Trade Map User Guide

Trade statistics for international business development

November 2014

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



Acronyms

AVE	Ad Valorem Equivalent
BOP	Balance of Payments
BPM5	Balance of Payments Manual, 5 th edition
BPM6	Balance of Payments Manual, 6 th 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
<u>CHAPTER 1 – INTRODUCTION</u>	3
1.1 - Overview	3
1.2 – What can be found in Trade Map	3
1.3 - Access to the tool	7
<u>CHAPTER 2 – HOW TO USE TRADE MAP</u>	11
	11
2.1 - How to enter the database	11
2.2 - Main Selection Menu	12
2.3 - Navigation Menu in Trade Map2.4 - How to create a Table, a Graph or a Map	24 30
CHADTED 2 DOCULCT ANALVEIS. IDENTIEVING NEW EVDODT MA	DVETS
<u>CHAPTER 3 – PRODUCT ANALYSIS: IDENTIFYING NEW EXPORT MA</u> FOR YOUR PRODUCT	<u>40</u>
	
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

<u>CHAPTER 4 - COUNTRY ANALYSIS: ANALYSING A COUNTRY'S TRADE</u> PORTFOLIO

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

70

CHAPTER 5 – BILATERAL APPROACH: IDENTIFYING TRADEOPPORTUNITIES WITH YOUR COUNTRY'S TRADING PARTNER86

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
•	31
Figure 36: Quarterly time series Figure 37: Graph tab	31
	31
Figure 38: Bar chart example	32
Figure 39: Disabled graph tab Figure 40: Graph options	33
	33 34
Figure 41: Graph colours	34 34
Figure 42: Map tab	34 34
Figure 43: Disabled map tab	
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	10
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 - yourly time series	53
Figure 65: Expansion of tariff information	54
Figure 66: Tariffs applied by different importing countries to Costa Rican Watermelons	55
	56
Figure 67: NTL codes of HS code 080711 for the Unites States in the navigation menu	
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 109: Est of LAIA countries that supply fice products within the LAIA region Figure 110: Retrieval of LAIA countries demanding rice products from the LAIA region	96
Figure 110: Ken eval of LAIA countries demanding fice products from the LAIA region Figure 111: List of LAIA countries that import rice products from the LAIA region	90 96
right internet of LAIA countries that import five products from the LAIA region	50

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 ava	ilable 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

50
77
77
87
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

Data Availability For all countries and territories					
Countries Countries Group				0	
Group None -					No Data Reporting Data
Time Series Yearly Data (2, 4, 6 digits)					Mirror Data
Yearly Data (2, 4, 6 digits)					
Vearly Data (tariff line level) Download: Cuarterly data Time Period (number of col		age 🚽 🛪	Dawa para	age 300 per p	
Download: Monthly data Time Period (number of col	2009	2010	2011	2012	2013
World	2003	2010	2011	2012	2013
Afghanistan					
Africa not elsewhere specified					
Albania					
Algeria					
America not elsewhere specified					
American Samoa					
Andorra					
Angola					
Anguilla					
Antigua and Barbuda					
Area Nes					
Argentina					
Armenia					
Aruba					
Australia					
Austria					
Azerbaijan					
Babamas					

Figure 2: Services data availability

Service Data Availability BPM5							
evel BPM5 • BPM5 EBOPS							No data Report
Download: 述 📝 📄 👒		Time Period (number of colun	nns) 🍀 5	perpage 👻	Rows per p	age 300 per pa	
	Countries and Territories▲		<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Afghanistan							
Africa not elsewhere specified							
Albania							
Algeria							
America not elsewhere specified							
American Samoa							
Andorra							
Angola							
Anguilla							
Antigua and Barbuda							
Area Nes							
Argentina							
Armenia							
Aruba							
Australia							
Austria							
Azerbaijan							
Bahamas							
Bahrain							
Bangladesh							

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 countries¹ have a restricted free access; registered users based in developing countries and any registered users who bought a subscription² 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.

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	×	*	×

Table 1: Users' access to 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

W IIC		MAP ternational business development i yearly trade data. Import & export values, volumes, growth rates, market shares,	
Home & Search D	ata Availability Referenc	ce Material Other ITC Tools More	nglish 👻
	ADVANTAGE	D Trade Map through the North-South partnership programme: Image: Imag	
competitive markets, Trade Map covers 22	as well as a directory of in 0 countries and territories	ohs and maps - indicators on export performance, international demand, alternative markets a mporting and exporting companies. and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows	
	ost aggregated level to the	Imports Exports	$\overline{}$
Service Product	● Single		rch
		Imports Exports	rch

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.

Restricted a	ccess		Σ
To freely access quarterly data for product codes at the 2-digit	t level (HS) please re	gister and login.	
Features	Anonymous users	Registered users (free)	Registered users (subscription)
Trade in services data	×	×	✓
Yearly data for 1,200 products (2 and 4-digit level of the Harmonized System nomenclature - HS)	×	×	~
Yearly data for more than 10,000 products (6-digit level (HS) and tariff line)	×	<	*
Monthly and quarterly data at the 2-digit level (HS)	×	×	×
Monthly and quarterly data at the 4 and 6-digit level (HS) and at the tariff line level			~
Company data	×	×	✓
Already have an account?	Create an ac		Subscription
Email address: Password:	Create an account fo analysis to		For more information about subscrition options
Forgot your password? Log In >>	Register	now	Options / Fees
For more information, please contact us by email at marketanalysis	s@intracen.org		
			Close

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

	email address: - il will be sent to this address in to the ITC Market Analysis Tools	
Confirm your ema	il address: •	
Select your count	гу: =	J
	•	J
Continue registra	tion >	

Figure 5: Second step in the registration process

Trade Centre MARKET ANALYSIS TOOLS ACCO	OUNT	English
egistration to the ITC's Market Analysis Tools:	Market Analysis Tools:	
mplete your registration as a user from a developed country ou have been identified as being located in a developed country.	<u>Trade Map</u>	
you are indeed from a developing country, please check this box 🔲	Features	
	Trade in services data	~
	Yearly trade data (HS and tariff line)	~
Mandatory information	Monthly and quarterly trade data at the 2-digit level (HS)	~
	Monthly and quarterly trade data at the 4 and 6-digit level (HS) and at the tariff line level	*

CHAPTER 2 – HOW TO USE TRADE MAP

2.1 - How to enter the database

Figure 6a: Log-in

Home & Search	Data Availability Reference	ence Material	Other ITC Tools	More		🔂 Login	English •
	ADVANTAGE AUSTRIA		وثيرو، Ithraa		ip programme <u>:</u>		
competitive market	ts, as well as a directory of	of importing and	exporting compa	nies			
	220 countries and territor most aggregated level to t	ies and 5300 pro	ducts of the Harr		n. The monthly, quart	erly and yearly trade fl	ows are
	220 countries and territor most aggregated level to t	ies and 5300 pro the tariff line leve Imports	ducts of the Harr	monized System		erly and yearly trade fl	

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

Figure 6b: Log-in

	×
Already have an account?	Create an account
Email address: Password:	Create an account for ITC's market analysis tools.
Forgot your password? Log In >>	Register now

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

	MAP ernational business development yearly trade data. Import & export values, volumes, growth	rates, market shares,
Home & Search Data Availability Referenc	e Material Other ITC Tools More	Mr. Account My 🕇 English 👻
competitive markets, as well as a directory of in	and 5300 products of the Harmonized System. The	
Service Product	Please enter a keyword or a product code	X i Advanced search
● Country [©] Region	Please enter a country/territory or region name	✓ X i
Trade Indicators Yearly	Time Series Quarterly Time Series Monthly	y Time Series Companies

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

ITC		Prational business development yearly trade data. Import & export values, volumes, growth rate	es, market shares,
Home & Search E	Data Availability Reference	e Material Other ITC Tools More	Mr. Account My 👻 English
competitive markets Trade Map covers 22	, as well as a directory of in	hs and maps - indicators on export performance, interr nporting and exporting companies. and 5300 products of the Harmonized System. The mo tariff line level.	, ,
Service Product	Single © Group	Please enter a keyword or a product code	X i Advanced search
	Country © Region	Please enter a country/territory or region name	✓ × i

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.



Figure 9. Colortion Monor

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

		Imports Exports	
Service Product		Please enter a keyword or a product code	X i Advanced search
		Please enter a country/territory or region name	$\times i$
Tr	ade Indicators Yearly	Time Series Quarterly Time Series Monthly Time Series	Companies

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.

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

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

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.

You select You will obtain:							
Product / Service	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
						Ехр	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)
			\checkmark			Imp	List of products imported by selected countries in the latest available year ⁴
						Ехр	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
						Ехр	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

Table 4: Tabl	es available in	Trade Map
---------------	-----------------	-----------

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 se	You select						You will obtain:
Product / Service	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	Figure	10:	Select a	a product
-----------------------------	--------	-----	----------	-----------

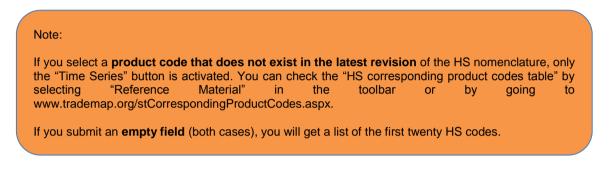
		Imports Exports	
Service Product		Please enter a keyword or a product code	<i>i</i> Advanced search
		Please enter a country/territory or region name	× i
Tr	ade Indicators Yearly	Time Series Quarterly Time Series Monthly Time Series	Companies

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

		Imports Exports	
Service Product	Single O Group	oran	X i Advanced search
		080510 - Oranges, fresh or dried	
	Country C Region	080590 - Citrus fruits, fresh or dried, nes	$\times i$
		200911 - Orange juice, unfermentd¬ spiritd, whether not sugard sweet, frozen	E
		200912 - Orange juice, unfermented, Brix value <= 20 at 20°C, whether or not co	
		200919 - Orange juice&nes,unfermentd not spiritd, whether or not sugard or sweet	
Tra	ade Indicators Yearly T	200930 - Citrus fruit juice nes exc mx unferment unspiritd, wthr/nt sug/sweet	Companies
		200931 - Single citrus fruit juice, unfermented, Brix value <= 20 at 20°C, whet	

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.



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

		Imports Exports	
Service Product O Single	Group		× i Advanced search
		Agriculture and Hunting AND Food, Beverages and Tobacco	
 Country 	Region	Food, beverages and tobacco	X i
		Rice LAIA	
 Partner 	○ Region	Tobacco products	$\times i$
		Unspecified food, beverages and tobacco (trade flows)	
Trade Indicators	Yearly Ti	Cotton	Companies

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

		Imports Exports	
Service Product		Please enter a keyword or a product code	$\times i$ Advanced search
		Please enter a country/territory or region name	× i
Т	rade Indicators Yearly	Time Series Quarterly Time Series Monthly Time Series	Companies

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	\checkmark		
Find the HS code at the NTL level for all countries	Keywords can be used to identify products		\checkmark	
Find the HS code at the NTL level for a country	Keywords can be used to identify products		\checkmark	\checkmark
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 See Example 1 below		\checkmark	
Find a product and its derivatives	See example 2	\checkmark		

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.

		Search of Products by keywords
Search by Key	words Searc	h by Hierarchy
At 2.4.6 Digit le	evels At Tariff Lin	
o ne 2, 1,0 Digit lo		
ountry All		v
eywords eucalyp	otus oil	Search eucalyptus oil
		Rows per page Default (25 per page)
		1 2 3 4 5 6 7 8 9 10 2
<u>Code</u>	<u>Country</u>	Label
33012910		Essential oils of eucalyptus (cajeputol)
3301291000	United States of America	Essential oils of eucalyptus
33012920	Pakistan	Essential oil of eucalyptus
33012960	<u>China</u>	Essential oils of eucalyptus
330129100		Essential dils, whether or not terpeneles, incl. concretes and absolutes (excl. those of citrus fruit, geramium, jasmine, lavender, lavandine, mir and vetiver). Essential dils(bay leaf dil, cananga dil, cassia dil, cedar dil, citronella dil, clove dil, eucalypus dil, fonel dil, staranise dil, petit-grain dil, rosemary dil, rose wood dil, sandal wood dil, ylang-ylang dil, cinnamon leaf dil, ginger grass dil, pal
44079950	Australia	Mountain ash (Eucalyptus regnans), alpine ash (Eucalyptus delegatenis), and messmate stringy bark (tasmanian oak) (Eucalyptus obliqua), sawn or chipped lengthwise, sliced or peeled but not further pre
330129190	Japan	Essential oils(bay leaf oil, cananga oil, citronella oil, <mark>eucalyptus</mark> oil, fennel oil, staranise oil, petit-grain oil, rosemary oil, rose wood oil, ylang-ylang oil, cinnamon leaf oil, ginger grass oil, palmarosa oil, thyme oil, gyusho oil and lemongrass oi
33012990	Australia	Essential oils (excl. citrus fruit, geranium, jasmin, lavender or lavandin, mints, vetiver, eucalyptus)
3201902500	United States of America	Canaigre,chestnut,curupay,divi-divi, <mark>eucalyptus</mark> ,etc
33012910	Switzerland	Huile d' <mark>eucalyptus</mark> et huile de santal
33012910	<u>Cuba</u>	Of <mark>eucalyptus</mark>
3301250013	Maldives	Oils of mints, whether or not terpeneless, incl. concretes and absolutes (excl. those of peppermint "Mentha piperita"): eucalyptus oil
33012924	India	Essential oils, whether or not terpeneless, incl. concretes and absolutes (excl. those of citrus fruit, geramium, jasmine, lavender, lavandine, mir and vetiver): Eucalyptus oil
1404100020	United States of America	Canaigre, chestnut, curupay, divi-divi, eucalyptus, gall nuts, hemlock, larch, mangrove, oak, sumac, tara, uranday, wattle & oth materials for tanning
44039903	Norway	Wood in the rough, whether or not stripped of bark or sapwood, or roughly squared: Other: Other: Wood for pulping, of eucalyptus
4407992101	New Zealand	Wood; eucalyptus species, sawn or chipped lengthwise, sliced or peeled, thicker than 6mm, planed, square dressed, structural
4407992109		Wood; eucalyptus species, sawn or chipped lengthwise, sliced or peeled, thicker than 6mm, planed, not square dressed or structural

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

ITC 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 👻					
Search of Products by keywords						
Search by Keywords Search by Hierarchy						
At 2,4,6 Digit levels At Tariff Line level						
Keywords						

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"

	Search of Products by keywords
_/ Sea	arch by Keywords V Search by Hierarchy
At 2	,4,6 Digit levels ◎ At Tariff Line level
Keywor	ds orange Search orange 300 per page 300 per page
Code	Label
<u>080510</u>	Fresh or dried oranges
<u>2824</u>	Lead oxides; red lead and orange lead
282420	Red lead and orange lead
<u>200911</u>	Frozen orange juice, unfermented, whether or not containing added sugar or other sweetening matter (excl. containing spirit)
200912	Drange juice, unfermented, Brix value <= 20 at 20°C, whether or not containing added sugar or other sweetening matter (excl. containing spirit and frozen)
<u>330112</u>	Oils of sweet and bitter orange, whether or not terpeneless, incl. concretes and absolutes (excl. orange-flower oil)
<u>080590</u>	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	Drange 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)
<u>200931</u>	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)
<u>200939</u>	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)
<u>330119</u>	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 \pm 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

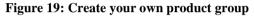
When logged in Trade Map, in the top menu bar click on your name and then select Manage my Product Groups, as shown in Figure 18. You will be able to create your own groups of products for your data queries.

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.



TRADE MAP Trade statistics for international business development Monthy, quarterly and yearly trade data. Import & export values, volumes, growth rate	ies, market shares, etc.
Home & Search Data Availability Reference Material Other ITC Tools More	Mr. Account My 👻 English 👻
Manage my Product groups	
New group name : Fruit juices Write the nam product group Group Level : 2D 4D 6D	•
Select from products	Selected Products / Groups V 00912 - Orange juice, unfermented, Brix value <= 20 at 20°C, whet O0921 - Grapefruit juice, unfermented, Brix value <= 20 at 20°C, whe 00931 - Single citrus fruit juice, unfermented, Brix value <= 20 at 20
- 200930 Citrus fruit juice nes exc mx unferment unspiritd, with /nt suc - 200930 Citrus fruit juice nes exc mx unferment unspiritd, with /nt suc - 20 at 20 Brix value > 20 at 20 Whether or not sugarc - - - - - - - - - - - - -	2, 4 or 6 digit level

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

	Imports Exports	
Service Product Single Group	TOTAL - All products	Type the country name
Country Region	France	and then select the
Partner Region	Central African Republic	country
	France	
Trade Indicators Yearly T	Free Zones	Companies
	French Polynesia	=

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

	Imports Exports		
Service Product Single Group	TOTAL - All products	× i Advanced searc	<u>h</u>
Countre Region	Europe	Type region name then select the region	
Trade Indicators Yearly Ti	European Union (EU 15) European Union (EU 27) European Union (EU 28)	Companies	

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

	TRADE MAP Trade statistics for international but Monthy, quarterly and yearly trade of etc.		alues, volumes, growth rates, market share	s,
Home & Search Data Ava	ailability Reference Material	Other ITC Tools	More	Mr. Account My - English -
				Manage my Country Groups
				Manage my Product Groups
				Logout

Figure 23:	Create	your o	wn countr	y group
------------	--------	--------	-----------	---------

	PADE MAP de statistics for international bu nthy, quarterly and yearly trade of		values, volumes, growth	rates, market shares, etc.	
Home & Search Data Availab	oility Reference Material	Other ITC Tools	More		Mr. Account My 👻 English 🕞
		Manage	my country group	s	
 New group name : Change existing groups :]	Save Modify	Delete
	tandard Country Groups	•		▼ Selected Count	tries / Groups 🔻
		*	>		A

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
Γ	>>>	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

•	Select from Standard Country Groups	-	 Selected Countries / Group 	s v
•	Select from your own Country Groups	-	Albania	
	Select from Individual Countries	•	> Algeria British Virgin Islands	
Canad		*	Cayman Islands	
	bean Nes			
	Amer.Com.Market (CACM) Nes		<	
	al African Republic			
Chad				
Chile China			>>	
	mas Islands			
	Keeling) Islands			
Colom				
Como				
Congo		-		-

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

 Select from Standard Country Groups 				Selected Countries / Groups	•
Economic Community of West African States (ECOWAS)	~		Austria		
Economic Cooperation Organization (ECO)			Belgium		
Europe		>	Denmark		
European Union (EU 15)			Finland		
European Union (EU 27)		\frown	France		
European Union (EU 28)		<	Germany		
G7	=		Greece		
Greater China			Ireland		=
Gulf Cooperation Council (GCC)		>>	Italy		
Indian Ocean Rim Association for Regional Cooperation (IOR-AR(Luxembourg		
Landlocked Developing Countries (LLDC)		\square	Netherlands		
Latin America and the Caribbean	*	<<	Portugal		
Select from your own Country Groups	•		Spain		
Select from Individual Countries	•		Sweden United Kingdor	n	-

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

•	Select from Standard Country Groups	-	Selected Countries	Groups 🔹 🔻
•	Select from your own Country Groups	•	Australia	
EU15 G42 G7 Greate Gretae Least D		•	 Brunei Darussalam Canada Chile China Hong Kong, China Indonesia 	E
My Owi	n Country Group		>> Japan Korea, Republic of Malaysia	_
		*	Mexico New Zealand Papua New Guinea	
	Select from Individual Countries	-	Peru Philippines	

2.3 - Navigation Menu in Trade Map

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

		ct, Country er country s	selection	P al business o ade data. Imp		alues, volumes, grov	wth rates, market s	shares, etc.	M	
Home a	Search [Data Availability	Reference Mate	rial Other	ITC Tools	More			Mr. Account My 👻 English	1 -
	Product	080510 - Ora	nges, fresh or dried		-		Product Group	None		
Wor	ld 🔘 Country	All			-		Country Group	None		
	Partner	All			~		Partner Group	None		-
	other criteria	Imports	 Yearly time se 	ries 🔽 I	by country 💌	Direct data 💌				
		Exports Imports Trade balance	Trade indicato Yearly time se Quarterly time se Monthly time se Companies	ries series	by country by product by service	Direct data Mirror data	d product 1 or chied			

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

💸 ITC	Trade stat	ADE MAP tistics for international bu uarterly and yearly trade of		values, volumes, growth	rates, market s	hares, etc.		
Home & Search	Data Availability	Reference Material	Other ITC Tools	More			Mr. Account My 👻 English	-
Product	t 080510 - Ora	nges, fresh or dried	•		Product Group	None		-
World Country	All		•		Country Group	None		•
Partner	All				Partner Group	None		-
other criteria	Imports	Yearly time series	by country	Direct data 💌	_			
	Exports Imports Trade balance	Trade indicators Yearly time series Quarterly time series Monthly time series Companies		Direct data Mirror data	Othe criter	r selection ia		

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

TRADE MAP Trade statistics for international business development Monthy, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.	M
Home & Search Data Availability Reference Material Other ITC Tools More Imports Trade indicators by country	Mr. Account My ▼ English ▼

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

other criteria	Imports 💌	Trade indicators	by country	Direct data
	Exports Imports	Trade indicators Yearly time series Quarterly time series Monthly time series Companies	by country by product by service	Direct data Mirror data

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 Country specific: All the indicators above as well as: share in country's imports/exports (%), ranking of partner country in world exports/imports (%), total export/import growth in value of partner country over the last five years 		
Yearly, quarterly and monthly time series	"Time Series" data enable users to see product or market trends over time.	(%, <i>p.a.</i>) 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

other criteria	Exports -	Trade indicators	•	by product 💌	At same level (2-digit)
				by country	At same level (2-digit)
				by product	Product Cluster at 4-digit
				by service	Product Cluster at 6-digit

Table 9: Explanatory notes for trade indicators by product

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

other criteria	Imports	Yearly time series •	by service 💌	At Same Level (BPM5)	 Values 	US Dollar
	Exports	-	by country	At Same Level (BPM5)		Argentine Peso
	Imports		by service	EBOPS least detailed level		Australian Dollar
	Trade balance		by product	EBOPS intermediate level		Brazilian Real
	-	_		EBOPS most detailed level		Canadian Dollar
				10		Chilean Peso
						Danish Krone
						Euro
						New Zealand Dolla
						Norwegian Krone
						Pound Sterling
						Rand
						Russian Ruble
						South Korean Won
						Swedish Krona
						Swiss Franc
						US Dollar
						Yen

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

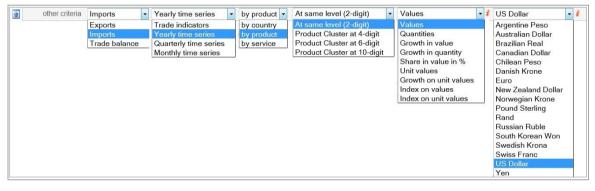


Table 10: Explanatory notes for Time Series

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 time		Quarterly or monthly time series help identify the seasonality of the market.
series Monthly time		They also inform users about the most
series		recent evolution of the markets
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 E.g. 08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons	
Product at 4 digits	HS-4: Groupings within the chapter (sub-sector) E.g. 0804 (HS-4) Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried	Harmonized System nomenclature
Product at 6 digits	HS-6: Product(s) within the grouping (product level) 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	All the trade values in Trade Map are
Other Currencies	Мар	expressed in US dollars 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

💸 ITC	Trade statis	DE MAP tics for international b interly and yearly trade			growth rates, marke	t shares, etc	а. (М
Home & Search)ata Availability	Reference Material	Other ITC Tool	s More			Mr. Account My 👻 English
Product	TOTAL - All produ	cts	-		Product Group	p None	
World Country	All		-		Country Group	p None	
Partner	All		~		Partner Group	p None	
other criteria	Imports - Trad	le indicators 🔹 👻	by country 👻				
Table	Graph	Мар	Product	t : TOTAL All pi	panies		FDI data Tariffs da
Download: 💌 📝 🖹		map		000	ipanies (Rows per page Default (25 per page)
					_		1234567891
				Trad	le Indicator s 🗉		Average
Impo	<u>rters</u>	<u>Value imported in</u> <u>2013 (USD</u> <u>thousand</u>)▼	<u>Trade balance in</u> 2013 (USD thousand) i	Annual growth in value between 2009-2013 (%)	Annual growth in value betwee	Share in world moorts (%)	Average distance of supplying untries (km) Concentration of supplying countries i tariff (estimate applied t the count (%)
World		18,779,665,765	-785,126,722		Click on the	e plus	
United States of Ame	erica į	2,328,328,633	-750,327,271		to retrieve		Increase the
China į		1,949,934,686	260,587,972		trade indica	ators	number of rows
Germany i		1,194,482,625	264,164,353	6	2	6.4	in the table
Japan i		833,166,061	-118,068,817	11	-6	4.4	
Hong Kong, China		703,871,669	-634,901,399	16	11	3.7	3,439 0.23
France i		668,658,053	-101,779,006	5	1	3.6	3,071 0.06

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

		Trade Indicators 🗉								
	<u>Importers</u>	<u>Value imported in</u> 2013 (USD <u>thousand</u>)▼	<u>Trade balance in</u> 2013 (USD <u>thousand)</u>	Annual growth in value between 2009-2013 (%)	Annual growth in value between 2012-2013 (%)	<u>Share in</u> world imports (%) i	<u>Average</u> <u>distance of</u> <u>supplying</u> <u>countries (km)</u>	Concentration of supplying countries i	tariff (estimated applied by the countr (%) i	
١ſ	World	18,779,665,765	-785,126,722	10	2	100	5,142	0.04		
	United States of America i	2,328,328,633	-750,327,271	10	0	12.4	7,580	0.08	<u>1.3</u>	
	China i	1,949,934,686	260,587,972	17	7	10.4	6,244	0.05	<u>11.6</u>	
	<u>Germany</u> i	1,194,482,625	264,164,353	6	2	6.4	3,178	0.04	<u>1.1</u>	

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
--------	-----	-----------	------	--------

*	ITC	Trade stat		al business developmen		ı rates, market shares, etc		Â	
Hom	e & Search E)ata Availability	Reference Materi	al Other ITC Tools	More			Mr. Account N	ly - English -
	Product	TOTAL - All proc	lucts	•		Product Group None			•
@ W	orld © Country	All		•		Country Group None			-
	Partner	All				Partner Group None			-
	other criteria	Imports	 Quarterly time s 	eries 💌 by country	 Values 	▼ i US Dollar	- i		
			Yearly time seri Quarterly time seri Monthly time seri	eries Product:	rs for the selected TOTAL All product				
	S Dollar thousand	Graph	Мар		Companies	5		FDI data	Tariffs data
Down	load: 💌 📝 🗐	۵.		Ŀ	Fime Period (number of co	lumns) : 🍀 5 per page	Rows pe	er page Default	(25 per page)
									1 <u>2 3 4 5</u>
HS2		<u>Importers</u>		Imported value in 2013-Q3	Imported value in 2013-Q4	Imported value in 2014-Q1	Imported val 2014-Q2		ported value in 2014-Q3
±	United States of	America i		598,712,137	592,629,496	562,681,918	614	,336,016	620,140,431
Ð	<u>China</u>			500,689,275			48		
Ŧ	<u>Germany</u> i			294,843,828		end the time	31	Increas	
E	<u>Japan</u> į			208,837,431	21 per	iod displayed i	n 19	numbe	
±	France i			163,829,581	170,		17	rows in	the
Ð	United Kingdom	i		163,210,930	171,709,510	167,387,304	171	,803,700	
±	<u>Netherlands</u> i			144,649,051	154,109,598	150,706,497	151	,356,826	

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



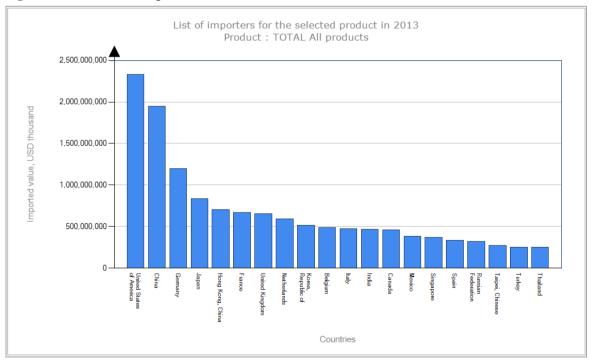


Figure 38: Bar chart example

Figure 39: Disabled graph tab

Table		Graph	Мар	Companies	
Download: 💌 📝	a Way			Time Period (number of colum	

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.

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

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:

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

Table 12: Explanatory notes for graph with time series

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	3	Print Chart	S	Print Preview	Ŷ	Toggle 3D View
i	2	Select Chart Type		Select Color Palette	đ	Reset Chart Appearance	4	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
SI 🗉 🗉 🖬 📶 🔟	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

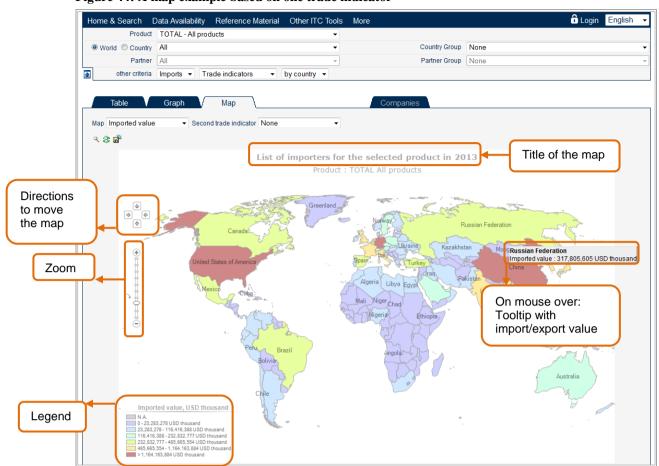


When this option is not available, the Map tab will be in grey, as in Figure 43.

Figure 43: Disabled map tab



A graph example is available in Figure 44.



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



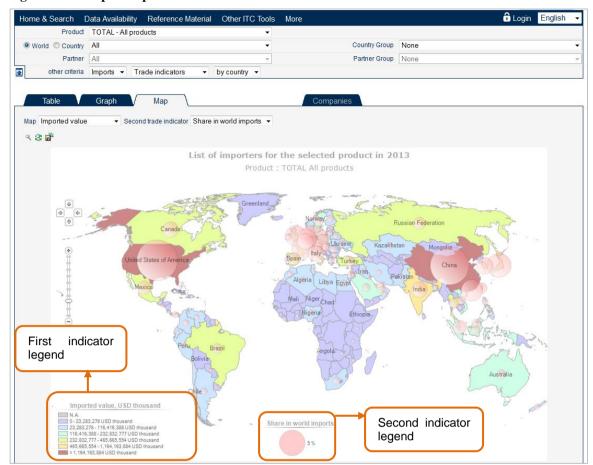


Figure 46: A map example based on two trade indicators

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.

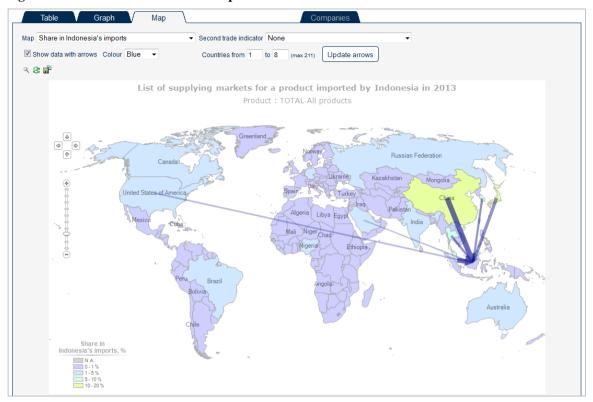


Figure 47: Partner countries on the map

Figure 48: Generate arrows on maps

Map Share in Indonesia	's imports		· Second trade indicato	None	•		•
Show data with arrows	Colour Blue	•	Countries from 1	to 8	(max 207)	Update arrows	

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

Map S	Share in Indonesia's imports	Second trade indicator	None
I S	Share in Indonesia's imports	Countries from 1	None
T	Jnit Value Fotal export growth in value of partner countries Share in world imports	Countries from 1	Imported value Share of partners countries in world exports Share in Indonesia's imports
1.22	mported value	0	

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.

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

Table 15: Types of available maps

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

1	other criteria	Imports -	Trade indicators	-	by country 👻	Direct data 🔻
			Trade indicators			
			Yearly time series Quarterly time series Monthly time series			

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;
- 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 appear⁶.

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

TRADE MAP Trade statistics for international business development Monthy, quarterly and yearly trade data. Import & export values, volumes, growth rates, market share etc.	es,
Home & Search Data Availability Reference Material Other ITC Tools More	Mr. Account My 👻 English 🔍
Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demain competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarter available from the most aggregated level to the tariff line level.	·
Imports Exports	
Type the name of the product or its HS code and select it	X i Advanced search
Costa Rica O Region	$\times i$ of the country and select it
Trade Indicators Yearly Ti	Companies
Market Analysis and Researct Tel.: +41 (0). Copyr	ritzerland

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

	ITC	1	TRAI Trade statist Monthy, quar	ics for inter	national b	usiness de			olumes, grov	vth rates, m	arket shares	, etc.		- AND	
lome 8	Search E	Data Avai	lability F	Reference	Material	Other I	TC Tools	s More					Mr. Acco	unt My 👻 🖪	nglish
	Product	080	711 - Water	melons, fres	sh		*		Pro	duct Group	None				
O Worl	d Country	Costa R	ica				~		Cou	Intry Group	None				
	Partner	All					¥		Par	tner Group	None				
]	other criteria	Exports	✓ Trade	e indicators	~	by countr	v v D	irect data	v						
	In the local data	1			Trade Indicators										
20002 24	id: 💌 💓 🖻							Trad	e Indicators		Exported			efault (25 per Total import growth in	Tariff
ilateral rade at	d: 💌 📝 📄		Exported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Share in Costa Rica's exports (%)	Exported quantity 2012	<u>Quantity</u> <u>unit</u>	Trad <u>Unit value</u> (USD/unit)		Exported growth in quantity between 2008-2012 (%, p.a.)	Exported growth in value between 2011-2012 (%, p.a.)	Rows	Share of partner countries in world imports (%)		<u>Tariff</u> (estimate <u>faced b</u>
ilateral ade at			value 2012 (USD	balance 2012 (USD	Costa Rica's exports	quantity		<u>Unit value</u>	Exported growth in value between 2008-2012	Exported growth in guantity between 2008-2012	growth in value between 2011-2012	Ranking of partner countries in world	Share of partner countries in world	Total import growth in value of partner countries between 2008-2012	<u>Tariff</u> (estimate <u>faced b</u> <u>Costa Ri</u>
ilateral rade at	Importe		value 2012 (USD thousand)	balance 2012 (USD thousand)	Costa Rica's exports (%)	quantity 2012	unit	<u>Unit value</u> (USD/unit) I	Exported growth in value between 2008-2012 (%, p.a.)	Exported growth in guantity between 2008-2012 (%, p.a.)	growth in value between 2011-2012 (%, p.a.)	Ranking of partner countries in world	Share of partner countries in world imports (%) i	Total import growth in value of partner countries between 2008-2012 (%, p.a.)	<u>Tariff</u> (estimate <u>faced b</u> <u>Costa Ri</u>
ilateral rade at 8-digit	<u>Importe</u> World	ers	value 2012 (USD thousand) 18,824	balance 2012 (USD thousand) 18,596	Costa Rica's exports (%) 100	<u>guantity</u> <u>2012</u> 42,886	<u>unit</u> Tons	Unit value (USD/unit) J	Exported growth in value between 2008-2012 (%, p.a.)	Exported growth in guantity between 2008-2012 (%, p.a.) #	growth in value between 2011-2012 (%, p.a.) \$	Ranking of partner countries in world imports	Share of partner countries in world imports (%) i 100	Total import growth in value of partner countries between 2008-2012 (%, p.a.)	<u>Tariff</u> (estimate <u>faced b</u> <u>Costa Ri</u>
ilateral rade at 8-digit	Importe World <u>Netherlands</u>	<u>ers</u>	value 2012 (USD thousand) * 18,824 9,530	balance 2012 (USD thousand) 18,596 9,530	Costa Rica's exports (%) 100 50.6	guantity 2012 42,896 20,049	unit Tons Tons	Unit value (USD/unit) 1 439 475	Exported growth in value between 2008-2012 (%, p.a.) 18 20 70 18	Exported growth in <u>quantity</u> between 2008-2012 (%, p.a.) # 10 7 61 21	growth in value between 2011-2012 (%, p.a.) # 43 55 55 55 -6	Ranking of partner countries in world imports 5 7 1	Share of partner countries in world imports (%) i 100 5.8	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 1 3 3 3 4 4 4	<u>Tariff</u> (estimate <u>faced by</u> Costa Rie
ilateral rade at 8-digit 1 1 1	Importe World Netherlands United Kingdom	<u>ers</u>	value 2012 (USD thousand) 18,824 9,530 3,936 2,345 1,035	balance 2012 (USD thousand) 18,596 9,530 3,936 2,345 1,035	Costa Rica's exports [%] 100 50.6 20.9 12.5 5.5	guantity 2012 42,886 20,049 8,754 6,352 2,124	Unit Tons Tons Tons Tons Tons Tons	Unit value (USD/unit) 439 475 450 369 487	Exported growth in value between 2008-2012 (%, p.a.) 18 20 70 18 21	Exported growth in guantity between 2008-2012 (%, p.a.) # 10 7 61 21 21 12	growth in value between 2011-2012 (%, p.a.) (43 55 55 55 -6 76	Ranking of partner countries in world imports 5 7 1 1 19	Share of partner countries in world imports (%) 100 5.8 3.8 23.6 1	Total import growth in yalue of partner countries between 2008-2012 (%, p.a.) f 3 3 3 4 4 4 -2	<u>Tariff</u> (estimate <u>faced by</u> Costa Rie
ilateral rade at 8-digit 4 4 4	United States of	<u>ers</u>	value 2012 (USD thousand) 7 18,824 9,530 3,936 2,345 1,035 871	balance 2012 (USD thousand) 18,596 9,530 3,936 2,345 1,035 871	Costa Rica's exports (%) 100 50.6 20.9 12.5 5.5 4.6	guantity 2012 42,886 20,049 8,754 6,352 2,124 2,608	Unit Tons Tons Tons Tons	Unit value (USD/unit) 439 475 450 369 487 334	Exported growth in value between 2008-2012 (%, p.a.) 18 20 70 18 20 70 18 21 32	Exported growth in guantity between 2008-2012 (%, p.a.) (%, p.a.) 10 7 61 21 21 21 21 39	growth in <u>value</u> <u>between</u> <u>2011-2012</u> (%, p.a.) 43 55 55 55 -6 76 77	Ranking of partner countries in world imports 7 5 7 1 1 19 2	Share of partner countries in world imports (%) i 100 6.8 3.8 2.3.6 1 1.3.7	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 1 3 3 3 4 4 4 -2 4	<u>Tariff</u> (estimate <u>faced b</u> <u>Costa Ri</u>
ilateral rade at 8-digit 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	United States of Spain Germany Belgium	<u>ers</u>	value 2012 (USD thousand) 18,824 9,530 3,936 2,345 1,035 871 852	balance 2012 (USD thousand) 18,596 9,530 9,530 3,936 2,345 1,035 871 852	Costa Rica's exports (%) 100 50.6 20.9 12.5 5.5 4.6 4.5	guantity 2012 42,886 20,049 8,754 6,352 2,124 2,608 2,484	unit Tons Tons Tons Tons Tons Tons Tons Tons	Unit value (USD)unit) 439 475 450 369 487 334 343	Exported growth yalue between 2008-2012 (%, p.a.) (%, p.a.) (%, p.a.) 18 20 18 20 18 20 18 20 20 20 20 20 20 20 20 20 20 20 20 20	Exported growth in guantity between 2008-2012 (%, p.a.) 10 10 7 61 21 21 21 21 23 9 9 -29	growth in value between 2011-2012 (%, p.a.) (43 55 55 55 -6 76	Ranking of partner countries in world imports 5 7 7 1 1 19 2 2 16	Share of partner countries inworld imports (%) i 100 6.8 3.8 23.6 1 13.7 1.2	Total import growth in partner countries between 2008-2012 (%, p.a.) 2 3 3 3 4 4 4 4 4 4 3 3 3 3 3 3 3 3 4 4 4 4 3 3 3 3 3 3 3 3 4 4 4 4 3	<u>Tariff</u> (estimate faced b <u>Costa Ric</u> (%) f
illateral rade at 8-digit 4 4 4 4	Importe World Netherlands United Kingdom United States of Spain Germany	<u>ers</u>	value 2012 (USD thousand) 7 18,824 9,530 3,936 2,345 1,035 871	balance 2012 (USD thousand) 18,596 9,530 3,936 2,345 1,035 871	Costa Rica's exports (%) 100 50.6 20.9 12.5 5.5 4.6	guantity 2012 42,886 20,049 8,754 6,352 2,124 2,608	Unit Tons Tons Tons Tons Tons Tons Tons	Unit value (USD/unit) 439 475 450 369 487 334	Exported growth in value between 2008-2012 (%, p.a.) 18 20 70 18 20 70 18 21 32	Exported growth in guantity between 2008-2012 (%, p.a.) (%, p.a.) 10 7 61 21 21 21 21 39	growth in <u>value</u> <u>between</u> <u>2011-2012</u> (%, p.a.) 43 55 55 55 -6 76 77	Ranking of partner countries in world imports 7 5 7 1 1 19 2	Share of partner countries in world imports (%) i 100 6.8 3.8 2.3.6 1 1.3.7	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 1 3 3 3 4 4 4 -2 4	<u>Tariff</u> (estimate <u>faced b</u> <u>Costa Ri</u>

					Ti	Trade Indicators							
Importers	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	18,82 4	18,59 6	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

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

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) Share in Costa Rica's exports, %	Exports minus imports for that particular HS/NTL code. This column indicates whether the country is a net importer or exporter. 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. 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.							
Exported growth in value between 2011-2012 (% p.a.)								
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 <i>ad valorem</i> 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. 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.

0		1	8		-	v	, 1	v
)	ITC	Trade		P onal business development trade data. Import & export		h rates, market shares	, etc.	M
Home &	Search [Data Availabil	ility Reference Mate	erial Other ITC Tools	More		Mr. Acco	unt My 👻 English
	Product	080711 -	- Watermelons, fresh	~	Produ	uct Group None		
OWorld	Country	Costa Rica		~	Coun	try Group None		
	Partner	All		~	Partr	er Group None		
2	other criteria	Exports v	Yearly time series Trade indicators	🖌 by country 👻 Dir	ect data 👻 Quantitie	s γiΡ	rimary unit 🗸 🗸	
	able	Graph	Мар		Companie		FDI d	
Download		A		2008	riod (number of columns	;): ₩ 5 per page ¥ 2010	Rows per page D 2011	efault (25 per page) • 2012
Bilateral 8 digits		Impo	orters	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons▼
	World			28,740	30,239	38,781	35,794	42,88
+	Netherlands			13,508	18,742	21,934	16,615	20,04
÷	United Kingd	.om		1,640	1,666	1,690	6,900	8,75
+	United States	s of America		3,255		6,559	7,124	6,35
÷	Germany			746		1,587	1,998	2,60
+	Belgium			5,147	2,968	4,733	439	2,48
ŧ	Spain			1,398		1,444	1,574	2,12
±	Panama			1,930	1	0	0	24
+	Ireland			1 930	68	180	274	7
+	Portugal			90	0	22	0	6

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

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.

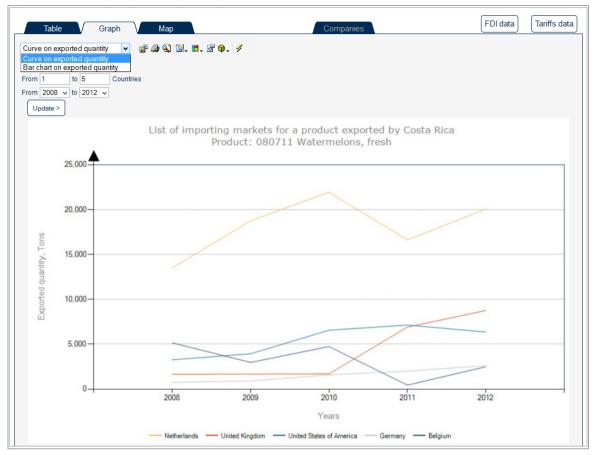


Figure 56: Curve graph on exported quantities

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	Figure 57	7: Dif	ferent cr	iteria to) retrieve	different	graphs
--	-----------	--------	-----------	-----------	------------	-----------	--------

X ITC	TRADE MAI Trade statistics for international Monthy, quarterly and yearly trad	business development	values, volumes, growth rates, m	arket shares, etc.	M
Home & Search	Data Availability Reference Materia	I Other ITC Tools	More		Mr. Account My 👻 English 🔍
Product	080711 - Watermelons, fresh	~	Product Group	None	~
○ World Country	Costa Rica	~	Country Group	None	~
Partner	All	~	Partner Group	None	~
other criteria	Exports v Trade indicators v	by country 👻 Dire	ect data 🐱		
Table	Graph Trade indicators Yearly time series Quarterly time series Monthly time series		Companies		FDI data Tariffs data
Bubble graph on pros	spect for market diversification	v 💣 🖆 🔦	3		

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.

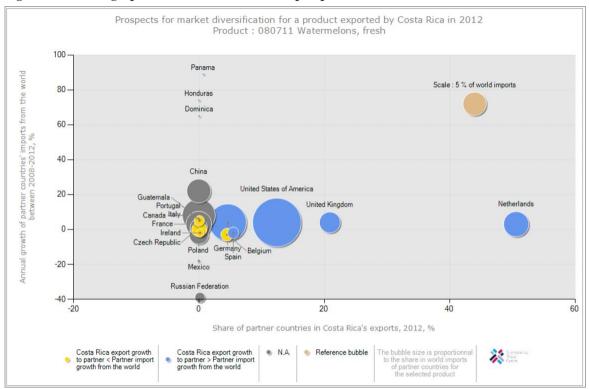


Figure 58: Bubble graph on market diversification prospects for Costa Rican watermelons

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

Hor	me & Search Data	a Availability	Reference Material Ot	ther ITC Tools	More		Mr. Account My 👻 English 🗸
	Product	080711 - Wa	atermelons, fresh	~	Product Grou	p None	v
2	World O Country All	l		~	Country Grou	p None	×
	Partner All			· · · · ·	Partner Grou	Ip None	v .
World	other criteria Im	ports 🗸 T	rade indicators 👻 by c	ountry 🕂	By Country		
\square		1 1			· · · ·		
	Import		Trade Indicators	s			

Figure 61: List of worldwide importers for watermelons in 2012

					for the sele 080711 Water			12				
Г	Table Graph	Мар				Compani	es			FDI	data 1	Fariffs data
Down	nload: 🔟 📝 📔 💌						_		Rows p	er page	Default (25 p	erpage) v
											1	234567
					Trade	Indicators	•				Average	
HS8	Importers	Value imported in 2012 (USD thousand)	Trade balance in 2012 (USD thousand) 1	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 (%) f	tariff (estimated) applied by the country (%)	Number of Importing companies available in Trade Map
	World	1,113,472	72,440	2,518,188	Tons	442	3	3	3	100		2054
ŧ	United States of America	262,309	-136,223	495,612	Tons	529	4	1	12	23.6	8	34
÷	Germany 1	152,917	-143,421	261,488	Tons	585	4	7	2	13.7	<u>2.1</u>	55
+	Canada 1	115,473	-115,291	211,200	Tons	547	8	3	14	10.4	Q	6
÷	Erance 1	68,703	-61,639	112,001	Tons	613	3	4	10	6.2	21	111
+	Netherlands /	64,838	5,550	100,643	Tons	644	3	5	-14	5.8	2.1	<u>59</u>
+	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 1	34,209	-33,636	91,277	Tons	375	-3	-2	-6	3.1	2.1	<u>117</u>
+	Czech Republic 🧃	29,224	-25,499	80,234	Tons	364	1	1	-3	2.6	2.1	74
+	Austria 1	21,454	-18,479	30,647	Tons	700	-4	-4	-1	1.9	2.1	<u>14</u>
+	Italy /	20,820	59,595	39,986	Tons	521	0	-5	-8	1.9	2.1	<u>63</u>
+	Sweden 1	15,420	-15,358	25,474	Tons	605	6	9	-5	1.4	2.1	<u>10</u>
Ŧ	Norway f	15,084	-15,047	16,440	Tons	918	-1	3	-7	1.4	<u>0</u>	2
+	Switzerland	14,334	-14,318	19,282	Tons	743	6	6	7	1.3	0.3	<u>80</u>
+	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	<u>46</u>
+	Slovakia 1	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	<u>0</u>	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.

				Trade	Indicato	ors					Number
Importers	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 (%)	Averag e tariff (estimat ed) applied by the country (%)	of importi ng compan ies availabl e in Trade Map
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: List of worldwide importers of Watermelon	s in 2012	
---	-----------	--

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 (62:1	List d	of markets	supplying	watermelons	to the	United	States i	in 2012
riguic	•	LISU	or markets	supprying	water merons	to the	omicu	Dutto	III 2012

	ITC	TI	rade statistic lonthy, quart	cs for intern	ational busi			values, volui	mes, growth	ı rates, mai	ket shares,	etc.		M	
Home &	Search E)ata Avail	ability R	eference N	laterial	Other ITC) Tools	More					Mr. Acco	ount My 🔻	English 🗸
	Product	0807	11 - Waterm	nelons, fresl	h		~		Produ	ict Group	None				Ŷ
O World	d Country	United S	tates of Ame	erica			~		Coun	try Group	None				¥
	Partner	All					~		Partn	er Group	None				Ŷ
	other criteria	Imports	✓ Trade	indicators	v b	v country	✓ Dire	ct data 👻							
	able V	Graph		Мар	•				Companies			Rows	per page C	Default (25 p	erpage) v 1 2 Tariff
Bilateral trade at 8-digit	Export	<u>ters</u>	Imported <u>value</u> 2012 (USD thousand)	<u>Trade</u> <u>balance</u> 2012 (USD thousand) j	Share in United States of America's Imports (%)	Imported quantity 2012	<u>Quantity</u> <u>unit</u>	Unit Value (USD/unit)	imported growth in value between 2008-2012 (%. p.a.) f	Imported growth in quantity between 2008-2012 (%. p.a.)	Imported growth in value between 2011-2012 (%. p.a.) <i>f</i>	Ranking of partner countries in world exports	Share of partner <u>countries</u> in world <u>exports</u> (%) <i>f</i>	export growth in value of partner countries between 2008-2012 (%, p.a.) 7	(estimated) applied by <u>United</u> States of <u>America</u> (%) #
	World		262,309	-136,223	100	495,612	Tons	529	4	1	12		100	4	
ŧ	Mexico		231,936	-231,429	88.4	430,577	Tons	539	3	1	12	1	23.9	2	Q
+	Guatemala		23,671	-23,671	9	48,253	Tons	491	29	20	14	14	1.2	7	Q
+	Honduras		3,610	-3,610	1.4	9,985	Tons	362	-23	-29	91	18	0.6	16	Q
ŧ	Costa Rica		1,401	-1,401	0.5	3,177	Tons	441	14	2		10	1.6	18	Q
ŧ	Nicaragua		1,300	-1,300	0.5	2,845	Tons	457	181	185		45	0.1	72	Q
ŧ	Canada		184	124,132	0.1	504	Tons	365	-17	-16		66	0	-17	Q
+	Dominican Re	public	113	-102	0	108	Tons	1,046	-4	29		61	0	16	<u>0</u>
+	Panama		93	-84	0	162	Tons	574	-29	-29	-81	8	2.4	-1	0

					Trade l	ndicator	s						
Exporters	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 (estimate d) 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
Greece										6	3.9	-4	13
Italy										4	6.8	12	13

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

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.

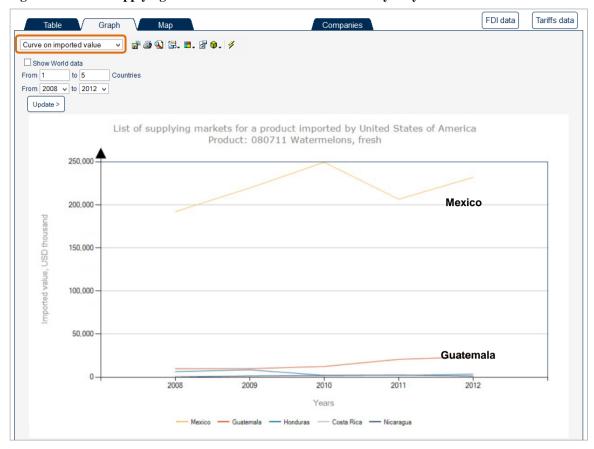
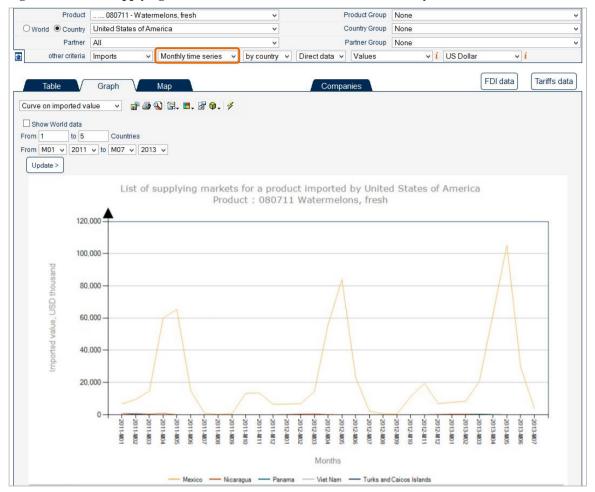


Figure 63: List of supplying markets for Watermelons to the US - yearly time series

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
riguit	0	L'Apansion	UI taimi	mormation

]	ITC	Tra	de statisti	CS for intern erly and yea	ational busi			alues, volui	mes, growth	rates, ma	rket shares,	etc.		and the	
lome &	Search E)ata Availat	oility R	eference N	laterial	Other IT(C Tools	More					Mr. Acco	ount My 🔻	English
	Product	080711	1 - Watern	nelons, fres	h		~		Produ	ict Group	None				
O World	Country	United Star	tes of Am	erica			~		Count	try Group	None				
	Partner	All					~		Partn	er Group	None				
]	other criteria	Imports v	Trade	indicators	v b	y country	✓ Dire	ct data 🗸							
ownload	: 🗷 👿 🖻							Trade In	idicators 🗖			Rows	per page D)efault (25 p	erpage) 1
Bilateral trade at 8-digit	Export	ers 2	mported <u>value</u> 1012 (USD housand)	<u>Trade</u> <u>balance</u> 2012 (USD <u>thousand)</u> i	Share in United States of America's imports (%)	imported quantity 2012	<u>Quantity</u> <u>unit</u>	Unit value (USD/unit)	Imported growth in value between 2008-2012 (%, p.a.)	Imported growth in quantity between 2008-2012 (%, p.a.)	value between	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 b United States of America (%) \$
	World		262,309	-136,223	100	495,612	Tons	529	4		1 12		100	4	
ŧ	Mexico		231,936	-231,429	88.4	430,577	Tons	539	3		1 12	1	23.9	2	
ŧ	Guatemala		23,671	-23,671	9	48,253	Tons	491	29					7	
1001	Honduras		3,610	-3,610	1.4	9,985	Tons	362	-23		Ad val	orem e	auival	ent 📘	
+	Costa Rica		1,401	-1,401	0.5	3,177	Tons	441	14		-28	10	1.6	18	
+	COSId Ricd					2,845	Tons	457	181	18	5 -50	45	0.1	72	
	Nicaragua		1,300	-1,300	0.5	2,045	Tonis	0.000	10596	0.255				10.634	
ŧ			1,300 184	-1,300 124,132	0.5	504	Tons	365	-17	-1(5 -33	66	0	-17	
+	Nicaragua	public		1007520	(7))E.			0.56		-10		66 61	0	-17 16 -1	

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

	С		Proving transp				narket access	Q ,	Log	gged in as MY, Accor My accor Loge English
Quick search	•	Advanced	analysis 🔻	Raw Data Do	ownload 🔻	Country and	alysis 🔻 Opt	ions 🔻	Support materials 🔻	
nd tariffs			fs > Comp	are Tariffs R	lesults					
nd non-tariff me	asures									
nd trade remed	ies									
ade agreement	s and R	ules of Orig	gin							
ompare tariffs									Video tutorial	
									User guide	
-			e World Tariff Pr							
<< New sea	le	<< Mod	ify search Map						Level of protection	
	le	<< Mod							Level of protection	
Tabl	le	<< Mod		Level of protection	Guatemala's exports to partner country (value in US\$ '000)	Total ad valorem equivalents tariff 🗐	Corresponding HS6 codes in the importing country revision ©	Source		
Importing	le)	۲	Map No. of corresponding national tariff	Level of	exports to partner country (value in	valorem equivalents	HS6 codes in the importing country	Source	0% 0 - 5]% 5 - 10]% 10 - 15]% 110 - 15]%	
Importing country	le) Year	Revision	Map No. of corresponding national tariff lines	Level of	exports to partner country (value in	valorem equivalents tariff	HS6 codes in the importing country revision 🕑		0%]0 - 5]%]5 - 10]%]10 - 15]%]15 - 20]%]20 - 30]%	
Table	le Year 2013	Revision HS12	Map No. of corresponding national tariff lines 1	Level of	exports to partner country (value in	valorem equivalents tariff 16.00%	HS6 codes in the importing country revision Click Here	ITC	0%]0 - 5]%]5 - 10]%]10 - 15]%]15 - 20]%]20 - 30]%]30 - 40]%	
Table Table Table Table Table Table Table Table Table Table Table Table	le Year 2013 2014	Revision HS12 HS12	Map No. of corresponding national tariff lines 1 1	Level of	exports to partner country (value in	valorem equivalents tariff @ 16.00% 10.00%	HS6 codes in the importing country revision Click Here Click Here	ITC ITC	0%]0 - 5]%]5 - 10]%]10 - 15]%]15 - 20]%]20 - 30]%]30 - 40]%]40 - 60]%	
Table Tab	le Year 2013 2014 2014	Revision HS12 HS12	Map No. of corresponding national tariff lines 1 1 1 1	Level of	exports to partner country (value in	valorem equivalents tariff @ 16.00% 10.00% 30.00%	HS6 codes in the importing country revision @ Click Here Click Here Click Here	ITC ITC ITC	0%]0 - 5]%]5 - 10]%]10 - 15]%]15 - 20]%]20 - 30]%]30 - 40]%]40 - 60]%	

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.

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

Table 20: USA NTL codes of HS code 080711

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

X ITC	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	080711 - Watermelons, fresh 🗸 Product Group None	~
○ World Country	TOTAL - All products 08 - Edible fruit, nuts, peel of citrus fruit, melons	^v
Partner	. 0807 - Melons (including watermelons) & papayas, fresh	
other criteria	080711 - Watermelons, fresh 0807110000 - WATERMELONS, FRESH	6-digit level
		IN
Table		

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

XITC 💸	Trade statist	cs for international but terly and yearly trade d		values, volumes, growth rates, marke	et shares, etc.	
Home & Search [Data Availability R	eference Material	Other ITC Tools	More		Mr. Account My 👻 English
Product	080711 - Waterr	nelons, fresh	~	Product Group	None	
O World Country	United States of Am	erica	~	Country Group	None	
Partner	All	_	~	Partner Group	None	
other criteria	Imports v Trade	indicators 🗸 t	oy country 👻 Dire	ect data 🗸		
	L	ist of supplyin	Pr	e product imported by Unit roduct: 080711 Watermelons, fres represent 23.56% of world imports for this produ	h	
Table	Graph	Мар	tes of America's imports (Companies	aut, as raining in works imports	FDI data Tariffs data
Download: 述 📝 📄	æ				Rows	per page Default (25 per page) 🔻

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

Home & Search	Trade sta	tistics for international b uarterly and yearly trade	usiness development	values, volumes, gro More	owth rates, marke	t shares, etc.	Mr	r. Account My	- English
Produc	t 080711 - Wa	termelons, fresh	~		Product Grou	p None	2.90 S		1000 AND 100
O World Country	United States of	America	~		Country Grou	p None			
Partne	r All		~		Partner Grou	p None			
other criteria	Imports	Vearly time series	by product	Product Cluster	rat 10-digit 🖌 🕚	/alues	v <mark>i</mark> US	S Dollar	v i
nit : US Dollar thousand		Yearly time series Quarterly time series Monthly time series Companies	S led products	ts imported by in the following ca					(
Table	Graph V	Quarterly time series Monthly time series	es led products		nies	Vatermelons, fro	esh	FDI data	Tariffs data
		Quarterly time series Monthly time series Companies	es led products	in the following ca Compa	nies of columns) : 🏶 [5 per page V	🆇 Rows per p	bage Default (2	
Table Download: Code 00007114010 SEEDLE		Quarterly time series Monthly time series Companies Map	es led products	in the following ca Compa ime Period (number	nies of columns) : 🎌 🛾	5 per page v	Rows per p	page Default (2)	5 per page)
Table	SS WATERMELONS, FRE	Quarterly time series Monthly time series Companies Map	25 jed products T ERIOD FROM APRIL 1 TO N	Compa ime Period (number ovemBER 30, IN ANY	nies of columns) : 🏶 Imported value in 2009	5 per page V	Rows per p	Default (2 mported value in 2011	5 per page) Imported value in 2012 V 134,56
Code 0807114010 SEEDLE 0807114010 SEEDLE 0807114010 NEEDLE 0807114020 WATERN 0807114020 SEEDLE	SS WATERMELONS, FRE CLUSIVE IELONS, FRESH, ENTERE VE, NESOI	Quarterly time series Monthly time series Companies Map Product labe SH, ENTERED DURING THE P ED DURING THE PERIOD FRO SH, IF ENTERED DURING THE	25 jed products T ERIOD FROM APRIL 1 TO N M APRIL 1 TO NOVEMBER 3	Compa Time Period (number ovember 30, IN ANY 0, IN ANY YEAR,	nies of columns) : ** [Imported value in 2009 146,739	5 per page V mported value in Im 2009 161,880	Rows per p poorted value in 2010 189,523	page Default (2 mported value in 2011 118,324	5 per page) Imported value in 2012▼

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.
- 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.

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

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

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

Hon	ne & Search	Data Availability	Reference Material	Other ITC Tools	More		Mr. Account My 👻 English	~
	Product	080711 - Wa	atermelons, fresh	~	Product Gro	up None		¥
0	World Country	United States of	f America	~	Country Gro	up None		~
	Partner	All		~	Partner Gro	up None		¥
	other criteria	Imports	✓ Yearly time series	✓ by product	🕐 Product Cluster at 10-digit 👻	Values	🖌 i US Dollar 🗸 🤘 🤘	
11=2 -	US Dollar thousand		List of detailed produ	f products import acts in the follow	ed by United States of Ame ing category: 080711 Water	Values Quantities Growth in value Growth in quantity Share in value in %		
	Table V	Graph	Мар	Т	Companies	Unit values Growth on unit values Index on values Index on unit values	FDI data Tariffs da	

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.

	TC	Trade statis	DE MAP stics for international bus arterly and yearly trade d			mes, growth r	ates, market	shares, etc.				M	
Home & S	Search E	Data Availability	Reference Material	Other ITC Tools	More						Mr. Ac	count My 🔻	English
	Product		- SEEDLESS WATER	MELONS, FRE V				Product G	roup None				
○ World	Country	United States of A	merica	~				Country G	roup None				
_	Partner	All		~					roup None				
0	ther criteria	Imports v	Yearly time series	✓ by country	✓ Direct d	ata 🗸 Val	ues	✓ i l	JS Dollar	v i			
Download						Companies					_		
Domiluau.						Time Per		of columns) : 🔻	10 per pa	ge 🗸 🊧 R			oerpage) 🕚
Bilateral 8 digits		Expor	<u>ters</u>	Imported value in 2003	Imported value in 2004		iod (number of Imported value in 2006	f columns): Imported value in 2007	10 per par Imported value in 2008	ge V 🏶 R Imported Value in 2009	ows per page Imported value in 2010	Default (25 p Imported value in 2011	Derpage) Imported value in 2012
Bilateral	World	1 .	<u>ters</u>	value in	value in	Time Per Imported value in	Imported value in	Imported value in	Imported value in	Imported value in	Imported value in	Imported value in	Imported value in 2012
Bilateral		1 .	<u>ters</u>	<u>value in</u> 2003	<u>value in</u> 2004	Time Per 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
Bilateral 8 digits	World	Expor	<u>ters</u>	value in 2003 6,887	value in 2004 56,218	Time Per Imported value in 2005 66,119	Imported value in 2006 92,232	Imported value in 2007 105,109	Imported value in 2008 146,739	Imported value in 2009 161,880	Imported value in 2010 189,523	Imported value in 2011 118,324	Imported value in 2012 134,56
Bilateral 8 digits	World Mexico	Expor	ters	value in 2003 6,887 6,790	value in 2004 56,218 54,436	Time Per Imported value in 2005 66,119 63,355	Imported value in 2006 92,232 86,887	Imported value in 2007 105,109 102,063	Imported value in 2008 146,739 144,174	Imported value in 2009 161,880 158,222	Imported value in 2010 189,523 187,938	Imported value in 2011 118,324 111,037	Imported value in 2012▼ 134,56 128,50 5,43
Bilateral 8 digits •	World Mexico Guatemala	Expor	ters	value in 2003 6,887 6,790 97	value in 2004 56,218 54,436 970	Time Per <u>Imported</u> <u>value in</u> <u>2005</u> 66,119 63,355 1,783	Imported value in 2006 92,232 86,887 1,912	Imported value in 2007 105,109 102,063 1,209	Imported value in 2008 146,739 144,174 337	Imported value in 2009 161,880 158,222 819	Imported value in 2010 189,523 187,938 712	Imported <u>value in</u> 2011 118,324 111,037 5,923	Imported value in 2012▼ 134,56 128,50 5,43 32
Bilateral 8 digits • •	World Mexico Guatemala Honduras		ters	value in 2003 6,887 6,790 97 0	value in 2004 56,218 54,436 970 0	Time Per <u>Imported</u> <u>value in</u> <u>2005</u> 66,119 63,355 1,783 8	Imported value in 2006 92,232 86,887 1,912 1,417	Imported value in 2007 105,109 102,063 1,209 1,275	Imported value in 2008 146,739 144,174 337 1,873	Imported value in 2009 161,880 158,222 819 2,007	Imported value in 2010 189,523 187,938 712 93	Imported value in 2011 118,324 111,037 5,923 346	Imported value in 2012▼ 134,56 128,50
Bilateral 8 digits	World Mexico Guatemala Honduras Canada		ters	value in 2003 6,887 6,790 97 0 0 0	value in 2004 56,218 54,436 970 0 121	Time Per <u>Imported</u> <u>value in</u> <u>2005</u> 66,119 63,355 1,783 8 138	Imported value in 2006 92,232 86,887 1,912 1,417 136	Imported value in 2007 105,109 102,063 1,209 1,275 515	Imported value in 2008 146,739 144,174 337 1,873 253	Imported value in 2009 161,880 158,222 819 2,007 541	Imported value in 2010 189,523 187,938 712 93 456	Imported value in 2011 118,324 111,037 5,923 346 269	Imported value in 2012▼ 134,56 128,50 5,43 32 16

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

X ITC	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 Dat	a Availability Reference Material	Other ITC Tools More		Mr. Account My 👻 English 🔍						
Product	0807114010 - SEEDLESS WATE	Market Access Map	Product Group None	×						
○ World Country U	Inited States of America	Investment Map	Country Group None	×						
Partner A	JI		Partner Group None	×						
other criteria In	nports v Yearly time series	Standards Map	a 🗸 Values 🗸 🖌 US Dollar 🗸 i	i						
	that an even	Trade Competitiveness 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

X ITC	Trade statist	DE MAP ics for international bus terly and yearly trade da		values, volumes, growth rate	s, market shares, etc.		
Home & Search	Data Availability F	Reference Material	Other ITC Tools	More			Mr. Account My 👻 English 🔍
Product	0807114010	SEEDLESS WATER	MELONS, FRE ¥		Product Group	None	~
○ World Country	United States of An	nerica	~		Country Group	None	~
Partner	All		~		Partner Group	None	~
other criteria	Imports v	Yearly time series	by country	✓ Direct data ✓ Values	v i USD	ollar v <mark>i</mark>	
Product: 0807114	4010 SEEDLESS	Yearly time series Quarterly time series Monthly time series Companies		or a product imported RED DURING THE PE			, IN ANY YEAR, INCLUSIVE

ITC	Trade statisti Monthy, quart		iness development ta. Import & export values Other ITC Tools Mor	•	wth rates, i	market sha	res, etc.					nt My - E	nglish
Produc		and the second se		3			Product Grou	up None	9		II. Accour	ic wiy	giori
⊖World ●Countr			~				Country Grou	the Lagrand					
Partne	r All		~				Partner Grou	up None	•				
other criteria	a Imports v	Quarterly time series	v by product v Pr	oduct Cluster	at 10-digit	✓ Value	s	v i	US Doll	ər	v i		
it : US Dollar thousand		detailed p	ist of products impo products in the follo	wing cates	gory: 080			, fresh			FDI dat	a Ta	riffs dat
it : US Dollar thousand Table ownload: 述 📝 🖡	Graph			wing categ	gory: 080 nies	0711 Wat		,	ige v 🀳	Rows per			
Table	Graph	detailed p		wing categ	gory: 080 nies	711 Wat	ermelons lumns): *** [Imported Value in	10 per pa	ige ∨ ≫ Imported Value in 2012-Q3	Rows per Imported Value in 2012-Q4			page) Importe Value i
Table ownload: I II	Graph V	detailed p Map <u>Product label</u> S, FRESH, ENTERED D	URING THE PERIOD FRO	Compar Tim <u>Imported</u> <u>Value in</u> 2011-Q2	gory: 080 nies e Period (nu <u>Imported</u> <u>Value in</u> <u>2011-Q3</u>	Imper of co	ermelons lumns): *** [Imported Value in	10 per pa mported Value in	Imported Value in	Imported Value in	page Defi Imported Value in	ault (25 per Imported Value in 2013-Q2	page) Importe Value i 2013-C
Table ownload: I II	Graph	detailed p Map Product label S, FRESH, ENTERED D IN ANY YEAR, INCLUS NTERED DURING THE	URING THE PERIOD FRO	Compar Tim Imported Value in 2011-Q2 M 96,776	gory: 080 nies e Period (nu <u>Imported</u> <u>Value in</u> <u>2011-Q3</u>	Imper of co Imported Value in 2011-Q4	ermelons lumns): ** [Imported Value in 2012-Q1	10 per pa mported Value in 2012-Q2	Imported Value in 2012-Q3	Imported Value in 2012-Q4	page Defi Imported <u>Value in</u> 2013-Q1	ault (25 per Imported Value in 2013-Q2	

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

X ITC	TRADE MAP Trade statistics for international Monthy, quarterly and yearly trade	ousiness development	es, volumes, gro	wth rates, r	narket sha	res, etc.					M	
Home & Search	ata Availability Reference Material	Other ITC Tools Mo	ire						N	Ir. Accour	nt My 👻 E	nglish 🗸
Product	080711 - Watermelons, fresh	*				Product Gro	up None	Э				*
O World Country	United States of America	~				Country Gro	None	Э				Ý
Partner	All	~				Partner Gro	up None	э				~
other criteria	Imports v Quarterly time seri Trade indicators Yearly time series Monthly time series Companies	of prod	ck here onthly Tir	e to ne Se		eve	v <mark>i</mark> s, fresh	US Doll:	ar	v i		
Table	Graph Map		Compan	ies						FDI dat	a Tai	riffs data
Download: 📧 📝 🗐	æ		Time	e Period (nu	imber of col	lumns) : 辩	10 per pa	ige v 🀳	Rows per	page Defa	ault (25 per	page) v
Code	Droduct label		Imported Value in		Imported Value in 2011-Q4	Value in	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 SEEU APRI	Click here to retriev supply this product		ountries	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
	LESS WATERMELONS, FRESH, IF ENTER I DECEMBER 1, IN ANY YEAR, TO THE FO		0	0	10,466	37,994	34	0	10,635	41,985	17	0

Figure 74: Ouarterly imports of watermelons in the US

lome & Search	Data Availability	Reference Material	Other I	TC Tools	More							Mr. Acco	unt My 👻 🛙	English
Produc	t 0807114010	- SEEDLESS WATE	RMELONS	S, FRE 🗸				Produ	ict Group	None				
World Country	United States of A	merica		~				Coun	try Group	None				
Partne	All			~				Partn	er Group	None				
other criteria	Imports v	Monthly time serie	s v b	country N	Direct d	lata 🗸 V	alues	~	i US Dol	ar	v i			
t : US Dollar thousand	14010 SEEDLES Graph	Мар				Companies	5					FDI d	ata Ta	ariffs da
Table	Graph	Мар						er of columns	10 p	erpage v	A Rows	FDI d		
Table	Graph	Мар	Imported value in 2012-M10	Imported value in 2012-M11	Imported value in 2012-M12			er of columns Imported value in 2013-M03) 10 p Imported value in 2013-M04	erpage v Imported value in 2013-M05	Rows p Imported value in 2013-M06	FDI d		er page) Import value
Table	Graph V	Мар	value in	value in	Imported value in	Time P Imported value in	eriod (numbe Imported value in	Imported value in	Imported value in	Imported value in	Imported value in	FDI d	efault (25 pe	er page) Import value 2013-M
Table ownload 🛋 🗹 🛱	Graph V	Мар	value in 2012-M10	value in 2012-M11	Imported value in	Time P Imported value in	eriod (numbe 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	FDI d	efault (25 pe Imported value in 2013-M08	er page) Import value 2013-W
Table ownload	Graph V	Мар	value in 2012-M10 8,852	value in 2012-M11 15,825	Imported value in 2012-M12 0	Time P Imported value in 2013-M01 0	eriod (numbe <u>Imported</u> <u>value in</u> <u>2013-M02</u> 0	Imported value in 2013-M03 0	Imported value in 2013-M04 62,871	Imported value in 2013-M05 101,899	Imported value in 2013-M06 27,285	FDI d per page Do <u>Imported</u> <u>value in</u> <u>2013-M07</u> 2,867	efault (25 pe <u>Imported</u> <u>value in</u> 2013-M08 693	er page) Import value 2013-W
Table ownload	Graph V	Мар	value in 2012-M10 8,852 8,852	value in 2012-M11 15,825 15,383	Imported value in 2012-M12 0	Time P Imported value in 2013-M01 0 0 0	eriod (numbe Imported value in 2013-M02 0	Imported value in 2013-M03 0	Imported value in 2013-M04 62,871 60,630	Imported value in 2013-M05 101,899 101,713	Imported value in 2013-M06 27,285 27,285	FDI d ber page De <u>Imported</u> <u>value in</u> 2013-M07 2,867 2,867	efault (25 pe Imported value in 2013-M08 693 693	er page) Import 2013-M 4 4
world Mexico Nicaragua	Graph V	Мар	value in 2012-M10 8,852 8,852 0	value in 2012-M11 15,825 15,383 0	Imported value in 2012-M12 0 0	Time P Imported value in 2013-M01 0 0 0 0 0	eriod (number value in 2013-M02 0 0 0	Imported value in 2013-M03 0 0	Imported value in 2013-M04 62,871 60,630 16	Imported value in 2013-M05 101,899 101,713 0	Imported value in 2013-M06 27,285 27,285 0	FDI d ber page Do <u>Imported</u> value in 2013-M07 2,867 2,867 0	efault (25 pe <u>Imported</u> <u>value in</u> 2013-M08 693 693 0	er page) Import value 2013-M

Figure 76: Monthly data broken down by trading partners

Figure 76 shows the result table, with monthly information broken down by trading partners. The exporter can click on the icon 44 to see previous periods.

Another way to analyse monthly trade statistics is by exporting them to Excel (click on the Kexcel 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 trends of all the corresponding sub-products.

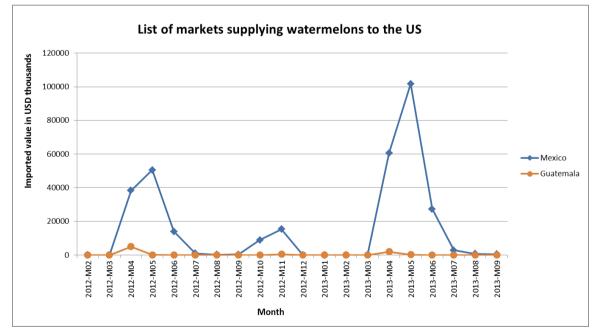


Figure 77: List of markets supplying watermelons to the US - Excel calculations

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

× TTC	TRADE MA Trade statistics for internation. Monthy, quarterly and yearly tra	al business developmen		rowth rates, ma	arket share	s, etc.		M	
Home & Search	Data Availability Reference Mater	ial Other ITC Tools	s More					Mr. Account My	▼ English ∨
Product		TERMELONS, FRE V			Pro	duct Group	None		Ŷ
⊖ World	United States of America	~			Cou	ntry Group	None		Ŷ
Partner	All	~	_		Par	ner Group	None		~
other criteria	Imports v Quarterly time series	- by country - D	irect data 👻 Unit	values	✓ US	S Dollar	∨ i		
Table	Graph Map		Comp	anies	One	030 0	nit Values	a	Tariffs data
Download: 🛋 💓 🗐			Tim	e Period (numb	er of column	s : 🁐 5 pe	rpage 🗸 🖻 Rows pe	er page Default (2	
		2012-Q3 Imported unit value, US Dollar/Kilograms	Tim 2012-Q4 Imported unit US	e Period (number source Extend	er of column the	_	r page V Rows pa 2013-Q3 ie, Imported unit value, US	a er page Default (2 <u>Imported value</u> in 2013-Q3, US <u>Dollar</u> <u>thousand</u> V	
		Imported unit value, US	Tim 2012-Q4 Imported unit US	e Period (numbe	er of column the	s : 🏶 5 pe 1013-Q2 d unit valu <u>US</u> /Kilogram	r page V Rows pa 2013-Q3 ie, Imported unit value, US	Imported value in 2013-Q3, US Dollar	25 per page) ∨ Imported guantity in 2013-Q3,
Download: 🗷 💓 🖻		Imported unit value, US Dollar/Kilograms	Tim 2012-Q4 Imported unit US	e Period (number Extend time ser	er of column the	s + 5 pe 1013-Q2 d unit valu US /Kilogram 0	r page V Rows per 2013-Q3 ie, Imported unit value, <u>US</u> Dollar/Kilograms	Imported value in 2013-Q3, US Dollar thousand V	25 per page) V Imported quantity in 2013-Q3, Kilograms
Download: 述 💓 🖻		Imported unit value, US Dollar/Kilograms 0.34	Tim 2012-Q4 Imported unit US Dollar/Kilog	e Period (number Extend time ser	er of column the	s 👐 5 pe 1013-Q2 d unit valu US /Kilogram 0 0	rpage V Rows pr 2013-Q3 ie, Imported unit value, US Dollar/Kilograms 59 0.34	Imported value in 2013-03, US Dollar thousand 3,965	25 per page) V Imported quantity in 2013-Q3, Kilograms 11,691,042
Download: 🛋 😿 🖗		Imported unit value, US Dollar/Kilograms 0.34	Tim 2012-Q4 Imported unit US Dollar/Kilog	e Period (number Extend time ser	er of column the	s 🗰 5 pe 1013-Q2 d unit valu <u>US</u> /Kilogram 0 0	rpage V Rows pu 2013-Q3 ie, Imported unit value, US Dollar/Kilograms 59 0.34 59 0.34	Imported value in 2013-Q3, US Dollar thousand ¥ 3,965 3,965	25 per page) V Imported quantity in 2013-Q3, Kilograms 11,691,042
Download: I I I I I I I I I I I I I I I I I I I		Imported unit value, US Dollar/Kilograms 0.34 0.34	Tim 2012-Q4 Imported unit US Dollar/Kilog	e Period (number Extend time ser	er of column the	s ₩ 5 pe 1013-Q2 d unit vals <u>US</u> <u>Kilogram</u> 0 0 0	rpage V Rows pu 2013-Q3 ie, Imported unit value, US Dollar/Kilograms 59 0.34 59 0.34	Imported value in 2013-03, US Dollar thousand ▼ 3,965 3,965 0	25 per page) V Imported quantity in 2013-Q3, Kilograms 11,691,042
Download: I I I I I I I I I I I I I I I I I I I	Exporters	Imported unit value, US Dollar/Kilograms 0.34 0.34	Tim 2012-Q4 Imported unit US Dollar/Kilog	e Period (number Extend time ser	er of column the	s ₩ 5 pe 1013-Q2 d unit vals <u>US</u> <u>Kilogram</u> 0 0 0	Prpage V Rows pu 2013-03 Imported unit value, US Doltar/Kilograma 59 0.34 44	Imported value in 2013-03, US Dollar thousand ▼ 3,965 3,965 0 0	25 per page) V Imported quantity in 2013-Q3, Kilograms 11,691,042

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

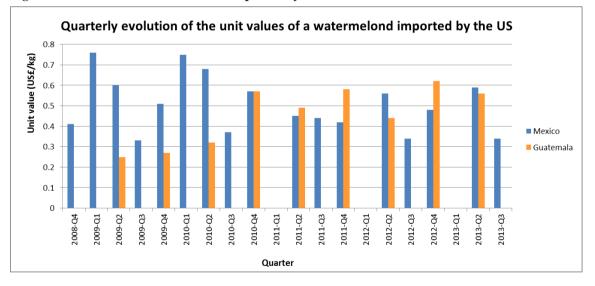


Figure 79: Unit values of watermelons imported by the US - Excel calculations

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

X ITC	TRADE MAP Trade statistics for international Monthy, quarterly and yearly trad		rowth rates, market shares, etc.		M
Home & Search	ata Availability Reference Materia	Other ITC Tools More		М	r. Account My 👻 English 🔍
Product		ERMELONS, FRE 🗸	Product Group	None	~
O World Country	United States of America	~	Country Group	None	~
Partner	All	~	Partner Group	None	~
		by country v Direct data v Unit			ANY YEAR, INCLUSIVE

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

Home & Search Data Availability Reference Material Other ITC Tools More Mr. Account My English Product	💸 ITC	Trade stat	The second secon		values, volumes, growth ra	tes, market shares, et	с.		
World © Country United States of America Country Group None Partner All Partner Group None Imports Companies Partner Group None Imports Companies Partner Group None Imports Companies Partner Group <	Home & Search	Data Availability	Reference Material	Other ITC Tools	More			Mr. Account My 👻 English	n ∨
Pather All Pather Group None other criteria Importing Companies in United States of America, broken down by product categories, for the following product Product : 0807114010 SEEDLESS WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE Table Graph Map Companies Download: Importing Companies (trade) Foult and berries Foult and berries 2 Foult and berries 2 Foult and berries 2 Foult cold and subtropical 1 Importers-exporters, food and beverages 11 Melons and watermelons 2 Nuts, sotble 3	Product	080711401	10 - SEEDLESS WATEF	RMELONS, FRE V		Product Group	None		<
other criteria Imports Companies Number of importing companies in United States of America, broken down by product categories, for the following product Product : 0807114010 SEEDLESS WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE Table Graph Map Download: Importing Companies Product category Number of importing companies in United States of America, broken down by product categories, for the following product Product States of America, broken down by product categories, for the following product Product States of America, broken down by product categories, for the following product Product States of America, broken down by product categories, for the following product Product States of America, broken down by product categories, for the following product Product States of America, broken down by product categories, for the following product Product States of America, broken down by products Fruit and berries 1 Importing 25 Fruit, topical and subtopical 1 Importers-exporters, food and beverages 11 Melons and watermelons 2 Nuts, edible 8	○ World Ountry	United States of A	America	¥		Country Group	None		\sim
Number of importing companies in United States of America, broken down by product categories, for the following product Product : 0807114010 SEEDLESS WATERMELONS, FRESH, ENTERED DURING THE PERIOD FROM APRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE Table Graph Map Download: Importing Companies Product category Number of importing companies in united States of America, broken down by product categories, for the following product Product (25 per page) ▼ Download: Importing Product category Product category Number of importing companies in trade Fruit and berries 2 Fruit and berries 2 Fruit and berries itrade) 25 Fruit and berries itrade) 1 Importers-exporters, food and beverages 11 Melons and watermelons 2 Number of importing companies 2	Partner	All		~		Partner Group	None		\sim
Product : 0807114010 ŠEEDLĒSS WATERMELONS, FRESH, ENTERED DURING THE PĒRIOD FROM ĀPRIL 1 TO NOVEMBER 30, IN ANY YEAR, INCLUSIVE Table Graph Map Companies Download: Reference of the second s	other criteria	Imports v Cor	mpanies v						
Product categoryNumber of importing available in Trade MapFruit and berries2Fruit and berries (trade)25Fruit. tropical and subtropical1Importers-exporters, agricultural products5Importers-exporters, food and beverages11Melons and watermelons2Nuts, edible8			Мар		Companies	\		Defenti // Farmer	2
Fruit and berries (trade)25Fruit. tropical and subtropical1Importers-exporters. agricultural products5Importers-exporters. food and beverages11Melons and watermelons2Nuts. edible8	Download: 📇 💌 🗊			Produc	<u>t category</u>	im cor availat	porting npanies ole in Trade	Kows per page Default (25 per page) 🗸
Fruit.tropical and subbropical1Importers-exporters.agricultural products5Importers-exporters.food and beverages11Melons and watermelons2Nuts.edible8			Fruit and berries				2		
Importers-exporters. agricultural products 5 Importers-exporters. food and beverages 11 Melons and watermelons 2 Nuts. edible 8			Fruit and berries	(trade)			25		
Importers-exporters. food and beverages 11 Melons and watermelons 2 Nuts. edible 8							1		
Melons and watermelons 2 Nuts. edible 8									
Nuts. edible 8					es				
				ermelons			_		
			Nuts, edible				8		

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.

ITC	Trade s	ADE MA tatistics for internat , quarterly and yearly	ional business dev	elopment . & export values, volumes, grow	th rates, market shares,	etc.					
Home & Search D	ata Availability)	/ Reference Ma	terial Other IT	C Tools More		Mr. Account My 👻 English					
Product	0807114	4010 - SEEDLESS V	VATERMELONS,	FRE V	Product Group	None					
○ World	United States	of America		¥	Country Group	None					
Partner	All			\checkmark	Partner Group	None					
other criteria	Imports v	Companies	¥								
Table Graph Map Companies Download: 🗷 🕅 🖻 Rows per page Default (25 per page) v											
		мар		y Companie	es \	Rows per page Default (25 per page)					
	۵.	Number of product or service categories traded	<u>Number of</u> employees	<u>Country</u>	es (Rows per page [Default (25 per page)] Website					
ownload: 💌 📝 📄 Company na	۵.	<u>Number of</u> product or <u>service</u>	employees								
Download: 🛛 💓 🗐 Company na Apb. Inc.	۵.	<u>Number of</u> product or <u>service</u>	employees 51-100	Country	<u>City</u>	Website					
Download: 💌 💓 📄 Company na Apb. Inc. Carb/Americas. Inc.	۵.	<u>Number of</u> product or <u>service</u>	employees 51-100 1-10	<u>Country</u> United States of America	<u>City</u> Los Angeles	Website					
Download: 💌 📝 📄 Company na Apb. Inc. Carb/Americas. Inc. Caruso Inc.	ime.▲	<u>Number of</u> product or <u>service</u>	employees 51-100 1-10	Country United States of America United States of America United States of America	<u>City</u> Los Angeles Pompano Beach	Website					
Company na Company na App. Inc. Carb/Americas, Inc. Caruso Inc. Century Farms Internati	ime.▲	<u>Number of</u> product or <u>service</u>	employees 51-100 1-10 101-250 Unknown	Country United States of America United States of America United States of America	<u>City</u> Los Angeles Pompano Beach Cincinnati	Website http://www.tavillasales.com http://www.carusofoods.com					
Company na Company na Apb. Inc. Carb/Americas. Inc. Caruso Inc. Century Farms Internati Curry & Company. Inc.	ional	<u>Number of</u> product or <u>service</u>	employees 51-100 1-10 101-250 Unknown 21-50	Country United States of America United States of America United States of America United States of America	City Los Angeles Pompano Beach Cincinnati Medley	Website http://www.tavillasales.com http://www.carusofoods.com http://www.carusofoods.com					
Company na Company na Apb. Inc. Carb/Americas. Inc. Caruso Inc. Century Farms Internati Curry & Company. Inc. D'Arrigo Bros. Co. of Ne	ional	<u>Number of</u> product or <u>service</u>	employees 51-100 1-10 101-250 Unknown 21-50 101-250	Country United States of America United States of America United States of America United States of America United States of America	City Los Angeles Pompano Beach Cincinnati Medley Brooks	Website http://www.tavillasales.com http://www.carusofoods.com http://www.carusofoods.com http://www.carusofoods.com					
Download: 🔀 📝 🗐	ional	Number of product or service categories traded 4 4 4 4 6 4 4 4 4 4 4 4 4	employees 51-100 1-10 101-250 Unknown 21-50 101-250	Country United States of America United States of America	City Los Angeles Pompano Beach Cincinnati Medley Brooks Bronx	Website http://www.tavillasales.com http://www.carusofoods.com http://www.carusofoods.com http://www.carusofoods.com					

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

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.

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

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

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

	10	Month	statistics for ny, quarterly ar	nd yearly trade	e data. Impo	rt & export	values, vol	umes, growth	n rates, marke	t shares, etc.			1.51.5		
ome & S	Search Data	a Availabili	and the second second	nce Material			More						Mr. A	.ccount My 🔻	English
	Product		Womens/girls	s trousers an	d shorts, of	synth ∽				Product	Second Later	e			
O World	Country Ko	orea, Repu	blic of			~				Country	Group Non	e			
	Partner All	1				~				Partner	Group Non	ie			
0	ther criteria Imp	ports v	Trade indica	ators 🗸	by country	/ v Dire	ct data 🗸								
ownload:	X W 🗄 d											1	Rows per page	e Default (25 p	1 0 /
					Share in			Trade	e Indicators E	Imported	Imported	Beeking of	Share of	Total export	1 <u>2 3</u> Tariff (estimate
rade at	Exporte	ers	Imported value 2012 (USD thousand)	Trade balance 2012 (USD thousand) i	Share in Korea, Republic of's imports (%)	Imported quantity 2012	Quantity <u>unit</u>	Trade Unit value (USD/unit) j			Imported growth in value between 2011-2012 (%. p.a.)	Ranking of partner countries in world exports /	Share of partner countries in world exports (%)		Tariff (estimate applied I Korea, Republi
rade at	World	ers	value 2012 (USD thousand) V 155,409	balance 2012 (USD thousand) 1 -129,689	Korea, Republic of's imports (%)	guantity 2012 10,549	<u>unit</u> Tons	Unit value (USD/unit) 1 14,732	Imported growth in value between 2008-2012 (%. p.a.)	Imported growth in quantity between 2008-2012 (%. p.a.)	growth in value between 2011-2012 (%. p.a.)	partner countries in world exports	partner countries in world exports (%) i	growth in value of partner countries between 2008-2012 (%, p.a.) # -2	Tariff (estimate applied I Korea, Republi of (%)
rade at	World China	ers	value 2012 (USD thousand) V 155,409 84,144	balance 2012 (USD thousand) 4 -129,689 -75,089	Korea, Republic ofs imports (%) 100 54.1	quantity 2012 10,549 8,146	unit Tons Tons	Unit value (USD/unit) 14,732 10,329	Imported growth in value between 2008-2012 (%.p.a.) (22 8	Imported growth in quantity between 2008-2012 (%.p.a.) 1 18 12	growth in value between 2011-2012 (%.p.a.) 1 14 -5	partner countries in world exports /	partner countries in world exports (%) i 100 26.2	growth in value of partner countries between 2008-2012 (%. p.a.) f -2 2	Tariff (estimate applied I Korea, Republi of (%)
rade at	World China Viet Nam	ers	value 2012 (USD thousand) 155,409 84,144 48,005	balance 2012 (USD thousand) -129,689 -75,089 -47,809	Korea, Republic ofs imports (%) 100 54.1 30.9	guantity 2012 10,549 8,146 1,665	unit Tons Tons Tons	Unit value (USD/unit) i 14,732 10,329 28,832	Imported growth in value between 2008-2012 (%, p.a.) f 22 8 105	Imported growth in quantify between 2008-2012 (%, p.a.) j 18 12 100	growth in value between 2011-2012 (%. p.a.) / 14 -5 46	partner countries in world exports / 1 2	partner countries in world exports (%) 100 26.2 11.8	growth in Value of partner countries between 2008-2012 (%, p.a.) f -2 2 8	Tariff (estimate applied I Korea, Republi of (%)
rade at	World China Viet Nam Indonesia	PFS	value 2012 (USD thousand) 155,409 84,144 48,005 8,351	balance 2012 (USD thousand) -129,689 -75,089 -47,809 -8,330	Korea, Republic ofs imports (%) 100 54.1 30.9 5.4	guantity 2012 10,549 8,146 1,665 374	unit Tons Tons Tons Tons	Unit value (USD/unit) i 14,732 10,329 28,832 22,329	Imported growth in value between 2008-2012 (%.p.a.) (22 8 8 105 122	Imported growth in quantity between 2008-2012 (%, p.a.) # 18 12 100 149	growth in value between 2011-2012 (%.p.a.) / 14 -5 46 138	partner countries in world exports 1 1 2 17	partner countries in world exports (%) 100 26.2 11.8 1.4	growth in value of partner countries between 2008-2012 (%.p.a.) f -2 2 8 -21	Tariff (estimate applied I Korea, Republi of (%)
rade at	World China Viet Nam Indonesia Myanmar		Value 2012 (USD thousand) 7 155,409 84,144 48,005 8,351 4,904	balance 2012 (USD thousand) -129,689 -75,089 -47,809 -8,330 -8,330 -4,904	Korea, Republic ofs imports (%) 100 54.1 30.9	quantity 2012 10,549 8,146 1,665 374 258	unit Tons Tons Tons Tons Tons	Unit value (USD/unit) 14,732 10,329 28,832 22,329 19,008	Imported growth in value between 2008-2012 (%, p.a.) f 22 8 105	Imported growth in quantify between 2008-2012 (%, p.a.) j 18 12 100	growth in value between 2011-2012 (%. p.a.) / 14 -5 46 138 136	partner countries in world exports / 1 2 17 32	partner countries in world exports (%) i 100 26.2 11.8 1.4 0.6	growth in value of partner countries between 2008-2012 (%, p.a.) f -2 2 8 -2 1 5	Tariff (estimate applied Korea, Republi of (%) =
rade at	World China Viet Nam Indonesia		value 2012 (USD thousand) 155,409 84,144 48,005 8,351	balance 2012 (USD thousand) -129,689 -75,089 -47,809 -8,330	Korea, Republic ofs imports (%) 100 54.1 30.9 5.4 3.2	guantity 2012 10,549 8,146 1,665 374	unit Tons Tons Tons Tons	Unit value (USD/unit) i 14,732 10,329 28,832 22,329	Imported growth in value between 2008-2012 (%.p.a.) (22 8 8 105 122	Imported growth in quantity between 2008-2012 (%, p.a.) # 18 12 100 149	growth in value between 2011-2012 (%.p.a.) / 14 -5 46 138	partner countries in world exports 1 1 2 17	partner countries in world exports (%) 100 26.2 11.8 1.4	growth in value of partner countries between 2008-2012 (%.p.a.) f -2 2 8 -21	Tariff (estimate applied Korea, Republi of (%) =
rade at	World China <u>Viet Nam</u> Indonesia Myanmar Republic of Molde		Value 2012 (USD thousand) 7 155,409 84,144 48,005 8,351 4,904 2,784	balance 2012 (USD thousand) -129,689 -75,089 -47,809 -8,330 -4,904 -2,784	Korea, Republic ofs imports (%) 100 54.1 30.9 5.4 3.2 1.8	quantity 2012 10,549 8,146 1,665 374 258 12	Unit Tons Tons Tons Tons Tons Tons Tons	Unit value (USD/unit) 14,732 10,329 28,832 22,329 19,008 232,000	Imported growth in value between 2008-2012 (%.p.a.) (22 8 8 105 122	Imported growth in quantity between 2008-2012 (%, p.a.) # 18 12 100 149	growth in value between 2011-2012 (%, p.a.) 14 -5 46 138 136 54	partner countries in world exports / 1 2 17 32 46	partner countries in world exports (%) 100 26.2 11.8 1.4 0.6 0.3	growth in value of partner countries between 2008-2012 (%, p.a.) f -2 2 8 -21 -15 9	Tariff (estimate applied Korea, Republi of (%) =
Silateral rade at 8-digit	World China Viet Nam Indonesia Myanmar Republic of Molde Sri Lanka		value 2012 (USD thousand) * 155,409 84,144 48,005 8,351 4,904 2,784 1,553	balance 2012 (USD thousand) 7 -129,689 -75,089 -47,809 -47,809 -8,330 -4,904 -2,784 -1,553	Korea, Republic ofs imports (%) 100 54.1 30.9 5.4 3.2 1.8 1.8 1	guantity 2012 10,549 8,146 1,665 374 258 12 44	Unit Tons Tons Tons Tons Tons Tons Tons	Unit value (USD/unit) 1 14,732 10,329 28,832 22,329 19,008 232,000 35,295	Imported growth in value between 2008-2012 (%.p.a.) f 222 8 105 122 88	Imported growth in quantity between 2008-2012 (%, p.a.) f 18 12 100 149 68	growth in value between 2011-2012 (%, p.a.) 14 -5 46 138 136 54 222	exports / in world exports / 1 2 17 32 46 22	partner countries in world exports (%) 100 262 11.8 1.4 0.6 0.3 0.8	growth in value of partner countries between 2008-2012 (%.p.a.) 7 -2 2 8 -21 -21 15 9 -9	Tariff (estimate applied t
rade at	World China Viet Nam Indonesia Myanmar Republic of Moide Sri Lanka Japan		value 2012 (USD thousand) 155,409 84,144 48,005 8,351 4,904 2,784 1,553 1,059	balance 2012 (USD thousand) // / / / / / / / / / / / / / / / / /	Korea, Republic ofs imports (%) 100 54.1 30.9 5.4 3.2 1.8 1.8 1 0.7	guantity 2012 10.549 8.146 1.665 374 258 12 44 44 3	Unit Tons Tons Tons Tons Tons Tons Tons Tons	Unit value (USD/unit) 3 14,732 10,329 28,832 22,329 19,008 232,000 35,295 363,000	Imported yalue between 2008-2012 (%, p.a.) 7 22 8 105 122 88 105	Imported growth.in quantity between 2008-2012 (%.p.a.) f (%.p.a.) f 18 100 149 68 68 -30	growth in value between 2011-2012 (%. p.a.) / / / / / / / / / / / / / / / / / / /	exports / in world exports / 1 2 17 32 46 22 64	partner countries in world exports (%) 100 262 11.8 1.4 0.6 0.3 0.8 0.1	growth in value of partner countries between 2008-2012 (%.p.a.) -2 2 8 -21 15 9 -9 -9	Tariff (estimate applied Korea Republ of (%)

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

						Trade Ind	icators						
Exporters	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	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

Table 23: List of markets	supplying wo	men's/girls' trou	sers to the Repu	blic of Korea
Tuble 201 Elist of market	bupping no	men signis tiou	berb to the hept	ione of isoi cu

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

X ITC	TRADE MAP Trade statistics for international Monthy, quarterly and yearly trad	business development	s, volumes, growth rates, market shares, etc.	
Home & Search	Data Availability Reference Materia	I Other ITC Tools Mo	re	Mr. Account My 👻 English 🗸
Product	620463 - Womens/girls trousers an	id shorts, of synth ∨	Product Group	None v
O World Country	Korea, Republic of	¥	Country Group	None v
Partner	All	¥	Partner Group	None v
other criteria	List of supplying ma		Choose By Product	

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

ome & Searcl	h Data Availability	Reference Material	Other	r ITC Tools	More				Mr. Account My	- English
Pro	oduct 620463 - Wor	nens/girls trousers and	shorts, o	ofsynth ∨		Product G	roup None			
World Co	untry Korea, Republic	of		~		Country G	roup None			
Pa	Inther All			~		Partner G	roup None			
other cri	iteria Imports	Yearly time series	~	by product 👻	At Same Level (6-digit) V	alues	vi USI	Dollar	v i	
Table	Graph V	Мар			Companies Time Period (numb	ber of columns) : 🕷	5 per page	✓ ⅔ Rows p	FDI data	Tariffs d 25 per page
Table wnload: 💌 🕅	Graph V		oduct lat	bel	Time Period (num)	Imported	Imported	Imported	er page Default (;	25 per page
Table wnload: 述 🕅	Graph			bel	Time Period (num)	Imported			er page Default (:	25 per page Imported va in 2012
Table wnload: 述 🕅 S8 <u>Code</u>	Graph	Pro	itted		Time Period (num)	Imported value in 2008	Imported value in 2009	Imported value in 2010	er page Default (: Imported value in 2011	25 per page Imported va in 2012 270,
Table wnload: 💌 🕅 S8 <u>Code</u> 620462	Graph	Pro	itted es, not kr		Time Period (num)	Imported value in 2008 286,031	Imported value in 2009 228,304	Imported value in 2010 297,293	er page Default (Imported value in 2011 311,548	25 per page Imported va in 2012 270, 155,
Table wnload: 🛋 🖬 58 <u>Code</u> 620462 620463	Graph	Pro ad shorts, of cotton, not kn ad shorts, of synthetic fibre	iltted es, not kr d		Time Period (num)	Imported value in 2008 y 286,031 80,552	imported value in 2009 228,304 67,789	Imported value in 2010 297,293 92,318	er page Default (Imported value in 2011 311,548 135,763	
Table wmload: 🛋 🖬 SS Code 620462 620463 620433	Graph	Pro ad shorts, of cotton, not kn ad shorts, of synthetic fibre synthetic fibres, not knitted f synthetic fibres, not knitte	iltted es, not kr d		Time Period (num)	Imported value in 2008 y 286,031 80,552 88,098 8	Imported alue in 2009 228,304 67,789 59,215	imported value in 2010 297,293 92,318 80,170	er page Default (2 imported value in 2011 311,548 135,763 96,520	25 per page Imported va in 2012▼ 270, 155, 89,
ownload: 🛋 🖬 158 Code 620462 620463 620433 620443	Graph	Pro nd shorts, of cotton, not kn nd shorts, of synthetic fibres synthetic fibres, not knitted 'synthetic fibres, not knitted	iltted es, not kr d		Time Period (num)	Imported value in 2008 y 286,031 80,552 88,098 34,347	Imported ralue in 2009 228,304 67,789 59,215 28,437	imported value in 2010 297,293 92,318 80,170 31,110	er page Default (2 imported value in 2011 311,548 135,763 96,520 46,095	25 per page Imported va in 2012▼ 270, 155, 89, 57,
Table ownload: Image: Code 458 Code 620462 620463 620433 620433 620443 620432	Graph Womens/girls trousers at Womens/girls trousers at Womens/girls trousers at Womens/girls jackets, of Womens/girls jackets, of Womens/girls dresses, o	Pro nd shorts, of cotton, not kn nd shorts, of synthetic fibres synthetic fibres, not knitted 'synthetic fibres, not knitted	uitted es, not kr d ed		Time Period (num)	Imported value in 2008 y 286,031 80,552 88,098 34,347 39,205 9	Imported ralue in 2009 228,304 67,789 59,215 28,437 21,067	Imported value in 2010 297,293 92,318 80,170 31,110 24,902	er page Default (2 imported value in 2011 311,548 135,763 96,520 46,095 34,174	25 per page Imported va in 2012 ¥ 270, 155, 89, 57, 32,

Code	Product label		Imported value in 2009 (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

	Pr	ch Data Availability Reference Mate	<u> </u>					🙃 Login	English
0	World Co		~		Country G	Control Linearce			
_	Pa	artner All	~		Partner G	roup None			
	other crit	teria Imports - Yearly time series -	 by product At Same Level (6-dig 	git) - Growth	in value 🗸 🕯	US Dollar Argentine Peso	- 1		
Jnit :	% Table	at the same aggregatir	List of products importen ing level as the product: 620463 Wome Companies			Australian Dollar Brazilian Real Canadian Dollar Chilean Peso Danish Krone Euro	tted		
kpor	t in 😹 👿 🛙	E 😹		Time Period	(number of columns)	New Zealand Do Norwegian Kron		page Default (25	per page)
HS8	Code		Product label		importations growth in value between 2008-2009, %	Pound Sterling Rand Russian Ruble South Korean W Swedish Krona	ations in value on <u>(een</u> 011, %	importations growth in value <u>between</u> 2011-2012, %	Imported value in 2012,US Dollar thousand
	620462	Womens/girls trousers and shorts, of cotton, n	ot knitted		-20.18	Swiss Franc	4.79	-13.25	270,2
	620463	Womens/girls trousers and shorts, of synthetic	fibres, not knitted		-15.84	Yen	47.06	14.47	155,4
	620433	Womens/girls jackets, of synthetic fibres, not k	nitted		-32.79	35.39	20.39	-7.59	89,1
	620443	Womens/girls dresses, of synthetic fibres, not	knitted		-17.21	9.4	48.17	24.2	57,2
	620432	Womens/girls jackets, of cotton, not knitted			-46.26	18.2	37.23	-5.35	32,3
_	620442	Womens/girls dresses, of cotton, not knitted			-28.21	10.47	30.09	-7.41	29,7
_	620439	Womens/girls jackets, of other textile materials	, not knitted		-14.12	15.19	-0.03	-13.26	29,4
		Womens/girls skirts, of synthetic fibres, not kni	tted		-46.09	15.68	52.28	15.4	22,4
	620453						0.70	-26.48	00.0
	620453 620431	Womens/girls jackets, of wool or fine animal ha	air, not knitted		-27.88	7.71	2.78	-20.40	20,8
					-27.88 -28.04	-3.37	2.78	-26.40	19,3

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

Code	Product label	importati ons growth in value between 2008- 2009, %	importatio ns growth in value between 2009-2010, %	importati ons growth in value between 2010- 2011, %	importati ons 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

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

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;
- 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;
- 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

X ITC		ernational business development yearly trade data. Import & export values, volu	imes, growth rates, market shares,	M
Home & Search D	ata Availability Reference	e Material Other ITC Tools More	М	Ir. Account My 👻 English 💗
competitive markets, Trade Map covers 22	as well as a directory of in	hs and maps - indicators on export perfo nporting and exporting companies. and 5300 products of the Harmonized S tariff line level.		
		Imports Exports		
Service Product	● Single ○ Group	Please enter a keyword or a product code (option	nal) 🔽 💙	< i Advanced search
	Country Region	Madagascar		< i
	● Partner ○ Region	Please enter a country/territory or region name (o	iptional)	< i
Tr	ade Indicators Yearly	Time Series Quarterly Time Series	Monthly Time Series C	ompanies

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

	ITC	TRADE MA Trade statistics for internation Monthy, quarterly and yearly tr	al business develo		lumes, growth rates,	market shares, etc.			M	
lome	e & Search	Data Availability Reference Mater	ial Other ITC	Tools More				Mr. A	ccount My 🔻	English
	Product	TOTAL - All products		~		Produc	t Group None			
Ow	orld Country	Madagascar		~		Countr	y Group None			
	Partner	All		~		Partne	r Group None			
	other criteria	Exports v Trade indicators	by product	At same leve	l (2-digit) v					
owni	load: 💌 📝 🗐					Trade Indica	tors 🗉	Rows per page	- Delauli (25	per page) 1 <u>2 3</u>
HS4	<u>Code</u>	Product label	Exported value 2012 (USD thousand)▼	Trade balance 2012 (USD thousand)	Annual growth in value between 2008-2012 (%,	Annual growth in quantity between 2008-2012 (%,	Annual growth in value between 2011-2012 (%,	world imports between 2008-2012 (%,	<u>Share in</u> world exports (%)	Ranking i world exports
	TOTAL				<u>p.a.)</u> 🧃	<u>p.a.)</u> 🧃	<u>p.a.)</u> 🦸	<u>p.a.)</u> /		
	TUTAL	All products	1,224,514	-1,434,473	-3		-1	7 6	0	1
+		All products Coffee, tea, mate and spices	1,224,514 191,738	-1,434,473 190,328	-3 23		-1 -1		0.4	
_	<u>09</u>							7 14		
ŧ	<u>09</u> 61	Coffee, tea, mate and spices Articles of apparel, accessories, knit	191,738	190,328	23		-1	7 14	0.4	
+ + +	09 61 62	Coffee, tea, mate and spices Articles of apparel, accessories, knit or crochet Articles of apparel, accessories, not	191,738 152,352	190,328 147,641	-12			7 14	0.4	1

					Trade Indi	cators			
Code	Product label	Exported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Annual growth in value between 2008- 2012 (%, p.a.)	quantity between	Annual growth in value between 2011- 2012 (%, p.a.)	imports between	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

Table 26: List of p	roducts at the 2-d	ligit level exported	d by Madagascar in 201	12
		-Bro to tot on bot tot		_

From the first line of Table 26 the Malagasy analyst can see that, overall, Madagascar ranks 145th 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.

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

ome & Search	Data Availability Refe	erence Material	Other ITC Tools	More				Mr. Account My	English
Product	TOTAL - All products		¥			Product Group	None		
World Country	Madagascar		~			Country Group	None		
Partner	All		~			Partner Group	None		
other criteria	Exports v Trade ind	dicators 🗸	by country 👻 Dir	ect data 🗸					
ownload: 述 👿 🗐	3						R	ows per page Default (25	5 per page) 1 2 3 4 5 5
wnload: 述 📝 🗐		1		Trade	Indicators 🖬			ows per page Default (25	12345 <u>Tariff</u>
wnload: 🛋 📝 📄	Exported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	<u>Share in</u> <u>Madagascar's</u> <u>exports (%)</u>	Trade Exported growth in value between 2008-2012 (%, p.a.) /	Indicators D Exported growth in value between 2011-2012 (%, p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%) j	Total import growth in value of partner countries between 2008-2012 (%, p.a.)	12345 <u>Tariff</u> (estimate faced b
	Exported value 2012 (USD	2012 (USD	Madagascar's	Exported growth in value between 2008-2012 (%,	Exported growth in value between 2011-2012 (%,	partner countries in	Share of partner countries in world imports	Total import growth in value of partner countries between	12345 <u>Tariff</u> (estimate faced b Madagas
Importers	Exported value 2012 (USD thousand)▼	2012 (USD thousand)	<u>Madagascar's</u> exports (%)	Exported growth in value between 2008-2012 (%, p.a.) #	Exported growth in value between 2011-2012 (%, p.a.) \$	partner countries in	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2008-2012 (%, p.a.)	12345 <u>Tariff</u> (estimate faced b Madagas
<u>Importers</u> World	Exported value 2012 (USD thousand)¥ 1,224,514	2012 (USD thousand) /	Madagascar's exports (%) 100	Exported growth in value between 2008-2012 (%, p.a.) # -3	Exported growth in value between 2011-2012 (%, p.a.) /	partner countries in world imports	Share of partner countries in world imports (%) i 100	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 7	12345 <u>Tariff</u> (estimate faced b Madagas
Importers World France	Exported value 2012 (USD thousand)¥ 1,224,514 356,917	2012 (USD thousand) / -1,434,473 196,561	Madagascar's exports (%) 100 29.1	Exported growth in value between 2008-2012 (%, p.a.) i -3 -11	Exported growth in value between 2011-2012 (%, p.a.) 7 -17 -33	partner countries in world imports	Share of partner countries in world imports (%) i 100 3.6	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 6 2	12345 <u>Tariff</u> (estimate faced b Madagas
Importers World France China	Exported value 2012 (USD thousand)¥ 1,224,514 356,917 102,560	2012 (USD thousand) # -1,434,473 196,561 -277,418	Madagascar's exports (%) 100 29.1 8.4	Exported growth in value between 2008-2012 (%, p.a.) <i>i</i> -3 -11 21	Exported growth in value between 2011-2012 (%, p.a.) 7 -17 -33 12	partner countries in world imports 7 7 3	Share of partner countries in world imports (%) i 100 3.6 9.9	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 6 2 2 16	123459 <u>Tariff</u> (estimate faced by Madagase
Importers World France China Germany	Exported value 2012 (USD thousand)¥ 1,224,514 356,917 102,560 76,457	2012 (USD thousand) i -1,434,473 196,561 -277,418 13,757	Madagascar's exports (%) 100 29.1 8.4 6.2	Exported growth in value between 2008-2012 (%, p.a.) <i>i</i> -3 -11 21 -4	Exported growth in value between 2011-2012 (%, p.a.) 7 -17 -33 12 -18	partner countries in world imports 7 7 3 4	Share of partner countries in world imports (%) / 100 3.6 9.9 6.4	Total import growth in value of partner countries between 2008-2012 (%, p.a.) 6 2 16 2 16 2	123459 <u>Tariff</u> (estimate faced by Madagase

				Trade Indi	cators			
Importers	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 countrie s 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

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

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

Ov	Proc			Tools More				Mr. Ac	count My 🔻	English
Ov		uct TOTAL - All products		¥		Product G	Group None			
	Vorld 🖲 Cou	Madagascar		~		Country G	Group None			
1	Part	ner All		~		Partner G	Group None			
	other crite	ria Exports v Trade indicators	✓ by product	 At same level 	el (2-digit) 🗸 🗸					
			-		Annual grouth in	Trade Indicators		Annual grouds of	Chara in	
HS4	Code	Product label	Exported value 2012 (USD	Trade balance 2012 (USD	Annual growth in value between	quantity between	nnual growth in value between 2011-2012 (%,	Annual growth of world imports between 2008-2012	<u>Share in</u> <u>world</u> exports	Ranking i world
			thousand)	thousand) 🧃	2008-2012 (%, p.a.)	2008-2012 (%, p.a.)				exports
	TOTAL	All products	thousand) 1,224,514	thousand) 3	2008-2012 (%, p.a.) /	2008-2012 (%, p.a.)	<u>p.a.)</u>	(%, p.a.) #	(%) 0	
ŧ	TOTAL 09	All products Coffee, tea, mate and spices			<u>p.a.)</u> 🧯	2008-2012 (%, p.a.)	<u>p.a.)</u> 🧯	<u>(%, p.a.)</u> 🦸	(%)	1.
			1,224,514	-1,434,473	<u>p.a.)</u> 🧃 -3	2008-2012 (%, p.a.)	<u>p.a.)</u> -17	<u>(%, p.a.)</u> # 6	<u>(%)</u> 0	1
ŧ	<u>09</u>	Coffee, tea, mate and spices Articles of apparel, accessories, knit or	1,224,514	-1, 434 ,473 190,328	<u>p.a.)</u> -3 23	2008-2012 (%, p.a.)	<u>p.a.)</u> -17 -17	<u>(%, p.a.)</u> 6 14	0 0.4	1- : (
ŧ	<u>09</u> <u>61</u>	Coffee, tea, mate and spices Articles of apparel, accessories, knit or crochet Articles of apparel, accessories, not knit	1,224,514 191,738 152,352	-1,434,473 190,328 147,641	<u>p.a.</u>) 7 -3 23 -12	2008-2012 (%, p.a.)	<u>p.a.)</u> -17 -17 -14	(%, p.a.) 7 6 14 5	(%) 0 0.4 0.1	exports
+	09 61 62	Coffee, tea, mate and spices Articles of apparel, accessories, knit or crochet Articles of apparel, accessories, not knit or crochet	1,224,514 191,738 152,352 149,780	-1,434,473 190,328 147,641 145,345	23 -3 -3 -12 -12 -27	2008-2012 (%, p.a.) 1 1	<u>p.a.)</u> -17 -17 -14 -12	(%, p.a.) / 6 14 5 3	(%) 0 0.4 0.1 0.1	1.
+ + + +	09 61 62 26	Coffee, tea, mate and spices Articles of apparel, accessories, knit or crochet Articles of apparel, accessories, not knit or crochet Ores, slag and ash Mineral fuels, oils, distillation products,	1,224,514 191,738 152,352 149,780 136,124	-1,434,473 190,328 147,641 145,345 135,932		2006-2012 (%, p.a.) //	<u>₽.а.)</u> -17 -17 -14 -12 24	(%, p.a.) # 6 14 5 3 14	0 0.4 0.1 0.1 0.1	1.

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

lome	& Search	Data Availability Reference Mat	erial Other ITC	Tools More				Mr. Ac	count My 🔻	English
	Prod	uct 09 - Coffee, tea, mate and spices		*		Product (Group None			
) w	orld Cour	ntry Madagascar		~		Country (Group None			
	Partr	ner All		~		Partner (Group None			
	other crite	ria Exports v Trade indicators	✓ by product	 Product Clus 	ster at 4-digit v					
						Trade Indicator				
156	oad: 💌 📝	Product label	Exported value	Trade balance	Annual growth in	Annual growth in	Annual growth in	Rows per page	Share in	Ranking i
			2012 (USD thousand)▼	2012 (USD thousand)	value between 2008-2012 (%, p.a.)		value between 2011-2012 (%, p.a.) 🧯	world imports between 2008-2012 (%, p.a.)	world exports (%)	world exports
	TOTAL	All products	1,224,514	-1,434,473	-3		-17	6	0	1
÷	<u>TOTAL</u> 0907	All products Cloves	1,224,514 167,744	-1,434,473 167,077	-3 60	22	-17 -3	6 47	0 39.2	1
_			100000000000000000000000000000000000000	1000 M 100		22 -25	100			1
ŧ	0907	Cloves	167,744	167,077	60		-3	47	39.2	
+ +	0907 0905	Cloves Vanilla	167,744 10,189	167,077 9,867	60 -28	-25	-3 -74	47	39.2 11	
+ +	0907 0905 0904	Cloves Vanilla Pepper, peppers and capsicum	167,744 10,189 6,133	167,077 9,867 6,125	60 -28 19	-25 4	-3 -74 -26	47 2 15	39.2 11 0.2	
+	0907 0905 0904 0901	Cloves Vanilla Pepper, peppers and capsicum Coffee	167,744 10,189 6,133 5,310	167,077 9,867 6,125 5,041	60 -28 19 -10	-25 4 -14	-3 -74 -26 -21	47 2 15 15	39.2 11 0.2 0	1
+ + + + + + + + + + + + + + + + + + + +	0907 0905 0904 0901 0906	Cloves Vanilla Pepper, peppers and capsicum Coffee Cinnamon and cinnamon-tree flowers Ginger, saffron, turmeric, thyme, bay	167,744 10,189 6,133 5,310 1,324	167,077 9,867 6,125 5,041 1,323	60 -28 19 -10 4	-25 4 -14 0	-3 -74 -26 -21	47 2 15 15 11	39.2 11 0.2 0 0.4	

					Trade Indi	cators			
Code	Product label	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		412	21	18	1	8	0	74

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

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 screen⁸, as shown in Figure 93.

Figure 93: Graph features

	List of products at 4 digits level exported by Madagascar in 2012 <i>i</i> detailed products in the following category: 09 Coffee, tea, mate and spices	
Table Graph Map	Companies	FDI data Tariffs data
Download: 🔟 📝 📄		Rows per page Default (25 per page) 👻

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).

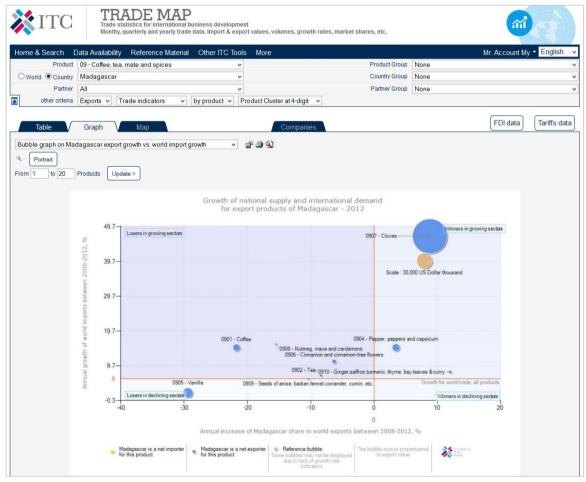


Figure 94: Supply and demand trends for products exported by Madagascar

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%.

- 1	and of current of annual grouter in three of threadgaster is exported	
	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%

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

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

💸 ITC		AP ional business development y trade data. Import & export	values, volumes, growth rates, man	rket shares,	
Home & Search Da	ata Availability Reference Ma	terial Other ITC Tools	More	Mr. Account My 🔻	English 🗸
competitive markets, Trade Map covers 220	as well as a directory of impor	ting and exporting compa 5300 products of the Han	export performance, internationa nies. monized System. The monthly,	,	
	Ir	nportsExports			
Service Product	Single O Group	ease enter a keyword or a produ	ct code (optional)	X i Advanced	search
	Country Region	razil			
	Partner O Region	ease enter a country/territory or r	region name (optional)	\checkmark × i	
Tra	ade Indicators Yearly Time	Series Quarterly Tir	me Series Monthly Time Se	ries Companies	

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

		Trade statistics for internation Monthy, quarterly and yearly t			umes, growth rates,	market shares, etc.		(7844) - 24		
lome	e & Search	Data Availability Reference Mate	rial Other ITC	Tools More				Mr. Ac	count My 🔻	English
	Produ	COLUMN STREET		~		Product	Contraction Interesting			
Ow	orld 🖲 Coun			~		Country				
	Partr other crite		✓ by product ✓	At same level		Partner	Group None			
	Table	Graph Map	List of produ	At same level Product Cluste Product Cluste Product Cluste	er at 4-digit tec er at 6-digit	l by Brazil in 20 ⁴	12 i	FC)I data	Tariffs da
ownl	oad: 💌 📝							Rows per page	Default (25	per page)
						Trade Indicato	ors 🖿			
HS4	<u>Code</u>	Product label	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 world exports
	TOTAL	All products	242,579,776	19,430,648	10		-{	6	1.3	
+	<u>26</u>	Ores, slag and ash	33,244,371	32,302,673	25		-25	14	14.6	
+	<u>27</u>	Mineral fuels, oils, distillation products, etc	31,419,996	-8,767,197	15		-16	9	0.8	
ŧ	<u>12</u>	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	17,682,008	17,350,733	13		e	9	18.8	
+	<u>84</u>	Machinery, nuclear reactors, boilers, etc	13,880,628	-20,793,391	8		-1	5	0.7	
+	<u>02</u>	Meat and edible meat offal	13,702,959	13,354,808	6		C	6	11.8	
+							2			
ŧ	<u>17</u>	Sugars and sugar confectionery	13,030,316	12,911,922	25		-15	15	25.5	1

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

-										Franket
lom	e & Search		rial Other ITC					Mr. Ac	:count My 🔻	English
0	Prod Vorld	L L L L L L L L L L L L L L L L L L L		~			t Group None			
JV	Parti			v			y Group None			
	other crite		v by product v	Product Clust	erat6-digit v	Faitile	Group None			
_	Table	Graph Map	List of produ	icts at 6 digit	s level exported	d by Brazil in 20	12 i	FC)I data	Tariffs da
owr	iload: 💌 📝	8 .				Trade Indicat	ors D	Rows per page	1	per page) 6 7 8 9 <u>10</u>
158	Code	Product label	Exported value 2012 (USD thousand)▼	Trade balance 2012 (USD thousand)	Annual growth in value between 2008-2012 (%, p.a.) į	Annual growth in quantity between 2008-2012 (%, p.a.) <i>i</i>	Annual growth in value between 2011-2012 (%, p.a.) <i>î</i>	Annual growth of world imports between 2008-2012 (%, p.a.)	Share in world exports (%)	Ranking i world exports
	TOTAL	All products	242,579,776	19,430,648	10		-5	6	1.3	2
		Iron ores&concentrates.oth than roasted	23,809,804	23,809,647	30	5	-25	18	23.6	
÷	260111	iron pyrites,non-agglomerated	23,809,804	20 AN - 1					1	
	<u>260111</u> <u>270900</u>		20,305,900	6,900,148	18	6	-6	8	1.2	2
÷		iron pyrites,non-agglomerated Petroleum oils and oils obtained from		6,900,148	18	6	-6	8	1.2 32.5	
+	270900	iron pyrites,non-agglomerated Petroleum oils and oils obtained from bituminous minerals, crude	20,305,900						377	2
+ + +	270900 120100	iron pyrites,non-agglomerated Petroleum oils and oils obtained from bituminous minerals, crude Soya beans	20,305,900	17,095,600	13	7	6	9	32.5	

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

I				Tr	ade Indic	ators			
Code	Product label	Exported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Annual growth in value betwee n 2008- 2012 (%, p.a.)	Annual growth in quantit y betwee n 2008- 2012 (%, p.a.)	Annual growth in value betwee n 2011- 2012 (%, p.a.)	Annual growth of world imports between 2008- 2012 (%, p.a.)	Share in world exports (%)	Ran- king 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

💸 ITC	TRADE MAP Trade statistics for international bu Monthy, quarterly and yearly trade of		s, growth rates, market shares, etc.	4	
Home & Search	ata Availability Reference Material	Other ITC Tools More		Mr. Accour	nt My 👻 English 🔍
Product	TOTAL - All products	¥	Product Group	None	~
O World Country	Brazil	¥	Country Group	None	~
Partner	All	¥	Partner Group	None	~
other criteria	Exports v Trade indicators v	by product 👻 Product Cluster at	6-digit 🗸		
Bubble graph on Bra	Graph Map zil export growth vs. world import growth zils world market share vs. world import growth zil export growth vs. world import growth		mpanies	FDI dat	a Tariffs data

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 products⁹ (HS 6-digit level) and evaluate their importance in terms of Brazil's world market share.

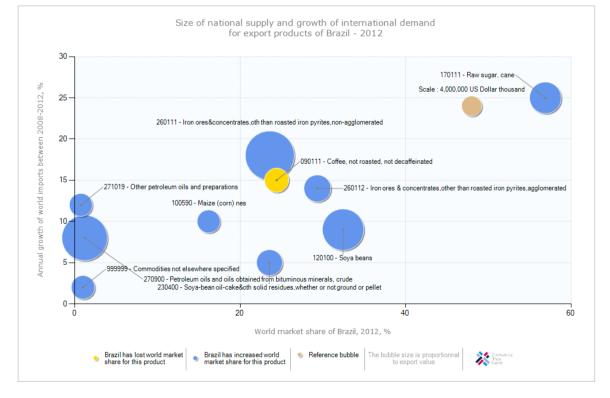


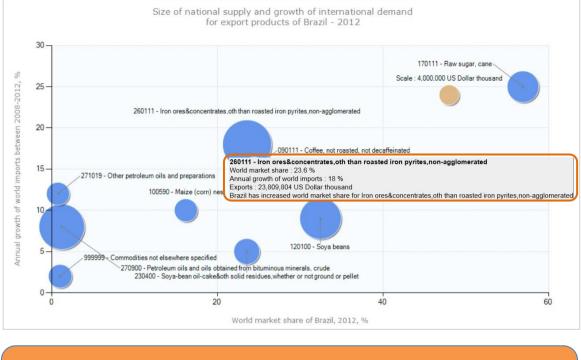
Figure 99: Bubble graph on Brazil's world market share vs. world import market share

For instance, for the product 260111 - Iron ores & concentrates, other than roasted iron pyrites, nonagglomerated, 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.





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.

. San and		Monthy, qua	rterly and yearly trade	data. Import & export	values, volu	mes, growt	h rates, ma	rket shares	, etc.			2003 - 50		
ome & Sea	arch Data	Availability F	Reference Material	Other ITC Tools	More							Mr. Acc	ount My 🔻	English
		TAL - All produc	ts	~					roduct Group					
• World		zil		~					ountry Group					
	Partner All	oorts 🗸	Yearly time series	by product	_	t Cluster at 1		F Values	artner Group	None		v i		
t : US Dollar th		raph	Trade indicators Yearly time series Quarterly time series Monthly time series	es	Produc Produc Produc	e level (2-di t Cluster at t Cluster at t Cluster at Companie	4-digit 6-digit 10-digit	zil i				FDI	data	Tariffs da
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	1 2 3 4 5 6 Imported value in 2011	i 7 8 9 10 Importer value in 2012
<u>27090010</u>	Petroleum o Petroleum o		ed from bituminous mi	nerals, crude:	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	13,405,73
<u>27101921</u>	Medium oils Gas oils	and preparations	, of petroleum or bitum	inous minerals, n.e.s.:	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	6,573,72
	of persons, i internal com	ncl. station wago bustion reciproca ut <= 3.000 cm ³	ehicles principally designs and racing cars, wit ating piston engine of a (excl. vehicles for the lesigned vehicles of su	h spark-ignition cylinder capacity > transport of persons bheading 8703.10):	405,581	413,128	496,353	1,347,988	2,027,835	3,095,567	3,338,142	4,928,363	6,977,924	5,845,3
<u>87032310</u>	on snow and	ng capacity of not	t more than 6, including	the driver										
87032310 27101241	on snow and With a seating	ng capacity of not petrochemical	t more than 6, including		0	0	0	0	0	0	0	0	0	3,956,33
	on snow and With a seatin Naphtha for Potassium o	betrochemical	s fertiliser (excl. that in gross weight of <= 10 k	tablets or similar	0 623,109	0 977,016	0 956,374	0 949,943	0		0 2,060,379	0 2,203,793	0 3,470,958	3,956,3 3,509,9

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

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;
- 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 s	ADE MAP statistics for international bu , quarterly and yearly trade of	siness development lata. Import & export values, volumes, growth rates, market sha	res,
Home & Search Data Availabilit	y Reference Material	Other ITC Tools More	Mr. Account My 👻 English 💗
competitive markets, as well as a	directory of importing and nd territories and 5300 p	roducts of the Harmonized System. The monthly, quarte	
	Imports	Exports	
Service Product Single	O Group Please enter	er a keyword or a product code (optional)	$\times i$ Advanced search
 Country 	Region Zimbabwe		× i
Partner	O Region Namibia		× i
Trade Indicators	Yearly Time Series	Quarterly Time Series Monthly Time Series	Companies

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

X ITC	TRADE MAP Trade statistics for international business develop Monthy, quarterly and yearly trade data. Import &		ates, market shares, etc.	M
Home & Search	ata Availability Reference Material Other ITC 1	ools More		Mr. Account My 👻 English 👻
Product	TOTAL - All products	×	Product Group	None v
○ World	Zimbabwe	~	Country Group	None v
Partner	Namibia	v	Partner Group	None v
other criteria	Exports v Trade indicators v by product v			
	Bilateral tr	At same level (2-digit) Product Cluster at 4-digit Product Cluster at 6-digit Product Cluster at 10-digit	nd Namibia in 2012 oducts	

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 trade¹⁰ between Zimbabwe and Namibia by clicking on the heading of the last column on the right.

				Pr	oduct: TO	TAL All pro	duc	ts					Company of the		
	Table	Graph Map			Co	mpanies	2						FDI da	ata	ariffs dat
ownlo	oad: 💌 💓 🛙	e e										Rows	per page De	efault (25 p	er page)
														1 <u>2 3 4 5 6</u>	<u>78910</u>
			Zi	mbabwe's ex	ports to Nam	ibia		Namibia's ir	mports from	world		Zimbabwe's	s exports to v	world	
HS8	Product Code	Product Label	<u>Value in</u> <u>2012,</u> <u>USD</u> thousand	Annual growth in value between 2008-2012, %, p.a.	<u>Share in</u> Zimbabwe's exports, %	Equivalent ad valorem tariff applied by Namibia to Zimbabwe		<u>Value in</u> <u>2012,</u> <u>USD</u> thousand	Annual growth in value between 2008-2012, %, p.a.	<u>Share</u> in world imports, <u>%</u>		<u>Value in</u> <u>2012,</u> <u>USD</u> thousand	Annual growth in value between 2008-2012, %, p.a.	<u>Share in</u> world exports. <u>%</u>	Indication potenti trade, USD thousar
Ŧ	TOTAL	All products	1,714	-27	0		3	7,132,032	9	0	3	3,882,429	23	0	3,880,7
+	170111	Raw sugar, cane	0		0	20	3	68,937	111	0.4	3	102,700	43	0.6	68,9
+	240220	Cigarettes containing tobacco	0		0	81.9	3	50,363	9	0.2	3	38,064	13	0.2	38,0
Ŧ	710221	Diamonds industrial unworked or simply sawn, cleaved or bruted	0		0	5	3	11,617		1.3	3	657,788		64.8	11,6
÷	252329	Portland cement nes	0		0	15	3	11,455	-32	0.2	3	11,109	-10	0.2	11,1
+	440310	Poles, treated/painted etc	10		0.1	10	3	12,039	29	3.1	3	8,745	63	1.7	8,7
Ŧ	481910	Cartons, boxes and cases, of corrugated paper or paperboard	0		0	40	3	15,077	-1	0.2	3	8,120	5	0.1	8,1
+	401120	Pneumatic tires new of rubber for buses or lorries	0		0	165	9	12,048	1	0	9	7,800	79	0	7,8
+	440710	Lumber, coniferous (softwood) 6 mm and	152	60	1.9	10	3	5,623	-4	0	3	8,212	-14	0	5,4

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

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

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

			ıbabwe': Nan	s expo nibia	orts to	Namibia's imports from world			Zimbabwe's exports to world			e, USD
Product Code	Product Label	Value in 2012, USD thous and	Annu al growt h in value betwe en 2008- 2012, %, p.a.	Sha re in Zim bab we' s exp orts , %	Equival ent ad valorem tariff applied by Namibia to Zimbab we	Value in 2012, USD thousa nd	Annu al growt h in value betwe en 2008- 2012, %, p.a.	Share in world impor ts, %	Value in 2012, USD thousa nd	Annu al growt h in value betwe en 2008- 2012, %, p.a.	Share in world expor ts, %	Indicative potential trade, USD thousand
TOTAL	All products	1,714	-27	0		7,132,03 2	9	0	3,882,42 9	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 \bigcirc in the column of Namibian total imports of lumber. Alternatively, by clicking on the icon \bigcirc 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.

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 part	
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	Average tariff faced by the exporter in the partner country's market.
by the importing country to the	This data is extracted from ITC's Market Access Map -
exporting country	www.macmap.org
Partner country's imports from the wo	
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	Annual growth of the selected partner country's total imports for the
five years, %:	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

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

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).

KIIG I 🖬	Ade statistics for international business onthy, quarterly and yearly trade data. In	s development nport & export values, volumes, growth rates,	,market shares, etc.
Home & Search Data Availa	ability Reference Material Othe	er ITC Tools More	Mr. Account My 👻 English
		Manage my Product gro	oups
New group name :	Rice LAIA		Create
O Change existing groups :		\vee	Modify Delete
	O 2D O 4D ● 6D	•	Selected Products / Groups V
	om your own Product Groups Select from products	▼	100610 - Rice in the husk (paddy or rough) 100620 - Rice, husked (brown) 100630 - Rice, semi-milled or wholly milled, whether or not polished
EI- TOOL - OOP		^	100640 - Rice, broken

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;
- 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

X ITC		IAP ational business development rly trade data. Import & export values, volumes, growth rat	es, market shares,
Home & Search	Data Availability Reference M	laterial Other ITC Tools More	Mr. Account My 👻 English 💊
competitive market Trade Map covers 2	, as well as a directory of impo	and maps - indicators on export performance, inten rting and exporting companies. d 5300 products of the Harmonized System. The m ff line level.	, ,
	[Imports Exports	
Select Group	⊖ Single	Rice LAIA	X i Advanced search
Select Region		Latin American Integration Association (LAIA) Latin American Integration Association (LAIA)	
	rade Indicators Yearly Tim	ne Series Quarterly Time Series Monthly T	ime Series Companies

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

om	e & Sear	ch Data	Availability	Reference I	Material O	ther	ITC Tools	More						Mr. Ac	count My 👻	English
	P	roduct All p	roducts in the	group			*				Produ	ct Group R	ce LAIA			
DN	lorld 🔍 C	ountry All					~				Count	ry Group La	tin American Int	egration Asso	ciation (LAIA)	
	P	artner All					~						tin American Int	-	ciation (LAIA)	
	other o	riteria Imp	orts 🗸	Yearly tim	e series 👻	by p	product	✓ Produ	icts at 6 digits	¥	Values 🗸 i	US Dollar	~ i			
	load: 💌	Product	Latin A Associatio Latin A	merican Inte n (LAIA)'s im merican Inte	ports from gration	L		n Integration As s exports to wo	sociation		atin Americar				Default (25 p tive potential	1 0 /
IS8	code	label	As Value in	sociation (LA Value in	IA) Value in		Value in		Value in		Value in	Value in		Potential in	Potential in	Potent
	toni.	il producta	2010	2011	<u>2012</u> ▼		2010	Value in 2011	2012		2010	2011	Value in 2012	2010	<u>2011</u>	<u>in 201</u>
	TOTAL	All products	132,140,498	163,481,181	168,094,162	3	828,169,364	1,030,202,391	942,210,415	3	768,513,930	938,391,682	1,024,414,735	636,373,432	774,910,501	774,116,
								1,000,000				742,474	0.000	104,251	174,255	
	100630	Rice, semi-milled or wholly milled, whether or not polished or glazed	397,103	422,801	568,215	3	578,690	1,023,658	1,069,885	3	694,775	527,151	742,474	181,587	104,350	174,

Product code	Product label	(LAIA)'s e	can Integration xports to Latin ion Associatio	American		an Integration s imports from			ican Integratio A)'s exports to		Indic	ative 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	Disc huged (brown)	62.614	71.021	05.051	01.912	212.051	200.370	62 652	71.600	112 211	1 030	E 9 9	16 260
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

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

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 108¹¹.

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

XI 💸	ſC	Trade statisti	CS for international but terly and yearly trade of		values, v	olumes, growth rates, market shares, etc.		
Home & Sea	rch E	ata Availability R	eference Material	Other ITC Tools	More		Mr. Account My 👻 English	~
1	Product	All products in the g	roup	~		Product Group	Rice LAIA	~
⊖ World ●	Country	All		~		Country Group	Latin American Integration Association (LAIA)	~
	Partner	All		~		Partner Group	Latin American Integration Association (LAIA)	~
other	criteria	Imports v	Yearly time series	 by product 	~	Products at 6 digits 👻 Values 👻 i US Do	ollar v i	
I	Existin	g and potential f	trade between La	by importing co by exporting co by product		n Association (LAIA) and Latin Amer group: Rice LAIA	ican Integration Association (LAIA)	

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 produce	cts within the LAIA region
---	----------------------------

ome & Search E	Data Availability Refe	rence Material	Other ITC Tools Mo	ire		Mr.	Account My - English
Product	All products in the group	0	¥		Product Group	Rice LAIA	
World Country	All		~		Country Group	Latin American Integration A	ssociation (LAIA)
Partner	All		¥		Partner Group	Latin American Integration A	ssociation (LAIA)
other criteria	Imports v Ye	early time series	v by exporting coun	try v Values	✓ i US Dollar	✓ i	
Table V	Graph Ma	p		Companies Time Period (nu	mber of columns) : 🍀 5 p	erpage 🔻 🁾 Rows perpa	FDI data Tariffs d
and the second second			Exported value in 2008	Time Period (nu		erpage 🗸 🊧 Rows perpa	age Default (25 per page
wnload: 💌 📝 🗐			Exported value in 2008 531,734		mber of columns) : 🏶 5 p Exported value in 2010 538,63	erpage v 🏶 Rows perpa	age Default (25 per page Exported value in 2012
wnload: 💌 📝 🗐	Exporters			Time Period (nu Exported value in 2009	Exported value in 2010	er page v 🍄 Rows per pa Exported value in 2011 4 613,114	age Default (25 per page Exported value in 2012 773,
wnload: 💌 📝 🗭 Latin American Integ	Exporters		531,734	Time Period (nu Exported value in 2009 482,997	Exported value in 2010 536,63	erpage v 🐡 Rows perpa Exported value in 2011 4 613,114 5 191,508	age Default (25 per page Exported value in 2012 773, 298,
wnload: 🛋 📝 🚰 Latin American Integ Uruguay 🧃	Exporters		531,734 180,649	Time Period (nu Exported value in 2009 482,997 179,342	Exported value in 2010 536,63 241,19	Exported value in 2011 4 613,114 5 191,506 9 232,827	age Default (25 per page Exported value in 2012 773, 298, 193,
wnload: 📧 💓 🖻 Latin American Intec Uruguay 1 Argentina 1	Exporters		531,734 180,649 190,870	Time Period (nu Exported value in 2009 482,997 179,342 182,344	Exported value in 2010 536,63 241,19 210,38	Exported value in 2011 4 613,114 5 191,506 9 232,827 1 78,788	age Default (25 per page Exported value in 2012 773, 296, 193, 134;
wnload: 🛋 💓 🖻 Latin American Integ Uruguay / Argentina / Brazil /	Exporters		531,734 180,649 190,870 103,725	Time Period (nu Exported value in 2009 482,997 179,342 182,344 29,751	Exported value in 2010 536,63 241,19 210,38 6,13	er page v ≫ Rows per page <u>Exported value in 2011</u> 4 613,114 5 191,506 9 232,827 1 78,788 0 80,516	
wnload: W P Latin American Intes Uruguay / Argentina / Brazil / Paraguay /	Exporters		531,734 180,649 190,870 103,725 38,180	Time Period (nu Exported value in 2009 482,997 179,342 182,344 29,751 45,755	Exported value in 2010 536,63 241,19 210,38 6,13 58,49	er page	age Default (25 per page Exported value in 2012 773, 298, 193, 134, 112,
wnload: W P	Exporters		531,734 180,649 190,870 103,725 38,180 14,282	Time Period (nu <u>Exported value in 2008</u> 482,997 179,342 182,344 29,751 45,755 24,964	Exported value in 2010 536,63 241,19 210,38 6,13 58,49 1,13	er page	age Default (25 per page Exported value in 2012 773, 296, 193, 134, 112, 22,
Latin American Inter Uruguay (Argentina (Brazil (Paraguay (Peru (Ecuador (Exporters		531,734 180,649 190,870 103,725 38,190 14,282 1,986	Time Period (nu Exported value in 2009 482,997 179,342 182,344 29,751 45,755 24,964 20,205	Exported value in 2010 536,63 241,19 210,38 6,13 58,49 1,13 12,82 2,52	er page	age Default (25 per page Exported value in 2012 773, 296, 193, 193, 194, 134, 112, 22, 10,
Argentina (Paraguay (Parag	Exporters		531,734 180,649 190,870 103,725 38,180 14,282 1,986 8	Time Period (nu <u>Exported value in 2008</u> 482,997 179,342 182,344 29,751 45,755 24,964 20,205 0	Exported value in 2010 536,63 241,19 210,38 6,13 58,49 1,13 12,82 2,52	er page ▼ → ℜ Rows per pa Exported value in 2011 4 613,114 5 191,506 9 232,827 1 78,788 0 80,516 2 416 8 27,969 1 803 0 888	age Default (25 per page Exported value in 2012 773, 296, 193, 193, 194, 134, 112, 22, 10,

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

💸 ITC	Trade sta	ADE MAP tistics for international bu uarterly and yearly trade of			plumes, growth rates, market shares, etc.	M	
Home & Search	Data Availability	Reference Material	Other ITC Tools	More		Mr. Account My 👻 English	~
Product	All products in th	e group	~		Product Group	Rice LAIA	~
O World Country	All		~		Country Group	Latin American Integration Association (LAIA)	~
Partner	All		~		Partner Group	Latin American Integration Association (LAIA)	~
other criteria	Imports	 Yearly time series 	 by product 	~	Products at 6 digits v Values v i US Do	ollar v i	
Existi	ng and potenti	al trade between La	by importing co by exporting co by product		n Association (LAIA) and Latin Amer group: Rice LAIA	ican Integration Association (LAIA)	

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 2012¹². These could represent important client countries for the rice entrepreneur.

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

TRADE MAI Trade statistics for international Monthy, quarterly and yearly tra	I business development	s, volumes, growth rates, ma	arket shares, etc.		
Home & Search Data Availability Reference Materi	al Other ITC Tools Mo	re		Mr.	Account My - English
Product All products in the group	~		Product Group	Rice LAIA	
O World Country All	~		Country Group	Latin American Integration A	ssociation (LAIA)
Partner All	~		Partner Group	Latin American Integration A	ssociation (LAIA)
other criteria Imports v Yearly time serie	es 👻 by importing coun	try v Values	✓ i US Dollar	✓ i	
Int: US Dolar thousand Table Graph Map Download: I P C C C C C C C C C C C C C C C C C C		Companies Time Period (nu	mber of columns) : 🍀 5 pe	erpage 🗸 🁾 Rowsperp	FDI data Tariffs data
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	3 546,738	626,23
Brazil 1	223,294	269,598	358,000	268,210	325,79
Peru 1	65,664	51,217	59,603	3 111,505	160,33
Chile 1	81,380	60,296	56,650	59,902	68,14
Mexico 1	184	3,133	952	2 18,241	26,40
Colombia 1	16,514	32,718	(24,190	19,87
Ecuador /	1,923	277	2	2 1	17,81
Argentina 1	5,213	4,228	5,004	5,165	3,95
Bolivia 1	23,170	7,546	918	3 1,886	1,80
Uruguay 🦸	141	546	1,266	5 1,821	1,33
Paraguay 1	793	516	646	880	78

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.

Trade stat	istics for international business de larterly and yearly trade data. Impo		s, growth rates, market share:	s,
Home & Search Data Availability	Reference Material Other I	TC Tools More		Mr. Account My - English
Trade Map provides - in the form of ta competitive markets, as well as a dirr Trade Map covers 220 countries and available from the most aggregated lo	ectory of importing and exporti territories and 5300 products	ng companies.		
	Imports Exports	3		
Service Product Single	Group Please enter a keywo	rd		× <i>i</i> Advanced search
○ Country €	Region Please enter a country	/territory or region name		× i
Trade Indicators	Yearly Time Series	uarterly Time Series	Monthly Time Series	Companies

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.

Trade statist	ics for international business developmen terly and yearly trade data. Import & expor	t t values, volumes, growth rates, market share	s,
Home & Search Data Availability F	Reference Material Other ITC Tools	More	Mr. Account My - English -
competitive markets, as well as a direc	tory of importing and exporting comp rritories and 5300 products of the Ha	export performance, international demar anies. monized System. The monthly, quarterly	
	Imports Exports		
Service Product Single G	Please enter a keyword	×	$\times i$ Advanced search
○ Country ● R	Please enter a country/territory or	region name	X i
	Yearly Time Series Quarterly T	ime Series Monthly Time Series	Companies

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

TRADE MAP Trade statistics for international business development Monthy, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.	M
Home & Search Data Availability Reference Material Other ITC Tools More	Mr. Account My 👻 English 🔍
Search of Services by hierarchy	
Search by Keywords Search by Hierarchy Data type: Service	
200 - Total services 205 - Transportation - 205 Sea transport - Passenger - 207 Sea transport - Preight - 209 Sea transport - Supporting, auxiliary and other sea transport services B - 210 Air transport - Passenger - 212 Air transport - Preight - 213 Other transport - Passenger - 214 Other transport - Preight - 215 Other transport - Preight - 215 Other transport - Passenger - 216 Cother transport - Passenger - 217 Cother transport - Passenger - 218 Cother transport - Passenger - 219 Cother transport - Passenger - 219	

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 i	in ser	vices	by	service:	Selec	tion	Me	nu

	ADE MAP tatistics for international business development quarterly and yearly trade data. Import & export values, volumes, grow	th rates, market shares,
Home & Search Data Availability	Reference Material Other ITC Tools More	Mr. Account My 👻 English 💗
competitive markets, as well as a d	tables, graphs and maps - indicators on export performance, lirectory of importing and exporting companies. Id territories and 5300 products of the Harmonized System. Th I level to the tariff line level.	
	Imports Exports	
Service Product Single	Group	× i Advanced search
 Country 	O Region Please enter a country/territory or region name (optional)	✓ × i
Trade Indicators	Yearly Time Series Quarterly Time Series Mon	thly Time Series Companies

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

i	Trade stati	DE MAP stics for international busi arterly and yearly trade da			ues, volume	es, growth ra	ates, marke	t shares, etc					M	a)
Home &	Search Data Availability	Reference Material	Other ITC	Tools N	Nore							Mr. Accou	unt My 🔻 🖪	inglish 👻
	Service 219 Rail trans	sport		*										
World	O Country All			~				Coun	try Group	None				~
_	Partner All			~				Partn	er Group	Vone				~
	other criteria Imports	Yearly time series v	by cou	ntry ∨ V	alues v	US Dollar		~						
Та	lar thousand Ible Graph	Мар	L		oorters fo rice: 219 Co	Rail tra	ansport): 🍀 5 pe	rpage v	✤ Rows p	FDI da	ata Ta efault (25 pe	riffs data rpage) v 1 2
EBOPS	Importer		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
Ŧ	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	
ŧ	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

	atistics for international business developm	ent port values, volumes, growth rates, market shar	es,
Home & Search Data Availability	Reference Material Other ITC To	ols More	Mr. Account My 👻 English 🔍
competitive markets, as well as a d	irectory of importing and exporting cor d territories and 5300 products of the I	on export performance, international dema npanies. łarmonized System. The monthly, quarter	
Service Froduct © Single	Group Please enter a keyword (option	a) 🗸	X i Advanced search
 Country 	C Region Mozambique	V	X <i>i</i>
Trade Indicators	Yearly Time Series Quarterly	r Time Series Monthly Time Series	Companies

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.

lome	& Search			er ITC Tools	More			1	Mr. Account My	english
	Service			~			_			
O Wol	1d Country			~			roup None			
1	Partner		[]	×			roup None			
	other criteria	Imports v	Yearly time series v b	oy service 👻	At Same Level (BPM5) v	Values ¥ US	Dollar	×		
,	Table 🗸		Мар		Companies	mber of columns) : 🔻	E por page	✓ ✤ Rows pe	FDI data	Tariffs da
000000										
BPM5	Code		<u>Servic</u>	ce label	Time Fende (na	Imported Value in 2008	Imported Value in 2009	Imported Value in 2010	Imported Value in 2011	Imported
BPM5		Total services	<u>Servic</u>	<u>ce label</u>	nine i enda (na	Imported	Imported	Imported	Imported	Imported Value in 201
BPM5	200		<u>Servic</u>	ce label	rine i enocifia	Imported Value in 2008	Imported Value in 2009	Imported Value in 2010	<u>Imported</u> <u>Value in 2011</u>	Imported Value in 201 Value 3,363,0
BPM5	200 2CS	Total services	<u>Servic</u>	se label	The Fold (M	Imported Value in 2008 965,332	Imported Value in 2009 1,068,990	Imported Value in 2010 1,317,748	Imported Value in 2011 1,510,174	Imported Value in 201 ▼ 2,363,0 2,334,3
	200 2CS 249 (Total services Commercial services	<u>Servic</u>	e label	inter ende (nu	Imported Value in 2008 965,332 918,167	Imported Value in 2009 1,068,990 1,011,311	Imported Value in 2010 1,317,748 1,266,514	Imported Value in 2011 1,510,174 1,467,175	Imported Value in 201 ▼ 2,363,0 2,334,3 827,2
ŧ	200 2CS 249 1 205 1	Total services Commercial services Construction services	<u>Servic</u>	ce label		Imported Value in 2008 965,332 918,167 34,253	Imported Value in 2009 1,068,990 1,011,311 109,815	Imported Value in 2010 1,317,748 1,266,514 163,471	Imported Value in 2011 1,510,174 1,467,175 254,794	Imported Value in 201 ▼ 2,363,0 2,334,3 827,2 722,7
+	200 2CS 249 1 205 1 236 1	Total services Commercial services Construction services Transportation		e label		Imported Value in 2008 965,332 918,167 34,253 377,313	Imported Value in 2009 1,068,990 1,011,311 109,815 363,617	Imported Value in 2010 1,317,748 1,266,514 163,471 408,476	Imported Value in 2011 1,510,174 1,467,175 254,794 568,377	Imported Value in 20 2,363,0 2,334,3 827,2 722,7 161,1
+ + +	200 2CS 249 1 205 1 236 1 245 1	Total services Commercial services Construction services Transportation Travel	ces	e label		Imported Value in 2008 965,332 918,167 34,253 377,313 208,295	Imported Value in 2009 1,068,990 1,011,311 109,815 363,617 211,800	Imported Value in 2010 1,317,748 1,266,514 163,471 408,476 249,878	Imported Value in 2011 1,510,174 1,467,175 254,794 568,377 222,586	Imported Value in 201 7 2,363,0 2,334,3 827,2 722,7 161,1 39,1
+ + + +	200 2CS 249 1 205 1 236 1 245 1 291 1	Total services Commercial services Construction services Transportation Travel Communications service	ces nie.	e label		Imported Value in 2008 965,332 918,167 34,253 377,313 208,295 27,696	<u>Imported</u> Value in 2009 1,068,990 1,011,311 109,815 363,617 211,800 27,685	Imported Value in 2010 1,317,748 1,266,514 163,471 408,476 249,878 46,131	imported Value in 2011 1,510,174 1,467,175 254,794 568,377 222,586 31,403	Imported Value in 201 2,363,0 2,334,3 827,2 722,7 161,1 39,1 28,6
+ + + + + + +	200 2CS 249 i 205 i 236 i 236 i 245 i 291 i 262 i	Total services Commercial services Construction services Transportation Travel Communications servic Government services, r	ces nie.	e label		Imported Value in 2008 965,332 918,167 34,253 377,313 208,295 27,696 47,165	Imported Value in 2009 1,068,990 1,011,311 109,815 363,617 211,800 27,685 57,679	Imported <u>Value in 2010</u> 1,317,748 1,266,514 163,471 408,476 249,878 46,131 51,234	Imported Value in 2011 1,510,174 1,467,175 254,794 568,377 222,588 31,403 42,999	Imported Value in 201 2,363,00 2,334,3 827,20 722,72 161,1 39,10 28,68 24,8
+ + +	200 2CS 249 1 205 1 236 1 245 1 291 1 262 1 260 1	Total services Commercial services Construction services Transportation Travel Communications servic Government services, r Computer and informat	ces nie. tion services	e label		Imported Value in 2008 965,332 918,167 34,253 377,313 208,295 27,696 47,165 6,223	Linported Value in 2009 1,068,990 1,011,311 109,815 363,617 211,800 27,685 57,679 9,866	Imported Value in 2010 1,317,748 1,266,514 163,471 408,476 249,878 46,131 51,234 11,911	Imported Value in 2011 1,510,174 1,467,175 254,794 568,377 222,586 31,403 42,999 31,923	

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

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 traderelated 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.

1	Trad	e statistics for thy, quarterly a	international	business d			lumes, growtl	h rates, marke	t shares, etc.				M	
lome &	Search Data Availabi	lity Refere	nce Materia	Other	ITC Tools	More						Mr. A	.ccount My 🔻	English
	Product 200911	- Orange juice	unfermentd8	not spiritd.	wheth v				Product	Group Nor	ne			
O World	Country Brazil				~				Country	Group Nor	ie			
	Partner All				~				Partner	Group Nor	1e			
0	other criteria Exports v	Trade indica	ators 🗸	by count	ry v Dir	ect data 🦄								
ownload							Trade	e Indicators 🖪]		F	Rows per pag	e Default (25 p	ber page) 1 <u>2</u>
Bilateral trade at 8-digit	Importers	Exported value 2012 (USD thousand)	<u>Trade</u> <u>balance</u> 2012 (USD thousand) i	<u>Share in</u> Brazil's exports (%)	Exported guantity 2012	<u>Quantity</u> <u>unit</u>	Unit value (USD/unit) i	Exported growth in value between 2008-2012 (%, p.a.)	Exported growth in <u>quantity</u> 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 (%) i	Total import growth in value of partner countries between 2008-2012 (%, p.a.)	<u>Tariff</u> (estimate) faced by Brazil (%
								1				100	4	
	World	971,248	971,022	100	480,972	Tons	2,019	-1	-12	9		100	4	
ŧ	World Belgium	971,248 335,305	971,022 335,305	100 34.5	480,972 167,427	Tons Tons	2,019 2,003	-1 -10	-12 -19	9	13	2.1	0	28
+							1000				13			
100.0	Belgium	335,305	335,305	34.5	167,427	Tons	2,003	-10	-19	28		2.1	0	25
÷	Belgium Japan	335,305 127,893	335,305 127,893	34.5 13.2	167,427 57,613	Tons	2,003	-10 15	-19 1	28	5	2.1	0	<u>25</u> 24
+	Belgium Japan United States of America	335,305 127,893 126,903	335,305 127,893 126,903	34.5 13.2 13.1	167,427 57,613 70,361	Tons Tons Tons	2,003 2,220 1,804	-10 15 -6	-19 1 -15	28 _4 _19	5	2.1 7 18.5	0 14 0	<u>25</u> <u>24</u> <u>28</u>
+ +	Belgium Japan United States of America Netherlands	335,305 127,893 126,903 108,226	335,305 127,893 126,903 108,226	34.5 13.2 13.1 11.1	167,427 57,613 70,361 59,909	Tons Tons Tons Tons Tons	2,003 2,220 1,804 1,807	-10 15 -6 26	-19 1 -15 11	28 -4 -19 46	5 1 10	2.1 7 18.5 3	0 14 0 11	25 24 28 1
+ + +	Belgium Japan United States of America Netherlands China	335,305 127,893 126,903 108,226 88,254	335,305 127,893 126,903 108,226 88,254	34.5 13.2 13.1 11.1 9.1	167,427 57,613 70,361 59,909 37,930	Tons Tons Tons Tons Tons Tons	2,003 2,220 1,804 1,807 2,327	-10 15 -6 26 16	-19 1 -15 11 4	28 -4 -19 46 -23	5 1 10 4	2.1 7 18.5 3 7.1	0 14 0 11	28 25 24 28 7 9
+ + + + + +	Belgium Japan United States of America Netherlands China Switzerland	335,305 127,893 126,903 108,226 88,254 40,582	335,305 127,893 126,903 108,226 88,254 40,582	34.5 13.2 13.1 11.1 9.1 4.2	167,427 57,613 70,361 59,909 37,930 20,408	Tons Tons Tons Tons Tons Tons	2,003 2,220 1,804 1,807 2,327 1,989	-10 15 -6 26 16 -21	-19 1 -15 11 4 -29	28 -4 -19 46 -23 102	5 1 10 4 42	2.1 7 18.5 3 7.1 0.2	0 14 0 11 19 1	2: 2: 2:

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

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

1	Tra Tra	RADE de statistics for nthy, quarterly a	international	business d		t values, vo	lumes, growt	h rates, marke	t shares, etc.					
ome & S	Search Data Availa	bility Refere	nce Materia	l Other	ITC Tools	More						Mr. A	ccount My 🔻	English
	Product 20091	1 - Orange juice	unfermentd8	not spiritd	wheth v				Produc	t Group No	ne			
O World	Country Brazil				~				Countr	Group No	ne			
	Partner All				¥				Partne	r Group No	ne			
c	other criteria Exports v	Trade indic	ators 🗸	by count	try 🗸 Mir	ror data								
	ble Graph							itd,whethe his product, s			rts is 1	L	DI data (e Default (25	Tariffs da perpage)
				-		-	Trad	e Indicators 🛙]			-		
ilateral rade at 8-digit	<u>Importers</u>	Exported value 2012 (USD thousand)	<u>Trade</u> <u>balance</u> 2012 (USD thousand)	<u>Share in</u> Brazil's <u>exports</u> (%)	Exported quantity 2012	<u>Quantity</u> <u>unit</u>	Unit value (USD/unit)	Exported growth in value between 2008-2012 (%, p.a.)	Exported growth in guantity 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 (%) 1	Total import growth in value of partner countries between 2008-2012 (%, p.a.)	<u>Tariff</u> (estimate <u>faced b</u> Brazil (?) i
	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	2
+	United States of America	165,922	<mark>1</mark> 61,943	17.6		No quantity		-3		-10	1	18.5	0	2
+	China	106,663	106,663	11.3	41,241	Tons	2,586	15	5	-17	4	7.1	19	
ŧ	Japan	79,775	79,775	8.5	29,933	Tons	2,665	12	1	33	5	7	14	2
÷	Canada	73,622	73,622	7.8		No quantity		-1		4	6	4.8	2	
÷	France	70,225	70,225	7.4	93,034	Tons	755	18	14	18	3	7.4	7	2
+	Australia	42,706	42,706	4.5	17,956	Tons	2,378	3	-4	-18	11	2.8	5	
ŧ	Russian Federation	34,999	34,999	3.7	12,752	Tons	2,745	-15	-20	-10	7	3.4	-10	
	Korea, Republic of	31,047	31,047	3.3	12,004	Tons	2,586	5	-1	-24	9	3.4	8	
+	Chile	14,984	14,984	1.6	5,672	Tons	2,642	24	-5	7	20	0.8	23	
÷	Israel	14,441	14,441	1.5	6,321	Tons	2,285	12	-1	-17	15	1.5	13	2
÷	Austria	13,685	13,685	1.5	6,338	Tons	2,159	-9	-19	-14	17	1	-8	2
+	New Zealand	8,422	8,422	0.9	4,097	Tons	2,056	13	3	-8	25	0.6	4	
+	Algeria	7,844	7,844	0.8	3,774	Tons	2,078	27	13	4	24	0.7	45	
								64	52				46	

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

	Ι	Trade	statistics for i	MAP nternational b d yearly trade	usiness dev		alues, volur	nes, growth ra	ates, market s	shares, etc.				M	
ŀ	lome & S	Search Data Availabilit	y Referer		Other IT	C Tools	More						Mr. A	ccount My 🔻	English 🗸
		Product 150910 - 0	Olive oil, virgi	n 1	Market A	Access Ma	р			Product 0	Group None)			~
	○ World	Country France		\smile	Investm	ent Map				Country C	Group None	e			~
	_	Partner All			Standar			-		Partner G	Froup None	e			~
	0	ther criteria Imports 🗸	Trade indica	tors v											
				List of	suppiyin	ompetitive	ness Map Is TOF LITE	product i	mported b	y France in	n 2012 <i>i</i>				
			-					910 Olive o							
			Fra	nce's impor	ts represe	nt 7.81% o	f world im	ports for this	s product, its	ranking in v	vorld import	ts is 3	G		
_	/ Tab	ole Graph	Мар				C	ompanies					FI	OI data	Tariffs data
)ownload:	🛋 💓 🖹 🛛 🚒										F	lows per page	Default (25	per page) 🗸
															1 <u>2 3 4 5</u>
L								Trade ir	ndicators 🛨						
														Total	
	Bilateral		<u>Imported</u>	<u>Trade</u>	Share in				Imported growth in	Imported growth in	Imported growth in	<u>Ranking</u> <u>of</u>	<u>Share of</u> partner	export growth in	<u>Tariff</u> (estimated)
	trade at 8-digit	Exporters	value 2012 (USD	<u>balance</u> 2012 (USD	France's	Imported quantity	Quantity	Unit value (USD/unit)	value between	<u>quantity</u> between	<u>value</u> between	<u>partner</u> countries	countries	<u>value of</u> partner	applied by
	o-aigit		thousand)	thousand)	imports (%)	2012	<u>unit</u>	1	2008-2012	2008-2012	2011-2012	in world	in world exports	countries	France (%)
									<u>(%, p.a.)</u>	<u>(%, p.a.)</u>	<u>(%, p.a.)</u>	exports	(%) 💈	<u>between</u> 2008-2012	
Ц			000000											<u>(%, p.a.)</u> 🦸	
		World	354,071	-327,994	100	109,210	Tons	3,242	-4	1	-10		100	0	
	+	<u>Spain</u>	197,298	-196,839	55.7	67,803	Tons	2,910	-7	-1	0	1	42.4	-1	<u>0</u>
	+	Italy	116,316	-115,487	32.9	28,736	Tons	4,048	1	4	-25	2	29.1	\bigcap	<u>0</u>
	+	Tunisia	18,461	-18,446	5.2	6,135	Tons	3,009	5	12	-8	4	7	2	<u>41.7</u>
	+	<u>Belgium</u>	12,225	-7,595	3.5	3,603	Tons	3,393	-11	-8	-15	13	0.3	4	<u>0</u>
	+	Portugal	4,384	-4,339	1.2	1,607	Tons	2,728	20	35	169	5	5.6	26	<u>0</u>

<u>1.</u> 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					
Fariffs applied by France t	to all exporting countries				
Frade data source: ITC No	ITC (MAcMap) complemented by WT	'O (IDB)			
<< New Search	<< Modify Search				
Gelect 'Map' to visualise a	pplied tariffs by geographical distribut	ion.			
Table Table	Man Man				
Table	🎯 Мар				Level of protecti
Table	🍘 Map				Level of protection
	Map No. of corresponding national ta lines	ariff Total ad valorem equivalent tariff	Level of protection	France's imports from partner country (value in US\$ '000)	0%
Exporting country	No. of corresponding national ta				0%
Exporting country	No. of corresponding national ta lines	tariff			0%]0 - 5]%]5 - 10]%
Exporting country Afghanistan Albania	No. of corresponding national ta lines 2	tariff 0%			0%]0 - 5]%]5 - 10]%]10 - 15]%
Exporting country Afghanistan Albania Algeria	No. of corresponding national ta lines 2 2	tariff 0% 0%		US\$ '000)	0%]0-5]%]5-10]%]10-15]%]15-20]%
Exporting country Afghanistan Albania Algeria American Samoa	No. of corresponding national ta lines 2 2 2 2	tariff 0% 0% 32.72%		US\$ '000)	0% 10 - 51% 15 - 101% 110 - 151% 15 - 201% 120 - 301% 130 - 401% 140 - 501%
Exporting country Afghanistan Albania Algeria American Samoa Andorra	No. of corresponding national ta lines 2 2 2 2 2	tariff 0% 0% 32.72% 32.72%		US\$ '000)	0% 0% 0 - 5]% 15 - 10]% 110 - 15]% 15 - 20]% 20 - 30]% 30 - 40]%
Exporting country Afghanistan Albania Algeria American Samoa Andorra Angola	No. of corresponding national ta lines 2 2 2 2 2 2 2 2 2	tariff 0% 0% 32.72% 32.72% 0%		US\$ '000)	0% 10 - 51% 15 - 101% 110 - 151% 15 - 201% 120 - 301% 130 - 401% 140 - 501%
Exporting country Afghanistan Albania Algeria American Samoa Andorra Angola	No. of corresponding national ta lines 2 2 2 2 2 2 2 2 2 2 2 2	tariff 0% 0% 32.72% 32.72% 0% 0%		US\$ '000)	0% 0% 0% 10 - 5% 15 - 10% 10 - 15% 15 - 20% 120 - 30% 30 - 40% 140 - 50%
Image: Construct of the second sec	No. of corresponding national ta lines 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	tariff 0% 0% 32.72% 32.72% 0% 0% 0%		US\$ '000)	0% 0% 0% 10 - 5% 15 - 10% 10 - 15% 15 - 20% 120 - 30% 30 - 40% 140 - 50%
Exporting country Afghanistan Albania Algeria American Samoa Andorra Angola Anguilla	No. of corresponding national ta lines 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	tariff 0% 0% 32.72% 32.72% 0% 0% 0% 0% 0% 0%		USS '000) 14	0 - 5]% 15 - 10]% 10 - 15]% 15 - 20]% 120 - 30]% 130 - 40]% 140 - 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

Step 2/2	•								
ariffs applied by all i	mporting	g countries	to Tunisia						
Product: 150910 - Oli Trade year: 2011 Applied tariff data sou Trade data source: IT AVE Methodology: AVI	irce: ITC C Norma	(MAcMap) alized trade		(IDB)					
	ct codes	according			S6 codes in the importi ountry. This will explain you				
<< New Search		<< Modify	/ Search						
	1	<u> </u>							
Table		ı) ا	Map		Tunicia's expects to		Corresponding HSS codes in		0%
q B z	Year	Revision	Map 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	0%]0 - 5]9]5 - 10
importing country	Year 2013		No. of corresponding		partner country (value		the importing country		0%]0 - 5]9]5 - 10]]10 - 11
Importing country		Revision	No. of corresponding national tariff lines		partner country (value	equivalent tariff	the importing country revision	Source	Level of prot 0%]0 - 5]9]5 - 10]]10 - 11]15 - 21]20 - 34
Albania	2013	Revision HS12	No. of corresponding national tariff lines 1		partner country (value	equivalent tariff 2.5%	the importing country revision Click Here	Source ITC	0%]0 - 5]9]5 - 10]]10 - 1!]15 - 2!
Importing country Afghanistan Albania Algeria	2013 2013	Revision HS12 HS12	No. of corresponding national tariff lines 1 2		partner country (value in US\$ '000)	equivalent tariff 2.5% 10%	the importing country revision Click Here Click Here	Source ПС ПС	0% 10 - 519 15 - 101 110 - 11 115 - 21 120 - 34 130 - 44 140 - 56
Importing country Afghanistan Albania Algeria Angola	2013 2013 2009	Revision HS12 HS12 HS07	No. of corresponding national tariff lines 1 2 2		partner country (value in US\$ '000)	equivalent tariff 2.5% 10% 0%	the importing country revision Click Here Click Here Click Here	Source ΠC ΠC ΠC	0% J0 - 5J9 J5 - 10J J10 - 1! J15 - 2l J20 - 3l J30 - 4l
Afghanistan Albania Algeria Angola Anguilla Antigua and	2013 2013 2009 2009	Revision HS12 HS12 HS07 HS07	No. of corresponding national tariff lines 1 2 2 1		partner country (value in US\$ '000)	equivalent tariff 2.5% 10% 0% 10%	the importing country revision Click Here Click Here Click Here Click Here	Source ΠC ΠC ΠC ΠC	0% 10 - 519 15 - 101 110 - 11 115 - 21 120 - 34 130 - 44 140 - 56
Afghanistan Algaria Angola Anguilla Antigua and Barbuda	2013 2013 2009 2009 2013	Revision HS12 HS12 HS07 HS07 HS07	No. of corresponding national tariff lines 1 2 2 1 1		partner country (value in US\$ '000)	equivalent tariff 2.5% 10% 0% 10% 15%	the importing country revision Click Here Click Here Click Here Click Here Click Here	Source TC TC TC TC TC TC	0% 10 - 519 15 - 101 110 - 11 115 - 21 120 - 34 130 - 44 140 - 56
Afghanistan Algeria Angola Anguilla Antigua and	2013 2013 2009 2009 2013 2013	Revision HS12 HS12 HS07 HS07 HS07 HS96	No. of corresponding national tariff lines		partner country (value in US\$ '000) 41	equivalent tariff 2.5% 10% 10% 15% 40%	the importing country revision Click Here Click Here Click Here Click Here Click Here Click Here	Source TC TC TC TC TC TC TC	0% 10 - 519 15 - 101 110 - 11 115 - 21 120 - 34 130 - 44 140 - 56

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.