Trade Map embedded

User Guide National Statistical Office of Malawi

Trade statistics for international business development

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Acronyms

AVE	*Ad Valorem* Equivalent
BOP	Balance of Payments
BPM5	Balance of Payments Manual, 5th edition
BPM6	Balance of Payments Manual, 6th edition
CIF	Cost, Insurance and Freight
COMESA	Common Market for Eastern and Southern Africa
EBOPS	Extended Balance of Payments Services classification
EC	European Commission
FOB	Free On board
GATS	General Agreement on Trade in Services
HS	Harmonized System
ITC	International Trade Centre
LAIA	Latin American Integration Association
LDCs	Least developed countries
m.	million
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 for more information or assistance.

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EXECUTIVE SUMMARY

Trade Map – embedded provides Malawian trade flow information in a user friendly and easily accessible format. Users can quickly and easily:

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

- Find information on the average tariffs applied to the import/export of a specific product from specific partner countries: a first overview on market access conditions is directly available in Trade Map – embedded; 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.

- 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 Malawian national trade performance: make an overall evaluation of national trade performance and identify sectors and products 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 in terms of imports and the global export capacity of Malawi.

- 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.

CHAPTER 1 – INTRODUCTION TO THE USER GUIDE

1.1 - The National Statistical Office of Malawi and the International Trade Centre

The National Statistical Office (NSO) of Malawi and the International Trade Centre (ITC) partnered in 2014 to develop and increase international trade-related statistical capabilities and facilities within the NSO. As part of the cooperation, ITC adapted one of the ITC market analysis tools, Trade Map, to the needs of the NSO and developed an embedded version of Trade Map hosted in the website of the NSO, www.nsomalawi.mw.

The NSO uses the embedded version of Trade Map (Trade Map – embedded from now on) to publish directly online and in an organized manner its international trade statistics by product and by country.

This user guide is meant for users of Trade Map – embedded who explore the trade statistics of Malawi on the website of the NSO. Certain types of analysis on Trade Map – embedded will redirect the user to the complete version of Trade Map (Trade Map from now on), available at www.trademap.org. These types of analysis will not be treated in this user guide, and a reference will be made to the Trade Map User Guide available from the Trade Map home page, under Reference Material.

CHAPTER 2 – INTRODUCTION TO TRADE MAP - EMBEDDED

2.1 - 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, as well as Trade Map – embedded, 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 and by country or group of countries. Trade Map – embedded focuses on trade statistics for Malawi only.

Understanding the structure and evolution of international markets is essential for both firms and TSIs. First, 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:

- Which countries does Malawi currently trade certain products with?
- What are the trends for a specific market where Malawi is exporting – i.e. is the market growing and by how much?
- Are there opportunities to identify new or alternative markets?
- Is there seasonality for imports of a specific product in a given market?

Second, 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 Malawi's priority products and markets for trade promotion?
- What countries supply the majority of Malawi's imports?
- What is Malawi's current trade performance?
- For what products is there potential to increase bilateral trade with a specific partner?
- What are the trade flows between Malawi and a specific region or economic group?

2.1.1 – What can be found in Trade Map - embedded

This guide is meant to help Trade Map - embedded users

- Understand how to use the online application (Chapter 3)
- Identify new export markets for a product (Chapter 4)
- Analyse a country's trade portfolio (Chapter 5)
- Identify trade opportunities with a country's trading partner (Chapter 6)
- Understand what additional features are available in Trade Map, at www.trademap.org (Chapter 7)

2.2 - Data coverage

Trade Map – embedded 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 and Malawi uses the HS nomenclature as well as almost all countries and territories in the world. 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 that are grouped in 21 sections. Sections 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).

Note 1: HS revisions

HS entered into force on 1 January 1988 and has so far been adopted by most trading nations. The HS is regularly reviewed and revised and four revisions have been developed as of December 2014.

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 a product code that was present in a previous HS revision may not be present in the next one. This makes time-series assessment more difficult.

For more general information about the different HS revisions and the HS nomenclature, please refer to the Annexes of the Trade Map User Guide, to the FAQ section of the Trade Map website (www.trademap.org) or to the website of the World Customs Organization (www.wcoomd.org). A correspondence table between HS nomenclatures is available on the Trade Map website at http://www.trademap.org/stCorrespondingProductCodes.aspx.

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. Malawi adds another two digits to the HS codes to classify its exports and imports in detail and for example attributes the code 090230.10 to *Black tea (fermented) & partly fermented tea in packages not exceeding 3 kg*.

Trade Map – embedded provides both values and quantities for Malawi trade flows of goods, as reported by the NSO. The currency used in Trade Map - embedded by default is the Malawi Kwacha for time series and US dollars for pre-calculated trade indicators. Regarding time series, users can choose among 17 more currencies to assess the value of trade flows, including the US dollar and the Euro. The quantity units, instead, will change depending on the specific products and on how each country reports this information.

2.2.1 Sources

NSO trade statistics are used in Trade Map – embedded to allow trade flow analysis both at the HS and NTL levels. In addition, users can switch to mirror statistics to complement the analysis and compare the direct data reported by the NSO with the data reported by partner countries.

Note 2: Mirror statistics

Mirror statistics are generally used to reconstruct trade statistics for those countries that do not report any data. Data directly reported by a country are called direct data, and are generally available for most of the countries and territories. However, some countries do not report direct data to multinational institutions like ITC or the World Trade Organization (WTO). The trade of these countries can be reconstructed on the basis of data reported by partner countries, the so-called mirror statistics.

Using mirror statistics provides the opportunity to compare the direct data reported by countries with the data reported by their partner countries. For example, exports of poultry from Malawi to Zimbabwe as reported by Malawi may differ from the imports of poultry to Zimbabwe from Malawi as reported by Zimbabwe. These inconsistencies may occur and are due to several reasons. Among these reasons there are:

- trans-shipments, which may hide the actual source of supply,
- inversion of reporting standards – mirror statistics value 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), while direct statistics correctly value exports in f.o.b. terms and imports in c.i.f. terms,
- lack of reporting by certain countries.

For further references on mirror statistics, please consult the Trade Map User Guide and the FAQ section of the Trade Map website (http://www.trademap.org/stFAQ.aspx#li_Answer2_3).

Mirror statistics in Trade Map – embedded are displayed only if users wish to see them. Users need to explicitly switch to mirror statistics if they want to compare NSO data with partner countries' data. For the sake of consistency, all mirror statistics in Trade Map – embedded are based on the information available in Trade Map.

Users may perform certain types of analysis that redirect to Trade Map. In Trade Map, the original source of any information is displayed in the bottom of the screen. For further reference on sources available in Trade Map, please see the Trade Map User Guide.

2.3 - Access to Trade Map - embedded

Trade Map – embedded is accessible without any username and password from the website of the NSO, www.nsomalawi.mw.

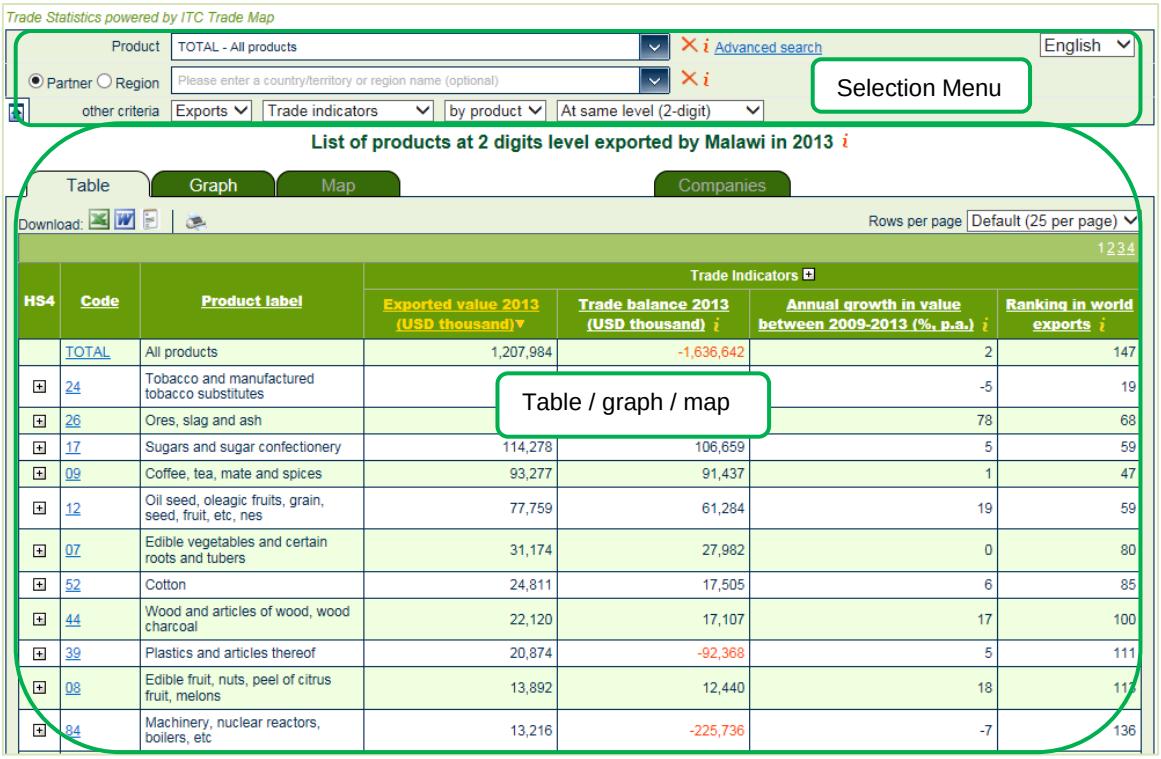
CHAPTER 3 – HOW TO USE TRADE MAP - EMBEDDED

3.1 - Selection Menu

Trade Map – embedded is composed of two parts, as shown in Figure 1:

- A Selection Menu, in the top of the screen. The Selection Menu is available on all pages of Trade Map – embedded to allow users to navigate the website. It stays the same on all pages of Trade Map – embedded and provides users the option to adjust, refine and complete their analysis of Malawi international trade flows.
- A table/graph/map with data. This table changes depending on the query submitted through the Selection Menu. By default, before submitting any query, the table displays some indicators for Malawi exports by product categories.

Figure 1: Structure of Trade Map - embedded



HS4	Code	Product label	Trade Indicators: Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Annual growth in value between 2009-2013 (%, p.a.)	Ranking in world exports
	TOTAL	All products	1,207,984	-1,636,642	2	147
⊞	24	Tobacco and manufactured tobacco substitutes			-5	19
⊞	26	Ores, slag and ash			78	68
⊞	17	Sugars and sugar confectionery	114,278	106,659	5	59
⊞	09	Coffee, tea, mate and spices	93,277	91,437	1	47
⊞	12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	77,759	61,284	19	59
⊞	07	Edible vegetables and certain roots and tubers	31,174	27,982	0	80
⊞	52	Cotton	24,811	17,505	6	85
⊞	44	Wood and articles of wood, wood charcoal	22,120	17,107	17	100
⊞	39	Plastics and articles thereof	20,874	-92,368	5	111
⊞	08	Edible fruit, nuts, peel of citrus fruit, melons	13,892	12,440	18	117
⊞	84	Machinery, nuclear reactors, boilers, etc	13,216	-225,736	-7	136

The Selection Menu itself composed of two parts that allow setting different types of research criteria:

- The upper Selection Menu allows selecting the product/group of products and the partner country/region of interest. The product is that exported or imported by Malawi; the partner country/region is that Malawi trades the product with.
- The lower Selection Menu allows selecting other criteria, including whether the user wants to assess Malawi exports or imports, pre-calculated trade indicators or raw data on historical series, by product or by partner country and at which HS level (2-, 4- or 6-digit). The lower Selection Menu, as shown in Figure 3, will change and adapt depending on the type of query the user runs.

Figure 2: Upper navigation menu in Trade Map – embedded – product and partner/region country

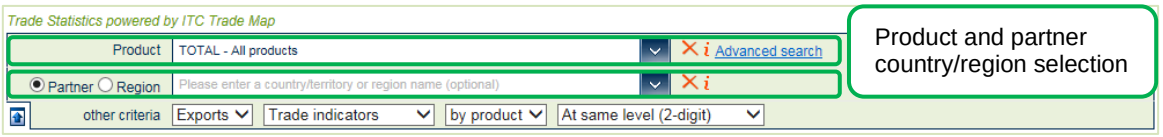
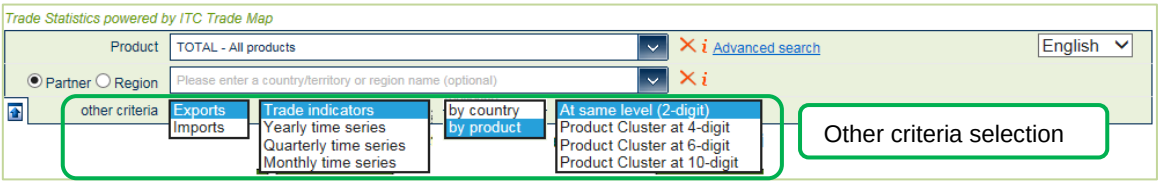


Figure 3: Lower navigation menu in Trade Map – embedded - other criteria



3.1.1 Trade Indicators (by country)

In Trade Map, when assessing a market through the trade indicators, it is possible to sort the results of your query by product or by partner country. In the case of trade indicators by country, the result table provides the list of countries that are exporting or importing the selected product. A set of indicators is provided for each country in the list.

When assessing the trade of Malawi with its partner countries, the option of choosing between direct and mirror data is also available, as shown in Figure 4.

Table 1 provides a description of the other criteria in the case where the user has chosen Trade Indicators in the lower Selection Menu (and NOT any type of time series).

Figure 4: Trade indicators by country: direct and mirror data switch

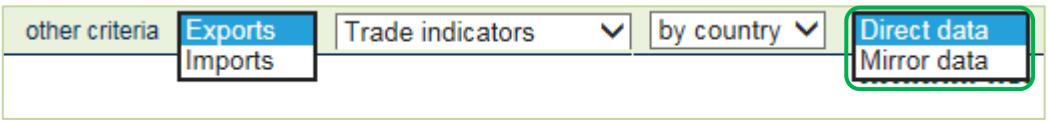


Table 1: Explanatory notes for the Trade indicators

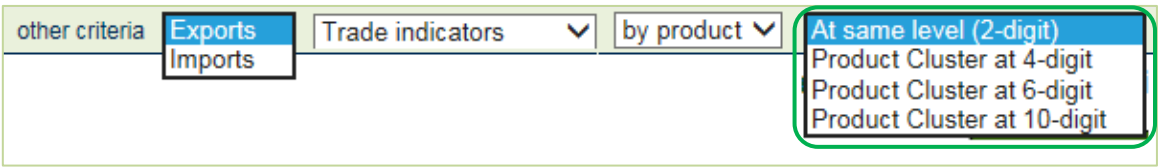
Criteria	Description	Analysis
Imports	Import data	See the Demand side
Exports	Export data	See the Supply Side
Trade Indicators	"Trade Indicators" enable users to see different indicators pre-calculated by ITC to enrich the analysis of a product traded internationally by Malawi. Please note that to access the whole list of indicators, users need to click on the plus icon ⊞.	Trade indicators available include: Value of exports/imports in a reference year in USD thousand, Trade Balance (Exports minus Imports), share in Malawi's imports/exports (%), 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, rank of partner country's in world imports/exports, share of partner country in world exports/imports (%), average distance of supplying/importing countries, annual total export/import growth in value of partner country over the last five years (%), market concentration, *ad valorem* tariff equivalent applied by the country to imports[1].
By country	It enables users to see the result by partner country	
Direct Data	The option to switch between direct and mirror data is only available when conducting an analysis by country	
Mirror Data	Mirror data enables users to check the consistency of data of reporting countries (See Note 1: Mirror statistics).	The trade of Malawi has also been reconstructed on the basis of data reported by partner countries, or mirror statistics.

3.1.2 Trade Indicators (by product)

If users choose to retrieve trade indicators for a specific product traded by Malawi, they will be able to choose among products at the 2-, 4-, 6-digit levels of the HS nomenclature or at the 8-digit NTL level, as shown in Figure 5.

Table 2 provides an indication of the different levels of product clusters available corresponding to a HS-2 product code.

Figure 5: Trade indicators by product: criteria selection



[1] Some of these indicators may or may not be available depending on the level of aggregation of the product the user is analysing (2-. 4- 6- digit level of the HS nomenclature or Malawi's total trade). For example, tariff information will not be available when the user conducts an assessment of Malawi's total trade by partner country without specifying any product, because tariffs are applied at the product level.

Table 2: Explanatory notes for trade indicators by product

Harmonized System or National Tariff Line	Level	Level of analysis
At same 2-digit level	HS-2: Product Chapter Lists all product groups at the 2-digit level imported or exported by Malawi Example: 17 Sugars and sugar confectionery	It is used for analysis at macroeconomic level to determine the export / import portfolio of a country at the sector level
Product Cluster at 4-digit	HS-4: Groupings within the chapter (sub-sector) Example: 1701 Cane or beet sugar and chemically pure sucrose, in solid form	
Product Cluster at 6-digit	HS-6: Product(s) within the grouping (product level) E.g. 170111 Raw sugar, cane	It is used to determine the export / import portfolio of a country at a more specific level.
Product Cluster at 8 or 10 digits	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 Malawi 17011100 Raw sugar, cane • National Tariff Line for Canada 1701111000 Raw sugar, cane, used by refineries in prodctn of refined sugar for mfr of wine 1701112000 Raw sugar, cane, not exceeding 96 degrees of polarization 1701113000 Raw sugar, cane, exceeding 96 degrees but not exceeding 97 degrees polarization 1701114000 Raw sugar, cane, exceeding 97 degrees but not exceeding 98 degrees polarization 1701115000 Raw sugar, cane, exceeding 98 degrees but not exceeding 99 degrees polarization 1701116000 Raw sugar, cane, exceeding 99 degrees but less than 99.5 degrees polarization • National Tariff Line for Kenya 17011110 Raw cane sugar (excl. added flavouring or colouring): Jaggery 17011190 Raw cane sugar (excl. added flavouring or colouring): Other	Data is only available for countries that report their data at NTL level. This information helps better detail the product.

3.1.3 Time series

By selecting Time Series in the lower Selection Menu, users are be able to look at the data by year, quarter or month, as shown in Figure 6.

Figure 6: Options in Time Series

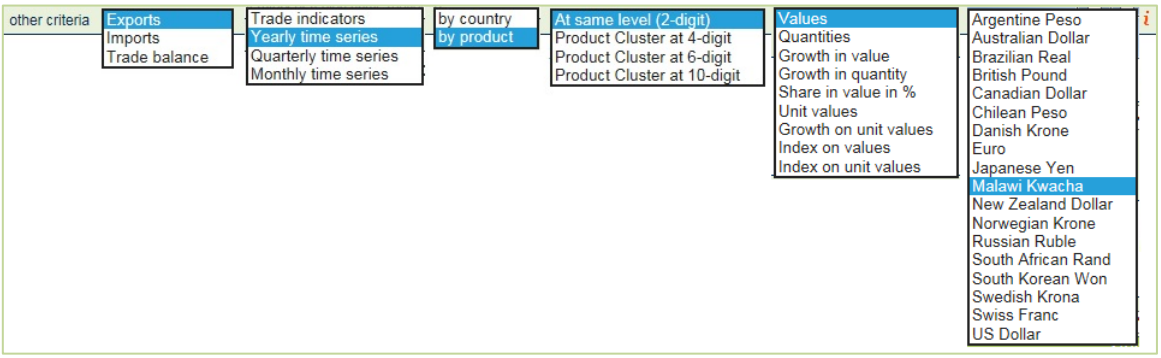


Table 3 provides a description of all available analytical options available when using time series within Trade Map – embedded.

Table 3: 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.	A positive trade balance indicates that Malawi is a net exporter of a specified product and/or with respect to a specific partner country
Yearly time series		Quarterly or monthly time series help identify the seasonality of the market. They also inform users about the most recent evolution of the markets
Quarterly time series		
Monthly time series		
By country	Enables users to see the result by partner country	
By product	Enables users to see the result by product	
Product at 2 digits	HS-2: Chapter of the good	Harmonized System nomenclature
Product at 4 digits	HS-4: Groupings within the chapter (sub-sector)	
Product at 6 digits	HS-6: Product(s) within the grouping (product level)	
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	
Unit value	Unit value over a period on a yearly, quarterly or monthly basis, calculated as the total value of exports/imports divided by the imported/exported quantity	
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

Criteria	Description	Analysis
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
Malawi Kwacha	Currency used by default in Trade Map – embedded for Malawi	Trade values in Trade Map – embedded expressed in Malawi Kwacha are online converted from US dollars
US Dollar and other Currencies		Trade values hosted in the Trade Map database are in US dollars and online converted to other currencies using the average exchange rate over the monthly, quarterly or yearly period (the source is www.oanda.com)

3.2 - Product and partner country/region selection

All selection fields in Trade Map – embedded are hyper-linked. This means that users just need to start writing, and products or countries matching the serach text will appear in the drop-down menu. Products can be searched by typing either its name or HS code. The system automatically displays the corresponding description.

Note 3: Selection tips

Selection: when typing a country, a product or a product code into any of the selection fields, you must click on one 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"; instead of "raisin", enter "grapes".

It is not necessary to select a product and/or a partner country for every query. If no product is selected, the system will provide statistics relating to all products traded by Malawi as a whole; if no partner country/region is selected, the system will provide statistics for all Malawi's partner countries.

3.2.1 Product selection

3.2.1.1 Select a product in the Selection Menu

To select a product, it is sufficient to type a keyword or HS product code in the product selection field.

Figure 7: Product selection in the Selection Menu

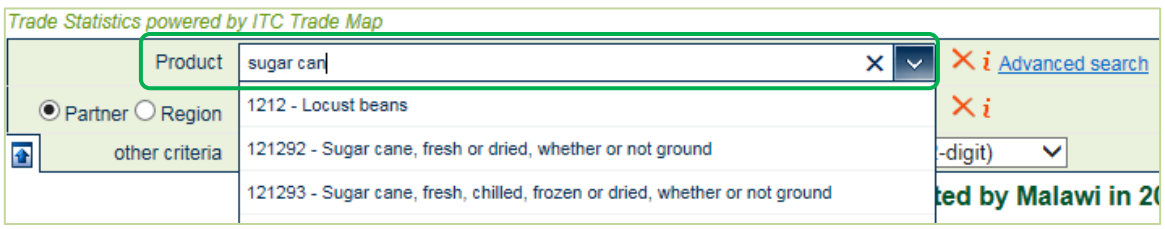


Figure 7 shows the example of a sugar product. In this example, an user started to type "sugar can" in the Product box and a set of HS codes with a label containing the words "sugar can" appeared in the drop-down menu. If the user typed "12" in the Product box, a list of the first twenty products whose product code

contains 12 would be displayed. To select a product, the user needs to click on the HS product code in the dorp-down list. Product codes at the 2-, 4- or 6-digit level of the HS revision 1996, 2002, 2007 or 2012 can be selected.

To improve the speed of Trade Map, only the first twenty products corresponding to the selection are listed in the drop-down menu. If the product of interest to the user is not in the list, the Advanced search feature provides further search options.

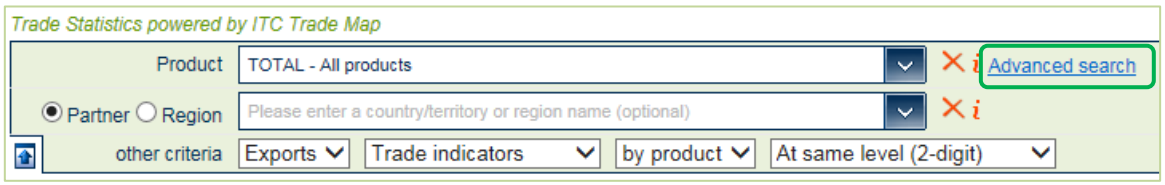
Note 4: HS revisions in the search options

If a product code does not exist in the 2007 revision of the HS nomenclature, the time Series is automatically selected. Trade indicators have been calculated for products available in HS revision

3.2.1.2 Advanced product search

Next to the product field, on the right side of the Selection Menu there is a link to the Advanced search feature, as shown in Figure 8. By clicking on it, users are able to either retrieve all HS and NTL codes containing specific word(s) in their labels or search through the HS nomenclature hierarchy.

Figure 8: Advanced search feature in the Selection Menu



Search by Keywords

The Advanced search by keyword helps look for a product's HS or NTL code using one or several keywords. The main advantages of this this type of search are the following:

- 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 at the same time for one product.
- All possible codes (HS or NTL level) will be presented in the search results, including all varieties/species of a product, related products and product derivatives. There is no limitation to the number of search results displayed.
- Product labels are entire while they may appear cut in the Selection Menu.

Specific cases and situations are discussed in 4 and in the action examples below.

Table 4: Advanced product search options

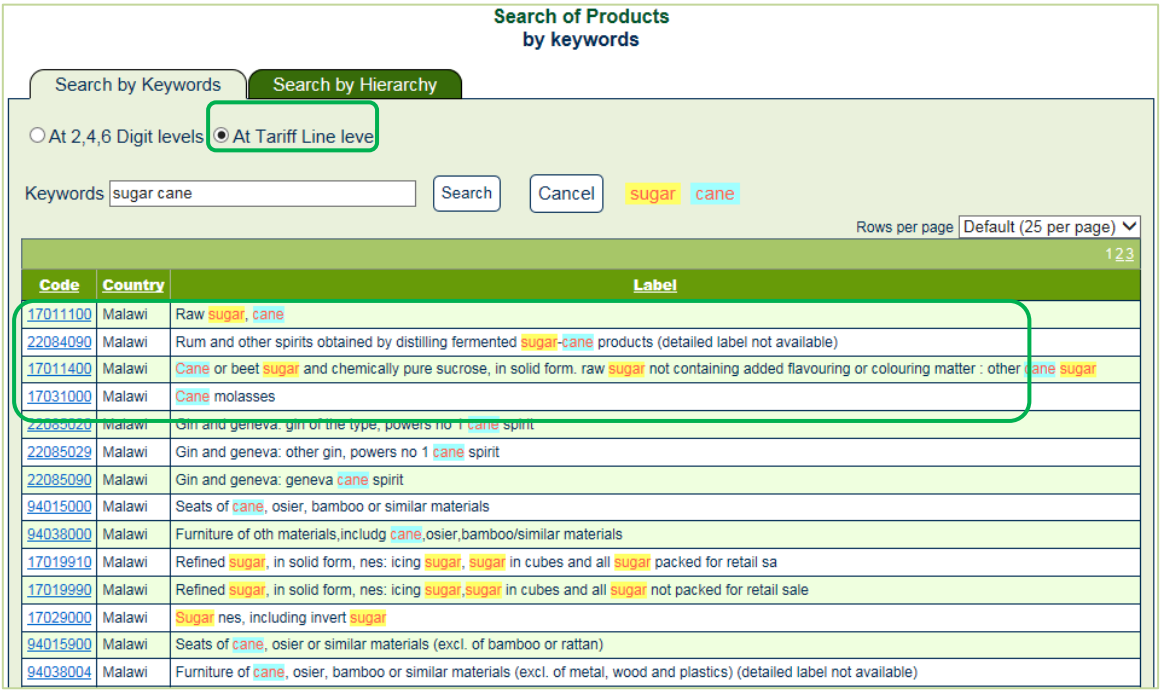
		You select:		
Cases	**Solution**	**At the 2-, 4-, 6-digit levels**	**At the NTL level**	**Country**
Find the HS code of a product	Keywords can be used to identify products	✓		
Find all NTL codes of a product traded by all countries	Keywords can be used to identify products		✓	
Find the NTL code for a product traded by one specific country	Keywords can be used to identify products		✓	✓
Difficulty in finding the HS code of a product at the 2-, 4- or 6-digit HS level.	By looking at the NTL level, users might be able to identify the first HS 6 digits of the product See Action example 1 below		✓	
Find a product and its derivatives	See Action example 2 below	✓		

Action example 1: HS code of a specific product that does not appear 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, as a trade adviser, you might be looking for trade data for the product "sugar cane". You are not able to find the HS code by looking at the 2-, 4- or 6-digit level. Through the Search by Keywords option of the Advanced search feature, you can select the option At Tariff Line level and directly type "sugar cane" in the text box, as shown in Figure 9.

The search engine will first search product labels containing all the keywords and then keyword by keyword. The search engine will highlight the keyword "sugar" in yellow and the keyword "cane" in blue in the table. The possible matches appearing first are those with the two keywords in the label.

In order to understand the 6-digit HS product group that the product "sugar cane" belongs to, you only need to take the first 6 digits of the identification code used by Malawi. In this case, these are 170111.

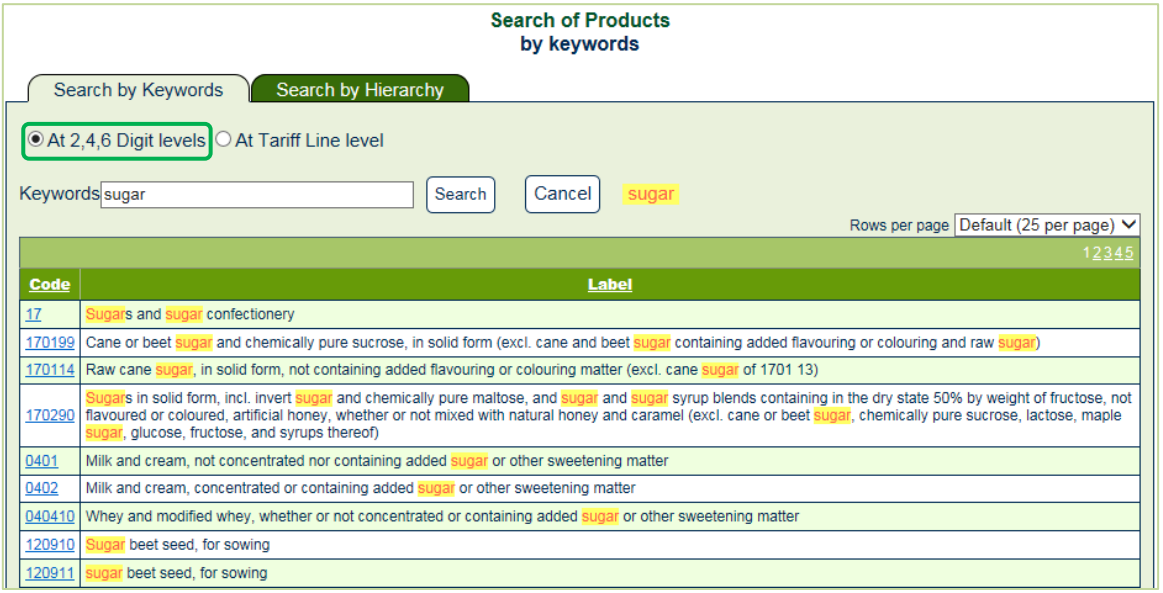
Figure 9: Advanced product search by keyword at the NTL level



Action example 2: find the HS code of a product and its derivatives
An interesting feature of the Advanced search 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 10) and type the name (or keywords) of your product, e.g. "orange". Then click on Search.

Figure 10: Advanced search at the HS levels

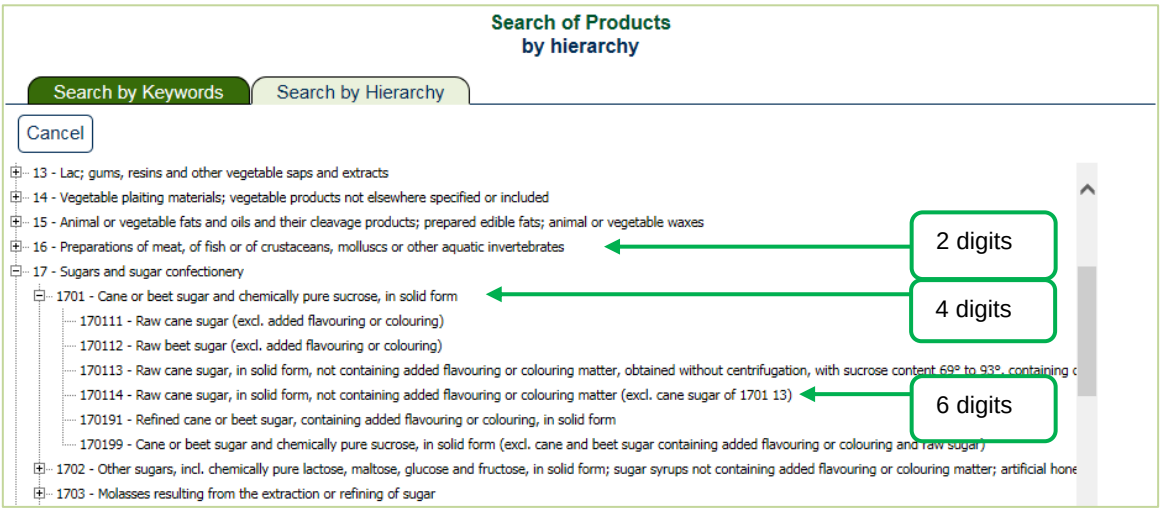


All the HS codes containing the name of the product will be displayed. You will see all the HS codes in one page by increasing the number of rows per page.

The result is the complete list of HS codes containing the word "sugar" in their description.

Search by Hierarchy
The tab Search by Hierarchy allows searching through the hierarchy of the HS nomenclature. Users can navigate through the HS hierarchy 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 111).

Figure 11: Advanced search by HS hierarchy



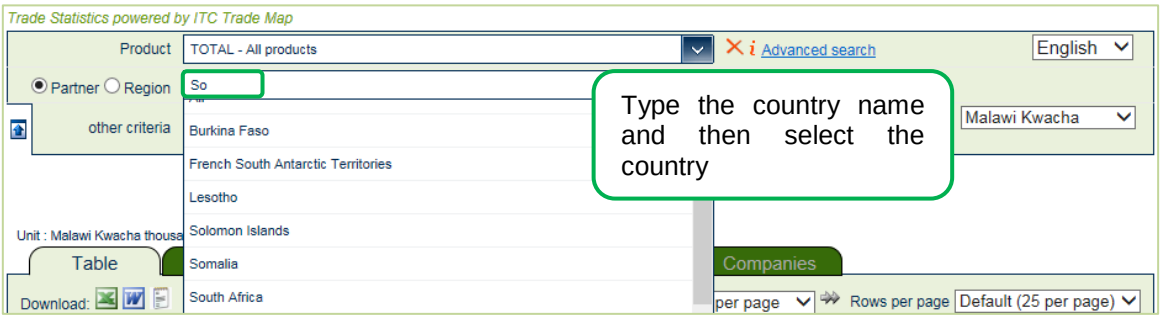
Clicking on the plus symbol ⊞ next to each item allows going deeper through the HS classification, starting from the 2-digit level and increasing the level of detail up to the 6-digit level.

When the HS code corresponding to the product of interest has been found, it is possible to double click on it to select it. This action redirects the back to the main page where the product box will be filled with the selected product.

3.2.2 Partner country/region selection

Typing the name of a country in the Partner box allows selecting a partner country. Also in this case, typing a few letters, such as "so" in the Partner box allows retrieving all countries containing the letters "so" in their names, as shown in Figure 1212.

Figure 12: Partner country selection



It is also possible to select a predefined group of countries by selecting Region. The acronym "nes" at the end of a country or region name means "not elsewhere specified".

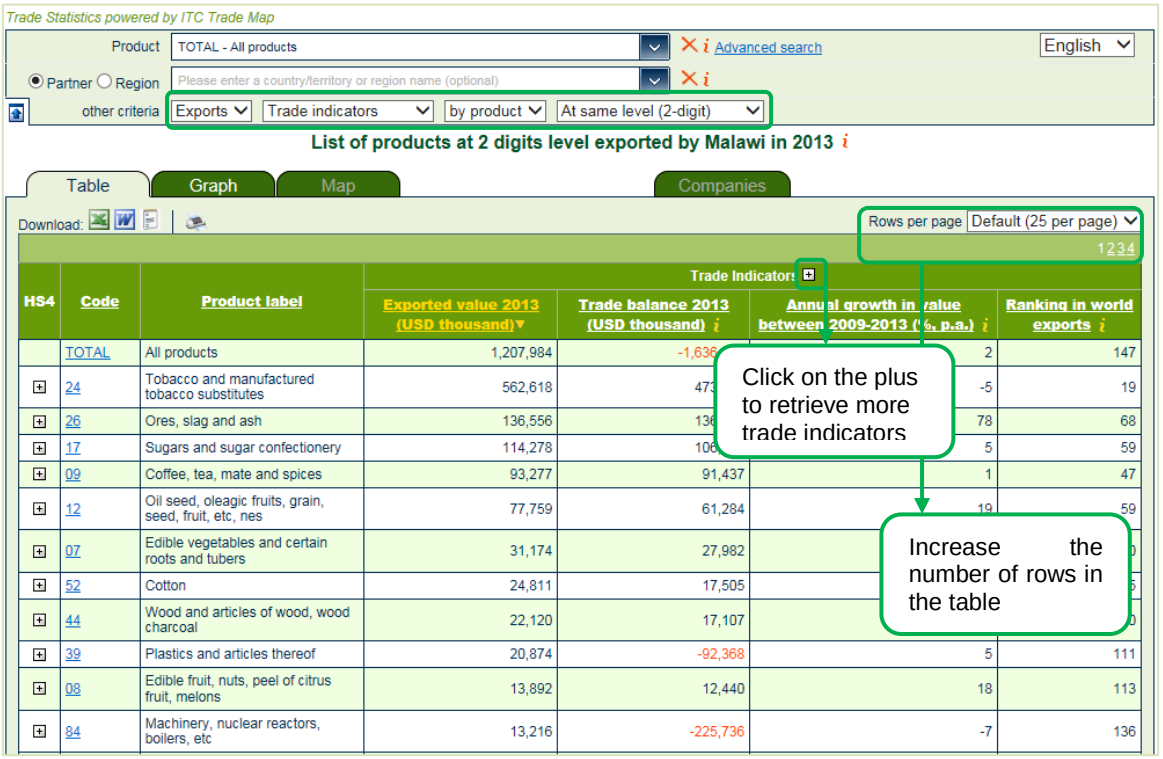
3.3 - How to create a Table, a Graph or a Map

A table is the default result of any query done through the Selection Menu. For whatever query, on Trade indicators or Time series, Trade Map – embedded produces a table that can then be modified. Depending on the query, it is possible to visualize the information that first appears in a table on different types of graphs and maps.

3.3.1 How to create a Table

3.3.1.1 Trade Indicators

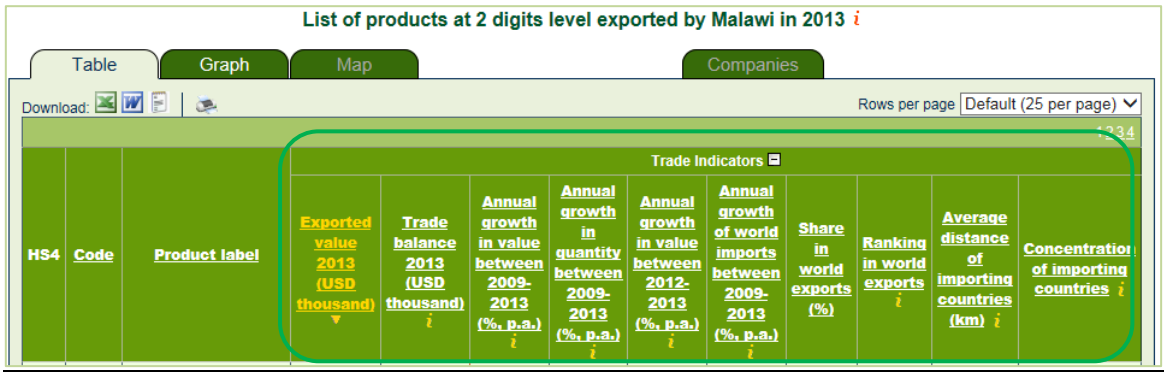
Figure 13: Trade indicators



HS4	Code	Product label	Trade Indicators: Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Annual growth in value between 2009-2013 (%, p.a.)	Ranking in world exports
	TOTAL	All products	1,207,984	-1,636	2	147
⊞	24	Tobacco and manufactured tobacco substitutes	562,618	473	-5	19
⊞	26	Ores, slag and ash	136,556	136	78	68
⊞	17	Sugars and sugar confectionery	114,278	106	5	59
⊞	09	Coffee, tea, mate and spices	93,277	91,437	1	47
⊞	12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	77,759	61,284	19	59
⊞	07	Edible vegetables and certain roots and tubers	31,174	27,982		
⊞	52	Cotton	24,811	17,505		
⊞	44	Wood and articles of wood, wood charcoal	22,120	17,107		
⊞	39	Plastics and articles thereof	20,874	-92,368	5	111
⊞	08	Edible fruit, nuts, peel of citrus fruit, melons	13,892	12,440	18	113
⊞	84	Machinery, nuclear reactors, boilers, etc	13,216	-225,736	-7	136

A greater number of indicators than what is available by default can be obtained by clicking on the plus symbol, as shown in Figure 13. The result of this operation is in Figure 14, which shows 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).

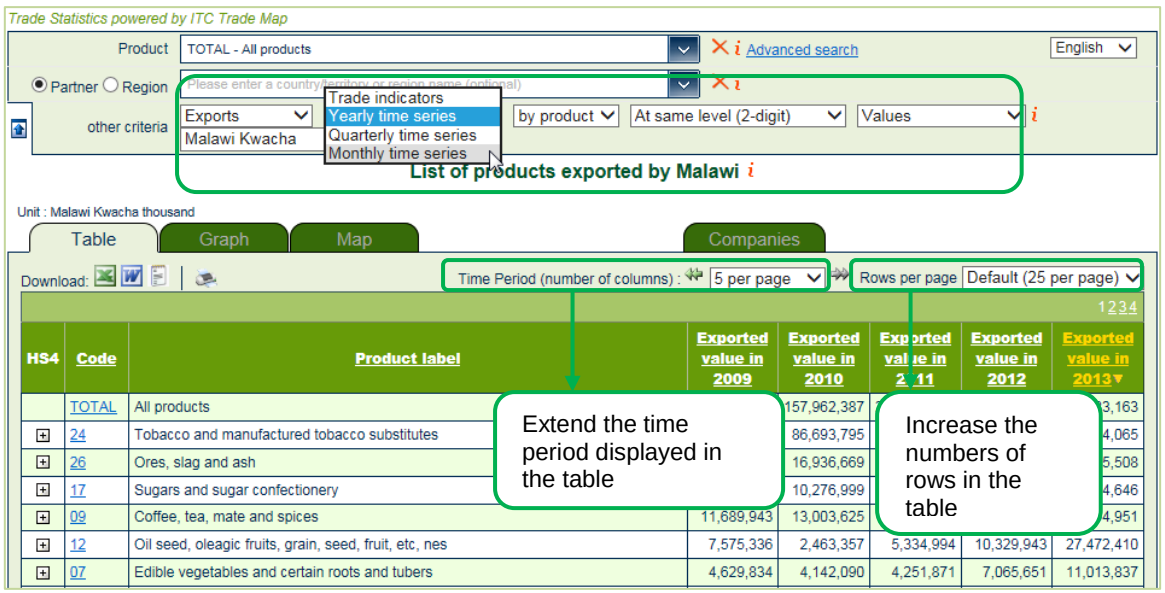
Figure 14: More trade indicators



3.3.1.2 Time series

When assessing the Times series, it also is possible to retrieve more periods (years, quarters or months) on one page than those appearing by default, as shown in Figure 15.

Figure 15: Quarterly time series



3.3.2 How to create a Graph

Trade Map allows creating a graph with the data that is shown in a table. Users simply need to click on the Graph tab to create a graph, as shown in Figure 16. A graph example is available in Figure 17.

Figure 16: Graph tab

Figure 17: Bar chart example

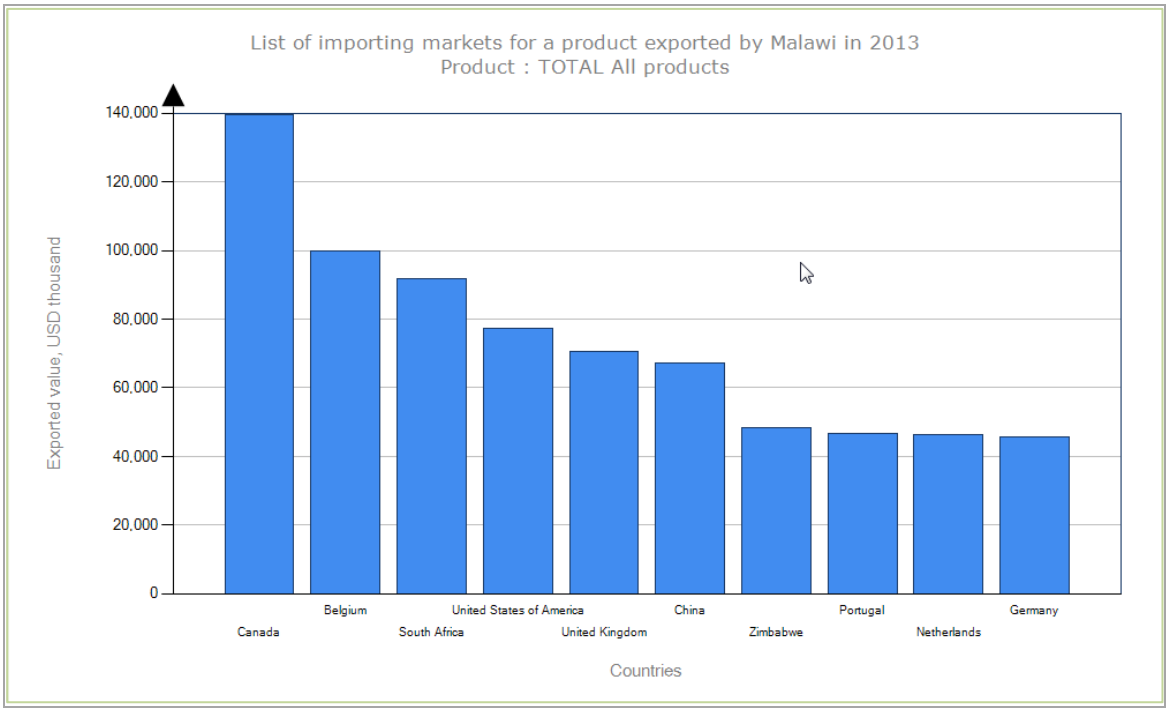


Figure 18: Disabled graph tab

When the Graph and Map tabs are in grey, this means that it is not possible to create a Graph or Map from the corresponding table, as shown in Figure 18.

Table 5 describes the types of graph that can be generated to visualize the Trade indicators.

Table 5: Explanatory notes for graphs with trade indicators

Selection	Import/ Exoprt	Type of Graph	Trade Indicators	Graph Options
Specific Product by Country	Import	Bar chart	Bar chart on imported value Curve on imported value	Select the number of countries Select the number of years
	Export	Bar chart	Bar chart on exported value Curve on exported value	
All products by Product	Import	Bubble Graph	Bubble graph on Malawi's import growth vs. world export growth Bubble graph on Malawi's world import share vs. world export growth	Select the number of products Portrait-Landscape
	Export	Bubble Graph	Bubble graph on Malawi's export growth vs. world import growth Bubble graph on Malawi's world market share vs. world import growth	

Specific Product / All products By Country	Import	Bar chart	Bar chart on imported value Bar chart on share in Malawi's imports Bar chart on imported growth in value over the last five years	Second trade indicators available to show on chart: Exported value Trade balance Share in Malawi's imports Exported growth in value over the last five years Ranking of partner country in world imports Share of partner country in world imports Total import growth in value of partner countries over the last five years	Select the number of countries Portrait-Landscape
	Export	Bar chart	Bar chart on exported value Bar chart on share in Malawi's exports Bar chart on exported growth in value over the last five years	Second trade indicators available to show on chart: Imported value Trade balance Share in Malawi's exports Imported growth in value over the last five years Ranking of partner country in world exports Share of partner country in world exports Total export growth in value of partner countries over the last five years	
	Import	Bubble Graph	Bubble graph on prospects for diversification of suppliers for the selected import product Bubble graph on Malawi import growth vs. partner export growth		Select the number of countries Portrait-Landscape
	Export	Bubble Graph	Bubble graph on prospect for market diversification Bubble graph on Malawi export growth vs. partner import growth		

Table 6 described the types of graphs that can be generated when "Time Series" has been selected:

Table 6: Explanatory notes for graphs with time series

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

Examples and further explanations of how to interpret graphs and tables are provided throughout the following chapters through various concrete examples.

Graph Options:

The following graph options, as shown in Figure 19 and Table 7, are available for bar charts.

Figure 19: Graph options

Table 7: Graph options

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

Graph Types:

A number of bar chart types are available, as described in Table 8.

Table 8: Graph types

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

Graph colours can be personalized with the colour options shown in Figure 20.

Figure 20: Graph colours

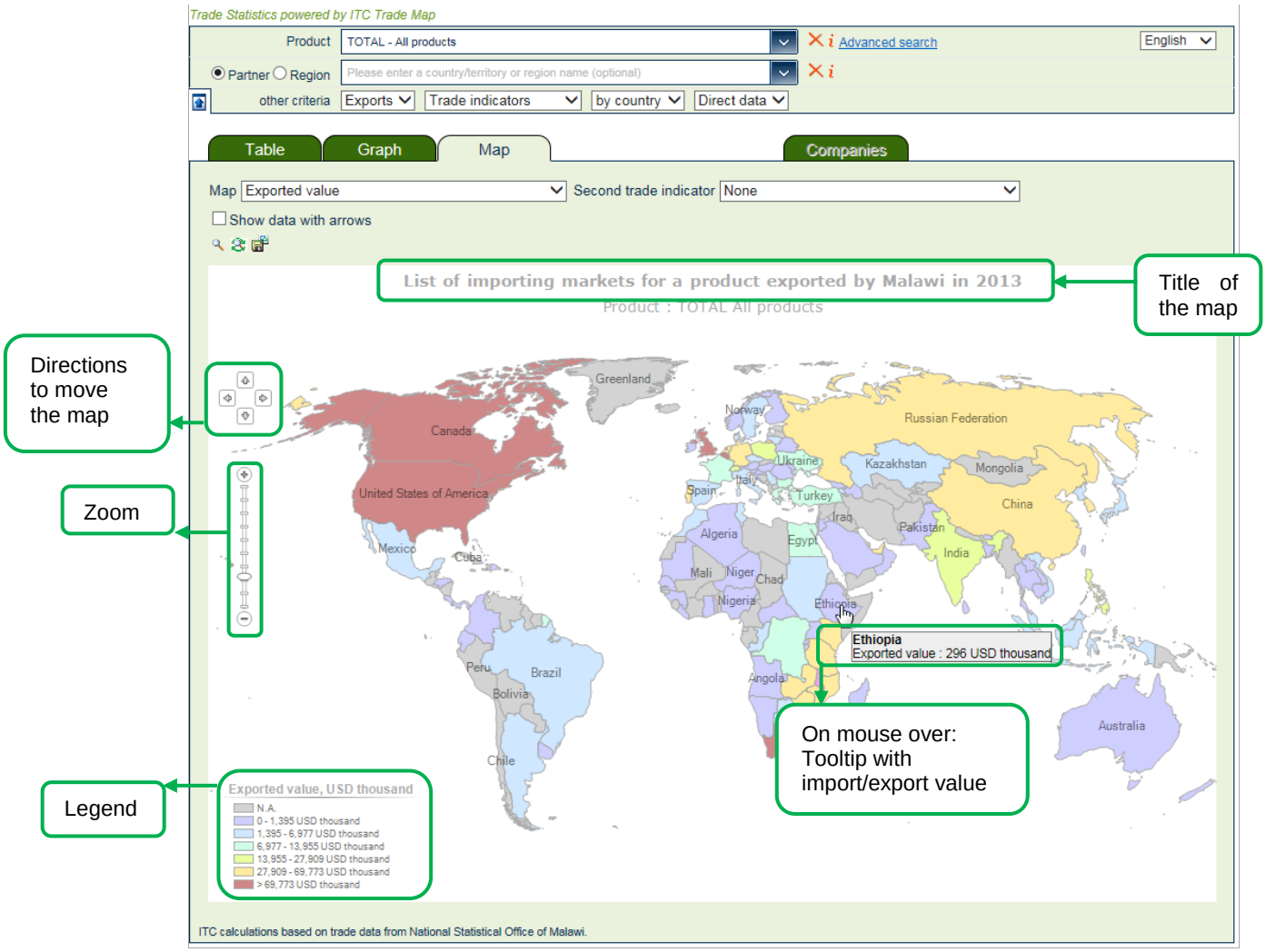
2.3.3 How to create a Map

Trade Map also allows creating maps with the data shown by default in a table. The Map tab gives access to this feature, as shown in Figure 21.

Figure 21: Map tab

When this option is not available, the Map tab will be greyed out. Figure 22 shows a map example.

Figure 22: A map example based on one trade indicator



Changing the criteria in the Selection Menu will automatically update the map. Moreover, it is possible to change or combine trade indicators displayed on the map, as indicated in Figure 23. For instance, two trade indicators can be combined, as in the map in Figure 24, where the first one is the "Exported value" – with a colour legend - and the second one is the "Share in Malawi's exports" – with a bubble-size legend.

Figure 23: Selection of trade indicators for the maps

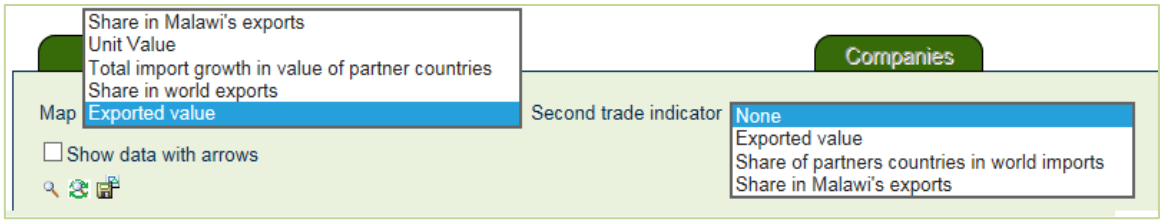
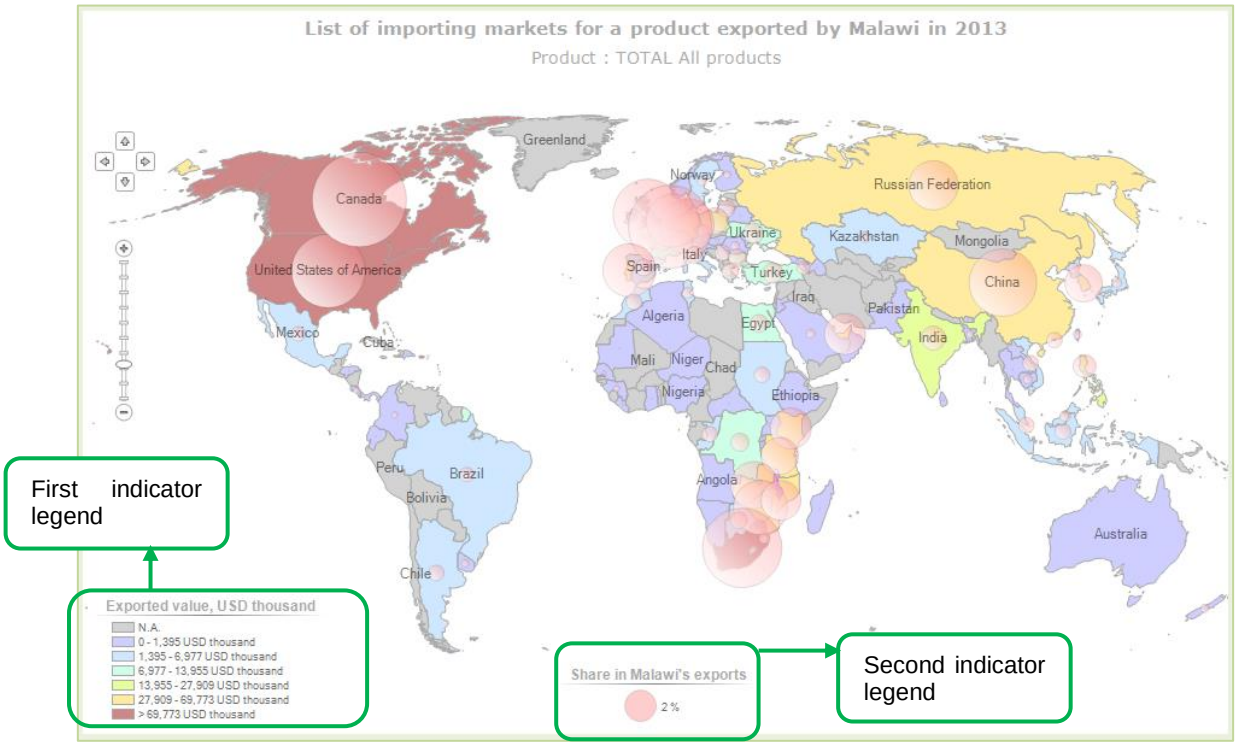
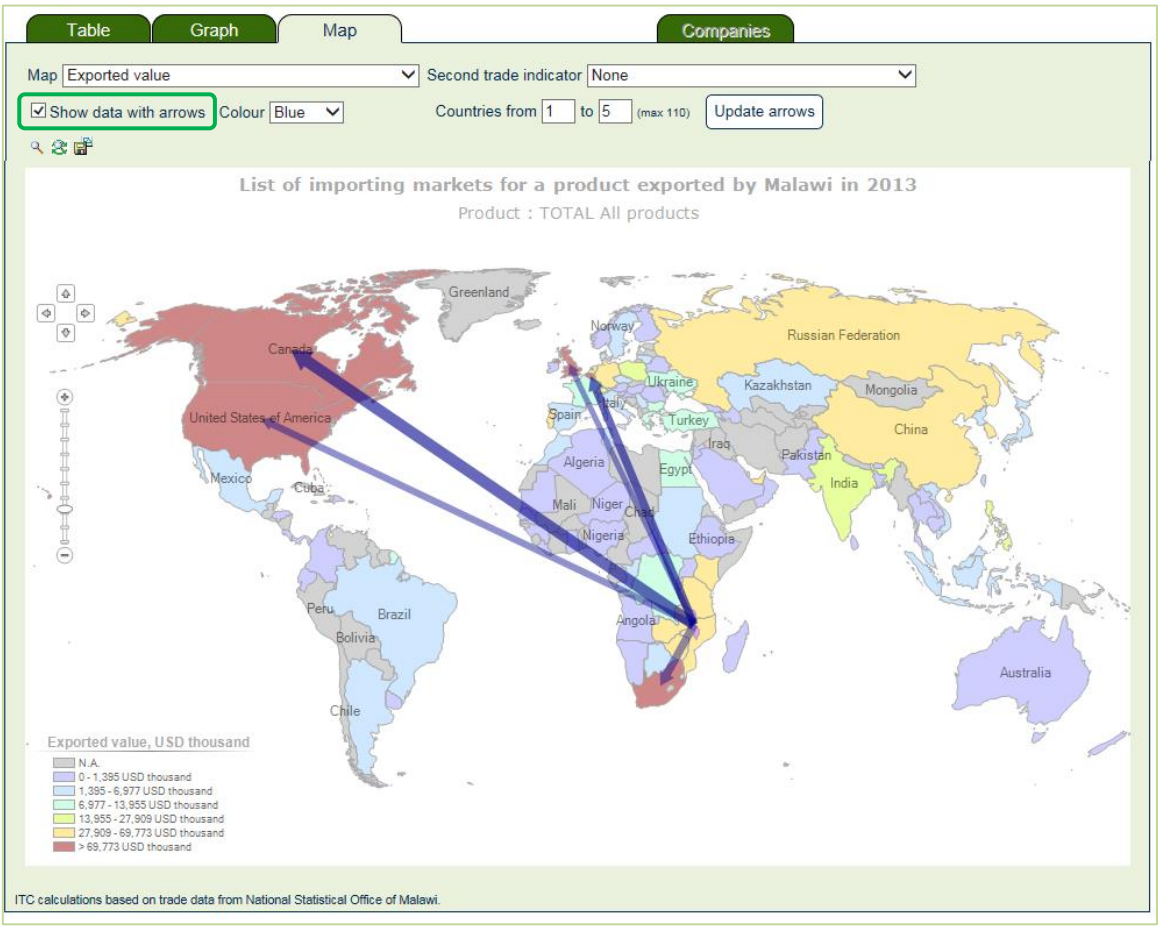


Figure 24: A map example based on two trade indicators



Maps in Trade Map – embedded also provides the possibility to visualize the trade flow information on directional arrows: the arrows follow the direction of trade and their relative thickness represents 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 among the map visualization options, as shown in Figure 25.

Figure 25: Partner countries on the map



It is possible to visualize different trade indicators on the map, as and described in Table 9.

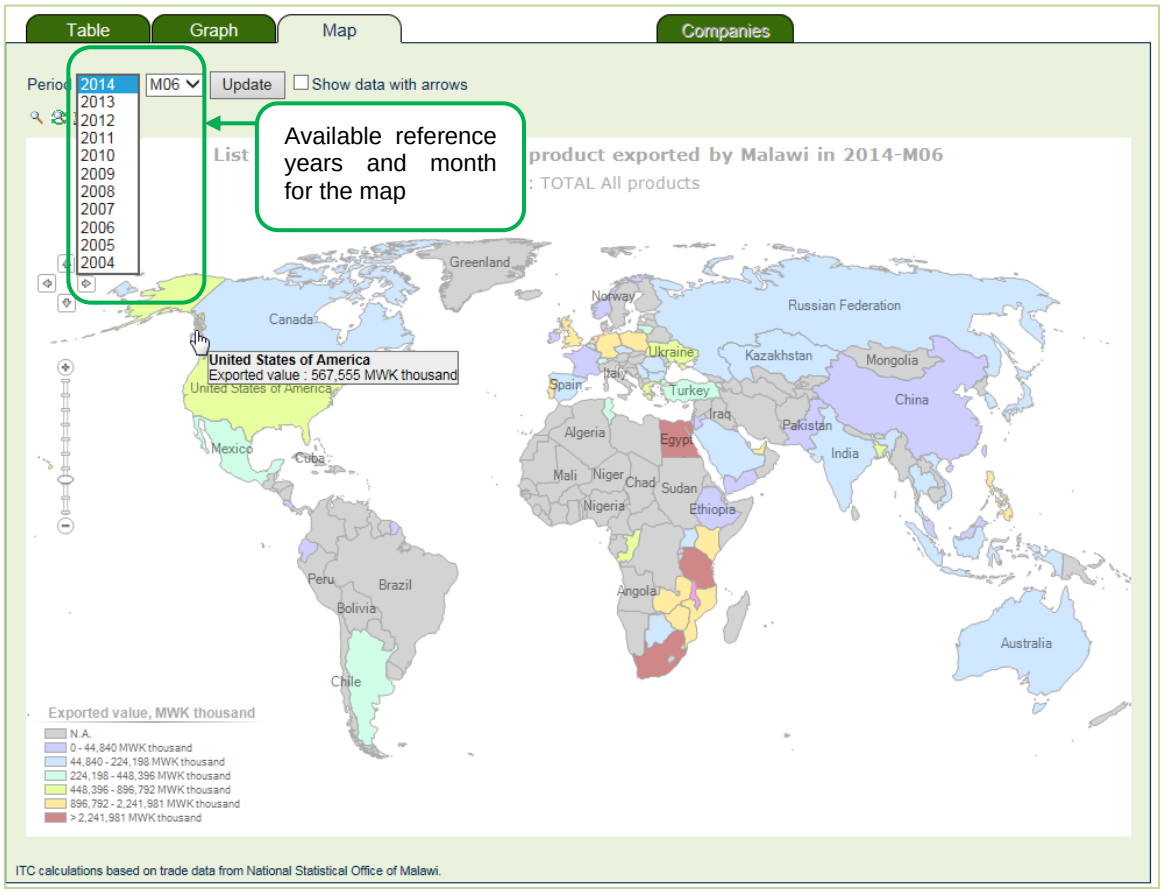
Table 9: Types of available maps with trade indicators

Selection		Title	First trade indicators	Available Second trade indicators
Specific product (including Total)	Import	List of supplying markets for a product imported by Malawi in the latest available year	Share in Malawi's imports Unit Value Total export growth in value of partner countries Imported value Share in world exports	Share of partners countries in world exports Share in Malawi's imports Imported value
By Partner country	Export	List of importing markets for a product exported by Malawi in the latest available year	Share in Malawi's exports Unit Value Total import growth in value of partner countries Exported value Share in world imports	Share of partners countries in world imports Share in Malawi's exports Imported value

Map based on "Time Series"

By switching from Trade indicators to Time series in the Selection Menu, another set of different maps becomes available. The available reference periods (years, quarters or months) to base the map on are displayed in a drop-drown menu as shown in Figure 26.

Figure 26: A map example based on the yearly time series



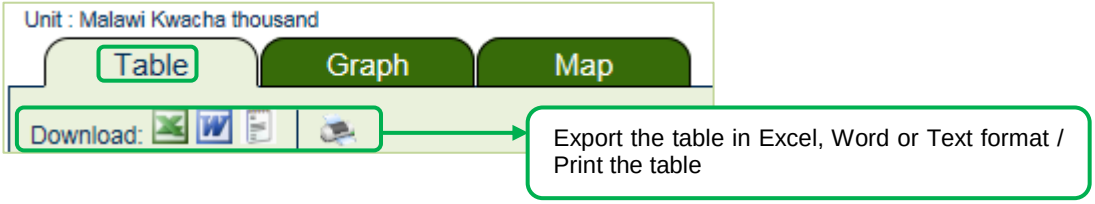
Note 5: Legend scale in graphs and maps

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

3.3.4 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 Excel icon which is just above the Table, as shown in Figure 27. To save a graph or a map as an image, users simply need to click on the disk icon  appearing just above the graph or map. This allows easy manipulation and use of the information.

Figure 27: Export to Excel



CHAPTER 4 – PRODUCT ANALYSIS: *IDENTIFYING NEW EXPORT MARKETS FOR YOUR PRODUCT*

Focusing on a product in Trade Map – embedded lets users analyse export markets and potential suppliers for this product and 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 Malawi Trade Support Institutions (TSI) or exporters.

Typical questions could be:

- What are the major importing countries for a product exported by Malawi?
- What are the export trends?
- Is the target market concentrated in terms of suppliers?
- How far is Malawi from the target markets?
- What are the tariff-measures applied in a potential new market?
- Which countries compete with Malawi to supply a specific product to a specific market?

One of the most common uses that exporters specifically make of Trade Map – embedded 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 – embedded can be used to: assess the current export situation of Malawi for a specific product; identify the most recent import trends in target markets; and to assess the tariff levels applied in the target markets to Malawi;

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

1. Selecting the product to be analysed, using the Selection Menu and its product search features;
2. Selecting 'exports', 'trade indicators' and 'by country' will provide a list of countries importing the product of interest from Malawi and will help review Malawi's current level of exports;
3. Trade indicators will also allow the exporter to see if her country has increased or decreased exports during the past few years;
4. The information can then be displayed in chart, graph or map format and stored or exported for further analysis.

To illustrate this process, the example of a dried shelled pea exporter will be analysed.

AN EXPORTER OF RAW SUGAR CANE LOOKING FOR NEW MARKETS

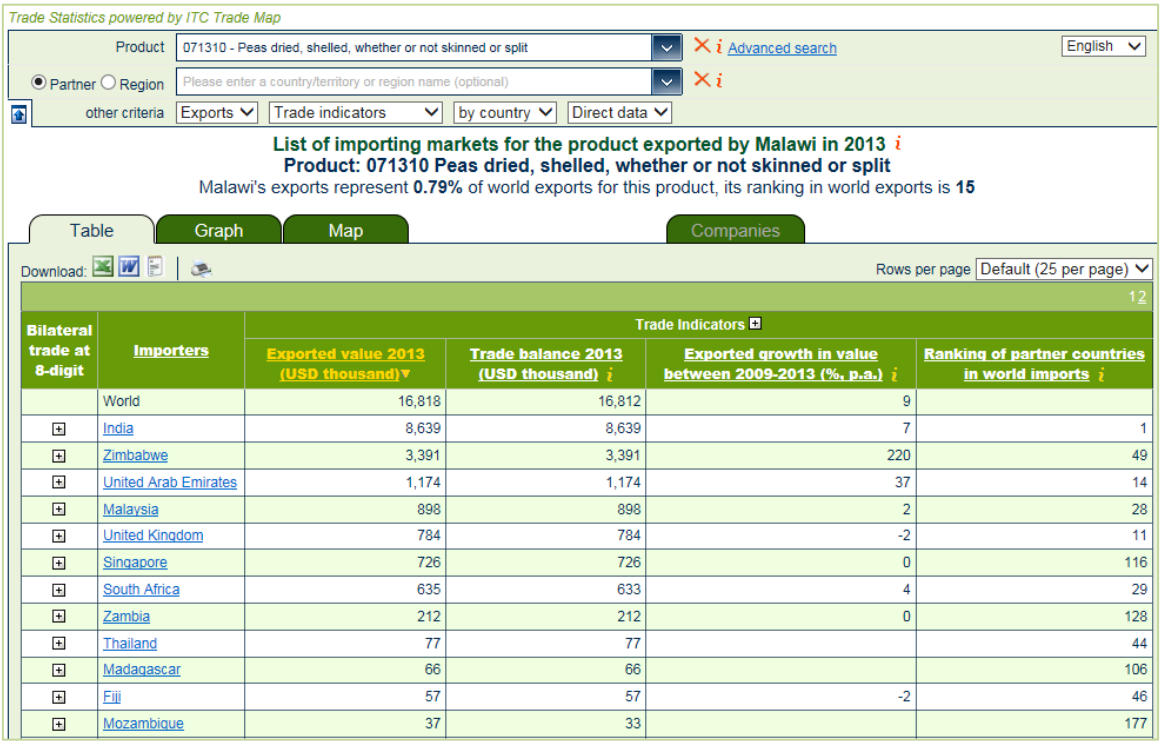
4.1 - Review of current export situation

As a first step, the exporter can use Trade Map – embedded to see which countries currently import dried peas from Malawi. In the Selection Menu she should enter the keywords "peas" and a list of product names containing this word will appear[2].

4.1.1 – Trade indicators

The exporter will then able to choose "071310 Peas dried, shelled, whether or not skinned or split". She can then start by searching the list of countries importing dried peas from Malawi. To do so, she should select "Exports", "Trade Indicators" and "By country". The trade indicators for the full list of countries importing dried peas from Malawi will appear on the screen. Figure 28 and Table 10 provide a visual example of the query results on Trade Map – embedded. As explained above, a small set of indicators is initially shown, and this can be expanded by clicking on the plus icon next to the heading "Trade Indicators". Table 11 provides a description of all the available items in the expanded list of indicators.

Figure 28: Importing markets for dried peas exported by Malawi in the latest available year



Bilateral trade at 8-digit	Importers	Trade Indicators: Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Exported growth in value between 2009-2013 (%, p.a.)	Ranking of partner countries in world imports
	World	16,818	16,812	9	
⊞	India	8,639	8,639	7	1
⊞	Zimbabwe	3,391	3,391	220	49
⊞	United Arab Emirates	1,174	1,174	37	14
⊞	Malaysia	898	898	2	28
⊞	United Kingdom	784	784	-2	11
⊞	Singapore	726	726	0	116
⊞	South Africa	635	633	4	29
⊞	Zambia	212	212	0	128
⊞	Thailand	77	77		44
⊞	Madagascar	66	66		106
⊞	Fiji	57	57	-2	46
⊞	Mozambique	37	33		177

[2] If none of the products satisfies the query, click on "Advanced Search" in the Selection Menu.

Table 10: Importing markets for raw cane sugar exported by Malawi in the latest available year

Importers	Trade Indicators			
	Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Exported growth in value between 2009-2013 (%, p.a.)	Ranking of partner countries in world imports
World	**16818**	**16812**	**9**	
India	8639	8639	7	1
Zimbabwe	3391	3391	220	49
United Arab Emirates	1174	1174	37	14
Malaysia	898	898	2	28
United Kingdom	784	784	-2	11
Singapore	726	726	0	116
South Africa	635	633	4	29
Zambia	212	212	0	128
Thailand	77	77		44
Madagascar	66	66		106
Fiji	57	57	-2	46
Mozambique	37	33		177
Mauritania	28	28		108
Finland	26	26		91
Morocco	25	25		41

The exporter can immediately see in the title of the table that Malawi ranks 15th in world exports of dried peas and that Malawi exports represent 0.79% of the world exports of this product (see Figure 28). In the first line of the table, the world's imports of dried peas from Malawi amounted to over US$ 16 million in 2013.

India, Zimbabwe and the United Arab Emirates (UAE) are Malawi's major trading partners, consuming 79% of Malawi exports of dried peas. They are also the 1st, 49th and 14th largest importers of dried peas in the world respectively. It is possible to observe the significant increase in Zimbabwe and UAE imports from Malawi, which have grown by 220% and 37% *per annum* respectively in terms of value over the latest five available years (2009-2013) and 193% and 33% respectively in the latest available year (2012-2013).

Asia absorbed 62% of Malawi dried peas exports in value in 2013. This could indicate an interesting opportunity for exporters who want to penetrate a market where Malawi products are already present. However, further research is required to validate this hypothesis.

Table 11: Explanatory Notes for Table 16

Title of the column	Definition
Exported value 2013 (USD thousand)	Value of Malawi exports (imports) to (from) the different trade partners in the latest available year and in current US$ thousand.
Trade balance 2013 (USD thousand)	Exports minus imports for that particular HS/NTL code. This column indicates whether Malawi is a net importer or exporter for the specified product. A positive value here indicates a trade surplus.
Share in Malawi's exports, %	Share of partner countries in Malawi's exports.
Exported quantity 2013	Quantity exported in the latest available year 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. Please note, however, that it does not take into account differences in products under the same HS code, seasonal prices, currency fluctuations, etc.
Exported growth in value between 2009-2013 (% p.a.)	Annual growth rate of export value over the latest available 5-year period. This indicator is calculated using the least squares method and is not calculated for those products for which no data is available for 4 years.
Exported growth in quantity between 2009-2013 (% 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 and is not calculated for those products for which no data is available for 4 years.
Exported growth in value between 2012-2013 (% p.a.)	This growth rate is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5-year period and showing the country's performance over the latest 1-year period.
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 2009-2013 (% 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.
Average distance between partner countries and all their supplying markets (km)	For a selected product, the average distance of supplying or importing countries corresponds to the average distance between Malawi and its partner countries weighted by the trade values. The source of the data for the geographical distance between two countries is the CEPII database.
Concentration of exporting countries in partner countries imports	The concentration is based on the Herfindahl index. It gives a measure of the concentration of the importing market in terms of exporting countries: concentration is high when a country imports a product from a one single country or from a very small set of countries.
Tariff (estimated) faced by Malawi (%)	The effective level of protection faced by Malawi. This data is extracted from ITC's Market Access Map, available at www.macmap.org. An exporter can use Market Access Map to scan the world for the best market access conditions offered by all possible importing countries.

4.1.1.1 - Examine tariffs in potential new markets

Trade Map – embedded also contains information on *Ad Valorem* Equivalent (AVE) tariffs applied or faced by the country under review (last column on the right in Figure 29). AVE data is sourced from ITC Market Access Map (www.macmap.org). This information allows the exporter to gauge market access conditions for any potential export market. 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.

Note 6: 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:

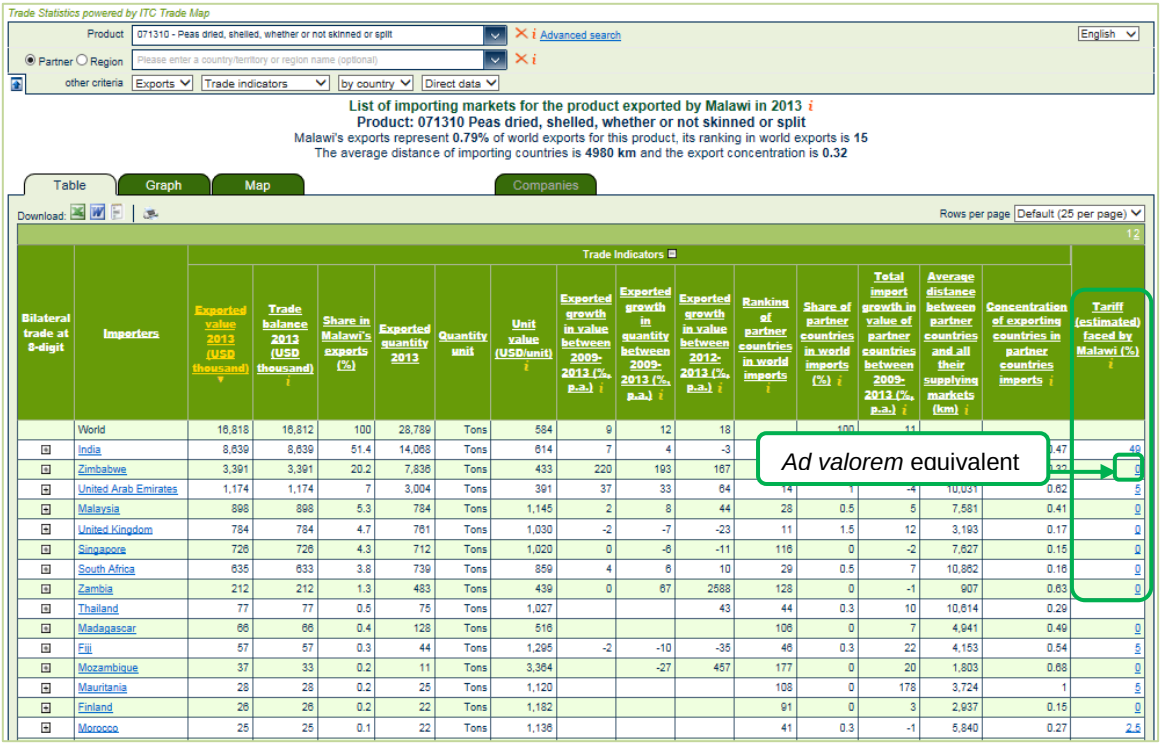
- An *ad valorem* tariff is a tariff levied on the unit value of the product, and it is expressed as a percentage of that value. For example, a tariff of 15% will levy a duty of 15 percent of the value of the merchandise.
- Specific tariffs are tariffs levied on the volume or the number of units of the 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).

According to the last column of Figure 29**Error! Reference source not found.**, the Malawi exporter faces an AVE of 49% on dried peas to India and a tariff of 0% when exporting to Zimbabwe or the UAE. This is a piece of information that has to be taken into account when scanning target markets, because the level of faced tariffs directly affects the competitiveness of Malawi on an export market. It is recommended to further explore this dimension on Market Access Map and compare the level of tariffs faced by competing exporting countries on target markets.

By clicking on the tariff value highlighted in blue in Trade Map – embedded the exporter can find all the tariffs that importing countries apply to the dried peas (HS 071319) originating from Malawi. Specifically, by clicking on the tariff figure as highlighted in Figure 29, she will be redirected to the page on Market Access Map. Please refer to the Trade Map User Guide and to the Market Access Map User Guide for further information on tariff analysis.

Figure 29: AVE import tariffs faced by Malawi for dried peas



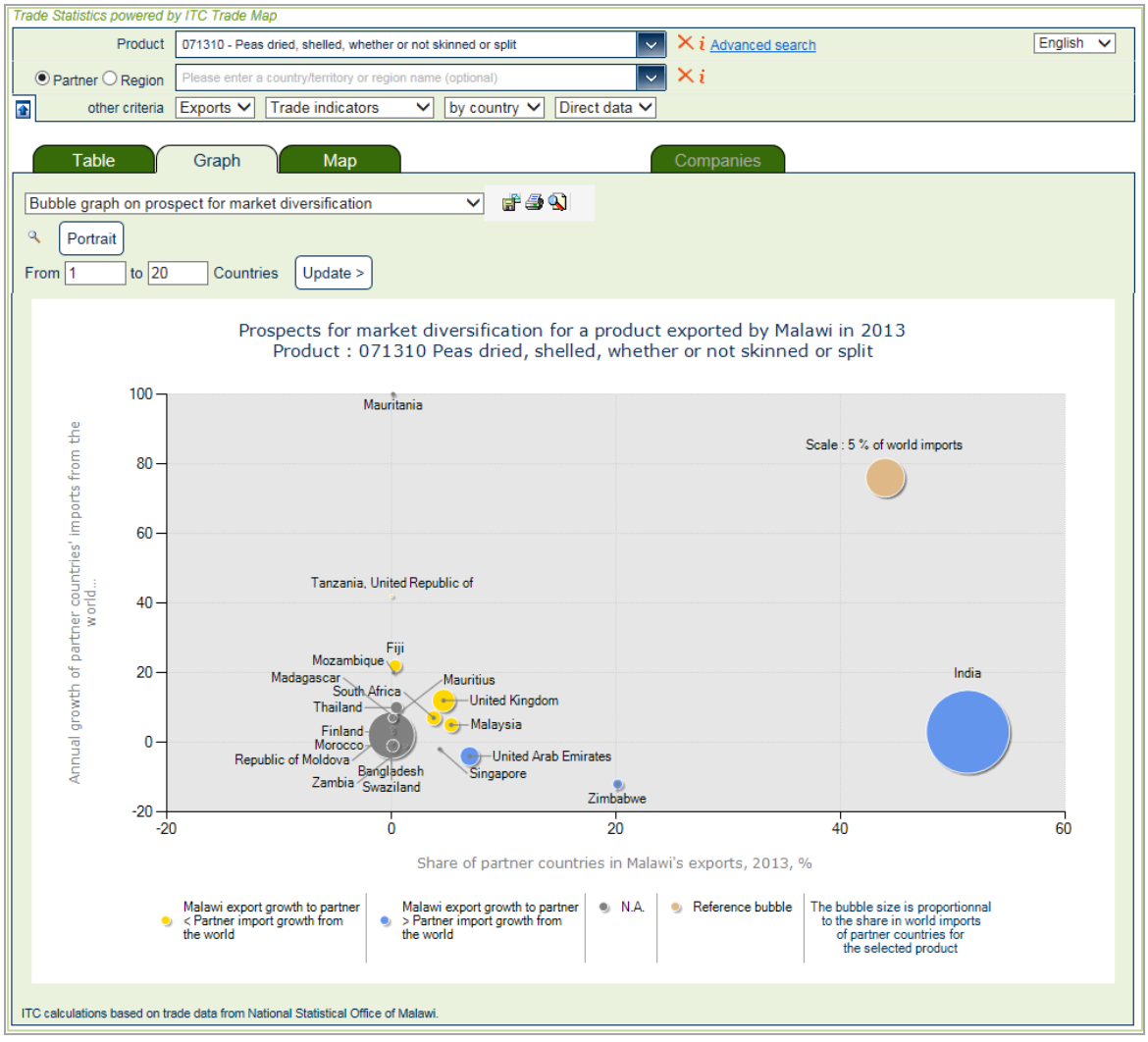
To further screen the target market the exporter will need to examine other market access conditions possibly applied by the target market to Malawi dried peas, such as sanitary and phytosanitary measures. Information on these non-tariff measures is available in the ITC databases for some countries. 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.

4.1.1.2 – Graph approach

By clicking on the Graph tab, the exporter can visualize the information available in Trade Map – embedded on graphs that quickly provide direct analytical information useful for her analysis.

The graph in Figure 30 shows that Malawi exports of dried peas are not very much diversified geographically as there are few relevant importing countries. India alone, for example, imported more than 50% of Malawi exports in 2013. The size of the bubble indicates the size of the markets. The colour of the bubble also tells the exporter that Malawi 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 India and the UAE. A few African countries, like Zimbabwe, buy few dried peas from Malawi.

Figure 30: Bubble graph on market diversification prospects for Malawi dried peas



By placing the mouse pointer over a bubble, the exporter can get more details in a tooltip, as shown in Figure 31.

Figure 31: Mouse-over tooltip on the bubble graph

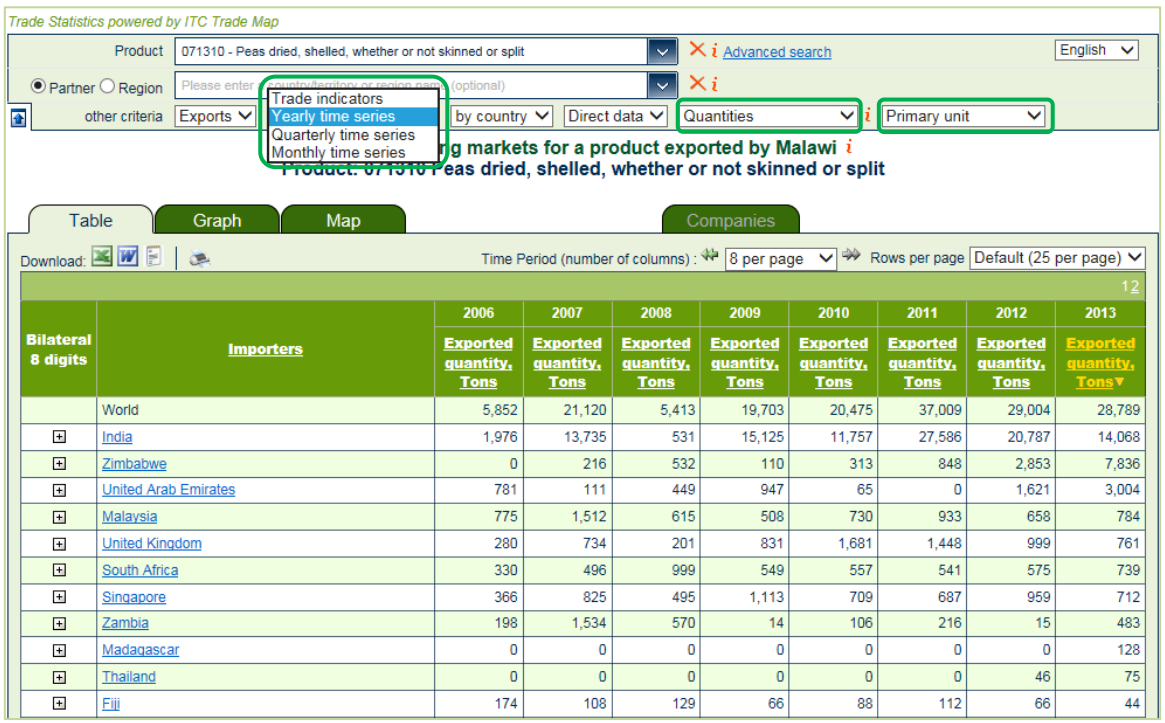
4.1.2 – Time series

By switching to Yearly Time Series in the Selection Menu, the exporter can see that her country has steadily increased exported quantities over time (Figure 32) and had a 15-fold increase in the value of its exports over the period 2006-2013.

Note 7: Primary and secondary quantity units

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

Figure 32: List of importing markets for dried peas exported by Malawi, in quantity



Bilateral 8 digits	Importers	2006 Exported quantity, Tons	2007 Exported quantity, Tons	2008 Exported quantity, Tons	2009 Exported quantity, Tons	2010 Exported quantity, Tons	2011 Exported quantity, Tons	2012 Exported quantity, Tons	2013 Exported quantity, Tons
	World	5,852	21,120	5,413	19,703	20,475	37,009	29,004	28,789
⊞	India	1,976	13,735	531	15,125	11,757	27,586	20,787	14,068
⊞	Zimbabwe	0	216	532	110	313	848	2,853	7,836
⊞	United Arab Emirates	781	111	449	947	65	0	1,621	3,004
⊞	Malaysia	775	1,512	615	508	730	933	658	784
⊞	United Kingdom	280	734	201	831	1,681	1,448	999	761
⊞	South Africa	330	496	999	549	557	541	575	739
⊞	Singapore	366	825	495	1,113	709	687	959	712
⊞	Zambia	198	1,534	570	14	106	216	15	483
⊞	Madagascar	0	0	0	0	0	0	0	128
⊞	Thailand	0	0	0	0	0	0	46	75
⊞	Fiji	174	108	129	66	88	112	66	44

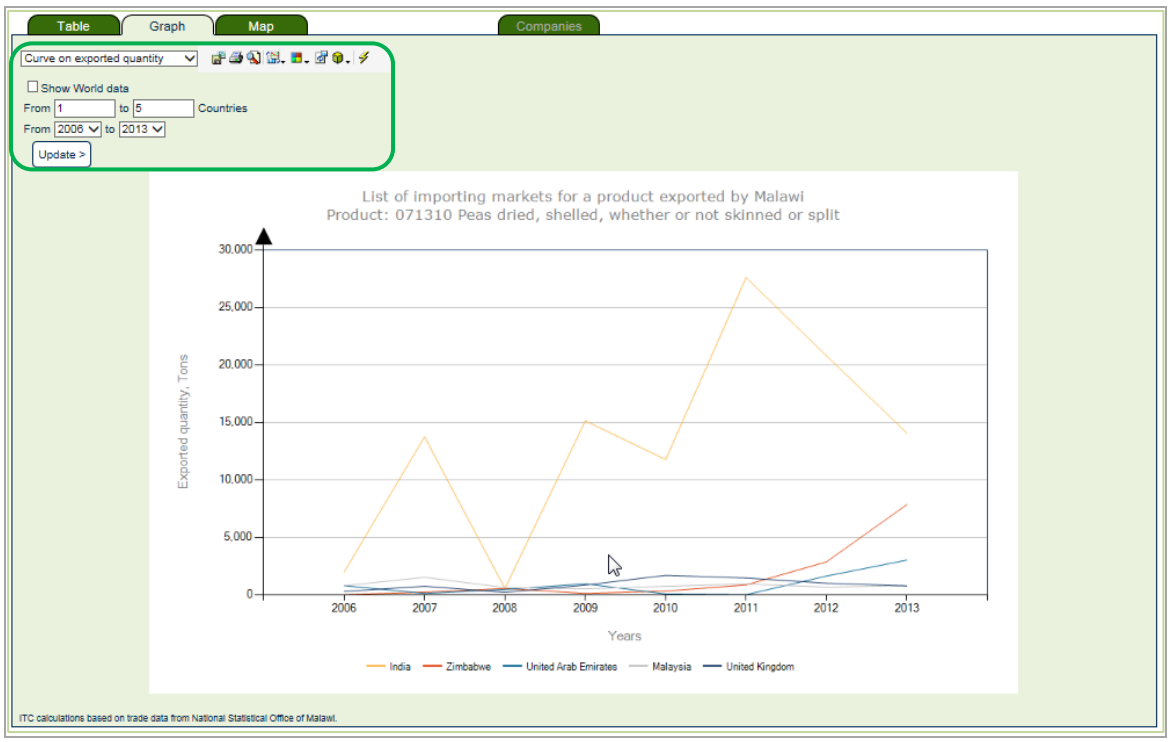
4.1.2.1 – Graph approach

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 32 (parameters set as follows:

Exports; Yearly time series; by country; Direct data; Quantities; Primary unit), she will obtain by default a trend-line graph of exported quantities, as shown in Figure 33.

As shown in Figure 33, by using the same criteria, the exporter will be able to see the information in 2 different graphs: a curve graph and a bar chart.

Figure 33: Curve graph on exported quantities

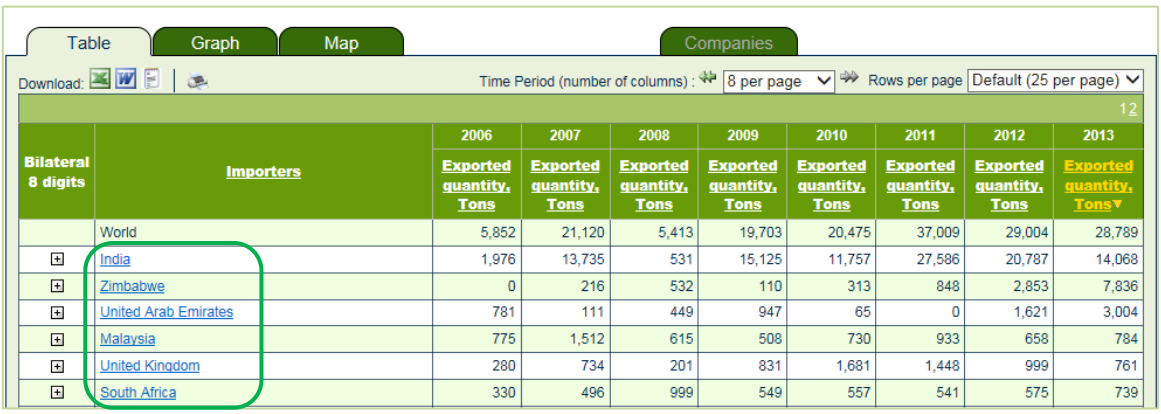


The exporter will be able to change the type of analysis, and therefore the types of available graphs, by changing the criteria/parameters available in the Selection Menu.

4.1.3 – Continuation of the analysis in Trade Map

Trade Map – embedded offers the exporter the opportunity to expand the analysis of target and competing countries in Trade Map. When conducting an analysis by country in Trade Map – embedded, like in the example above, the exporter only needs to click on the name of a country in the list to be redirected to Trade Map. In fact, country names in the list are in blue, showing that they are links to other webpages, as shown in Figure 34.

Figure 34: Country links to Trade Map



Bilateral 8 digits	Importers	2006 Exported quantity, Tons	2007 Exported quantity, Tons	2008 Exported quantity, Tons	2009 Exported quantity, Tons	2010 Exported quantity, Tons	2011 Exported quantity, Tons	2012 Exported quantity, Tons	2013 Exported quantity, Tons▼
	World	5,852	21,120	5,413	19,703	20,475	37,009	29,004	28,789
⊞	India	1,976	13,735	531	15,125	11,757	27,586	20,787	14,068
⊞	Zimbabwe	0	216	532	110	313	848	2,853	7,836
⊞	United Arab Emirates	781	111	449	947	65	0	1,621	3,004
⊞	Malaysia	775	1,512	615	508	730	933	658	784
⊞	United Kingdom	280	734	201	831	1,681	1,448	999	761
⊞	South Africa	330	496	999	549	557	541	575	739

The following paragraphs provide examples on how to complete target and competing countries analysis on Trade Map. For further explanations on the automatic redirections from Trade Map – embedded to Trade Map, and for a more comprehensive list of the additional features available in Trade Map, please refer to Chapter 7.

4.1.3.1 – Analysis of the competing suppliers

After identifying the most interesting potential markets, the exporter might want to gather more information about the countries that supply dried peas to these potential markets. Trade Map – embedded allows the Malawian exporter to identify the main competitors of Malawi on foreign 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 products, as shown in Figure 34.

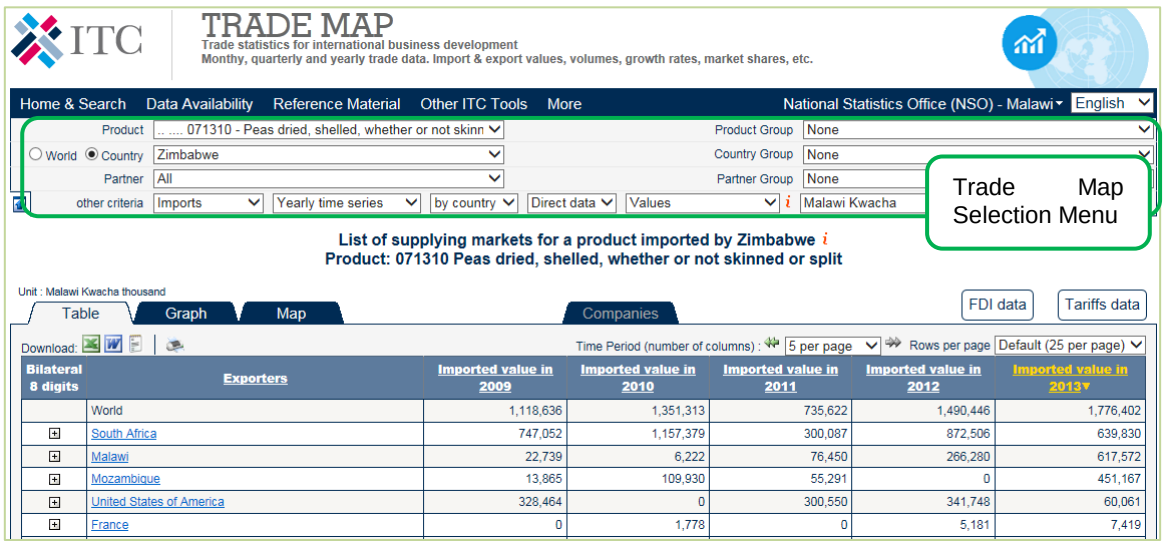
For instance, Zimbabwe could be a market worth examining as it had a tremendous growth over the most recent years and represented alone 20% of total Malawian export of dried peas in 2013. It is a market less concentrated than that of other importing countries (like India) and applies a tariff of 0% to imports of dried peas from Malawi. Moreover, Malawi is growing market shares on this market and it might be interesting to see what countries Malawi is competing with for additional market shares in this market.

To obtain the list of countries from which Zimbabwe is importing dried peas, the exporter simply needs to click on the name of the country, as shown in Figure 35.

Figure 35: Redirection to Trade Map

This action redirects the user to Trade Map, where she will retrieve the list of countries exporting dried peas to Zimbabwe, as shown in Figure 36.

Figure 36: Redirection from Trade Map - embedded

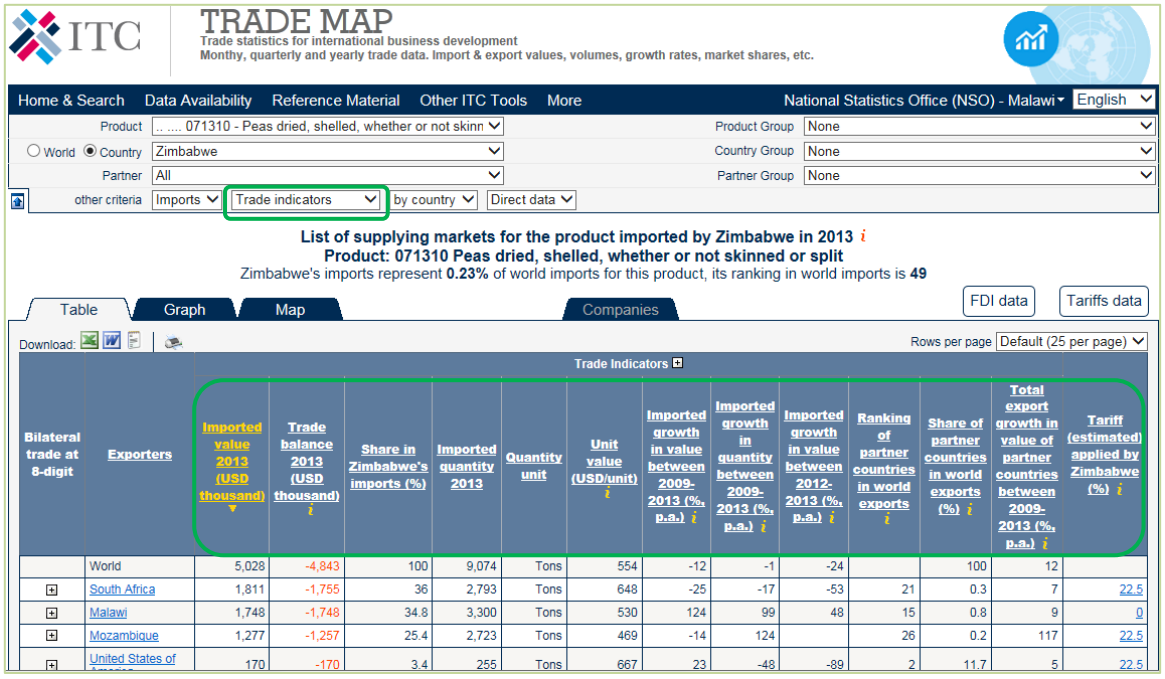


As the exporter was analysing time series in Trade Map – embedded, so Trade Map provides time series for the analysis of countries exporting to Zimbabwe. The exporter can change the visualization and search criteria in the Selection Menu of Trade Map, in the top of the screen as shown in Figure 36, in the same way as she does in Trade Map – embedded.

Already through the time series, the exporter can observe that Malawi is the second exporter of dried peas to Zimbabwe and that Malawi is competing mainly with other African countries, such as South Africa and Mozambique. Zimbabwe imports from few countries, and is therefore a concentrated market, which might be hard for new competitors to enter. This is an advantage that existing suppliers have over newcomers. The Malawian exporter can also further research the existing suppliers to understand what kind of competitive advantages they have over Malawi, including logistics, distribution channels, trade agreements, political ties, and others.

By switching to Trade indicators, the exporter can gather additional pieces of information. Switching from Time series to Trade indicators only requires to click on the relevant drop down menu in the Selection Menu, as shown in Figure 37.

Figure 37: Trade indicators in Trade Map



Here, a whole series of pre-calculated trade indicators is available and the exporter can observe that Malawi supplies 34.8% of total Zimbabwean imports of dried peas and that it has been the only country that managed to grow strongly in a shrinking market. In Zimbabwe dried peas imports in both values and quantities have decreased between 2009 and 2013; however, they have decreased at different paces, and values of imports have decreased much more rapidly at -12%. This discrepancy suggests that prices in US dollars of dried peas on this market have been falling, and this is an important piece of information for the Malawian exporter to keep in mind.

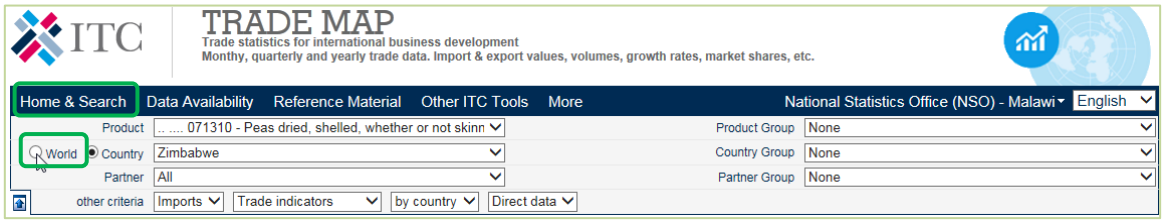
4.1.3.2 – Analysis of the world's leading importers

The fact that the Zimbabwean market is shrinking and prices are falling may suggest the Malawian exporter to explore other markets worldwide that are importing dried peas. Trade Map allows the Malawian exporter of dried peas to scan also the world market for dried peas, and not only the markets that Malawian enterprises are already supplying, as she can do in Trade Map – embedded.

In order to retrieve this information, once in Trade Map, the Malawian exporter has two options, as shown in Figure 38: she can either

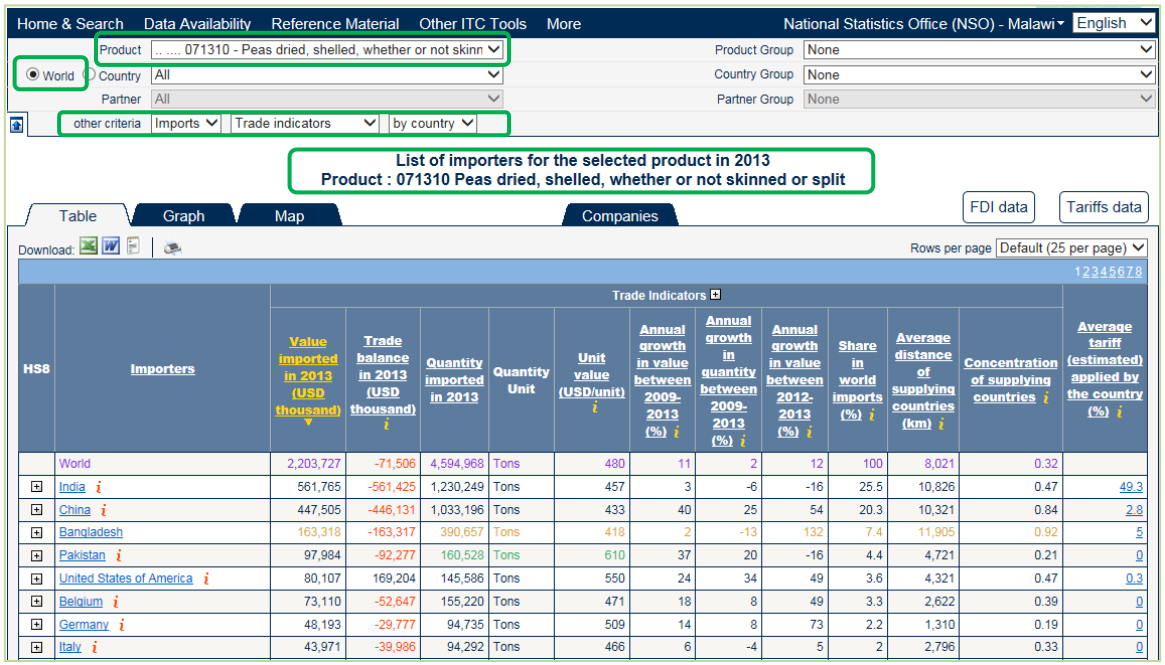
- Click on the button World, to switch from analysing the Zimbabwean import market for dried peas to analysing the world import market for dried peas; or
- Click on Home & Search, to go to the main separated Selection Menu of Trade Map and start a completely new search, by selecting again a product of interest and a country of interest.

Figure 38: World import market in Trade Map



In this case, the exporter simply clicks on the button Word. Chapter 7 provides an overview of the main separated Selection Menu of Trade Map, in case users want to run brand new searches on Trade Map.

Figure 39: List of worldwide importing markets in Trade Map



HS8	Importers	Value imported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity imported in 2013	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2009-2013 (%)	Annual growth in quantity between 2009-2013 (%)	Annual growth in value between 2012-2013 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	Average tariff (estimated) applied by the country (%)
	World	2,203,727	-71,506	4,594,968	Tons	480	11	2	12	100	8,021	0.32	
⊞	India	561,765	-561,425	1,230,249	Tons	457	3	-6	-16	25.5	10,826	0.47	49.3
⊞	China	447,505	-446,131	1,033,196	Tons	433	40	25	54	20.3	10,321	0.84	2.8
⊞	Bangladesh	163,318	-163,317	390,657	Tons	418	2	-13	132	7.4	11,905	0.92	5
⊞	Pakistan	97,984	-92,277	160,528	Tons	610	37	20	-16	4.4	4,721	0.21	0
⊞	United States of America	80,107	169,204	145,586	Tons	550	24	34	49	3.6	4,321	0.47	0.3
⊞	Belgium	73,110	-52,647	155,220	Tons	471	18	8	49	3.3	2,622	0.39	0
⊞	Germany	48,193	-29,777	94,735	Tons	509	14	8	73	2.2	1,310	0.19	0
⊞	Italy	43,971	-39,986	94,292	Tons	466	6	-4	5	2	2,796	0.33	0

By clicking on the button World, the exporter retrieves the list of the world's leading importers of dried peas. As Figure 39 shows, the application remembers that exporter was looking at the imports of dried peas, with HS code 071310, by country. The only parameter that changes is that the exporter is now analysing the world imports, and not those of a specific country, as it was Zimbabwe in the previous example.

One of the key features of Trade Map is world total estimation, the first line of the table in Figure 39. The world total estimation is the sum of imports from reporting and non-reporting countries for the product of interest, dried peas in this case.

Table 12: List of worldwide importers of dried peas in 2013

Importers	Trade Indicators											Average tariff (estimated) applied by the country (%)
	Value imported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity imported in 2013	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2009-2013 (%)	Annual growth in quantity between 2009-2013 (%)	Annual growth in value between 2012-2013 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	
World	2203727	-71506	4594968	Tons	480	11	2	12	100	8021	0.32	
India	561765	-561425	1230249	Tons	457	3	-6	-16	25.5	10826	0.47	49.3
China	447505	-446131	1033196	Tons	433	40	25	54	20.3	10321	0.84	2.8

		446131										
Bangladesh	163318	-163317	390657	Tons	418	2	-13	132	7.4	11905	0.92	5
Pakistan	97984	-92277	160528	Tons	610	37	20	-16	4.4	4721	0.21	0
United States of America	80107	169204	145586	Tons	550	24	34	49	3.6	4321	0.47	0.3
Belgium	73110	-52647	155220	Tons	471	18	8	49	3.3	2622	0.39	0
Germany	48193	-29777	94735	Tons	509	14	8	73	2.2	1310	0.19	0
Italy	43971	-39986	94292	Tons	466	6	-4	5	2	2796	0.33	0
Netherlands	36513	-8128	75948	Tons	481	23	33	-14	1.7	1494	0.14	0
Brazil	35918	-35890	45049	Tons	797	17	6	112	1.6	4219	0.53	4.8
United Kingdom	32974	-6796	52507	Tons	628	12	7	18	1.5	3193	0.17	0

Table 12 shows in a clearer format the information available in Figure 39. The exporter can observe that the world demand for dried peas surpassed US$ 2 billion in 2013 and that it has grown by 11% *per annum* in value between 2009 and 2013. India is the biggest importer worldwide, and the Malawian exporter knows from her previous research that Malawi in fact exports dried peas to India. China is also a big market, where Malawi is currently not exporting. The world market of dried peas is concentrated in terms of demand, given that India and China alone account for about 46% of total imports.

It might interesting for the Malawian exporter to further explore opportunities on the Chinese market and expand her analysis of this single specific market, its suppliers and its degree of competition.

4.1.5 – Product differentiation at the NTL level

Trade Map also allows the exporter to analyse the information at the more detailed NTL level while in Time Series. The NTL level refers to the more detailed classification that each country uses to identify traded products with the objective of levying duties and identifying products more specifically. The NTL classification is a further breakdown of the product groups covered at the HS 6-digit level.

Note 8: NTL product differentiation

Although the main direct objective of establishing NTL codes is to apply customs duties to specific categories of products, this also represents a way to differentiate products that belong to a similar category. In the case of dried peas, Malawi differentiates on the basis of whether the peas can be used for sowing or not. Other countries may differentiate on the basis of the period of the year when the merchandise enters the market, or on the basis of some inside characteristics of the product (e.g. the US nomenclature differentiates between seedless and other watermelons).

Trade values for certain NTLs might be zero in certain years. This may depend on two factors:

- 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.
- 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 the Trade Map User Guide or the Trade Map website.

For instance, the HS 6 digit code 071310 (dried peas) includes different types of dried peas. Malawi has introduced two NTL codes that fit within this 6-digit cluster of dried peas. The main differentiation is based on whether the peas are made for sowing or not, as described in Table 13. This information allows the exporter to refine her research and target specific products.

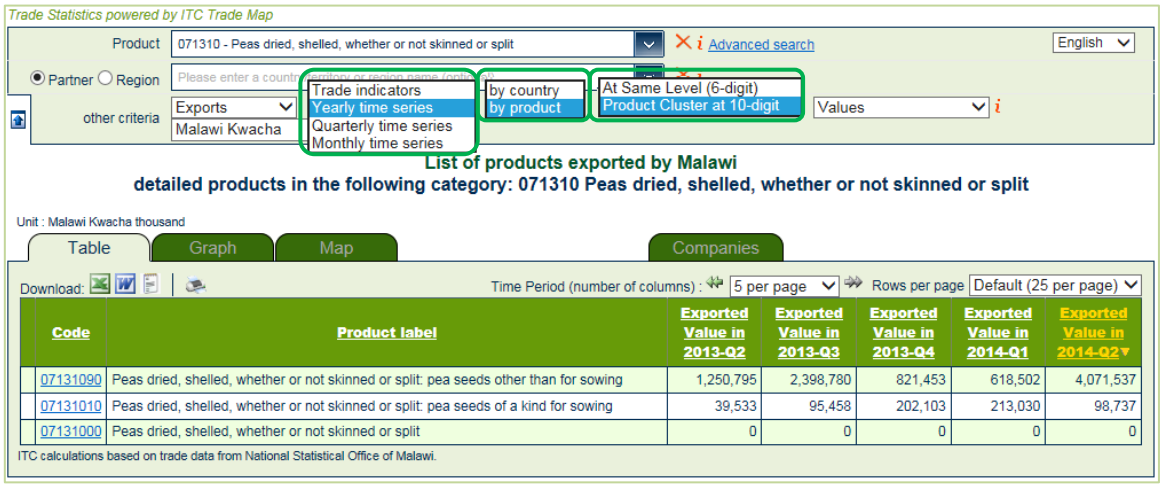
Table 13: Malawi NTL codes for HS code 071310

Code	Product label
07131090	Peas dried, shelled, whether or not skinned or split: pea seeds other than for sowing
07131010	Peas dried, shelled, whether or not skinned or split: pea seeds of a kind for sowing

There are different ways to access data at the NTL level. The exporter can use either the Advanced Search feature in the Selection Menu or the Selection Menu itself. She needs to click on the product tab and choose the product 071310 – Peas dried, shelled, whether or not skinned or split. Then, she has to choose the Time series option in the Selection Menu, along with the By product and Product cluster at 10-digit options, as shown in Figure 40.

In this case, the exporter observes that the variety of peas mostly exported by Malawi exporters is pea seeds other than for sowing.

Figure 40: Selection of NTL codes



Time series at the NTL level can be displayed not only for Value, but also for 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.

4.1.5.1 – Examine seasonal variation of the product at the NTL level

An interesting feature of Trade Map – embedded is the option to show trade data at the NTL level on a quarterly or monthly basis.

Figure 41: Quarterly exports of dried peas

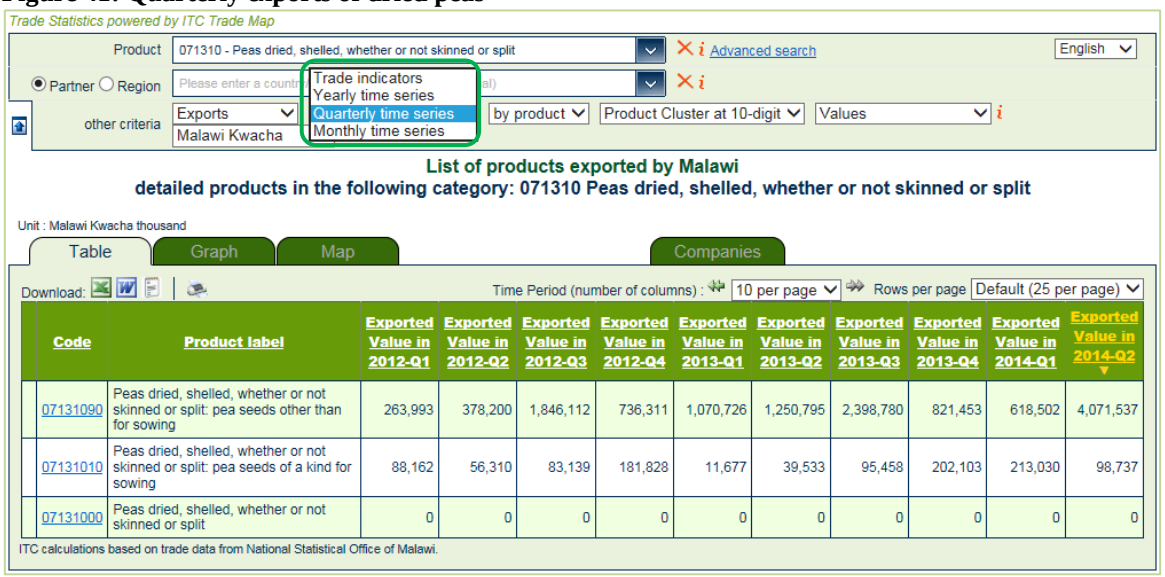
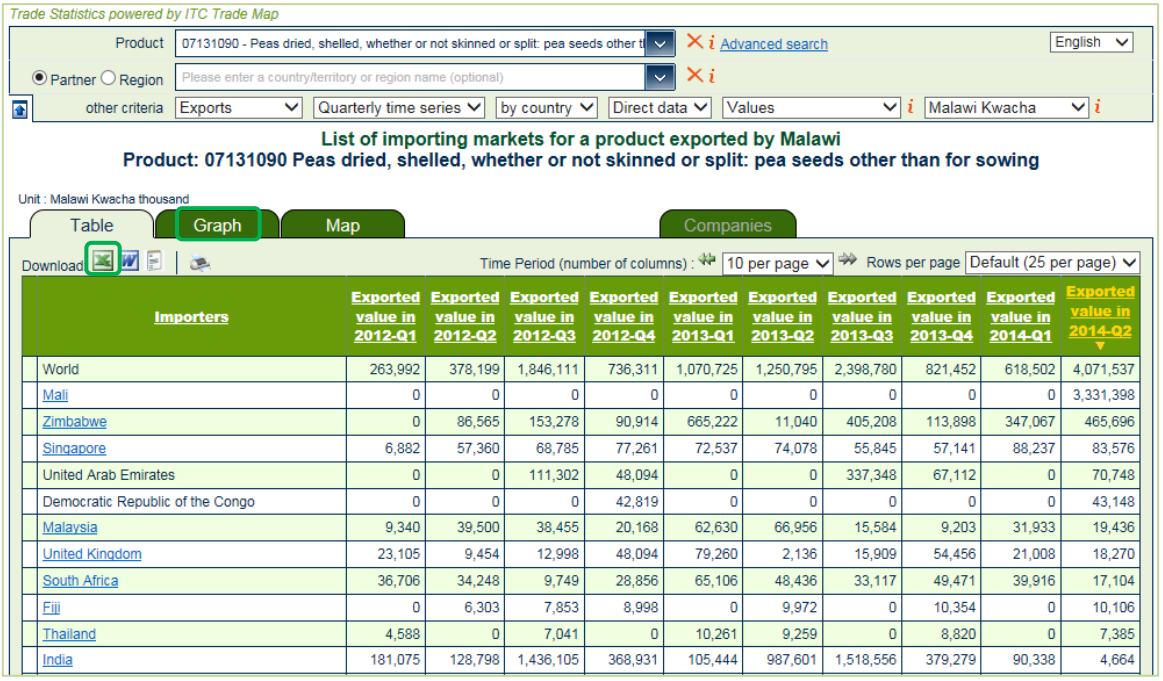


Figure 41 shows the list of dried-pea products at the NTL level exported by Malawi on a quarterly basis between the first quarter of 2012 and the second quarter of 2014. For the exporter, this more detailed data is very useful because it allows her to identify demand fluctuations. Given that the mostly exported varieties of dried peas are those other than for sowing, the exporter is now able to see what countries are importing this specific variety of dried peas. Figure 42 shows the result table, with monthly information broken down by trading partners. The exporter can click on the icon to see previous periods.

Figure 42: Quarterly time series for an NTL product broken down by partner country



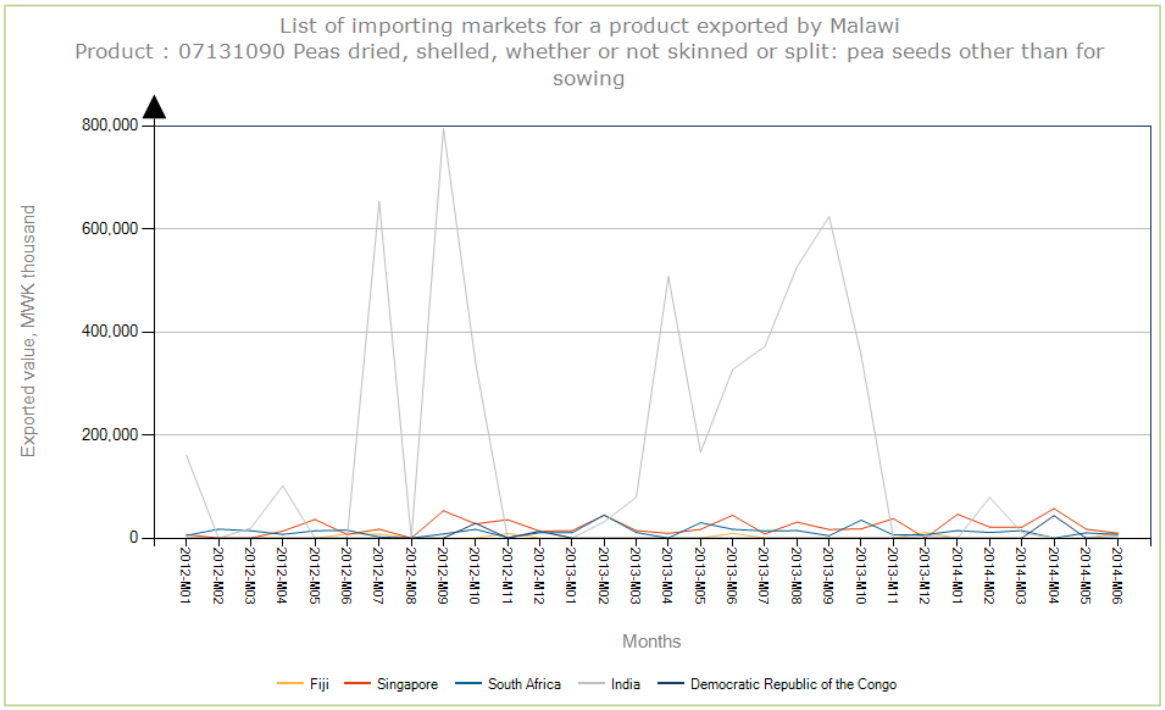
Importers	Exported value in 2012-Q1	Exported value in 2012-Q2	Exported value in 2012-Q3	Exported value in 2012-Q4	Exported value in 2013-Q1	Exported value in 2013-Q2	Exported value in 2013-Q3	Exported value in 2013-Q4	Exported value in 2014-Q1	Exported value in 2014-Q2
World	263,992	378,199	1,846,111	736,311	1,070,725	1,250,795	2,398,780	821,452	618,502	4,071,537
Mali	0	0	0	0	0	0	0	0	0	3,331,398
Zimbabwe	0	86,565	153,278	90,914	665,222	11,040	405,208	113,898	347,067	465,696
Singapore	6,882	57,360	68,785	77,261	72,537	74,078	55,845	57,141	88,237	83,576
United Arab Emirates	0	0	111,302	48,094	0	0	337,348	67,112	0	70,748
Democratic Republic of the Congo	0	0	0	42,819	0	0	0	0	0	43,148
Malaysia	9,340	39,500	38,455	20,168	62,630	66,956	15,584	9,203	31,933	19,436
United Kingdom	23,105	9,454	12,998	48,094	79,260	2,136	15,909	54,456	21,008	18,270
South Africa	36,706	34,248	9,749	28,856	65,106	48,436	33,117	49,471	39,916	17,104
Fiji	0	6,303	7,853	8,998	0	9,972	0	10,354	0	10,106
Thailand	4,588	0	7,041	0	10,261	9,259	0	8,820	0	7,385
India	181,075	128,798	1,436,105	368,931	105,444	987,601	1,518,556	379,279	90,338	4,664

4.1.5.2 – Graph approach

Other ways to analyse quarterly or monthly trade statistics include exporting them to Excel (click on the Excel icon) or using the graph features of Trade Map – embedded. For example, the Malawi exporter can download the available monthly data for her product into an Excel table and build a line graph.

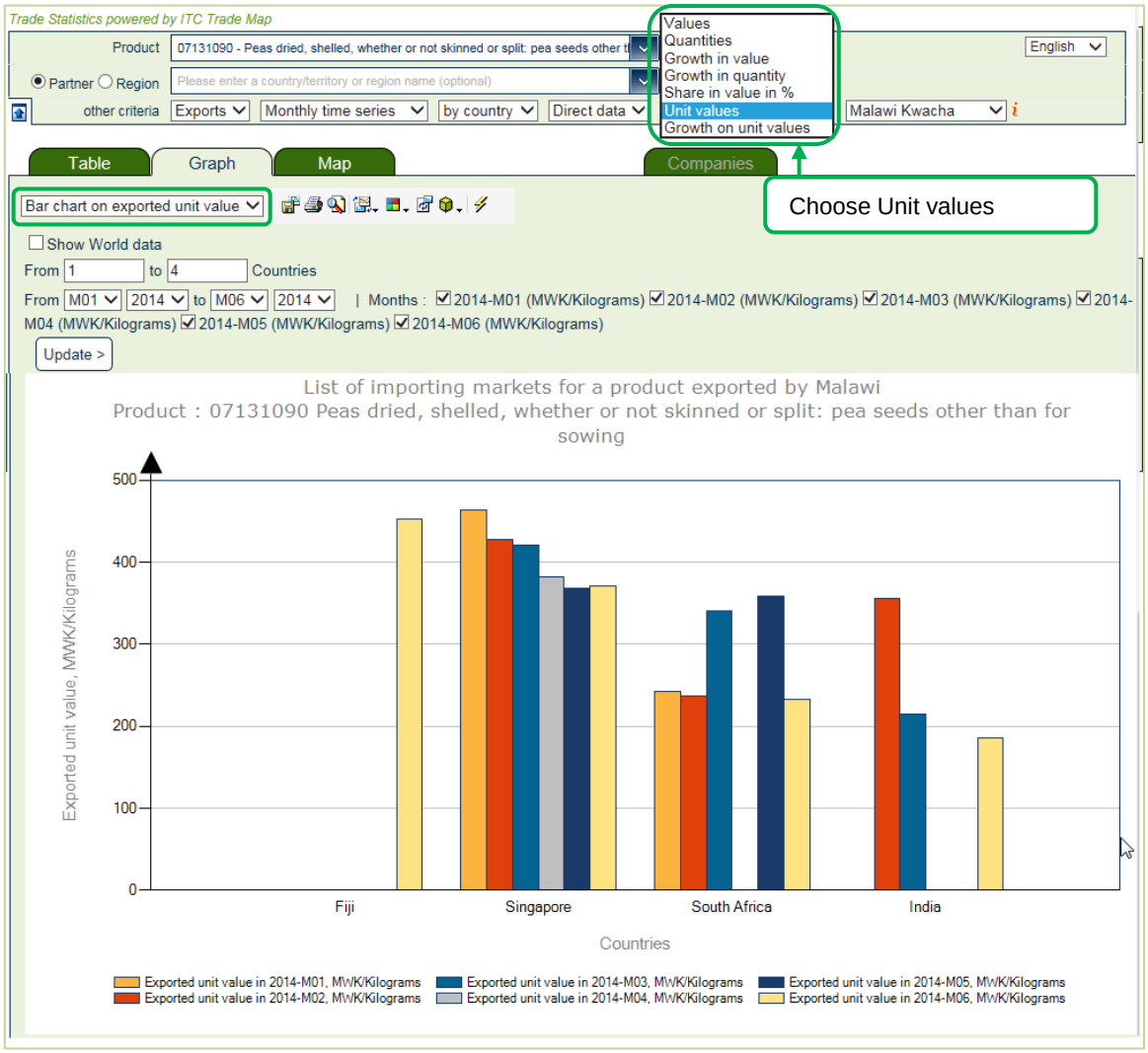
Line graphs can also be built directly in Trade Map – embedded. The exporter can click on the Graph tab and the application by default displays a line graph (called curve graph in the application), as shown in Figure 43. The graph shows a high volatility of exports of dried peas from Malawi, as well as high exports toward India in the third and second quarters of 2012 and 2013. This type of volatility / seasonality deserves further investigation, as it is possible that certain countries imports from Malawi in certain specific periods of the year.

Figure 43: Monthly NTL time series on a curve graph



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 44. She will thus be able to compare the target markets on the basis of unit values, which are expressed in MWK per kilogram. It is possible to perform this analysis on a quarterly, monthly or annual basis and extend the time series.

Figure 44: Monthly NTL time series on a bar chart



To facilitate the analysis, both data (Tables) and graphs can be exported to Excel by clicking on the Excel icon.

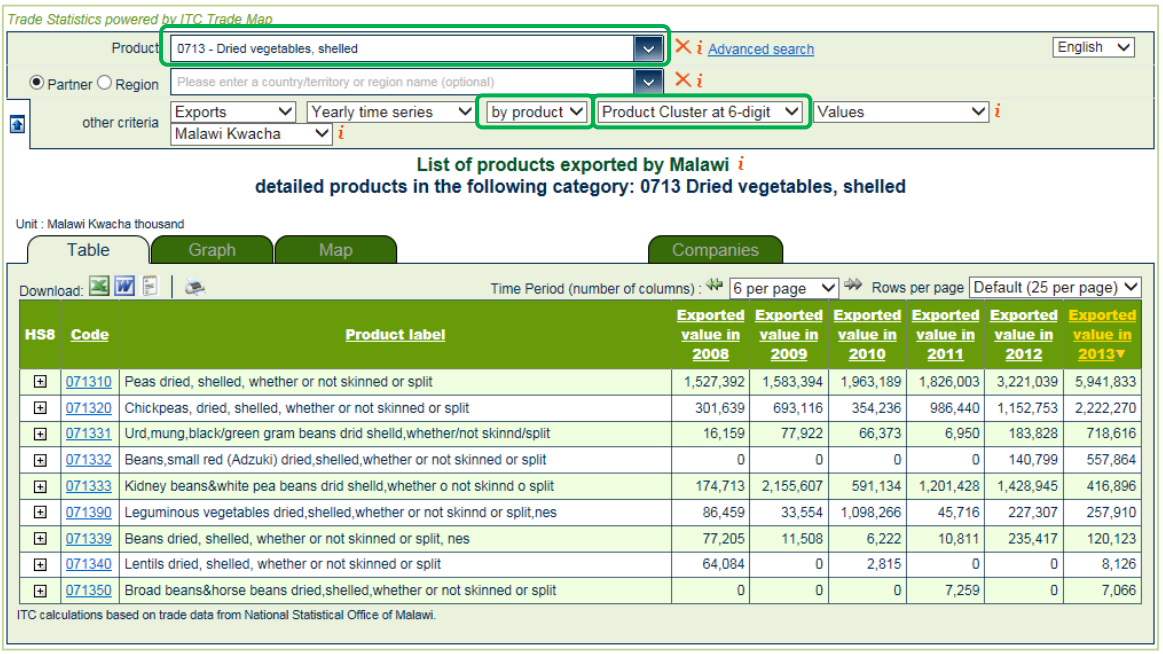
The dried-pea exporter can see that exports to India have on average a lower unit value than that of dried peas exports to Singapore or Fiji. This difference in unit value requires the Malawi exporter to conduct a deeper analysis, as it may be worth it to export to a market that allows higher unit values and/or prices.

4.1.6 – Product diversification opportunities

A favourable export situation might lead the exporter to consider expanding her portfolio of products. To do so, she should examine opportunities for product diversification in order to benefit from the promising trend observed for the product under review.

The exporter can choose to assess product diversification opportunities by looking at similar products that might be worth investing in. Trade Map – embedded provides the exporter with a list of all products belonging to the same product cluster starting with the 4-digit code 0713. The exporter only needs to select the 4-digit code 0713 – Dried vegetables, shelled in the Selection Menu and click on By Product, as shown in Figure 45; this action will generate a list of products that belong to the same product cluster and that offer a potential for diversification. The trade data are displayed for the most recent years available. This information is also available in different currencies, including US dollar and Malawi Kwacha.

Figure 45: Analysis by product – criteria selection



The exporter can see that dried shelled chickpeas are also a product that Malawi enterprises are exporting more and more, and might decide to consider this product diversification opportunity. Moreover, she can also investigate trends of exported quantities, as Trade Map – embedded offers the option to complement the analysis with annual growth rates both in value and quantity.

Figure 46: Growth in quantity in Time series

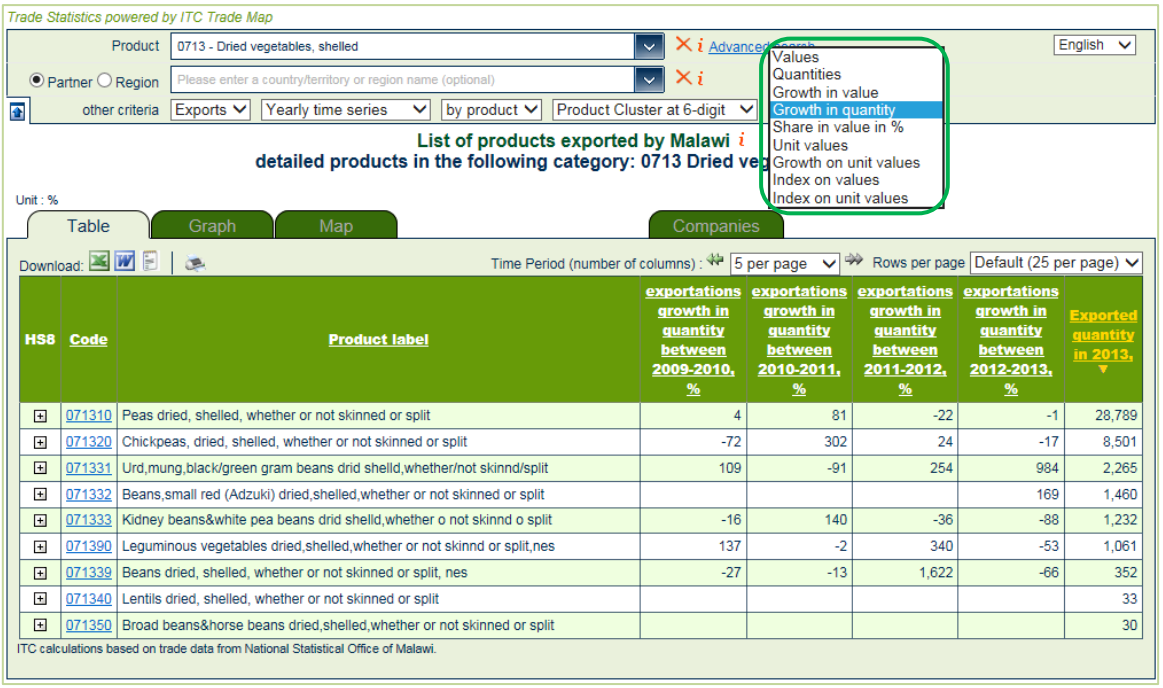


Figure 46 shows that Malawi exports of both dried peas and chickpeas has grown significantly between 2010 and 2011. Chickpeas exports kept growing in 2012 as well. Export quantities of both peas and chickpeas decreased in 2013 with respect to 2012. Quarterly and monthly data can provide a more up-to-date overview.

CHAPTER 5 - COUNTRY ANALYSIS: *ANALYSING A MALAWI'S TRADE PORTFOLIO*

Trade Map – embedded also allows the analysis of Malawi's trade performance. This type of analysis can serve as an 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 (TSI).

Typical questions include:

- What are Malawi's most dynamic export sectors?
- What are Malawi's major trading partners?
- What are Malawi's top exported and imported products?

A typical TSI analysing Malawi's trade performance in a given sector would undertake the following steps:

1. Selecting Exports and Trade indicators in the Selection Menu provides a list of products exported by Malawi. This can be done at the HS2, HS4, HS6 or NTL level. The table also provides 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;
2. By selecting By country, the same analysis can be done by destination country, including the key market indicators as well as an estimated tariff level faced by Malawi in different markets;
3. 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 Malawi's national trade performance by sector and a Malawian trade advisor analysing the country's export performance.

A GOVERNMENT ANALYST WISHES TO IDENTIFY NATIONAL TRADE PERFORMANCE BY SECTOR

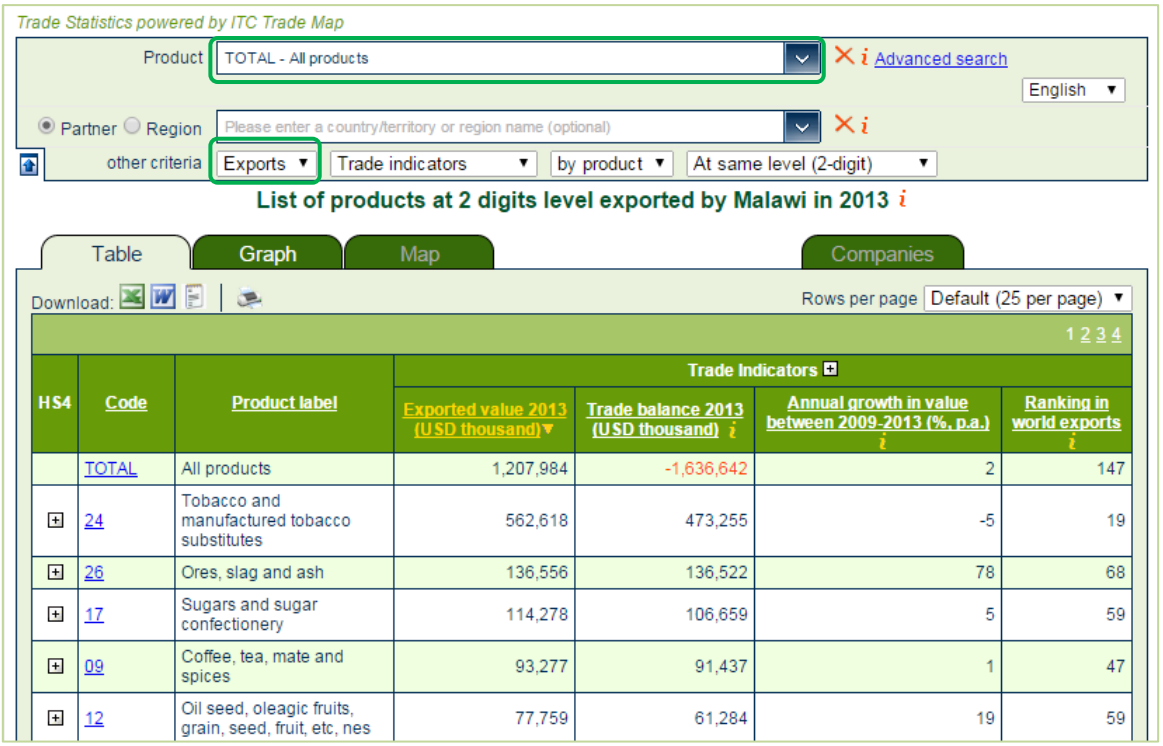
5.1 - National trade performance by sector

As an example, the government of Malawi 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.

5.1.1 Analyse the exports portfolio

In the Selection Menu, the Malawian researcher will begin the analysis by looking at All products (in the Product space) and by selecting a trade direction. In our example, the analyst will select Exports. Trade Map will generate a list of Malawi's exports sectors (at the HS 2-digit level), sorted by value, as shown below.

Figure 47: List of products exported by Malawi in 2013 at the HS-2 level



HS4	Code	Product label	Trade Indicators			
			Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Annual growth in value between 2009-2013 (%, p.a.)	Ranking in world exports
	TOTAL	All products	1,207,984	-1,636,642	2	147
⊞	24	Tobacco and manufactured tobacco substitutes	562,618	473,255	-5	19
⊞	26	Ores, slag and ash	136,556	136,522	78	68
⊞	17	Sugars and sugar confectionery	114,278	106,659	5	59
⊞	09	Coffee, tea, mate and spices	93,277	91,437	1	47
⊞	12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	77,759	61,284	19	59

This information can be exported to Excel by clicking on the Excel icon on the top right hand side of the page. The table below shows the outcome of the extraction.

Table 14: List of products at the 2-digit level exported by Malawi in 2013

Code	Product label	Trade Indicators			
		Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Annual growth in value between 2009-2013 (%, p.a.)	Ranking in world exports
TOTAL	All products	1207984	-1636642	2	147
'24	Tobacco and manufactured tobacco substitutes	562618	473255	-5	19
'26	Ores, slag and ash	136556	136522	78	68
'17	Sugars and sugar confectionery	114278	106659	5	59
'09	Coffee, tea, mate and spices	93277	91437	1	47
'12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	77759	61284	19	59
'07	Edible vegetables and certain roots and tubers	31174	27982	0	80

'52	Cotton	24811	17505	6	85

From the first line of Table 14 the Malawian analyst can see that, overall, Malawi ranks 147th among the world's exporters of All products with a 2% p.a. increase in exports over the 2009-2013 period. The figure below show the set of indicators obtained by clicking on the Trade indicator icon, among which the annual growth in value between 2012 and 2013. Malawi declined by 1% p.a. in that period (2012-2013). This suggests that the country has registered a stronger growth at the beginning of the considered period, while its overall share in world trade over the last year have decreased. 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. Among the top exports is Ores, slag and ash (HS 26), which have experienced high growth in value between 2009 and 2013 (78% p.a.), while world exports of these products have grown only by 16% p.a. These may therefore be attractive sectors for investment.

Figure 48: More trade indicators

Table 15: Explanatory notes for the headings of Figure 48

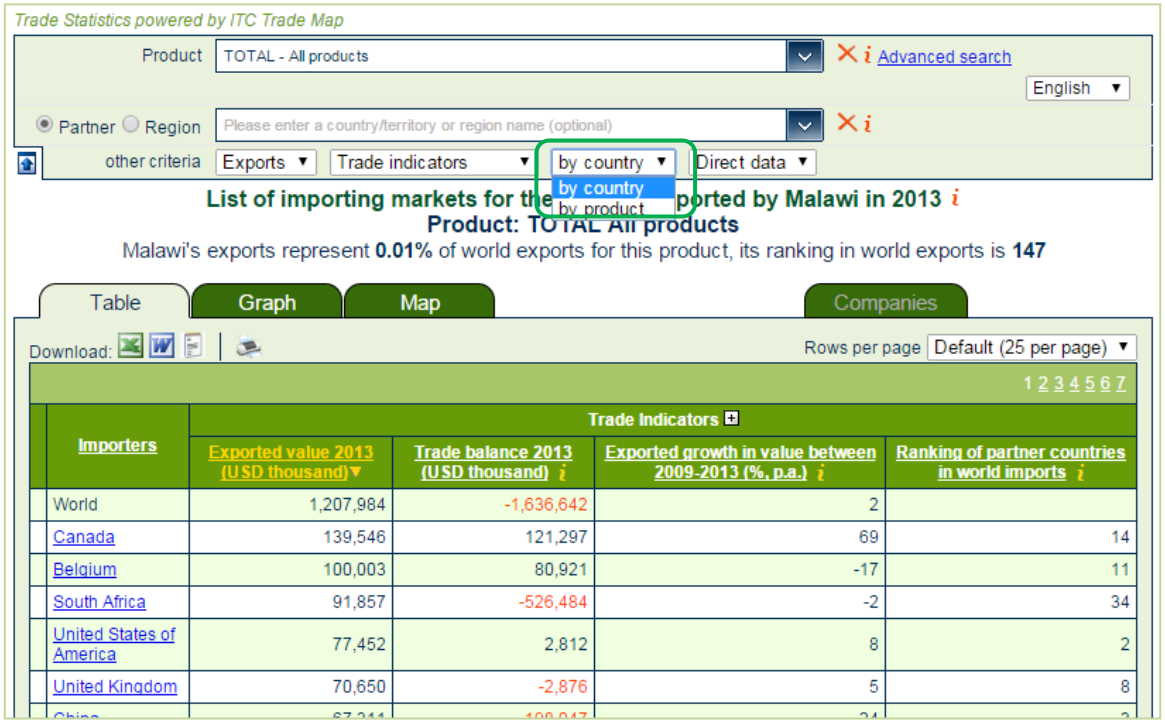
Code	HS product code for a product exported in 2013
Product label	Abbreviated product description corresponding to the HS nomenclature
Exported value 2013 (USD thousand)	Value of 2013 exports for the selected product. The figures in the Trade Indicators module are those reported to the COMTRADE or ITC database by countries or those calculated on the basis of mirror statistics
Trade balance 2013 (USD thousand)	Trade balance is defined as exports minus imports. This column shows whether Malawi is a net importer (figures in red) or a net exporter
Annual growth in value between 2009-2013 (%, 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, for instance, Malawi did not report trade data in 2013, trend calculation is based on mirror statistics; no trend is calculated if Malawi has not reported any data for a four- or five-year period
Annual growth in quantity between 2009-2013 (%, 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 2012-2013 (%, 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 2009-2013	Annual growth rate of world imports for the respective products between 2009 and 2013. This indicator provides a term of comparison for the

(%, p.a.)	annual growth rate of the value of exports between 2008 and 2012 for Malawi. If Malawian exports growth rate is higher than the world's imports growth rate, then Malawi 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 – embedded 's world estimation, which includes reported and mirror data
Ranking in world exports	Malawi's ranking in world exports in 2013 for the product under review

5.1.2 Importing markets

In order to retrieve the list of the countries that are importing from Malawi, the analyst can select By Country in the tab as shown by the figure below. Trade Map will generate a list of Malawi's trading partners. The list will be sorted by default by value of imports, as in Figure 49.

Figure 49: List of markets to which Malawi exported in 2013



Importers	Trade Indicators			
	Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Exported growth in value between 2009-2013 (%, p.a.)	Ranking of partner countries in world imports
World	1,207,984	-1,636,642	2	
Canada	139,546	121,297	69	14
Belgium	100,003	80,921	-17	11
South Africa	91,857	-526,484	-2	34
United States of America	77,452	2,812	8	2
United Kingdom	70,650	-2,876	5	8

Table 16: List of top markets to which Malawi exported products in 2013

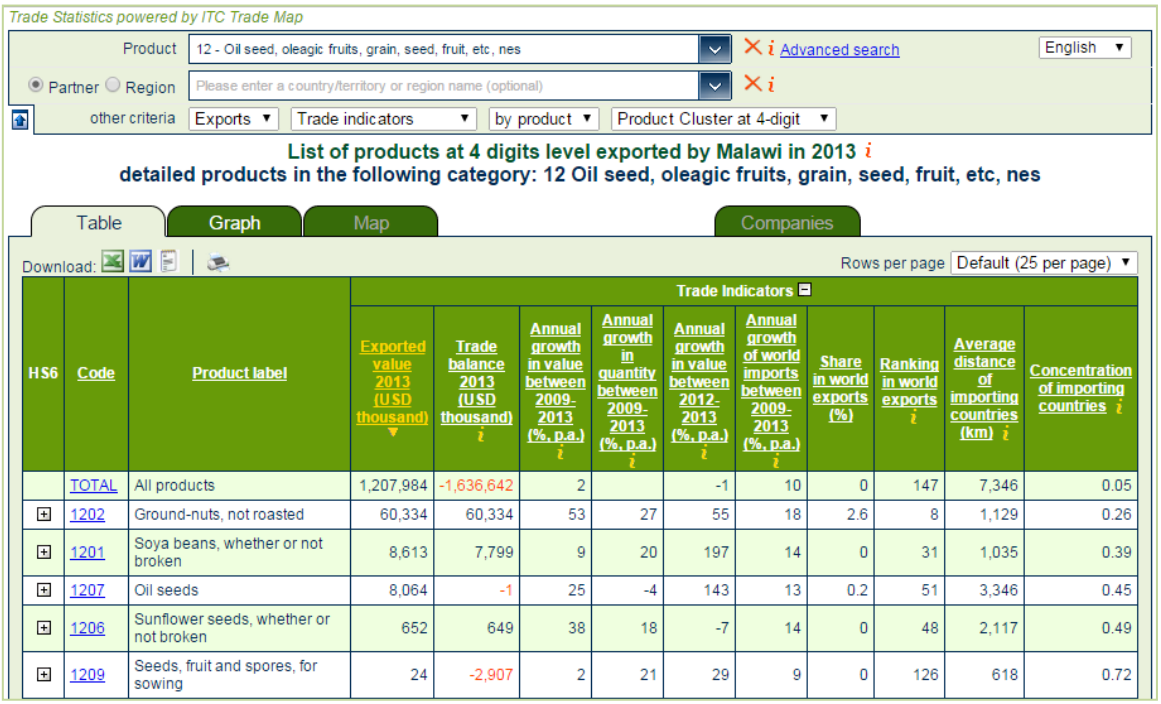
Importers	Trade Indicators			
	Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Exported growth in value between 2009-2013 (%, p.a.)	Ranking of partner countries in world imports
World	1207984	-1636642	2	
Canada	139546	121297	69	14
Belgium	100003	80921	-17	11
South Africa	91857	-526484	-2	34
United States of America	77452	2812	8	2
United Kingdom	70650	-2876	5	8
China	67311	-198047	24	3
Zimbabwe	48266	11536	7	112
Portugal	46624	11503	16	42
Netherlands	46485	-32296	-3	10
Germany	45828	-49153	-3	4
Russian Federation	41849	13907	18	18
Zambia	39546	-90303	7	102
Kenya	32685	-7581	23	87
United Arab Emirates	32614	-145734	117	24
Mozambique	30911	-313145	-15	104

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

Trade Map – embedded also offers the possibility of conducting a more in-depth analysis of each of the groups of products exported by Malawi. 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 51. This is how the analyst can identify products that appear to be promising in terms of export potential, on the basis of the market's size and dynamics.

Figure 50: Expand the list of products at the HS 4-digit level

Figure 51: List of HS 4-digit products exported by Malawi under the product group 12



HS6	Code	Product label	Trade Indicators: Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Annual growth in value between 2009-2013 (%, p.a.)	Annual growth in quantity between 2009-2013 (%, p.a.)	Annual growth in value between 2012-2013 (%, p.a.)	Annual growth of world imports between 2009-2013 (%, p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries
	TOTAL	All products	1,207,984	-1,636,642	2		-1	10	0	147	7,346	0.05
⊞	1202	Ground-nuts, not roasted	60,334	60,334	53	27	55	18	2.6	8	1,129	0.26
⊞	1201	Soya beans, whether or not broken	8,613	7,799	9	20	197	14	0	31	1,035	0.39
⊞	1207	Oil seeds	8,064	-1	25	-4	143	13	0.2	51	3,346	0.45
⊞	1206	Sunflower seeds, whether or not broken	652	649	38	18	-7	14	0	48	2,117	0.49
⊞	1209	Seeds, fruit and spores, for sowing	24	-2,907	2	21	29	9	0	126	618	0.72

For instance, among the products appearing in the figure above, the product 1202 – Ground-nuts not roasted, to be a promising one as it has shown remarkable growth over the latest available 5 years (27% p.a.), while world imports have grown at the lower rate of 18% p.a. over the same period. Malawi's high rate of export growth could be better explained by looking at quarterly data.

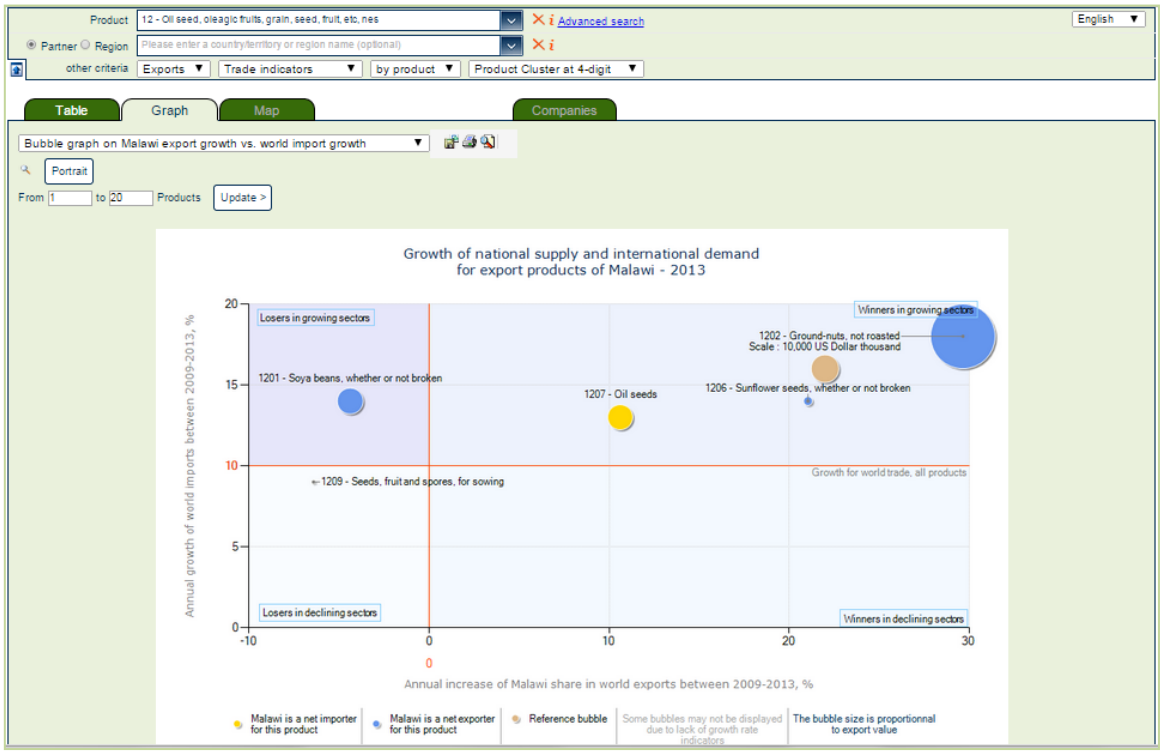
The analyst can generate a graphical representation in the form of a bubble graph by clicking on the tab Graph[3], as shown in Figure 52.

Figure 52: Graph features

Figure 53 presents Malawi's export performance for the HS 4-digit products within the 12 – Oil seed, oleagic fruits, grain, seeds, fruit, etc, nes product cluster. The graph shows the export value of each product (size of the bubbles), and compares Malawi's annual increase in world market share between 2009 and 2013 (horizontal axis) with the annual growth of international demand between 2009 and 2013 (vertical axis). This graph shows the export performance in dynamic terms (dynamic analysis).

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

Figure 53: Supply and demand trends for products exported by Malawi



The annual increase in world market share is calculated through the formula in Equation 1: Annual increase in world market share.

Equation 1: 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

For instance, for the product 1202 – Ground-nuts not roasted, the annual growth in value of Malawi's exports between 2009 and 2013 is 27% and the average annual growth of world imports over the same period is 18%.

Equation 2: Calculation of annual growth in value of Madagascar's exports

100 + Annual growth in value of Madagascar's exports between 2009-2013	127
DIVIDED BY	
100 + Average annual growth of world imports between 2009-2013	118
=	1.076
-1	0.076
*100 = annual increase in world market share	7.6%

The red horizontal reference line in the graph in Figure 53 refers to the average annual nominal growth of total exports of the world for the period 2009 to 2013. Moreover, the red vertical reference line in the graph indicates 0% growth of Malawi'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 2009 to 2013, and in Figure 53 this equals 10%.

Note 9: Declining and growing products

Products whose world imports grew at a rate below the average world import growth rate (i.e. 10% 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 Malawi has been able to outperform world market growth and has, consequently, increased its share in world exports. In Figure 53, 1202 – Ground-nuts not roasted is 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 Malawi 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 Malawi is already exporting these products and, if yes, how Malawi'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 Malawi's market share is growing because its exports are growing and world imports are declining (in our example there are no products in this quadrant).

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 Malawi'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 10: Growth rates calculation

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%.

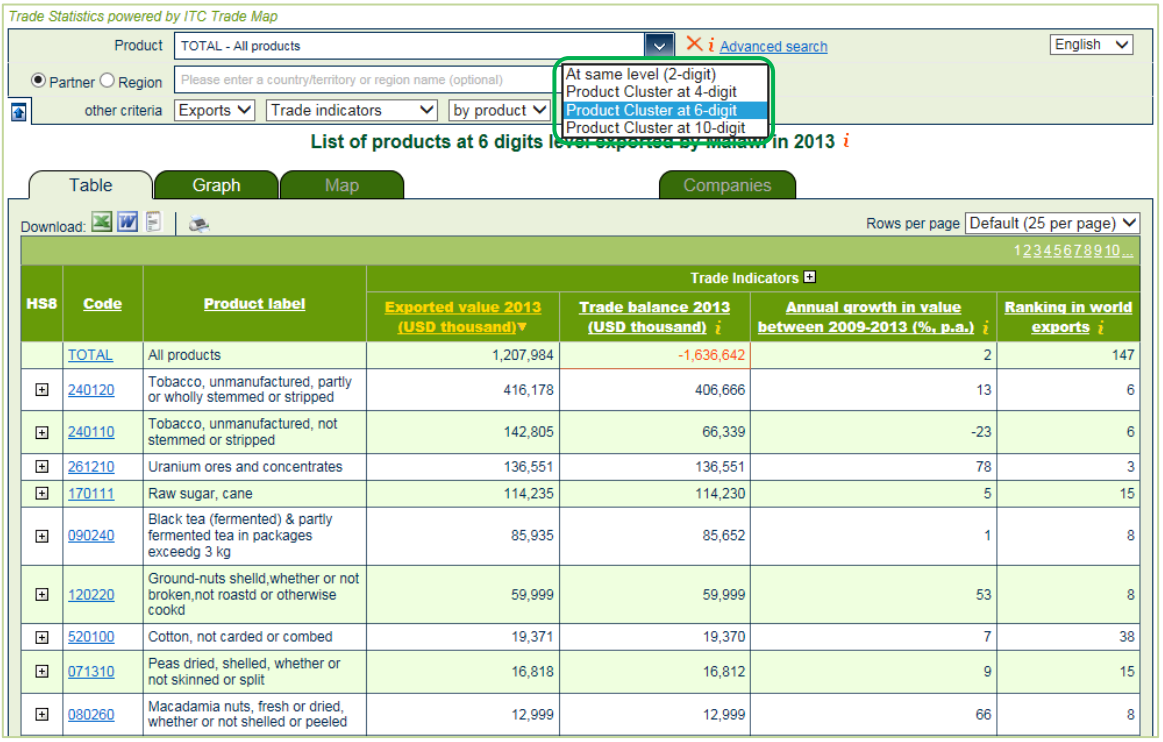
A TRADE ADVISER ANALYSING MALAWI'S EXPORT PORTFOLIO

5.3 - Overview of products exported by Malawi

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

In the Selection Menu, she needs to select Exports and click on Trade indicators, as shown in Figure 54**Error! Reference source not found.**. In this way, she obtains a table with the list of products exported by Malawi in the latest available year, 2013 in this case. She needs to click on Product cluster at 6-digit in the Selection Menu to obtain the list of products at the 6-digit level exported by Malawi, as shown in **Error! Reference source not found.**.

Figure 54: List of products at the 2-digit level exported by Malawi in the latest available year



HS8	Code	Product label	Trade Indicators: Exported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Annual growth in value between 2009-2013 (%, p.a.)	Ranking in world exports
	TOTAL	All products	1,207,984	-1,636,642	2	147
⊞	240120	Tobacco, unmanufactured, partly or wholly stemmed or stripped	416,178	406,666	13	6
⊞	240110	Tobacco, unmanufactured, not stemmed or stripped	142,805	66,339	-23	6
⊞	261210	Uranium ores and concentrates	136,551	136,551	78	3
⊞	170111	Raw sugar, cane	114,235	114,230	5	15
⊞	090240	Black tea (fermented) & partly fermented tea in packages exceedg 3 kg	85,935	85,652	1	8
⊞	120220	Ground-nuts shelld,whether or not broken,not roastd or otherwise cookd	59,999	59,999	53	8
⊞	520100	Cotton, not carded or combed	19,371	19,370	7	38
⊞	071310	Peas dried, shelled, whether or not skinned or split	16,818	16,812	9	15
⊞	080260	Macadamia nuts, fresh or dried, whether or not shelled or peeled	12,999	12,999	66	8

From the table shown in Figure 54, a bubble graph can be generated. For the selected products, the horizontal axis represents Malawi's world market share in the latest available year, 2013 in this case, and the vertical axis represents the annual growth of world imports over the last five years, 2009-2013 in this case, as shown in Figure 55.

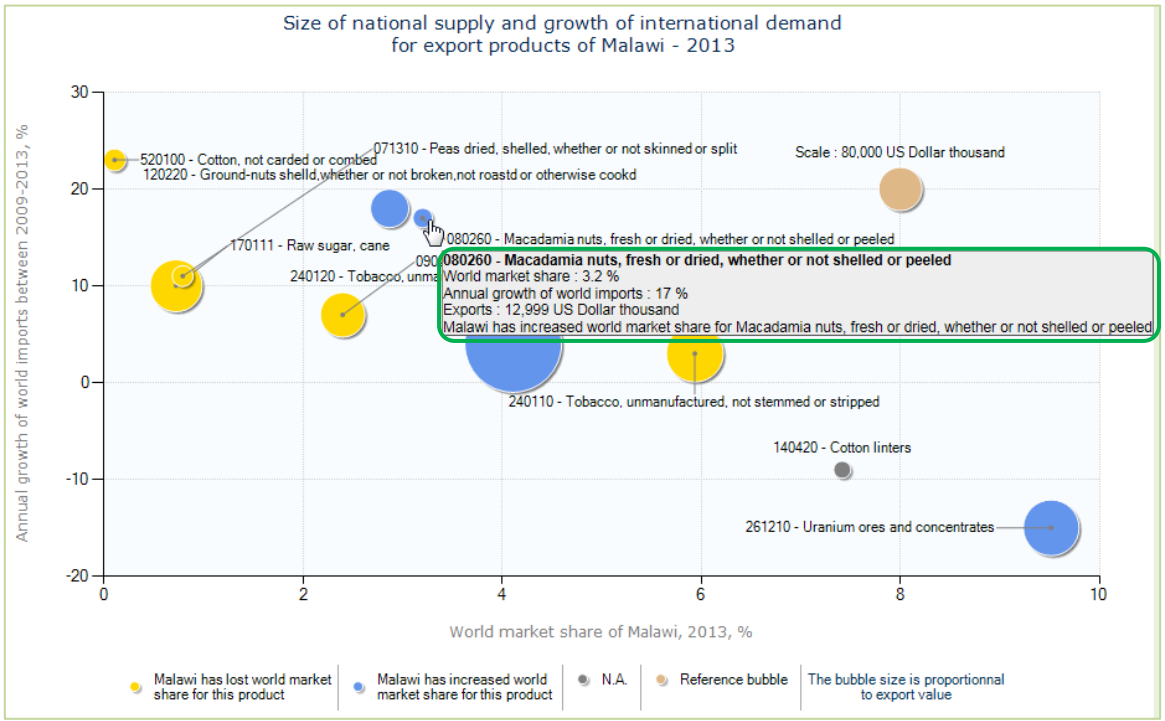
Figure 55: Bubble graph of Malawi's world market share vs. world import growth

The colour of the bubble shows whether Malawi has been increasing or decreasing its world market share for a particular product over the five latest available years. The trade advisor can now assess Malawi's exports performance for the first ten exported product (at the HS 6-digit level) and evaluate their importance in terms of Malawi's world market share. By default, 20 products appear in the graph and it is possible to reduce this number to make interpretation of the graph easier.

For instance, for the product 080260 – Macadamia nuts, fresh or dried, whether or not shelled or peeled, the annual growth of world imports over the last 5 years was 17% and Malawi's world market share for this product was 3.2% in 2013. The bubble is blue because Malawi has been increasing its world market share over the last five years: in fact, Malawi's export growth over the last five years (66%, as shown in Figure 50) is greater than the world import growth over the last five years (17%).

Moving the mouse over the bubble will allow the trade advisor to retrieve detailed information on Malawi's market share, annual growth of world imports and the value of Malawi exports in USD for each product, as shown in Figure 56.

Figure 56: Mouse-over in a bubble graph



For more in-depth analysis on the leading export products of Malawi, the analyst can choose Yearly time series instead of Trade indicators in the Selection Menu. This allows examining trade data for the products and the trend of specific trade indicators over time, as shown in Figure 57 (a minimum of 5 years is shown on the screen). Total exports of Malawi increased significantly from US$ 449 million to US$ 1.2 billion between 2001 and 2013.

If a country has reported trade data at the NTL level, it is possible to retrieve such information. A quick way to do so is to select Product Cluster at 10-digit in the Selection Menu. The number of years available for products at the NTL level might not match the number of years available for products at the 6-digit level.

Figure 57: Leading products exported by Malawi in 2013 at the NTL level

Trade Statistics powered by ITC Trade Map

Product: TOTAL - All products | Advanced search | English

Partner / Region: Please enter a country/territory or region name (optional)

other criteria: Exports | Yearly time series | by product | Product Cluster at 10-digit | Values | US Dollar

List of products exported by Malawi

Unit : US Dollar thousand

Table | Graph | Map | Companies

Download: | Time Period (number of columns) : 20 per page | Rows per page Default (25 per page)

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

Code	Product label	Exported value in 2003	Exported value in 2004	Exported value in 2005	Exported value in 2006	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011	Exported value in 2012	Exported value in 2013▼
24012012	Tobacco, unmanufactured, partly or wholly stemmed or stripped: tobacco,partly or wholly stripped	0	0	11,180	30,899	47,750	61,589	150,222	307,811	311,216	362,329	288,091
26121000	Uranium ores and concentrates	0	0	0	0	0	0	8,653	115,037	123,126	140,667	134,470
17011100	Raw sugar, cane	0	74,214	47,065	46,559	62,393	51,559	71,616	69,417	192,349	41,952	112,265
24011012	Tobacco, unmanufactured, not stemmed or stripped: tobacco stripped burely type not stemmed	0	1,755	21,465	25,275	35,226	84,588	244,630	147,156	72,879	67,901	104,380
09024000	Black tea (fermented) & partly fermented tea in packages exceedg 3 kg	0	48,234	52,023	51,335	57,880	37,593	79,648	81,466	87,257	73,393	85,077

CHAPTER 6 – BILATERAL APPROACH: *IDENTIFYING TRADE OPPORTUNITIES WITH MALAWI'S TRADING PARTNERS*

Trade Map – embedded can also be used to analyse bilateral or regional trade and to identify potential trade opportunities with one or more partners.

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

- What is the current trade structure between Malawi and one trade partner?
- What is the balance of trade between the two countries?
- Are there potential new areas that could be explored to expand bilateral trade?

A typical path to conduct this research would include:

1. Selecting one of Malawi's trade partner countries/regions in the Selection Menu;
2. Selecting exports or imports. If exports are selected, the application will show the exports of Malawi to the partner country/region;
3. The analysis can be done at different product level and over different periods of time;

As in previous chapters and to illustrate this process, a concrete examples is provided: that of a trade support institution from Malawi wishing to identify opportunities to increase bilateral trade with the COMESA region.

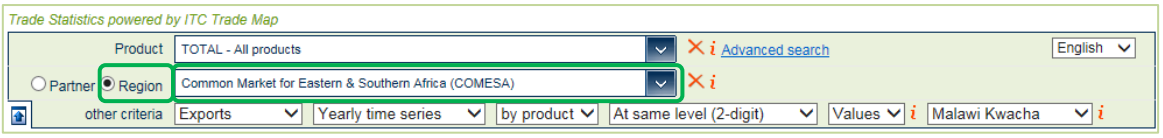
A MALAWIAN TRADE SUPPORT INSTITUTION WISHES TO IDENTIFY OPPORTUNITIES TO INCREASE BILATERAL TRADE WITHIN THE COMESA REGION

A Malawian TSI officer wishes to expand Malawi's current trade with the COMEA region. Specifically, he wants to identify sectors and products to focus its trade promotion efforts on. This chapter shows how the TSI officer can analyse the trade potential within the COMESA region at the HS 6-digit product level.

6.1 - Assess current bilateral trade

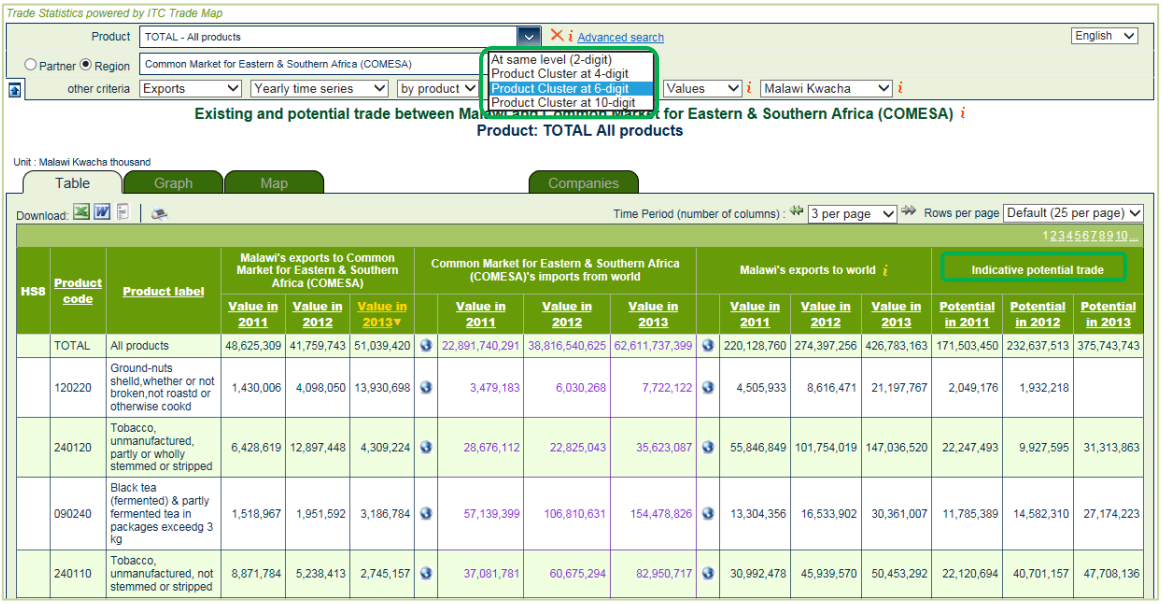
The example focuses on a TSI officer in Malawi analysing the trade potential with COMESA. It is always important to start the analysis from the Selection Menu page where, in this case, Exports has to be selected as the direction of trade and COMESA as the partner Region, as shown in Figure 58. The result table, referenced in the internal selection menu as in Figure 59, provides bilateral trade data at the sector level, i.e. at the HS 2-digit level.

Figure 58: Selection Menu, bilateral trade between Malawi and COMESA



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 in the Selection Menu, the analyst can generate a list of individual products exported from Malawi to the COMESA region and the respective indicative trade potential, as shown in Figure 59.

Figure 59: Navigation menu for bilateral trade between Malawi and COMESA



HS8	Product code	Product label	Malawi's exports to Common Market for Eastern & Southern Africa (COMESA)			Common Market for Eastern & Southern Africa (COMESA)'s imports from world			Malawi's exports to world			Indicative potential trade		
			Value in 2011	Value in 2012	Value in 2013	Value in 2011	Value in 2012	Value in 2013	Value in 2011	Value in 2012	Value in 2013	Potential in 2011	Potential in 2012	Potential in 2013
	TOTAL	All products	48,625,309	41,759,743	51,039,420	22,891,740,291	38,816,540,625	62,611,737,399	220,128,760	274,397,256	426,783,163	171,503,450	232,637,513	375,743,743
	120220	Ground-nuts shelld,whether or not broken,not roastd or otherwise cookd	1,430,006	4,098,050	13,930,698	3,479,183	6,030,268	7,722,122	4,505,933	8,616,471	21,197,767	2,049,176	1,932,218	
	240120	Tobacco, unmanufactured, partly or wholly stemmed or stripped	6,428,619	12,897,448	4,309,224	28,676,112	22,825,043	35,623,087	55,846,849	101,754,019	147,036,520	22,247,493	9,927,595	31,313,863
	090240	Black tea (fermented) & partly fermented tea in packages exceedg 3 kg	1,518,967	1,951,592	3,186,784	57,139,399	106,810,631	154,478,826	13,304,356	16,533,902	30,361,007	11,785,389	14,582,310	27,174,223
	240110	Tobacco, unmanufactured, not stemmed or stripped	8,871,784	5,238,413	2,745,157	37,081,781	60,675,294	82,950,717	30,992,478	45,939,570	50,453,292	22,120,694	40,701,157	47,708,136

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 3: Trade potential calculation

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

Note 10: Trade potential

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 needs to be taken with caution as the assessed product may not be directly comparable in the different countries of COMESA (e.g. because of different qualities) or there may be other hidden reasons why the trade between the countries does not realize its full potential (such as non-tariff restrictions or geographical distance).

It is for this reason that trade potential serves only as a starting point to inform further research.

The information in the result table, as shown in Figure 59, can be sorted by Indicative potential trade[4] between Malawi and the COMESA region. Figure 59 shows the actual trade between Malawi and COMESA, COMESA's imports from the world, and Malawi's exports to the world, and the indicative trade potential for overall trade and individual products at the 6-digit level in the latest three available years.

Total exports from Malawi to COMESA amounted to more than MWK 51billion in 2013. COMESA's world imports totalled more than MWK 62 trillion in 2013. Malawi's exports totalled almost MWK 427 billion in 2013. Overall, the bilateral trade between Malawi and the COMESA region is not negligible for Malawi as it represents 12% of Malawi's total exports.

Over the 2011-2013 period shown in Figure 59, COMESA's imports of black tea (HS-090240) increased steadily and exports from Malawi to the region increased as well. In particular, export growth from Malawi to the region between 2012 and 2013 was at 63% and therefore higher than the growth of the region's imports at 44%. This means that Malawian exporters have increased their market share for ground nuts in the COMESA region[5].

However, Malawi's exports to COMESA represent 10.5% of total Malawi's exports and 2.1% of COMESA's total imports of black tea. This means that it is possible to export black tea from Malawi to the COMESA region. Moreover, COMESA's total imports as well as Malawi's total exports of black tea are relevant. There is, therefore, a potential complementarity between these two trading partners and a potential to grow bilateral trade.

Trade Map – embedded estimates potential trade for black tea as the subtraction of Malawi's actual exports to COMESA (MWK 3 billion) from the lower of the two values: the value of total COMESA's black tea imports (MWK 154 billion) and Malawi's total black tea exports (MWK 30 billion). The indicative potential trade amounts to MWK 27 billion in 2013.

Equation 4: Calculation of potential trade for lumber between Zimbabwe and Namibia

Total Malawi's exports	MWK 30 billion
- Malawi's actual exports to COMESA	- MWK 3 billion
= Indicative potential trade	= MWK 27 billion

The Malawian TSI officer can now retrieve the list of all trade partner countries of Malawi and COMESA for each traded product. It is possible to retrieve a list of all supplying markets of a particular product imported by the COMESA region by clicking on the icon  in the column of COMESA total imports. Alternatively, by clicking on the icon  in the column of Malawi's total exports, it is possible to obtain the list of the markets importing a specific product from Malawi.

[4] Indicative Potential Trade is not available at the 2- or 4-digit HS level.
[5] COMESA's trade is constructed as the sum of the trade flows declared by COMESA members. It is therefore important to note that not all COMESA countries have necessarily reported the information. In fact, the purple colour of the COMESA data indicates that the COMESA trade data is an aggregation of mirror and direct data.

CHAPTER 7 – OTHER INFORMATION AVAILABLE IN TRADE MAP

Trade Map – embedded provides a generous amount of information to analyse the trade performance of Malawi. By using Trade Map – embedded, users will discover many more questions that trade statistics could answer. If Trade Map – embedded does not provide an answer to these questions, the full version of Trade Map available at www.trademap.org can certainly provide additional help.

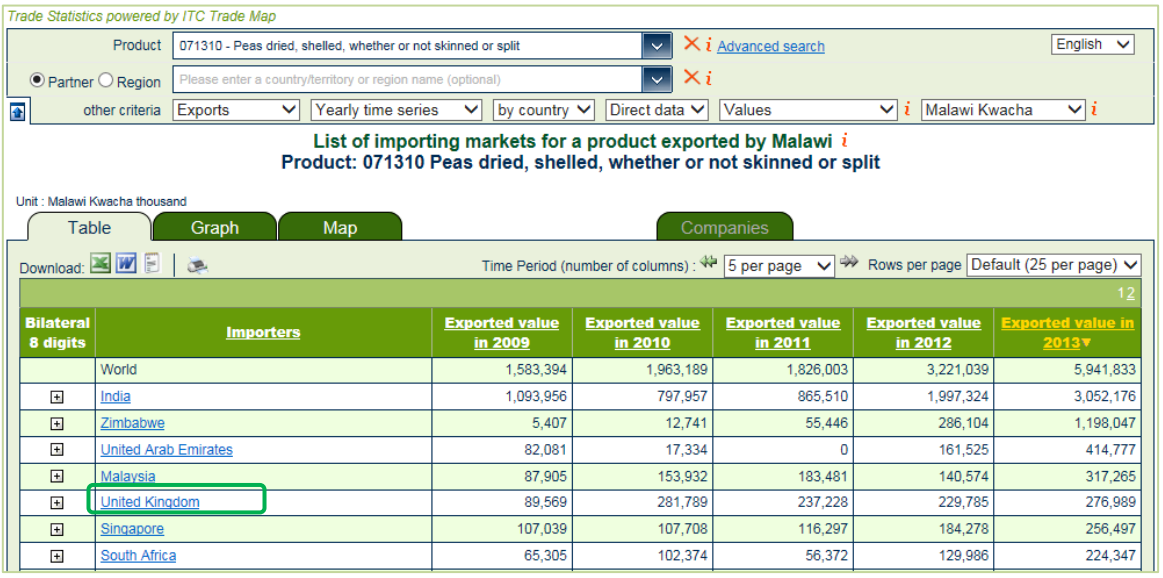
Trade Map offers additional features to conduct different types of analysis. Specifically, Trade Map allows:

- Analysing the import or export performance of any market (not only Malawi);
- Identifying 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.
- Assessing 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.
- Assessing 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.
- Identifying companies exporting, importing or distributing a specific product in a number of markets.
- The creation of personalized groups of products and countries;
- The analysis of trade in services statistics.

Trade Map – embedded provides direct access to Trade Map. In fact, clicking on some items in Trade Map – embedded redirects the user to Trade Map for a complete analysis. When this happens, users have access to different types of information available in Trade Map, depending on where they are based geographically. Users based in Malawi are recognized by the system and are automatically given complete access to Trade Map. Users based in Malawi are able to complete every type of analysis in Trade Map, including analysing the world's leading importers/exporters of a specific product, as described in Chapter 4. Users based outside of Malawi and coming from the website of Trade Map – embedded will have access to Time series and Trade indicators for product only at the 2- and 4-digit level of the HS nomenclature; to access the full information, these users need to register to Trade Map at http://mas-admintools.intracen.org/accounts/Registration.aspx.

Just as an example of how to access Trade Map from Trade Map – embedded, it might come naturally to wonder what are the exporters competing on a market where Malawi is exporting a specific product. In the case of dried peas, Trade Map – embedded shows that Malawi is exporting this product to a range of countries, including the United Kingdom. As Figure 60 shows, the name of the countries are in light blue, and users can click on them.

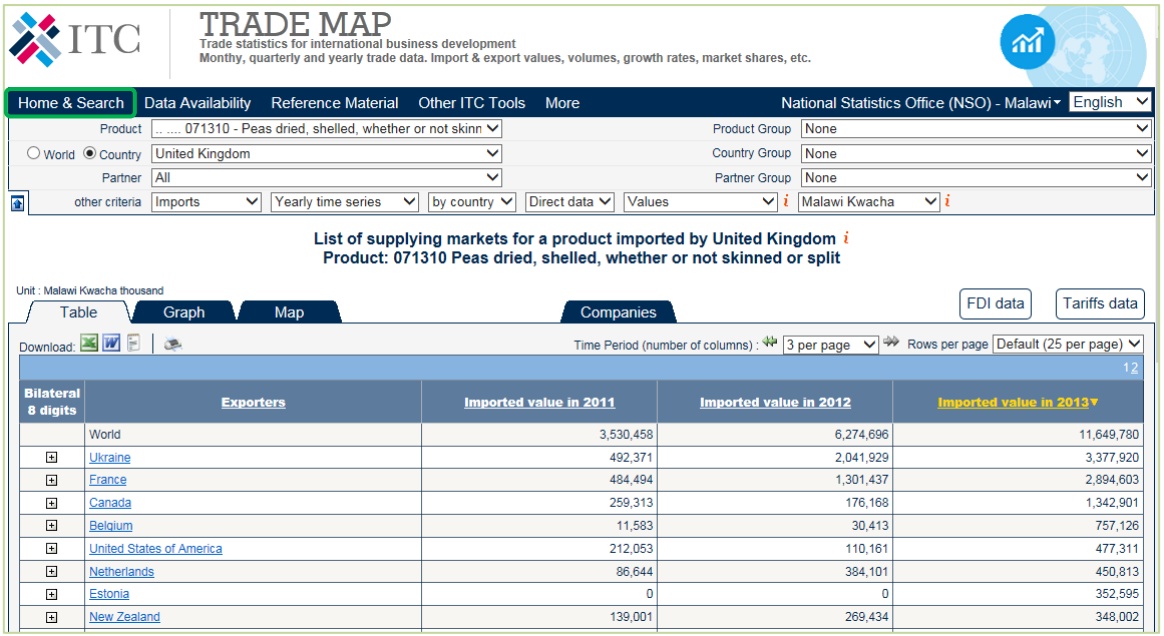
Figure 60: Direct link to Trade Map



Bilateral 8 digits	Importers	Exported value in 2009	Exported value in 2010	Exported value in 2011	Exported value in 2012	Exported value in 2013
	World	1,583,394	1,963,189	1,826,003	3,221,039	5,941,833
⊞	India	1,093,956	797,957	865,510	1,997,324	3,052,176
⊞	Zimbabwe	5,407	12,741	55,446	286,104	1,198,047
⊞	United Arab Emirates	82,081	17,334	0	161,525	414,777
⊞	Malaysia	87,905	153,932	183,481	140,574	317,265
⊞	United Kingdom	89,569	281,789	237,228	229,785	276,989
⊞	Singapore	107,039	107,708	116,297	184,278	256,497
⊞	South Africa	65,305	102,374	56,372	129,986	224,347

In this specific example, the blue name of the United Kingdom is a direct link to Trade Map, where users will be able to complete the analysis of the countries from which the United Kingdom is importing dried peas. Figure 61 shows the result of this action in Trade Map.

Figure 61: Countries exporting dried peas to the UK



Bilateral 8 digits	Exporters	Imported value in 2011	Imported value in 2012	Imported value in 2013
	World	3,530,458	6,274,696	11,649,780
⊞	Ukraine	492,371	2,041,929	3,377,920
⊞	France	484,494	1,301,437	2,894,603
⊞	Canada	259,313	176,168	1,342,901
⊞	Belgium	11,583	30,413	757,126
⊞	United States of America	212,053	110,161	477,311
⊞	Netherlands	86,644	384,101	450,813
⊞	Estonia	0	0	352,595
⊞	New Zealand	139,001	269,434	348,002

When in Trade Map, users may want to navigate the tool to explore other piece information that the tool provides. To access the whole set of information available in Trade Map, users can click on Home & Search, as shown in Figure 61. This action provides them with a complete Selection Menu where users are able to access different types of information and run queries for different types of analysis. This comprehensive Selection Menu is shown in Figure 62 and includes the possibility for users to select a product or a service – or a group of products, a country or a region of interest, trade indicators, time series and company information.

Figure 62: Trade Map Selection Menu

Further explanations of the additional features available in Trade Map and of how to use the Selection Menu can be found in the Trade Map User Guide.