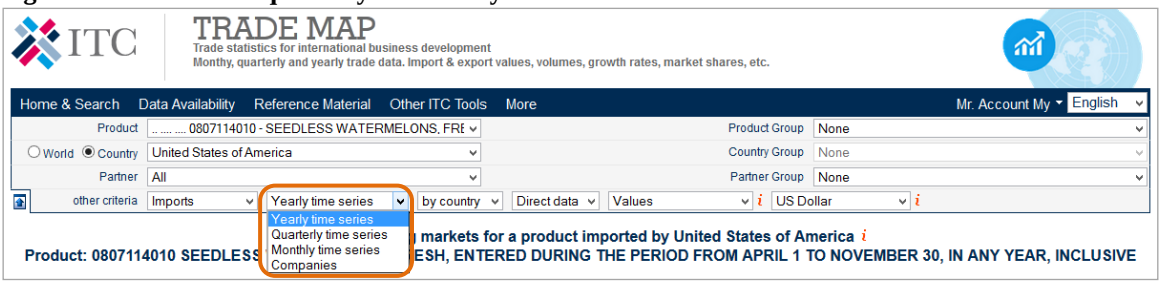
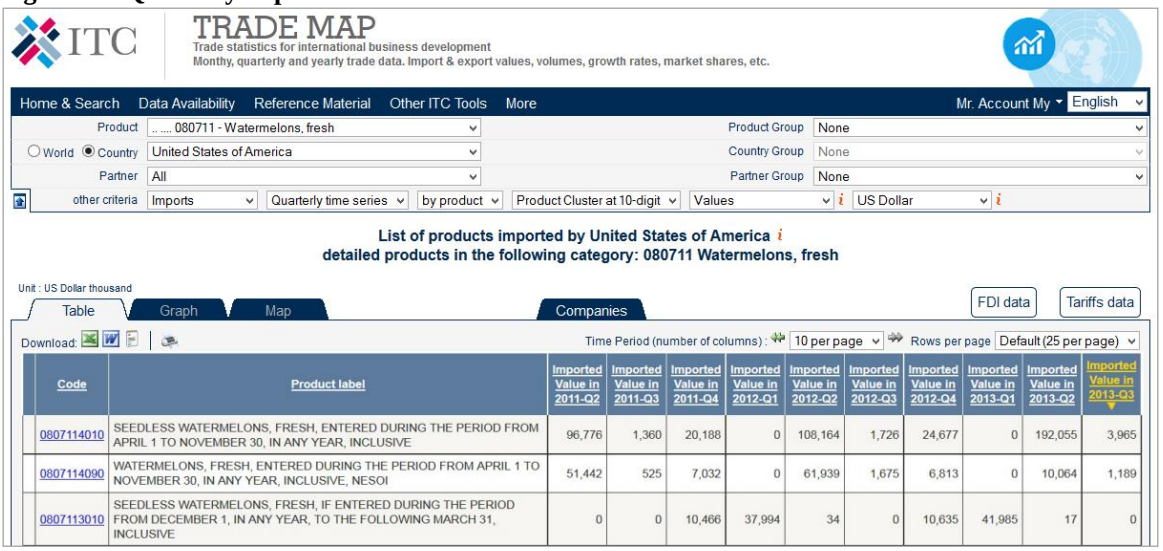


**Figure 74: Quarterly imports of watermelons in the US**

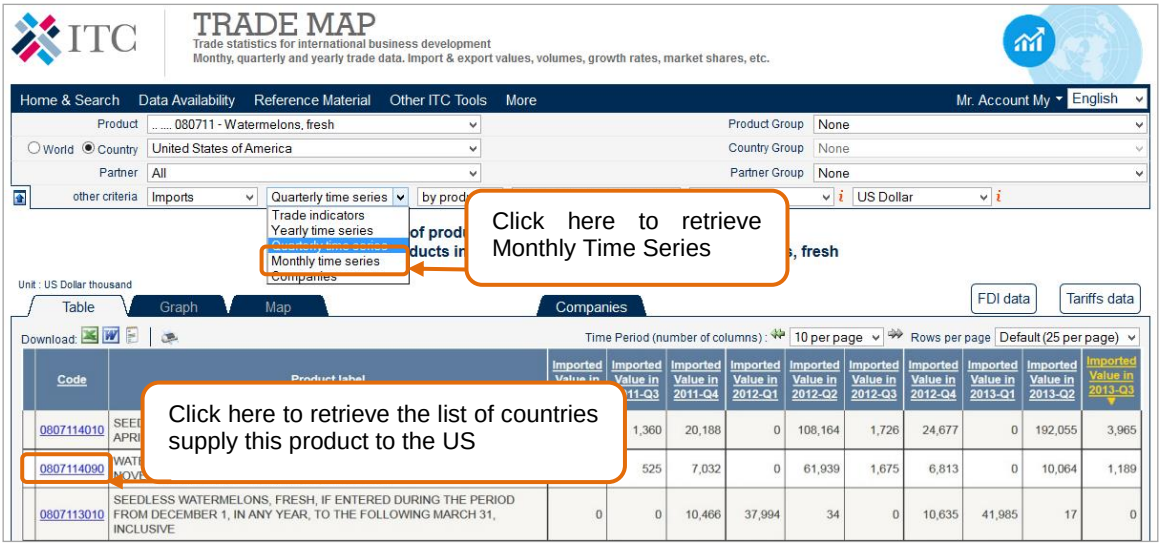



| Code | Product label | Imported Value in 2011-Q2 | Imported Value in 2011-Q3 | Imported Value in 2011-Q4 | Imported Value in 2012-Q1 | Imported Value in 2012-Q2 | Imported Value in 2012-Q3 | Imported Value in 2012-Q4 | Imported Value in 2013-Q1 | Imported Value in 2013-Q2 | Imported Value in 2013-Q3 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 0807114010 | SEEDLESS WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE | 96,776 | 1,360 | 20,188 | 0 | 108,164 | 1,726 | 24,677 | 0 | 192,055 | 3,965 |
| 0807114090 | WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE, NESOI | 51,442 | 525 | 7,032 | 0 | 61,939 | 1,675 | 6,813 | 0 | 10,064 | 1,189 |
| 0807113010 | SEEDLESS WATERMELONS, FRESH, IF ENTERED DURING THE PERIOD FROM DECEMBER 1, IN ANY YEAR, TO THE FOLLOWING MARCH 31, INCLUSIVE | 0 | 0 | 10,466 | 37,994 | 34 | 0 | 10,635 | 41,985 | 17 | 0 |

Figure 74 shows the list of products at the National Tariff Line level imported by the United States on a quarterly basis over the period 2011 Q2 – 2013 Q3. For the Costa Rican exporter, this more detailed data is very useful because it allows her to identify demand fluctuations. She can identify, for example, that the highest demand for the product has been every second quarter over the last 2 years.

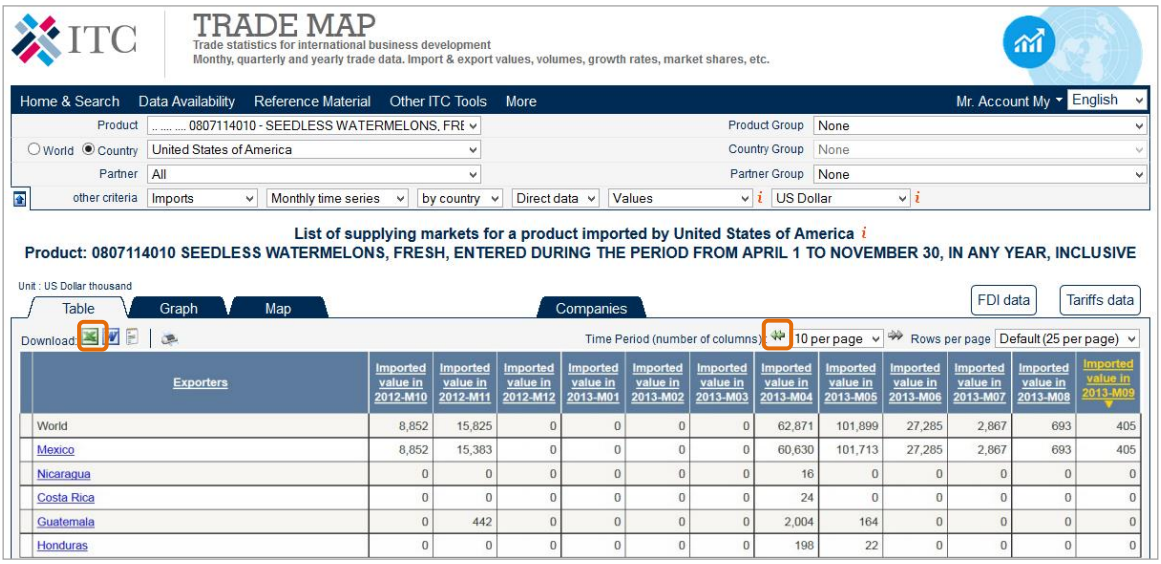
She can also examine imported value on a monthly basis and compare seasonal variation between competitors. Monthly information can be retrieved by clicking on the product code 0807114010 to get the list of supplying countries to the US and then choosing the Monthly Time Series option, as shown in Figure 75.

**Figure 75: Retrieve monthly information broken down by trading partners**




| Code | Product label | Imported Value in 2011-Q3 | Imported Value in 2011-Q4 | Imported Value in 2012-Q1 | Imported Value in 2012-Q2 | Imported Value in 2012-Q3 | Imported Value in 2012-Q4 | Imported Value in 2013-Q1 | Imported Value in 2013-Q2 | Imported Value in 2013-Q3 |
|---|---|---|---|---|---|---|---|---|---|---|
| 0807114010 | SEED APRI | 1,360 | 20,188 | 0 | 108,164 | 1,726 | 24,677 | 0 | 192,055 | 3,965 |
| 0807114090 | WATE NOVE | 525 | 7,032 | 0 | 61,939 | 1,675 | 6,813 | 0 | 10,064 | 1,189 |
| 0807113010 | SEEDLESS WATERMELONS, FRESH, IF ENTERED DURING THE PERIOD FROM DECEMBER 1, IN ANY YEAR, TO THE FOLLOWING MARCH 31, INCLUSIVE | 0 | 10,466 | 37,994 | 34 | 0 | 10,635 | 41,985 | 17 | 0 |

**Figure 76: Monthly data broken down by trading partners**

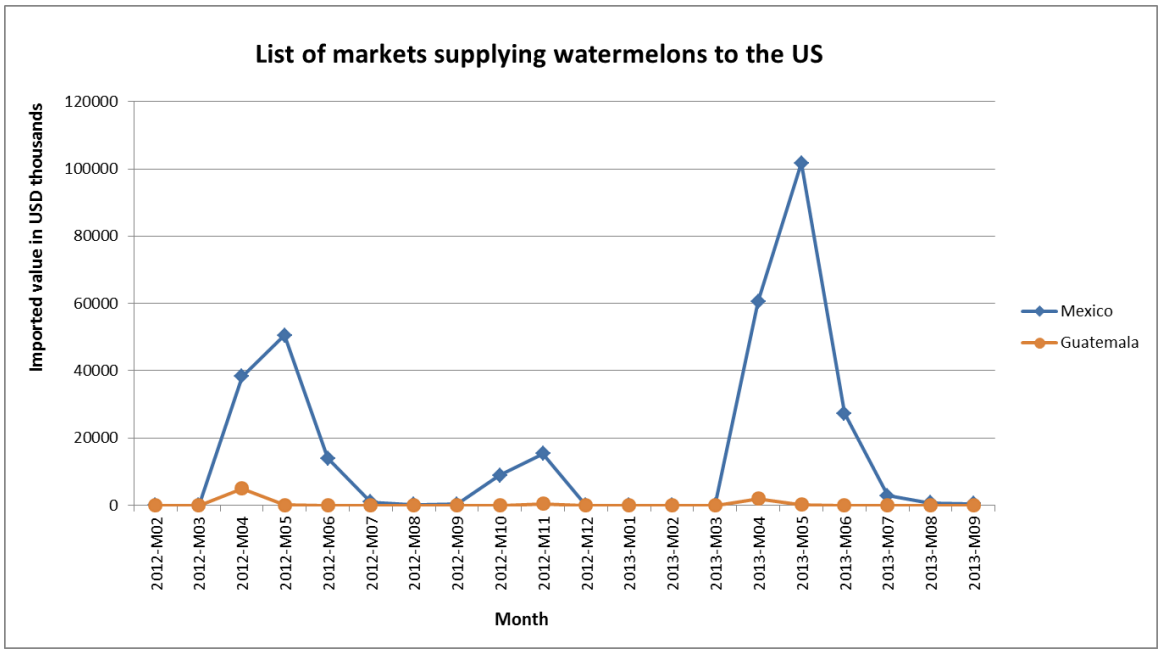



| Exporters | Imported value in 2012-M10 | Imported value in 2012-M11 | Imported value in 2012-M12 | Imported value in 2013-M01 | Imported value in 2013-M02 | Imported value in 2013-M03 | Imported value in 2013-M04 | Imported value in 2013-M05 | Imported value in 2013-M06 | Imported value in 2013-M07 | Imported value in 2013-M08 | Imported value in 2013-M09 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| World | 8,852 | 15,825 | 0 | 0 | 0 | 0 | 62,871 | 101,899 | 27,285 | 2,867 | 693 | 405 |
| Mexico | 8,852 | 15,383 | 0 | 0 | 0 | 0 | 60,630 | 101,713 | 27,285 | 2,867 | 693 | 405 |
| Nicaragua | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 0 | 0 | 0 | 0 | 0 |
| Costa Rica | 0 | 0 | 0 | 0 | 0 | 0 | 24 | 0 | 0 | 0 | 0 | 0 |
| Guatemala | 0 | 442 | 0 | 0 | 0 | 0 | 2,004 | 164 | 0 | 0 | 0 | 0 |
| Honduras | 0 | 0 | 0 | 0 | 0 | 0 | 198 | 22 | 0 | 0 | 0 | 0 |

Figure 76 shows the result table, with monthly information broken down by trading partners. The exporter can click on the icon to see previous periods.

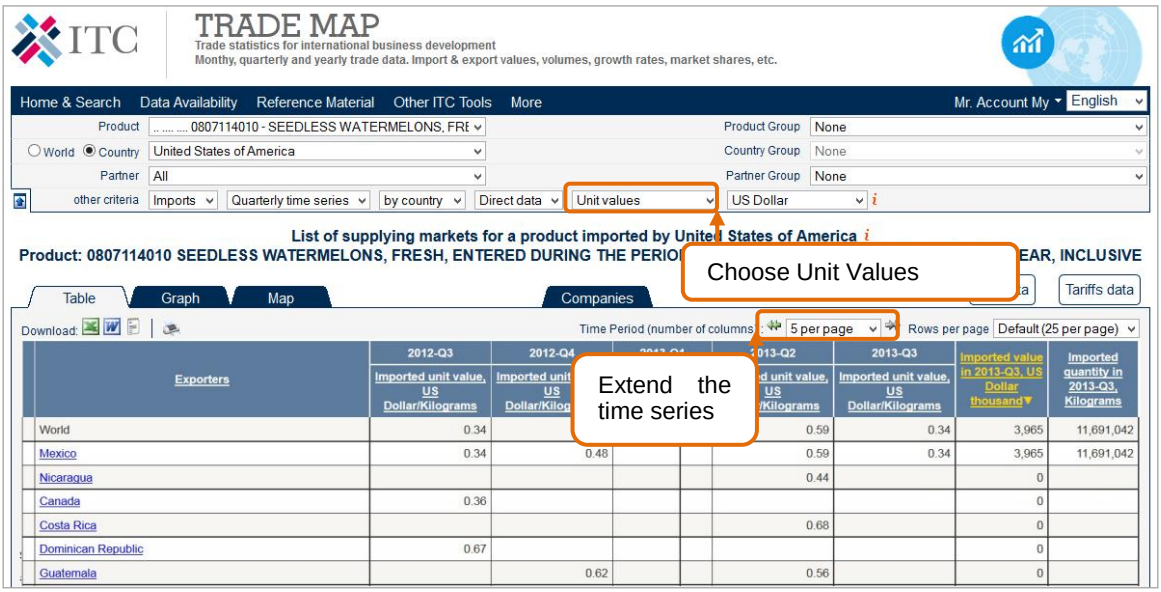
Another way to analyse monthly trade statistics is by exporting them to Excel (click on the Excel icon). For example, the Costa Rican exporter can download the available monthly data for her product into an Excel table and build a line graph such as the one in Figure 77. Figure 77 shows a seasonality trend. In fact, Mexico's exports of watermelons to the USA were very low between July (M-07) and September (M-09), and high between April and June. In this specific case, seasonality is due to the fact that the United States has identified two different NTL codes for products imported in different periods of the year – the seasonality effect might change when looking at the corresponding HS-6 product as it would combine the seasonality trends of all the corresponding sub-products.

**Figure 77: List of markets supplying watermelons to the US - Excel calculations**




Another interesting indicator to analyse is the unit price. The exporter can click on the drop-down menu where she sees Values and select Unit Value, as shown in Figure 78. She will thus be able to compare the competitors on the basis of unit values, which are expressed in US dollars per kilo. It is possible to perform this analysis on a quarterly, monthly or annual basis and extend the time series.

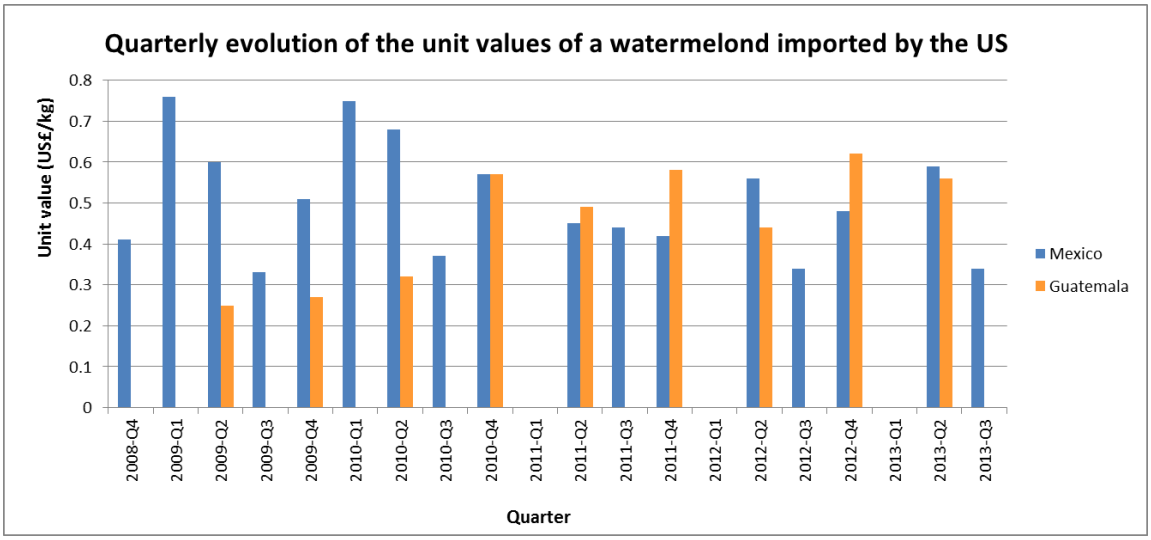
**Figure 78: Quarterly time series of unit values**




To facilitate the analysis, data can be exported to Excel by clicking on the Excel icon.

The exporter can see that the unit value of Mexican watermelons is the highest in the period 2012-2013, as shown in Figure 79. Given the geographic proximity of Mexico to the US market, this difference in unit value requires the Costa Rican exporter to conduct a deeper analysis.

**Figure 79: Unit values of watermelons imported by the US - Excel calculations**




## 3.5.5 Identify trading companies

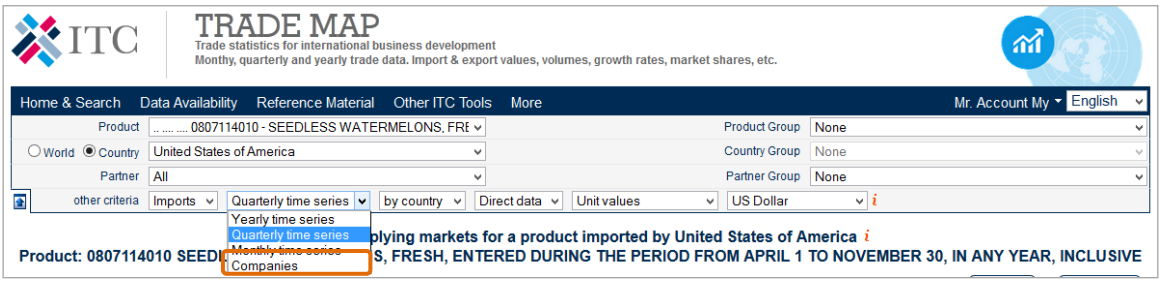
In Trade Map, the exporter of watermelons who wants to target the US market is also able to find information on companies importing or distributing watermelons in the US. Trade Map provides the location, contact details, turnover, number of employees and the Website address of a selection of companies exporting, importing, distributing, producing or supplying specific products or services in a country of interest.

Note:

The company information in Trade Map is based on a selection of companies that cannot be considered neither exhaustive nor including the major exporting/importing/distributing companies worldwide. As of September 2014, the source of company information in Trade Map is Kompass International, a company specializing in the provision of business information. More information about the company data availability can be found at http://www.trademap.org/stCompanies.aspx.

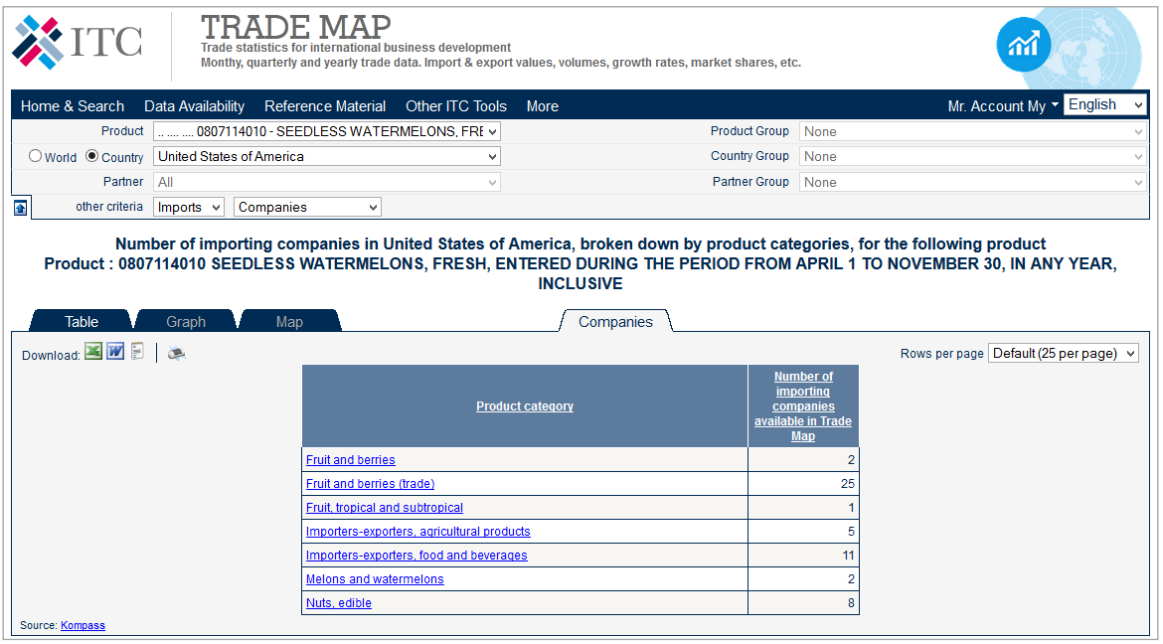
The same drop-down menu where the exporter can choose between Time Series and Trade Indicators also allows her to select company information, as shown in Figure 80.

**Figure 80: Companies menu**




By selecting Companies in the drop-down menu, she will obtain a table containing the companies available in Trade Map for different product categories that the product of interest may belong to. Figure 81 shows the result table.

**Figure 81: Importing companies in the US, broken down by product categories**

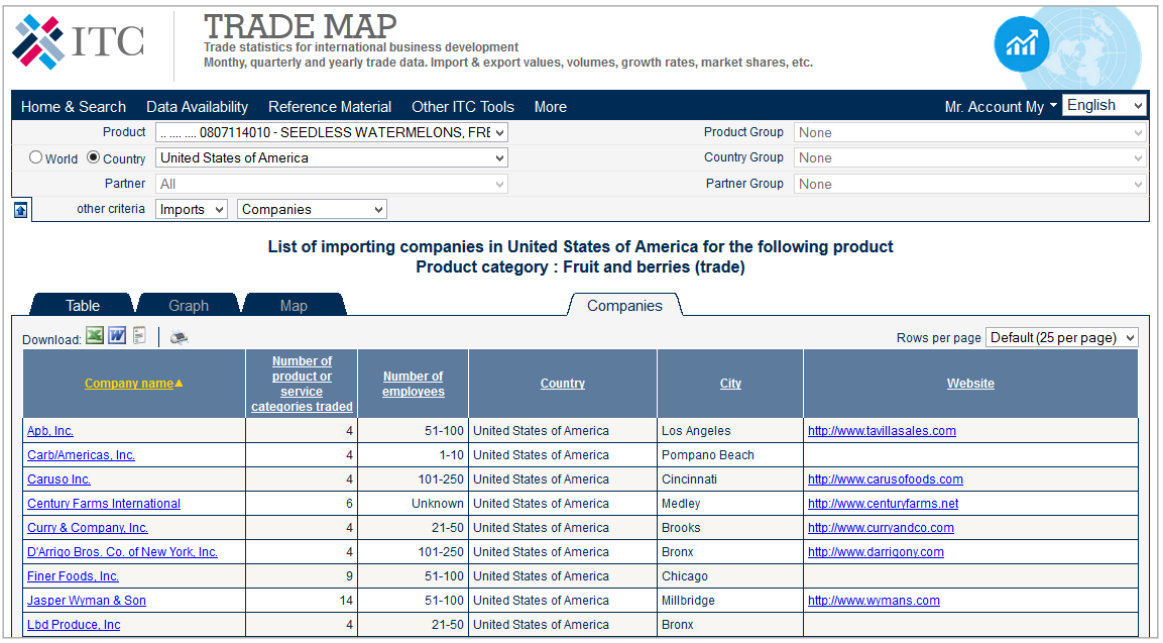



Note:

As shown in Figure 80, there are **different company categories that watermelons belong to**. This happens because trade statistics are reported under the HS nomenclature (see Annex I, What users should take into consideration when they use foreign trade statistics as a basis for strategic market research), while company information is reported under a different nomenclature (in this case, the one used by Kompass International). Therefore, one HS-defined product can belong to different product categories.

For the sake of completeness, it might be useful to choose the product category with the highest number of companies, the Fruit and berries (trade) category in the case (users are advised to browse the different categories to make sure that they are not missing any opportunities). The exporter can click on Fruit and berries (trade). Figure 82 shows the result screen.

**Figure 82: Importing companies in the US for fruit and berries**




| Company name | Number of product or service categories traded | Number of employees | Country | City | Website |
|---|---|---|---|---|---|
| Apb, Inc. | 4 | 51-100 | United States of America | Los Angeles | http://www.tavillasales.com |
| Carb/Americas, Inc. | 4 | 1-10 | United States of America | Pompano Beach | |
| Caruso Inc. | 4 | 101-250 | United States of America | Cincinnati | http://www.carusofoods.com |
| Century Farms International | 6 | Unknown | United States of America | Medley | http://www.centuryfarms.net |
| Curry & Company, Inc. | 4 | 21-50 | United States of America | Brooks | http://www.curryandco.com |
| D'Arrigo Bros. Co. of New York, Inc. | 4 | 101-250 | United States of America | Bronx | http://www.darrigony.com |
| Finer Foods, Inc. | 9 | 51-100 | United States of America | Chicago | |
| Jasper Wyman & Son | 14 | 51-100 | United States of America | Millbridge | http://www.wymans.com |
| Lbd Produce, Inc | 4 | 21-50 | United States of America | Bronx | |

The table in Figure 82 contains a list of companies that import or distribute fruit and berries in the United States. The table also provides a quick overview of the number of product and service categories traded, the number of employees, the country and the city of residence and the Website of the company. The information can be sorted by all data types, and by default it is sorted by company name in alphabetical order.

The Costa Rican exporter can sort the information by number of product categories traded and pick the company with the smallest number of product categories: the idea behind this procedure is to find a company that specializes in the trade of fruit products only. Table 22 shows the companies with the smallest number of product categories traded. The Costa Rican exporter can finally get the contact details of each of these three companies by simply clicking on their names. The result is shown in Figure 83.

**Table 22: List of companies trading a small number of product categories**

| Company name | Number of product or service categories traded | Number of employees | Country | City | Website |
|---|---|---|---|---|---|
| Seald Sweet LLC | 2 | 21-50 | United States of America | Vero Beach | http://www.sealdsweet.com |
| Wuhl Shafman & Lieberman Inc | 2 | 101-250 | United States of America | Newark | |
| Westlake Distributors, Inc. | 2 | 21-50 | United States of America | Los Angeles | http://www.westlake-miller.com |

**Figure 83: Company profile**

Company profile

**Westlake Distributors, Inc.**

Location

| | |
|---|---|
| Country | : United States of America |
| City | : Los Angeles |

Contact

| | |
|---|---|
| Website | : http://www.westlake-miller.com |
| Phone | : 1 213 624-8676 |
| Fax | : 1 213 622-7711 |
| Executives | : Kent Pomeroy |

Additionnal Information

| | |
|---|---|
| Turnover | : 119,971,657 USD |
| Number of employees | : 21-50 |

Product or service categories traded by the company

*(D=distributor / P=producer / S=services supplier / I=import / E=export)*

| Product or service category | D/P/S/I/E |
|---|---|
| Fruit, tropical or subtropical (trade) | D/I/E |
| Fruit and berries (trade) | D/I/E |

Source: Kompass

The Costa Rican exporter can see that there is a company in Los Angeles that distributes, imports and exports fruit and berries and tropical and subtropical fruit. The Costa Rican exporter can also have a look at the company's Website to understand better if it could be interested in importing watermelons from Costa Rica to distribute them in US territory. Finally, contact information is also provided to allow the exporter to establish a direct contact.

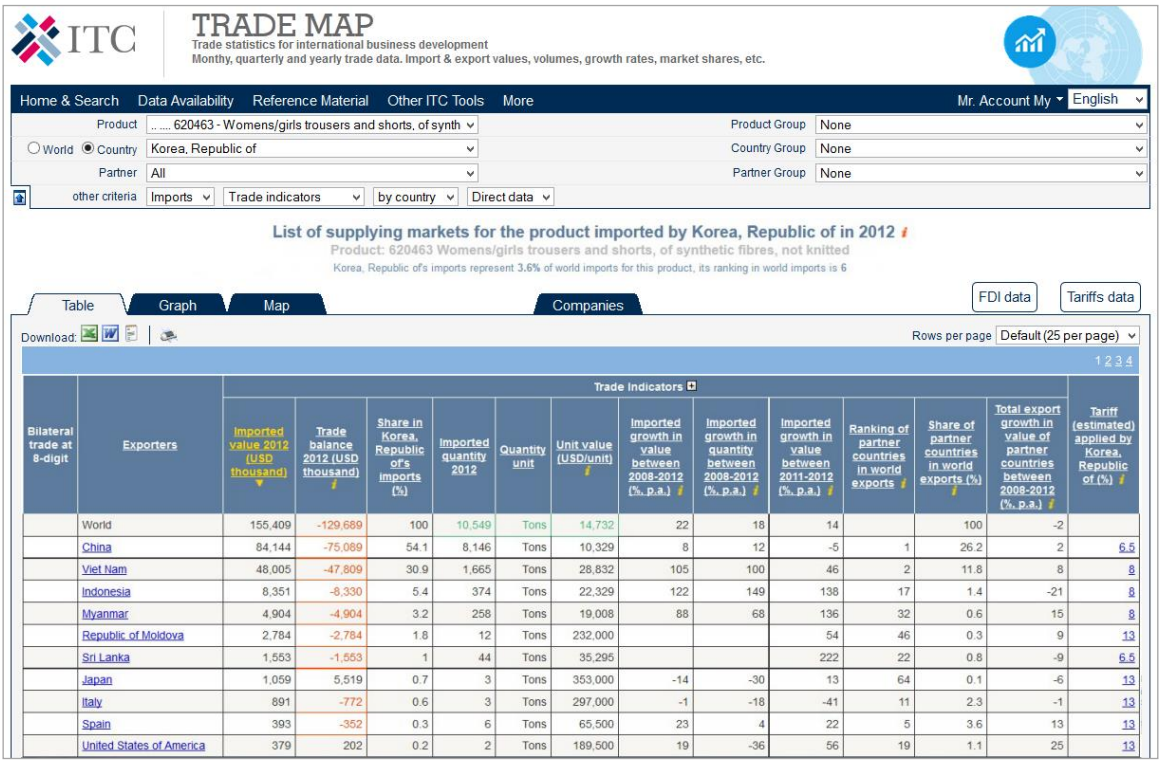
**A VIETNAMESE EXPORTER OF APPAREL IS LOOKING TO DIVERSIFY HIS/HER EXPORTS TO A GIVEN MARKET**

An entrepreneur based in Viet Nam has been exporting apparel to the Republic of Korea for the past few years. Wishing to improve his performance, he may want to scan the Korean market to find opportunities for differentiating his production. Trade Map could be used first to monitor the current situation of Vietnamese exports to the Korean market compared to its competitors, and then to look for similar products with growing demand in the same market.

## 3.6 - Assess the performance of the products currently exported to the market

The product that the Vietnamese entrepreneur is exporting to the Republic of Korea is identified by the code 620463 - not knitted women's/girls' trousers and shorts of synthetic fibres. As a first step in the process of outlining an effective export strategy, the Vietnamese exporter analyses his current situation in the Korean market. By selecting the product 620463, the market Republic of Korea and the Import flows on the Selection Menu of Trade Map, he can get a table that describes the Korean market for the product under review, as shown in Figure 83 and in Table 23.

**Figure 84: List of supplying markets for a product imported by the Republic of Korea**




| Bilateral trade at 8-digit | Exporters | Trade Indicators: Imported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Korea, Republic of's imports (%) | Imported quantity 2012 | Quantity unit | Unit value (USD/unit) | Imported growth in value between 2008-2012 (%, p.a.) | Imported growth in quantity between 2008-2012 (%, p.a.) | Imported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world exports | Share of partner countries in world exports (%) | Total export growth in value of partner countries between 2008-2012 (%, p.a.) | Tariff (estimated) applied by Korea, Republic of (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | World | 155,409 | -129,689 | 100 | 10,549 | Tons | 14,732 | 22 | 18 | 14 | | 100 | -2 | |
| | China | 84,144 | -75,089 | 54.1 | 8,146 | Tons | 10,329 | 8 | 12 | -5 | 1 | 26.2 | 2 | 6.5 |
| | Viet Nam | 48,005 | -47,809 | 30.9 | 1,665 | Tons | 28,832 | 105 | 100 | 46 | 2 | 11.8 | 8 | 8 |
| | Indonesia | 8,351 | -8,330 | 5.4 | 374 | Tons | 22,329 | 122 | 149 | 138 | 17 | 1.4 | -21 | 8 |
| | Myanmar | 4,904 | -4,904 | 3.2 | 258 | Tons | 19,008 | 88 | 68 | 136 | 32 | 0.6 | 15 | 8 |
| | Republic of Moldova | 2,784 | -2,784 | 1.8 | 12 | Tons | 232,000 | | | 54 | 46 | 0.3 | 9 | 13 |
| | Sri Lanka | 1,553 | -1,553 | 1 | 44 | Tons | 35,295 | | | 222 | 22 | 0.8 | -9 | 6.5 |
| | Japan | 1,059 | 5,519 | 0.7 | 3 | Tons | 353,000 | -14 | -30 | 13 | 64 | 0.1 | -6 | 13 |
| | Italy | 891 | -772 | 0.6 | 3 | Tons | 297,000 | -1 | -18 | -41 | 11 | 2.3 | -1 | 13 |
| | Spain | 393 | -352 | 0.3 | 6 | Tons | 65,500 | 23 | 4 | 22 | 5 | 3.6 | 13 | 13 |
| | United States of America | 379 | 202 | 0.2 | 2 | Tons | 189,500 | 19 | -36 | 56 | 19 | 1.1 | 25 | 13 |

Table 23 shows that Viet Nam was ranked as the 2nd exporter of women's/girls' trousers to the Korean market in 2012, with a market share of 30.9%.

**Table 23: List of markets supplying women's/girls' trousers to the Republic of Korea**

| Exporters | Trade Indicators | | | | | | | | | | | | Tariff (estimated) applied by Korea, Republic of (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Imported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Korea, Republic of's imports (%) | Imported quantity 2012 | Quantity unit | Unit value (USD/unit) | Imported growth in value between 2008-2012 (%, p.a.) | Imported growth in quantity between 2008-2012 (%, p.a.) | Imported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world exports | Share of partner countries in world exports (%) | Total export growth in value of partner countries between 2008-2012 (%, p.a.) | |
| World | 155409 | -129689 | 100 | 10549 | Tons | 14732 | 22 | 18 | 14 | | 100 | -2 | |
| China | 84144 | -75089 | 54.1 | 8146 | Tons | 10329 | 8 | 12 | -5 | 1 | 26.2 | 2 | 6.5 |
| **Vietnam** | **48005** | **-47809** | **30.9** | **1665** | **Tons** | **28832** | **105** | **100** | **46** | **2** | **11.8** | **8** | **8** |
| Indonesia | 8351 | -8330 | 5.4 | 374 | Tons | 22329 | 122 | 149 | 138 | 17 | 1.4 | -21 | 8 |
| Myanmar | 4904 | -4904 | 3.2 | 258 | Tons | 19008 | 88 | 68 | 136 | 32 | 0.6 | 15 | 8 |
| Republic of Moldova | 2784 | -2784 | 1.8 | 12 | Tons | 232000 | | | 54 | 46 | 0.3 | 9 | 13 |
| Sri Lanka | 1553 | -1553 | 1 | 44 | Tons | 35295 | | | 222 | 22 | 0.8 | -9 | 6.5 |
| Japan | 1059 | 5519 | 0.7 | 3 | Tons | 353000 | -14 | -30 | 13 | 64 | 0.1 | -6 | 13 |
| Italy | 891 | -772 | 0.6 | 3 | Tons | 297000 | -1 | -18 | -41 | 11 | 2.3 | -1 | 13 |
| Spain | 393 | -352 | 0.3 | 6 | Tons | 65500 | 23 | 4 | 22 | 5 | 3.6 | 13 | 13 |
| United States of America | 379 | 202 | 0.2 | 2 | Tons | 189500 | 19 | -36 | 56 | 19 | 1.1 | 25 | 13 |
| Cambodia | 330 | -327 | 0.2 | 7 | Tons | 47143 | 87 | 37 | 10 | | | | 8 |
| Romania | 308 | -308 | 0.2 | 2 | Tons | 154000 | 32 | 19 | 79 | 14 | 1.7 | -8 | 13 |
| Morocco | 257 | -257 | 0.2 | 4 | Tons | 64250 | 55 | 36 | 414 | 15 | 1.6 | 1 | 13 |

The entrepreneur can see that Viet Nam is performing better than his competitors in the Korean market since Korean imports from Viet Nam have been increasing at a faster rate than those from other countries: imports from Viet Nam grew by 105% *per annum* between 2008 and 2012 while Korean imports increased by only 22% on average in the same period. This means that Viet Nam has actually gained Korean market between 2008 and 2012. The same trend can be observed by looking at the growth of imports in value between 2011 and 2012, the latest available year in Trade Map.

## 3.7 - Identify similar products imported by the given market

This favourable situation may lead the Vietnamese exporter to consider expanding his portfolio of products in the Korean market. To do so, he should examine opportunities for product diversification in order to benefit from the promising trend observed for the product under review. He then needs to know what complementary products the Republic of Korea is importing and what products are experiencing a growing demand.

The exporter can choose to assess the Korean market by imported products. To do so, he has to click on By Product in the Other Criteria bar in the drop-down menu, as shown in Figure 85; this action will generate a list of products that belong to the same product cluster and that offer a potential for diversification. In this case, Trade Map will provide the exporter with a list of all products belonging to the same product cluster imported by the Republic of Korea and starting with the 4-digit code 6204. The trade data will be displayed for the most recent years available; Figure 86 and Table 24 show data for the years 2008-2012.

**Figure 85: Analysis by product – criteria selection**

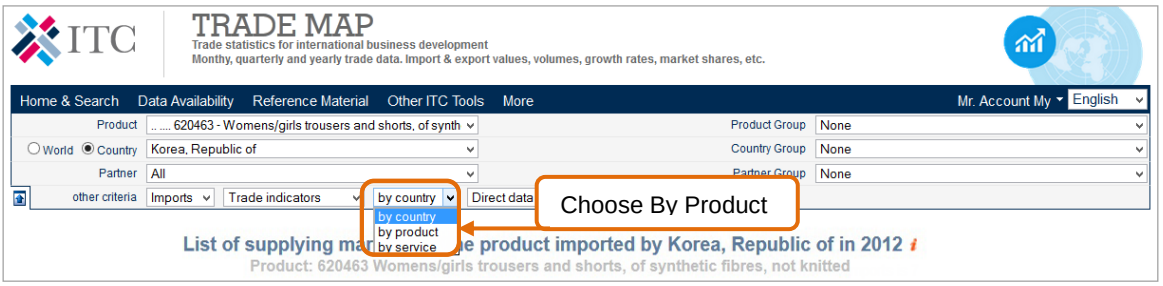



**Figure 86: Analysis by products imported by the Republic of Korea**

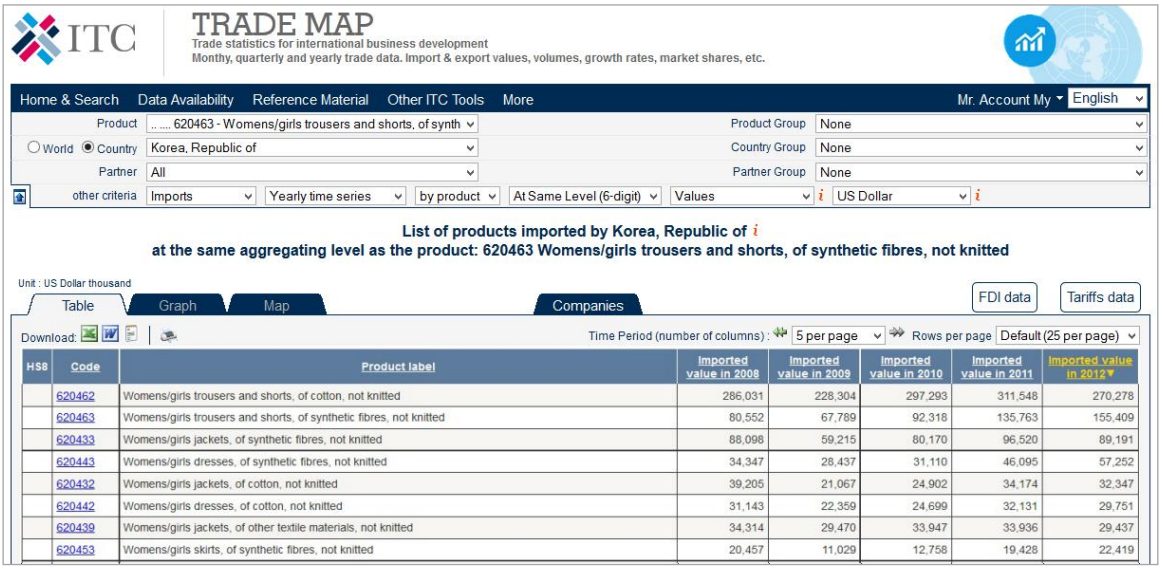



**Table 24: Analysis by products imported by the Republic of Korea**

| Code | Product label | Imported value in 2008 (USD thousand) | Imported value in 2009 (USD thousand) | Imported value in 2010 (USD thousand) | Imported value in 2011 (USD thousand) | Imported value in 2012 (USD thousand) |
|---|---|---|---|---|---|---|
| 620462 | Women's/girls' trousers and shorts, of cotton, not knitted | 286031 | 228304 | 297293 | 311548 | 270278 |
| 620463 | Women's/girls' trousers and shorts, of synthetic fibres, not knitted | 80552 | 67789 | 92318 | 135763 | 155409 |
| 620433 | Women's/girls' jackets, of synthetic fibres, not knitted | 88098 | 59215 | 80170 | 96520 | 89191 |
| 620443 | Women's/girls' dresses, of synthetic fibres, not knitted | 34347 | 28437 | 31110 | 46095 | 57252 |
| 620432 | Women's/girls' jackets, of cotton, not knitted | 39205 | 21067 | 24902 | 34174 | 32347 |

The exporter may also want to investigate trends of imported values and quantities of products in the Korean market. Trade Map offers the option to complement the analysis with annual growth rates in value and quantity. This information is also available in different currencies, as shown in Figure 87.

**Figure 87: Changes in the search criteria**

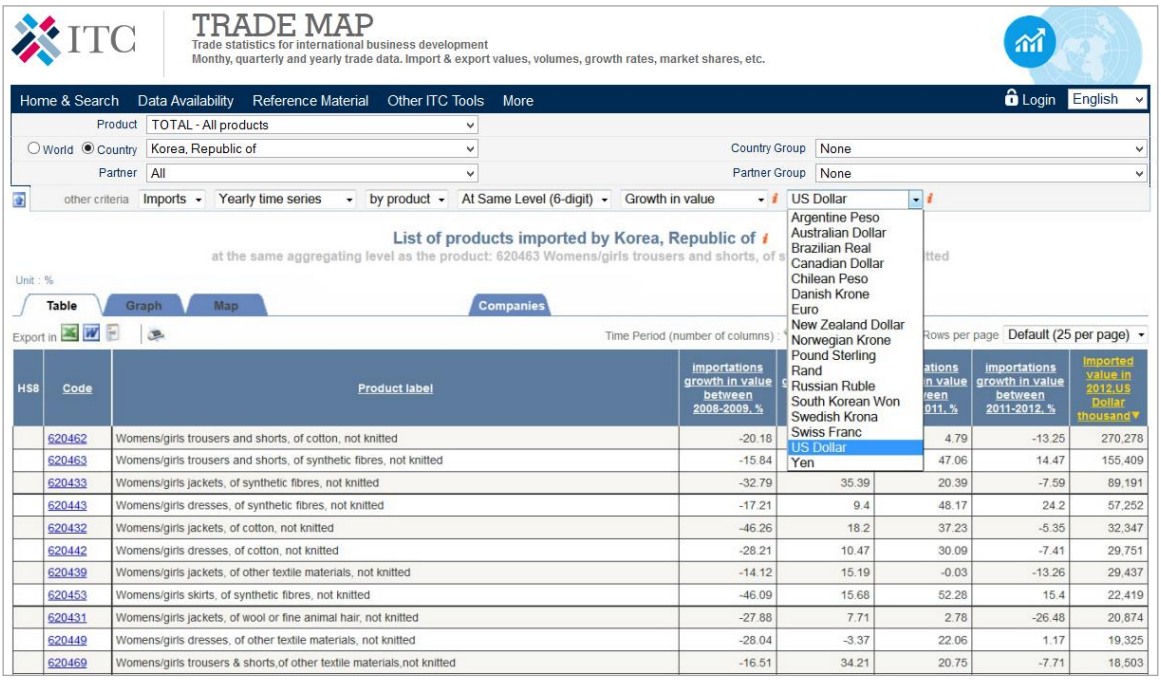



Table 25 shows that Korean demand for women's/girls' dresses of synthetic fibres not knitted (HS: 620443) has also grown rapidly since 2009.

**Table 25: Year-on-year import growth**

| Code | Product label | importations growth in value between 2008-2009, % | importations growth in value between 2009-2010, % | importations growth in value between 2010-2011, % | importations growth in value between 2011-2012, % | Imported value in 2012,US Dollar thousand |
|---|---|---|---|---|---|---|
| 620462 | Women's/girls' trousers and shorts, of cotton, not knitted | -20.18 | 30.22 | 4.79 | -13.25 | 270278 |
| 620463 | Women's/girls' trousers and shorts, of synthetic fibres, not knitted | -15.84 | 36.18 | 47.06 | 14.47 | 155409 |
| 620433 | Women's/girls' jackets, of synthetic fibres, not knitted | -32.79 | 35.39 | 20.39 | -7.59 | 89191 |
| 620443 | Women's/girls' dresses, of synthetic fibres, not knitted | -17.21 | 9.4 | 48.17 | 24.2 | 57252 |
| 620432 | Women's/girls' jackets, of cotton, not knitted | -46.26 | 18.2 | 37.23 | -5.35 | 32347 |

# CHAPTER 4 - COUNTRY ANALYSIS: *ANALYSING A COUNTRY'S TRADE PORTFOLIO*

In addition to the by-product analysis described in Chapter 3, Trade Map also allows a by-country analysis of trade statistics. By-country analysis allows assessing the national trade performance of a specific country or group of countries. It also gives an overview of a country's national export competitiveness *vis-à-vis* its competitors. Trade Map data can serve as input for national export strategies, industry policy or trade support institutional planning.

Chapter 4 describes country analysis as a way to answer a series of questions from the perspective of ministries, research institutes and Trade Support Institutions.

Typical questions include:

- What are the most dynamic export sectors of a country?
- What are the major trading partners of a country?
- What are the top exported and imported products of a country?

Again, as when searching for product information the database can be navigated using different paths, but a typical Trade Support Institution searching to identify national trade performance in a certain sector would follow the following steps:

1. Selecting the country to be analysed (typically its own), using the main selection menu;
2. Selecting 'exports' and 'trade indicators' in the selection menu will provide a list of products exported by the country. This can be done at HS2, HS4, HS6 or NTL level. The table will also provide key indicators such as volume and value exported as well as growth and the country position in the global market of the product/sector analysed;
3. By selecting 'by country' on the menu at the top of the page the same analysis can be done by destination country, including again the key market indicators as well as an estimated tariff level faced by the country in different markets;
4. The information can then be displayed in chart, graph or map format and stored or exported for further analysis.

To illustrate this process, two examples are provided: that of a government analyst seeking to identify Madagascar's national trade performance by sector and a Brazilian trade advisor analysing the country's export performance-

**A GOVERNMENT ANALYST FROM MADAGASCAR WISHES TO IDENTIFY NATIONAL TRADE PERFORMANCE BY SECTOR**

# 4.1 - National trade performance by sector

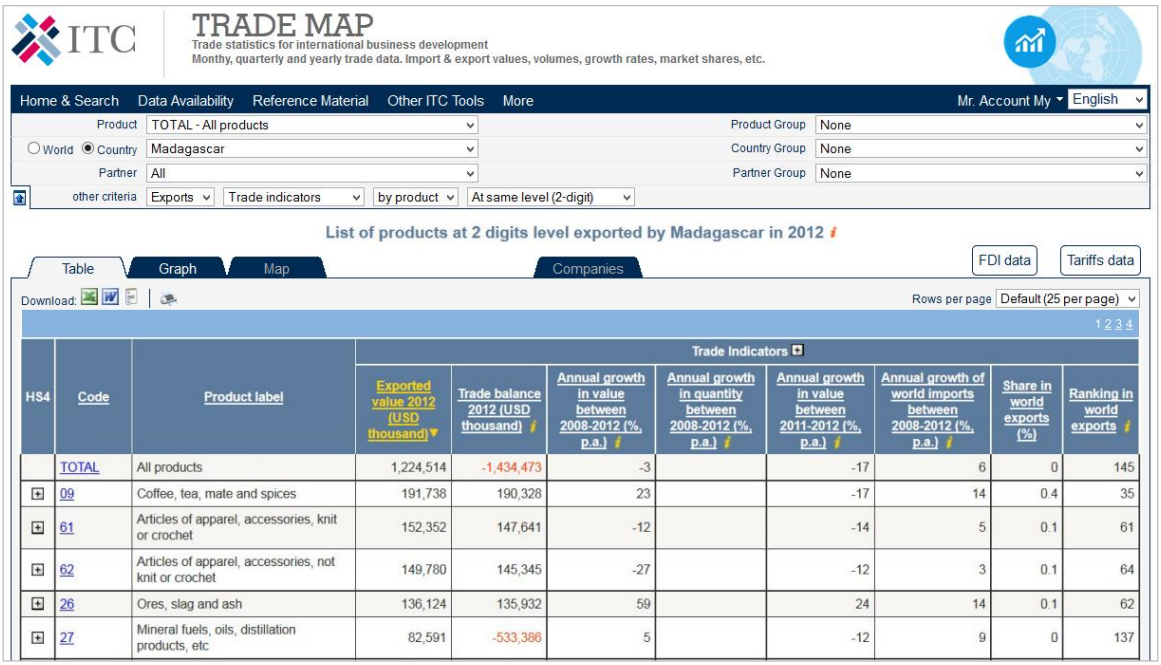
As an example, the government of Madagascar wishes to investigate how the country competes in the world market in terms of exports in order to channel efforts in specific sectors to attract foreign or domestic investment and/or stimulate international trade.

## 4.1.1 Analyse the exports portfolio

**Figure 88: Selection criteria for a by-country analysis of exports**


In the Selection Menu, the Malagasy analyst will first need to select Madagascar as a country, then Exports as the trade direction (see Figure 88) and then click on Trade Indicators. Trade Map will generate a list of Madagascar's exports sectors (at the HS 2-digit level), sorted by value, as shown in Figure 89 and Table 26, which is further explained in Table 27.

**Figure 89: List of products at the HS 2-digit level exported by Madagascar in 2012**




| HS4 | Code | Product label | Trade Indicators: Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Annual growth in value between 2008-2012 (%, p.a.) | Annual growth in quantity between 2008-2012 (%, p.a.) | Annual growth in value between 2011-2012 (%, p.a.) | Annual growth of world imports between 2008-2012 (%, p.a.) | Share in world exports (%) | Ranking in world exports |
|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | All products | 1,224,514 | -1,434,473 | -3 | | -17 | 6 | 0 | 145 |
| ⊞ | 09 | Coffee, tea, mate and spices | 191,738 | 190,328 | 23 | | -17 | 14 | 0.4 | 35 |
| ⊞ | 61 | Articles of apparel, accessories, knit or crochet | 152,352 | 147,641 | -12 | | -14 | 5 | 0.1 | 61 |
| ⊞ | 62 | Articles of apparel, accessories, not knit or crochet | 149,780 | 145,345 | -27 | | -12 | 3 | 0.1 | 64 |
| ⊞ | 26 | Ores, slag and ash | 136,124 | 135,932 | 59 | | 24 | 14 | 0.1 | 62 |
| ⊞ | 27 | Mineral fuels, oils, distillation products, etc | 82,591 | -533,386 | 5 | | -12 | 9 | 0 | 137 |

**Table 26: List of products at the 2-digit level exported by Madagascar in 2012**

| Code | Product label | Trade Indicators | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Annual growth in value between 2008-2012 (%, p.a.) | Annual growth in quantity between 2008-2012 (%, p.a.) | Annual growth in value between 2011-2012 (%, p.a.) | Annual growth of world imports between 2008-2012 (%, p.a.) | Share in world exports (%) | Ranking in world exports |
| TOTAL | All products | 1224514 | -1434473 | -3 | | -17 | 6 | 0 | 145 |
| 09 | Coffee, tea, mate and spices | 191738 | 190328 | 23 | | -17 | 14 | 0.4 | 35 |
| 61 | Articles of apparel, accessories, knit or crochet | 152352 | 147641 | -12 | | -14 | 5 | 0.1 | 61 |
| 62 | Articles of apparel, accessories, not knit or crochet | 149780 | 145345 | -27 | | -12 | 3 | 0.1 | 64 |
| 26 | Ores, slag and ash | 136124 | 135932 | 59 | | 24 | 14 | 0.1 | 62 |
| 27 | Mineral fuels, oils, distillation products, etc | 82591 | -533386 | 5 | | -12 | 9 | 0 | 137 |
| 03 | Fish, crustaceans, molluscs, aquatic invertebrates nes | 73623 | 41996 | -8 | | -35 | 7 | 0.1 | 83 |
| 75 | Nickel and articles thereof | 59359 | 59196 | | | | 3 | 0.2 | 34 |
| 16 | Meat, fish and seafood food preparations nes | 38551 | 37237 | 9 | | -15 | 7 | 0.1 | 68 |
| 71 | Pearls, precious stones, metals, coins, etc | 25536 | 25072 | 34 | | -26 | 18 | 0 | 126 |
| 07 | Edible vegetables and certain roots and tubers | 24121 | 21291 | 28 | | 5 | 6 | 0 | 82 |
| 52 | Cotton | 21275 | -44709 | 3 | | -35 | 10 | 0 | 87 |
| 42 | Articles of leather, animal gut, harness, travel goods | 18826 | 10075 | 36 | | -18 | 8 | 0 | 62 |

From the first line of Table 26 the Malagasy analyst can see that, overall, Madagascar ranks 145$^{th}$ among the world's exporters of goods, with a 3% p.a. decline in exports over the 2008-2012 period (compared with the average annual world import growth of 6% over the same period) and a 17% p.a. decline over the 2011-2012 period. This suggests that Madagascar has reduced its overall share in world trade over the last 5 years. Looking at exports at the HS 2-digit level helps highlight the overall performance of different sectors and possibly identify sectors that are interesting from the perspective of attracting foreign or domestic investment. Sectors such as HS 09 - Coffee, tea, mate and spices and HS 26- Ores, slag and ash have experienced high growth in value between 2008 and 2012 (23% and 59% p.a. respectively), while world exports of these products have grown only by 14% p.a.. These may be attractive sectors for investment.

**Table 27: Explanatory notes for the headings of Table 26**

| | |
|---|---|
| Code | HS product code for a product exported in 2012 |
| Product label | Abbreviated product description corresponding to the HS nomenclature |
| Exported value 2012 (USD thousand) | value of 2012 exports for the selected product. The figures in the Trade Indicators module are those reported to the COMTRADE or ITC database by countries or those calculated on the basis of mirror statistics |
| Trade balance 2012 (USD thousand) | Trade balance is defined as exports minus imports. This column shows whether the country is a net importer (figures in red) or a net exporter |
| Annual growth in value between 2008-2012 (%, p.a.) | Annual growth rate in the value of exports over the last 5 years. This trend is calculated on the basis of the least squares method. If a country did not report trade data in 2012, trend calculation is based on mirror statistics; no trend is calculated if the country has not reported any data for a four- or five-year period |
| Annual growth in quantity between 2008-2012 (%, p.a.) | Annual growth rate in quantity of exports. This trend is calculated using the same method as for growth in value |
| Annual growth in value between 2011-2012 (%, p.a.) | Annual growth rate over the most recent 12-month period. This is a good complement to the 5-year trend, because it shows whether growth trends have been stable or volatile over the period and shows the country's performance over the last year |
| Annual growth of world imports between 2008-2012 (%, p.a.) | Annual growth rate of world imports for the respective products between 2008 and 2012. This indicator provides a term of comparison for the annual growth rate of the value of exports between 2008 and 2012 for the country of reference. If the country's exports growth rate is higher than the world's imports growth rate, then the country is gaining market shares in the world market for the product under review. |
| Share in world exports (%) | This indicator is calculated on the basis of Trade Map's world estimation, which includes reported and mirror data |
| Ranking in world exports | The country's ranking in world exports in 2012 for the product under review |

## 4.1.2 Importing markets

In order to retrieve the list of the countries that are importing from Madagascar, the analyst can select By Country in the Other Criteria tab. Trade Map will generate a list of Madagascar's trading partners. The list will be sorted by default by value of imports, as in Figure 90 and

Table 28.

**Figure 90: List of markets to which Madagascar exported products in 2012**

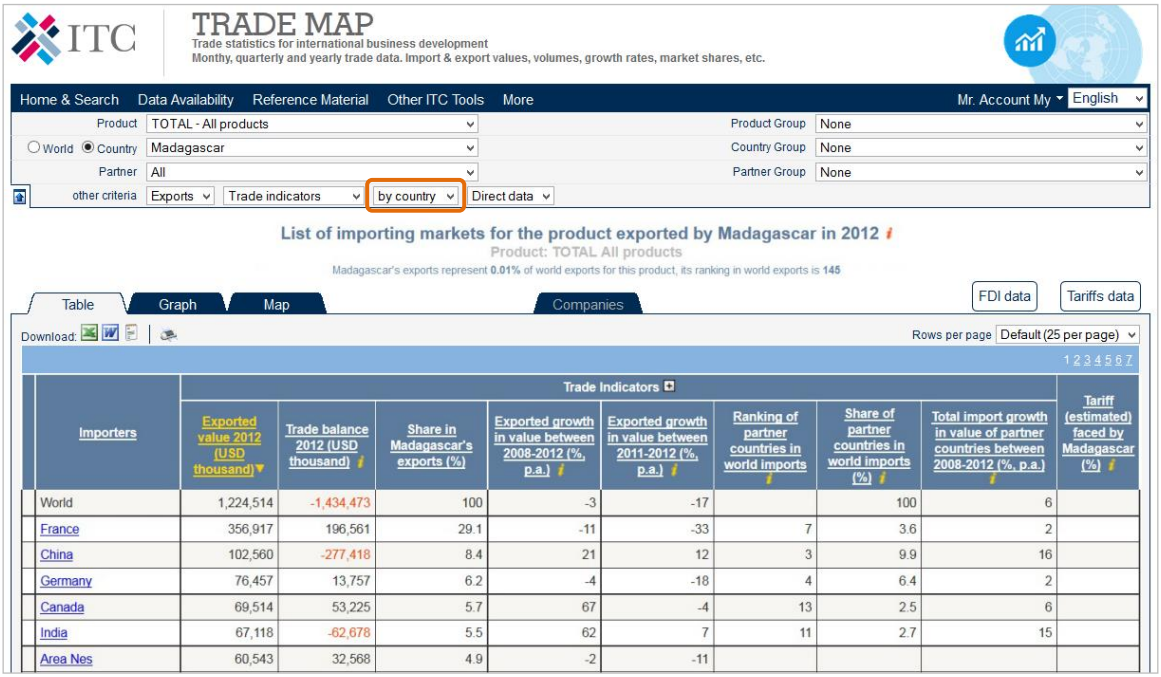


**Table 28: List of markets to which Madagascar exported products in 2012**

| Importers | Trade Indicators | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Madagascar's exports (%) | Exported growth in value between 2008-2012 (%, p.a.) | Exported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world imports | Share of partner countries in world imports (%) | Total import growth in value of partner countries between 2008-2012 (%, p.a.) |
| World | 1224514 | -1434473 | 100 | -3 | -17 | | 100 | 6 |
| France | 356917 | 196561 | 29.1 | -11 | -33 | 7 | 3.6 | 2 |
| China | 102560 | -277418 | 8.4 | 21 | 12 | 3 | 9.9 | 16 |
| Germany | 76457 | 13757 | 6.2 | -4 | -18 | 4 | 6.4 | 2 |
| Canada | 69514 | 53225 | 5.7 | 67 | -4 | 13 | 2.5 | 6 |
| India | 67118 | -62678 | 5.5 | 62 | 7 | 11 | 2.7 | 15 |
| Area nes | 60543 | 32568 | 4.9 | -2 | -11 | | | |
| United States of America | 54385 | -44759 | 4.4 | -41 | 13 | 2 | 12.8 | 5 |
| Singapore | 49528 | 11282 | 4 | 35 | -51 | 15 | 2.1 | 8 |
| South Africa | 40022 | -112212 | 3.3 | 19 | 17 | 34 | 0.6 | 8 |
| Italy | 38315 | 2170 | 3.1 | 1 | 15 | 12 | 2.7 | 0 |

# 4.2 - Analyse trends in a sub-sector (4-digit product groups)

Trade Map also offers the possibility of conducting a more in-depth analysis of each of the groups of products exported by Madagascar, as listed in Figure 91. By clicking on the + symbol next to a product code the analyst can see all the products included in this product cluster at the HS 4-digit level, as in Figure 92 and

Table 29. In this way, the analyst to identify those products that appear to be promising in terms of export potential, on the basis of the market's size and dynamics.

**Figure 91: Expand the list of products at the HS 4-digit level**

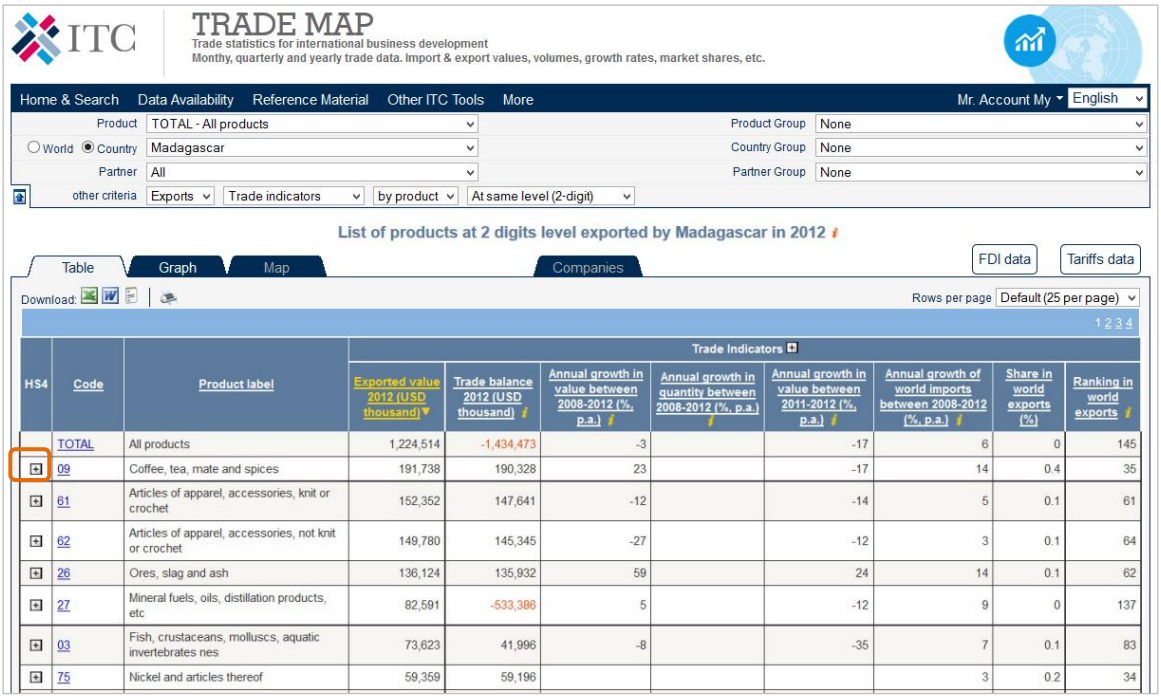



**Figure 92: List of HS 4-digit products exported by Madagascar under the product group 09**

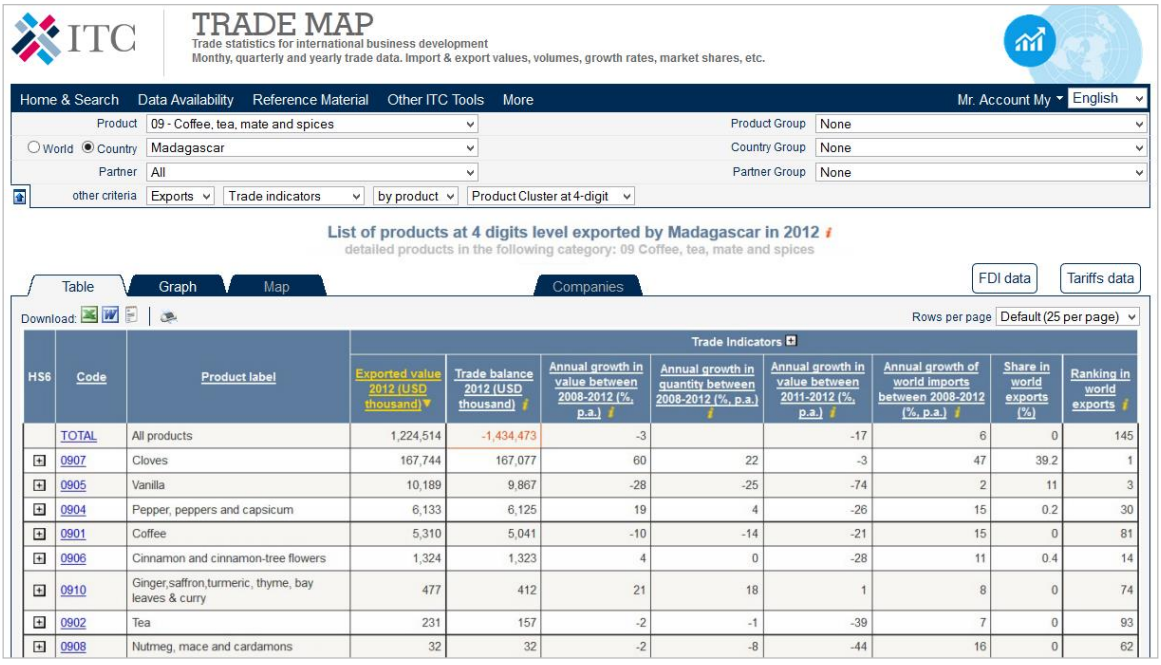


**Table 29: List of HS 4-digit products exported by Madagascar under the product group 09**

| Code | Product label | Trade Indicators | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Exported value 2012 (USD thou-sand) | Trade balance 2012 (USD thou-sand) | Annual growth in value betwee n 2008-2012 (%,p.a.) | Annual growth in quantity between 2008-2012 (%, p.a.) | Annual growth in value between 2011-2012 (%, p.a.) | Annual growth of world imports 2008-2012 (%, p.a.) | Share in world expor ts (%) | Ranking in world exports |
| TOTAL | All products | 1224514 | -1434473 | -3 | | -17 | 6 | 0 | 145 |
| '0907 | Cloves | 167744 | 167077 | 60 | 22 | -3 | 47 | 39.2 | 1 |
| '0905 | Vanilla | 10189 | 9867 | -28 | -25 | -74 | 2 | 11 | 3 |
| '0904 | Pepper, peppers and capsicum | 6133 | 6125 | 19 | 4 | -26 | 15 | 0.2 | 30 |
| '0901 | Coffee | 5310 | 5041 | -10 | -14 | -21 | 15 | 0 | 81 |
| '0906 | Cinnamon and cinnamon-tree flowers | 1324 | 1323 | 4 | 0 | -28 | 11 | 0.4 | 14 |
| '0910 | Ginger, saffron, turmeric, thyme, bay leaves & curry | 477 | 412 | 21 | 18 | 1 | 8 | 0 | 74 |

For instance, among the products listed in

Table 29, the product 0907 – Cloves appears to be a promising one as it has shown substantial growth over the latest available 5 years (60% p.a.), while world imports have grown at the lower rate of 47% p.a. over the same period. Madagascar's high rate of export growth could be better explained by looking at quarterly data.

The analyst can generate a graphical representation in the form of a bubble graph by clicking on Graph at the top of the screen[8], as shown in Figure 93.

**Figure 93: Graph features**

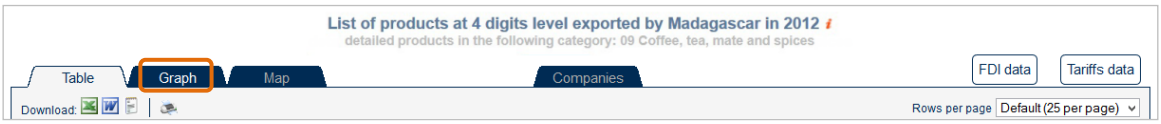
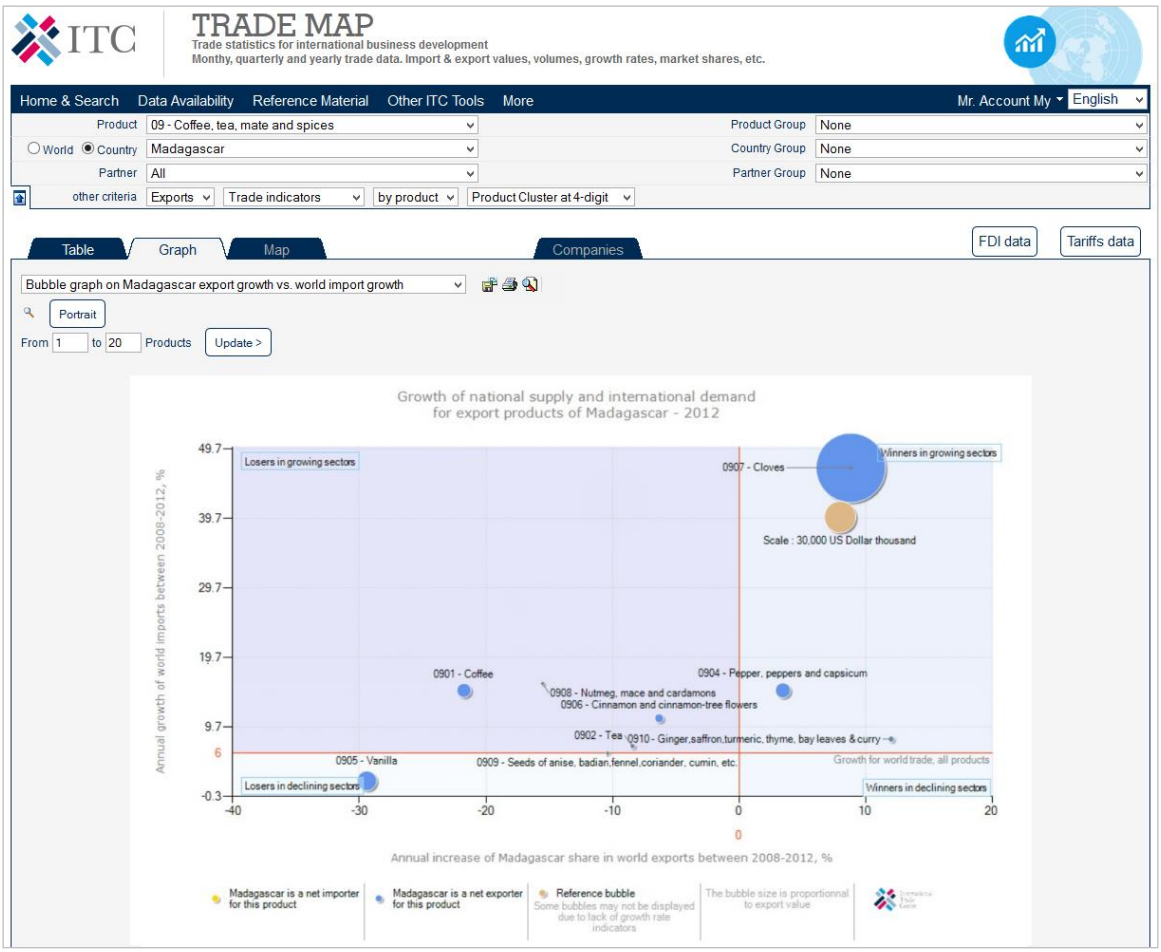



Figure 94 presents Madagascar's export performance for the HS 4-digit products within the 09 - Coffee, tea, mate and spices product cluster. The graph shows the export value of each product (size of the bubbles), and compares Madagascar's annual increase in world market share between 2008 and 2012 (horizontal axis) with the annual growth of international demand between 2008 and 2012 (vertical axis). This graph shows the export performance in dynamic terms (dynamic analysis).

**Figure 94: Supply and demand trends for products exported by Madagascar**




The annual increase in world market share is calculated through the formula in Equation 2: Annual increase in world market share.

**Equation 2: Annual increase in world market share**

(((100 + annual growth in value of the country's exports) / (100 + average annual growth of world imports)) – 1) * 100

[8] By default 20 products appear in the graph. It is possible to reduce this number to make interpretation of the graph easier.

For instance, for the product 0907 - Cloves, the annual growth in value of Madagascar's exports between 2008 and 2012 is 60% and the average annual growth of world imports over the same period is 47%.

**Equation 3: Calculation of annual growth in value of Madagascar's exports**

| | |
|---|---|
| 100 + Annual growth in value of Madagascar's exports between 2008-2012 | 160 |
| DIVIDED BY | |
| 100 + Average annual growth of world imports between 2008-2012 | 147 |
| = | 1.088 |
| -1 | 0.088 |
| *100 = annual increase in world market share | 8.8% |

The red horizontal reference line in the graph in Figure 94 refers to the average annual nominal growth of total exports of the world for the period 2008 to 2012. This was 6% for the reference period shown in Figure 94. Moreover, the red vertical reference line in the graph indicates 0% growth of Madagascar's world market share.

It should be noted that the criterion for distinguishing between growing and declining products in the dynamic bubble graph is the annual average nominal growth rate of total world imports from 2008 to 2012, and in Figure 94 this equals 6%.

Note:
Products whose world imports grew at a rate below the average world import growth rate (i.e. 6% annually) are classified as **declining products** because their share in world trade is declining. On the other hand, products located in the upper quadrants are **growing products** as they are growing faster than the world market.

The vertical and horizontal axis are particularly interesting in terms of trade development since they divide the chart into four quadrants with different characteristics: **Winners in growing sectors, Winners in declining markets, Losers in growing sectors, Losers in declining sectors**. Each of these sections is described below.

Winners in growing sectors - (Champions):
The upper-right quadrant contains winners in growing sectors. These are export products with a relative high-growth in the country's product portfolio and a world demand above the world average rate. They are products growing faster than overall world trade, and for which Madagascar has been able to outperform world market growth and has, consequently, increased its share in world exports. In Figure 93, , we can find the 0907 – Cloves among winners in growing sectors.
Exporters of these products have proven their international competitiveness over the period. Trade promotion efforts for these products are unlikely to be controversial as they are national successes. Promotional efforts for these products might include broadening supply capacity.

Losers in growing sectors - (Underachievers):
The sectors located in the upper-left quadrant are those for which Madagascar has lost market share while the world market has grown. Careful examination by entrepreneurs and trade promoters can help determine how resources (if any) might be invested to better profit from a growing international demand.
These products can represent an alert for policy makers to identify opportunities for trade promotion and other efforts. However, it would be necessary to examine the data at a more detailed level to determine which products offer the best growth opportunities; also, it would be important to check whether Madagascar is already exporting these products and, if yes, how Madagascar's performance compares with the world average. Positive global trends for products at the 4-digit level can mask considerable variation at the 6-digit or tariff line level. Reasons for underperformance may be diverse and include supply-side capacity constraints, product quality issues and market access barriers.

Winners in declining markets:
Products in this quadrant are characterized by growing shares of the country's exports in markets that are declining or growing below the world average rate. From a trade promotion perspective, niche-marketing strategies might help pinpoint those products that showed a positive trade performance in spite of an overall market decline.

The chart is not available or not complete for some countries, for which growth rates are not calculated (some sectors may not be displayed due to a lack of consistent time series data).

Products in this quadrant are those for which Madagascar's market share is growing because its exports are growing and world imports are declining.

Losers in declining sectors

Products in this quadrant are characterized by declining shares of the country's exports in world import markets that are growing below the world average rate. World imports of the products concerned have increased at a below-average rate – or decreased – and Madagascar's share in the world market has decreased.

Trade promotion efforts for product groups in this category face an uphill task. They need to adopt an integrated approach that might take into account bottlenecks both on the supply and on the demand side.

Note:
**Growth rates** are calculated using the least squares methods. In the charts, annual growth rates of world market share above 100% have been cut off and set at 100%.

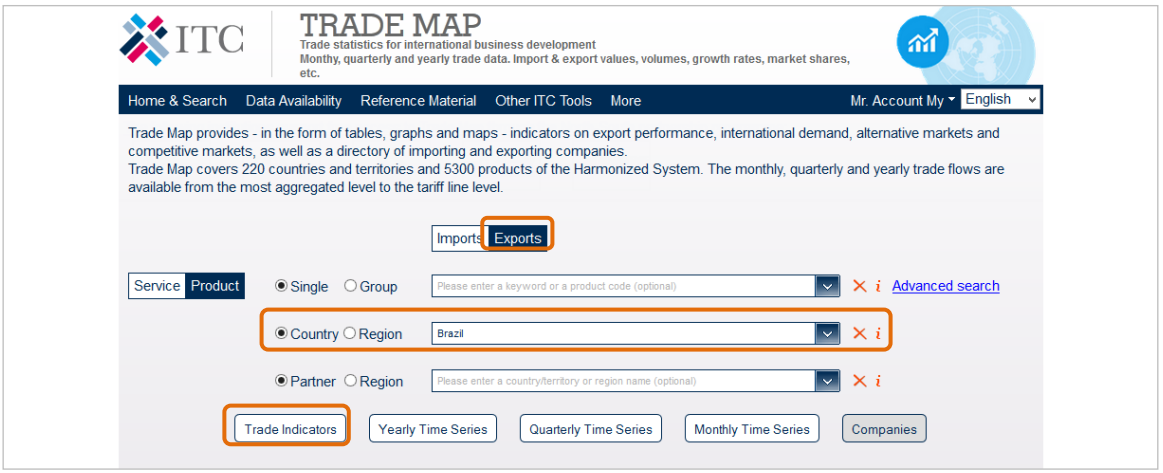
# A TRADE ADVISER WISHES TO ANALYSE BRAZIL'S EXPORT PORTFOLIO

## 4.3 - Overview of products exported by Brazil

A trade advisor wants to have a quick overview of Brazil's export portfolio. To refine the research, she can analyse Brazilian exports at the 6-digit level of the Harmonized System to obtain an overview of the top products exported by Brazil.

In the Selection Menu, she will need to type Brazil in the Country box, select Exports and click on Trade Indicators, as indicated in Figure 95.

**Figure 95: Select Brazil in the Selection Menu**




By default, she will get a table with the list of products exported by Brazil in the latest available year – 2012 in this case. She will need to click on Product Cluster at 6-digit in the last drop-down menu in the Other Criteria tab, as shown in Figure 96, to obtain the list of products at the 6-digit level, as shown in Figure 97 and

Table 30.

**Figure 96: List of products at the 2-digit level exported by Brazil in the latest available year**

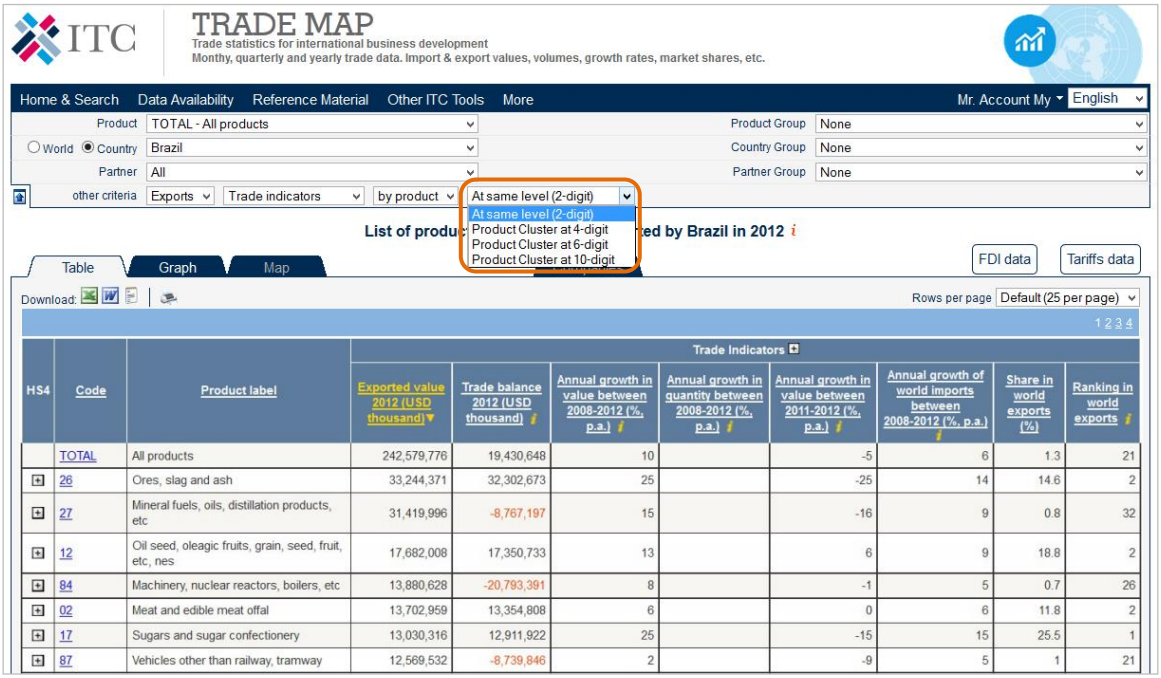



**Figure 97: List of products at the 6-digit level exported by Brazil in the latest available year**

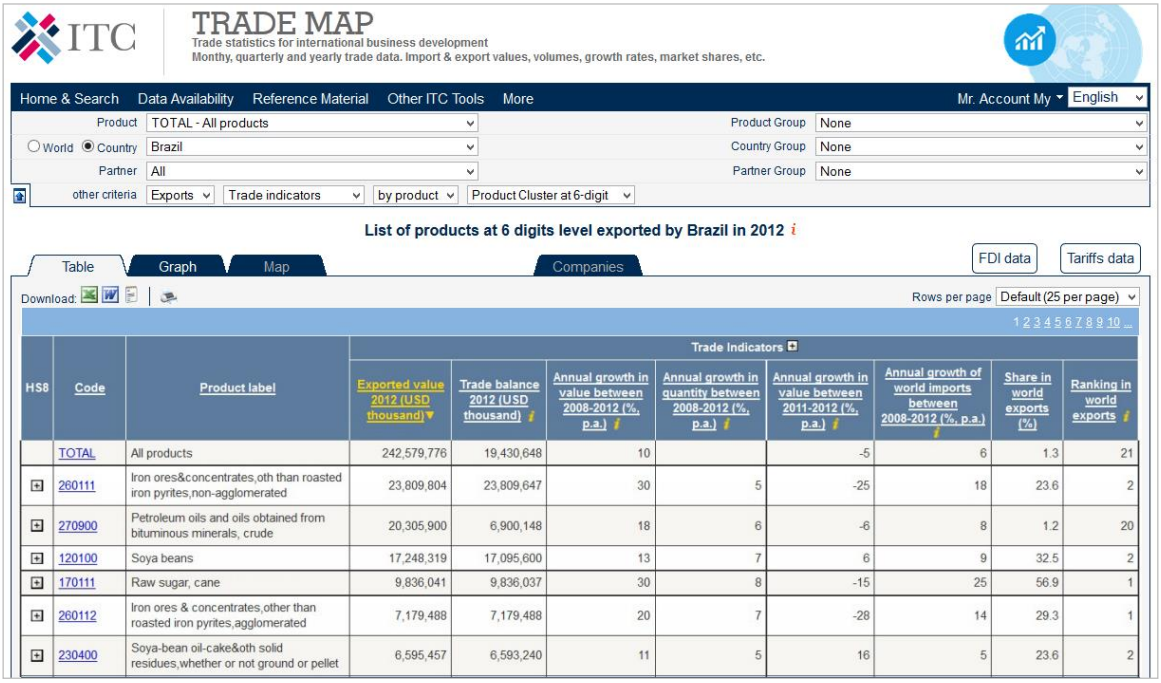


**Table 30: List of products at the 6-digit level exported by Brazil in the latest available year**

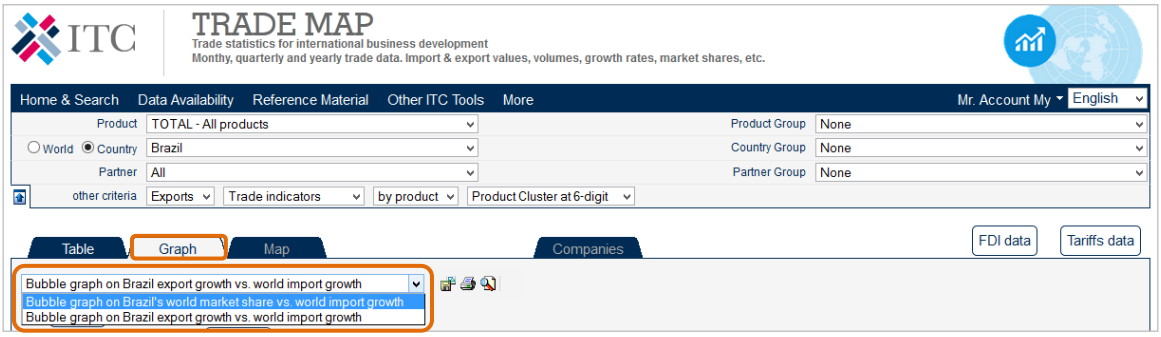
| Code | Product label | Trade Indicators | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Annual growth in value between 2008-2012 (%, p.a.) | Annual growth in quantity between 2008-2012 (%, p.a.) | Annual growth in value between 2011-2012 (%, p.a.) | Annual growth of world imports between 2008-2012 (%, p.a.) | Share in world exports (%) | Ranking in world exports |
| TOTAL | All products | 242,579,776 | 19,430,648 | 10 | | -5 | 6 | 1.3 | 21 |
| 260111 | Iron ores & concentrates, other than roasted iron pyrites, non-agglomerated | 23,809,804 | 23,809,647 | 30 | 5 | -25 | 18 | 23.6 | 2 |
| 270900 | Petroleum oils and oils obtained from bituminous minerals, crude | 20,305,900 | 6,900,148 | 18 | 6 | -6 | 8 | 1.2 | 20 |
| 120100 | Soya beans | 17,248,319 | 17,095,600 | 13 | 7 | 6 | 9 | 32.5 | 2 |
| 170111 | Raw sugar, cane | 9,836,041 | 9,836,037 | 30 | 8 | -15 | 25 | 56.9 | 1 |
| 260112 | Iron ores & concentrates, other than roasted iron pyrites, agglomerated | 7,179,488 | 7,179,488 | 20 | 7 | -28 | 14 | 29.3 | 1 |
| 230400 | Soya-bean oil-cake & other solid residues, whether or not ground or pellet | 6,595,457 | 6,593,240 | 11 | 5 | 16 | 5 | 23.6 | 2 |
| 090111 | Coffee, not roasted, not decaffeinated | 5,721,722 | 5,721,722 | 15 | 0 | -28 | 15 | 24.4 | 1 |
| 999999 | Commodities not elsewhere specified | 5,637,368 | 5,590,217 | 9 | | 11 | 2 | 1 | 19 |
| 100590 | Maize (corn) nes | 5,287,267 | 5,122,660 | 42 | 28 | 101 | 10 | 16.2 | 2 |
| 271019 | Other petroleum oils and preparations | 5,237,456 | -3,864,863 | 19 | 7 | 28 | 12 | 0.8 | 26 |
| 470329 | Chemical wood pulp, soda/sulphate ,non-coniferous, semi-bl/bleachd, nes | 4,321,578 | 4,321,500 | 7 | 4 | -6 | 3 | 37 | 1 |
| 020714 | Fowls (gallus domesticus), cuts & offal, frozen | 4,272,332 | 4,266,548 | 8 | 3 | -4 | 7 | 32.4 | 1 |
| 020230 | Bovine cuts boneless, frozen | 3,652,783 | 3,541,160 | 3 | -5 | 4 | 9 | 21.1 | 1 |
| 880240 | Aircraft nes of an unladen weight exceeding 15,000 kg | 3,579,212 | 3,474,734 | -4 | -6 | 12 | 9 | 3.9 | 3 |
| 240120 | Tobacco, unmanufactured, partly or wholly stemmed or stripped | 3,029,864 | 3,010,291 | 3 | -3 | 11 | 6 | 31.5 | 1 |

From the data in

Table 30, another type of bubble graph can be generated. The structure is similar to the bubble graph in Figure 94 (in paragraph 4.2 - Analyse trends in a sub-sector (4-digit product groups)), but there are a few significant differences: the horizontal axis represents Brazil's world market share in the latest available year – 2012 in this case – and the vertical axis represents the annual growth of world imports over the last five years – 2008-2012 in this case.

The Brazilian trade advisor can select the Graph tab and choose the Bubble graph on Brazil's world market share vs. world import growth in the drop-down menu, as shown in Figure 98.

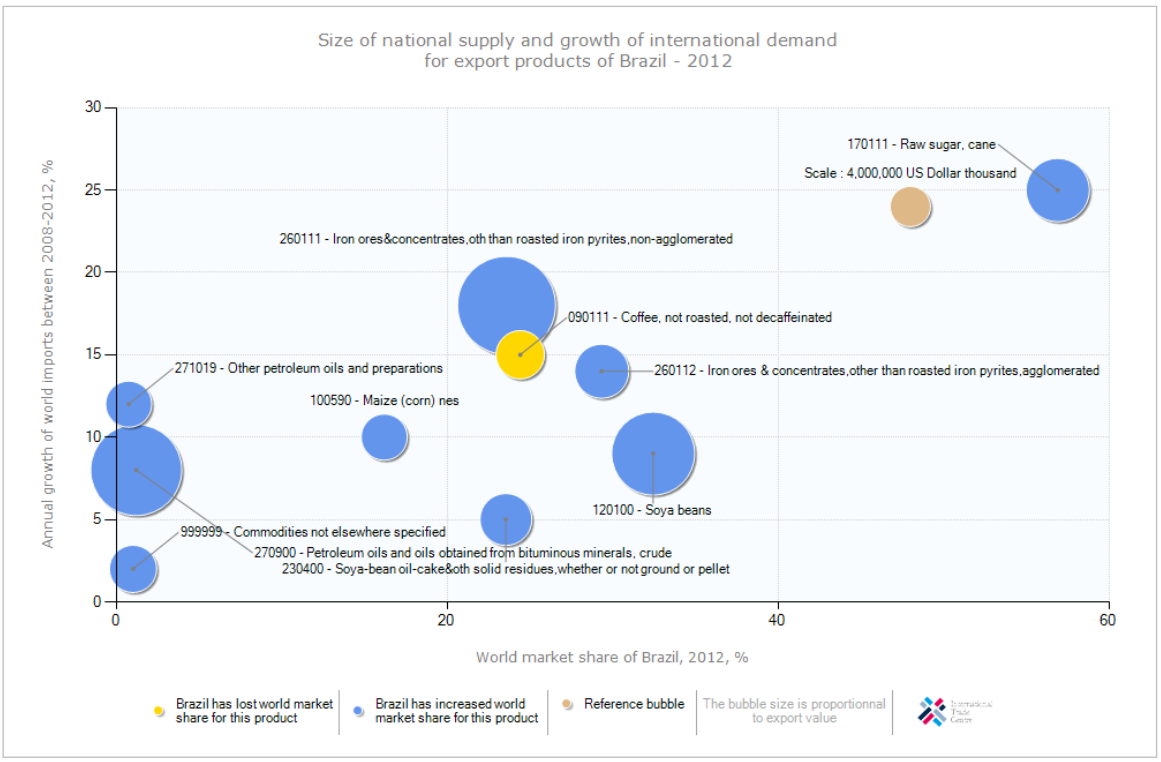
**Figure 98: Bubble graph of Brazil's world market share vs. world import growth**




The colour of the bubble allows to easily identifying whether Brazil has been increasing or decreasing its world market share for a particular product over the five latest available years, 2008-2012 in this case, as shown in the legend of Figure 99.

The trade advisor can now to assess Brazil's exports performance for the first ten exported products[9] (HS 6-digit level) and evaluate their importance in terms of Brazil's world market share.

**Figure 99: Bubble graph on Brazil's world market share vs. world import market share**

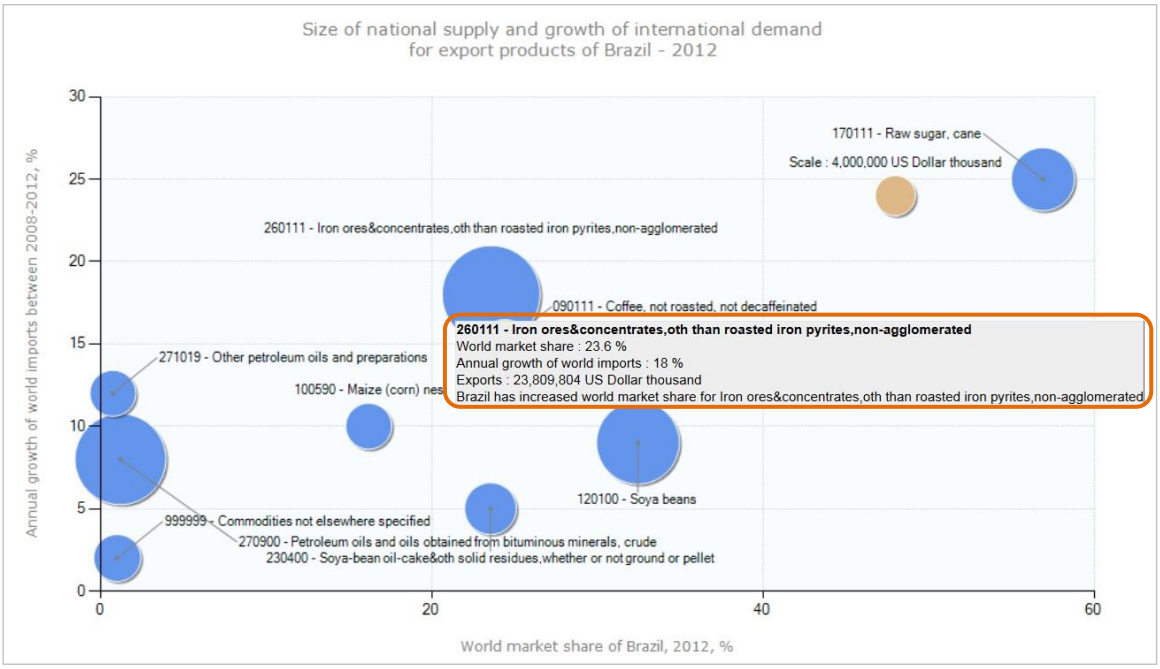



For instance, for the product 260111 - Iron ores & concentrates, other than roasted iron pyrites, non-agglomerated, the annual growth of world imports over the last 5 years was 18% and Brazil's world market share for the same product was 23.6% in 2012. The bubble is blue because Brazil has been increasing its world market share over the last five years: Brazil's export growth over the last five years (30%, as shown in Table 30) is greater than the world import growth over the last five years (18%).

[9] By default 20 products appear in the graph. It is possible to reduce this number to make interpretation of the graph easier.

Moving the mouse over the bubble will allow the Brazilian advisor to retrieve detailed information on Brazil's market share, annual growth of world imports and the value of Brazilian exports in USD for each product, as shown in Figure 100.

**Figure 100: Mouse-over in a bubble graph**

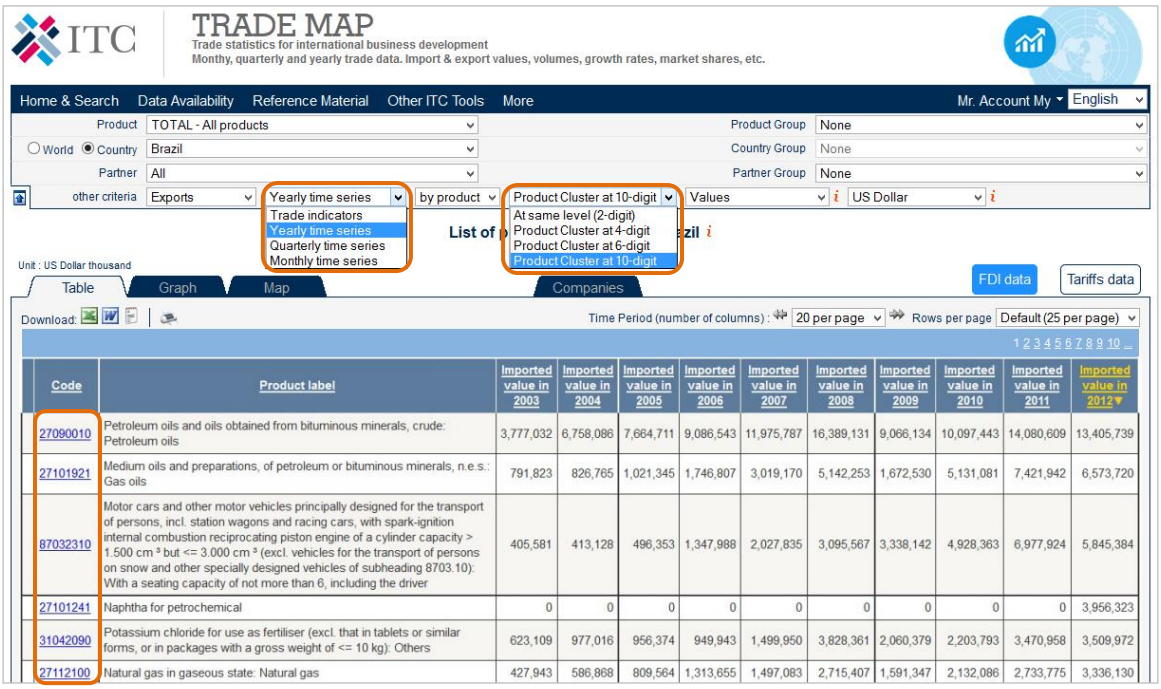



Note:
**The code 999999** – shown in the bottom left of Figure 99 – refers to a grouping of unspecified products that is used for two main reasons: (1) the country wants to protect part of its trade information, or (2) reported data is incomplete and the difference with the total is allocated to the HS code 999999.

For more in-depth analysis on the leading Brazilian export products the analyst can choose Yearly Time Series instead of Trade Indicators in the navigation menu. This will allow examining trade data for the products and the trend of specific trade indicators over time, as shown in Figure 101 (a minimum of 5 years is shown in the screen). Total exports of Brazil increased significantly from US$55 billion to US$223 billion between 2001 and 2012.

If a country has reported trade data at the tariff line level, it is possible to retrieve such information at this level. A quick way to do so is by clicking on Product Cluster at 10-digit in the Other Criteria tab. The analyst has to note that the number of years available for products at the NTL level might not match the number of years available for products at the 6-digit level.

**Figure 101: Leading products exported by Brazil in 2012 at the NTL level**




| Code | Product label | Imported value in 2003 | Imported value in 2004 | Imported value in 2005 | Imported value in 2006 | Imported value in 2007 | Imported value in 2008 | Imported value in 2009 | Imported value in 2010 | Imported value in 2011 | Imported value in 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 27090010 | Petroleum oils and oils obtained from bituminous minerals, crude: Petroleum oils | 3,777,032 | 6,758,086 | 7,664,711 | 9,086,543 | 11,975,787 | 16,389,131 | 9,066,134 | 10,097,443 | 14,080,609 | 13,405,739 |
| 27101921 | Medium oils and preparations, of petroleum or bituminous minerals, n.e.s.: Gas oils | 791,823 | 826,765 | 1,021,345 | 1,746,807 | 3,019,170 | 5,142,253 | 1,672,530 | 5,131,081 | 7,421,942 | 6,573,720 |
| 87032310 | Motor cars and other motor vehicles principally designed for the transport of persons, incl. station wagons and racing cars, with spark-ignition internal combustion reciprocating piston engine of a cylinder capacity > 1.500 cm ³ but <= 3.000 cm ³ (excl. vehicles for the transport of persons on snow and other specially designed vehicles of subheading 8703.10): With a seating capacity of not more than 6, including the driver | 405,581 | 413,128 | 496,353 | 1,347,988 | 2,027,835 | 3,095,567 | 3,338,142 | 4,928,363 | 6,977,924 | 5,845,384 |
| 27101241 | Naphtha for petrochemical | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3,956,323 |
| 31042090 | Potassium chloride for use as fertiliser (excl. that in tablets or similar forms, or in packages with a gross weight of <= 10 kg): Others | 623,109 | 977,016 | 956,374 | 949,943 | 1,499,950 | 3,828,361 | 2,060,379 | 2,203,793 | 3,470,958 | 3,509,972 |
| 27112100 | Natural gas in gaseous state: Natural gas | 427,943 | 586,868 | 809,564 | 1,313,655 | 1,497,083 | 2,715,407 | 1,591,347 | 2,132,086 | 2,733,775 | 3,336,130 |

# CHAPTER 5 – BILATERAL APPROACH: *IDENTIFYING TRADE OPPORTUNITIES WITH YOUR COUNTRY'S TRADING PARTNER*

A specific type of country analysis can be done using TradeMap to analyse bilateral or regional trade and to identify potential trade opportunities with one or more partners.

Chapter 5 describes the bilateral approach using TradeMap that can support researching questions such as:

- What is the current trade structure between two countries?
- What is the balance of trade between the two countries?
- What are the differences between the export structures of each country?
- Are there potential new areas that could be explored to expand bilateral trade?

As in previous cases, numerous paths are available for the researcher but a typical one would include:

1. In the main selection menu selecting the reference country (generally the home country) and the trading partner country;
2. Selecting exports or imports will provide trade indicators from the perspective of the reference country. For example, if exports are selected, it will show the exports from the reference country to the partner country. It will also compare this figure to the total exports of the reference country to the world of each product as well as the total imports of the same product by the partner country;
3. The analysis can be done at different product level and over different periods of time;
4. The difference between what is currently traded and the trade level of each country independently of each other can provide a first idea of 'trade potential' between the two countries, although this needs to be taken with caution as the products may not be directly comparable (example different qualities) or there may be specific reasons why the trade between the countries doesn't realize its potential (example non-tariff restrictions or geographical distance).

As previous chapters and to illustrate this process, two examples are provided: that of a trade support institution from Zimbabwe wishing to identify opportunities to increase bilateral trade with Namibia followed by a case describing how a trade analyst could seek information on intraregional trade of rice in the Latin American Integration Association Region.

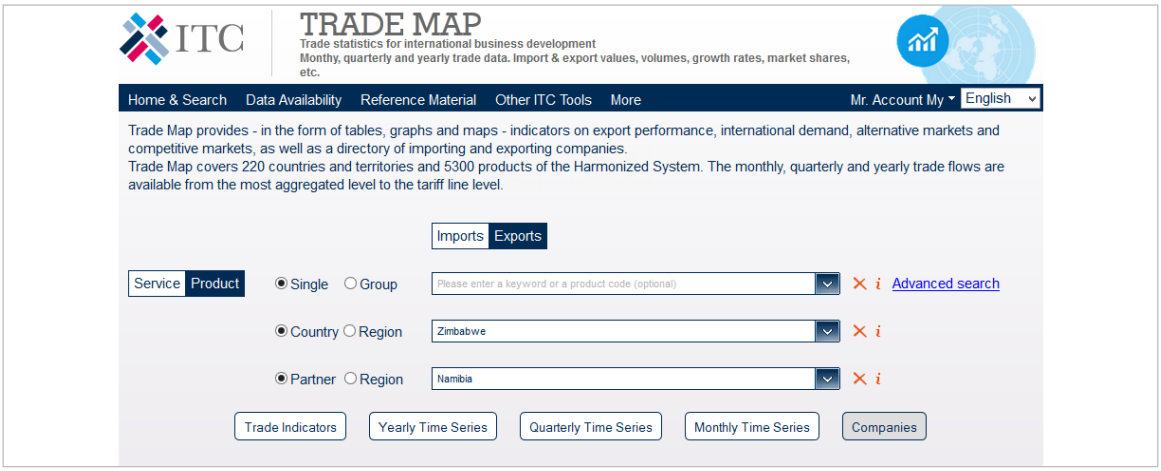
**A TRADE SUPPORT INSTITUTION FROM ZIMBABWE WISHES TO IDENTIFY OPPORTUNITIES TO INCREASE BILATERAL TRADE WITH NAMIBIA**

A Zimbabwean TSI wishes to expand its country's current trade with Namibia. The TSI wants to identify sectors and products to focus its trade promotion efforts on. This chapter will show how the Zimbabwean TSI can analyse the trade potential with Namibia at the HS 6-digit product level.

## 5.1 - Assess current bilateral trade between two countries at the product level

The example focuses on a TSI officer in Zimbabwe analysing the trade potential with Namibia. It is always important to start from the Selection Menu page where, in this case, Exports has to be selected as the direction of trade, Zimbabwe as the country under review and Namibia as the partner country, as shown in Figure 102. The result table, referenced in the internal selection menu as in Figure 103, provides bilateral trade data at the sector level, i.e. at the HS 2-digit level.

**Figure 102: Selection Menu, bilateral trade between Zimbabwe and Namibia**




Trade Map also allows the TSI officer to assess the bilateral trade potential at the HS 6-digit product level. By selecting Product Cluster at 6-digit level in the Other Criteria tab the analyst can generate a list of individual products exported from Zimbabwe to Namibia and the respective indicative trade potential (see
The result table is shown in **Error! Not a valid bookmark self-reference.** and it can be better analysed in Table 31. The information can be sorted by Indicative potential trade between Zimbabwe and Namibia by clicking on the heading of the last column on the right.
Figure 104 and

Table 31).

Trade potential is defined as the lower value between the country's exports and the partner country's imports, minus the actual current trade between the two countries. The trade potential is indicative only and serves as a starting point for further research. It gives an overview of the complementarities of the two economies.

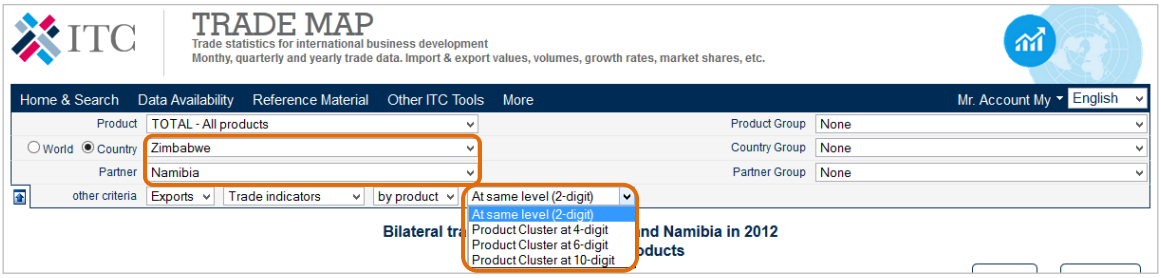
**Equation 4: Trade potential calculation**

Trade potential = min {country's exports; partner country's imports} – actual bilateral trade

Note:

The **trade potential** formula described in Equation 3 uses export and import data as proxies for a country's supply and demand potentials, respectively. For this reason, this formula does not consider the supply side constraints that a country may face in producing and exporting a specific product. It is for this reason that trade potential serves only as a starting point to inform further research.

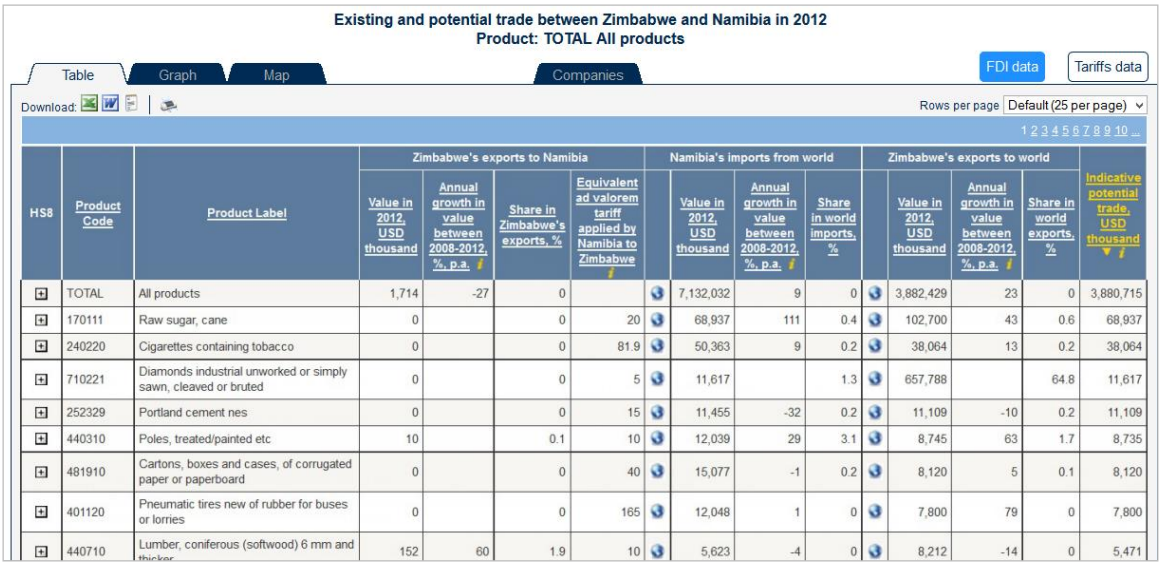
**Figure 103: Navigation menu for bilateral trade between Zimbabwe and Namibia**




The result table is shown in **Error! Not a valid bookmark self-reference.** and it can be better analysed in

Table 31. The information can be sorted by Indicative potential trade[10] between Zimbabwe and Namibia by clicking on the heading of the last column on the right.

**Figure 104: Actual and potential trade between Zimbabwe and Namibia in 2012**



**Existing and potential trade between Zimbabwe and Namibia in 2012**
**Product: TOTAL All products**

Table | Graph | Map | Companies | FDI data | Tariffs data

Download: | Rows per page Default (25 per page)

1 2 3 4 5 6 7 8 9 10 ...

| HS8 | Product Code | Product Label | Zimbabwe's exports to Namibia | | | | Namibia's imports from world | | | Zimbabwe's exports to world | | | | Indicative potential trade, USD thousand |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Value in 2012, USD thousand | Annual growth in value between 2008-2012, %, p.a. | Share in Zimbabwe's exports, % | Equivalent ad valorem tariff applied by Namibia to Zimbabwe | Value in 2012, USD thousand | Annual growth in value between 2008-2012, %, p.a. | Share in world imports, % | Value in 2012, USD thousand | Annual growth in value between 2008-2012, %, p.a. | Share in world exports, % | |
| TOTAL | All products | 1,714 | -27 | 0 | | 7,132,032 | 9 | 0 | 3,882,429 | 23 | 0 | 3,880,715 |
| 170111 | Raw sugar, cane | 0 | | 0 | 20 | 68,937 | 111 | 0.4 | 102,700 | 43 | 0.6 | 68,937 |
| 240220 | Cigarettes containing tobacco | 0 | | 0 | 81.9 | 50,363 | 9 | 0.2 | 38,064 | 13 | 0.2 | 38,064 |
| 710221 | Diamonds industrial unworked or simply sawn, cleaved or bruted | 0 | | 0 | 5 | 11,617 | | 1.3 | 657,788 | | 64.8 | 11,617 |
| 252329 | Portland cement nes | 0 | | 0 | 15 | 11,455 | -32 | 0.2 | 11,109 | -10 | 0.2 | 11,109 |
| 440310 | Poles, treated/painted etc | 10 | | 0.1 | 10 | 12,039 | 29 | 3.1 | 8,745 | 63 | 1.7 | 8,735 |
| 481910 | Cartons, boxes and cases, of corrugated paper or paperboard | 0 | | 0 | 40 | 15,077 | -1 | 0.2 | 8,120 | 5 | 0.1 | 8,120 |
| 401120 | Pneumatic tires new of rubber for buses or lorries | 0 | | 0 | 165 | 12,048 | 1 | 0 | 7,800 | 79 | 0 | 7,800 |
| 440710 | Lumber, coniferous (softwood) 6 mm and thicker | 152 | 60 | 1.9 | 10 | 5,623 | -4 | 0 | 8,212 | -14 | 0 | 5,471 |

[10] Indicative Potential Trade is not available at the 2- or 4-digit HS level.

**Table 31: Actual and potential trade between Zimbabwe and Namibia in 2012**

| Product Code | Product Label | Zimbabwe's exports to Namibia | | | | Namibia's imports from world | | | Zimbabwe's exports to world | | | Indicative potential trade, USD thousand |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Value in 2012, USD thousand | Annual growth in value between 2008-2012, %, p.a. | Share in Zimbabwe's exports, % | Equivalent ad valorem tariff applied by Namibia to Zimbabwe | Value in 2012, USD thousand | Annual growth in value between 2008-2012, %, p.a. | Share in world imports, % | Value in 2012, USD thousand | Annual growth in value between 2008-2012, %, p.a. | Share in world exports, % | |
| TOTAL | All products | 1,714 | -27 | 0 | | 7,132,032 | 9 | 0 | 3,882,429 | 23 | 0 | 3,880,715 |
| 170111 | Raw sugar, cane | 0 | | 0 | 20 | 68,937 | 111 | 0.4 | 102,700 | 43 | 0.6 | 68,937 |
| 240220 | Cigarettes containing tobacco | 0 | | 0 | 81.9 | 50,363 | 9 | 0.2 | 38,064 | 13 | 0.2 | 38,064 |
| 710221 | Diamonds industrial unworked or simply sawn, cleaved or bruted | 0 | | 0 | 5 | 11,617 | | 1.3 | 657,788 | | 64.8 | 11,617 |
| 252329 | Portland cement nes | 0 | | 0 | 15 | 11,455 | -32 | 0.2 | 11,109 | -10 | 0.2 | 11,109 |
| 440310 | Poles, treated/painted etc | 10 | | 0.1 | 10 | 12,039 | 29 | 3.1 | 8,745 | 63 | 1.7 | 8,735 |
| 481910 | Cartons, boxes and cases, of corrugated paper or paperboard | 0 | | 0 | 40 | 15,077 | -1 | 0.2 | 8,120 | 5 | 0.1 | 8,120 |
| 401120 | Pneumatic tires new of rubber for buses or lorries | 0 | | 0 | 165 | 12,048 | 1 | 0 | 7,800 | 79 | 0 | 7,800 |
| 440710 | Lumber, coniferous (softwood) 6 mm and thicker | 152 | 60 | 1.9 | 10 | 5,623 | -4 | 0 | 8,212 | -14 | 0 | 5,471 |
| 940360 | Furniture, wooden, nes | 0 | | 0 | 40 | 11,022 | -18 | 0 | 4,203 | -18 | 0 | 4,203 |
| 740311 | Copper cathodes and sections of cathodes unwrought | 0 | | 0 | 5 | 92,212 | 130 | 0.1 | 3,092 | | 0 | 3,092 |

Table 31 shows the actual trade between Zimbabwe and Namibia, Namibia's imports from the world, and Zimbabwe's exports to the world, for overall trade and for individual products at the 6-digit level.

Total exports from Zimbabwe to Namibia amounted to almost US$ 2 million in 2012 and decreased annually by 27% between 2008 and 2012. Namibia's imports totalled more than US$ 7 billion in 2012, with an annual growth rate of 9% between 2008 and 2012. Zimbabwe's exports totalled almost US$ 4 billion in 2012 with an annual growth rate of 23% between 2008 and 2012. Overall, the bilateral trade between the two countries is negligible as it represents only 0.04% of Zimbabwe's total exports.

Over the 2008-2012 period, Namibian imports of lumber (HS-440710, in dark grey in Table 30) decreased by 4% *per annum* while exports from Zimbabwe to Namibia increased by 60% *per annum*. This means that Zimbabwean exporters have increased their market share in Namibia. However, Namibia only represents 1.9% of Zimbabwe's exports. Although the bilateral trade for this product is very small, it does exist and this means that it is possible to export lumber from Zimbabwe to Namibia. Namibia's imports for this product are important and Zimbabwe's exports are also important. There is a potential complementarity between the two countries and therefore a potential to grow bilateral trade.

To estimate potential trade for lumber, we subtract Zimbabwe's actual exports to Namibia (US$ 152 thousand) from the lower of two values: the value of total Namibian lumber imports (US$ 5,623 thousand) and Zimbabwe's total lumber exports (US$ 8,212 thousand). We get an indicative potential trade of US$ 5,471 thousand.

**Equation 5: Calculation of potential trade for lumber between Zimbabwe and Namibia**

| | |
|---|---|
| Total Namibian lumber imports | US$ 5,623 thousand |
| - Zimbabwe's actual exports of lumber to Namibia | - US$ 152 thousand |
| = Indicative potential trade | = US$ 5,471 thousand |

Trade Map also provides information on the *ad valorem* equivalent tariff applied by Namibia to Zimbabwe, as shown in

Table 31. This information allows an evaluation of the tariff measures applied by Namibia to products coming from Zimbabwe. Specifically, the product 440710-Lumber, coniferous (softwood) 6 mm and thicker exported by Zimbabwe to Namibia faces an AVE tariff of 10%.

The Zimbabwean TSI officer can now retrieve the list of all trade partner countries of Zimbabwe and Namibia for each traded product. Figure 103 shows that it is possible to retrieve a list of all supplying markets of a particular product imported by Namibia by clicking on the icon  in the column of Namibian total imports of lumber. Alternatively, by clicking on the icon  in the column of Zimbabwe's total exports of lumber, it is possible to obtain the list of the markets importing lumber from Zimbabwe.

Table 32 provides a description of the different indicators and pieces of information available in Trade Map when assessing the bilateral trade between two countries.

**Table 32: Explanatory notes for actual and potential trade indicators in Table 31**

| | |
|---|---|
| Product code: | Product code for the product traded between the two countries under review. |
| Product label: | Abbreviated product description corresponding to the HS 6-digit code. |
| Selected country's exports to the partner country: | |
| Value in US$ thousand | Trade between the two selected countries, as reported either by the selected country to the COMTRADE or ITC database or, if the selected country has not reported any trade data, as reported by the partner country to the COMTRADE or ITC database. |
| Annual growth in value over the last five years, %: | Annual growth rate of exports from the selected country to the selected partner country over the latest 5-year period. This trend is calculated using the least squares method. If a country does not report data for the most recent year, the trend calculation is based on mirror statistics. If the last 4 years of the period are reported but the first year is missing, the 5-year trend is based on only 4 years of reported data. No trend is calculated if the selected exporting country has not reported trade data for at least 4 consecutive years. |
| Share in country's exports, %: | Share of the partner country in the exports of the selected country for the selected product. |
| Equivalent *ad valorem* tariff applied by the importing country to the exporting country | Average tariff faced by the exporter in the partner country's market. This data is extracted from ITC's Market Access Map - www.macmap.org |
| Partner country's imports from the world: | |
| Value in US$ thousand | Value of total imports of the selected partner country for the product under review, as reported to the COMTRADE or ITC database or as calculated using mirror statistics. |
| Annual growth in value over the last five years, %: | Annual growth of the selected partner country's total imports for the product under review over the latest 5-year period. The trend is calculated using the least squares method. If a country does not report data for the most recent year, the trend calculation is based on mirror statistics. If the last 4 years of the period are reported but the first year is missing, the 5-year trend is based on only 4 years of reported data. No trend is calculated if the selected exporting country has not reported trade data for at least 4 consecutive years. |
| Share in world imports, % | Share of the selected partner country's imports in world imports for the product under review. |
| Selected country exports to the world: | |
| Value in US$ thousand | Value exported by the country to the world for the product group under review, as reported to the COMTRADE or ITC database or as calculated using mirror statistics. |
| Annual growth in value over the last five years, % | Annual growth of the selected country's total exports for the product under review over the latest 5-year period. The trend is calculated using the least squares method. If a country does not report data for the most recent year, the trend calculation is based on mirror statistics. If the last 4 years of the period are reported but the first year is missing, the 5-year trend is based on only 4 years of reported data. No trend is calculated if the selected exporting country has not reported trade data for at least 4 consecutive years. |
| Share in world exports, % | Share of the selected country's exports in world exports for the product under review. |
| Indicative potential trade, in US$ thousand | Potential trade between the two selected countries calculated using the trade data for the latest available year. Trade potential is defined as the lower value between the country's exports and the partner country's imports, minus the actual current trade between the two countries. In other words, high potential means that the partner country's imports are significant and the country's exports are also significant while at the same time the country's share in the imports of the partner country is small. |

# A TRADE ANALYST WANTS TO ANALYSE THE INTRA-REGIONAL TRADE FOR RICE IN THE LATIN AMERICAN INTEGRATION ASSOCIATION (LAIA) REGION

Trade Map allows analysis of regional trade flows for specific products. The following is the example of a rice entrepreneur from Latin America who wants to assess the current trade for rice products among the Latin American Integration Association (LAIA) countries.

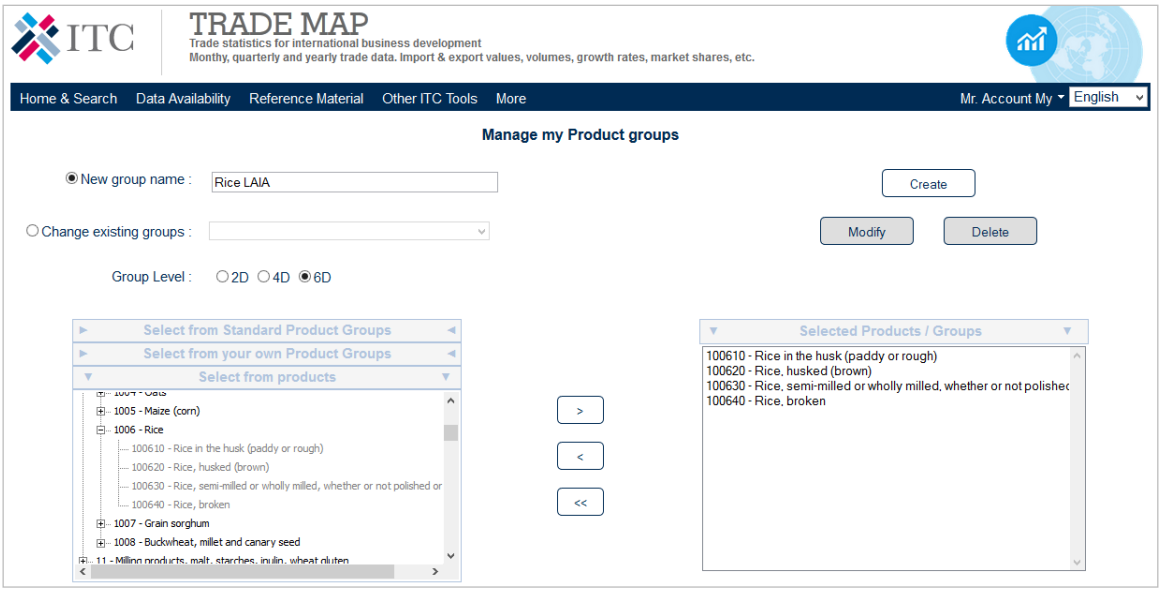
Note:

The example in this Chapter will use a **group of products** as a reference. However, intraregional trade does not need to be assessed in Trade Map for a group products, but can be assessed assess for one single product line, as well.

As a first step in the example, the rice entrepreneur can create a group of rice products. The first thing to do is to identify the HS codes of each product that has to be included in the newly created group. This means that each product line has to be identified through its 6-digit HS code. Remember that the options of creating your own groups of product or country is only available when you are logged in Trade Map.

In the example, the product group is named "Rice LAIA" (see Figure 105).

**Figure 105: Creation of the Rice LAIA product group**




Once a new group is created, a message will appear: "The Group Rice LAIA has been successfully created".

Selection of region and trade partners

Trade Map allows the rice entrepreneur to select the region of interest, in this case the LAIA region, in order to analyse intra-regional trade flows.

On the Selection Menu page, a Region should be selected in the country/region box. Many pre-created regions are available for selection together with the ones created by the user. The LAIA region is pre-loaded in the system and the entrepreneur only needs to type LAIA in the country/region box. The full list of pre-loaded and user-created regional groups is available in the My Country Groups tab (see Paragraph 2.2.2.2, Create your own group of countries).

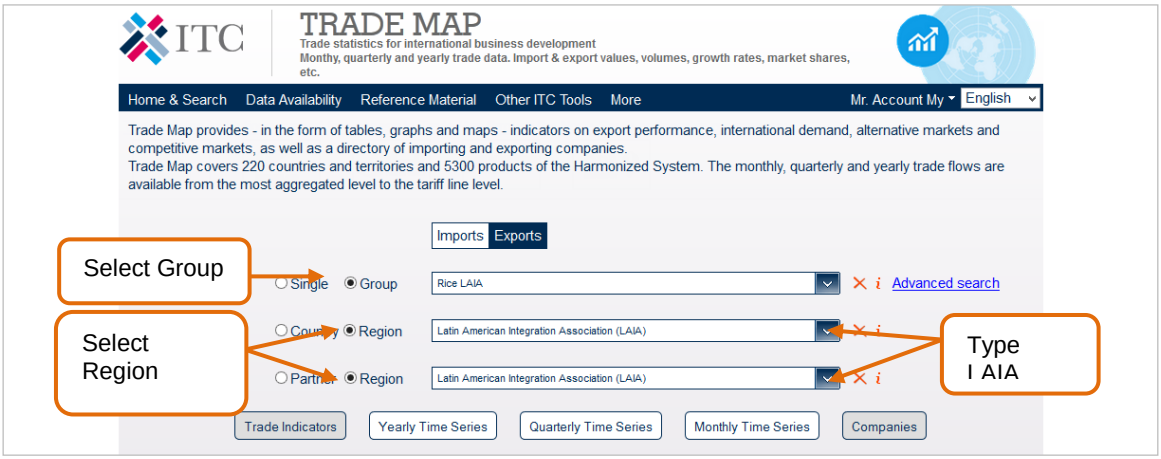
Selection of the product and regions in the main selection menu

In order to retrieve the necessary information to assess the LAIA intra-regional trade of rice products the entrepreneur has to (see Figure 106)

1. Select the Exports box;

2. Select the Group box next to the Product tab and type Rice LAIA in the tab: the Rice LAIA product group will appear in the drop-down menu;
3. Select the Region box in the country tab and type Latin American Integration Association (LAIA);
4. Select the Region box in the partner country tab and type LAIA;
5. Click on Yearly Time Series.

**Figure 106: Selection Menu: intra-regional trade in the LAIA region for rice products**



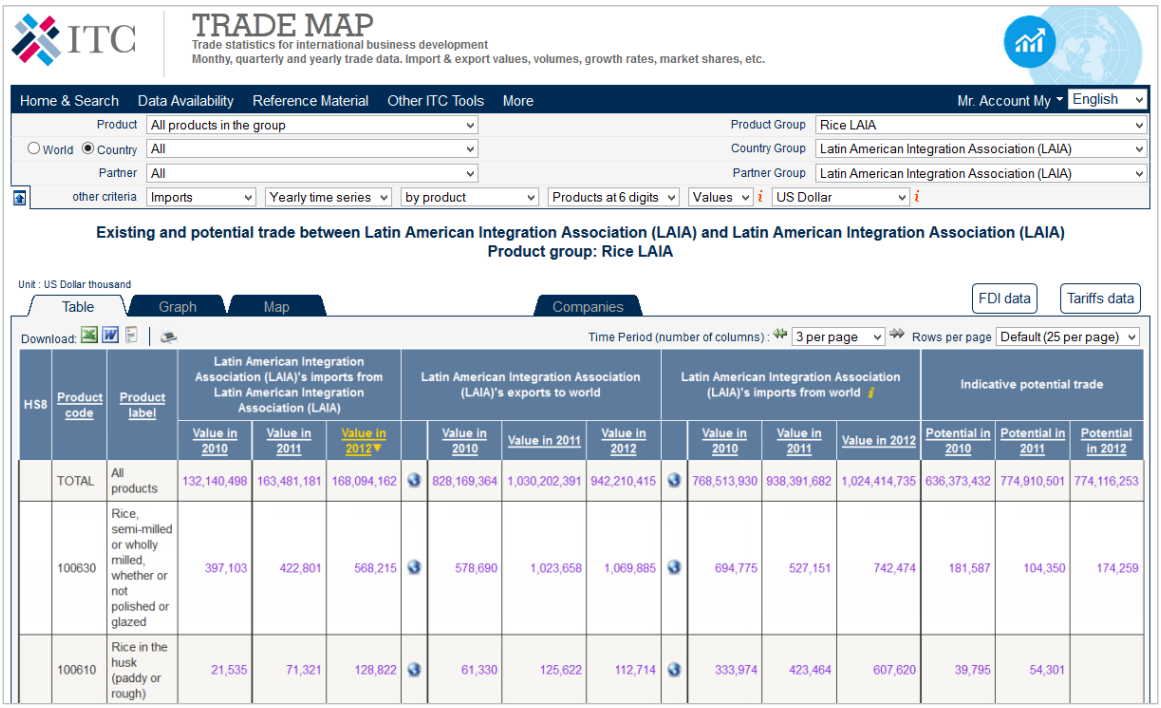

## 5.2 - Review of existing intra-regional trade

The result of the query for the LAIA intra-regional trade of rice products is shown in Figure 107 and developed in Table 33.

Note:

Values in purple refer to **mirror and direct data aggregated together** (for example, some LAIA countries have reported trade information, some have not and the respective information is therefore calculated on the basis of the information reported by their LAIA partner countries).

**Figure 107: Current and potential intra-regional trade in the LAIA region for rice products**




| HS8 | Product code | Product label | Latin American Integration Association (LAIA)'s imports from Latin American Integration Association (LAIA) | | | | Latin American Integration Association (LAIA)'s exports to world | | | | Latin American Integration Association (LAIA)'s imports from world | | | | Indicative potential trade | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Value in 2010 | Value in 2011 | Value in 2012 | | Value in 2010 | Value in 2011 | Value in 2012 | | Value in 2010 | Value in 2011 | Value in 2012 | | Potential in 2010 | Potential in 2011 | Potential in 2012 |
| | TOTAL | All products | 132,140,498 | 163,481,181 | 168,094,162 | | 828,169,364 | 1,030,202,391 | 942,210,415 | | 768,513,930 | 938,391,682 | 1,024,414,735 | | 636,373,432 | 774,910,501 | 774,116,253 |
| | 100630 | Rice, semi-milled or wholly milled, whether or not polished or glazed | 397,103 | 422,801 | 568,215 | | 578,690 | 1,023,658 | 1,069,885 | | 694,775 | 527,151 | 742,474 | | 181,587 | 104,350 | 174,259 |
| | 100610 | Rice in the husk (paddy or rough) | 21,535 | 71,321 | 128,822 | | 61,330 | 125,622 | 112,714 | | 333,974 | 423,464 | 607,620 | | 39,795 | 54,301 | |

**Table 33: Current and potential intra-regional trade in the LAIA region for rice products**

| Product code | Product label | Latin American Integration Association (LAIA)'s exports to Latin American Integration Association (LAIA) | | | Latin American Integration Association (LAIA)'s imports from world | | | Latin American Integration Association (LAIA)'s exports to world | | | Indicative potential trade | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Value in 2010 | Value in 2011 | Value in 2012 | Value in 2010 | Value in 2011 | Value in 2012 | Value in 2010 | Value in 2011 | Value in 2012 | Potential in 2010 | Potential in 2011 | Potential in 2012 |
| TOTAL | All products | 132,140,498 | 163,481,181 | 168,094,162 | 828,169,364 | 1,030,202,391 | 942,210,415 | 768,513,930 | 938,391,682 | 1,024,414,735 | 636,373,432 | 774,910,501 | 774,116,253 |
| 100630 | Rice, semi-milled or wholly milled, whether or not polished or glazed | 397,103 | 422,801 | 568,215 | 578,690 | 1,023,658 | 1,069,885 | 694,775 | 527,151 | 742,474 | 181,587 | 104,350 | 174,259 |
| 100610 | Rice in the husk (paddy or rough) | 21,535 | 71,321 | 128,822 | 61,330 | 125,622 | 112,714 | 333,974 | 423,464 | 607,620 | 39,795 | 54,301 | |
| 100620 | Rice, husked (brown) | 62,614 | 71,021 | 95,951 | 91,813 | 213,051 | 200,370 | 63,653 | 71,609 | 112,211 | 1,039 | 588 | 16,260 |
| 100640 | Rice, broken | 9,896 | 11,608 | 14,973 | 132,439 | 202,432 | 180,046 | 11,956 | 14,115 | 19,034 | 2,060 | 2,507 | 4,061 |

The first line of Table 33 shows the trade statistics for the product group Rice LAIA, and these values are the sum of the trade data for the four selected HS-6 products. Table 33 specifically shows that the most traded rice product in the LAIA region is 100630 – Rice, semi-milled or wholly milled, whether or not polished or glazed. LAIA countries exported US$ 563 million of 100630 – Rice to other LAIA countries in 2012. The LAIA region imported 100630 – Rice for US$ 735 million in 2012. It is therefore possible to deduce that 73% of total imports of 100630 – Rice in the LAIA region originated from LAIA countries in 2012.

The same analysis gives different results if applied to the product 100610 – Rice in the husk (paddy or rough). This code identifies an unprocessed variety of rice and the intra-regional trade for this type of rice is much lower than the intra-regional trade of other rice varieties. This trend suggests that LAIA countries might import raw rice and then process it and re-export it within the region.

At this point in the analysis it might be interesting for the rice entrepreneur to identify the main exporting and importing countries within the LAIA region. First, she can use the navigation menu and select By Exporting Country in the Other Criteria bar to look at the supply side, as indicated in Figure 108[11].

**Figure 108: Retrieval of LAIA countries that supply rice products in the LAIA region**

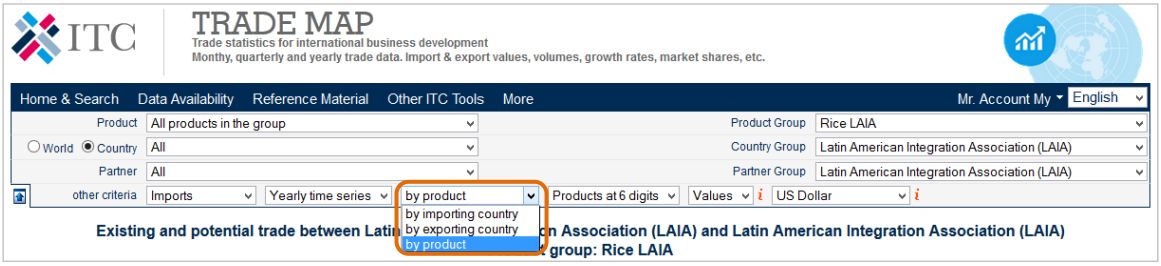
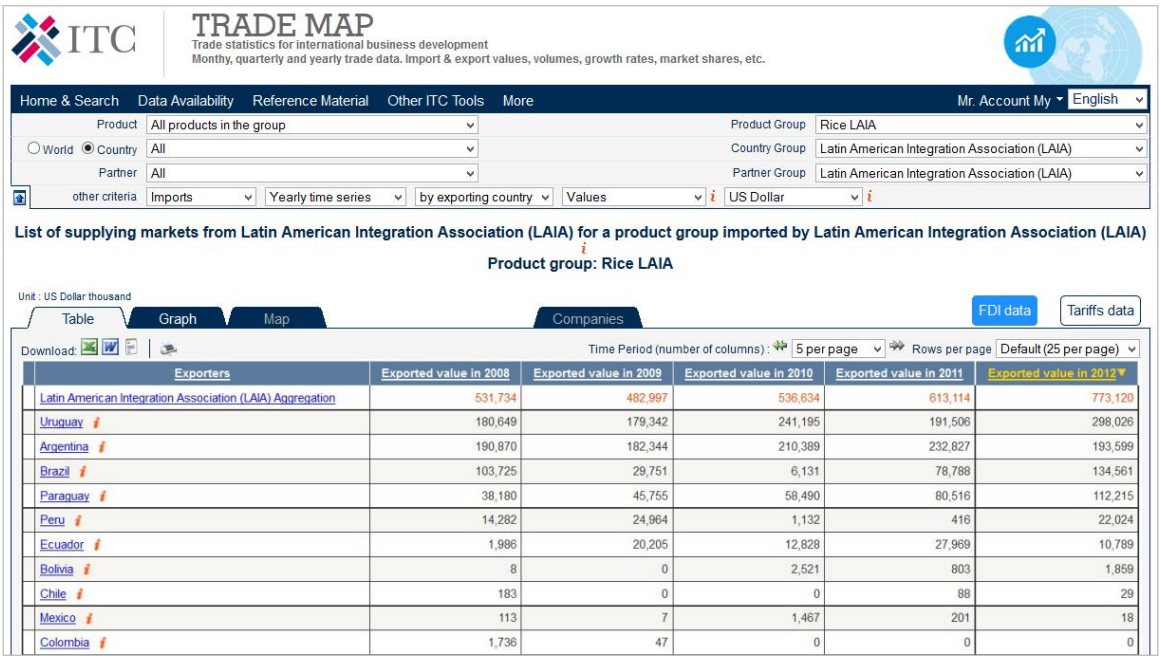



Figure 109 presents the LAIA intra-regional exports of rice products for each country member of the LAIA for the period from 2008 to 2012 (sorted by 2012 value). The first line represents total exports of rice within the LAIA region. The first four intra-regional LAIA exporters are Uruguay, Argentina, Paraguay and Brazil, representing 92% of total intra-regional rice supply in 2012. This will be the competitors of the rice entrepreneur.

**Figure 109: List of LAIA countries that supply rice products within the LAIA region**




| Exporters | Exported value in 2008 | Exported value in 2009 | Exported value in 2010 | Exported value in 2011 | Exported value in 2012 |
|---|---|---|---|---|---|
| Latin American Integration Association (LAIA) Aggregation | 531,734 | 482,997 | 536,634 | 613,114 | 773,120 |
| Uruguay | 180,649 | 179,342 | 241,195 | 191,506 | 298,026 |
| Argentina | 190,870 | 182,344 | 210,389 | 232,827 | 193,599 |
| Brazil | 103,725 | 29,751 | 6,131 | 78,788 | 134,561 |
| Paraguay | 38,180 | 45,755 | 58,490 | 80,516 | 112,215 |
| Peru | 14,282 | 24,964 | 1,132 | 416 | 22,024 |
| Ecuador | 1,986 | 20,205 | 12,828 | 27,969 | 10,789 |
| Bolivia | 8 | 0 | 2,521 | 803 | 1,859 |
| Chile | 183 | 0 | 0 | 88 | 29 |
| Mexico | 113 | 7 | 1,467 | 201 | 18 |
| Colombia | 1,736 | 47 | 0 | 0 | 0 |

Finally, she can use the navigation menu and select By Importing Country in the Other Criteria bar to look at the demand side, as indicated in Figure 110.

[11] Please note that the indicators on quantity, share in value, growth in quantity, unit values, growth in unit values and the indexes on unit values are not available when a country group is aggregated.

**Figure 110: Retrieval of LAIA countries demanding rice products from the LAIA region**

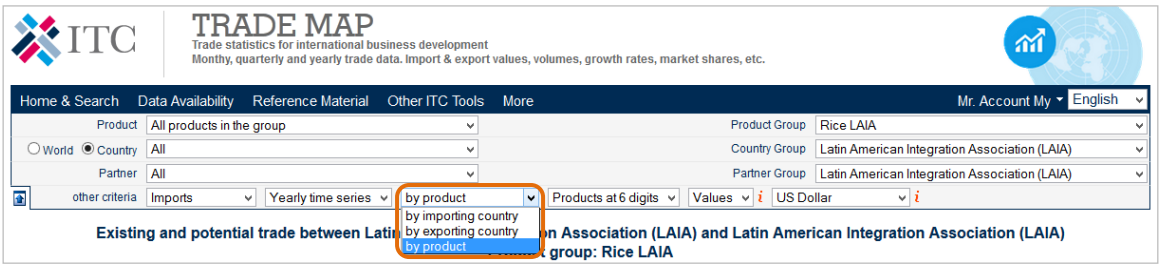
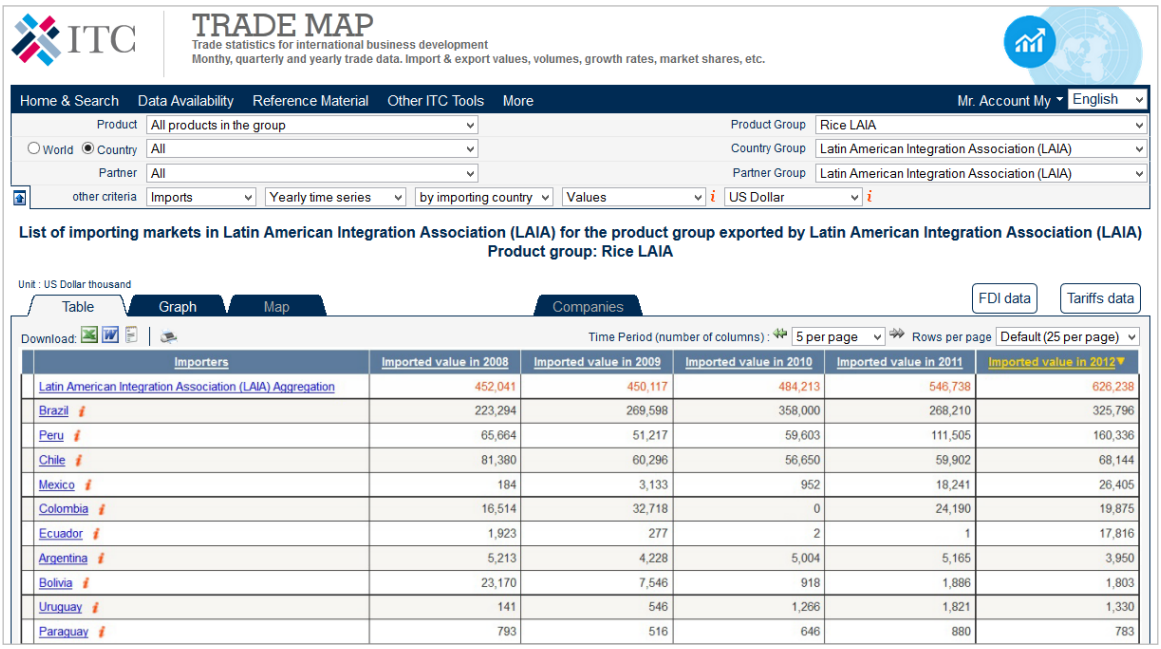



Figure 111 shows the intra-regional imports of rice products for each country member of the LAIA for the period from 2008 to 2012 (sorted by 2012 value). The first line represents total imports of rice within the LAIA region. The two main intra-regional importers within the LAIA are Brazil and Peru and they represent 57% of the intra-regional rice demand in 2012[12]. These could represent important client countries for the rice entrepreneur.

**Figure 111: List of LAIA countries that import rice products from the LAIA region**




| Importers | Imported value in 2008 | Imported value in 2009 | Imported value in 2010 | Imported value in 2011 | Imported value in 2012 |
|---|---|---|---|---|---|
| Latin American Integration Association (LAIA) Aggregation | 452,041 | 450,117 | 484,213 | 546,738 | 626,238 |
| Brazil | 223,294 | 269,598 | 358,000 | 268,210 | 325,796 |
| Peru | 65,664 | 51,217 | 59,603 | 111,505 | 160,336 |
| Chile | 81,380 | 60,296 | 56,650 | 59,902 | 68,144 |
| Mexico | 184 | 3,133 | 952 | 18,241 | 26,405 |
| Colombia | 16,514 | 32,718 | 0 | 24,190 | 19,875 |
| Ecuador | 1,923 | 277 | 2 | 1 | 17,816 |
| Argentina | 5,213 | 4,228 | 5,004 | 5,165 | 3,950 |
| Bolivia | 23,170 | 7,546 | 918 | 1,886 | 1,803 |
| Uruguay | 141 | 546 | 1,266 | 1,821 | 1,330 |
| Paraguay | 793 | 516 | 646 | 880 | 783 |

[12] Mirror data is used when a country has not reported the information to COMTRADE or to ITC. Mirror figures are shown in yellow; mirror-direct aggregates are shown in purple.

# CHAPTER 6 – TRADE IN SERVICES STATISTICS

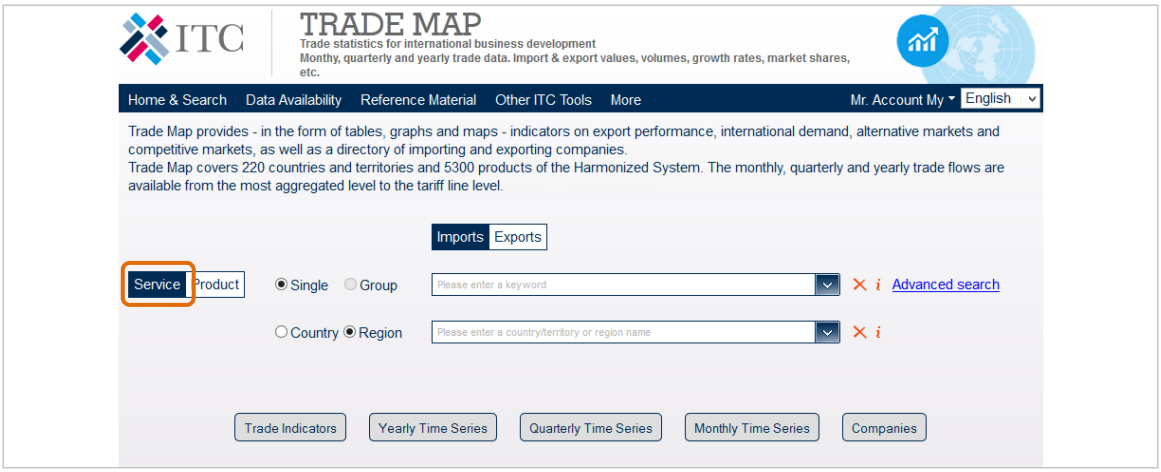
International trade in services in Trade Map solely refers to services transactions between residents and non-residents, as collected according to the IMF's Balance of Payments Manual (BPM). Services transactions in the Balance of Payments (BOP) broadly correspond to cross-border trade (Mode 1), one of the four different modes through which services are supplied worldwide, as defined in the General Agreement on Trade in Services (GATS). Moreover, the BOP nomenclature also includes, although not exhaustively, trade in services data referring to consumption abroad (Mode 2), commercial presence (Mode 3) and the delivery of services by foreign workers (known as movement of natural persons, Mode 4), and consequently so does Trade Map.

Trade in services statistics are compiled under the BOP nomenclature, which contains up to twelve services categories, eleven as included in the GATS (commercial services) plus one. The level of data details varies from country to country, depending on the national collection systems. Some countries report more detailed statistics, stretching the BOP nomenclature into the Extended BOP Services (EBOPS) classification, which further details the twelve main categories.

This Chapter is meant to provide an insight into the trade in services statistics available in Trade Map. For further general information on trade in services statistics and for all the points not addressed in this Chapter, reference can be made to the Trade Map frequently asked questions available at http://www.trademap.org/stFAQ.aspx#li_Answer4_1.

In the Selection Menu page of Trade Map it is possible to choose between products and services, as shown in Figure 112.

**Figure 112: Services option in the Trade Map Selection Menu**




## 6.1 Trade in Services by service

Once the Service option has been chosen in the drop-down menu, users will have the possibility of choosing a service in the product/service tab. It is possible to either type the label or code of a service or browse the hierarchical structure of the BOP nomenclature. Users can click on Advanced Search to access the BOP hierarchy, as shown in Figure 113.

**Figure 113: Advanced Search for services data**

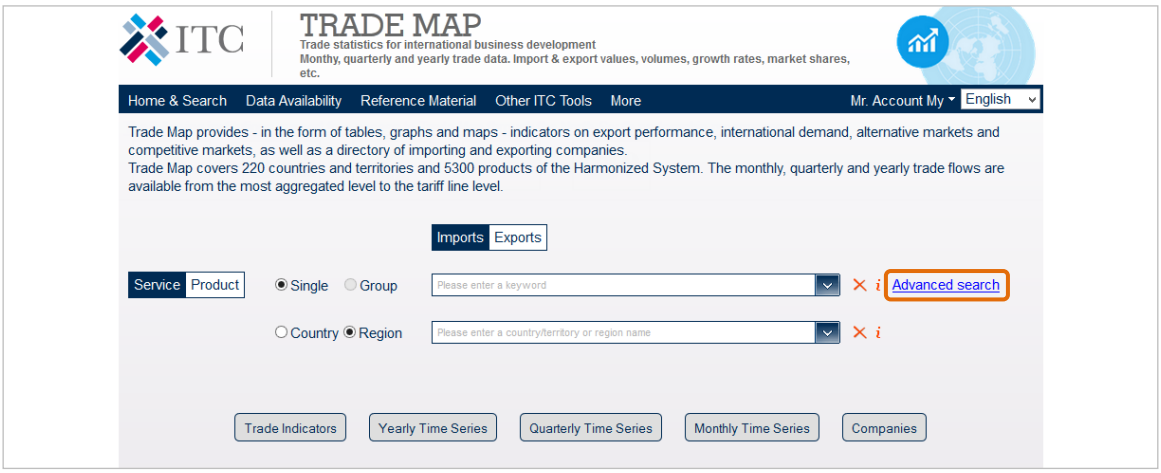
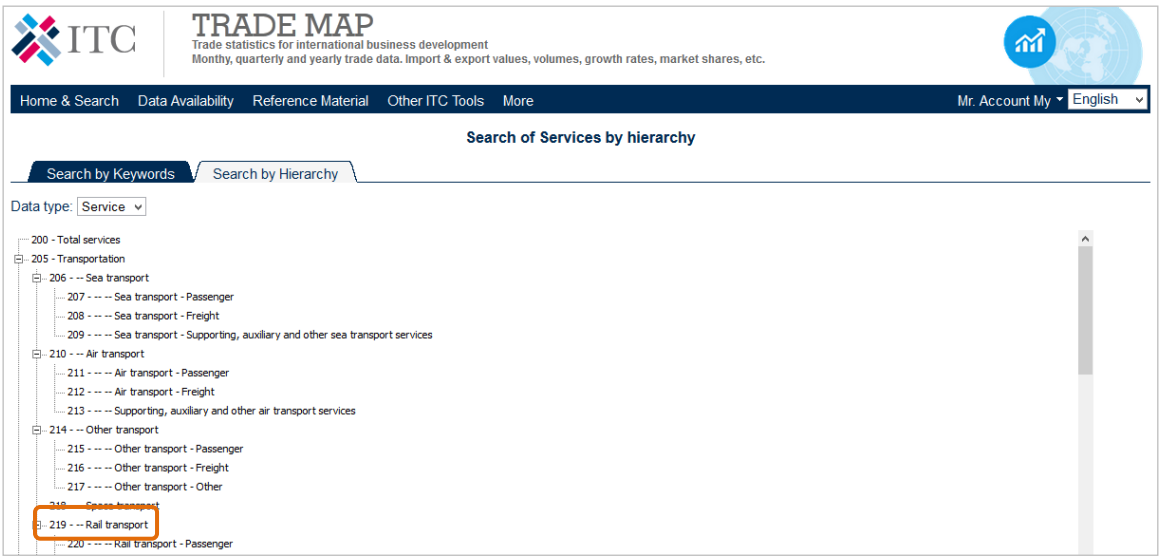


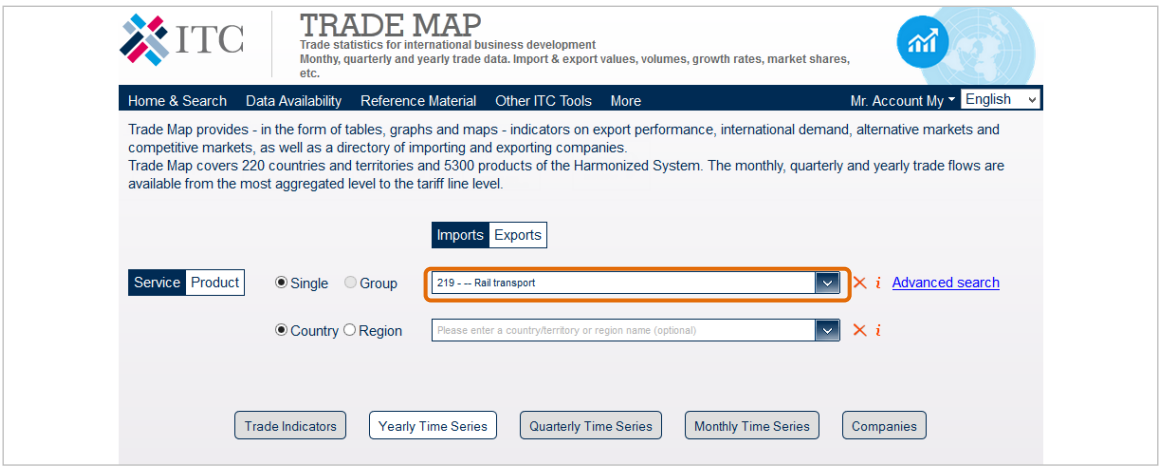

Figure 114 shows a screenshot of the Trade Map page providing the BOP hierarchy. Specifically, Figure 114 shows a part of the hierarchical breakdown of the transportation service sector.

**Figure 114: BOP hierarchical breakdown**




It is possible to click on a service sector in order to choose it for the market assessment. In this example the rail transport sector (EBOPS code 219) will be selected. By clicking on 219 --- Rail transport, the user will choose this specific sector for the analysis, as shown in Figure 115.

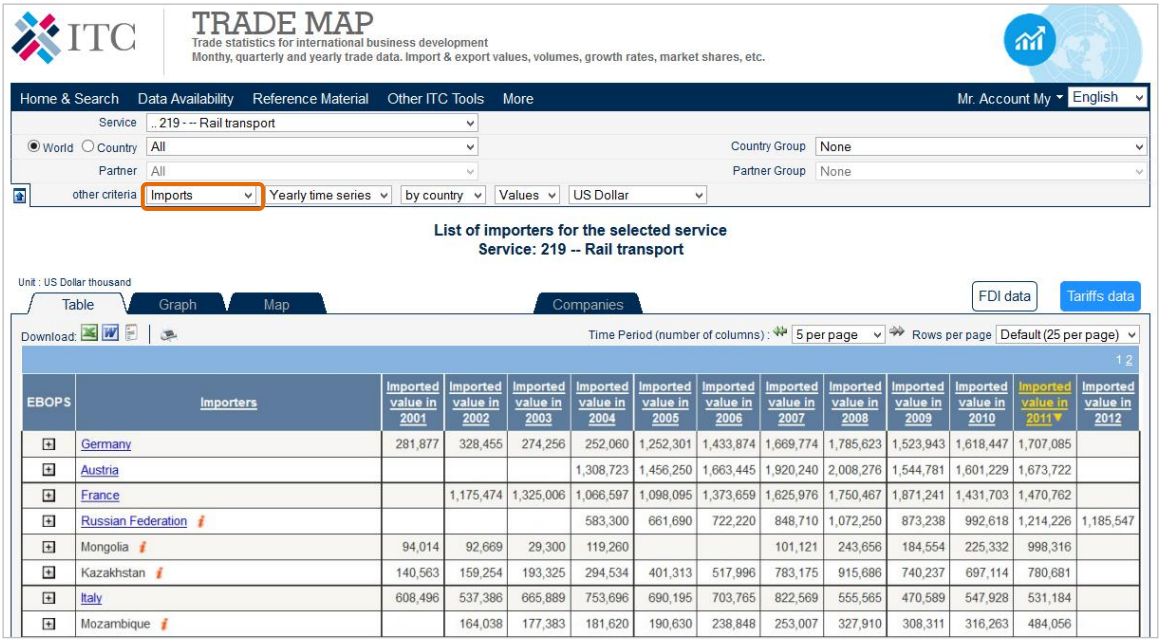
**Figure 115: Trade in services by service: Selection Menu**



As shown in Figure 115, Trade Map provides yearly time series for services data. The trade indicators available for product data are not available for services data. The level of detail and the geographical coverage of services data are still uneven across countries and years and therefore ITC does not compile standardized indicators.

Figure 116 shows how it is possible to visualize trade in services data for a chosen sector in Trade Map.

**Figure 116: Yearly time series for service-specific trade in services data**



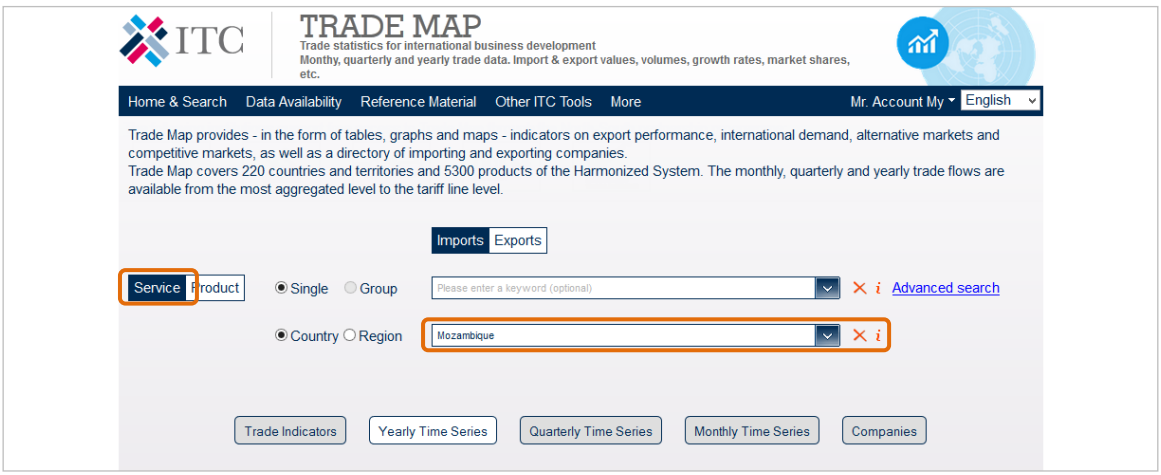

| EBOPS | Importers | Imported value in 2001 | Imported value in 2002 | Imported value in 2003 | Imported value in 2004 | Imported value in 2005 | Imported value in 2006 | Imported value in 2007 | Imported value in 2008 | Imported value in 2009 | Imported value in 2010 | Imported value in 2011 | Imported value in 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ⊞ | Germany | 281,877 | 328,455 | 274,256 | 252,060 | 1,252,301 | 1,433,874 | 1,669,774 | 1,785,623 | 1,523,943 | 1,618,447 | 1,707,085 | |
| ⊞ | Austria | | | | 1,308,723 | 1,456,250 | 1,663,445 | 1,920,240 | 2,008,276 | 1,544,781 | 1,601,229 | 1,673,722 | |
| ⊞ | France | | 1,175,474 | 1,325,006 | 1,066,597 | 1,098,095 | 1,373,659 | 1,625,976 | 1,750,467 | 1,871,241 | 1,431,703 | 1,470,762 | |
| ⊞ | Russian Federation | | | | 583,300 | 661,690 | 722,220 | 848,710 | 1,072,250 | 873,238 | 992,618 | 1,214,226 | 1,185,547 |
| ⊞ | Mongolia | 94,014 | 92,669 | 29,300 | 119,260 | | | 101,121 | 243,656 | 184,554 | 225,332 | 998,316 | |
| ⊞ | Kazakhstan | 140,563 | 159,254 | 193,325 | 294,534 | 401,313 | 517,996 | 783,175 | 915,686 | 740,237 | 697,114 | 780,681 | |
| ⊞ | Italy | 608,496 | 537,386 | 665,889 | 753,696 | 690,195 | 703,765 | 822,569 | 555,565 | 470,589 | 547,928 | 531,184 | |
| ⊞ | Mozambique | | 164,038 | 177,383 | 181,620 | 190,630 | 238,848 | 253,007 | 327,910 | 308,311 | 316,263 | 484,056 | |

Specifically, Trade Map provides a list of importing countries for the selected service. Likewise, it is possible to obtain the list of exporting countries by choosing Exports in the Selection Menu or in the Other Criteria tab, as shown in Figure 116.

## 6.2 Trade in Services by country

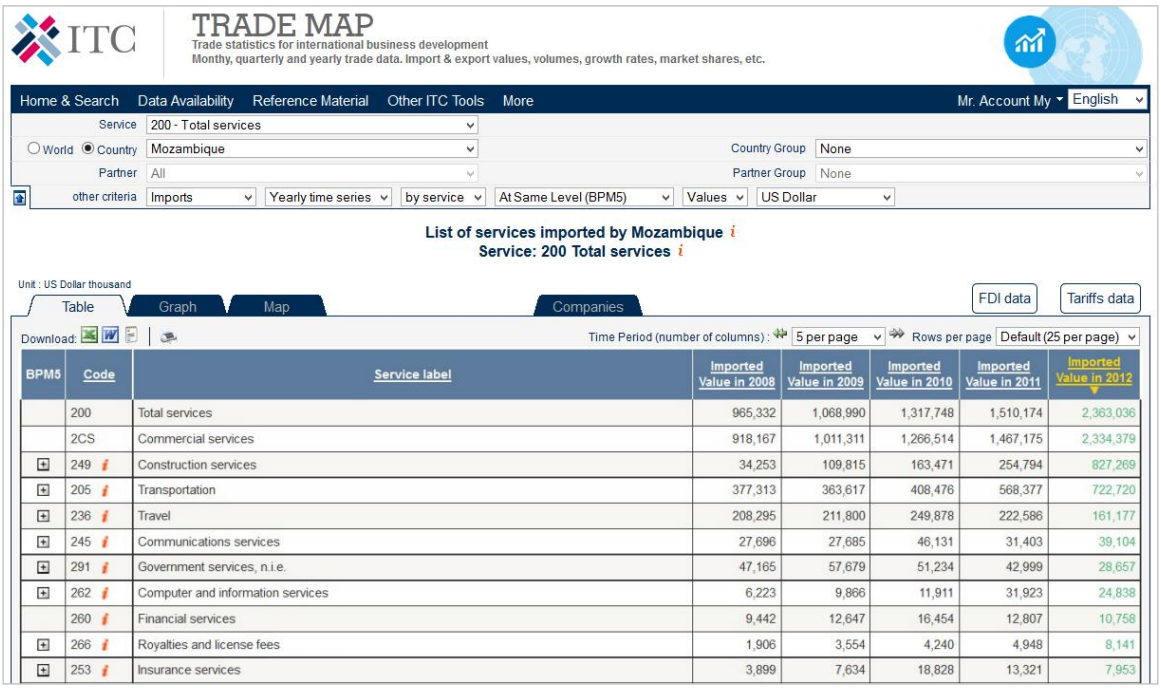
It is also possible to select a country and assess the amount of international trade for a list of services. In this case, users will choose Service in the Product/Service drop-down menu and a country in the Selection Menu, as shown in Figure 117.

**Figure 117: Trade in services by country: Selection Menu**




The button Yearly Time Series allows retrieving the list of services that Mozambique has been importing over the last years, as shown in Figure 118.

**Figure 118: Yearly time series for country-specific trade in services data**




| BPM5 | Code | Service label | Imported Value in 2008 | Imported Value in 2009 | Imported Value in 2010 | Imported Value in 2011 | Imported Value in 2012 |
|---|---|---|---|---|---|---|---|
| | 200 | Total services | 965,332 | 1,068,990 | 1,317,748 | 1,510,174 | 2,363,036 |
| | 2CS | Commercial services | 918,167 | 1,011,311 | 1,266,514 | 1,467,175 | 2,334,379 |
| ⊞ | 249 | Construction services | 34,253 | 109,815 | 163,471 | 254,794 | 827,269 |
| ⊞ | 205 | Transportation | 377,313 | 363,617 | 408,476 | 568,377 | 722,720 |
| ⊞ | 236 | Travel | 208,295 | 211,800 | 249,878 | 222,586 | 161,177 |
| ⊞ | 245 | Communications services | 27,696 | 27,685 | 46,131 | 31,403 | 39,104 |
| ⊞ | 291 | Government services, n.i.e. | 47,165 | 57,679 | 51,234 | 42,999 | 28,657 |
| ⊞ | 262 | Computer and information services | 6,223 | 9,866 | 11,911 | 31,923 | 24,838 |
| | 260 | Financial services | 9,442 | 12,647 | 16,454 | 12,807 | 10,758 |
| ⊞ | 266 | Royalties and license fees | 1,906 | 3,554 | 4,240 | 4,948 | 8,141 |
| ⊞ | 253 | Insurance services | 3,899 | 7,634 | 18,828 | 13,321 | 7,953 |

Data for Mozambique are calculations based on national sources by the International Monetary Fund (IMF). The data in green is estimated by the joint workforce of UNCTAD, WTO and ITC.

UNCTAD, WTO and ITC are all members of the task force on international trade statistics. The task force approved a methodology to produce a common dataset on trade in services published by UNCTAD, WTO and ITC. Specifically, Eurostat data will be used for EU countries, OECD data for non-EU OECD countries, and UNSD or IMF data for the rest of the world depending on the detail of information reported.

# ANNEXES

# Annex I: Limitations of foreign trade statistics

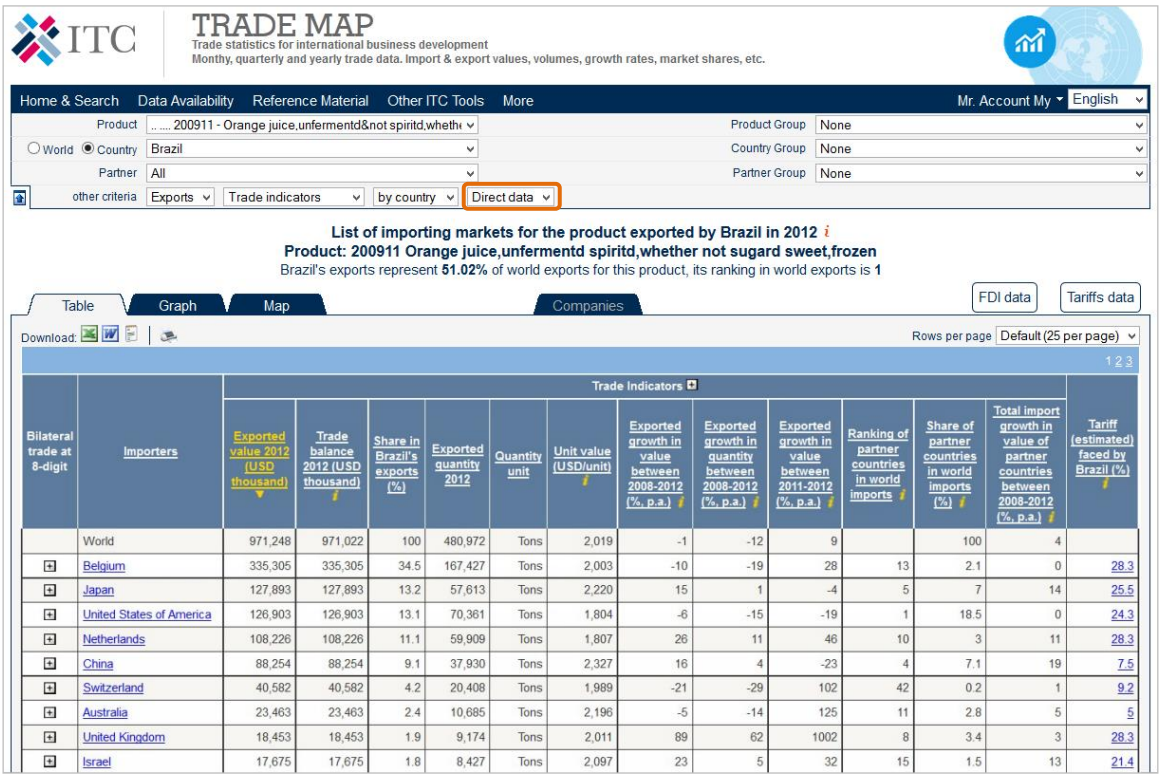
International trade statistics provide a comprehensive means to assess trade flows among countries. They are comprehensive in terms of product coverage (more than 5,300 products under the Harmonized System), geographical coverage (around 220 countries and territories covering 97% of world trade) and time series (data under the Harmonized System are available since 1990). Moreover, they are available at a moderate cost. This makes them an attractive reference for market research and trade performance analysis.

ITC has developed a number of tools for international trade assessment and promotion based on trade-related statistical information: *Trade Map, Market Access Map, Investment Map* and *Standards Map*. The tools present trade statistics and other trade-related information in an analytical and user-friendly format. Users should, however, pay attention to the following when using international trade statistics:

- **Trade data is never complete.** Smuggling and non-reporting are real problems in a number of countries. In addition, trade statistics, like any other type of information, are not free of mistakes and omissions.
- **Some countries include re-imports in their import statistics and re-exports in their export statistics.** For example, a country may show up as an exporter of airplanes simply because a local airline has sent back a defective airplane to the producer (the country is re-exporting the defective airplane back to the original exporting country).
- **The export value refers to the total or contract value.** According to international conventions for reporting trade statistics, the export value should refer to the total or contract value which may, of course, be very different from local value added. For many processing activities the local value added remains below 20% of the export value.
- **Different products are categorized differently.** Even at the lowest level of disaggregation product groups in the trade nomenclatures often contain a wide range of different products. Moreover, the product nomenclature might sometimes be misleading: the labels of aggregated product groups are often very general and provide only limited guidance on the leading items within the group.
- **Exchange rate fluctuations are not always properly recorded** in international trade statistics. Values in local currencies are normally aggregated over a period of one year and only then converted to US dollars.
- **Mirror statistics are sometimes used instead of direct statistics** for those countries that do not report trade data to the United Nations. When countries do not provide direct trade statistics ITC uses statistics reported by partner countries. This approach is referred to as mirror statistics. Mirror statistics are a second-best solution when no data is available and allow to cover low-income countries that do not report national trade statistics to UN Comtrade or ITC. However, mirror statistics have a number of shortcomings when compared to the first-best solution of nationally reported data. First and foremost, they do not cover trade with other non-reporting countries. Second, there is the problem of trans-shipments, which may hide the actual source of supply. Third, mirror statistics invert the reporting standards by valuing exports in c.i.f. terms (i.e. including transport costs and insurance) and imports in f.o.b. terms (i.e. excluding transport costs and insurance).

In an effort to make some of these discrepancies more transparent Trade Map allows users to choose between mirror and direct statistics, as shown in Figure 119.

**Figure 119: List of importing markets for a product exported by Brazil, direct data**



TRADE MAP
Trade statistics for international business development
Monthy, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mr. Account My | English

Product: ..... 200911 - Orange juice,unfermentd&not spiritd,whethr | Product Group: None
World / Country: Brazil | Country Group: None
Partner: All | Partner Group: None
other criteria: Exports | Trade indicators | by country | Direct data

**List of importing markets for the product exported by Brazil in 2012**
**Product: 200911 Orange juice,unfermentd spiritd,whether not sugard sweet,frozen**
Brazil's exports represent **51.02%** of world exports for this product, its ranking in world exports is **1**

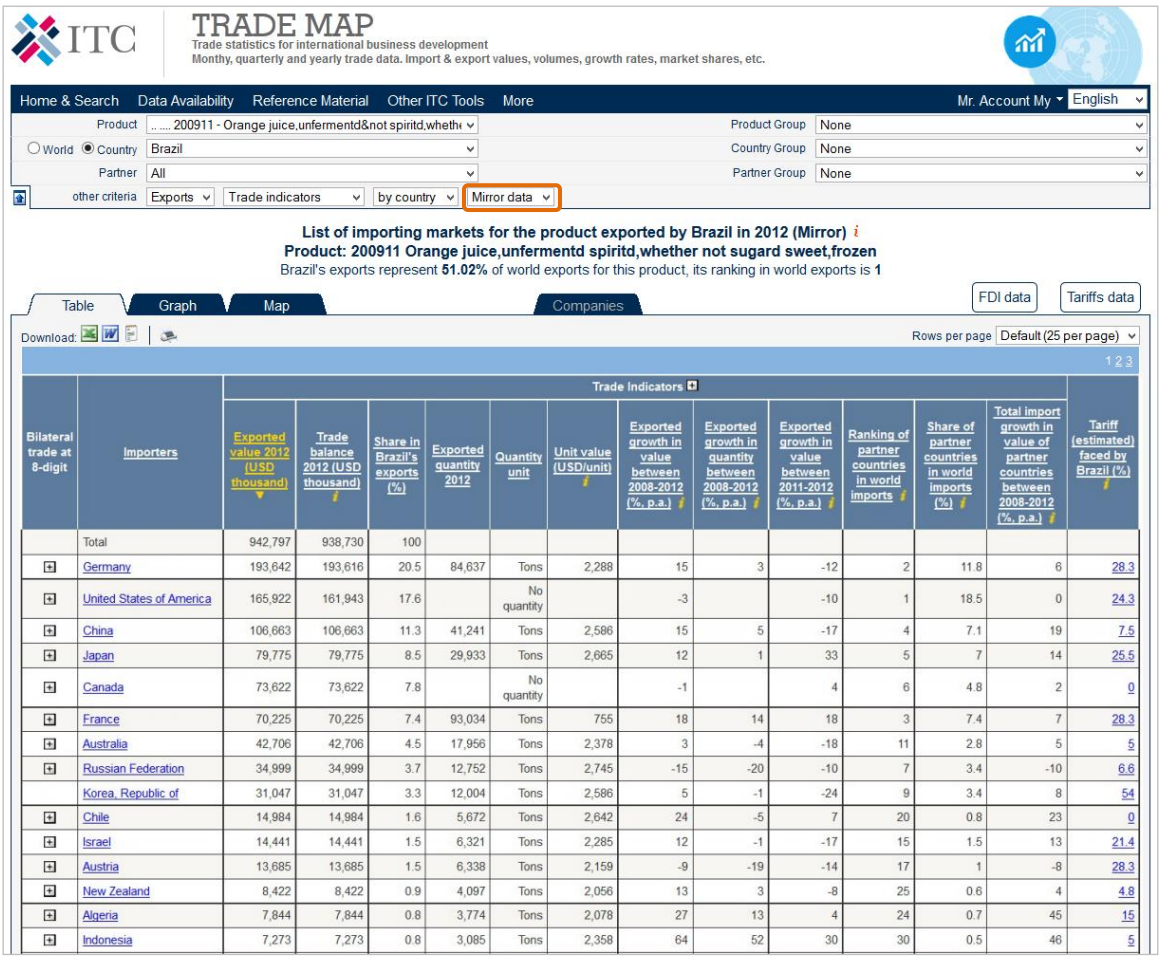
Table | Graph | Map | Companies | FDI data | Tariffs data

Download: | Rows per page: Default (25 per page) | 1 2 3

| Bilateral trade at 8-digit | Importers | Trade Indicators: Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Brazil's exports (%) | Exported quantity 2012 | Quantity unit | Unit value (USD/unit) | Exported growth in value between 2008-2012 (%, p.a.) | Exported growth in quantity between 2008-2012 (%, p.a.) | Exported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world imports | Share of partner countries in world imports (%) | Total import growth in value of partner countries between 2008-2012 (%, p.a.) | Tariff (estimated) faced by Brazil (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | World | 971,248 | 971,022 | 100 | 480,972 | Tons | 2,019 | -1 | -12 | 9 | | 100 | 4 | |
| ⊞ | Belgium | 335,305 | 335,305 | 34.5 | 167,427 | Tons | 2,003 | -10 | -19 | 28 | 13 | 2.1 | 0 | 28.3 |
| ⊞ | Japan | 127,893 | 127,893 | 13.2 | 57,613 | Tons | 2,220 | 15 | 1 | -4 | 5 | 7 | 14 | 25.5 |
| ⊞ | United States of America | 126,903 | 126,903 | 13.1 | 70,361 | Tons | 1,804 | -6 | -15 | -19 | 1 | 18.5 | 0 | 24.3 |
| ⊞ | Netherlands | 108,226 | 108,226 | 11.1 | 59,909 | Tons | 1,807 | 26 | 11 | 46 | 10 | 3 | 11 | 28.3 |
| ⊞ | China | 88,254 | 88,254 | 9.1 | 37,930 | Tons | 2,327 | 16 | 4 | -23 | 4 | 7.1 | 19 | 7.5 |
| ⊞ | Switzerland | 40,582 | 40,582 | 4.2 | 20,408 | Tons | 1,989 | -21 | -29 | 102 | 42 | 0.2 | 1 | 9.2 |
| ⊞ | Australia | 23,463 | 23,463 | 2.4 | 10,685 | Tons | 2,196 | -5 | -14 | 125 | 11 | 2.8 | 5 | 5 |
| ⊞ | United Kingdom | 18,453 | 18,453 | 1.9 | 9,174 | Tons | 2,011 | 89 | 62 | 1002 | 8 | 3.4 | 3 | 28.3 |
| ⊞ | Israel | 17,675 | 17,675 | 1.8 | 8,427 | Tons | 2,097 | 23 | 5 | 32 | 15 | 1.5 | 13 | 21.4 |

Figure 119 shows the data of those countries that import frozen orange juice from Brazil as reported by Brazil, whereas Figure 120 shows the same information but as reported by Brazil's partner countries.

**Figure 120: List of importing markets for a product exported by Brazil, mirror data**



TRADE MAP
Trade statistics for international business development
Monthy, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mr. Account My | English

Product: ..... 200911 - Orange juice,unfermentd&not spiritd,whethr | Product Group: None
World / Country: Brazil | Country Group: None
Partner: All | Partner Group: None
other criteria: Exports | Trade indicators | by country | Mirror data

**List of importing markets for the product exported by Brazil in 2012 (Mirror)**
**Product: 200911 Orange juice,unfermentd spiritd,whether not sugard sweet,frozen**
Brazil's exports represent **51.02%** of world exports for this product, its ranking in world exports is **1**

Table | Graph | Map | Companies | FDI data | Tariffs data

Download: | Rows per page: Default (25 per page) | 1 2 3

| Bilateral trade at 8-digit | Importers | Trade Indicators: Exported value 2012 (USD thousand) | Trade balance 2012 (USD thousand) | Share in Brazil's exports (%) | Exported quantity 2012 | Quantity unit | Unit value (USD/unit) | Exported growth in value between 2008-2012 (%, p.a.) | Exported growth in quantity between 2008-2012 (%, p.a.) | Exported growth in value between 2011-2012 (%, p.a.) | Ranking of partner countries in world imports | Share of partner countries in world imports (%) | Total import growth in value of partner countries between 2008-2012 (%, p.a.) | Tariff (estimated) faced by Brazil (%) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | 942,797 | 938,730 | 100 | | | | | | | | | | |
| ⊞ | Germany | 193,642 | 193,616 | 20.5 | 84,637 | Tons | 2,288 | 15 | 3 | -12 | 2 | 11.8 | 6 | 28.3 |
| ⊞ | United States of America | 165,922 | 161,943 | 17.6 | | No quantity | | -3 | | -10 | 1 | 18.5 | 0 | 24.3 |
| ⊞ | China | 106,663 | 106,663 | 11.3 | 41,241 | Tons | 2,586 | 15 | 5 | -17 | 4 | 7.1 | 19 | 7.5 |
| ⊞ | Japan | 79,775 | 79,775 | 8.5 | 29,933 | Tons | 2,665 | 12 | 1 | 33 | 5 | 7 | 14 | 25.5 |
| ⊞ | Canada | 73,622 | 73,622 | 7.8 | | No quantity | | -1 | | 4 | 6 | 4.8 | 2 | 0 |
| ⊞ | France | 70,225 | 70,225 | 7.4 | 93,034 | Tons | 755 | 18 | 14 | 18 | 3 | 7.4 | 7 | 28.3 |
| ⊞ | Australia | 42,706 | 42,706 | 4.5 | 17,956 | Tons | 2,378 | 3 | -4 | -18 | 11 | 2.8 | 5 | 5 |
| ⊞ | Russian Federation | 34,999 | 34,999 | 3.7 | 12,752 | Tons | 2,745 | -15 | -20 | -10 | 7 | 3.4 | -10 | 6.6 |
| | Korea, Republic of | 31,047 | 31,047 | 3.3 | 12,004 | Tons | 2,586 | 5 | -1 | -24 | 9 | 3.4 | 8 | 54 |
| ⊞ | Chile | 14,984 | 14,984 | 1.6 | 5,672 | Tons | 2,642 | 24 | -5 | 7 | 20 | 0.8 | 23 | 0 |
| ⊞ | Israel | 14,441 | 14,441 | 1.5 | 6,321 | Tons | 2,285 | 12 | -1 | -17 | 15 | 1.5 | 13 | 21.4 |
| ⊞ | Austria | 13,685 | 13,685 | 1.5 | 6,338 | Tons | 2,159 | -9 | -19 | -14 | 17 | 1 | -8 | 28.3 |
| ⊞ | New Zealand | 8,422 | 8,422 | 0.9 | 4,097 | Tons | 2,056 | 13 | 3 | -8 | 25 | 0.6 | 4 | 4.8 |
| ⊞ | Algeria | 7,844 | 7,844 | 0.8 | 3,774 | Tons | 2,078 | 27 | 13 | 4 | 24 | 0.7 | 45 | 15 |
| ⊞ | Indonesia | 7,273 | 7,273 | 0.8 | 3,085 | Tons | 2,358 | 64 | 52 | 30 | 30 | 0.5 | 46 | 5 |

Figure 12019 shows data reported by Brazil (direct data) and it can be seen that Belgium and the Netherlands appear to be the first and the fourth destinations of Brazilian exports, respectively, accounting for more than 45% of total export value. However, according to the import values declared by Belgium and the Netherlands and shown in Figure 120, these two countries do not even rank among the first 15 countries importing orange juice from Brazil.

Brazil, Belgium and the Netherlands report to the UN Comtrade database and therefore in this case both direct and mirror data are available. Among the various reasons that generally account for the discrepancies between direct and mirror data, re-exports can explain the difference in this specific case. In fact, Brazilian exports enter the European market mainly through the two largest ports located in the Netherlands and in Belgium: the port of Rotterdam and the port of Antwerp. When recording international trade transactions, Brazil considers Belgium and the Netherlands as the two markets of destination for its orange juices and therefore counts the respective trade flows as exports to those countries. Nevertheless, the Netherlands and Belgium do not record these products as imports from Brazil but consider them as just transiting through their national territories. In fact, they are re-exporting the products to other continental markets and this explains why Germany and France appear among the top countries of destination in the mirror statistics table.

Another reason why countries appear as importers in the statistics provided by the selected exporting country but not in the table based on mirror statistics is due to the fact that these countries have not reported to UN Comtrade or ITC.

Figures 119 and 120 also show that sometimes the import/export values, declared for the same trade flow by Brazil and by a partner country, do not coincide. This is a common occurrence and there are over 20 reasons to explain this statistical phenomenon. Please refer to the FAQ section on the Trade Map Website (http://www.trademap.org/stFAQ.aspx#li_Answer2_3).

Given the discrepancies described above, foreign trade statistics should never be the sole *medium* for international markets assessment and should be complemented with other sources and cross-referenced by product specialists and industry insiders. Overall, ITC's experience suggests that trade statistics represent a very useful source of information and a valid starting point for strategic market research when analysed with a healthy mix of scepticism and pragmatism *vis-à-vis* their strengths and shortcomings.

Time Series:

When switching from the trade indicator to the time series approach, the source of data may change. Specifically, some data in Trade Map are directly sourced from the reporting countries and some data are sourced from the United Nations Statistics Division (UNSD) (please refer to the annex about sources of data). This may lead to slight variations in two cases:

- Between the HS and the corresponding NTL levels;
- Between yearly and the corresponding monthly data.

Reporting and non-reporting countries in a group created by the user

In cases where some countries in a regional group do not report to UN Comtrade or ITC, their trade statistics are estimated, as in the individual country case, through mirror statistics (exports are estimated based on partners' imports and *vice versa*).

# Annex II: The Harmonized System and its revisions

The Harmonized System (HS) is an international nomenclature for the classification of internationally traded goods. It allows countries to classify traded goods on a common basis for customs purposes. The HS is a six-digit code system and includes approximately 5,000 article/product descriptions arranged in 97 chapters grouped in 21 sections. The six digits can be broken down into three parts: the first two digits (HS-2) identify the chapter, e.g. the code 09 refers to "Coffee, Tea, Maté and Spices"; the next two digits (HS-4) identify groupings within that chapter, e.g. the code 09.02 refers to "Tea, whether or not flavoured"; and the last two digits (HS-6) are more specific, e.g. the code 09.02.10 refers to "Green tea (not fermented) in immediate packing of a content not exceeding 3 kg". Up to the HS 6-digit level, countries classify traded goods identically. Beyond the sixth digit, countries are free to add more digits and introduce national product distinctions. This greater level of specificity is referred to as the National Tariff Line (NTL) level and is generally used by national authorities to apply tariff requirements to very specific products. For example, the United States of America adds another four digits to the HS codes to provide a more specific identification system for the products it exports and imports and applies customs duties to.

HS was formally known as the Harmonized Commodity Description and Coding System. It was developed by the World Customs Organization and the International Convention on the Harmonized System (HS Convention), entered into force on 1 January 1988 and has so far been adopted by most trading nations. The HS is regularly reviewed and revised in accordance with the preamble to the HS Convention which recognizes the importance of ensuring that HS be kept up-to-date in light of changes in technology or in patterns of international trade.

The HS headings and subheadings are accompanied by interpretative rules and section, chapter and subheading notes which are designed to facilitate classification decisions and clarify the scope of each heading or subheading. Several revisions have been developed as of March 2014:

HS 1996 or HS Revision 1:
HS 1996 or HS revision 1 stands for the 1996 revision of the Harmonized System. HS1996 contains 5,113 subheadings and 1,241 headings, grouped into 97 chapters and 21 sections. As a general rule, goods are arranged in the order of their degree of manufacture: raw materials, unworked products, semi-finished products and finished products. For example, live animals fall under Chapter 1, animal hides and skins under Chapter 41 and leather footwear under Chapter 64. The same order also exists within the chapters and headings.

HS 2002 or HS Revision 2:
HS 2002 or HS revision 2 stands for the 2002 revision of the Harmonized System. For each revision, depending on the usage of product codes by customs, some codes are split into new product codes and some others are regrouped into a common code.

HS 2007 or HS Revision 3:
HS 2007 or HS revision 3 stands for the 2007 revision of the Harmonized System. For each revision, depending on the usage of product codes by customs, some codes are split into new product codes and some others are regrouped into a common code.

HS 2012 or HS Revision 4:
HS 2012 or HS revision 4 stands for the 2012 revision of the Harmonized System. For each revision, depending on the usage of product codes by customs, some codes are split into new product codes and some others are regrouped into a common code.

For more general information about the different HS revisions and the HS nomenclature, please go to http://www.wcoomd.org.

In Trade Map, the HS 2007 or HS Revision 3 is used for the trade indicators to facilitate cross-country analysis. The trade data time series are based on the revision under which each country has reported the trade information for the reference year. For example, the 2007 data reported by France are based on HS revision 3 while the 2007 data reported by Pakistan are based on HS revision 2.

A country may also report under different HS revisions over the years. This means that, for example, a product code that was present in a previous HS revision is not present in the next one. This makes assessment of the time series more difficult. Trade Map provides a correspondence table between HS nomenclatures to facilitate assessment of time series, and this table is available at http://www.trademap.org/stCorrespondingProductCodes.aspx.

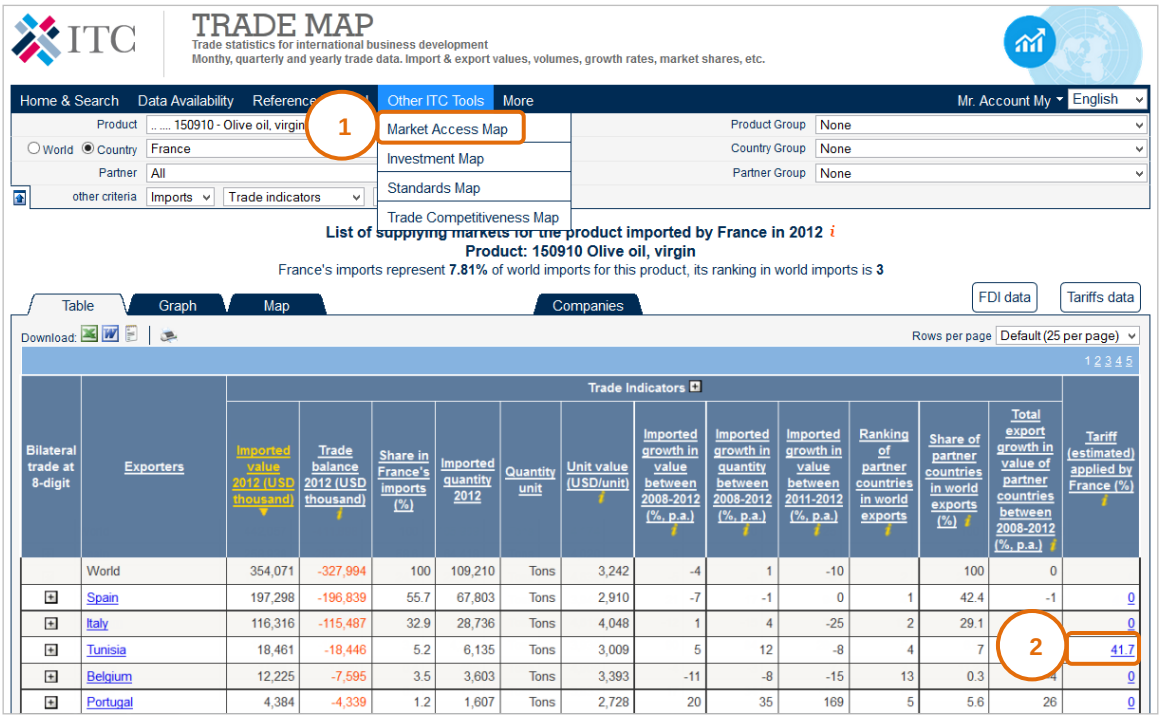
# Annex III: Link to Market Access Information

Trade Map provides a direct link to the online database of Market Access Map, also developed by ITC. Market Access Map provides:

- Applied tariff data for more than 191 countries, including Most Favoured Nation (MFN) and preferential rates
- Supporting information on bilateral, regional and multilateral trade agreements
- Data on trade flows
- Information on Non-Tariff Measures (NTM)

By selecting a specific product and an importing country in the main selection menu in Trade Map and then clicking on Trade Indicators you will retrieve a table with a set of trade-related indicators, including the tariff applied by the country to the imports of the selected product from trade-partner countries, as shown in Figure 121. In the example, the product is 150910-Olive oil, virgin and the importing country is France. The user has two options to retrieve detailed tariff information from Trade Map and access Market Access Map.

**Figure 121 : Tariffs applied by France to imports of olive oil from all partner countries**

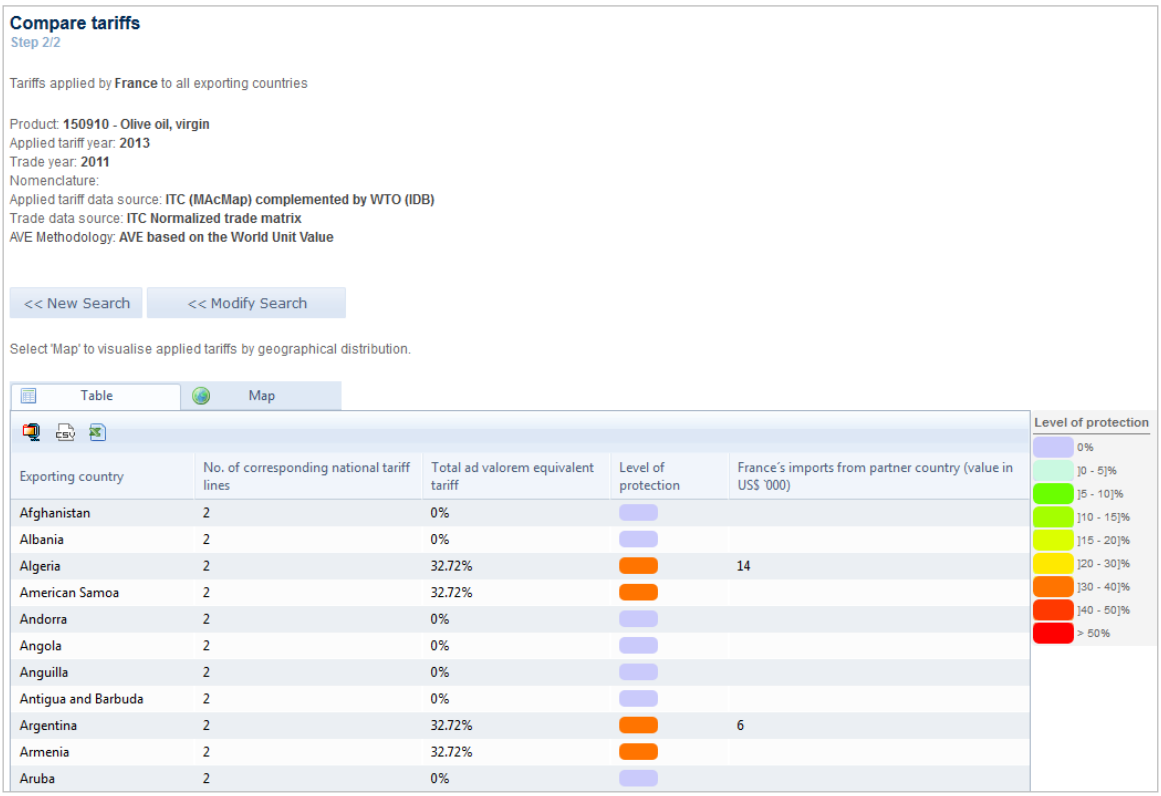



1. Click on the Market Access tab (square n° 1 in Figure 121) to go directly to Market Access Map and obtain the tariffs that France applies to imports of 150910-Olive oil, virgin, as shown in Figure 122.

Note:

In this module of Market Access Map, all **tariffs shown are shown at an aggregated product level**, that is, at the 2-, 4- or 6-digit level of the Harmonized System. The average tariff at the 6-digit level is a simple average of the lowest tariff available for each of the national tariff line positions. The lowest tariff rate for each code is used in the aggregation process. When aggregating from the 6-digit to the 4-digit – and similarly from the 4- to the 2-digit – the tariffs at the 6-digit level are weighted by the trade pattern of the importing country's reference group. More details can be found at http://www.macmap.org/SupportMaterials/Methodology.aspx.

**Figure 122: From Trade Map to Market Access Map via the Market Access tab**



**Compare tariffs**
Step 2/2

Tariffs applied by **France** to all exporting countries

Product: **150910 - Olive oil, virgin**
Applied tariff year: **2013**
Trade year: **2011**
Nomenclature:
Applied tariff data source: **ITC (MAcMap) complemented by WTO (IDB)**
Trade data source: **ITC Normalized trade matrix**
AVE Methodology: **AVE based on the World Unit Value**

<< New Search | << Modify Search

Select 'Map' to visualise applied tariffs by geographical distribution.

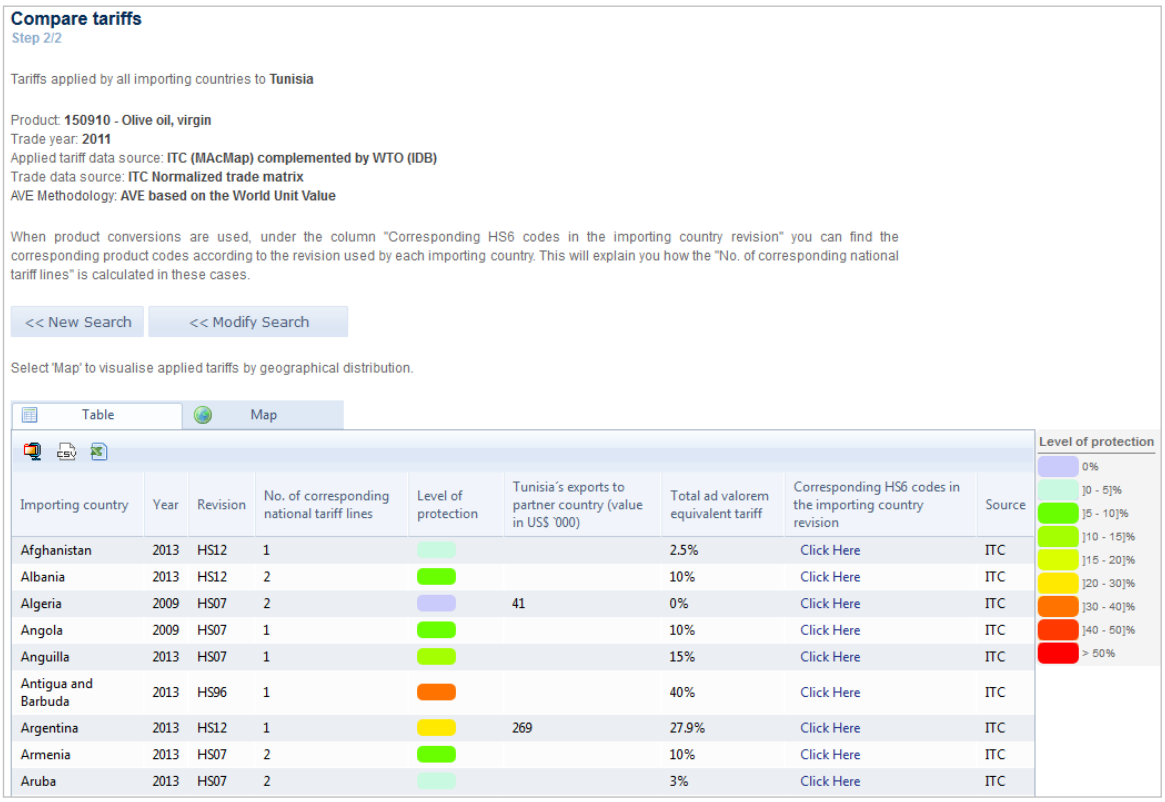
Table | Map

| Exporting country | No. of corresponding national tariff lines | Total ad valorem equivalent tariff | Level of protection | France's imports from partner country (value in US$ '000) |
|---|---|---|---|---|
| Afghanistan | 2 | 0% | | |
| Albania | 2 | 0% | | |
| Algeria | 2 | 32.72% | | 14 |
| American Samoa | 2 | 32.72% | | |
| Andorra | 2 | 0% | | |
| Angola | 2 | 0% | | |
| Anguilla | 2 | 0% | | |
| Antigua and Barbuda | 2 | 0% | | |
| Argentina | 2 | 32.72% | | 6 |
| Armenia | 2 | 32.72% | | |
| Aruba | 2 | 0% | | |

Level of protection
0%
]0 - 5]%
]5 - 10]%
]10 - 15]%
]15 - 20]%
]20 - 30]%
]30 - 40]%
]40 - 50]%
> 50%

2. Click on the tariff applied by France to Tunisia (square n° 2 in Figure 121) to get the tariffs that different countries apply to the product 150910-Olive oil, virgin originating from Tunisia, as shown in Figure 123.

**Figure 123: From Trade Map to Market Access Map via tariff figures**



**Compare tariffs**
Step 2/2

Tariffs applied by all importing countries to **Tunisia**

Product: **150910 - Olive oil, virgin**
Trade year: **2011**
Applied tariff data source: **ITC (MAcMap) complemented by WTO (IDB)**
Trade data source: **ITC Normalized trade matrix**
AVE Methodology: **AVE based on the World Unit Value**

When product conversions are used, under the column "Corresponding HS6 codes in the importing country revision" you can find the corresponding product codes according to the revision used by each importing country. This will explain you how the "No. of corresponding national tariff lines" is calculated in these cases.

<< New Search | << Modify Search

Select 'Map' to visualise applied tariffs by geographical distribution.

Table | Map

| Importing country | Year | Revision | No. of corresponding national tariff lines | Level of protection | Tunisia's exports to partner country (value in US$ '000) | Total ad valorem equivalent tariff | Corresponding HS6 codes in the importing country revision | Source |
|---|---|---|---|---|---|---|---|---|
| Afghanistan | 2013 | HS12 | 1 | | | 2.5% | Click Here | ITC |
| Albania | 2013 | HS12 | 2 | | | 10% | Click Here | ITC |
| Algeria | 2009 | HS07 | 2 | | 41 | 0% | Click Here | ITC |
| Angola | 2009 | HS07 | 1 | | | 10% | Click Here | ITC |
| Anguilla | 2013 | HS07 | 1 | | | 15% | Click Here | ITC |
| Antigua and Barbuda | 2013 | HS96 | 1 | | | 40% | Click Here | ITC |
| Argentina | 2013 | HS12 | 1 | | 269 | 27.9% | Click Here | ITC |
| Armenia | 2013 | HS07 | 2 | | | 10% | Click Here | ITC |
| Aruba | 2013 | HS07 | 2 | | | 3% | Click Here | ITC |

Level of protection
0%
]0 - 5]%
]5 - 10]%
]10 - 15]%
]15 - 20]%
]20 - 30]%
]30 - 40]%
]40 - 50]%
> 50%

Market Access Map provides other detailed information and tools to conduct a thorough assessment of market access conditions. For more information, please refer to the Market Access Map user guide, available at http://www.macmap.org/Content/UserGuide-en.pdf.