USER GUIDE

TRADE MAP

TRADE STATISTICS FOR INTERNATIONAL BUSINESS DEVELOPMENT

International Trade Centre

Trade Map - User Guide

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Abbreviations

CIF	Cost, insurance and freight
COMESA	Common Market for Eastern and Southern Africa
EBOPS	Extended Balance of Payment Services Classification
FOB	Free on board
GATS	General Agreement on Trade in Services
HS	Harmonized System of product nomenclature
ITC	International Trade Centre UNCTAD/WTO
LDCs	Least developed countries
m.	million
MERCOSUR	Mercado Comun del Sur (South American Common Market)
MFN	Most Favoured Nation
n.e.s.	not elsewhere specified
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: http://www.trademap.org/stGlossary.aspx

Note:

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

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CHAPTER 1 – INTRODUCTION

1.1 - Overview

Understanding the structure and evolution of international markets is essential for both firms and trade support institutions (TSIs). As outwardly oriented firms scan world markets for opportunities to diversify products and export markets, as well as sources of foreign imports, they are confronted with questions such as the following:

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

Trade Support Institutions 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 and export markets by answering questions such as:

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

1.2 - Why use Trade Map

Trade Map was developed by the International Trade Centre (ITC) to help both trade support institutions and enterprises to answer these and related questions and thereby facilitate strategic market research.

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

1.3 – Product Nomenclature, Data Sources and Availability

1.3.1 Product Nomenclature:

Trade Map is based on the Harmonized System. The Harmonized System is an international nomenclature for the classification of products published by the World Customs Organization (www.wcoomd.org). It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the Harmonized System (HS) for classifying goods is a six-digit code system. The HS comprises approximately 5,300 article/product descriptions that appear as headings and subheadings, arranged in 99 chapters, grouped in 21 sections. The six digits 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*. The next two digits (HS-4) identify groupings within that chapter, e.g. 09.02 = Tea, whether or not flavoured. The next two digits (HS-6) are even more specific, e.g. 09.02.10 *Green tea (not fermented)...* 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).

Beyond the six-digit level, the classification becomes national. Countries are free to introduce national distinctions for tariffs 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 level. For example Canada adds

another two digits to its exports and imports to classify them in greater depth and the code 09023010 is the code for *black tea, packaged as tea bags*.

1.3.2 Sources of information:

Different sources of information are contained in Trade Map. First, Trade Map is based on the world's largest database of trade statistics, COMTRADE, maintained by the United Nations Statistics Division (UNSD) - http://unstats.un.org/unsd/comtrade. COMTRADE covers more than 90% of world trade or around 200 countries. Trade Map is able to present data for an even larger number of countries and territories (around 220) by using both reported and mirror statistics[1]. Data is presented at the 2-, 4- or 6-digit level of the Harmonized System (HS) on a yearly basis. (See Annex II: Harmonized System and HS Revisions)

Reported data and mirrors statistics
Annual data is available not only for countries that report their own trade data, but also for the over 50 primarily low-income countries that do not report national trade statistics to COMTRADE. The trade of these countries has been reconstructed on the basis of data reported by partner countries or mirror statistics. Although using mirror statistics has its shortcomings (see Annex I), it does generate a wealth of information, which would otherwise be unavailable. This mix of direct and mirror statistics gives the best estimation of the worldwide market for all products. The user will notice that mirror data are presented in orange colour in order to be distinguished from direct data.

Most detailed national statistics
The Trade Map database also includes additional data for over 120 countries (mostly OECD) at the 8- and 10-digit level on a annual and monthly or quarterly basis and more than 50 countries on a quarterly or monthly basis. ITC collects data at the tariff line level directly from the institutions in charge in each country (national customs authorities, ministries of commerce …etc).

Import tariffs
In addition, Trade Map contains tariff information expressed as Ad Valorem Equivalents applied by over 180 countries. These data are directly retrieved from the Market Access Map database. By clicking on the value corresponding the Tariff AVE, you will be automatically linked to ITC's online tool Market Access Map, (www.macmap.org), containing information on market access measures, trade agreements and rules of origin.

1.3.3 Data availability in Trade Map

You can check the countries for which Trade Map presents reported or mirror data by clicking on "Data availability" - http://www.trademap.org/stDataAvailability.aspx. This annex will also indicate how current the data is.

1.4 - Access to the tool

Thanks to financial contributions from the World Bank and ITC's Global Trust Fund, ITC has been able to provide free access to its market analysis tools Trade Map, Market Access Map, Product Map and Investment Map to users in developing countries in 2008 and 2009.This free access may be extended beyond December 2009.

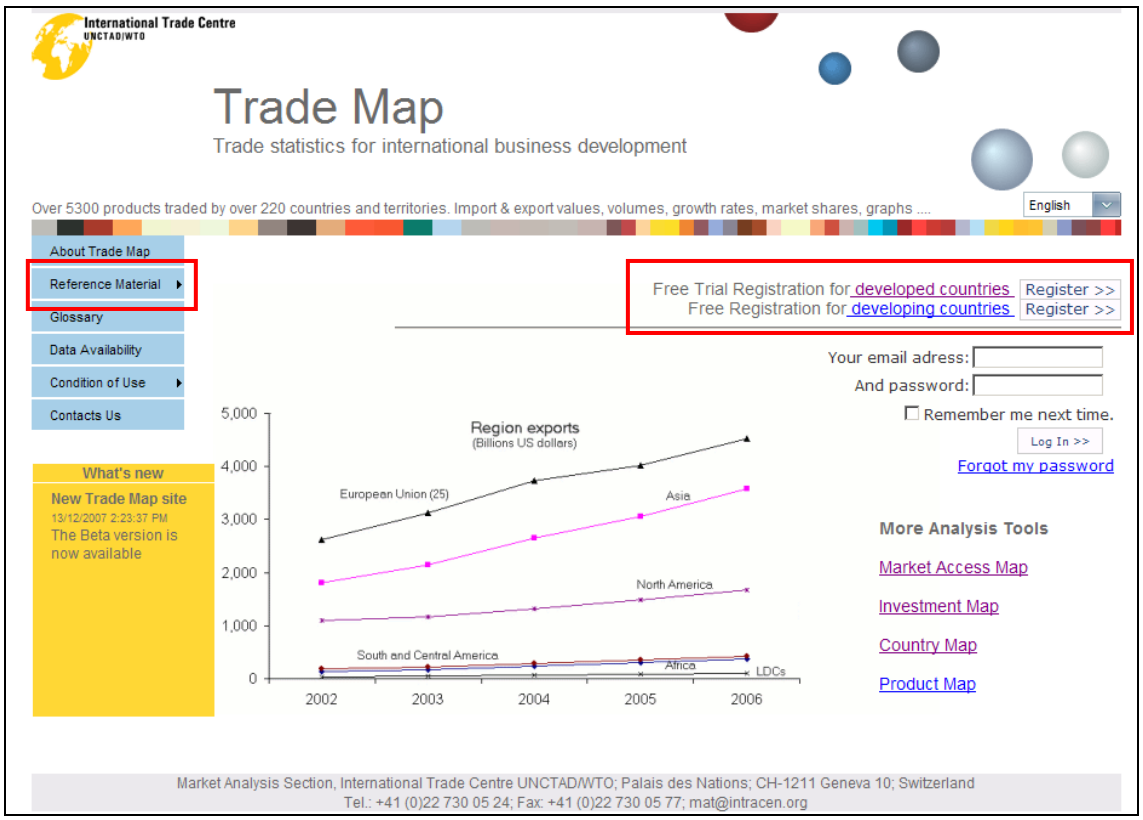
ITC is delighted to be able to respond to the growing demand for online access to its trade intelligence tools.

Users in developing countries and economies in transition[2], can register to ITC's market analysis online tools through a common registration portal at http://www.intracen.org/mat/

For users in developed countries, Trade Map is available on a subscription basis. You may want to first register online for a one-week free trial to familiarise yourself with the tools. Please visit our web page for more information on subscription options and fees at http://www.intracen.org/mat/OptionsFees.aspx

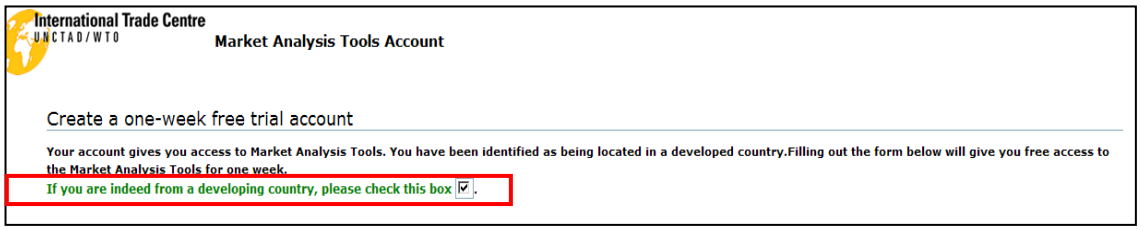
In the menu item "Reference Material", the list of Developing and Developed countries is available.

[2] http://www.intracen.org/mat/developing.aspx



To create your personal account, click on the icon "Register" and complete all information before submitting the request form. You will receive an automatic answer in your mailbox to activate your account.

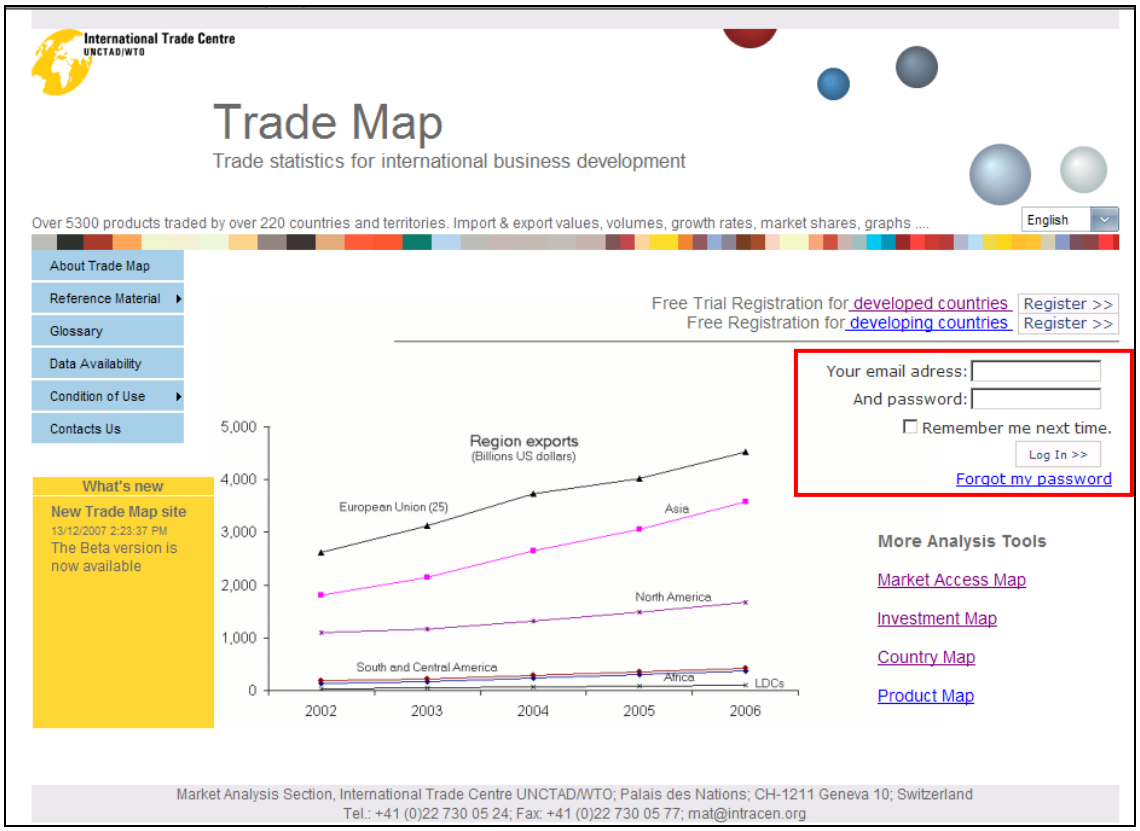
If you are indeed from a developing country but ITC's registration system identifies you as a user from a **developed** country, please check the box on the screen as indicated below. Then follow the instructions in the automatic email you receive after registering.



Additional information such as a downloadable version of the Trade Map User Guide and Frequently Asked Questions (FAQ) are available on the main page.

CHAPTER 2 – HOW TO USE TRADE MAP

2.1 - How to enter the database



Trade Map Homepage

Choose your language (English, French or Spanish versions are available) and enter your username and password.

On the Trade Map Homepage, you will see on the right the two boxes where you can enter your username and password. Please remember that usernames and passwords are case sensitive. By clicking on "Log In", you will enter the database and see the Selection Menu page (see screen below).

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

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

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

2.2 - Main Selection Menu

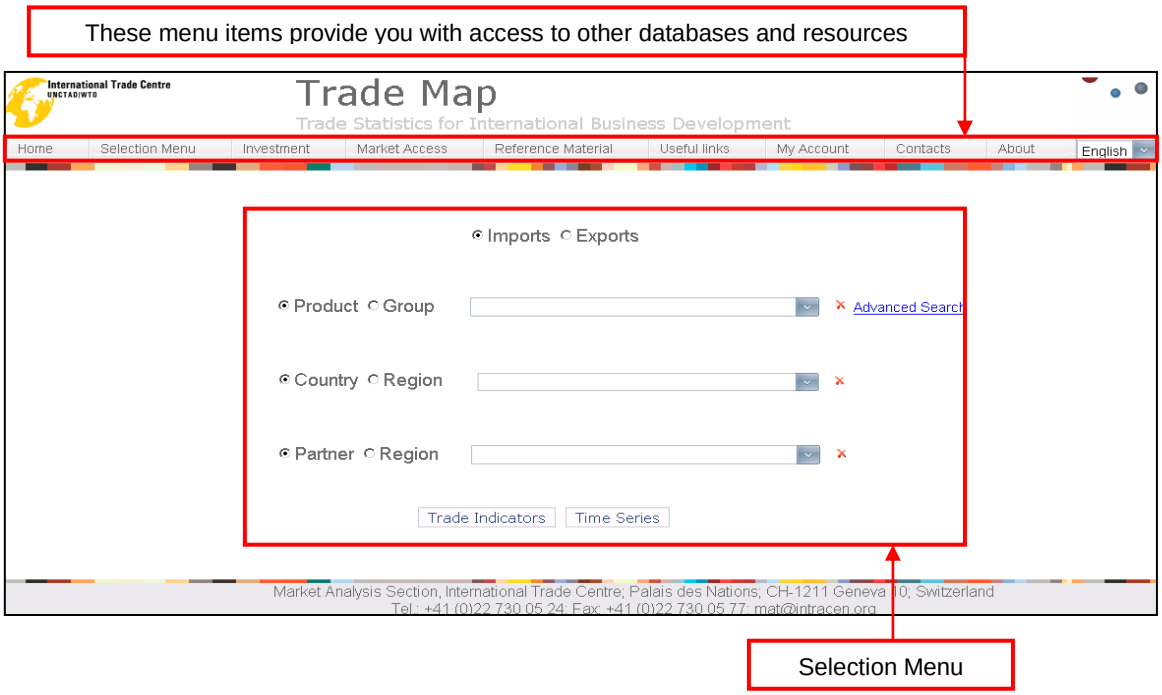
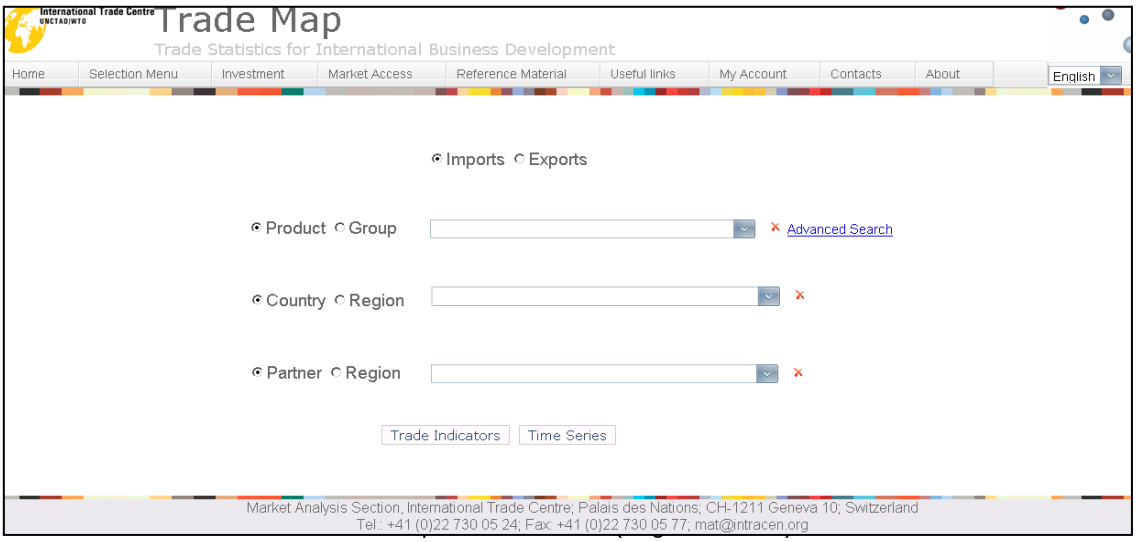
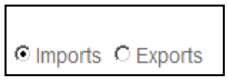


Table 1: List of tables available in Trade Map

Access to other databases and resources	
Menu Item	**Description**
Home	Link to the Trade Map Home Page: www.trademap.org and the MAT portal
Selection Menu	Link to the Main selection Menu - http://www.trademap.org/SelectionMenu.aspx Note: Once you are in a table, map or graph and click on the selection menu, the different options you selected in your query will already be displayed in the selection menu.
Investment	Link to Investment Map: see 2.5 Link to Investment
Market Access	Link to Market Access Map: see 2.5 Link to Market Access
Reference Material	- Data Availability: provides information about the data available for reporting and non-reporting countries at the Harmonized System level and Tariff line level. - Corresponding Product Codes: table with the corresponding product codes between the different HS revisions (see Annex 1). - Developing Countries: list of Developing Countries - Developed Countries: list of Developed Countries
Useful Links	Glossary of items Terms & Conditions for using Trade Map
My Account	Manage my Country Groups: see 2.2.2.2 Create your own group of countries Manage my Product Groups: see 2.2.1.3 Create your own group of products
Contacts	Contact us form
About	Trade Map presentation



Data in Trade Map can be searched and analysed in three different ways: by product, by country and by a pair of countries. Searching by product will provide you with product-specific trade data at different levels of detail and aggregation. Searching by country will provide you with insight into a country's export/import profile. Searching using a pair of countries/regions will allow you to analyze bilateral trade between two countries or regions. More details on each will follow.



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

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

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

Notes:
- Selection: when typing a country, a product or a product code into any of the selection fields, you must click on a choice from the possible matches that appear in the drop-down menu below. If you do not, the system will think you have not selected anything.
- Spelling: do not make any spelling mistakes. Trade Map searches through ALL product descriptions for an EXACT match. E.g. if the word "apples" is entered in the system, no results are generated. Data is only available for the word "apple".
- Synonyms: if the system does not present any possible matches for your product at search, try to think of another name that describes the product. E.g. Instead of the word "beef", enter "bovine" or instead of "raisin" enter "grapes".
- Advanced Product Search: if you cannot find your product, click on "Advanced Search Product ".

In order to proceed with your request, you will then need to select between two types of information by clicking on one of the following buttons:

Trade Indicators	*Trade Indicators*: select this if you want to view raw data as well as trade indicators such as growth trends, market share..etc. (See table 9) Trade indicators are pre-calculated before uploading in the database and are updated twice a year

Time Series	*Times Series*: select if you want to view data over several years or several quarters or several months (See table 11) When you switch from value to different indicators, all the calculations on the times series are done online and every week new data are uploaded in the database.

It is not necessary to select a product, a country and a partner country for every query. You need to select at least one product or one country/region and then to select the import/export side of statistics. The table below shows all possible selections from the selection menu and their corresponding screens.

Note: If you select a product that has been created in the HS revision 2002 or 2007 and that is not available in HS revision 1996, it will not be possible to select the button "trade indicators". Trade indicators have been calculated for products available in HS revision 1996. (Annex II)

Table 2: List of tables available in Trade Map

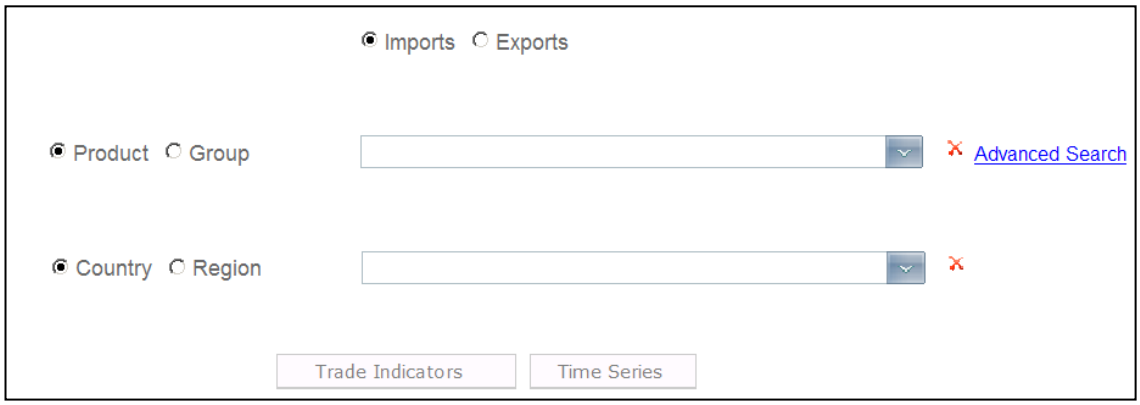
You select						You will obtain:
Product	**Country**	**Partner Country**	**Trade Indicators**	**Time Series**	**Import Export**	Trade Map Table
✓			✓		Imp	World import market for the selected product in 2007*
					Exp	World export market for the selected product in 2007*
✓				✓	Imp	World import market for the selected product since 2001
					Exp	World export market for the selected product since 2001
	✓		✓		Imp	List of supplying markets of the country in 2007*
					Exp	List of importing markets of the country in 2007*
	✓			✓	Imp	List of supplying markets of a country since 2001
					Exp	List of importing markets of a country since 2001
✓	✓		✓		Imp	List of supplying markets (countries and regions) for a specific product imported by a country/region in 2007*
					Exp	List of importing markets (countries and regions) for a service exported by a country/region in 2007*
✓	✓			✓	Imp	List of supplying markets (countries and regions) for a specific product imported by a country/region since 2001
					Exp	List of importing markets (countries and regions) for a specific product by a country/region since 2001
	✓	✓	✓		Exp	Bilateral Trade in 2007*
	✓	✓		✓	Exp	Bilateral Trade since 2001
✓	✓	✓	✓		Exp	Bilateral Trade for a specific product in 2007*
✓	✓	✓		✓	Exp	Bilateral Trade for a specific product since 2001

*or for the last year available

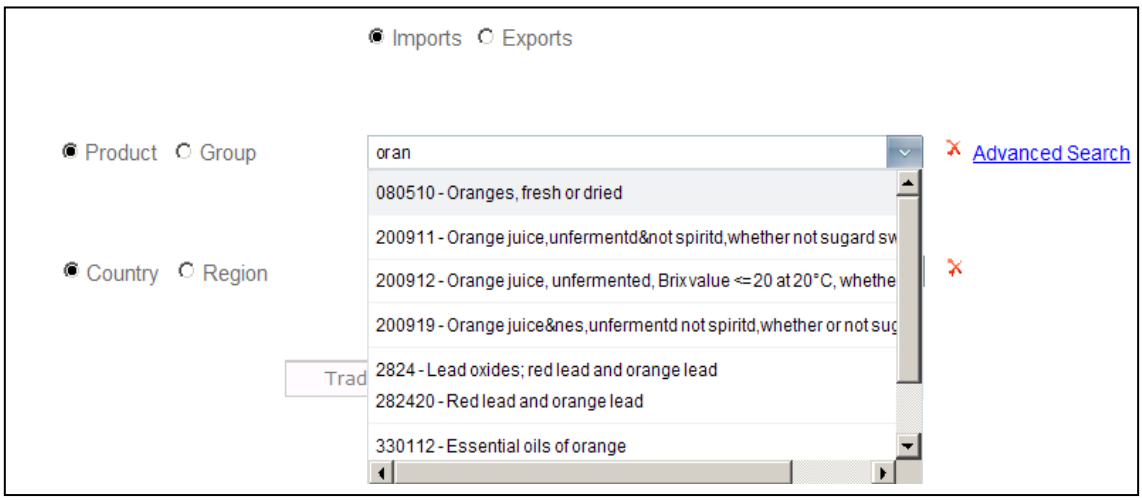
2.2.1 How to select a product or a group of products

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

To select a product, type a keyword or HS product code in the selection field.



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



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

If you select a product code created in revisions 2002 or 2007 of the HS nomenclature, only the "Times Series" button is activated. You can check the "HS corresponding product codes table" by selecting " Reference Material" in the toolbar or going to http://www.trademap.org/stCorrespondingProductCodes.aspx

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

You can also select a group of products from a predefined list by clicking on "Group". Please refer to 2.2.1.3 "*Manage your product group*" to learn how to create your own group of products.

2.2.1.2 Advanced Product Search

Search by Keywords
The Advanced Product Search by keyword helps you to look for the corresponding HS code of the product using one or several keywords in the HS product descriptions at 2, 4 and6 digit level of the Harmonized system and at the tariff line level. The main advantages of this "*Advanced Product Search"* are:

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

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

Table 3: Advanced Product Search options

		You select:		
Cases	**Solution**	**At the 2, 4, 6 digit levels**	**At the tariff line level**	**Country**
Find the HS code of my product	Use different keywords	✓		
Find the HS code at the tariff line level for all countries	Use different keywords		✓	
Find the HS code at the tariff line level for a country			✓	✓
I cannot find the HS code of my product at the 2,4,or 6 digit HS level.	By looking at the tariff line level, you might be able to identify the first HS 6-digit of your product See example 1		✓	
Find a product and its derivatives	See example 2	✓		

Example 1: looking for the HS code of a specific product when you cannot find it in the selection menu
If you cannot find the HS code of your product at the 2, 4 or 6 digit HS level, you may wish to look for your product at the tariff line level and to use several keywords.

For instance, a trade adviser is looking for trade data about "*eucalyptus oil".* By looking at the "2, 4, or 6 digit level", he could not find the HS code. In "Search by Keywords", he selects "at the tariff line level" and types "*eucalyptus* oil" in the keyword text box.

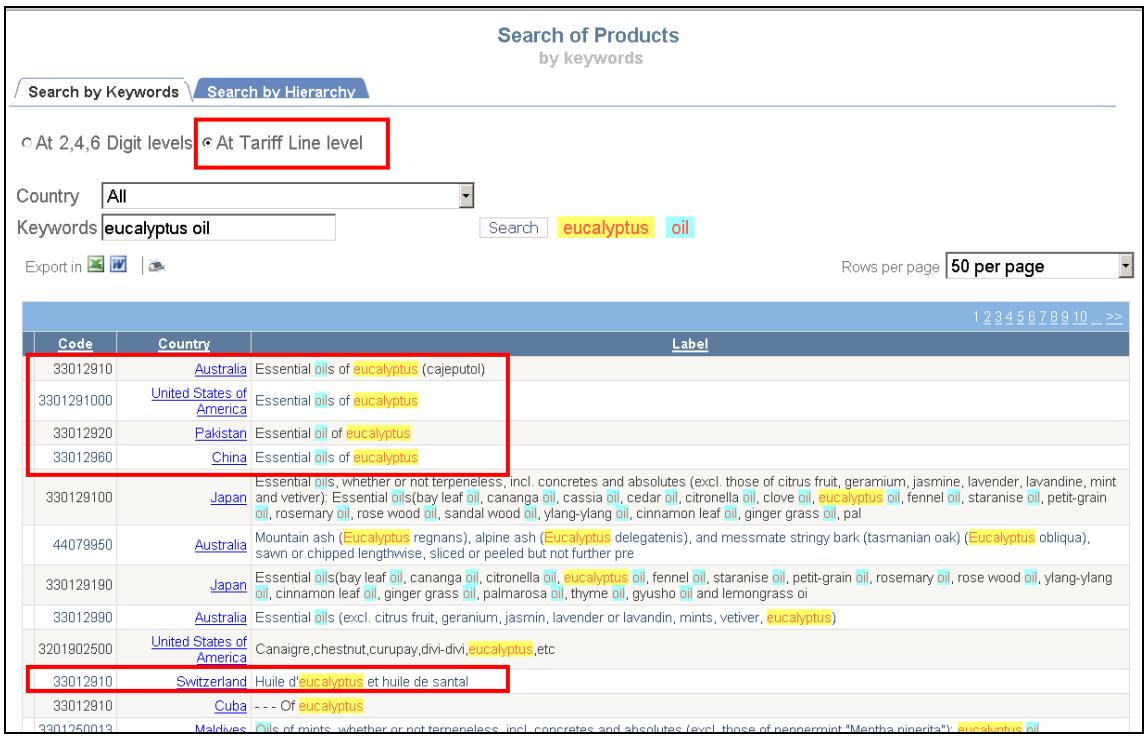
The search engine will first search product labels containing all the keywords and then keyword by keyword. The results are displayed in the table in ascending order.

He can identify the HS codes containing "*eucalyptus" (highlighted in yellow)* and "*oil*" *(highlighted in blue)*. The possible matches appearing first are those with the two keywords in the label. There are 5 countries with specific national tariff lines for *"essential oil of eucalyptus".*

In order to have a larger picture of the product group in which his product "*eucalyptus oil*" competes, the trade adviser just needs to take the first 6 digits of the code of those 5 countries: "*HS-330129*".

Note: Switzerland also has a tariff line but the product description is in French: "*Huile d'eucalyptus et huile de santal*".

It is important to note that tariff line level descriptions are not always translated in English. For South American countries, product labels are available in Spanish, for many French African speaking countries labels are only available in French and for some former USSR countries product labels are in Cyrillic.



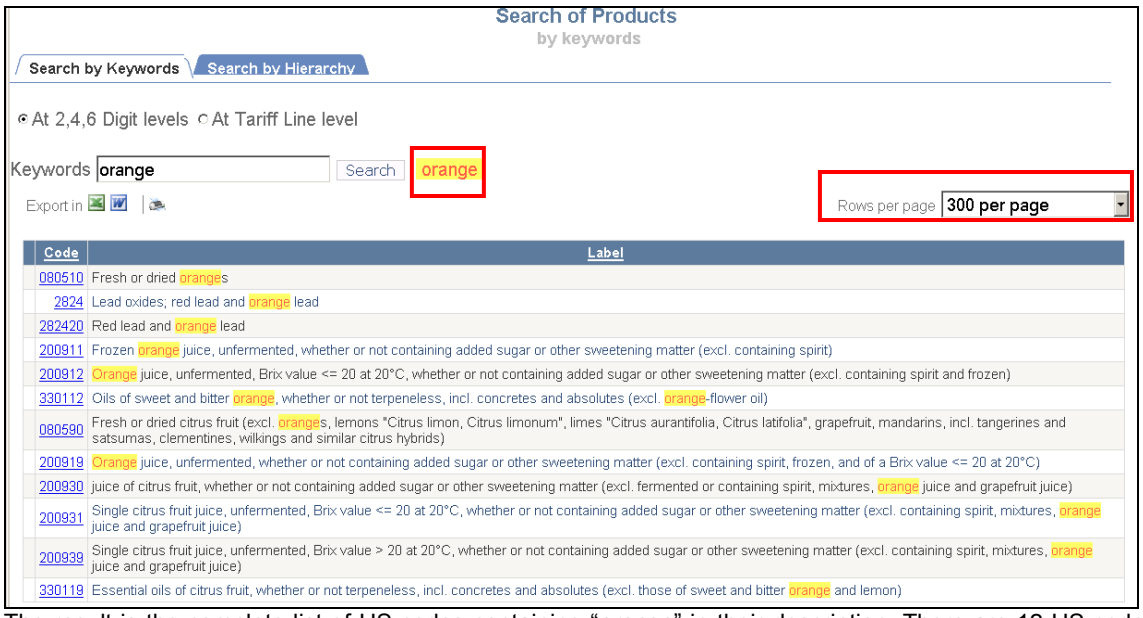
Example 2: find the HS code of a product and its derivatives to create a product group

An interesting feature of the advanced product search is to look for the HS code of your product and its possible derivatives.

In "*search by keywords*", select "*At 2, 4 or 6 digit level*" and type the name (or different keywords) of your product: *Orange*. Then click on "*Search*".

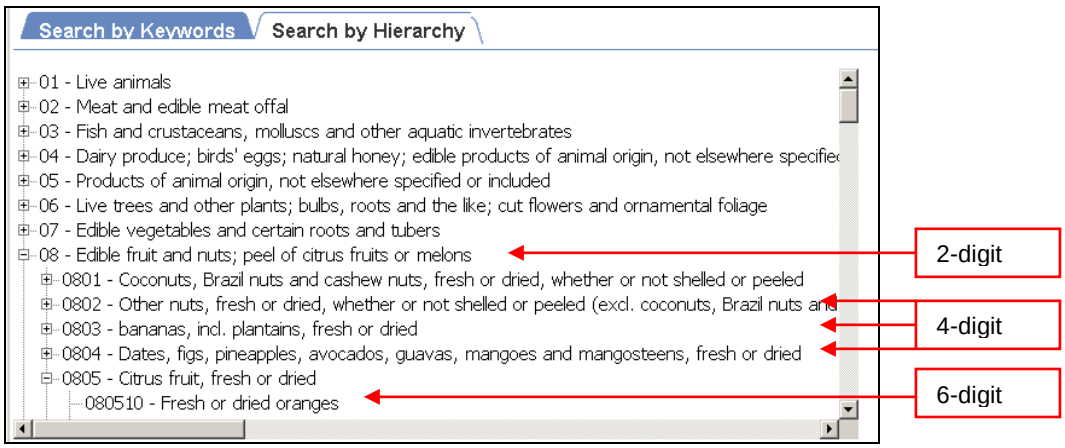
List of all HS description containing "Orange"

All the HS codes containing the name of the product will be displayed as in the example below. In order to see all the HS codes in one page, click on "*Rows per page*" and select the maximum.



The result is the complete list of HS codes containing "*orange*" in their description. There are 12 HS codes with "*orange*" representing the product and its derivatives: fresh fruit, juice and essential oil. In order to study the trends of these different products, you can create a product group: see 2.2.1.3 for an explanation of how to create a product group.

Search by Hierarchy in the Harmonized System.



Search for a Product by HS hierarchy

By clicking on the ⊞ you can get into the classification of the Harmonized System starting from the 2-digit level to the 6-digit level.

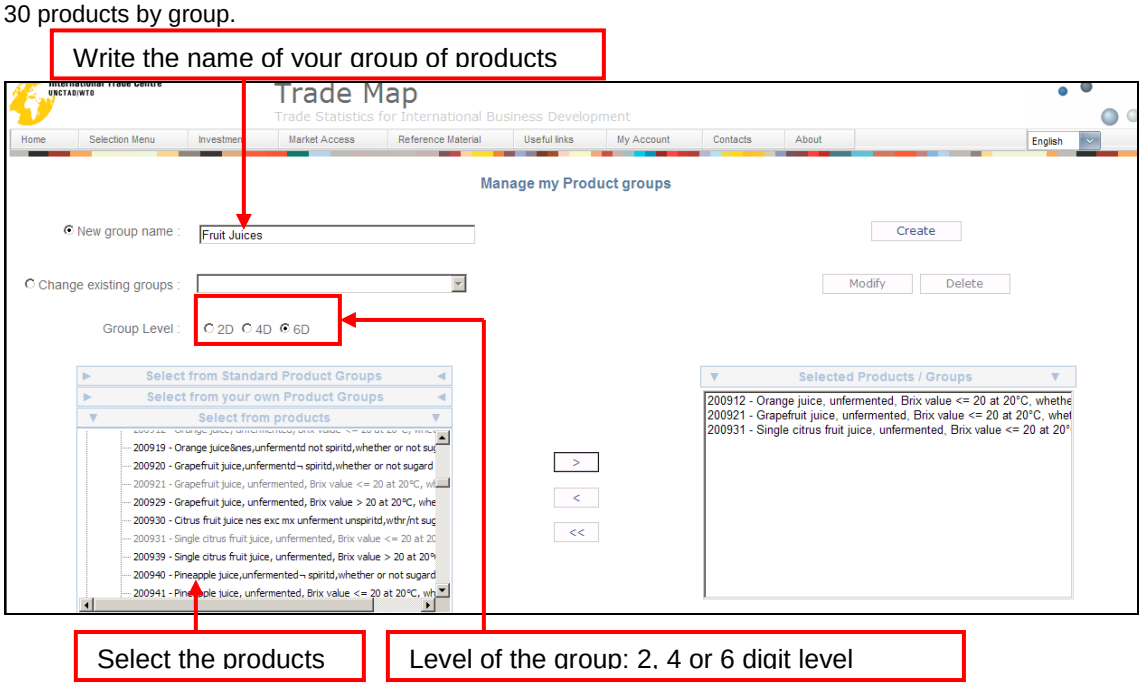
Note: when you have found the HS code corresponding to your product, double click on it to select it and you will be taken back to the main selection menu where you will see the product box filled with your selection.

2.2.1.3 Create your own group of products

In the top menu bar, click on "*My Account*" and then select "*Manage my Product Groups*". You can create your own group of products in order to request specific data.

For instance, you can create a new group name "Fruit Juice" and then select the products you want to include in this group just by clicking on their name, then click on the icon > and "*Save*". You will then be able to select your country group in the Selection Menu.

Note: when you select the products, you can only mix products of the same HS digit-level. In the example below, the group of product is at the 6-digit level of the Harmonized System. You can choose a maximum of 30 products by group.

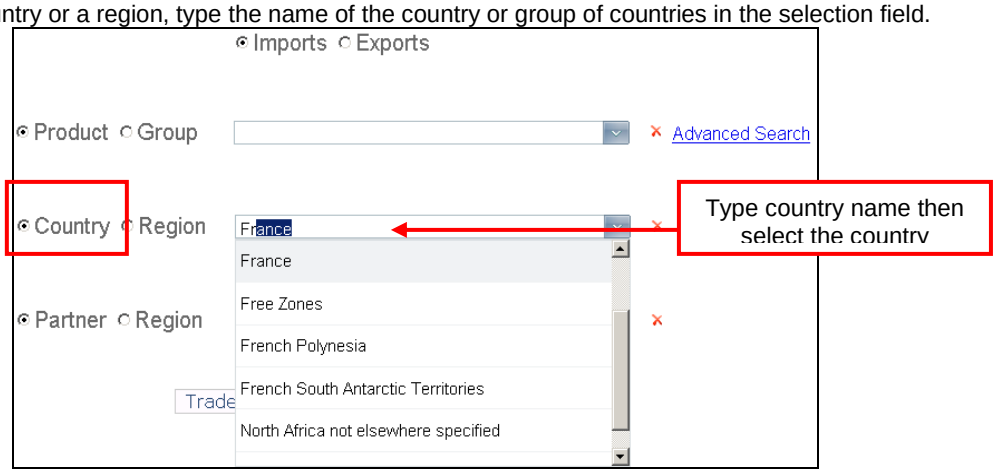


>	Select one product	<	Deselect one country
		<<	Deselect all countries

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

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

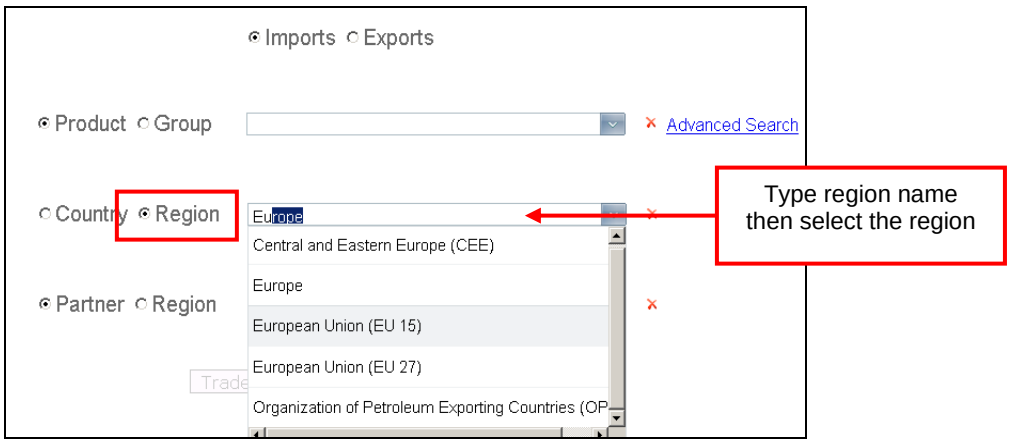
To select a country or a region, type the name of the country or group of countries in the selection field.



For instance, if you type the letters "Fr" as keyword in the box "Country", all the country and groups of countries beginning with the letters "Fr" will be displayed in the drop-down menu.

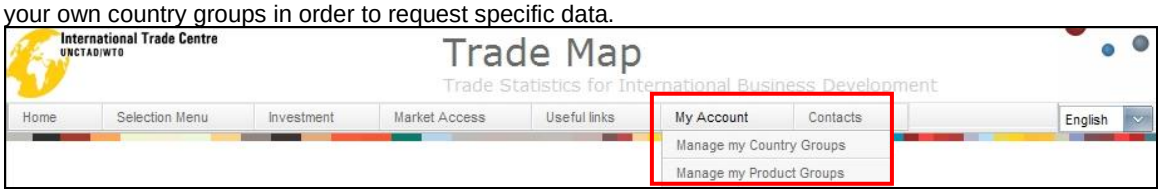
When you have selected a country, a box named "Partner" appears. Using the same system, you can select the partner countries of the country selected in the field "country" to identify the bilateral trade.

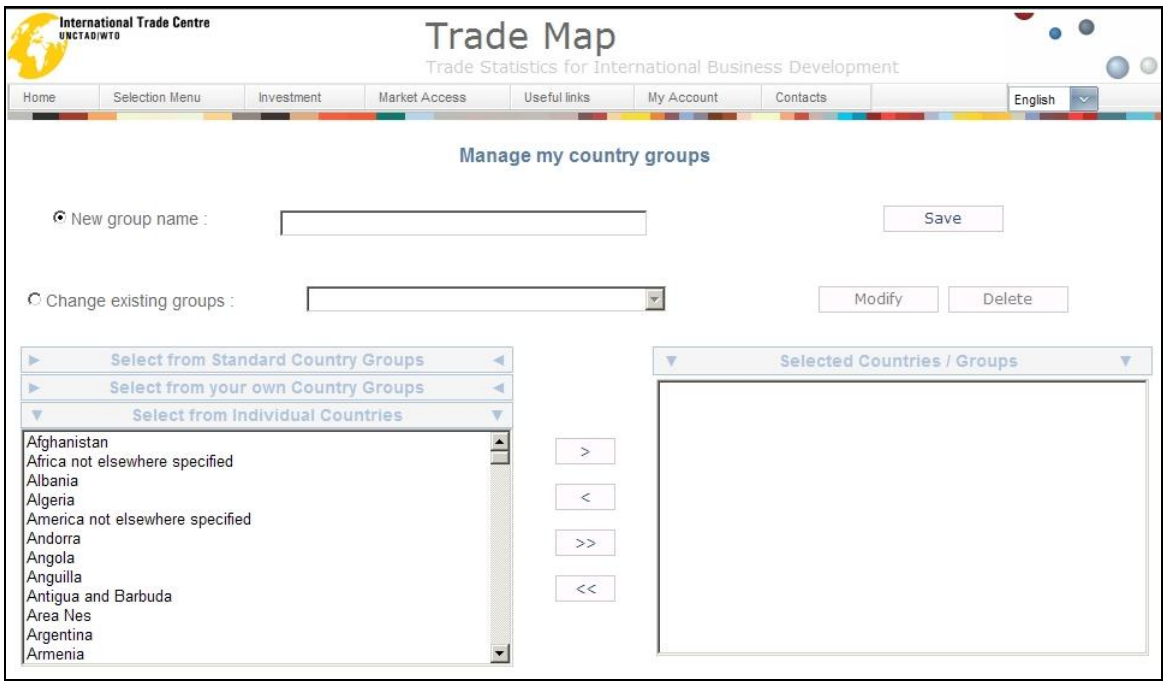
You can also select a predefined group of countries by clicking on "*Region*".



2.2.2.2 Create your own group of countries

In the top bar menu, select "Manage my Country Groups" of the module "*My Account*" to create or modify your own country groups in order to request specific data.



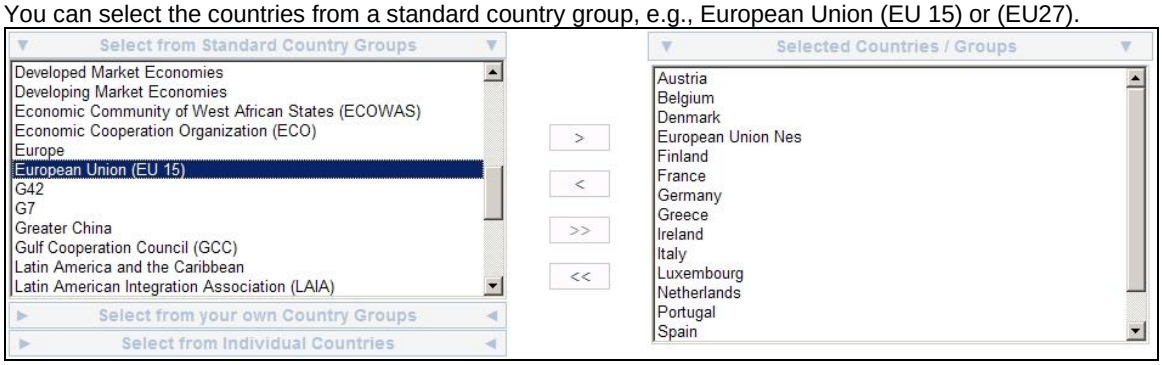


For instance, you can create a new group name e.g. "*soybean-importers*" and then select the countries to include in this group just by clicking on their name and then on the icon > . Then click "Save". You will then be able to select your country group in the Selection Menu.

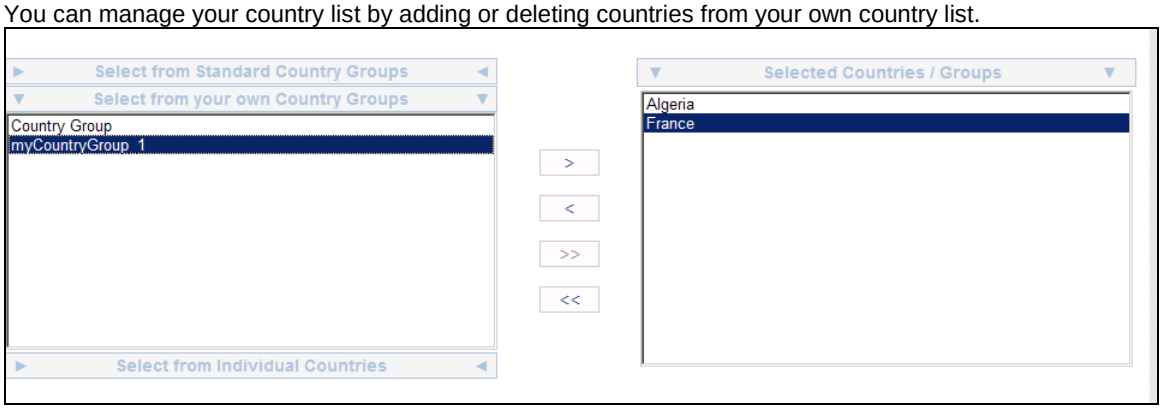
>	Select one country	<	Deselect one country
>>	Select all the countries.	<<	Deselect all countries

Select from Individual Countries:
You can select the countries from the complete list of countries.

Select from Standard Country Groups:
You can select the countries from a standard country group, e.g., European Union (EU 15) or (EU27).



Select from your own Country Groups:
You can manage your country list by adding or deleting countries from your own country list.



2.3 - Navigation Menu in the Database

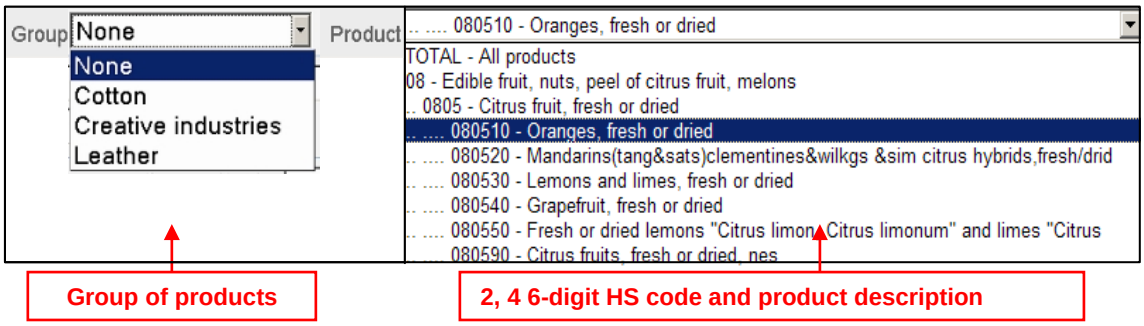
After submitting a query in the main selection menu, Trade Map generates a table providing the data you requested. At the top of the table, a "navigation menu" will:

- Remind you of the fields you have selected and allow you to modify them.
- Help you to research those countries or product groups you have created under "My Account".
- Introduce other criteria, which you can use to enrich your research.

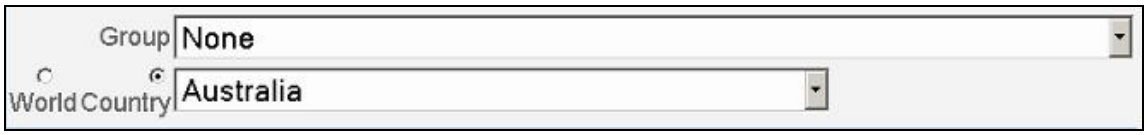
Each click on the navigation menu will generate a new query in the database and provide a new table.

By clicking on the arrow in the top left corner below the "home" button, a part of the navigation menu will be hidden, as shown below:

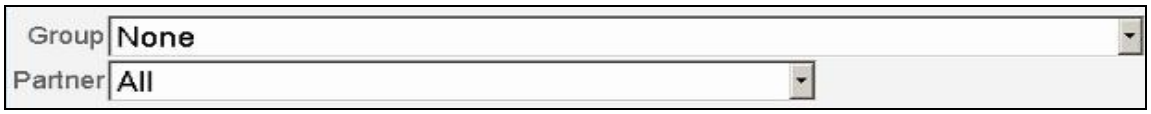
Navigation Bar Hidden



2.3.2 Country selection

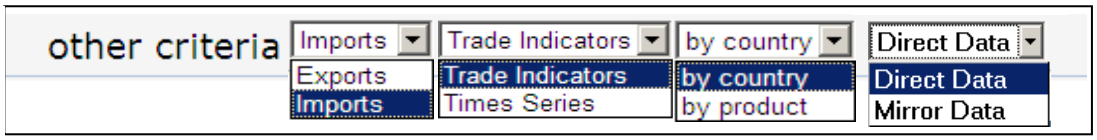


2.3.3 Partner country selection



2.3.4 Other criteria

2.3.4.1 Trade Indicators (by country)



2.3.4.2 Trade Indicators (by product)

The table below lists the different levels of product cluster corresponding to a product code selected at 2-digit level, E.g. :08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons

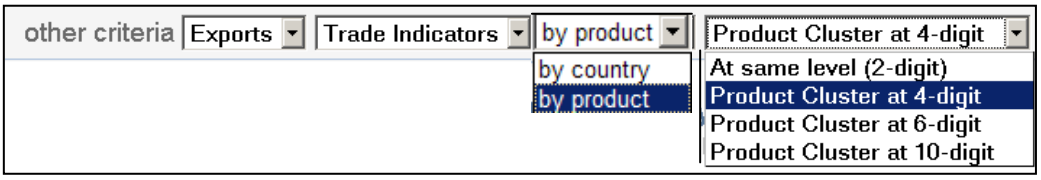


Table 5: Explanatory Notes for Trade Indicators by country

Criteria	Description	Analysis
Imports	Import data	See the Demand side
Exports	Export data	See the Supply Side
Trade Indicators	"Trade Indicators" enable users to see different indicators pre-calculated by ITC to enrich the analysis of a product or a market.	• **World Market:** Value in a given year in USD thousand, Trade Balance (Exports minus Imports), Quantity, Quantity Unit, Unit Value, Annual growth in value over the last five years, Annual growth in quantity over the last five years, Annual growth in value for the last year, Share in world imports, Tariff equivalent ad valorem applied by the country. • **Country Specific:** All the indicators above as well as: Share in Country's imports (%), Ranking of partner country in world exports, Share of partner country in world exports (%), Total export growth in value of partner country over the last five years (%,p.a)
Times Series	"Time Series" data enable users to see product or market trends over time.	See the trend of a market and specific trade indicators over time
By country	Enables users to see the result by partner country	
By product	Enables users to see the result by product	
Direct Data	This option is only available when a country has reported its trade data	
Mirror Data	Enables users to get data for non-reporting countries using mirror statistics, also enable users to check the consistency of data of reporting countries (See Annex I)	The trade of non-reporting countries has been reconstructed on the basis of data reported by partner countries or mirror statistics. Although using mirror statistics has its shortcomings (see Annex I), it does generate a wealth of information, which would otherwise be unavailable about certain countries

Table 6: Explanatory Notes for Trade Indicators by product

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

2.3.4.3 Time Series

By selecting "Times Series", you will be able to look at all the data available by year in the database (including for some countries, data for the current year).

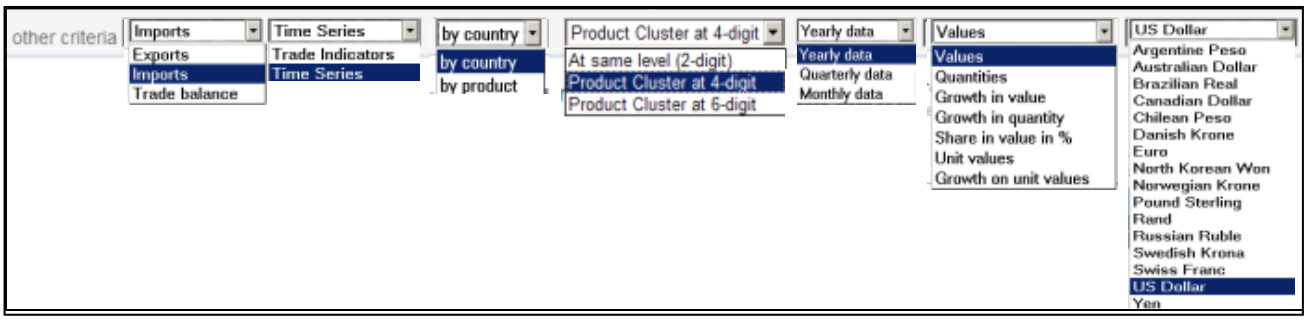


Table 7: Explanatory Notes for Times Series

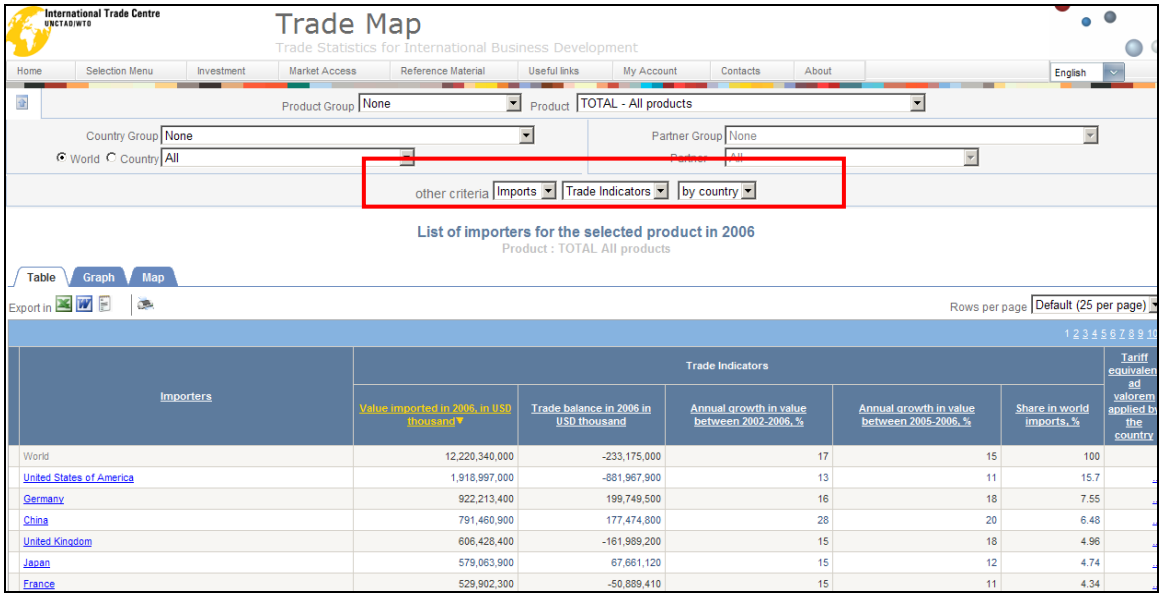
Criteria	Description	Analysis
Imports	Import data	See the Demand side
Exports	Export data	See the Supply Side
Trade balance	Defined as exports minus imports for that particular HS/NTL code.	This column indicates whether the country is a net importer or exporter
By country	Enables users to see the result by partner country	See "Country Analysis"
By product	Enables users to see the result by product	See "Product Analysis"
Product at 2 digits	HS-2: Chapter of the good E.g. :08 (HS-2) Edible fruit and nuts; peel of citrus fruits or melons	Harmonized System
Product at 4 digits	HS-4: Groupings within the chapter (sub-sector) E.g: 0804 (HS-4) Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried	
Product at 6 digits	HS-6: Product(s) within the grouping (product level) E.g. 080450 (HS-6) Guavas, mangoes and mangosteens, fresh or dried	
Product at 8 digits/ 10 digits	National Tariff Lines (NTL) codes	NTL codes / descriptions give more specific information about a product
Yearly data		Help to identify the seasonality of the market. Inform users about the most recent evolution of the markets
Quarterly data		
Monthly data		
Values	Values over a period on a yearly, quarterly or monthly basis	
Quantities	Quantities over a period on a yearly, quarterly or monthly basis	
Growth in value, in quantity, on unit value	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 under review.	This indicator takes into account all countries, whether or not they have reported
US Dollar	Currency used in Trade Map by default	For yearly data coming from Comtrade values are expressed in US dollars and exchange rate is available on Comtrade (http://comtrade.un.org/
Other Currencies		Exchange rates: values are converted from US dollars to other currencies using average exchange rate over the period

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

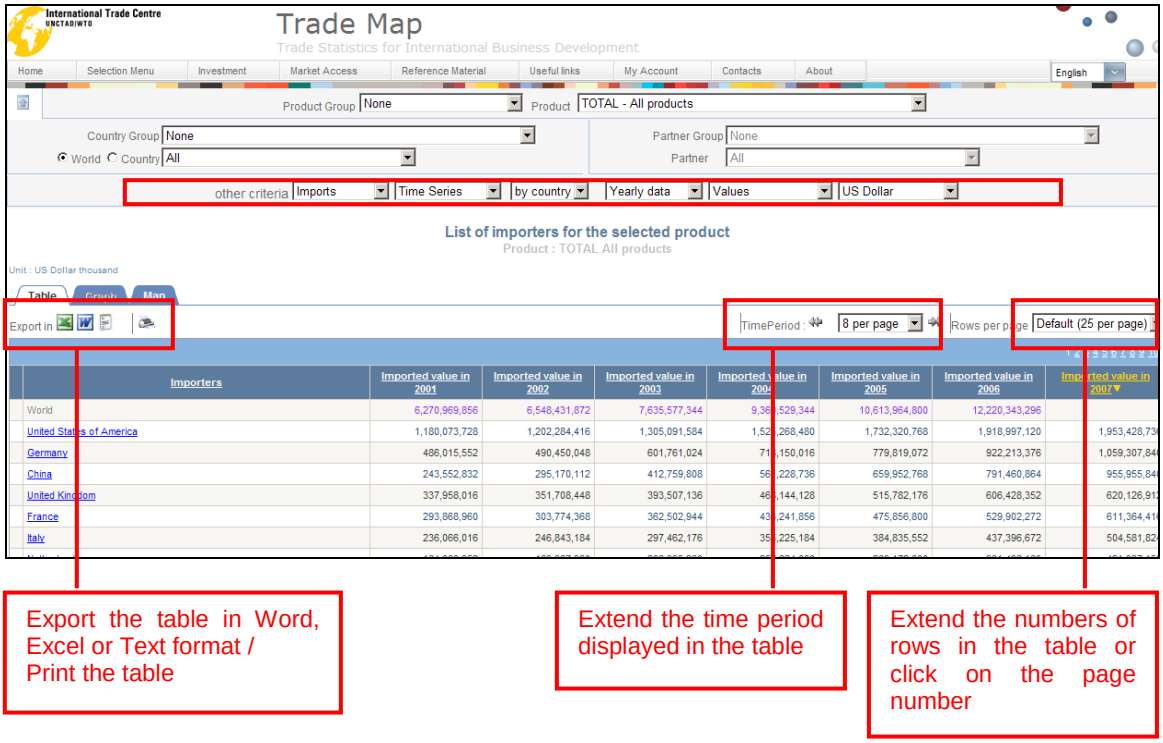
2.4.1 How to create a Table

The table corresponding to your query in the selection menu will be displayed after you click on "Trade indicator" or " Times Series". Each time you modify an element in the navigation menu, the table will be automatically updated.

Trade Indicators



Times series

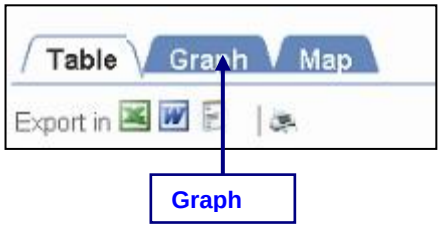


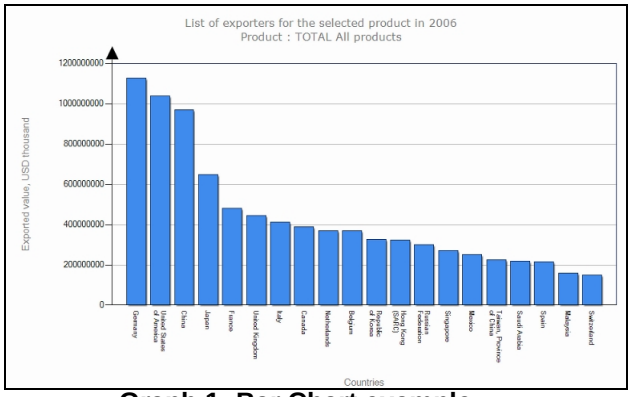
Export the table in Word, Excel or Text format / Print the table

Extend the time period displayed in the table

Extend the numbers of rows in the table or click on the page number

2.4.2 How to create a Graph





Graph 1: Bar Chart example

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

The table below indicates the type of graphs that can be generated when "trade indicators" have been selected:

Table 8: Explanatory Notes for Graph

Selection	Import/ Exoprt	Type of Graph	Trade Indicators		Graph Options
Specific Product and World Market by Countries	Import	Bar chart	Bar chart on imported value Second trade indicator[3]:	Second Trade Indicators - Imported Value -Annual growth in value between 2003-2007 - Ranking in world imports *Share in world imports	Select the number of countries
	Export	Bar chart	Bar chart on exported value	Second Trade Indicators Exported Value Annual growth in value between 2003-2007 Ranking in world exports Share in world exports	
Specific country and World market by Product	Import	Bubble Graph	Bubble graph on Country X's increase in share of world imports vs. world export growth Bubble graph on Country X's world import share vs world import growth		Select the number of countries Zoom Portrait-Landscape
	Export	Bubble Graph	Bubble graph on Country X's increase in share of world exports vs. world import growth Bubble graph on Country X's world market share vs world import growth		
Specific Country + Specific Product By Country	Import	Bar chart	Bar chart on value of imports Bar chart on share in Country X's imports Bar chart on growth in value of imports between 2003-2007		Select the number of countries
	Export	Bar chart	Bar chart on value of export Bar chart on share in Country X's exports Bar chart on growth in value of exports between 2003-2007		
Specific Country + Specific Product By Product	Import	Bubble Graph	Bubble graph on prospects for diversification of suppliers for the selected imported product Bubble graph on Country X's import growth vs partner export growth		Select the number of countries Zoom Portrait-Landscape
	Export	Bubble Graph	Bubble graph on prospect for market diversification Bubble graph on Country X's export growth vs partner import growth		

The table below indicates the type of graphs that can be generated when "times series" have been selected:

[3] It is possible to add a second trade indicator on the same chart.

Selection	Import/ Export	Type of Graph	Times Series	Graph Options
Specific Country + Specific Product 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	

Graph Options:
The following graph options are available for bar charts:

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

Graph Types
When a bar chart is posted, a lot of graph types are proposed but some of them are not relevant.

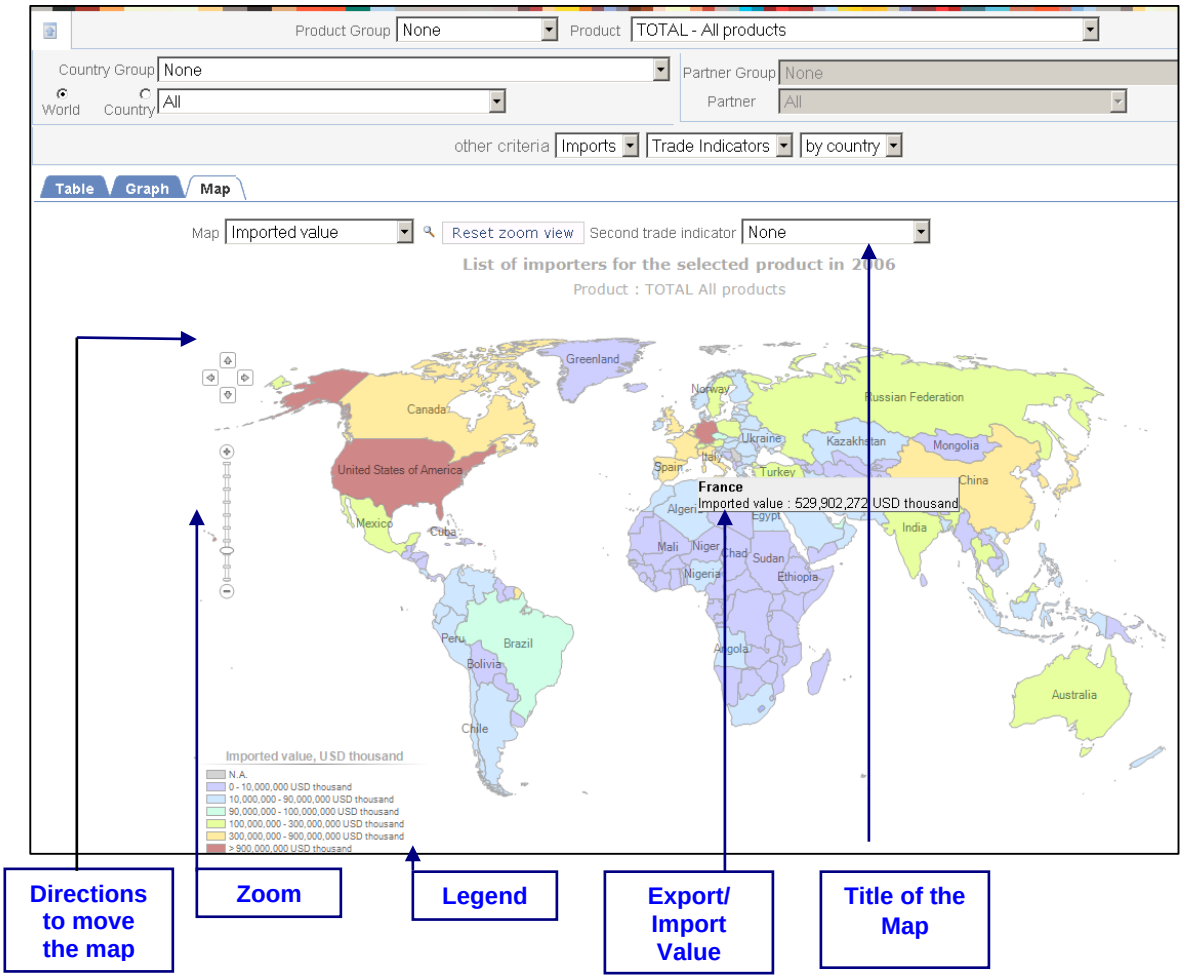
Point	Bubble	Line	Spline	Step Line	Fast Line
FastPoint Series	Bar	Stacked	100% Stacked	Column	Stacked Column
100% Stacked Column	Area	Spline Area	Stacked Area	100% Stacked Area	Pie
Doughnut	Stock	Candle Stick	Range	Spline Range	Gantt
Range Column	Radar	Polar	Box Plot	Funnel	Pyramid

Graph Colours

2.4.3 How to create a Map

When " Map " is in grey, it means that it is not possible to generate a Map

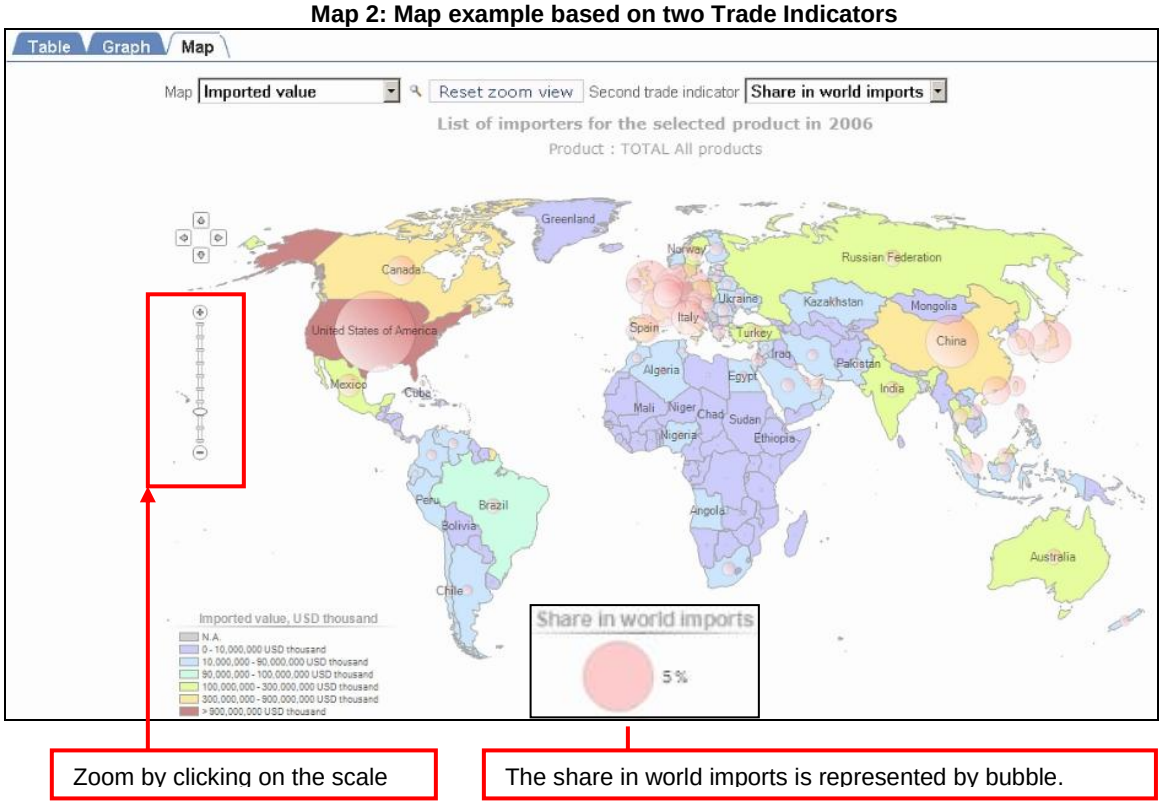
Map 1: Map example based on "Trade Indicators"



Selection of Trade Indicators for the Map

You can change or combine trade indicators displayed on the map. For instance you can combine two trade indicators, as in the map below, the first one is the "Imported value" represented by colour and the second one is the "Share in world imports".

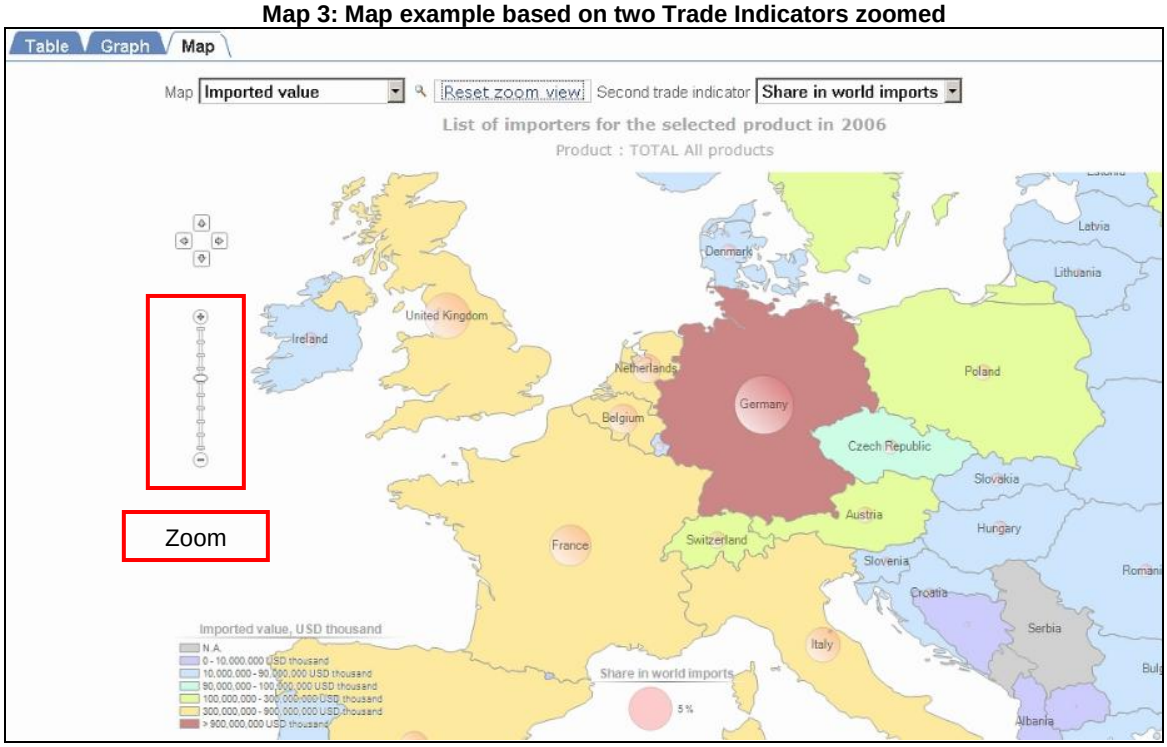
Map 2: Map example based on two Trade Indicators



Zoom by clicking on the scale

The share in world imports is represented by bubble.

Map 3: Map example based on two Trade Indicators zoomed

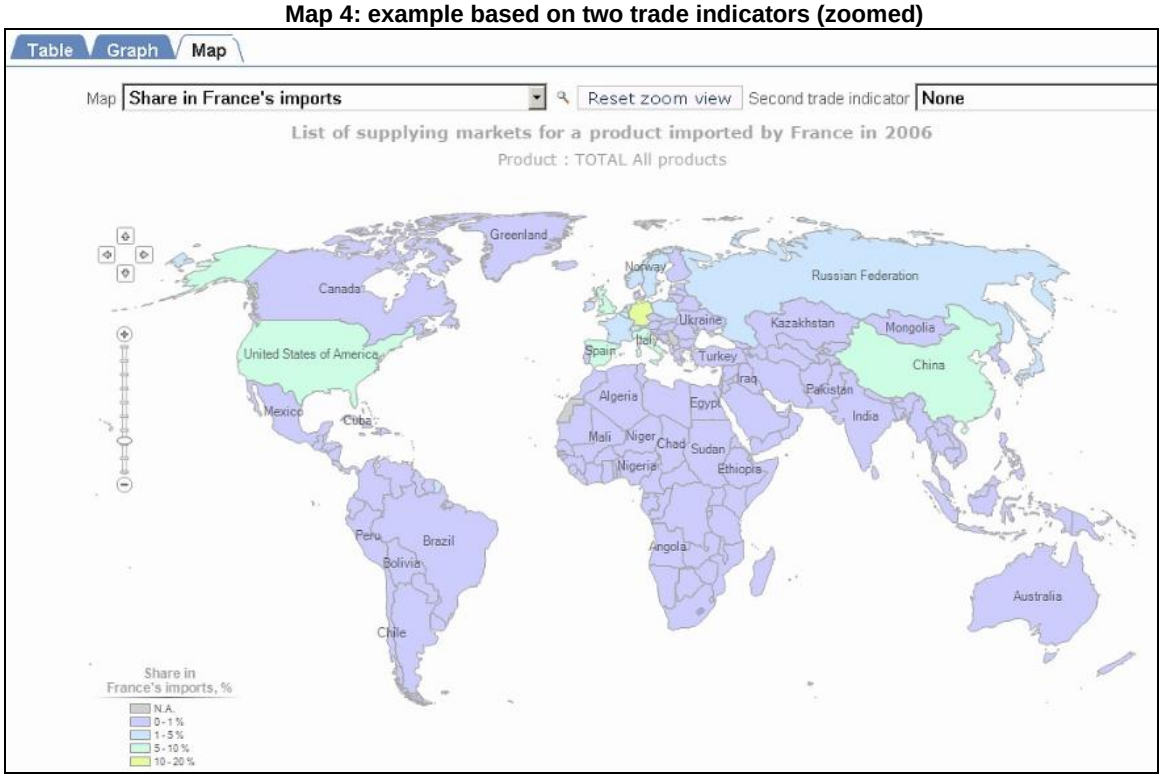


Zoom

Identify partner countries for a given market

For instance, we want to know who are the main supplying markets of France. By clicking on France area in the map, you will get a new map as below with the countries which export to France ranked in "Share of France's imports".

Map 4: example based on two trade indicators (zoomed)



Selection of Trade Indicators for the Map

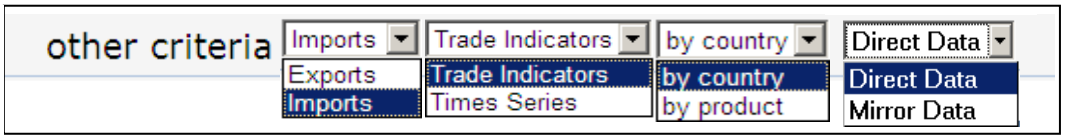
You can then change the trade indicator or combine two of them by using the drop down menu. By changing criteria selected in the navigation menu, you will automatically update the map accordingly

Table 9: Types of maps that can be generated:

Selection		Title	First Trade Indicators	Second Trade Indicators
Specific Product And World Market by countries	Import	List of Importers for the selected product in 2007	Imported value Unit Value Share in world imports	*None *Imported value *Share in world imports
	Export	List of Exporters for the selected product in 2007	Exported value Unit Value Share in world exports	*None *Exported value *Share in world exports
Specific country And Partners for a specific product	Import	List of supplying markets for a product imported by Country X in 2007	Share in Country X's imports Unit Value Total export growth in value of partner countries Imported value Share in world exports	*None *Share of partners countries in world exports *Share in Country X's imports *Imported value
	Export	List of importing markets for a product exported by Country X in 2007	Share in Country X's exports Unit Value Total import growth in value of partner countries Exported value Share in world imports	*None *Share of partners countries in world imports *Share in Country X's exports *Imported value

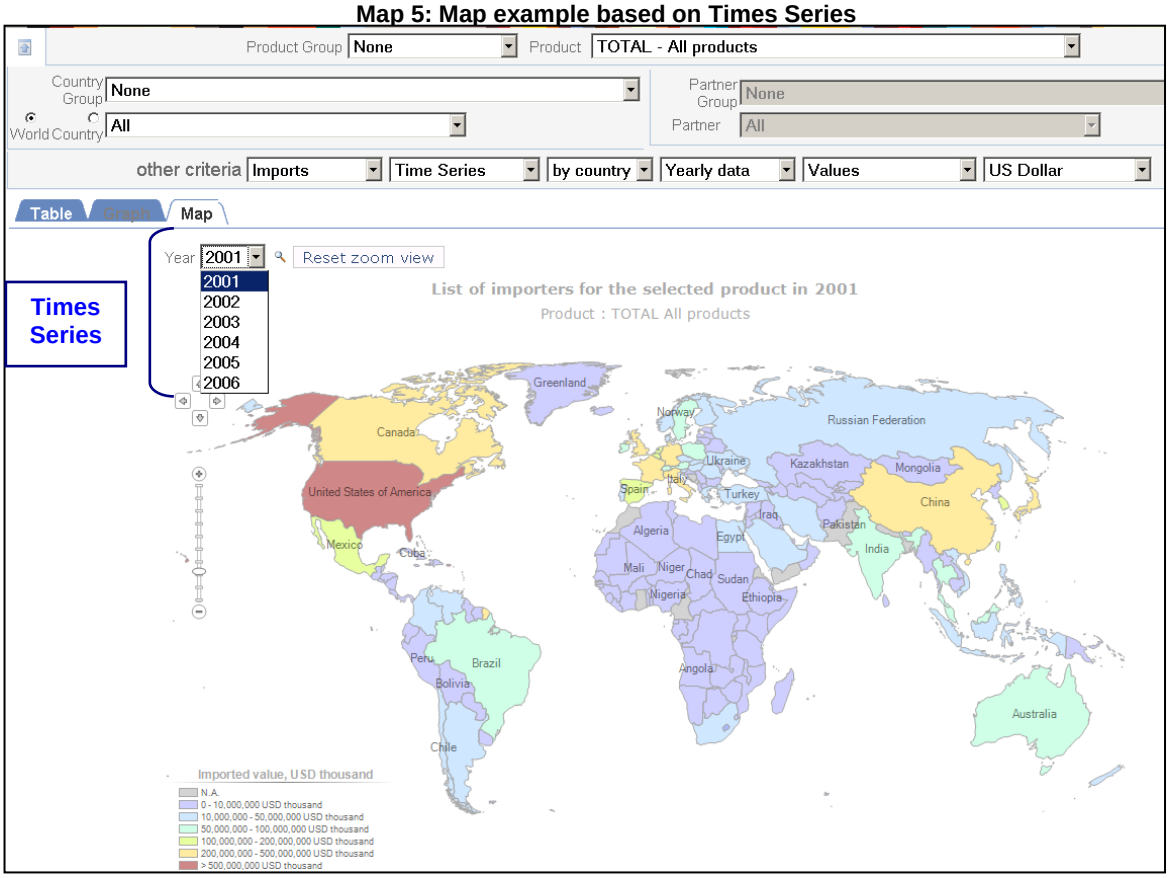
Map based on "Times Series"

By using the other criteria in the Toolbar selection menu, you can switch from "Trade Indicators" to "Times Series"



The year available will be displayed in the drop drown menu as below.

Map 5: Map example based on Times Series



Note: by changing of reference year, the scale of the legend might change.

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

Trade Map data can be looked at from three perspectives: product, country and bilaterally for any two countries. Focussing on a product allows users to analyse export markets and potential suppliers for this product and identify the structure of those markets including recent trends in supply and demand, opportunities to diversify into alternative markets or away from traditional sources of supply. This section describes product analysis in terms of answering a series of specific questions from the perspective of Trade Support Institutions (TSIs) and Exporters.

Typical question could be:
- What are the major importing countries for a product?
- What are the trends?
- Which countries are the major competitors in a specific market?
- What are the tariff measures applied in a potential new market?

AN EXPORTER OF AVOCADOS FROM PERU IS LOOKING FOR NEW MARKETS

This section will deal with analysing trade data for a particular product using the example of an exporter of avocados from Peru wishing to identify new potential markets.

Several initial steps are involved in identifying which market(s) may offer opportunities in terms of export development. In terms of analysing the trade data, the exporter wishes first to review Peru's exports to identify current trading partners, how they rank as world importers and what are the general trends of those markets. He/she may then want to gauge the performance of Peruvian exports at the international level. As a next step, he/she might wish to identify the world's leading importing countries for *Avocados* to select a shortlist of markets to concentrate his/her effort. Finally, once the exporter has identified those potential target countries, he/she should find out which countries currently supply those markets, his/her own country's performance and if it has any comparative advantage in terms of tariffs it faces versus its competitors.

3.3 - Review current situation of the country's exports

As a first step, the Peruvian exporter of *Avocados* could use Trade Map to see which countries currently import *Avocados* from Peru. In order to do so, in the selection, the exporter should start entering "Avocado" as key word and a list of product descriptions containing the word "*avocado*" will appear[4].

Then the exporter chooses "*080510-Avocados, Fresh or Dried"* (screen below) as the product under review and types "*Peru"* in the country box. Once the application produces the options, in this case only the country name "Peru", he/she should then click on it to select it. In order to see the importing countries of avocados from Peru, he/she selects "*Exports*", and clicks on "*Trade Indicators*". The full list of importing countries for this product is generated (Table 10).

[4] If none of the products satisfies the request, click on "Advanced Search" (see 2.2.1 Advanced Selection Menu)

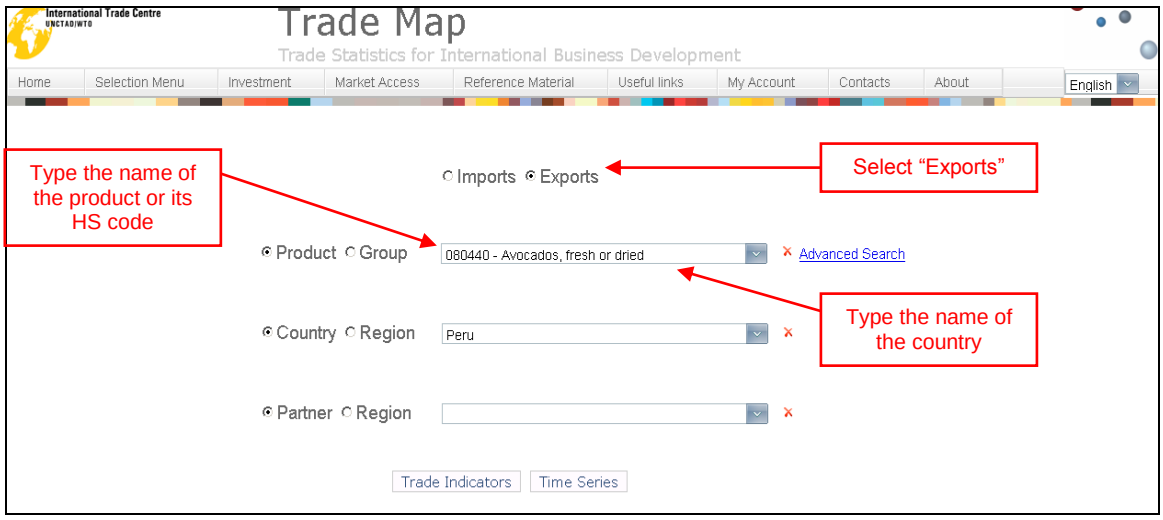
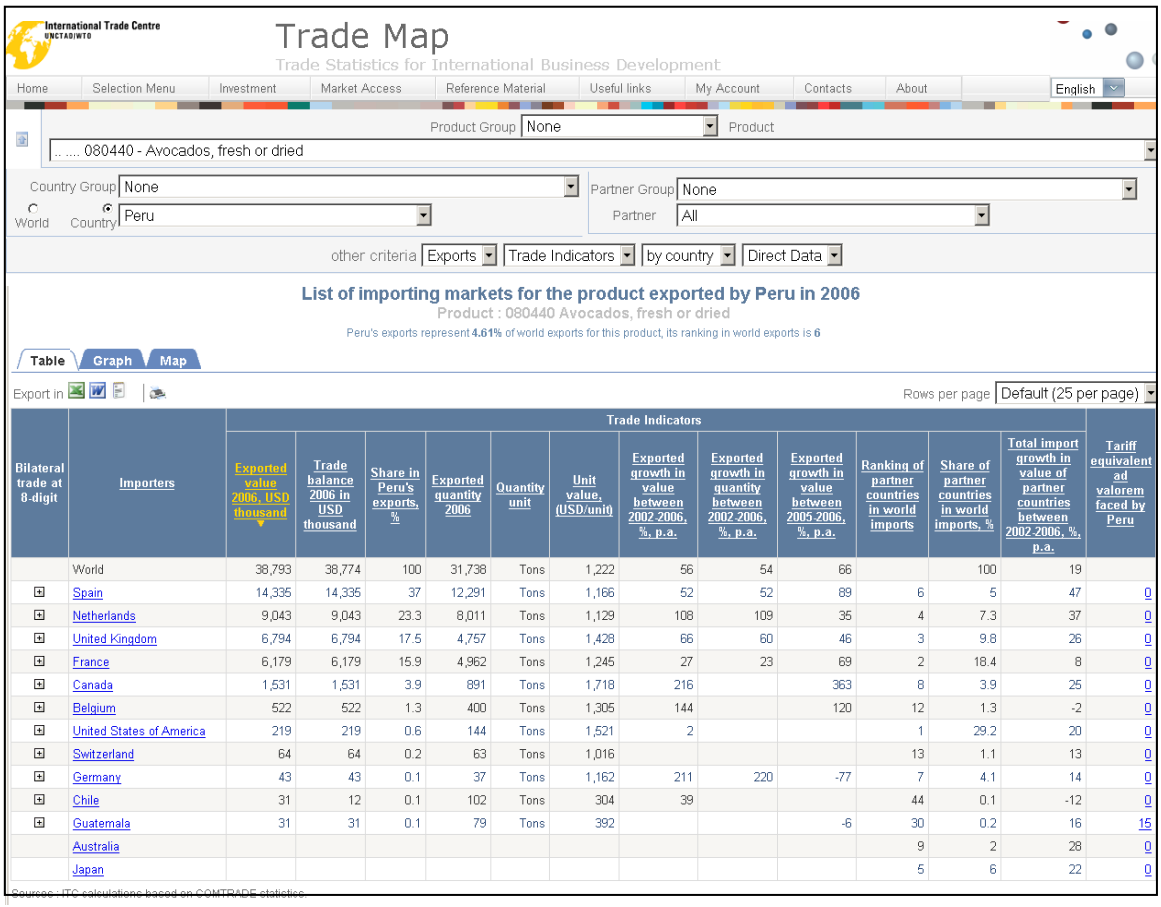


Table 10: List of importing markets for the product exported by Peru in 2006

Product: 080510 Avocados, fresh or dried



Bilateral trade at 8-digit	Importers	Trade Indicators												Tariff equivalent ad valorem faced by Peru
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Peru's exports, %	Exported quantity 2006	Quantity unit	Unit value, (USD/unit)	Exported growth in value between 2002-2006, %, p.a.	Exported growth in quantity between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
	World	38,793	38,774	100	31,738	Tons	1,222	56	54	66		100	19	
⊞	Spain	14,335	14,335	37	12,291	Tons	1,166	52	52	89	6	5	47	0
⊞	Netherlands	9,043	9,043	23.3	8,011	Tons	1,129	108	109	35	4	7.3	37	0
⊞	United Kingdom	6,794	6,794	17.5	4,757	Tons	1,428	66	60	46	3	9.8	26	0
⊞	France	6,179	6,179	15.9	4,962	Tons	1,245	27	23	69	2	18.4	8	0
⊞	Canada	1,531	1,531	3.9	891	Tons	1,718	216		363	8	3.9	25	0
⊞	Belgium	522	522	1.3	400	Tons	1,305	144		120	12	1.3	-2	0
⊞	United States of America	219	219	0.6	144	Tons	1,521	2			1	29.2	20	0
⊞	Switzerland	64	64	0.2	63	Tons	1,016				13	1.1	13	0
⊞	Germany	43	43	0.1	37	Tons	1,162	211	220	-77	7	4.1	14	0
⊞	Chile	31	12	0.1	102	Tons	304	39			44	0.1	-12	0
⊞	Guatemala	31	31	0.1	79	Tons	392			-6	30	0.2	16	15
	Australia										9	2	28	0
	Japan										5	6	22	0

Importers	Trade Indicators												Tariff equivalent ad valorem faced by Peru
	Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Peru's exports, %	Exported quantity 2006	Quantity unit	Unit value, (USD/unit)	Exported growth in value between 2002-2006, %, p.a.	Exported growth in quantity between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
World	38793	38774	100	31738	Tons	1222	56	54	66		100	19	
Spain	14335	14335	37	12291	Tons	1166	52	52	89	6	5	47	
Netherlands	9043	9043	23.3	8011	Tons	1129	108	109	35	4	7.3	37	
United Kingdom	6794	6794	17.5	4757	Tons	1428	66	60	46	3	9.8	26	
France	6179	6179	15.9	4962	Tons	1245	27	23	69	2	18.4	8	
Canada	1531	1531	3.9	891	Tons	1718	216		363	8	3.9	25	
Belgium	522	522	1.3	400	Tons	1305	144		120	12	1.3	-2	
United States of America	219	219	0.6	144	Tons	1521	2			1	29.2	20	
Switzerland	64	64	0.2	63	Tons	1016				13	1.1	13	
Germany	43	43	0.1	37	Tons	1162	211	220	-77	7	4.1	14	
Chile	31	12	0.1	102	Tons	304	39			44	0.1	-12	
Guatemala	31	31	0.1	79	Tons	392			-6	30	0.2	16	
Australia										9	2	28	

In Table 10, the exporter can immediately see in the title that Peru ranks 6th in world exports and its exports represent 4.61% of world exports for the product *080510 Avocados, fresh or dried*. In the first line of the table, the "world" imports from Peru of *Avocados* amounted to over US$ 38 million in 2006. This number is, quite clearly, also the total exports from Peru of that product.

Spain and the Netherlands , are Peru's major trading partners, consuming 60.3% of Perus exports of *Avocados*. They are also respectively the 6th and 4th largest importers of avocados in the world. We also notice the significant increase in United Kingdom' imports from Peru (3rd major trading partner) by soaring 66% pear year in terms of value over the five-year period from 2002-2006 and 46% in the last period 2005-2006.

We also see that Europe absorbs around 95.3% of Peruvian exports in value in 2006. By contrast, the United States of America (USA) absorbs only 0.6% of Peru's avocadoes in value terms while USA is the largest import market in the world for avocados with 29.2% share of world imports. Peruvian exporters of *Avocados* are mainly focused on European markets. This could point towards an interesting opportunity, but further research is required in order to validate this hypothesis.

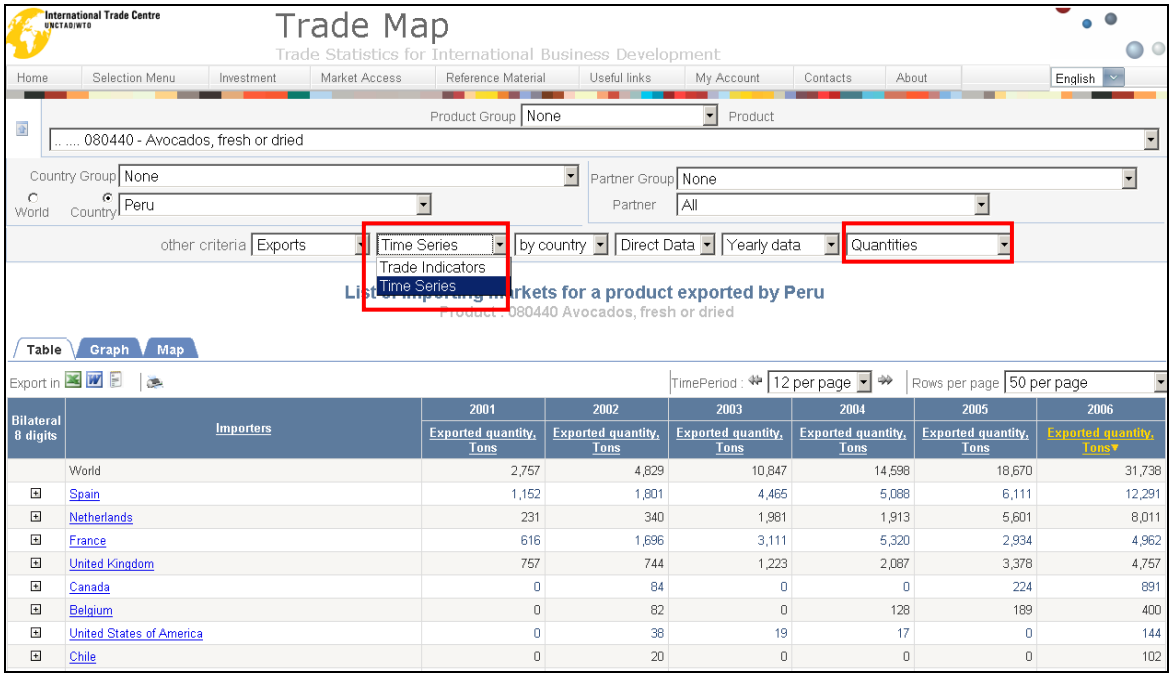
We further notice that Canada is becoming a promising target market for Peru's exports. Imports of *Avocados* from Peru show positive trends in value over the 2002-2006 period and in particular in 2006.

Table 11: Explanatory Notes for Table 10

Title of the column	Definition
Exported value 2006, USD thousand	Value imported (exported) in 2006 in current US$ thousand as reported by countries to the COMTRADE database or as calculated with mirror statistics.
Trade balance 2006 in USD thousand	Exports minus imports for that particular HS/NTL code. This column indicates whether the country is a net importer or exporter.
Share in Peru's exports, %	Share of partner countries in the exports of the country under review
Exported quantity 2006	Quantity exported in 2006. Where mirror statistics are used, quantity may differ across reporting countries.
Quantity unit	The unit in which quantities are reported.
Unit value, (USD/unit)	Value in USD divided per quantity. This indicator can be used as a proxy for price. Does not take into account issues such as differences in product qualities, seasonal prices, currency fluctuations etc..
Exported growth in value between 2002-2006, %, p.a.	Annual growth rate of export value over the 5-year period. This indicator is calculated using the least squares method. If a country does not report trade data in any of the years being examined, the calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.
Exported growth in quantity between 2002-2006, %, p.a.	Annual growth rate of exports in quantity over the 5-year period. This indicator is calculated using the least squares method. If a country does not report trade data in any of the years being examined, the calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.
Exported growth in value between 2005-2006, %, 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 years and showing the country performance over the most recent 12 month period available.
Ranking of partner countries in world imports	This indicates the world ranking of the partner country as an importer in 2006.
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 2002-2006, %, p.a.	This indicates how much the partner country's imports from the world have grown for the selected product. This indicator is calculated on data as reported by the importing country. This, combined with the indicator on export growth calculated above, allows the analyst to see how the market share of the country under review has changed.
Tariff equivalent ad valorem faced by the exporting country	The effective level of protection faced by the exporter. By clicking on the link, the user can also see the tariffs applied by the partner to competing countries. This data is extracted from ITC's Market Access Map tool, www.macmap.org An exporter can use this module to scan the world for the best market access conditions offered to him/her by all possible importing countries.

Using "Times Series" in the navigation bar, we can see in the table below that Peru has constantly increased the quantity it exports to European countries and had a 12 fold increase in the value of its exports of avocados over the period 2001-2006.

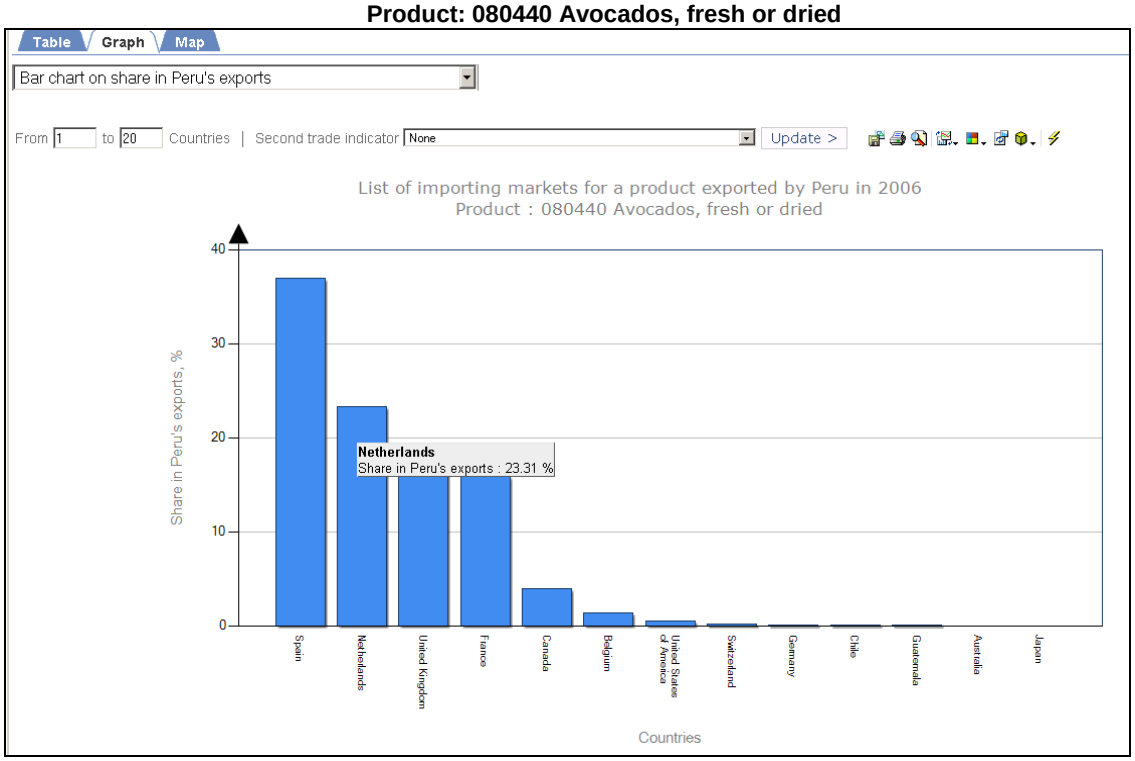
Table 12: List of importing markets for a product exported by Peru
Product: 080440 Avocados, fresh or dried



Bilateral 8 digits	Importers	2001	2002	2003	2004	2005	2006
		Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons
	World	2,757	4,829	10,847	14,598	18,670	31,738
	Spain	1,152	1,801	4,465	5,088	6,111	12,291
	Netherlands	231	340	1,981	1,913	5,601	8,011
	France	616	1,696	3,111	5,320	2,934	4,962
	United Kingdom	757	744	1,223	2,087	3,378	4,757
	Canada	0	84	0	0	224	891
	Belgium	0	82	0	128	189	400
	United States of America	0	38	19	17	0	144
	Chile	0	20	0	0	0	102

Graph approach:
By clicking on the "*Graph*", you can obtain the figures in bar chart that can help you refine the analysis (see 2.8 Graph)

Graph 2: Bar Chart on Exported Value. List of importing markets for a product exported by Peru
Product: 080440 Avocados, fresh or dried

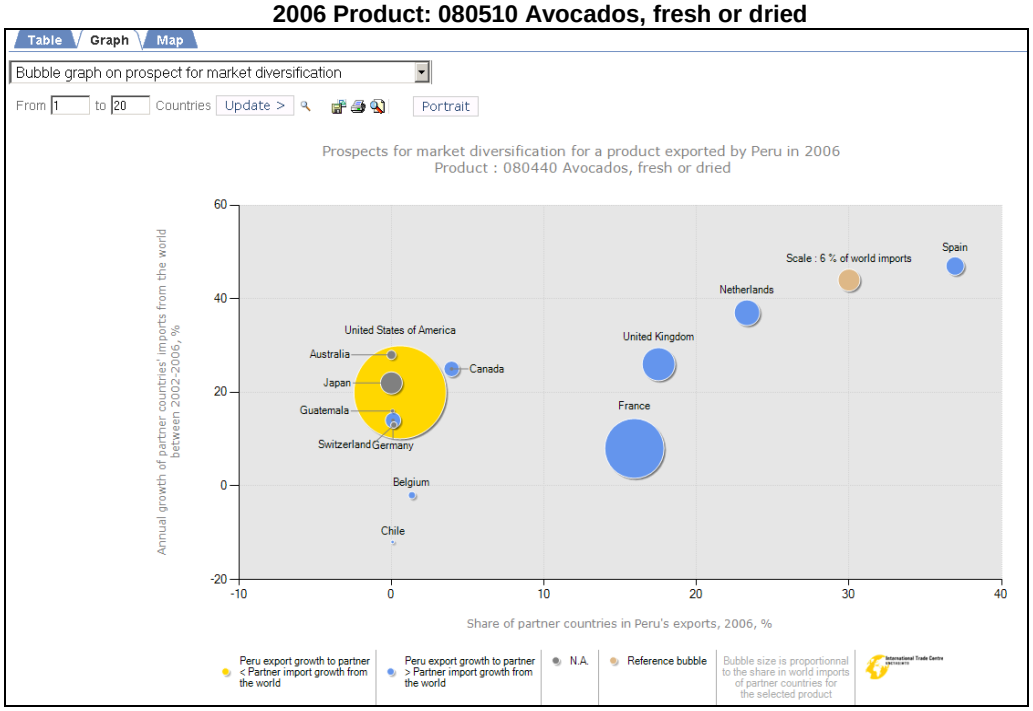


By clicking on the box on the upper left-hand side, you can select different kinds of graph. For instance the "Bubble graph for prospect market diversification".

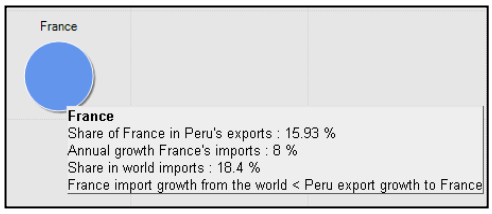
The graph below shows that the Peru's exports of avocados are not geographically diversified, as there are few importing countries. Spain represents almost 40% and three other countries represent more than 15%. The size of the bubble indicates the size of the markets. We can also notice that Peru is winning market share in it's largest importing partners, which also present high growth rate-. The most salient of these

importing markets are the United Kingdom, the Netherlands and Spain. The United States buys few avocados from Peru.

Graph: 3 Bubble graph of prospects for market diversification for a product exported by Peru in 2006 Product: 080510 Avocados, fresh or dried



Note: the graph above is only available if you select trade indicators in the selection menu.



By placing the mouse pointer over the bubble you will get more detailed information and by clicking on the bubble you will obtain the list of suppliers to that market.

3.4 - Identify and analyse the world's leading importers

The Peruvian exporter can also use Trade Map to identify the situation of the world market for avocados and Peru's position within that market. In order to do so, he/she has to select the different options in the navigation menu as showed in the screen below:

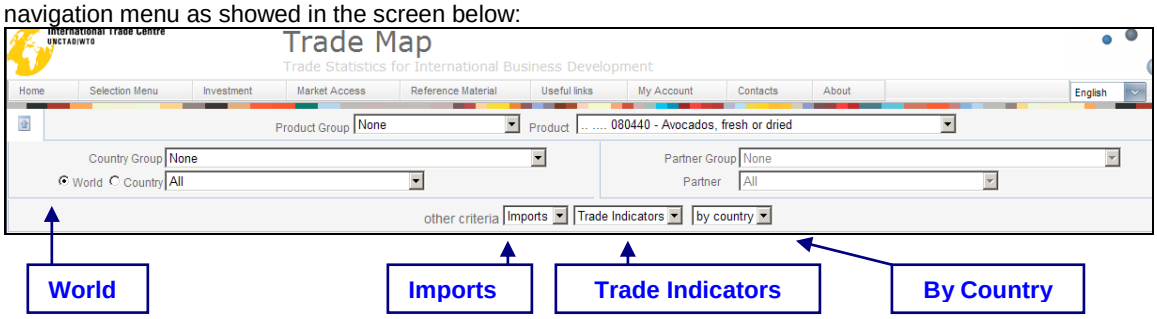


Table 13: List of importers for a selected product in 2006 Product: 080510 Avocados, fresh or dried

List of importers for the selected product in 2006
Product : 080440 Avocados, fresh or dried

Table | Graph | Map

Export in

Rows per page Default (25 per page)

1 2 3 4 5

8-digit Breakdown	Importers	Trade Indicators									Tariff equivalent ad valorem applied by the country
		Value imported in 2006, in USD thousand	Trade balance in 2006 in USD thousand	Quantity imported in 2006	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2002-2006, %	Annual growth in quantity between 2002-2006, %	Annual growth in value between 2005-2006, %	Share in world imports, %	
	World	959,657	-117,496	594,266	Tons	1,615	19	13	-3	100	
	United States of America	279,772	-262,717	192,725	Tons	1,452	20	17	-27	29.15	...
	France	176,412	-139,499	95,286	Tons	1,851	8	1	4	18.38	...
	United Kingdom	93,861	-89,162	60,123	Tons	1,561	26	25	18	9.78	...
	Netherlands	70,185	-8,613	38,190	Tons	1,838	37	28	9	7.31	...
	Japan	63,116	-63,116	29,032	Tons	2,174	22	18	5	6.58	...
	Spain	47,675	48,814	28,275	Tons	1,686	47	42	68	4.97	...
	Germany	39,229	-29,707	19,137	Tons	2,050	14	4	18	4.09	...
	Canada	37,560	-37,560	21,876	Tons	1,717	25	9	23	3.91	...
	Australia	26,332	-24,060	9,359	Tons	2,814	28	21	10	2.74	...
	Denmark	15,137	-14,680	7,006	Tons	2,161	29	17	24	1.58	...
	Sweden	12,977	-12,822	6,516	Tons	1,992	15	9	-23	1.35	...
	Belgium	12,010	-3,875	5,860	Tons	2,049	-2	-9	-1	1.25	...
	Switzerland	10,090	-10,071	4,102	Tons	2,460	13	3	6	1.05	...
	Costa Rica	9,022	-9,005	6,773	Tons	1,332	6	-2	29	0.94	...
	Italy	7,559	-6,483	3,606	Tons	2,096	19	9	22	0.79	...
	Norway	7,535	-7,514	2,749	Tons	2,741	25	13	24	0.79	...
	El Salvador	5,240	-5,240	11,478	Tons	457	0	-2	21	0.55	...
	Austria	3,966	-3,837	2,061	Tons	1,924	24	18	35	0.41	...
	Ireland	3,073	-3,060	1,306	Tons	2,353	26	18	12	0.32	...
	South Africa	2,442	16,547	1,497	Tons	1,631	128	50	19	0.25	...
	Russian Federation	2,289	-2,289	3,135	Tons	730	47	34	42	0.24	...
	Poland	2,260	-2,207	1,246	Tons	1,814	23	15	19	0.24	...
	Morocco	2,172	-1,984	5,183	Tons	419	86	80	14	0.23	...
	Colombia	2,170	-2,157	17,665	Tons	123	25	16	2	0.23	...

The world aggregation represents the sum of reporting and non-reporting countries
The data in this colour represents mirror figures based on trading partner data

One of the key features of Trade Map is the *World Total estimation,* the first line of Table 13, which is the sum of imports from reporting and non-reporting countries for "*080440 Fresh or Dried Avocados" (*abbreviated as *Avocados* below). This number gives an overall value for the world market for the product.

Table 10 shows that the world import market for *Avocados* reached a value of US$ 960 million in 2006. Over the last five years (2002-2006), we notice an increase in value of the world market of 19% p.a. and an annual increase in quantity of 13%. The difference between those two average growth rates indicates upward pressure on the unit value of *Avocados*. Though not strictly a price, unit value can be used as a proxy to indicate a general increase in the price level in US dollars. However, the fact that the annual increase in value was –3% in USD over the 2005-2006 period calls for closer examination of the time series data, to understand what is happening in the market.

We can see also that the market is highly concentrated, with two markets representing more than 85% of total imports. Europe buys 53% of total imports and North America (USA + Canada) buys 33%. The next biggest market is Japan with 6.5% of the world demand.

This table also shows that demand for avocados in Spain and Canada has been very strong, with an increase in market size of 47% and 25% per year respectively between 2002 and 2006.

We can also see that Spain has a positive trade balance, which means that they export more avocados than they import.

3.5 - Analyze the performance of competing suppliers

After identifying which are the most interesting potential markets, the next logical step for the exporter is to gather more information on those countries that supply *Avocados* to these potential markets. As an exporter from Peru, you may want to identify the main competitors you'll face when entering the potential target markets.

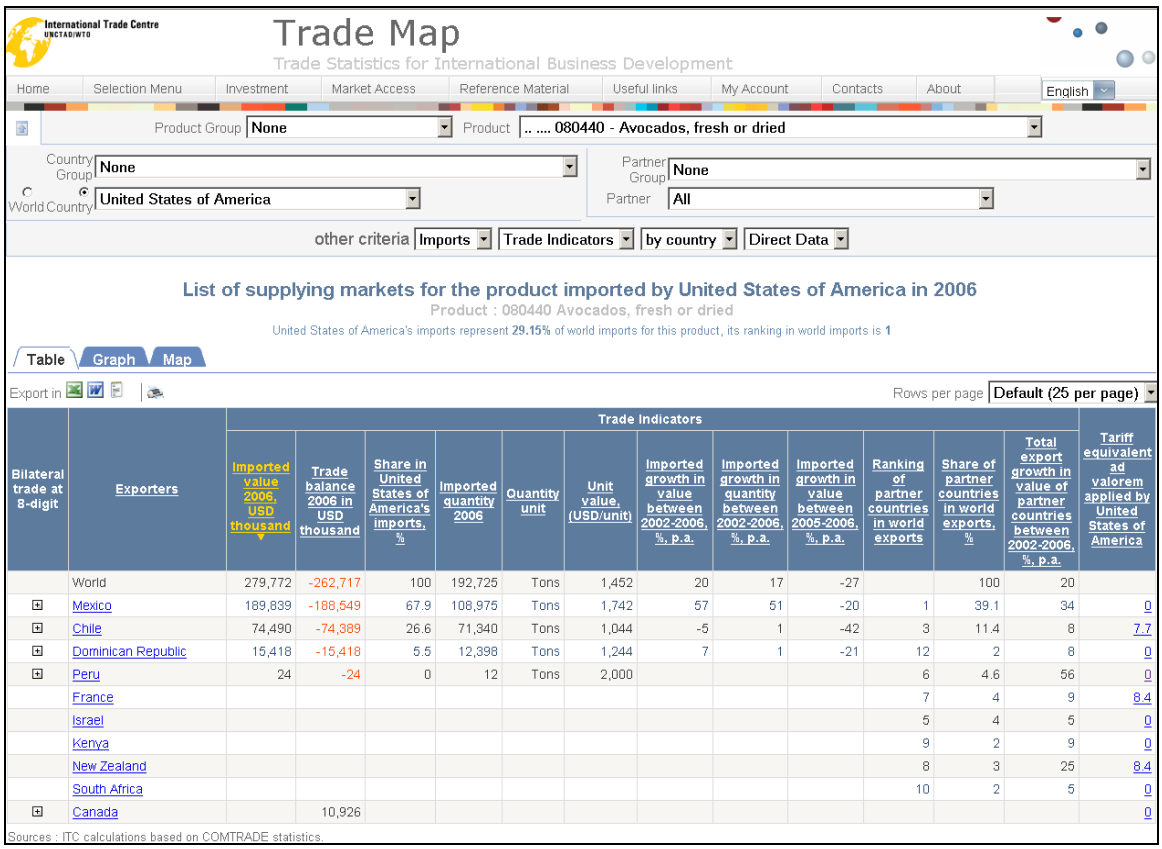
You can obtain the list of supplying markets of an importing country by clicking on the country name highlighted in blue in the list of importers for the selected product.

For instance, the United States could be a market worth examining as it had an annual growth in value between 2002 and 2006 of 20% but contracted in value over the 2005-2006 period by 27% (i.e. growth was –27%). Click on "United States" in the table below in order to see which are the countries supplying avocados to the US.

Importers	Trade Indicators								
	Value imported in 2006, in USD thousand	Trade balance in 2006 in USD thousand	Quantity imported in 2006	Quantity Unit	Unit value (USD/ unit)	Annual growth in value between 2002-2006, %	Annual growth in quantity between 2002-2006, %	Annual growth in value between 2005-2006, %	Share in world imports, %
World	959657	-117496	594266	Tons	1615	19	13	-3	100
United States of America	**279772**	**-262717**	**192725**	**Tons**	**1452**	**20**	**17**	**-27**	**29.15**
France	176412	-139499	95286	Tons	1851	8	1	4	18.38
United Kingdom	93861	-89162	60123	Tons	1561	26	25	18	9.78
Netherlands	70185	-8613	38190	Tons	1838	37	28	9	7.31
Japan	63116	-63116	29032	Tons	2174	22	18	5	6.58
Spain	47675	48814	28275	Tons	1686	47	42	68	4.97
Germany	39229	-29707	19137	Tons	2050	14	4	18	4.09
Canada	37560	-37560	21876	Tons	1717	25	9	23	3.91
Australia	26332	-24060	9359	Tons	2814	28	21	10	2.74
Denmark	15137	-14680	7006	Tons	2161	29	17	24	1.58
Sweden	12977	-12822	6516	Tons	1992	15	9	-23	1.35
Belgium	12010	-3875	5860	Tons	2049	-2	-9	-1	1.25
Switzerland	10090	-10071	4102	Tons	2460	13	3	6	1.05

The table also shows that this country is already importing from Peru, Chile and Dominican Republic, which could make it easier for newcomers from these countries to enter the market. Once the Peruvian exporter knows that neighbouring countries are competitors, he/she could research what advantages those competitors may have, e.g. logistics, distribution channels, trade agreements, political ties, etc.

Table 14: List of supplying markets for the product imported by United States in 2006
Product: 080510 Avocados, fresh or dried



Bilateral trade at 8-digit	Exporters	Trade Indicators												Tariff equivalent ad valorem applied by United States of America
		Imported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in United States of America's imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, %, p.a.	Imported growth in quantity between 2002-2006, %, p.a.	Imported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 2002-2006, %, p.a.	
	World	279,772	-262,717	100	192,725	Tons	1,452	20	17	-27		100	20	
+	Mexico	189,839	-188,549	67.9	108,975	Tons	1,742	57	51	-20	1	39.1	34	0
+	Chile	74,490	-74,389	26.6	71,340	Tons	1,044	-5	1	-42	3	11.4	8	7.7
+	Dominican Republic	15,418	-15,418	5.5	12,398	Tons	1,244	7	1	-21	12	2	8	0
+	Peru	24	-24	0	12	Tons	2,000				6	4.6	56	0
	France										7	4	9	8.4
	Israel										5	4	5	0
	Kenya										9	2	9	0
	New Zealand										8	3	25	8.4
	South Africa										10	2	5	0
+	Canada		10,926											0

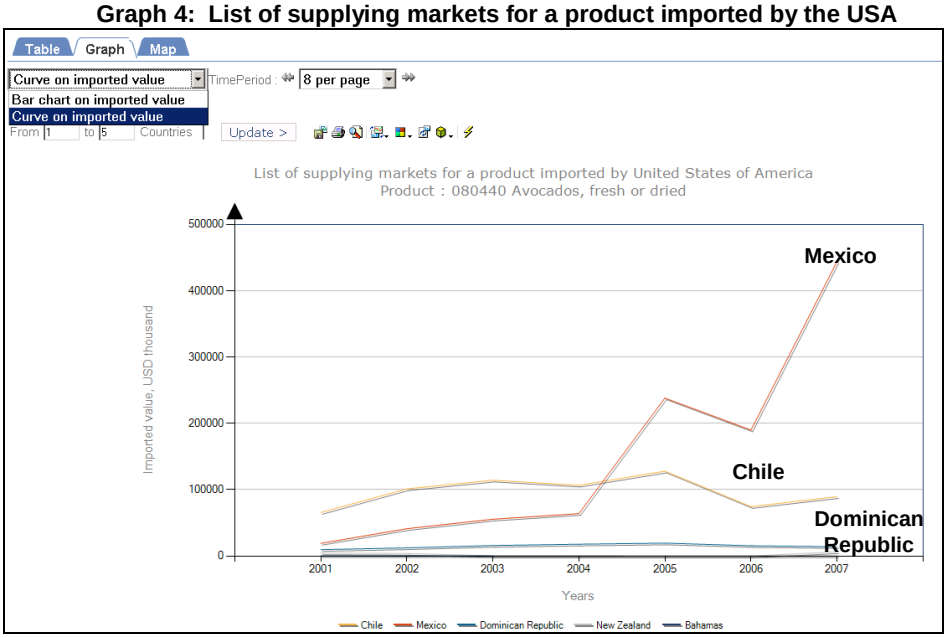
Exporters	Trade Indicators												Tariff equivalent ad valorem applied by USA
	Imported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in USAs imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, %, p.a.	Imported growth in quantity between 2002-2006, %, p.a.	Imported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 2002-2006, %, p.a.	
World	279772	-262717	100	192725	Tons	1452	20	17	-27		100	20	
Mexico	189839	-188549	67.9	108975	Tons	1742	57	51	-20	1	39.1	34	0
Chile	74490	-74389	26.6	71340	Tons	1044	-5	1	-42	3	11.4	8	7.7
Dominican Republic	15418	-15418	5.5	12398	Tons	1244	7	1	-21	12	2	8	0
Peru	**24**	**-24**	**0**	**12**	**Tons**	**2000**				**6**	**4.6**	**56**	**0**
France										7	4	9	8.4
Israel										5	4	5	0
Kenya										9	2	9	0
New Zealand										8	3	25	8.4
South Africa										10	2	5	0
Canada		10926											0

In this case, Mexico, Chile and Dominican Republic are the only suppliers of the US market. Mexico is the main supplier and accounts for 67.93% of the US imports of *Avocado*. Chile has a 26.6% share in US imports of *Avocado* and is located as far away from the market as Peru.

However Chilean exports of avocados to the US showed declining growth rates over the 5 year period with a 5% reduction in value over the period (2001-2006) and –42% over the last year (2005-2006). It could be interesting to analyze why the US, which is the largest importer of avocados has only three suppliers. This could also mean that there is an export potential for a new trading partner.

By clicking on Graph, then choosing "Curve on imported value", we can see that Mexico is the only exporting country that significantly increased its exports between 2001 and 2007.

Graph 4: List of supplying markets for a product imported by the USA



3.6 - Examine tariffs in potential new markets

Trade Map also contains information on Ad Valorem Equivalent (AVE) tariffs applied by the country under review (last column on the right in the table above). These data are extracted from ITC's Market Access Map tool (www.macmap.org).

This information allows the analyst to gauge market access conditions for any potential market and also to compare the market access conditions faced by Peru relative to its competitors.

<u>Definition of Ad Valorem Equivalent (AVE) tariff:</u>
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 often they are 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. express the effect of the tariff as a percentage of the unit value of the product

More specifically:

- An "Ad Valorem" (AV) 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, AVEs, using a standard methodology refined by ITC. It is therefore possible to calculate an AVE tariff at 2, 4 and 6-digits. (To read a more detailed explanation of how AVE tariffs are calculated in Market Access Map go to http://www.macmap.org/Reference.Methodology.aspx)

AVEs presented in Trade Map are available at either the 2-digit, 4-digit or 6-digit level of the Harmonized System (HS). Tariffs at the national tariff line are also available in Trade Map but you first need to select an

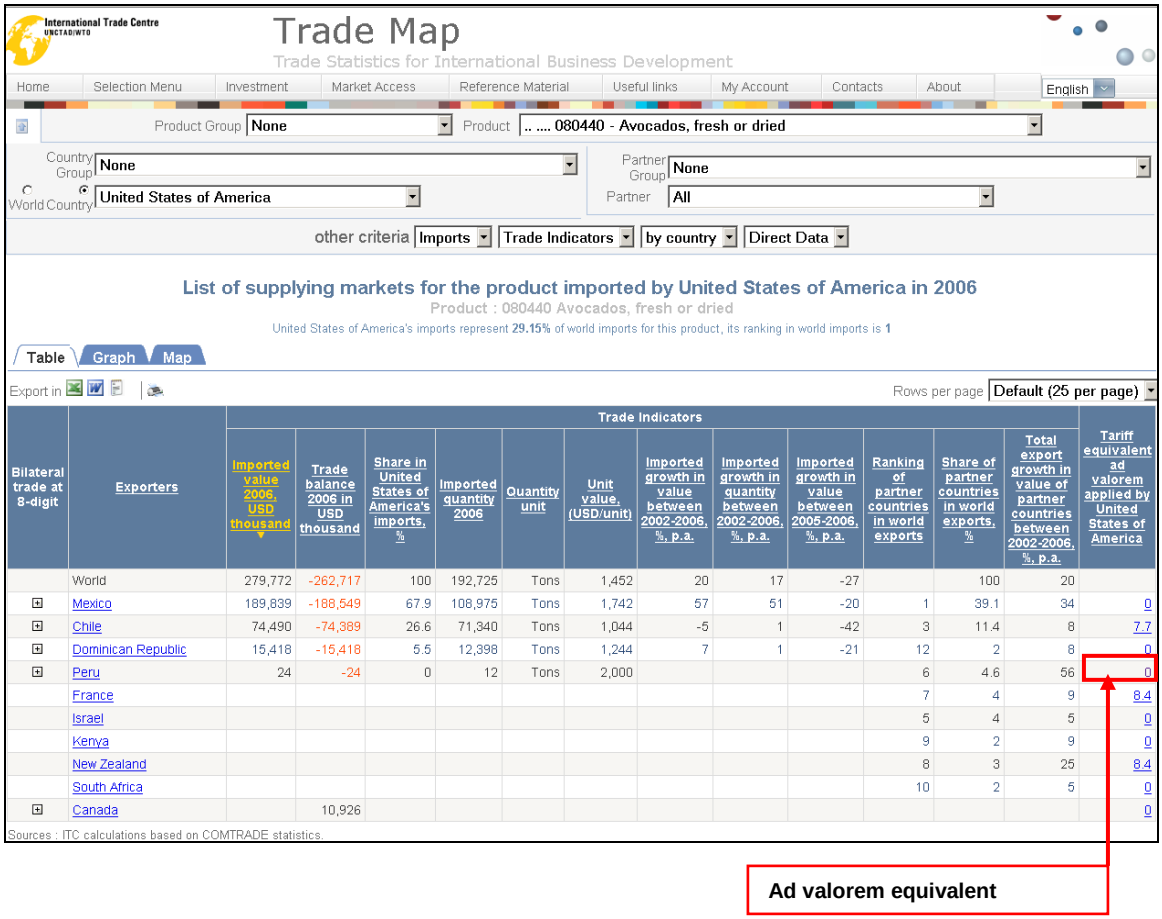
importing country product at the tariff line level and then click on the Market Access tab available on the top of the navigation menu. (see Annex IV)

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

According to the last column on table 14, the Peruvian exporter faces an AVE of 0% on *Avocados* (HS 080440), the same as Mexico and the Dominican Republic, but much lower than that faced by Chile, which is 8.4%.

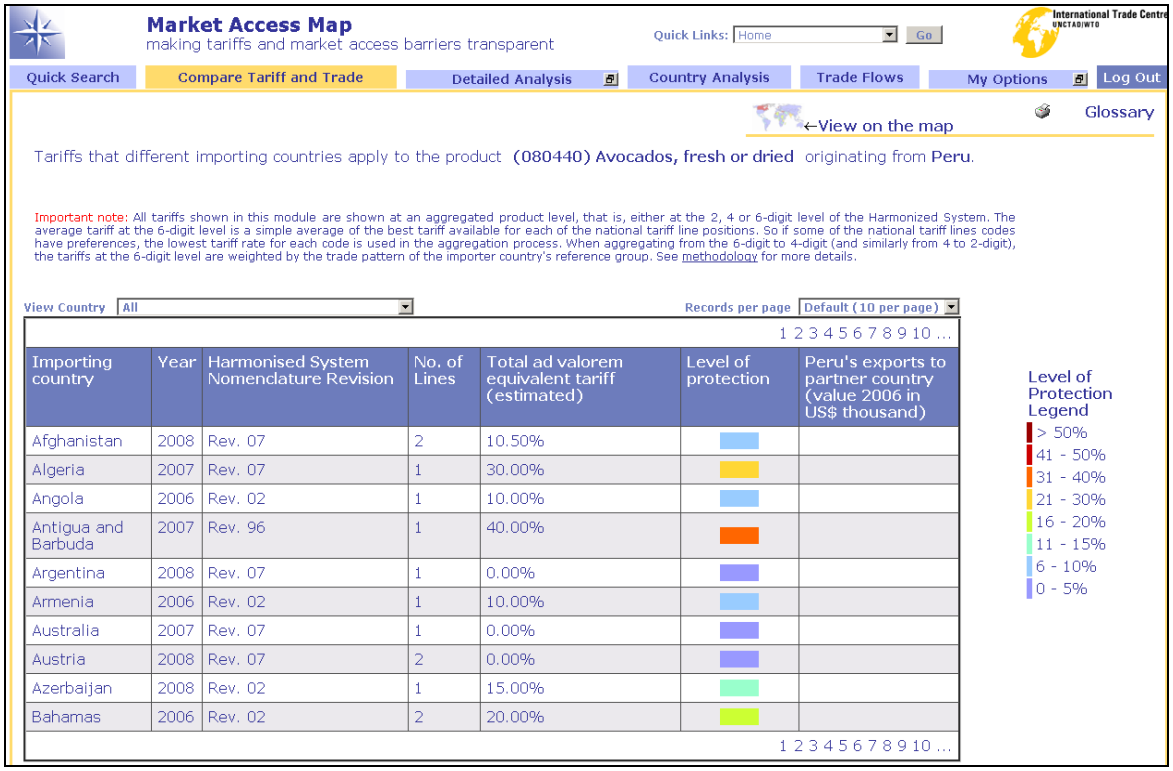
To further screen the market the exporter would need to examine other market access measures possibly applied by US to Peruvian avocados such as sanitary and phytosanitary measures This information is not yet available in our databases but links to web sites offering information about non-tariff measures are available in the Useful Links section of Market Access Map at http://www.macmap.org/Useful.Links.aspx.

In the table above, by clicking on the value highlighted in blue "*0"* corresponding to Peru in the column "*Tariff equivalent ad valorem applied by USA"*, we can find all the tariffs that importing countries apply to the product "*HS 080440- Avocados"* originating from Peru. (See table 15)



Bilateral trade at 8-digit	Exporters	Trade Indicators: Imported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in United States of America's imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, %, p.a.	Imported growth in quantity between 2002-2006, %, p.a.	Imported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 2002-2006, %, p.a.	Tariff equivalent ad valorem applied by United States of America
	World	279,772	-262,717	100	192,725	Tons	1,452	20	17	-27		100	20	
+	Mexico	189,839	-188,549	67.9	108,975	Tons	1,742	57	51	-20	1	39.1	34	0
+	Chile	74,490	-74,389	26.6	71,340	Tons	1,044	-5	1	-42	3	11.4	8	7.7
+	Dominican Republic	15,418	-15,418	5.5	12,398	Tons	1,244	7	1	-21	12	2	8	0
+	Peru	24	-24	0	12	Tons	2,000				6	4.6	56	0
	France										7	4	9	8.4
	Israel										5	4	5	0
	Kenya										9	2	9	0
	New Zealand										8	3	25	8.4
	South Africa										10	2	5	0
+	Canada		10,926											0

Table 15: Tariffs that different importing countries apply to the product (080440) Avocados, fresh or dried originating from Peru.



Importing country	Year	Harmonised System Nomenclature Revision	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection	Peru's exports to partner country (value 2006 in US$ thousand)
Afghanistan	2008	Rev. 07	2	10.50%		
Algeria	2007	Rev. 07	1	30.00%		
Angola	2006	Rev. 02	1	10.00%		
Antigua and Barbuda	2007	Rev. 96	1	40.00%		
Argentina	2008	Rev. 07	1	0.00%		
Armenia	2006	Rev. 02	1	10.00%		
Australia	2007	Rev. 07	1	0.00%		
Austria	2008	Rev. 07	2	0.00%		
Azerbaijan	2008	Rev. 02	1	15.00%		
Bahamas	2006	Rev. 02	2	20.00%		

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

Compare Tariffs with Market Access Map:

The second module of Market Access Map, *Compare Tariffs* has been designed to assist exporters, importers and trade support institutions. An exporter can use this module to scan the world for the best market access conditions offered to him/her by all possible importing countries. An importer can use the module to get a birds' eye view of what tariff rates his/her country applies to all possible exporting countries in order to minimize tariffs on imported materials. A trade support institution (TSI) can use the Compare Tariffs module to identify products and markets that offer good prospects for trade promotion.

It is important to note that the tariffs presented in the *Compare Tariffs* module are shown at either the 2-digit, 4-digit or 6-digit level of the Harmonized System (HS). They are not shown at the most detailed product level, the national tariff line, given this level does not allow for international comparison.

In order to get more detailed information on tariffs in the selected country at the tariff line level, the exporter has to select the tab "Quick Search" in Market Access Map to find out about the type of regime, certification and rules of origin.

We invite you to read the first two chapters of the Market Access Map User Guide in order to navigate the tool easily.

3.7 - Investigate potential markets at the National Tariff Line Level[5]

3.7.1 Identify product differentiation at the tariff line level

Trade Map also allows the user to analyze the HS-6 information at the more detailed "national tariff line level" [6]. The Tariff line level refers to more detailed classification codes that each country uses to classify traded products for the purpose of levying duties and otherwise to more precisely identify products. It usually

[5] The trade data at the tariff line level appears through the "Times Series" approach. If you click on "+"in Trade Indicators, you get data at the tariff line level.

[6] Sometimes the source of data published at tariff line level and source of data provided by UNSD at 6-digit level is not the same (see Annex 1)

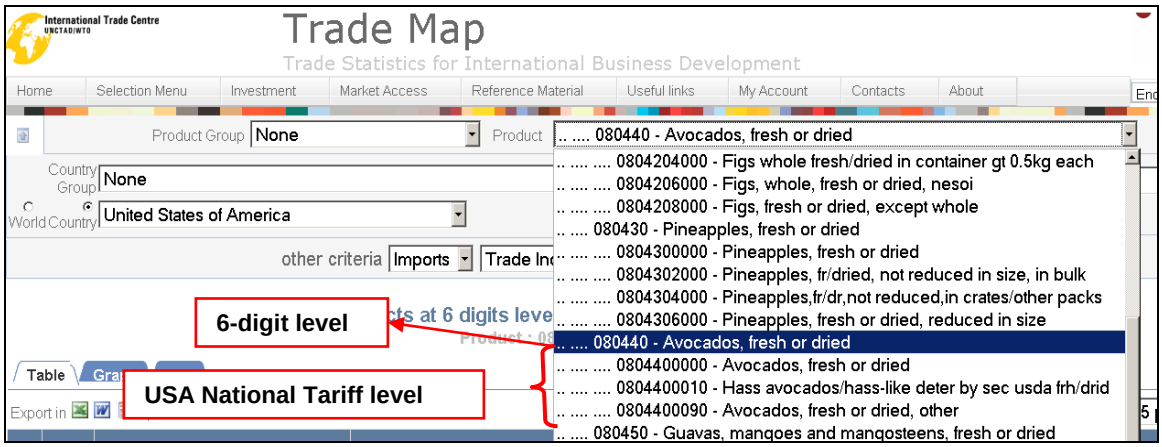
is a further break down of the product group covered at the HS 6 level. (Check online for the reporting and non-reporting countries at http://www.trademap.org/stDataAvailability.aspx)

For instance, the HS 6 digit code "*080440-Avocados, fresh or dried"* includes different types of avocados in the same group. There are three US' national tariff line codes that fit within this 6-digit clusterthat distinguish between different varieties. For example, "Hass" avocado is medium-sized fruit, weighing 200-300 g. The skin turns a dark, purplish-black when ripe, while the skin of "green" cultivars remains green. Note that the third code finishes with 00 and contains no trade data in the past 5 years.

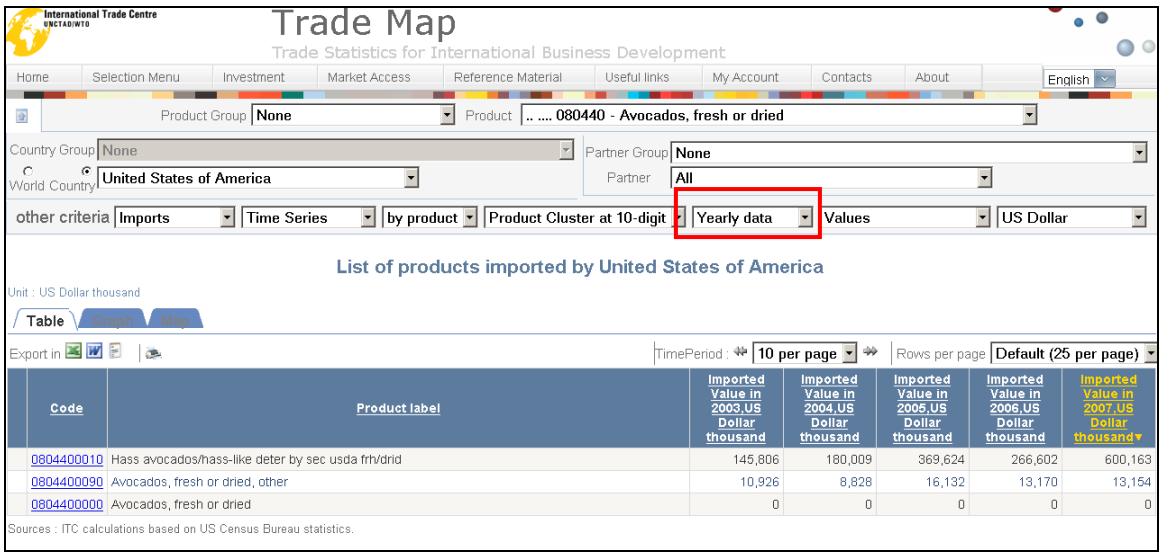
-0804400010 "Hass avocados and avocados determined by the secretary of USDA to be hass-like"
-0804400090 "Avocados, fresh or dried, other"
-0804400000 "Avocados, fresh or dried"

This information allows the user to refine his research and target specific products.

There are different ways to access data at the tariff line level. You can use either the "Advanced Search" for a product" (see 2.2.1.2 Advanced Product Search) or the Navigation Menu as in the example below. First, you have to click on the drop down menu (red square). If different specific tariff line code appears, it means that trade data at tariff line level is available for the country under review.



Then you click on "*By product*" in "*Other Criteria*" (red square below) to obtain the different products at the tariff line level.



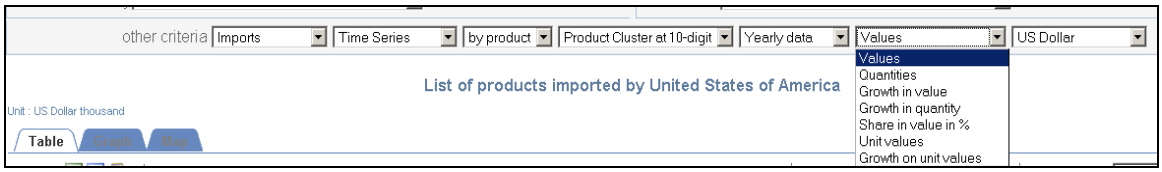
For some countries this information is also available on a quarterly or monthly basis. Click on "Yearly Data" to reveal the drop-down menu showing also options to get "*Quarterly*" and "*Monthly*" data (red square above).

Table 16: Annual imported value of Avocados in the US

Code	Product label	Imported Value in 2003,US Dollar thousand	Imported Value in 2004,US Dollar thousand	Imported Value in 2005,US Dollar thousand	Imported Value in 2006,US Dollar thousand	Imported Value in 2007,US Dollar thousand
0804400010	Hass avocados/hass-like deter by sec usda frh/drid	145806	180009	369624	266602	600163
0804400090	Avocados, fresh or dried, other	10926	8828	16132	13170	13154
0804400000	Avocados, fresh or dried	0	0	0	0	0

For a Peruvian exporter, this more detailed data is very useful, because it allows the exporter to focus on the specific variety of avocados that the US imports. Here, we can see that imports of the variety of avocado "Hass" have increased between 2003 and 2007, albeit with a decrease in 2006.

You may also want to click on "Other Criteria", to obtain the data in terms of Values, Quantities, Growth in value, Growth in quantity, Share in value in %, Unit Value and Growth on unit value.



3.7.2 Investigate competing suppliers to a potential market at the tariff line level.

As we did before to find out who were the suppliers of avocados in the United States (4.3 – Analyze the performance of competitors), by clicking on the product *"0804400010- Hass avocados and hass-like*" we can see who are the main competitors for the supply of this particular variety of avocados to the US market.

We can see that Peru doesn't export this variety of avocado to the US market. Most of the trading partners of the US have constantly increased their exports of "*0804400010- Hass avocados and hass-like*" between 2003 and 2007.

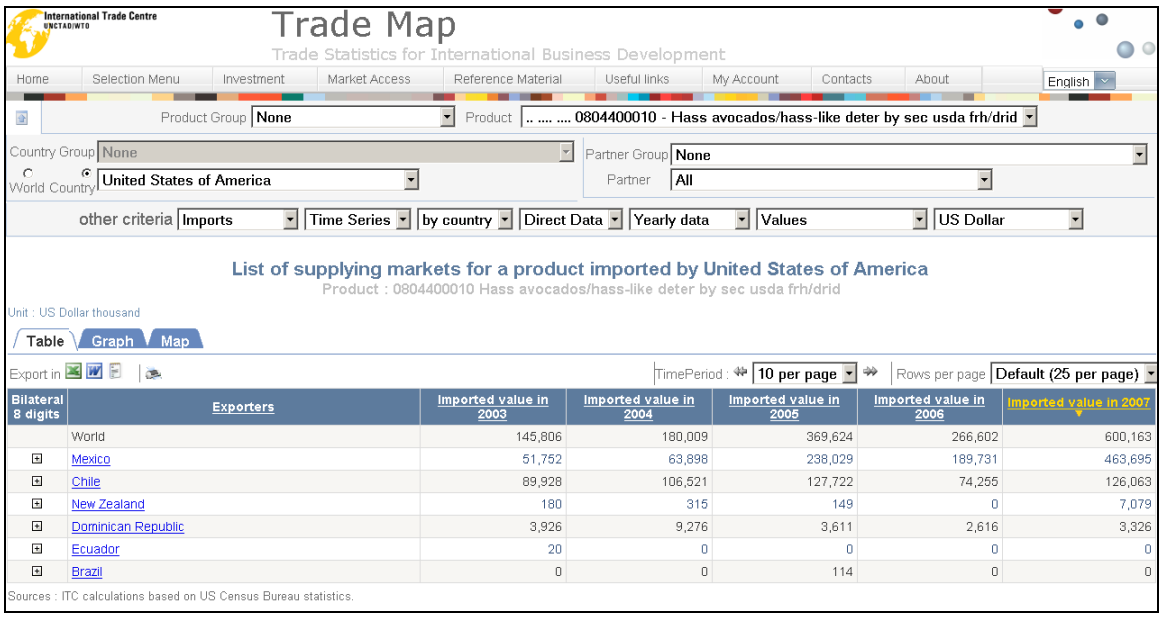
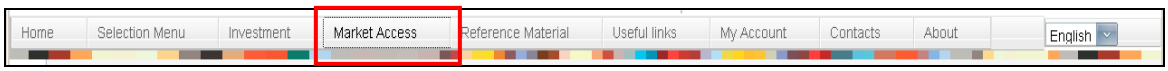


Table 17: List of products imported by the US at the tariff line level

Exporters	Imported value in 2003	Imported value in 2004	Imported value in 2005	Imported value in 2006	Imported value in 2007
World	145806	180009	369624	266602	600163
Mexico	51752	63898	238029	189731	463695
Chile	89928	106521	127722	74255	126063
New Zealand	180	315	149	0	7079
Dominican Republic	3926	9276	3611	2616	3326
Ecuador	20	0	0	0	0
Brazil	0	0	114	0	0

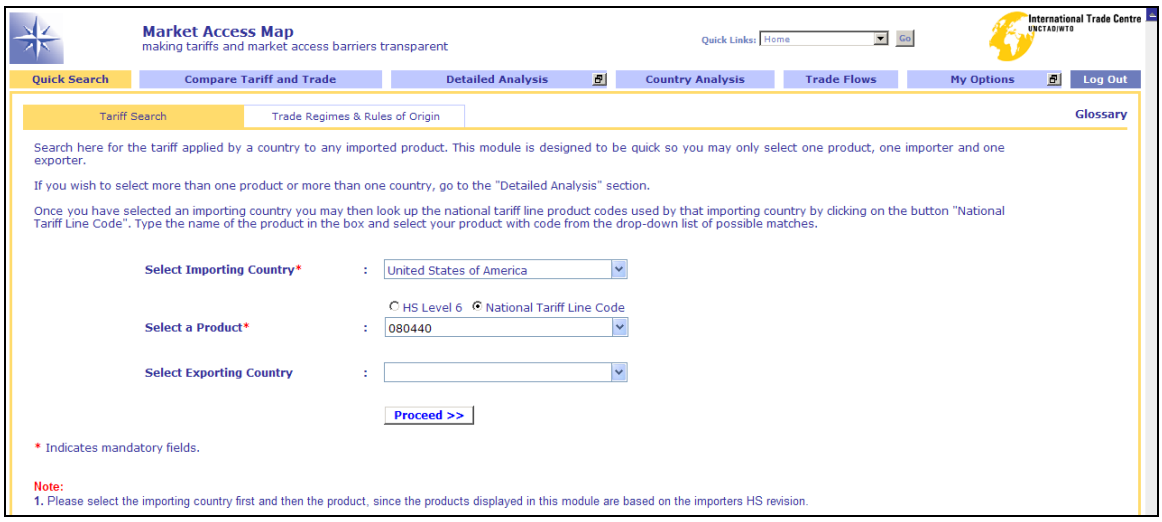
3.7.3 Examine tariffs in potential new markets at the tariff line level

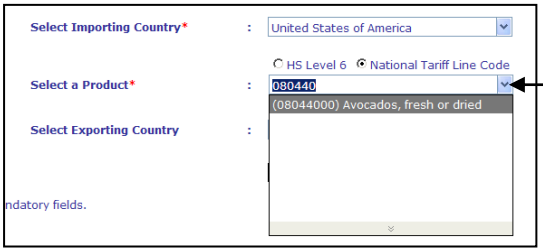
In order to get the tariff applied to a product at the tariff line level, you just have to click on the icon "Market Access" available at the top of the navigation menu.



By clicking on "Market Access", we will enter the online database Market Access Map. In this specific case, we want to identify what is the tariff applied by the US to any exporting countries for the product "*0804400010- Hass avocados and hass-like*". Those different criteria are automatically transferred to the following boxes: "*Select importing country*" (United States), "*National Tariff Line Code*" and "*Select a product*" (080440).

We notice that the HS code automatically displayed in the box "Select a Product" just has 6digits instead of the 10-digit of the HS code "*0804400010- Hass avocados and hass-like*". This can happen when the tariff line codes are either more or less detailed than the codes used for trade data (in the case of the US the tariffs are applied at codes only 8 digits long, whereas trade data is segmented to 10 digitsl) This does not necessarily mean that the codes used for trade data are inconsistent with those for tariff data. Where tariff codes are shorter than the trade data, the user should infer that products with more detailed descriptions and codes in Trade Map data which nevertheless carry the same code up to the level at which the tariff is applied, simply face the same tariff. Conversely if the codes at which tariffs are applied are more detailed than the trade data shown in Trade Map, the user should look up the tariff corresponding more precisely to his / her product.



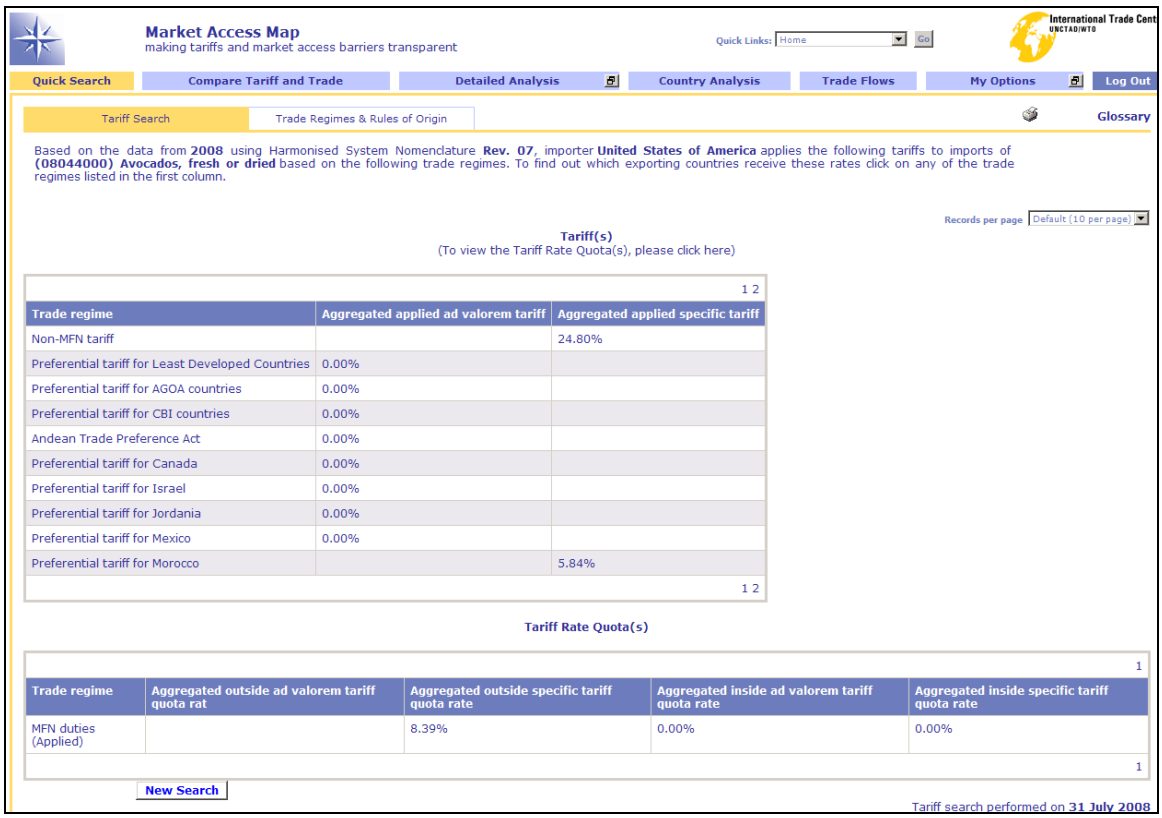


In order to select the corresponding HS code at the tariff line level, you have to click on the drop down menu.

The different HS codes and labels at the tariff line level will appear.

In the case of the US, there is only one tariff line *"08044000"*. Then click on it in order to select it and proceed.

The table below shows the different trade regimes that the United States of America applies to imports of the product *"08044000 Fresh or dried avocado"*. In the case of Peru, the Andean act would be the most favourable trade regime with a 0% Ad Valorem tariff.



3.7.4 Examine seasonal variation of the product at the tariff line level

An interesting feature of Trade Map is to have the trade data at the national tariff line level on a quarterly and monthly basis.

In the "Time Series" table, you can click on "*By product*" in "*Other Criteria*" (red square below) to obtain the different products at the tariff line level and then click on "*Quarterly*" and "*Monthly*" data.

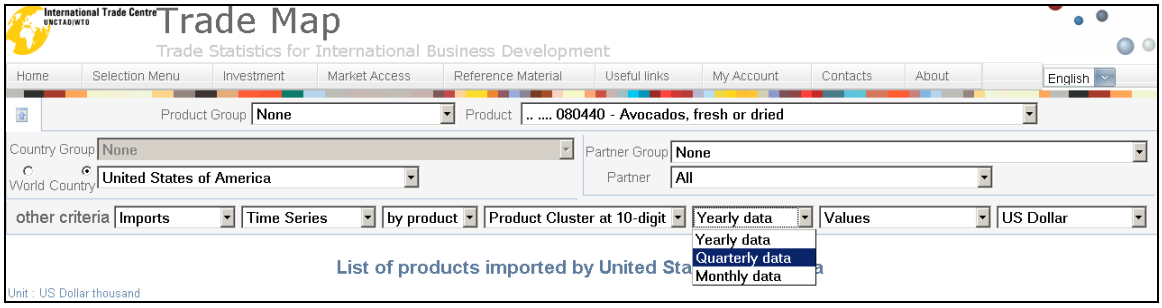


Table 18: Quarterly imported value of Oranges in the US

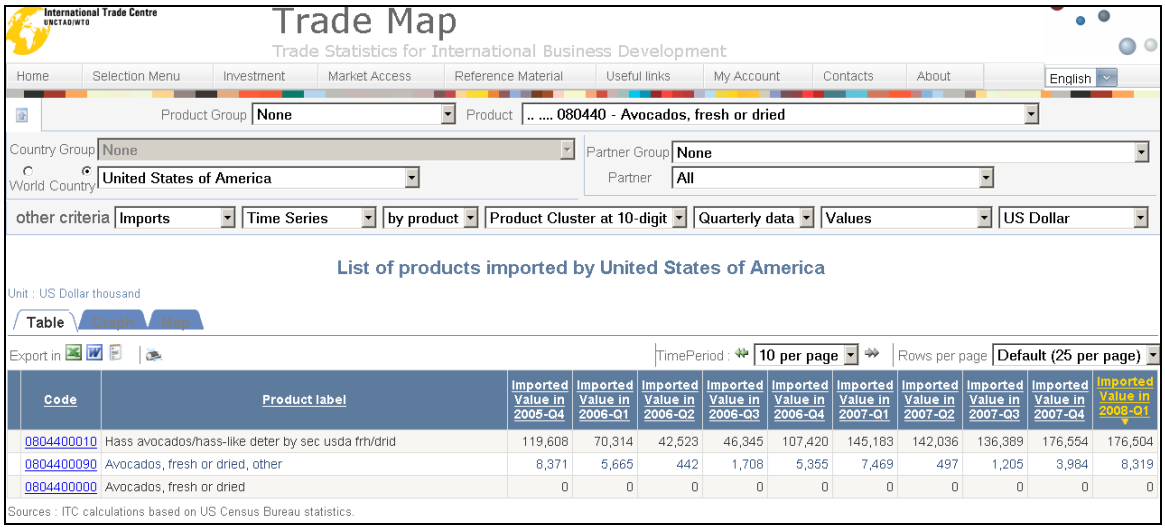


Table 18 shows the list of products at the national tariff line level imported by the United States *on a quarterly basis over the period 2005-2008.* For a Peruvian exporter, this more detailed data is very useful, because it allows the exporter to identify the demand fluctuation by quarter. We can identify that the highest demand for "*0804400010- Hass avocados and hass-like*" has been every fourth quarter over the last 2 years corresponding to the winter season in the United States.

Table 19: Quarterly imported value of Avocados in the US

		Imported Value													
Code	**Product label**	**2005 Q1**	**2005 Q2**	**2005 Q2**	**2005 Q3**	**2005 Q4**	**2006 Q1**	**2006 Q2**	**2006 Q3**	**2006 Q4**	**2007 Q1**	**2007 Q2**	**2007 Q3**	**2007 Q4**	**2008 Q1**
0804400010	Hass avocados/hass like deter by sec usda frh/drid	85192	60865	60865	103960	**119608**	70314	42523	46345	**107420**	145183	142036	136389	**176554**	176504
0804400090	Avocados, fresh or dried, other	5995	254	254	1512	8371	5665	442	1708	5355	7469	497	1205	3984	8319
0804400000	Avocados, fresh or dried	0	0	0	0	0	0	0	0	0	0	0	0	0	0

We can also examine imported value on a monthly basis and compare seasonal variation between competitors. Just click on "*0804400010 - Hass avocados and hass-like*" to get the list of supplying countries to the US.

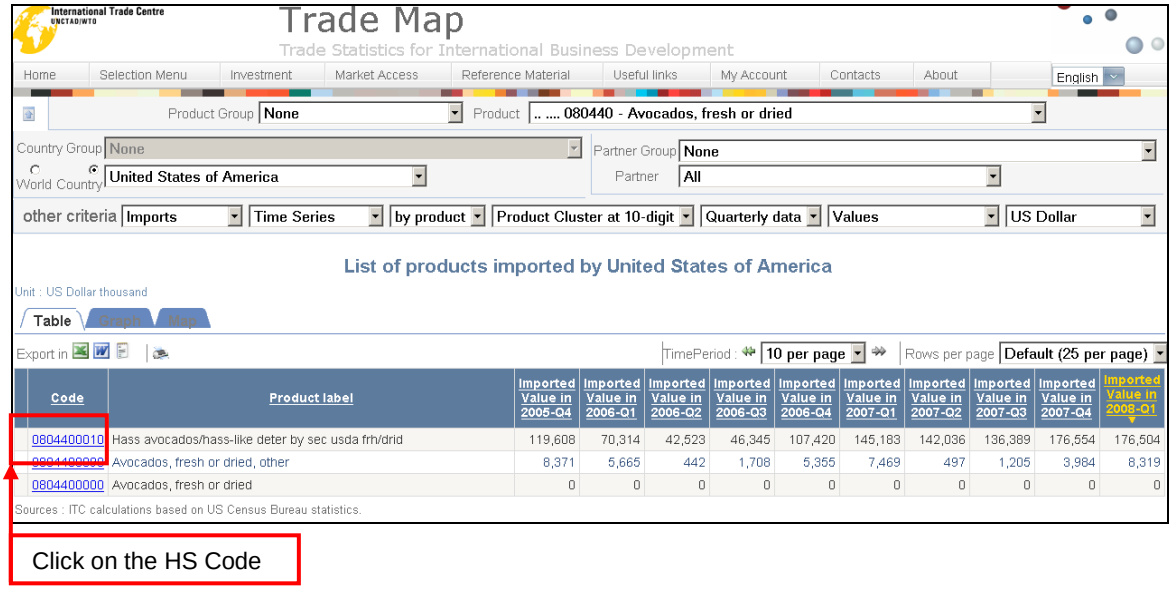
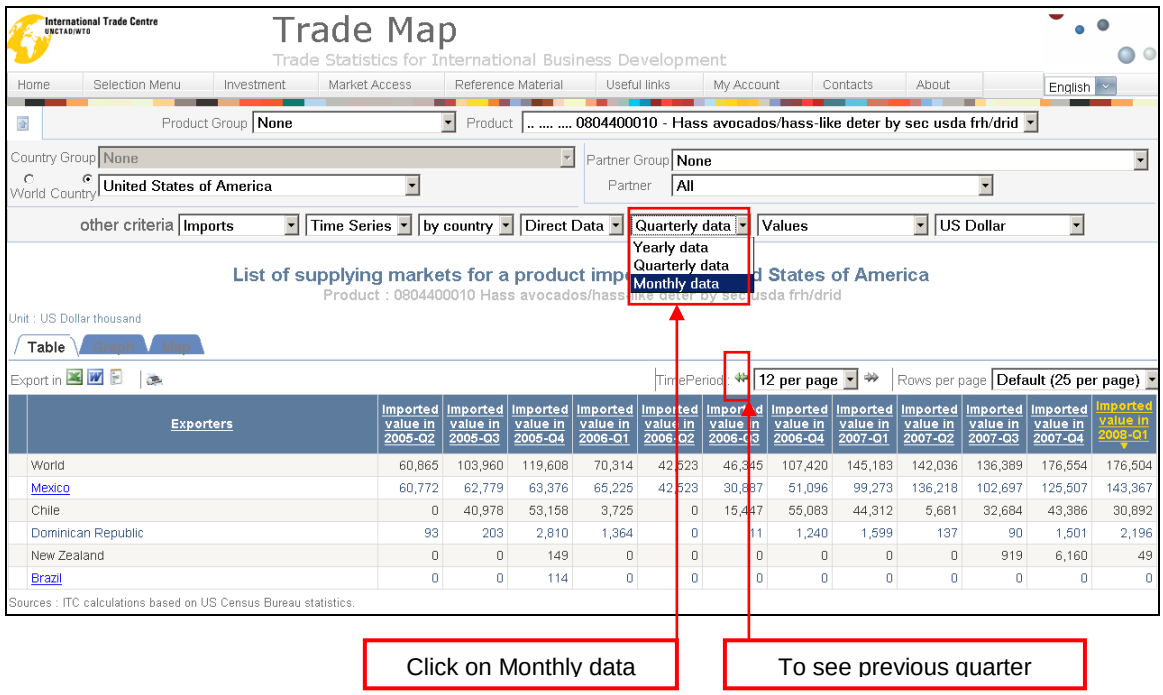


Table 20: Quarterly imported value of Avocados from countries supplying to the US, at the tariff line level

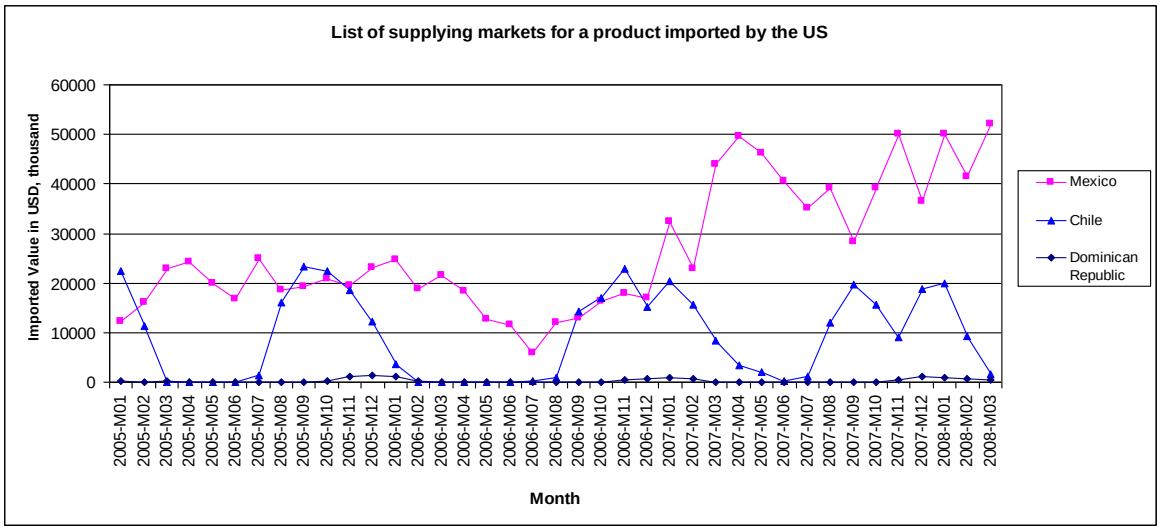


Then click on "*Monthly data*" on "*Other criteria*". You click on the icon (see the red square in the table below) to see the previous quarter.

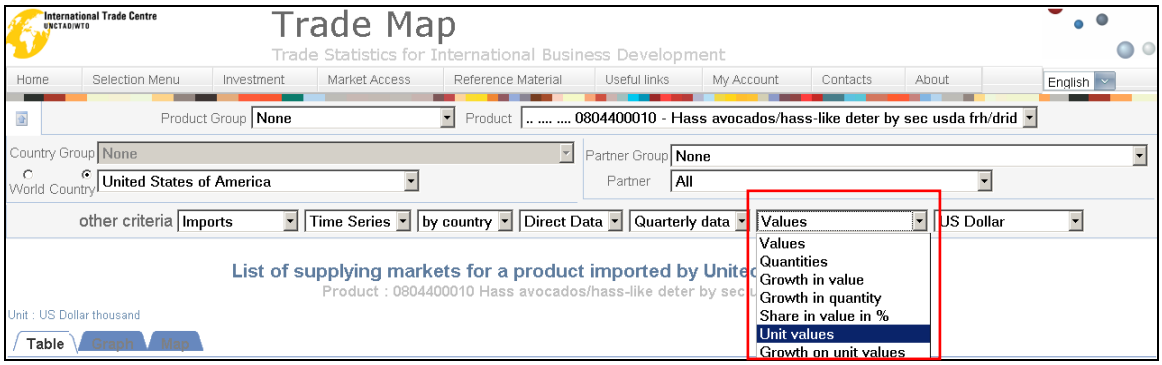
An easy way to analyze monthly trade statistics is to export them to Excel (click on the Excel icon) and put all the monthly data available in one excel table. You can then build a line graph such as below.

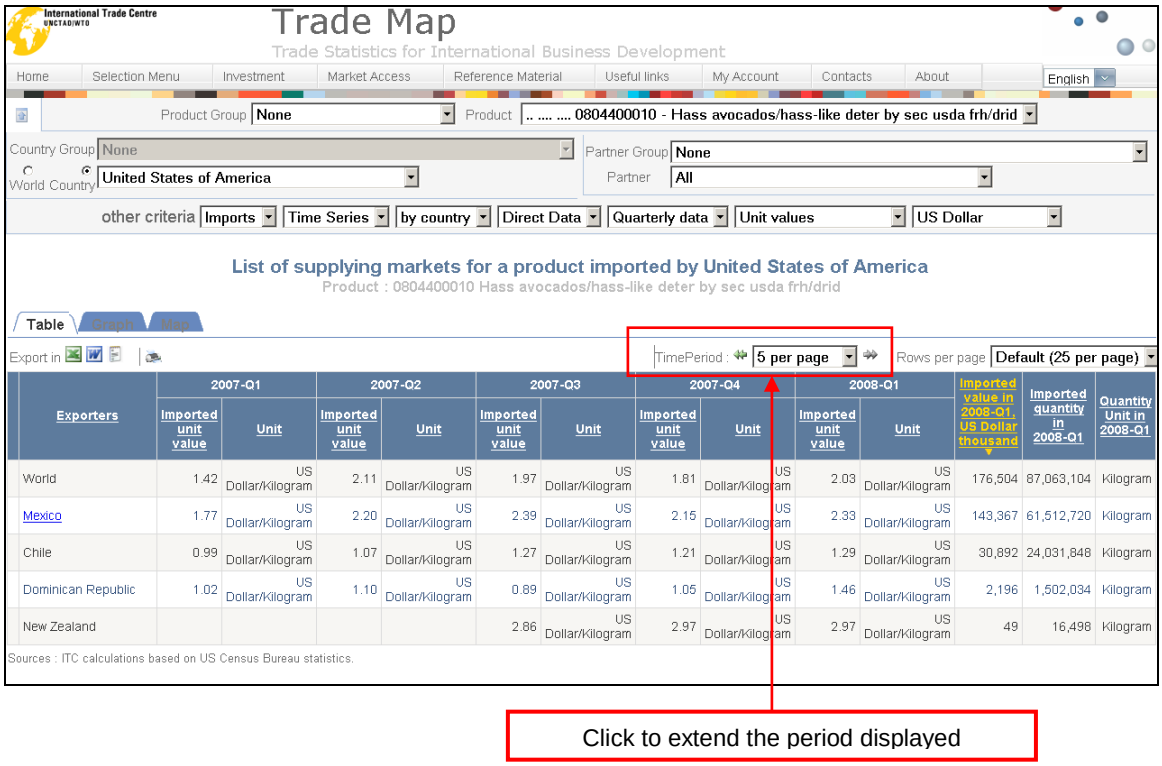
In the period 2005-2007, we can observe that Chileans exports of avocados to the US were very low between April (M-04) and July (M-07), and high between August and February. In the case of Mexican exports, we cannot identify any clear seasonal fluctuations. This low season for Chile could be an opportunity for Peruvian exporters provided they are able to supply this variety of avocado.

Graph 5: List of supplying markets for a product imported by the US



Another interesting indicator to analyse is the unit price. Just click on "*Values*" and then select "Unit Value". In the table below we can compare the unit value of the export product in US dollars per kilo between competitors on a quarterly basis. It is possible to extend the time period to get all the quarters available in Trade Map.

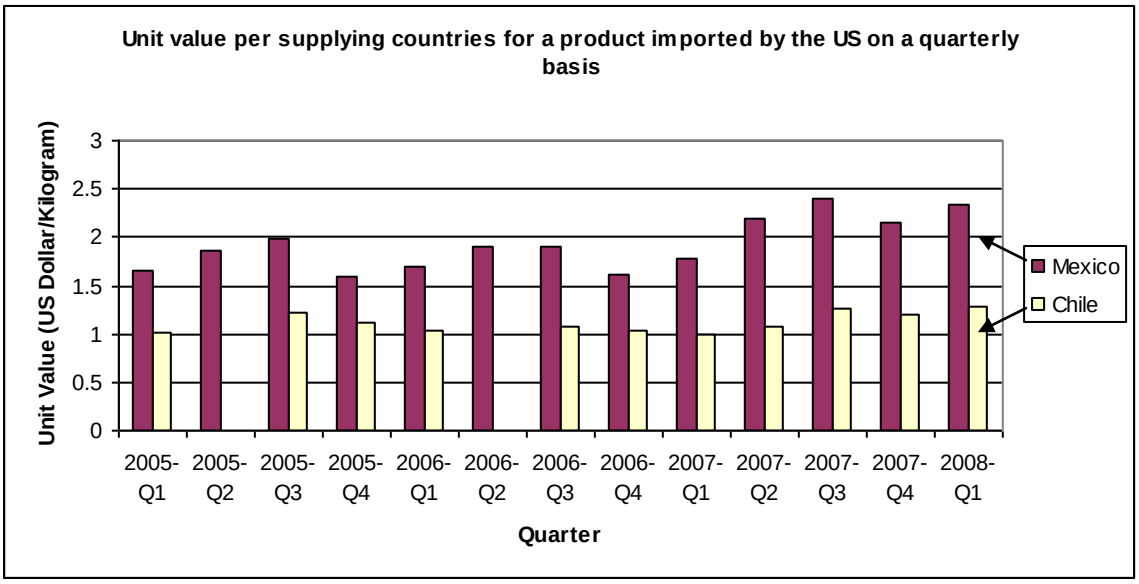




Then to facilitate the analysis, it is possible export the data to Excel (click on the Excel icon).

In the period 2005-2007, we can observe that the unit price of Mexican avocados is at least 50% more expensive than its competitors. The unit value difference increased in 2007 and was almost the double of its competitors.
We can also notice that the Mexican unit price is the lowest during the third quarter. Taking into account the geographic proximity of Mexico, this unit value difference requires a deeper analysis from the Peruvian exporter.

Graph 6: Unit value per supplying countries for a product imported by the US on a quarterly basis



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

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

3.8 - Assess the performance of the products currently exported to the market

As a first step in the process of outlining an effective export strategy, the Vietnamese exporter of *"HS 620463 -not knitted womens/girls trousers and shorts of synthetic fibres"* may need to analyze his/her current situation in the French market. By selecting the product "HS 620463", "France" and "Import" on the Selection Menu, he/she can obtain the table below, which describes the French market for the product under review.

Table 21: List of supplying markets for a product imported by France in 2006
Product: 620463 Womens/girls trousers and shorts, of synthetic fibres, not knitted

International Trade Centre UNCTAD/WTO

Trade Map

Trade Statistics for International Business Development

Home | Selection Menu | Investment | Market Access | Reference Material | Useful links | My Account | Contacts | About | English

Product Group: None | Product: ..... 620463 - Womens/girls trousers and shorts, of synthetic fibres, not knitted

Country Group: None | Partner Group: None

World / Country: France | Partner: All

other criteria: Imports | Trade Indicators | by country | Direct Data

List of supplying markets for the product imported by France in 2006

Product : 620463 Womens/girls trousers and shorts, of synthetic fibres, not knitted

France's imports represent **6.86%** of world imports for this product, its ranking in world imports is **4**

Table | Graph | Map

Export in | Rows per page: Default (25 per page)

1 2 3 4

Bilateral trade at 8-digit	Exporters	Trade Indicators												Tariff equivalent ad valorem applied by France
		Imported value 2006, USD thousand ▼	Trade balance 2006 in USD thousand	Share in France's imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, %, p.a.	Imported growth in quantity between 2002-2006, %, p.a.	Imported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 2002-2006, %, p.a.	
	World	323,359	-205,565	100	10,420	Tons	31,033	3	-3	-3		100	1	
+	China	66,597	-66,576	20.6	2,146	Tons	31,033	27	21	-12	1	19.6	14	12
+	Morocco	35,044	-34,809	10.8	1,129	Tons	31,040	1	-11	7	14	1.8	-14	0
+	Romania	22,548	-22,520	7	727	Tons	31,015	7	-3	-7	7	4.2	-1	0
+	Tunisia	20,762	-20,107	6.4	669	Tons	31,034	-3	-13	5	22	1.3	-14	0
+	Viet Nam	19,949	-19,949	6.2	643	Tons	31,025	55	60	149	6	4.6	33	9.6
+	Thailand	18,283	-18,242	5.7	589	Tons	31,041	-1	-2	24	25	1	13	9.6
+	Bulgaria	15,152	-14,163	4.7	488	Tons	31,049	2	-4	14	20	1.4	0	0
+	Indonesia	13,188	-13,188	4.1	425	Tons	31,031	4	9	13	10	2.6	4	9.6
+	Turkey	12,455	-12,117	3.9	401	Tons	31,060	-8	-17	-12	4	4.8	-5	0
+	Italy	9,823	5,586	3	317	Tons	30,987	0	9	-21	11	2.4	-6	0
+	Bangladesh	8,661	-8,661	2.7	279	Tons	31,043	0	-11	-2	8	3.3	3	0
+	Cambodia	7,640	-7,640	2.4	246	Tons	31,057	-4	-4	-38	15	1.7	13	0
+	Belgium	6,282	13,875	1.9	202	Tons	31,099	-10	-10	-35	5	4.7	-8	0
+	Netherlands	6,255	-3,076	1.9	202	Tons	30,965	27	20	-22	18	1.6	9	0

Exporters	Trade Indicators												Tariff AVE applied by France
	Imported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in France's imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, %, p.a.	Imported growth in quantity between 2002-2006, %, p.a.	Imported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 2002-2006, %, p.a.	
World	323,359	-205,565	100	10,420	Tons	31,033	3	-3	-3		100	1	
China	66,597	-66,576	20.6	2,146	Tons	31,033	27	21	-12	1	19.6	14	
Morocco	35,044	-34,809	10.8	1,129	Tons	31,040	1	-11	7	14	1.8	-14	
Romania	22,548	-22,520	7	727	Tons	31,015	7	-3	-7	7	4.2	-1	
Tunisia	20,762	-20,107	6.4	669	Tons	31,034	-3	-13	5	22	1.3	-14	
Viet Nam	**19,949**	**-19,949**	**6.2**	**643**	**Tons**	**31,025**	**55**	**60**	**149**	**6**	**4.6**	**33**	
Thailand	18,283	-18,242	5.7	589	Tons	31,041	-1	-2	24	25	1	13	
Bulgaria	15,152	-14,163	4.7	488	Tons	31,049	2	-4	14	20	1.4	0	
Indonesia	13,188	-13,188	4.1	425	Tons	31,031	4	9	13	10	2.6	4	
Turkey	12,455	-12,117	3.9	401	Tons	31,060	-8	-17	-12	4	4.8	-5	
Italy	9,823	5,586	3	317	Tons	30,987	0	9	-21	11	2.4	-6	
Bangladesh	8,661	-8,661	2.7	279	Tons	31,043	0	-11	-2	8	3.3	3	
Cambodia	7,640	-7,640	2.4	246	Tons	31,057	-4	-4	-38	15	1.7	13	
Belgium	6,282	13,875	1.9	202	Tons	31,099	-10	-10	-35	5	4.7	-8	

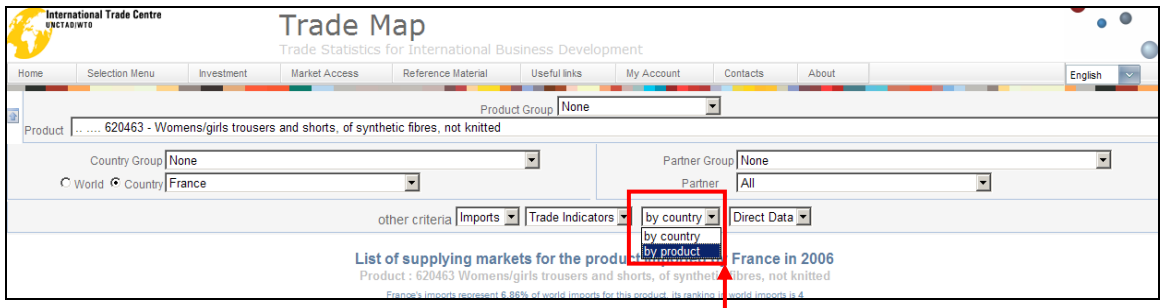
The table indicates that Vietnam ranks 5th with 6.2% share of the French market, it experiences a positive trend. Over the last 5 years Vietnamese exports increased in value and in quantity by 55% and 60% respectively, and in the last year, while the French overall import trend in value decreased by 3%, they achieved an extremely high growth rate (+149%).

In addition we can also see that Vietnam is faring better than all its competitors. China, the largest exporter to France for this product is also growing quickly while most competitors are losing market share.

3.9 - Identify similar products imported by the given market

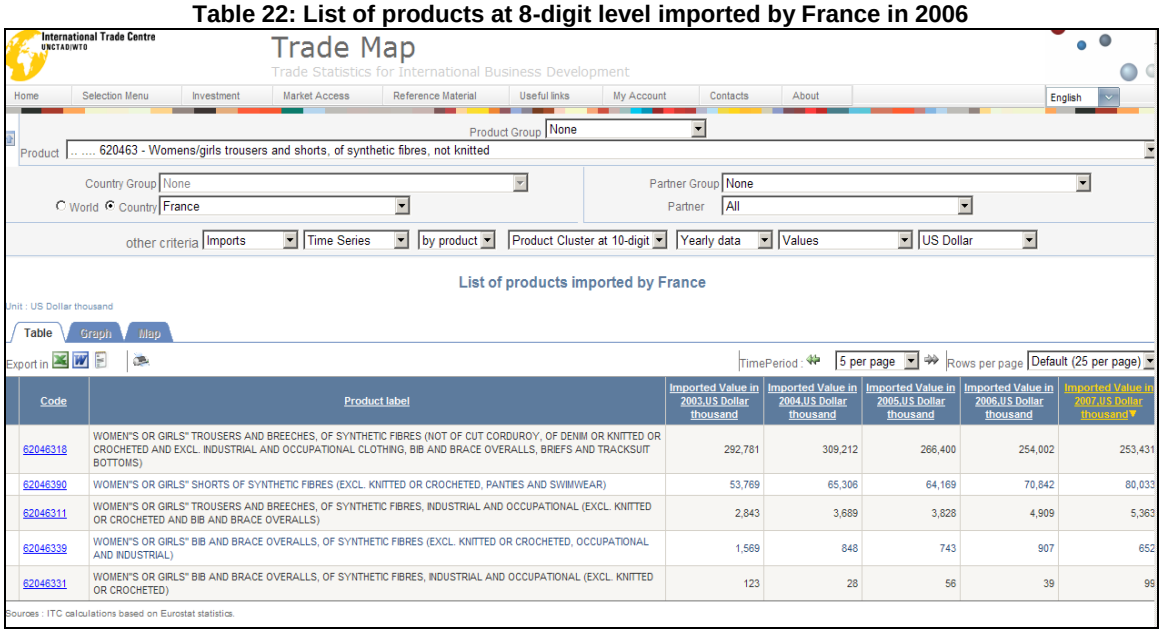
This favourable situation may lead the Vietnamese exporter to consider increasing sales by expanding the portfolio of products. To do so, that exporter should examine opportunities for product diversification in order to benefit from this promising trend for the product under review. He/she needs then to know what complementary products French imports and among them, what related products are experiencing growth.

By clicking on "*By Product*" in the "the *Other Criteria*" bar, he/she can generate the list of potential products for diversification at the tariff line level for the corresponding 6-digit product. Trade Map will provide the exporter with a list of all products belonging to the same product cluster imported by France starting with HS 620463. (See table below). The trade data will be displayed for the most recent years available: in this case they cover the period 2003-2007.



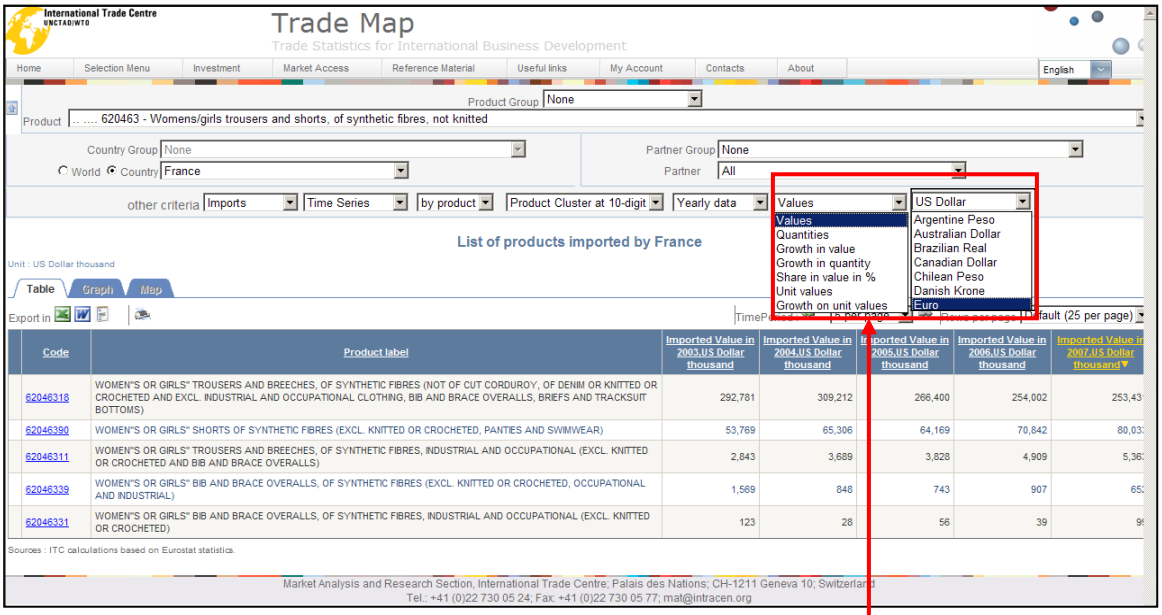
Click on "by product" to get the data at the tariff line level

Table 22: List of products at 8-digit level imported by France in 2006



Code	Product label	Imported Value in 2003,US Dollar thousand	Imported Value in 2004,US Dollar thousand	Imported Value in 2005,US Dollar thousand	Imported Value in 2006,US Dollar thousand	Imported Value in 2007,US Dollar thousand
62046318	WOMEN"S OR GIRLS" TROUSERS AND BREECHES, OF SYNTHETIC FIBRES (NOT OF CUT CORDUROY, OF DENIM OR KNITTED OR CROCHETED AND EXCL. INDUSTRIAL AND OCCUPATIONAL CLOTHING, BIB AND BRACE OVERALLS, BRIEFS AND TRACKSUIT BOTTOMS)	292781	309212	266400	254002	253431
62046390	WOMEN"S OR GIRLS" SHORTS OF SYNTHETIC FIBRES (EXCL. KNITTED OR CROCHETED, PANTIES AND SWIMWEAR)	53769	65306	64169	70842	80033
62046311	WOMEN"S OR GIRLS" TROUSERS AND BREECHES, OF SYNTHETIC FIBRES, INDUSTRIAL AND OCCUPATIONAL (EXCL. KNITTED OR CROCHETED AND BIB AND BRACE OVERALLS)	2843	3689	3828	4909	5363
62046339	WOMEN"S OR GIRLS" BIB AND BRACE OVERALLS, OF SYNTHETIC FIBRES (EXCL. KNITTED OR CROCHETED, OCCUPATIONAL AND INDUSTRIAL)	1569	848	743	907	652
62046331	WOMEN"S OR GIRLS" BIB AND BRACE OVERALLS, OF SYNTHETIC FIBRES, INDUSTRIAL AND OCCUPATIONAL (EXCL. KNITTED OR CROCHETED)	123	28	56	39	99

The exporter may want also to investigate trends of imported values and quantities of this specific market. He/she just needs to click on "*Other Criteria*" in the navigation bar to complement with annual growth rates in value and quantity. The information is also available in the local currency (€).



Click on "values" to get more about the trends at the tariff line level

Table 23: Importations growth in value on a yearly basis

Code	Product label	importations growth in value between 2003-2004, %	importations growth in value between 2004-2005, %	importations growth in value between 2005-2006, %	importations growth in value between 2006-2007, %	Imported Value in 2007,US Dollar thousand
62046318	WOMEN"S OR GIRLS" TROUSERS AND BREECHES, OF SYNTHETIC FIBRES (NOT OF CUT CORDUROY, OF DENIM OR KNITTED OR CROCHETED AND EXCL. INDUSTRIAL AND OCCUPATIONAL CLOTHING, BIB AND BRACE OVERALLS, BRIEFS AND TRACKSUIT BOTTOMS)	5.61	-13.85	-4.65	-0.22	253431
62046390	WOMEN"S OR GIRLS" SHORTS OF SYNTHETIC FIBRES (EXCL. KNITTED OR CROCHETED, PANTIES AND SWIMWEAR)	21.46	-1.74	10.4	12.97	80033
62046311	WOMEN"S OR GIRLS" TROUSERS AND BREECHES, OF SYNTHETIC FIBRES, INDUSTRIAL AND OCCUPATIONAL (EXCL. KNITTED OR CROCHETED AND BIB AND BRACE OVERALLS)	29.76	3.77	28.24	9.25	5363
62046339	WOMEN"S OR GIRLS" BIB AND BRACE OVERALLS, OF SYNTHETIC FIBRES (EXCL. KNITTED OR CROCHETED, OCCUPATIONAL AND INDUSTRIAL)	-45.95	-12.38	22.07	-28.11	652
62046331	WOMEN"S OR GIRLS" BIB AND BRACE OVERALLS, OF SYNTHETIC FIBRES, INDUSTRIAL AND OCCUPATIONAL (EXCL. KNITTED OR CROCHETED)	-77.24	100	-30.36	153.85	99

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

Trade Map data can be analysed also by country. Analysing by country allows users to assess the national trade performance of a specific country or group of countries. It can also give an overview of national competitiveness vis-à-vis competitors. Trade Map data could serve as inputs for national export strategies, industry policy or trade support institutional planning.

This section describes country analysis in terms of answering a series of specific questions from the perspective of Ministries, Research Institutes and Trade Support Institutions (TSIs).

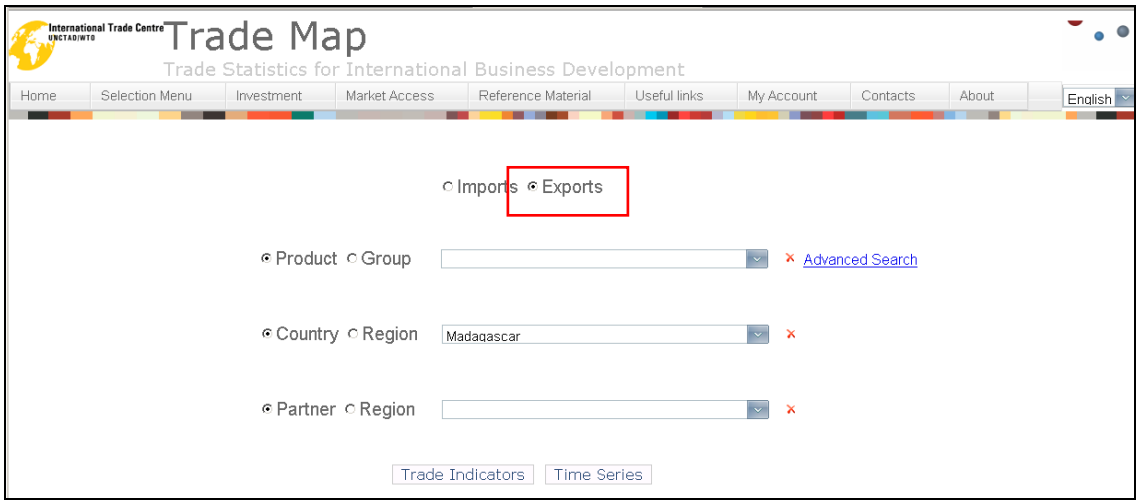
Typical question could be:
- What are the major trading partners of a country?
- What are the top exported and imported products of a country?
- What are the most dynamics export sectors of a country?

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

4.1 - Gauge national trade performance by sector

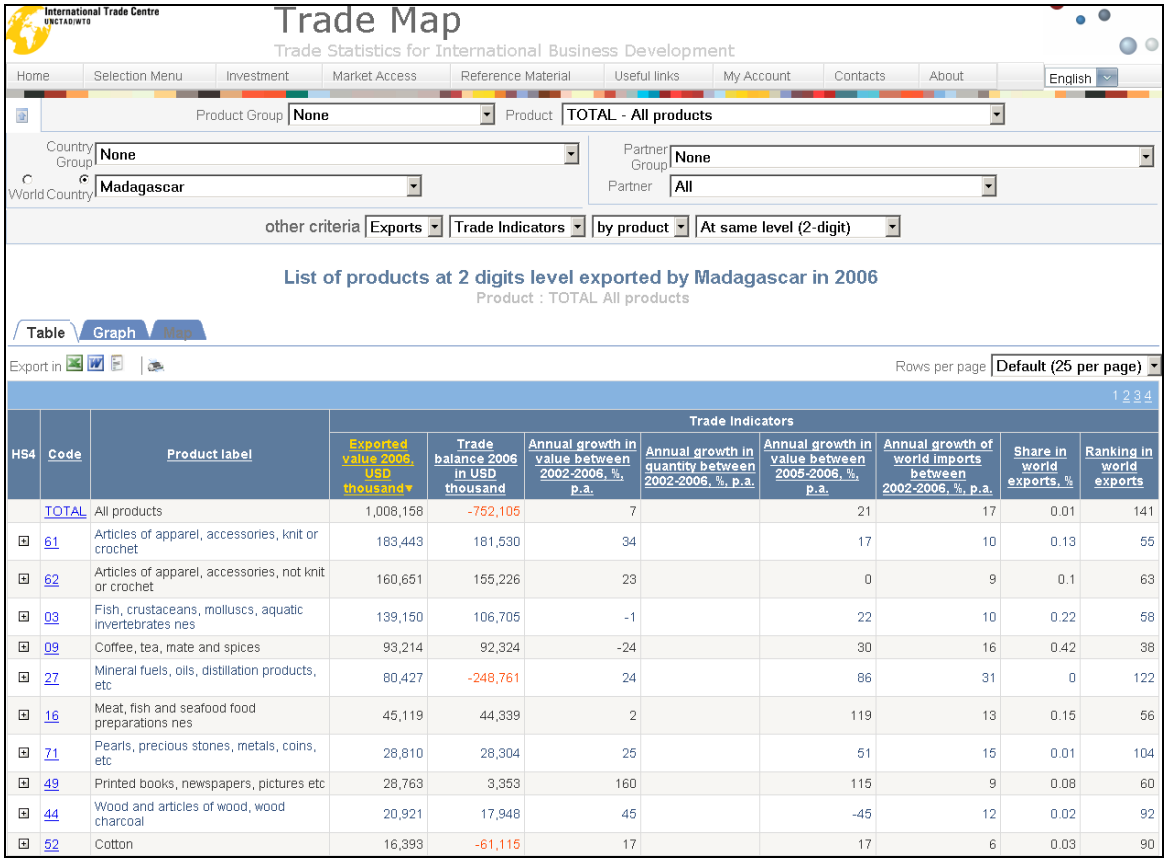
The government of Madagascar may wish to investigate how the country's exports compete in the world market in order to best prioritize efforts to attract foreign or domestic investment and/or to promote trade.

4.1.1 Analyse the export portfolio



By selecting Madagascar as the country in the Selection Menu and indicating "Export" then clicking on "Trade Indicators" (above), Trade Map generates a list of Madagascar's exports sectors (at the 2-digit level of the Harmonized System) sorted by value.

Table 24: List of products at 2-digit level exported by Madagascar in 2006 (extract)



HS4	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
	TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
	61	Articles of apparel, accessories, knit or crochet	183,443	181,530	34		17	10	0.13	55
	62	Articles of apparel, accessories, not knit or crochet	160,651	155,226	23		0	9	0.1	63
	03	Fish, crustaceans, molluscs, aquatic invertebrates nes	139,150	106,705	-1		22	10	0.22	58
	09	Coffee, tea, mate and spices	93,214	92,324	-24		30	16	0.42	38
	27	Mineral fuels, oils, distillation products, etc	80,427	-248,761	24		86	31	0	122
	16	Meat, fish and seafood food preparations nes	45,119	44,339	2		119	13	0.15	56
	71	Pearls, precious stones, metals, coins, etc	28,810	28,304	25		51	15	0.01	104
	49	Printed books, newspapers, pictures etc	28,763	3,353	160		115	9	0.08	60
	44	Wood and articles of wood, wood charcoal	20,921	17,948	45		-45	12	0.02	92
	52	Cotton	16,393	-61,115	17		17	6	0.03	90

Code	Product label	Trade Indicators							
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
61	Articles of apparel, accessories, knit or crochet	183,443	181,530	34		17	10	0.13	55
62	Articles of apparel, accessories, not knit or crochet	160,651	155,226	23		0	9	0.1	63
03	Fish, crustaceans, molluscs, aquatic invertebrates nes	139,150	106,705	-1		22	10	0.22	58
09	Coffee, tea, mate and spices	93,214	92,324	-24		30	16	0.42	38
27	Mineral fuels, oils, distillation products, etc	80,427	-248,761	24		86	31	0	122
16	Meat, fish and seafood food preparations nes	45,119	44,339	2		119	13	0.15	56
71	Pearls, precious stones, metals, coins, etc	28,810	28,304	25		51	15	0.01	104
49	Printed books, newspapers,	28,763	3,353	160		115	9	0.08	60

	pictures etc								
44	Wood and articles of wood, wood charcoal	20,921	17,948	45		-45	12	0.02	92
52	Cotton	16,393	-61,115	17		17	6	0.03	90
08	Edible fruit, nuts, peel of citrus fruit, melons	13,826	13,466	2		-23	13	0.03	103
18	Cocoa and cocoa preparations	13,783	12,635	4		237	11	0.06	62

From the first line of this table the analyst can see that overall, Madagascar ranks 141 among the world's exporters in goods, with a 7% p.a. growth in exports over the 2002-2006 period (compared with the average annual world import growth of 17% over the same period) and 21% p.a. over the 2005-2006 period. This would suggest that Madagascar over the 5 year period, has reduced its share in world trade overall. Looking at exports at the HS 2-digit level can serve to highlight the general performance of different sectors and possibly point to sectors interesting from the perspective of attracting foreign or domestic investment. Sectors such as *"HS 61-Articles of apparel, accessories, knit or crochet"* and "*HS 62-Articles of apparel, accessories, not knit or crochet*" are experiencing high growth in value (34% and 23% p.a. respectively), while world exports of these products are only growing at 10% and 9% p.a. respectively. These may be attractive sectors for investment.

Table 25: Explanatory Notes for Table 29

HS rev. 1	HS product code for product imported in 2006. HS. rev. 1 refers to Revision One of the Harmonized System (HS) nomenclature 1996. This distinguishes the codes from other revisions of the HS. BOP stands for the Extended Balance of Payments Services Classification (see Annex II: EBOPS)
Product	Abbreviated product description respectively corresponding to the HS nomenclatures.
Exported value 2006, USD thousand	Value of 2006 exports in the selected product. These figures are as reported by countries to the COMTRADE database or as calculated with mirror statistics.
Trade balance 2006 in USD thousand	Defined as exports minus imports for that particular HS/NTL code. This column indicates whether the country is a net importer or net exporter.
Annual growth in value between 2002-2006, %, p.a.	Annual growth in the value of exports. This trend is calculated by the least squares method. If a country did not report trade data in 2006, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.
Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in the quantity of exports. This trend is calculated using the same method as the growth in value.
Annual growth in value between 2005-2006, %, p.a.	This growth over the most recent 12 month period is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years and showing the country performance over the last year.
Share in world exports, %:	This indicator is calculated based on Trade Map's world estimation, which includes reported and mirror data.
Ranking in world exports	The world ranking in 2006 of the selected country in world exports of the product under review.

4.1.2 Identifying the importing markets.

In order to obtain the countries importing from Madagascar, select "By country" in "Other Criteria" in the navigation menu. Trade Map generates a list of Madagascar's importing partners, sorted by value.

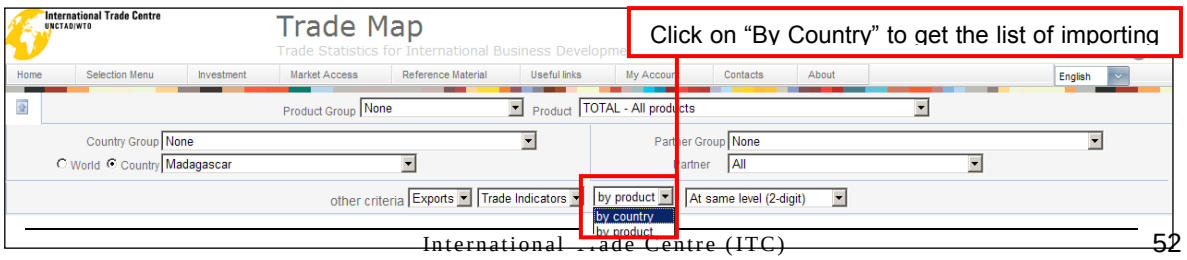
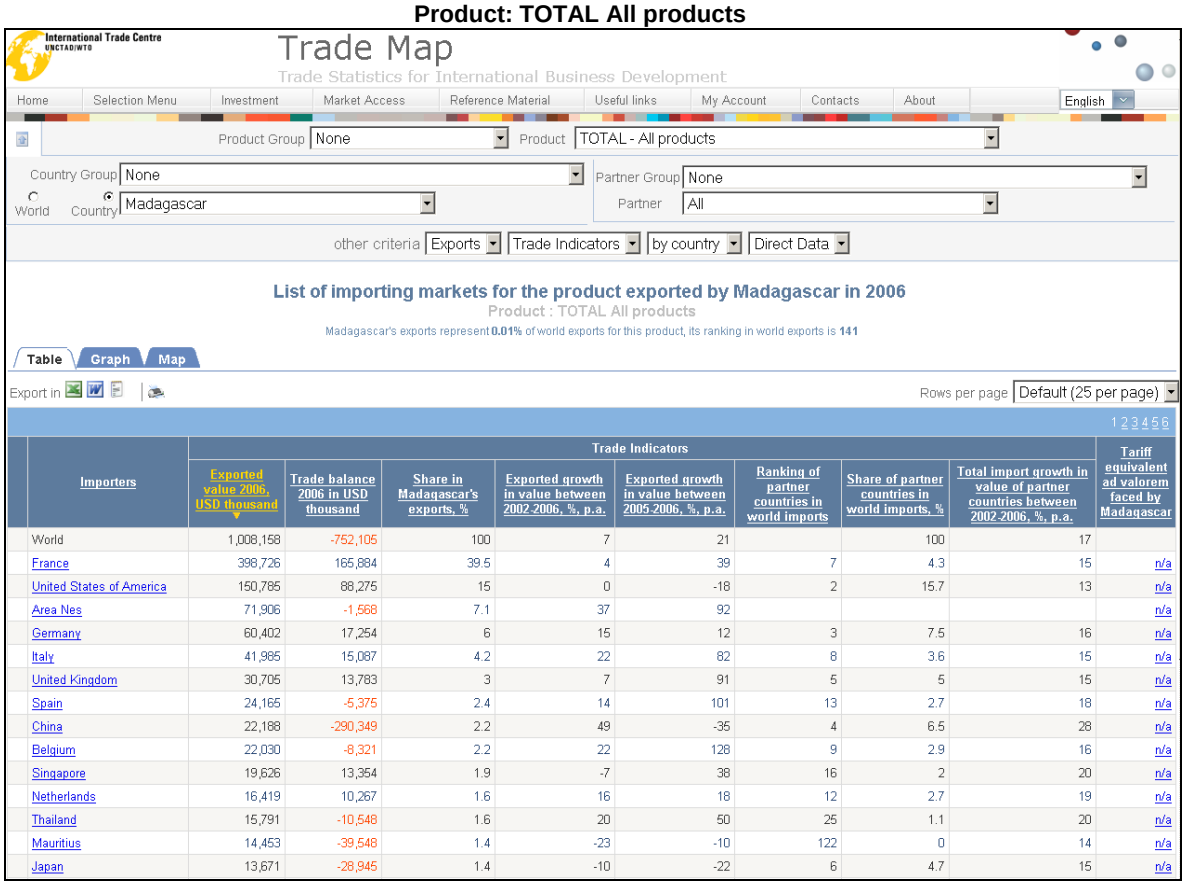


Table 26: List of importing markets for a product exported by Madagascar in 2006

Product: TOTAL All products



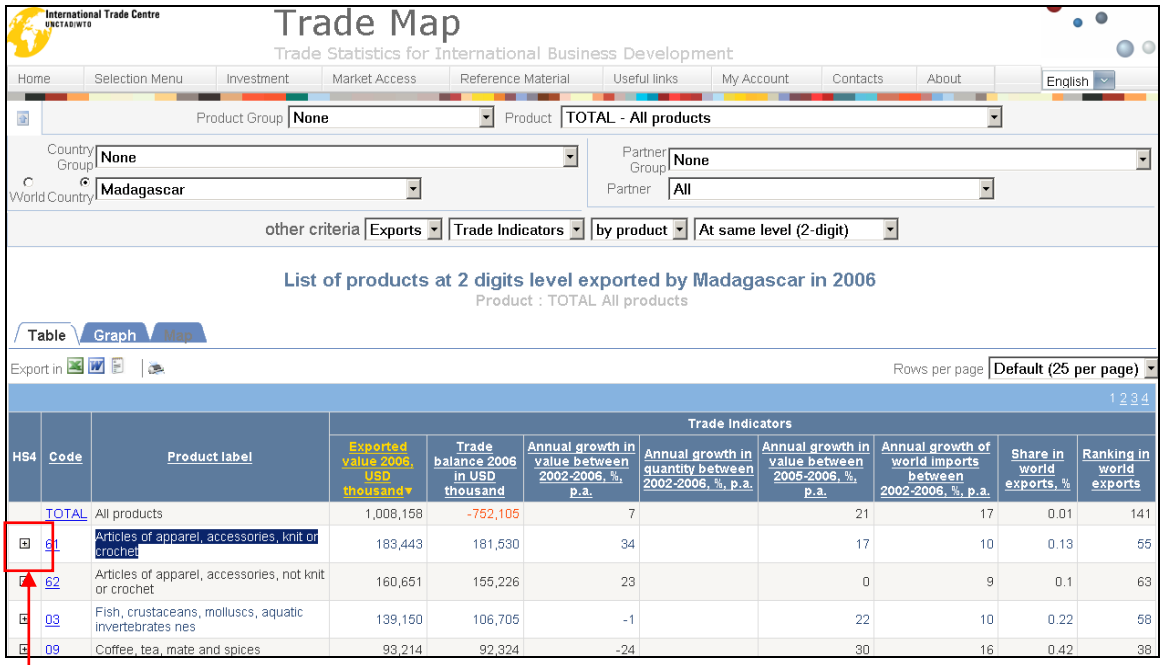
Importers	Trade Indicators								Tariff equivalent ad valorem faced by Madagascar
	Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Madagascar's exports, %	Exported growth in value between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
World	1,008,158	-752,105	100	7	21		100	17	
France	398,726	165,884	39.5	4	39	7	4.3	15	n/a
United States of America	150,785	88,275	15	0	-18	2	15.7	13	n/a
Area Nes	71,906	-1,568	7.1	37	92				n/a
Germany	60,402	17,254	6	15	12	3	7.5	16	n/a
Italy	41,985	15,087	4.2	22	82	8	3.6	15	n/a
United Kingdom	30,705	13,783	3	7	91	5	5	15	n/a
Spain	24,165	-5,375	2.4	14	101	13	2.7	18	n/a
China	22,188	-290,349	2.2	49	-35	4	6.5	28	n/a
Belgium	22,030	-8,321	2.2	22	128	9	2.9	16	n/a
Singapore	19,626	13,354	1.9	-7	38	16	2	20	n/a
Netherlands	16,419	10,267	1.6	16	18	12	2.7	19	n/a
Thailand	15,791	-10,548	1.6	20	50	25	1.1	20	n/a
Mauritius	14,453	-39,548	1.4	-23	-10	122	0	14	n/a
Japan	13,671	-28,945	1.4	-10	-22	6	4.7	15	n/a

Importers	Trade Indicators								Tariff AVE faced by Madagascar
	Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Madagascar's exports, %	Exported growth in value between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
World	1,008,158	-752,105	100	7	21		100	17	
France	398,726	165,884	39.5	4	39	7	4.3	15	
United States of America	150,785	88,275	15	0	-18	2	15.7	13	
Area Nes*[7]	71,906	-1,568	7.1	37	92				
Germany	60,402	17,254	6	15	12	3	7.5	16	
Italy	41,985	15,087	4.2	22	82	8	3.6	15	
United Kingdom	30,705	13,783	3	7	91	5	5	15	
Spain	24,165	-5,375	2.4	14	101	13	2.7	18	
China	22,188	-290,349	2.2	49	-35	4	6.5	28	
Belgium	22,030	-8,321	2.2	22	128	9	2.9	16	
Singapore	19,626	13,354	1.9	-7	38	16	2	20	

[7] Area Nes: Area No where Else Specified:

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

Alternatively, the analyst may prefer to have a more in depth look at each of the sectors listed in Table 27. By clicking on the "+", in the first column called HS4, we can see all the products at HS 4-digit level included in this product cluster listed by code (Table).

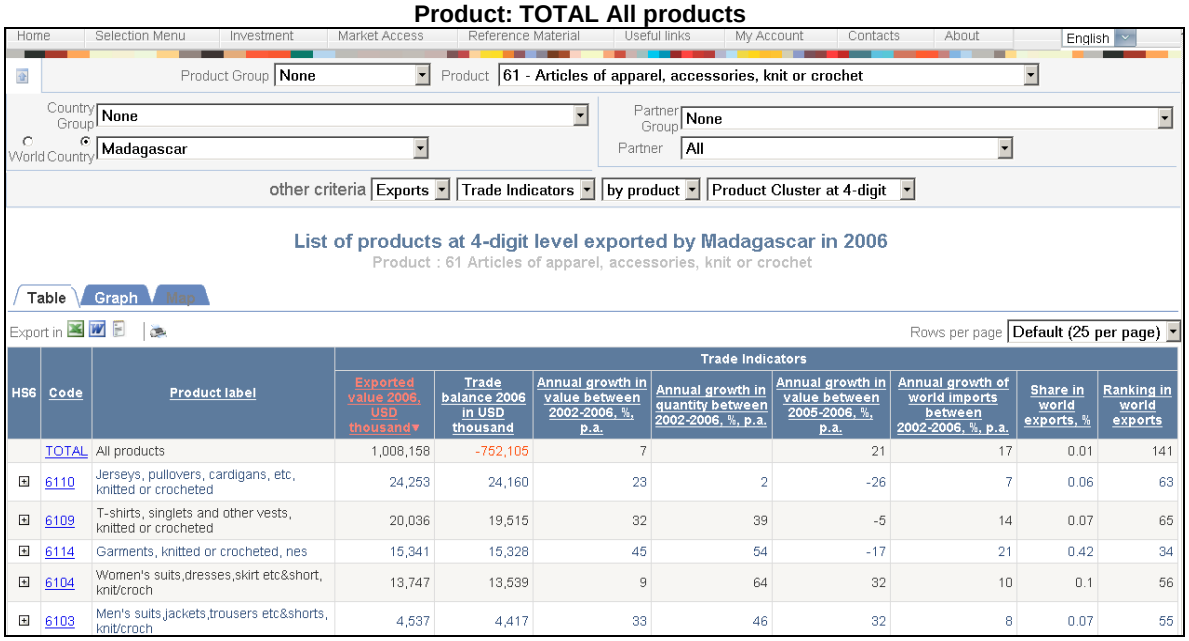


HS4	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
	TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
+	61	Articles of apparel, accessories, knit or crochet	183,443	181,530	34		17	10	0.13	55
+	62	Articles of apparel, accessories, not knit or crochet	160,651	155,226	23		0	9	0.1	63
+	03	Fish, crustaceans, molluscs, aquatic invertebrates nes	139,150	106,705	-1		22	10	0.22	58
+	09	Coffee, tea, mate and spices	93,214	92,324	-24		30	16	0.42	38

Click on the "+" to get the list of product at the HS 4-digit level include in the product cluster HS-61.

Table 27: List of products at 4-digit level exported by Madagascar in 2006

Product: TOTAL All products



HS6	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
	TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
+	6110	Jerseys, pullovers, cardigans, etc, knitted or crocheted	24,253	24,160	23	2	-26	7	0.06	63
+	6109	T-shirts, singlets and other vests, knitted or crocheted	20,036	19,515	32	39	-5	14	0.07	65
+	6114	Garments, knitted or crocheted, nes	15,341	15,328	45	54	-17	21	0.42	34
+	6104	Women's suits,dresses,skirt etc&short, knit/croch	13,747	13,539	9	64	32	10	0.1	56
+	6103	Men's suits,jackets,trousers etc&shorts, knit/croch	4,537	4,417	33	46	32	8	0.07	55

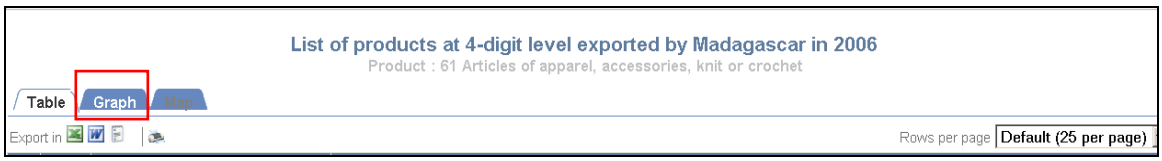
Table 27: List of products at 4-digit level exported by Madagascar in 2006

Product: TOTAL All products

Code	Product label	Trade Indicators							
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
6110	Jerseys, pullovers, cardigans, etc, knitted or crocheted	24,253	24,160	23	2	-26	7	0.06	63
6109	T-shirts, singlets and other vests, knitted or crocheted	20,036	19,515	32	39	-5	14	0.07	65
6114	Garments, knitted or crocheted, nes	15,341	15,328	45	54	-17	21	0.42	34
6104	Women's suits,dresses,skirt etc&short, knit/croch	13,747	13,539	9	64	32	10	0.1	56
6103	Men's suits,jackets,trousers etc&shorts, knit/croch	4,537	4,417	33	46	32	8	0.07	55
6105	**Men's shirts, knitted or crocheted**	**3,917**	**3,849**	**147**	**124**	**395**	**10**	**0.06**	**62**
….	Not complete								

For instance, among the products listed, "*HS-6105 Men's shirts, knitted or crocheted*" appears to be a promising product group as it has shown substantial growth over both 5 years and the most recent-12 month period (147% and 395% p.a.), while world imports have grown 17% p.a. from 2002-2006. Madagascar's high rate of export growth could be explained by looking at quarterly data.

The analyst can generate a graphical representation in the form of a bubble graph by clicking on "bubble graph" at the top of the screen[8].



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

Graph 7: Growth of national supply and international demand for export products of Madagascar in 2006, HS 4-digit level

Graph 7 presents Madagascar's export performance for all the HS 4-digit product codes within the *"HS 61-Articles of apparel, accessories, knit or crochet"*. The chart shows the export value of each product (size of the bubbles), and compares Madagascar's annual increase in world market share since 2002 (horizontal axis) with the annual growth of international demand between 2002-2006 (vertical axis). This chart is showing the export performance in dynamic terms (dynamic analysis).

The annual increase in world market share represents the "Annual growth in value between 2002-06" minus the "Average Annual growth of world imports between 2002-06 of the product.

For instance, for the product "HS6114-Garments, knitted or crocheted, nes":

Annual growth in value between 2002-06	45%
minus average Annual growth of world imports between 2002-06	21%
= Annual increase in world market share	24%

The chart also indicates the average nominal growth of the total exports of the world for the period 2002 to 2006 (red horizontal reference line), which was 17%. Moreover, the vertical line indicates the 0% growth of Madagascar's world market share (red vertical reference line).

It should be noted that the criterion for distinguishing growing and declining products in this chart is the annual average nominal growth rate of total world imports from 2002 to 2006, which was 17%. Products, whose world imports have grown below this rate (i.e. 17% annually), are classified as declining products, as their shares in world trade are declining, while 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 is described briefly 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 comprise products, which are growing faster than world trade in general, and for which Madagascar has been able to outperform world market growth and has, consequently, increased its share in world exports, such as *HS6114*.
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 in these products might consider broadening supply capacity.

Losers in growing sectors - (Underachievers):
Located in the upper-left quadrant, these are sectors for which Madagascar has lost world 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 alert policy makers to opportunities for trade promotion and other efforts. To better understand however how one might respond, it would be necessary to examine the data at the most detailed level to determine which products in particular that offer the best growth and check whether indeed Madagascar is exporting these products and how Madagascar's performance compares with the world average for each. Positive global trends at the 4-digit level of product detail can mask considerable variation at the 6-digit or tariff line level of detail. Reasons for underperformance may be many 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 exporters in world export markets that are declining or growing below the world average rate. From a trade promotion perspective, niche-marketing strategies might help in pin-pointing the positive trade performance of specific products from the overall decline in these markets.

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

World import markets for products in this quadrant, such as *HS6105-Men's shirts, knitted or crocheted* (10%), are growing below the world average rate (17%), but the market share of Madagascar's exporters is growing (137%).

Losers in declining sectors

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

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

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

A TRADE ADVISER WISHES TO ANALYSE BRAZIL'S EXPORT PORTFOLIO

4.3 - Overview of exported products by Brazil

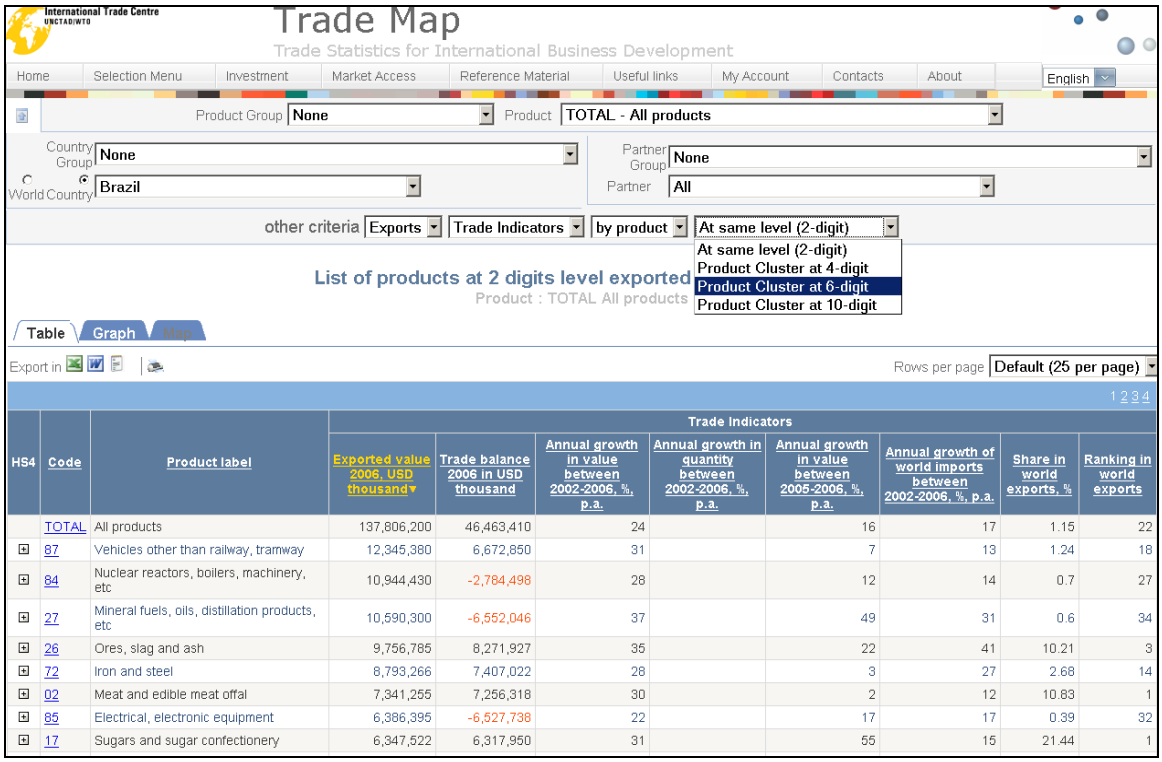
A trade advisor wants to have a quick overview of the export portfolio of Brazil. To refine the research, he can analyze the Brazilian exports at the 6-digit level of the Harmonized System to obtain an overview of the top products exported by Brazil.

In the selection menu, type "*Brazil*" in the Country box, select "*Exports*" and click on "*Trade Indicators*".

Selection Menu

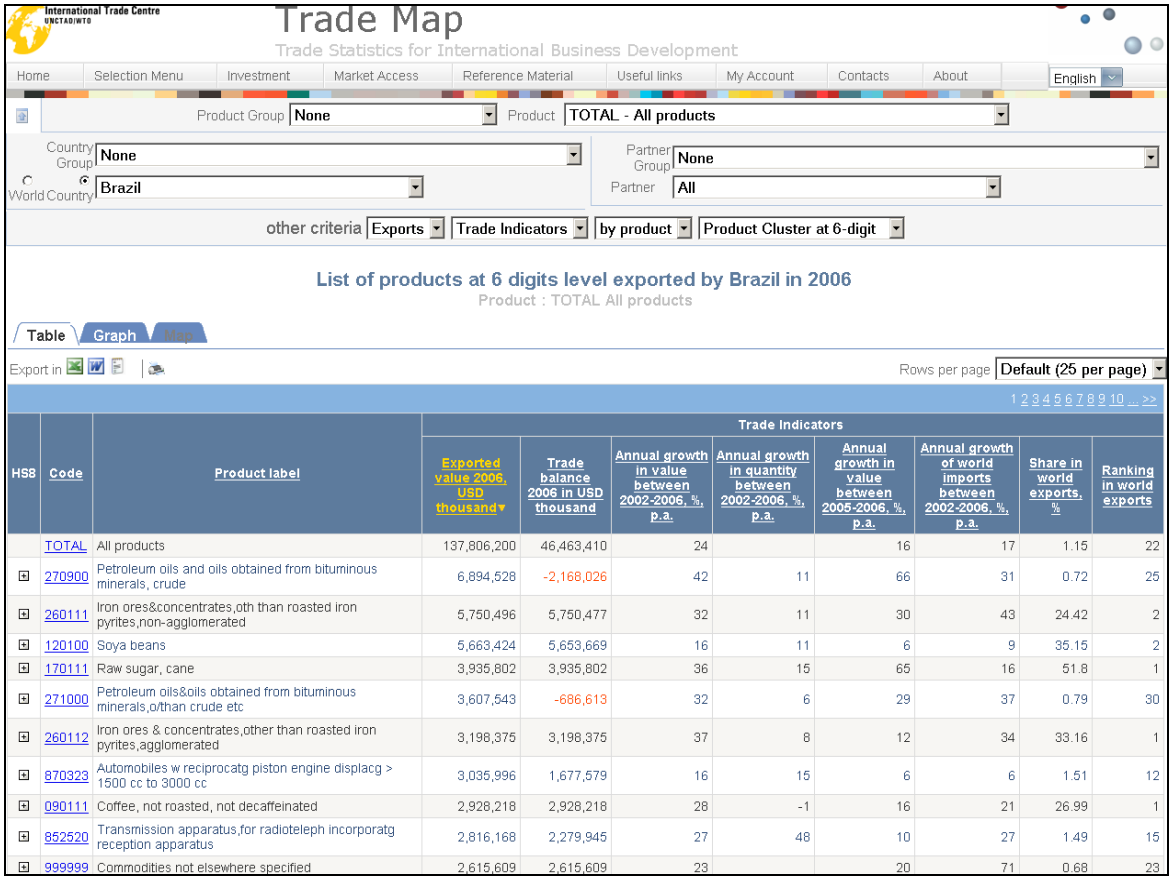
By default, you will get the table with the list of importing markets for the product exported by Madagascar in 2006. Then click on "Product Cluster at 6-digit level" in "Other Criteria".

Table 28: List of products at 6-digit level exported by Brazil in 2006



HS4	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
	TOTAL	All products	137,806,200	46,463,410	24		16	17	1.15	22
87		Vehicles other than railway, tramway	12,345,380	6,672,850	31		7	13	1.24	18
84		Nuclear reactors, boilers, machinery, etc	10,944,430	-2,784,498	28		12	14	0.7	27
27		Mineral fuels, oils, distillation products, etc	10,590,300	-6,552,046	37		49	31	0.6	34
26		Ores, slag and ash	9,756,785	8,271,927	35		22	41	10.21	3
72		Iron and steel	8,793,266	7,407,022	28		3	27	2.68	14
02		Meat and edible meat offal	7,341,255	7,256,318	30		2	12	10.83	1
85		Electrical, electronic equipment	6,386,395	-6,527,738	22		17	17	0.39	32
17		Sugars and sugar confectionery	6,347,522	6,317,950	31		55	15	21.44	1

Table 29: List of products at 6-digit level exported by Brazil in 2006



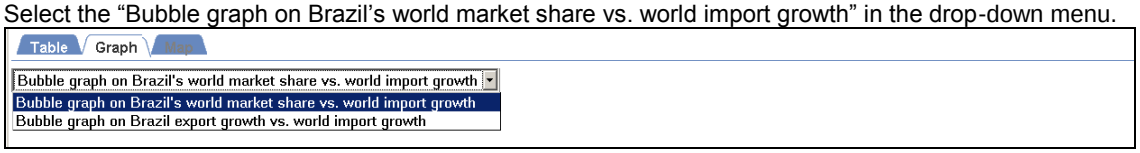
HS8	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
	TOTAL	All products	137,806,200	46,463,410	24		16	17	1.15	22
	270900	Petroleum oils and oils obtained from bituminous minerals, crude	6,894,528	-2,168,026	42	11	66	31	0.72	25
	260111	Iron ores&concentrates,oth than roasted iron pyrites,non-agglomerated	5,750,496	5,750,477	32	11	30	43	24.42	2
	120100	Soya beans	5,663,424	5,653,669	16	11	6	9	35.15	2
	170111	Raw sugar, cane	3,935,802	3,935,802	36	15	65	16	51.8	1
	271000	Petroleum oils&oils obtained from bituminous minerals,o/than crude etc	3,607,543	-686,613	32	6	29	37	0.79	30
	260112	Iron ores & concentrates,other than roasted iron pyrites,agglomerated	3,198,375	3,198,375	37	8	12	34	33.16	1
	870323	Automobiles w reciprocatg piston engine displacg > 1500 cc to 3000 cc	3,035,996	1,677,579	16	15	6	6	1.51	12
	090111	Coffee, not roasted, not decaffeinated	2,928,218	2,928,218	28	-1	16	21	26.99	1
	852520	Transmission apparatus,for radioteleph incorporatg reception apparatus	2,816,168	2,279,945	27	48	10	27	1.49	15
	999999	Commodities not elsewhere specified	2,615,609	2,615,609	23		20	71	0.68	23

Code	Product label	Trade Indicators							
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
TOTAL	All products	137,806,200	46,463,410	24		16	17	1.15	22
270900	Petroleum oils and oils obtained from bituminous minerals, crude	6,894,528	-2,168,026	42	11	66	31	0.72	25
260111	Iron ores&concentrates,oth than roasted iron pyrites,non-agglomerated	5,750,496	5,750,477	32	11	30	43	24.42	2
120100	Soya beans	5,663,424	5,653,669	16	11	6	9	35.15	2
170111	Raw sugar, cane	3,935,802	3,935,802	36	15	65	16	51.8	1
271000	Petroleum oils&oils obtained from bituminous minerals,o/than crude etc	3,607,543	-686,613	32	6	29	37	0.79	30
260112	Iron ores & concentrates,other than roasted iron pyrites,agglomerated	3,198,375	3,198,375	37	8	12	34	33.16	1
870323	Automobiles w reciprocatg piston engine displacg > 1500 cc to 3000 cc	3,035,996	1,677,579	16	15	6	6	1.51	12
090111	Coffee, not roasted, not decaffeinated	2,928,218	2,928,218	28	-1	16	21	26.99	1

852520	Transmission apparatus,for radioteleph incorporatg reception apparatus	2,816,168	2,279,945	27	48	10	27	1.49	15
999999	Commodities not elsewhere specified	2,615,609	2,615,609	23		20	71	0.68	23
020230	Bovine cuts boneless, frozen	2,463,023	2,448,483	50	37	38	14	27.56	1
470329	Chemical wood pulp,soda/sulphate,non-coniferous,semi-bl/bleachd,nes	2,428,551	2,428,343	19	15	23	13	30	1
230400	Soya-bean oil-cake&oth solid residues,whether or not ground or pellet	2,419,188	2,393,757	3	0	-16	9	21.24	2
880240	Aircraft nes of an unladen weight exceeding 15,000 kg	2,362,329	2,354,464	102	87	30	10	2.76	5
170199	Refined sugar, in solid form, nes	2,231,158	2,231,127	26	5	45	20	20.75	1

From Table 29, a new type of chart can be generated, which follows the same structure of Graph 7, but with a few significant differences. First, the horizontal axis represents the "*World market share of Brazil in 2006*" and the vertical axis represents the *"Annual growth of world imports over the last five years (2002-2006)*".

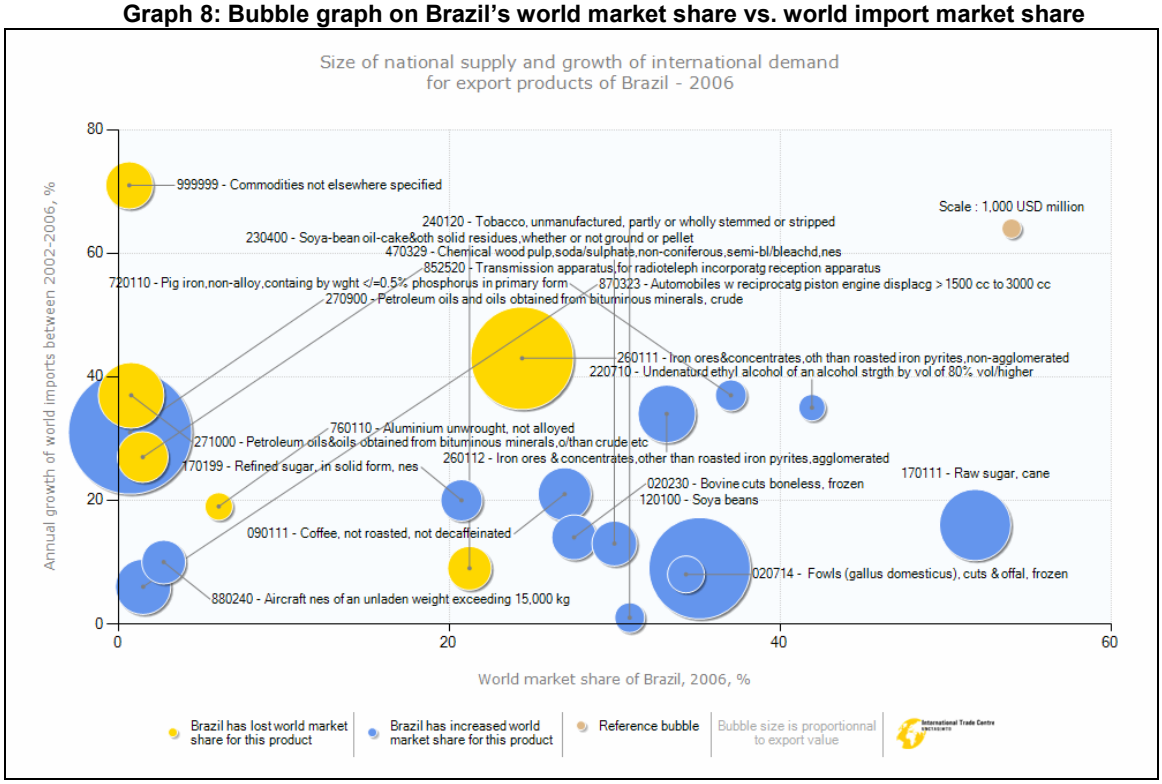
Select the "Bubble graph on Brazil's world market share vs. world import growth" in the drop-down menu.



The colour of the bubble allows us to easily identifying whether Brazil is increasing or decreasing its world market share for a particular product over the last five years 2002-2006 (see the legend below).

We are now able to assess the performance of Brazil's 15 leading export products[9] (HS 6-digit level) in world markets and evaluate their importance in term of world market share.

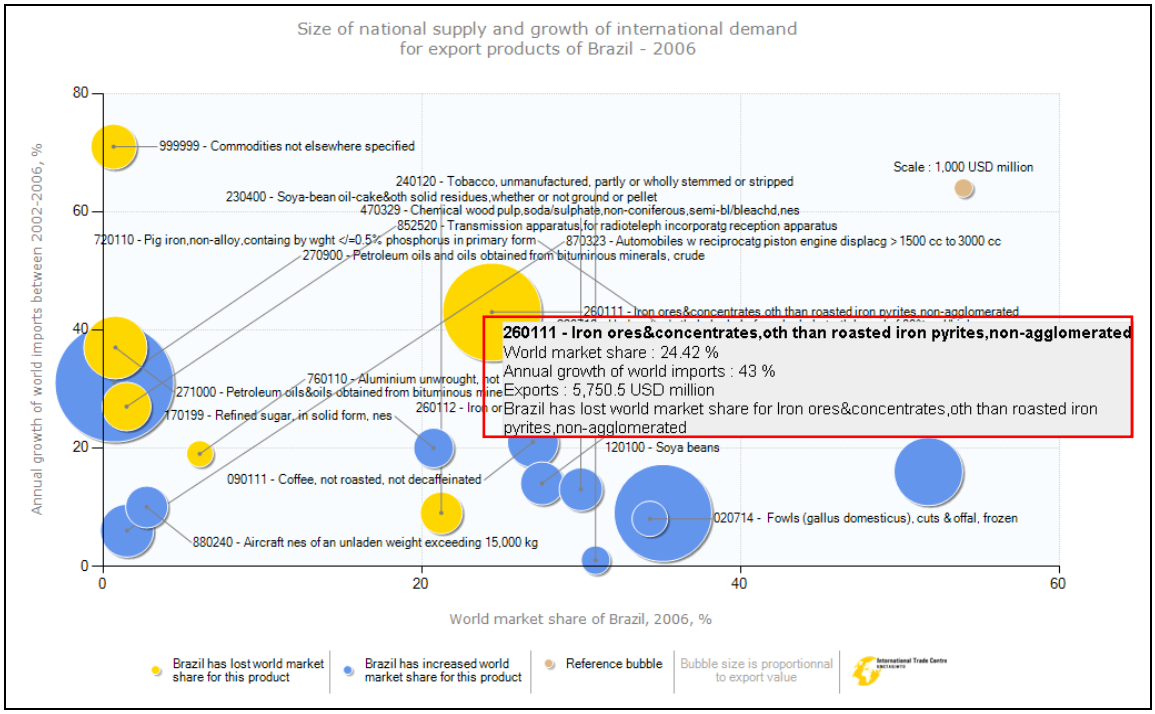
Graph 8: Bubble graph on Brazil's world market share vs. world import market share



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

For instance, for the product "*HS26011-Iron ores & concentrates, other than roasted iron pyrites, non-agglomerated* " annual growth of world imports has grown by 43% over the last 5 years (2002-2006) and Brazilian exports represents 24% of world market share. The bubble is in yellow because Brazil has been losing market share in the world market over the last five years: Brazil's export growth over the last five years (in table : 32%) is inferior to the world import growth (in table : 43%) over the last five years.

By moving your mouse on the bubble, you will get the detailed information in term of World market share, Annual growth of world imports and the Export value in USD, of the products.



Please note that HS-99999 (upper left in the graph):
The product HS-99999 is the last classification of the Harmonized System. This is used for two main reasons: (1) the country wants to protect its trade information or (2) reported data is incomplete.

For more in depth analysis of the leading Brazilian export products, the analyst can click "*Times Series*" in "*Other Criteria*" in the navigation menu to examine the trade data of the products and specific trade indicators over time, shown as below in Table 30 (a minimum of a 5-year time period in the table). The total exports from Brazil to the world increased significantly from US$73 billion to US$160 billion between 2001 and 2007.

If a country has reported trade data at the tariff line level, it is possible to get all products at the tariff line level exported or imported by the country. A quick way to know it, is to click on "Product Cluster" in "Other criteria", if "Product Cluster at 10-digit " is available, then you can have trade data a the tariff line level.

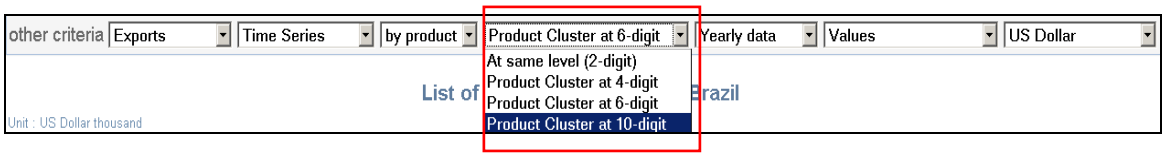
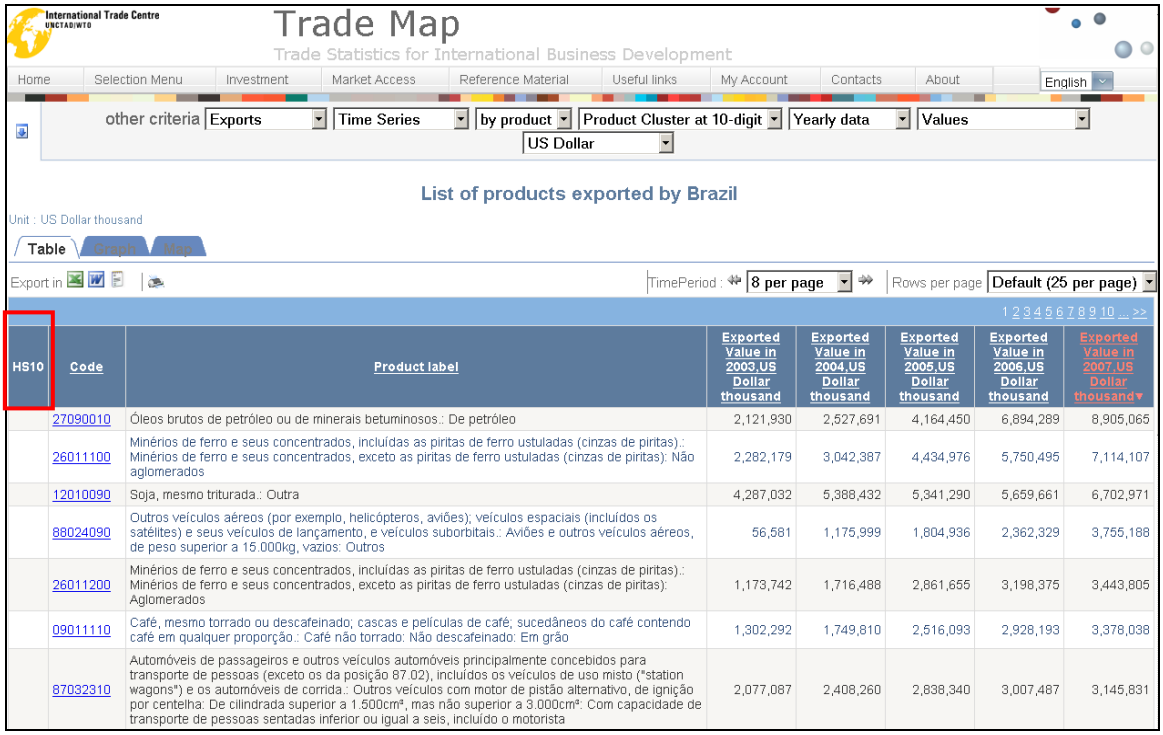


Table 30: The leading products exported by Brazil in 2007 at the tariff line level



HS10	Code	Product label	Exported Value in 2003,US Dollar thousand	Exported Value in 2004,US Dollar thousand	Exported Value in 2005,US Dollar thousand	Exported Value in 2006,US Dollar thousand	Exported Value in 2007,US Dollar thousand
	27090010	Óleos brutos de petróleo ou de minerais betuminosos.: De petróleo	2,121,930	2,527,691	4,164,450	6,894,289	8,905,065
	26011100	Minérios de ferro e seus concentrados, incluídas as piritas de ferro ustuladas (cinzas de piritas).: Minérios de ferro e seus concentrados, exceto as piritas de ferro ustuladas (cinzas de piritas): Não aglomerados	2,282,179	3,042,387	4,434,976	5,750,495	7,114,107
	12010090	Soja, mesmo triturada.: Outra	4,287,032	5,388,432	5,341,290	5,659,661	6,702,971
	88024090	Outros veículos aéreos (por exemplo, helicópteros, aviões); veículos espaciais (incluídos os satélites) e seus veículos de lançamento, e veículos suborbitais.: Aviões e outros veículos aéreos, de peso superior a 15.000kg, vazios: Outros	56,581	1,175,999	1,804,936	2,362,329	3,755,188
	26011200	Minérios de ferro e seus concentrados, incluídas as piritas de ferro ustuladas (cinzas de piritas).: Minérios de ferro e seus concentrados, exceto as piritas de ferro ustuladas (cinzas de piritas): Aglomerados	1,173,742	1,716,488	2,861,655	3,198,375	3,443,805
	09011110	Café, mesmo torrado ou descafeinado; cascas e películas de café; sucedâneos do café contendo café em qualquer proporção.: Café não torrado: Não descafeinado: Em grão	1,302,292	1,749,810	2,516,093	2,928,193	3,378,038
	87032310	Automóveis de passageiros e outros veículos automóveis principalmente concebidos para transporte de pessoas (exceto os da posição 87.02), incluídos os veículos de uso misto ("station wagons") e os automóveis de corrida.: Outros veículos com motor de pistão alternativo, de ignição por centelha: De cilindrada superior a 1.500cm³, mas não superior a 3.000cm³: Com capacidade de transporte de pessoas sentadas inferior ou igual a seis, incluído o motorista	2,077,087	2,408,260	2,838,340	3,007,487	3,145,831

Note: the number of years available at the tariff line level is not the same as at the 6-digit level.

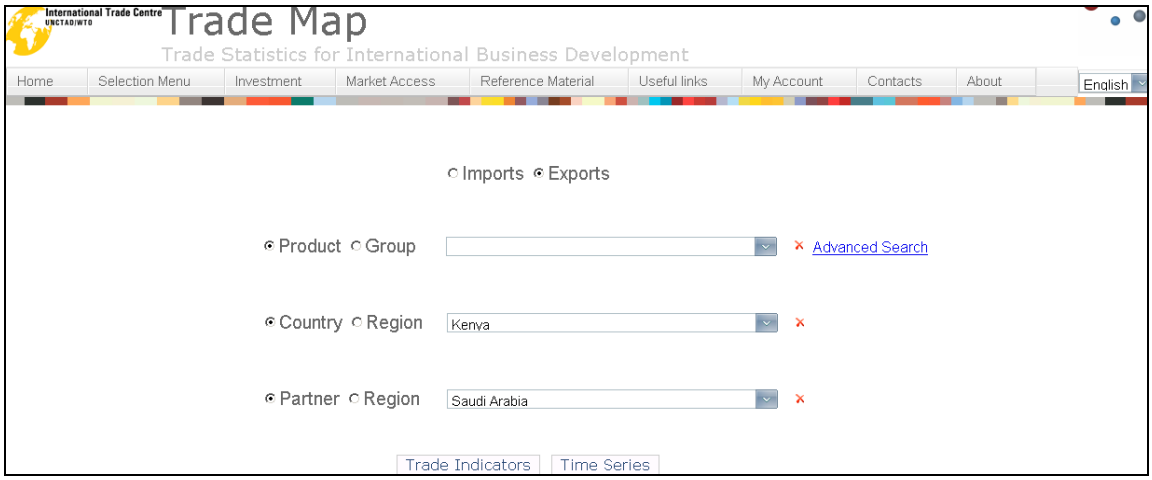
CHAPTER 5 – BILATERAL APPROACH: *IDENTIFYING TRADE OPPORTUNITIES WITH YOUR COUNTRY'S TRADING PARTNER*

A TRADE SUPPORT INSTITUTION FROM KENYA WISHES TO IDENTIFY OPPORTUNITIES TO INCREASE BILATERAL TRADE WITH SAUDI ARABIA

A Trade Support Institution based in Kenya may wish to expand current trade between its country and a neighbouring country, such as Saudi Arabia. This organization is interested in identifying sectors and products on which to focus its trade promotion efforts. We will demonstrate how that TSI can analyze trade potential at the HS six-digit level.

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

This example focuses on a TSI in Kenya analyzing the trade potential with Saudi Arabia. The first step would be to select "*Kenya*" as the country under review, "*Saudi Arabia* as the partner country and 'Export' in the selection menu (Screen above). The resulting table provides bilateral trade data at the sector level (HS 2-digit).



Selection Menu: bilateral trade between Kenya and Saudi Arabia

Trade Map also allows analysis of bilateral trade potential at the HS 6-digit level. By selecting by "*Product Cluster at 6 digit level*", the analyst can generate a list of individual products exported from Kenya to Saudi Arabia and the respective indicative trade potential (Table X below)

The analyst can sort this data by value or by indicative potential trade. Trade potential is defined as the lower of the value a selected country exports to the world or the value the partner country imports from the world minus the current trade between the two countries under review. The trade potential is indicative only and serves as a departure point for further research. It gives an overview of the complementarities of the two economies.

To sort through Kenya's leading HS-6 products exported to Saudi Arabia, click on the link "*Indicative potential trade, USD thousand*"[10] on the last column on the right of the table.

Table 31: Existing and potential trade between Kenya and Saudi Arabia in 2006

Product Code	Product Label	Kenya's exports to Saudi Arabia				Saudi Arabia's imports from world			Kenya's exports to world			Indicative potential trade, USD thousand
		Value in 2006, USD thousand	Annual growth in value between 2002-2006, %, p.a.	Share in Kenya's exports, %	Equivalent AVE applied by Saudi Arabia to Kenya	Value in 2006, USD thousand	Annual growth in value between 2002-2006, %, p.a.	Share in world imports, %	Value in 2006, USD thousand	Annual growth in value between 2002-2006, %, p.a.	Share in world exports, %	
TOTAL	All products	9,567	20	0.32		69,800,240	22	0.57	3,014,898	13	0.03	3,005,331
090111	Coffee, not roasted, not decaffeinated	926	-1	0.6	0	57,890	24	0.51	154,652	14	1.43	56,964
090240	**Black tea (fermented) & partly fermented tea in packages exceed 3 kg**	**2,411**	**43**	**0.56**	**0**	**56,742**	**7**	**3.09**	**429,927**	**7**	**25.34**	**54,331**
060310	Cut flowers & flower buds for bouquets or ornamental purposes, fresh	687	235	0.17		9,527	28	0.16	414,895	21	6.79	8,840
170410	Chewing gum containing sugar, except medicinal	500	28	6.45	10	9,759	-3	1.23	7,746	20	1	7,246
761519	Table, kitchen, household goods nes, of aluminium	55	-16	0.9	5	19,861	26	0.78	6,094	19	0.25	6,039
200820	Pineapples nes,o/w prep or presvd,sugared,sweetened,spirited or not	37	15	0.07	5	5,110	15	0.54	52,551	3	6.36	5,073
081090	Fruits, fresh nes	9	-23	0.19	0	9,712	20	0.79	4,853	8	0.47	4,844
080450	Guavas, mangoes and mangosteens, fresh or dried	560	7	12.86	0	27,634	6	2.69	4,354	28	0.54	3,794
250100	Salt (includg table salt&denaturd salt) pure sodium chloride&sea water	33		0.46	5	2,783	3	0.12	7,147	-1	0.43	2,750
950490	Art funfair,game tab,pintab,sp tab casino game&auto bowl alley equip	1		0.02	5	2,413	7	0.02	6,275	18	0.06	2,412

ITC Calculations based on COMTRADE's statistics

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

Kenya's exports have been reported by partners countries
Saudi Arabia's imports have been reported by Saudi Arabia

From Table 31, the TSI can see actual trade between Kenya and Saudi Arabia, Saudi Arabia's imports from the world, and Kenya's exports to the world, both for overall trade and for individual products listed.

Total exports from Kenya to Saudi Arabia amounted to over US$ 9.5 million in 2006 and grew at an annual growth rate of 20% over the 2002-2006 period. Saudi Arabia's imports from the world were almost US$ 70 billion with an annual growth rate of 22%. Kenya's exports to the world were US$ 3 billion and grew annually by 13%. Overall, the bilateral trade between two countries is not much as it represents only 0,3% of Kenya's exports

Over the 2002-2006 period, Saudi Arabian imports of black tea (HS-090240) have increased by 7% per annum while imports from Kenya have increased by 43% per annum. This means that Kenya's exporters have increased their market share in Saudi Arabia. However Saudi Arabia only represents 0.5% of Kenya's exports and Kenya represents 4% of Saudi Arabia's imports. Therefore there is still a potential to grow bilateral trade.

To estimate potential trade for black tea, we subtract Kenya's actual exports to Saudi Arabia from the lower of the two values: the value of Saudi imports from the world (56.7 millions) or Kenya's exports to the world (US$ 430 millions) and we get an indicative potential of US$ 54 millions.

Saudi imports from the world	US$ 56.7 million
- Kenya's exports to Saudi Arabia	US$ 2.4 million
= Indicative potential trade	US$ 54.3 million

We also should be aware of valuable information presented in the table in the column *"Equivalent AVE applied by Saudi Arabia to Kenya"* which allows the analyst to evaluate the tariff measures applied by Saudi Arabia to products coming from Kenya. The product "*HS-090240-Black tea"* exported by Kenya to Saudi Arabia faces no import tariff, as the AVE is zero.

By clicking on the icon in the column of Saudi's imports from the world corresponding to "*HS-090240-Black tea (fermented) & partly fermented tea in packages exceed 3 kg*", we can show a list of all supplying markets of that particular product to Saudi Arabia. Alternatively, by clicking on the icon in the column of Kenya's exports to world, we can view the importing markets for "*HS-090240"* from Kenya.

Table 32: Explanatory Notes for Table 33

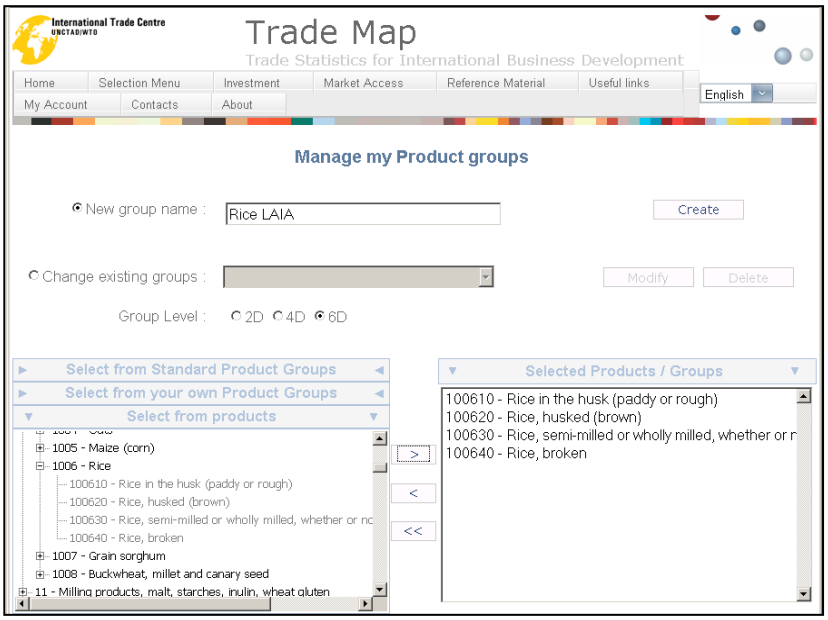
Product code:	Product code for the product traded between the two countries under review.
Product label:	Abbreviated product description corresponding to the HS 6-digit code.
Selected country exports to the partner country:	
Value 2006, in US$ thousand:	The trade between the two selected countries, as reported by the selected country to the COMTRADE database or as reported by the selected partner country to the COMTRADE database if the selected country has not reported trade data.
Annual growth in value over the last five years (2002-2006), %:	The growth of exports from the country to the selected partner country. Annual growth rate of export value over the 5-year period. This trend is calculated using the least squares method. If a country reports trade data for all years except the most recent year, the trend calculation is based on mirror statistics. No trend is calculated in cases where there are not 4 consecutive years of reported data except in the case mentioned above where the last year is missing. If however the last 4 years of the period are reported but the first year is missing, the 5-year trend is based on only 4 years of reported data.
Share in country's exports, %:	Share of the partner country in the exports of the target country for the selected product.
Equivalent ad valorem tariff applied by the importing country to the exporting country	"Average" tariff faced by the exporter. This data is extracted from ITC's Market Access Map - www.macmap.org
Partner country's imports from the world:	
Value 2006, in US$ thousand:	The value imported by the partner country from the world for the product under review, as reported to the COMTRADE database or as calculated with mirror statistics.
Annual growth in value over the last five years (2002-2006),%:	The growth of imports from the world for the selected partner country. The trend is calculated using the least squares method. If the selected partner country does not report trade data in 2006, the trend calculation is based on mirror statistics. No trend is calculated in

	cases where there are not 4 consecutive years of reported data except in the case mentioned above where the last year is missing. If however the last 4 years of the period are reported but the first year is missing, the 5-year trend is based on only 4 years of reported data.
Share in world imports, %	Share of the partner country in the world import for the selected product.
Selected country exports to world:	
Value 2006, in US$ thousand:	The value exported by the country to the world for the product group under review, as reported to the COMTRADE database or as calculated with mirror statistics.
Annual growth in value over the last five years (2002-2006),%:	The growth of exports from the country to the world. Annual growth rate of export value over the 5-year period. This trend is calculated using the least squares method. If a country does not report trade data in 2006, the trend calculation is based on mirror statistics. No trend is calculated in cases where there are not 4 consecutive years of reported data except in the case mentioned above where the last year is missing. If however the last 4 years of the period are reported but the first year is missing, the 5-year trend is based on only 4 years of reported data.
Share in world exports, %	Share of the country in the world export for the selected product.
Indicative potential trade, in US$ thousand:	The potential trade between the two selected countries as calculated in 2006. Trade potential is defined as the lower value of the amount a market exports (imports) to the world and the amount the partner country imports (exports) from the world, minus the existing trade between the two countries under review. In other words, high potential means that the partner country's imports are significant and the country's exports are also significant while at the same time the share of the country in the imports of the partner country is small.

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

Trade Map also allows analysis of trade flows within a region. The trade analyst wants to analyze the current trade for the product "Rice" inside the Latin American Integration Association (LAIA) region.

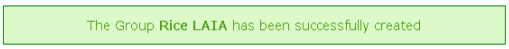
As a first step the trade analyst creates his own group of products related to rice.



Identify the HS codes of each products and create your group of products::

First the trade adviser has to identify the HS codes at the 6-digit level of each product following the steps in 2.2.1.3 to create his own group of products. The trade adviser calls his product group "Rice LAIA".

The following message will appear once your group of product is created:



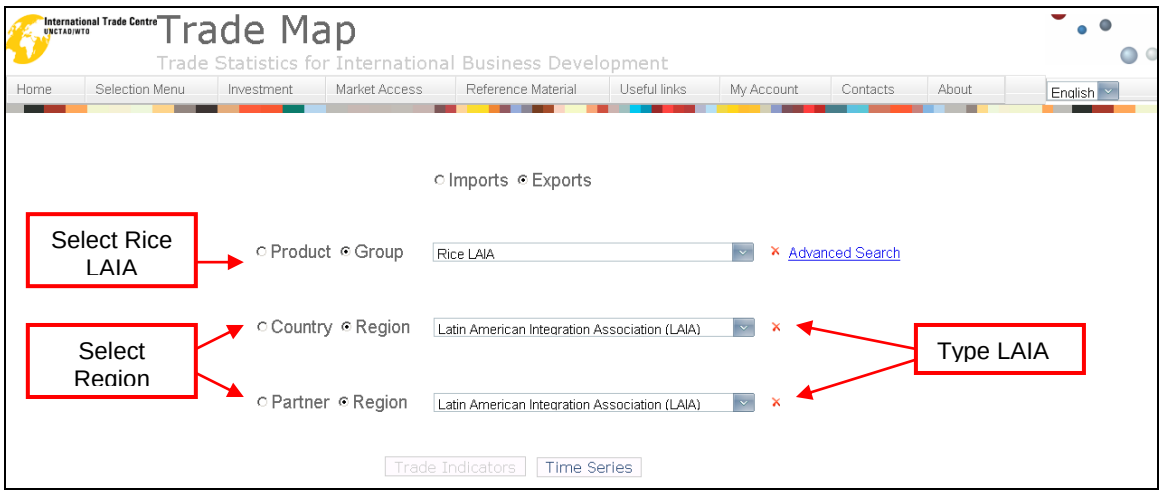
Select the region and region partner

On the Selection Menu, if you select "Region" in the Partner box, you will have as first choice your own country groups then the set of pre-selected regional groups (e.g. COMESA, MERCOSUR, etc.). To see the full list of the pre-selected regional groups, go to the "my Country Groups" (2.2.2.2).

In this case, the trade analyst would like to identify the intra regional trade in the Latin American Integration Association (LAIA).

Select the product and regions in the main selection menu

Select "Group" in the Product Box, type "Rice LAIA" and your product group will appear in the drop down menu.
Select "Region" in the Country box and type "Latin American Integration Association (LAIA)".
Select "Region" in the Partner box and type LAIA.

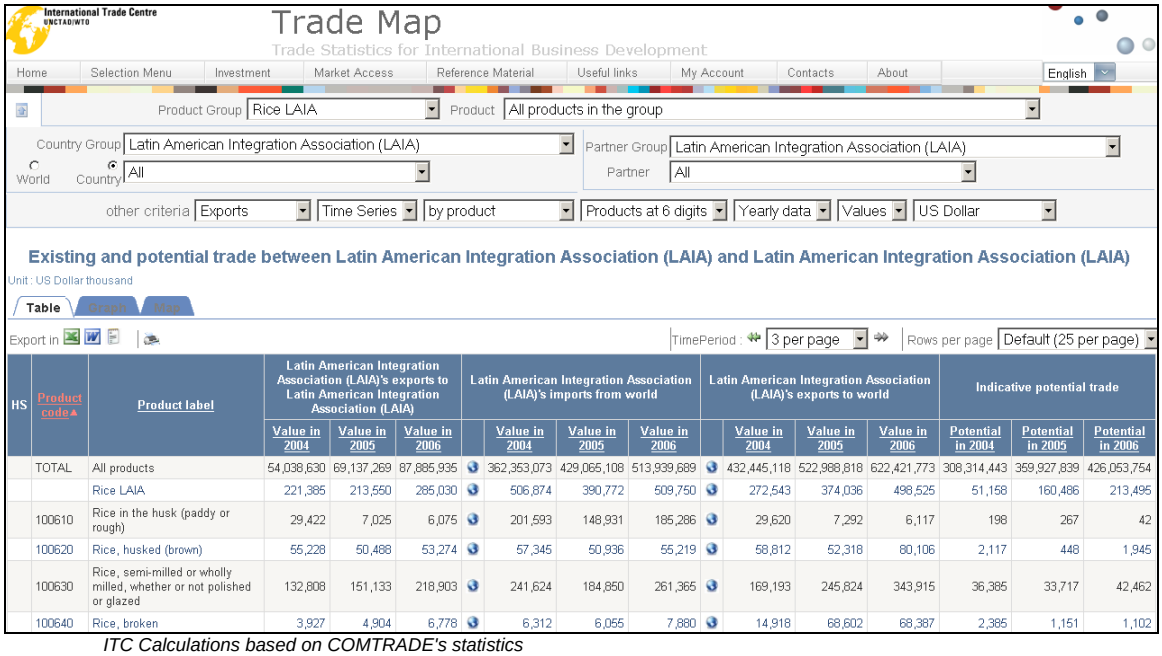


Selection Menu: Intra-Trade in LAIA Region for product group "Rice LAIA"

Note: Of the radio buttons "Imports" –"Exports", select"Exports".

5.2 - Review of existing intra-regional trade

Table 33: Existing and potential intra regional trade in Latin American Integration Association (LAIA) for the rice LAIA



HS	Product code	Product label	Latin American Integration Association (LAIA)'s exports to Latin American Integration Association (LAIA)			Latin American Integration Association (LAIA)'s imports from world			Latin American Integration Association (LAIA)'s exports to world			Indicative potential trade		
			Value in 2004	Value in 2005	Value in 2006	Value in 2004	Value in 2005	Value in 2006	Value in 2004	Value in 2005	Value in 2006	Potential in 2004	Potential in 2005	Potential in 2006
	TOTAL	All products	54,038,630	69,137,269	87,885,935	362,353,073	429,065,108	513,939,689	432,445,118	522,988,818	622,421,773	308,314,443	359,927,839	426,053,754
		Rice LAIA	221,385	213,550	285,030	506,874	390,772	509,750	272,543	374,036	498,525	51,158	160,486	213,495
	100610	Rice in the husk (paddy or rough)	29,422	7,025	6,075	201,593	148,931	185,286	29,620	7,292	6,117	198	267	42
	100620	Rice, husked (brown)	55,228	50,488	53,274	57,345	50,936	55,219	58,812	52,318	80,106	2,117	448	1,945
	100630	Rice, semi-milled or wholly milled, whether or not polished or glazed	132,808	151,133	218,903	241,624	184,850	261,365	169,193	245,824	343,915	36,385	33,717	42,462
	100640	Rice, broken	3,927	4,904	6,778	6,312	6,055	7,880	14,918	68,602	68,387	2,385	1,151	1,102

ITC Calculations based on COMTRADE's statistics

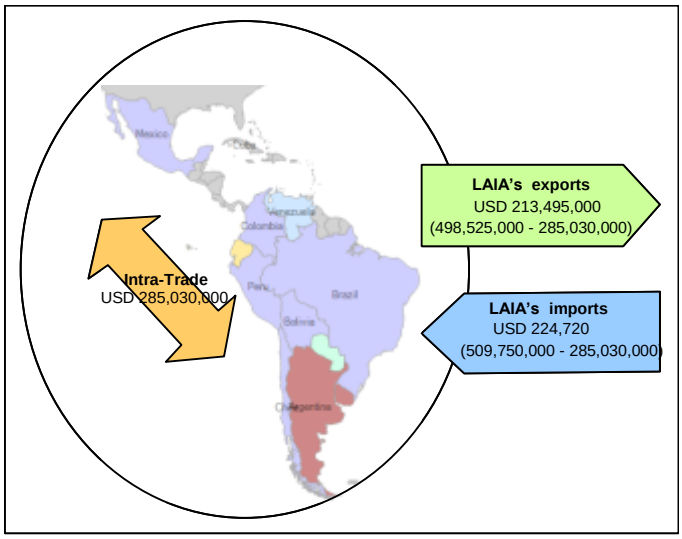
Product code	Product label	Latin American Integration Association (LAIA)'s exports to Latin American Integration Association (LAIA)			Latin American Integration Association (LAIA)'s imports from world			Latin American Integration Association (LAIA)'s exports to world			Indicative potential trade		
		Value in 2004	Value in 2005	Value in 2006	Value in 2004	Value in 2005	Value in 2006	Value in 2004	Value in 2005	Value in 2006	Potential in 2004	Potential in 2005	Potential in 2006
TOTAL	All products	54,038,630	69,137,269	87,885,935	362,353,073	429,065,108	513,939,689	432,445,118	522,988,818	622,421,773	308,314,443	359,927,839	426,053,754
	Rice LAIA	221,385	213,550	285,030	506,874	390,772	509,750	272,543	374,036	498,525	51,158	160,486	213,495
100610	Rice in the husk (paddy or rough)	29,422	7,025	6,075	201,593	148,931	185,286	29,620	7,292	6,117	198	267	42
100620	Rice, husked (brown)	55,228	50,488	53,274	57,345	50,936	55,219	58,812	52,318	80,106	2,117	448	1,945
100630	Rice, semi-milled or wholly milled, whether or not polished or glazed	132,808	151,133	218,903	241,624	184,850	261,365	169,193	245,824	343,915	36,385	33,717	42,462
100640	Rice, broken	3,927	4,904	6,778	6,312	6,055	7,880	14,918	68,602	68,387	2,385	1,151	1,102

Bilateral trade data have been reported by Latin American Integration Association (LAIA)
Latin American Integration Association (LAIA)'s imports have been reported by Latin American Integration Association (LAIA)
Latin American Integration Association (LAIA)'s exports have been reported by Latin American Integration Association (LAIA)

The first line of the table above presents total trade for all products within the LAIA region and its imports and exports with the rest of the world.

The second line shows the trade statistics for the group of products "Rice LAIA" which is the sum of the trade data for the four HS-6 products selected.

By looking at trade data for "*Rice-LAIA*" in 2006, we can see that rice valued at US$ 285 million has been traded in the LAIA region and that the LAIA imported US$ 509,748 million of rice from the world (this figure includes imports from the region). We can therefore deduce that half of the LAIA imports of rice (HS-1006) come coming from countries within the region.



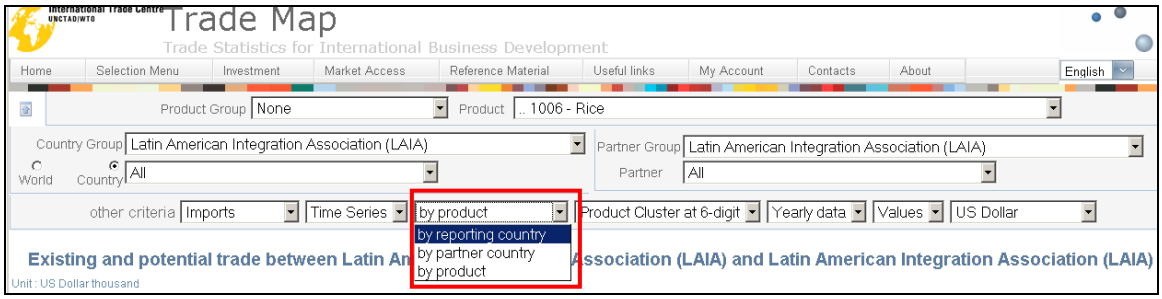
By looking at the trade data for "*HS 100630 Rice, semi-milled or wholly milled, whether or not polished or glazed*", we can see that US$ 218,903 million of this particular rice has been traded in the LAIA region and that LAIA has imported US$ 261,365 million of this specific rice from the world. We deduce that 80% of the region's imports of "*HS-100630 Rice, semi-milled or wholly milled, whether or not polished or glazed*" come from within the region.

Now if we look at the trade data for *"HS100610- Rice" in the husk (paddy or rough)"*, we can see that the LAIA's imports represent US$ 185 million and that the intra-trade represents only US$ 6 million. For this particular type of rice, the intra-trade is very low compare to the total imports. "Paddy rice" is still raw; it has to be processed to be edible. LAIA countries might import it and then process it themselves. We can also deduce that almost all LAIA exports of "*HS100610- Rice" in the husk (paddy or rough)"* are going to LAIA countries.

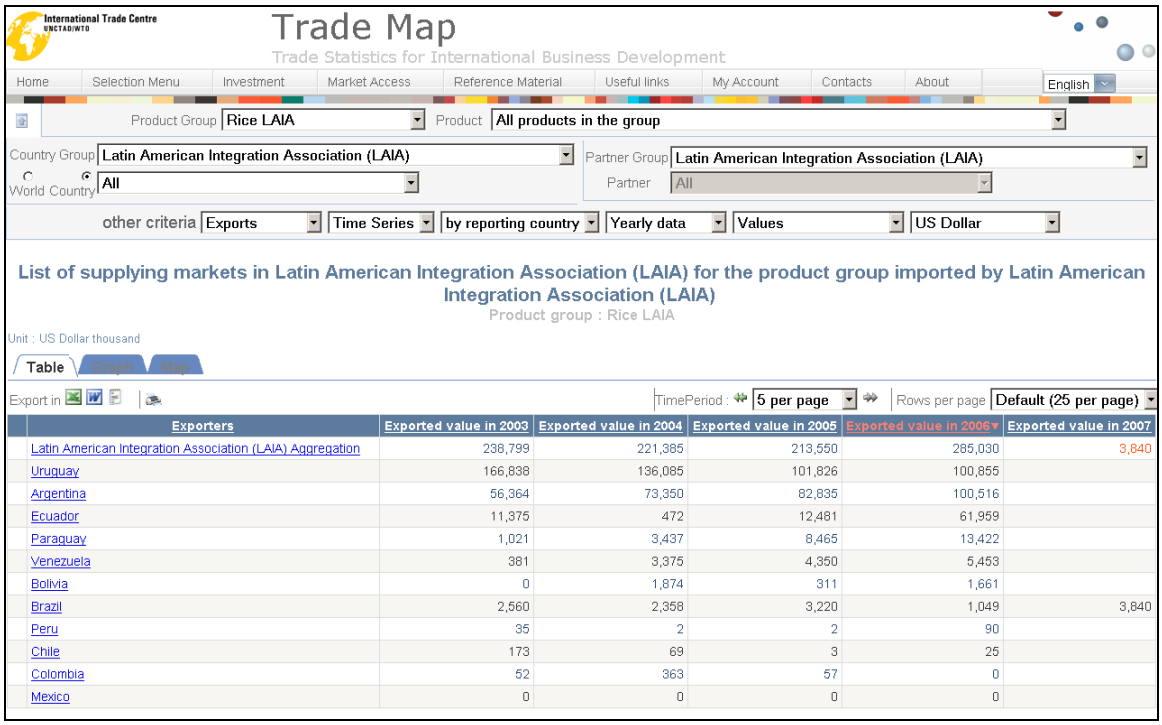
Now the analyst might be interested to see who are the main exporting countries and importing countries in trade within the LAIA region.

In order to look at the supply side, you have to use the navigation menu and select "*by reporting countries*" in the bar "*other criteria*".

Table 34: List of supplying markets within the ALADI region for the rice HS-1006 for the period from 2001 until 2006



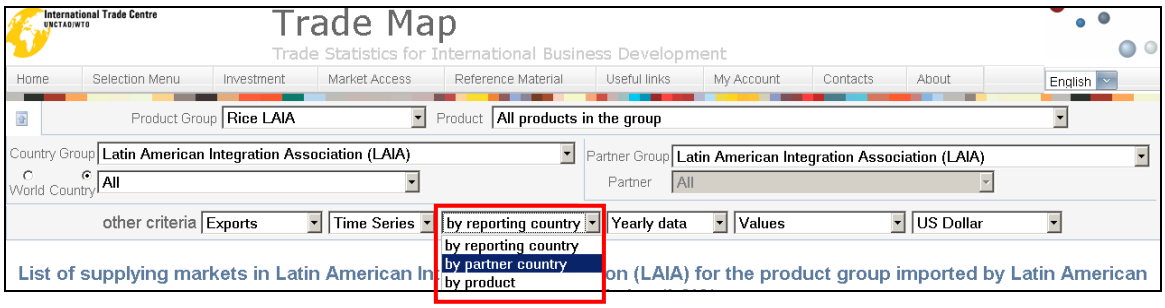
The table below presents the intra-regional exported value of "HS-Rice LAIA" for each country member of the LAIA region for the period from 2003 to 2007 (sorted by 2006 value, highlighted in red). The first line represents the total exports of rice within the LAIA region. The first three main intra-regional exporters within the LAIA are Uruguay, Argentina and Ecuador representing 90% of the intra-regional rice supply in 2006.



Exporters	Exported value in 2003	Exported value in 2004	Exported value in 2005	Exported value in 2006	Exported value in 2007
Latin American Integration Association (LAIA) Aggregation	238,799	221,385	213,550	285,030	3,840
Uruguay	166,838	136,085	101,826	100,855	
Argentina	56,364	73,350	82,835	100,516	
Ecuador	11,375	472	12,481	61,959	
Paraguay	1,021	3,437	8,465	13,422	
Venezuela	381	3,375	4,350	5,453	
Bolivia	0	1,874	311	1,661	
Brazil	2,560	2,358	3,220	1,049	3,840
Peru	35	2	2	90	
Chile	173	69	3	25	
Colombia	52	363	57	0	
Mexico	0	0	0	0	

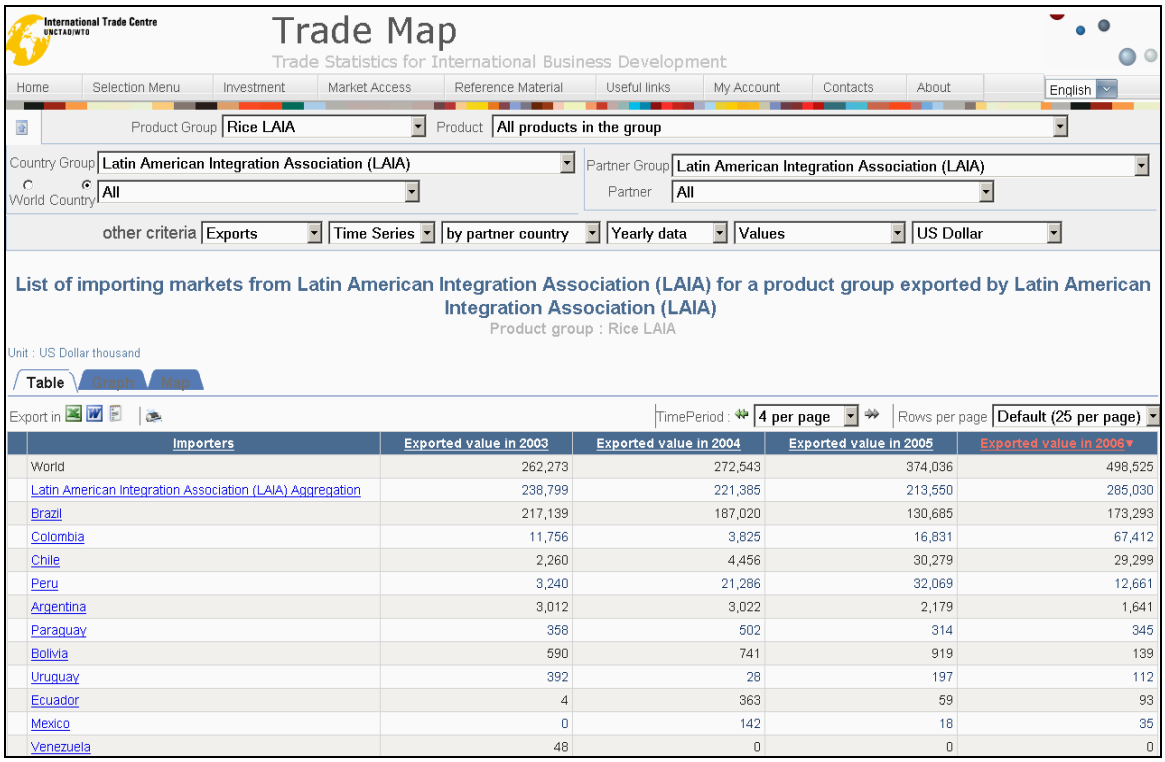
Notes:
- 2007 trade data are missing in the table because those countries have not reported to Comtrade yet (only Brazil did). This is the reason why the value for LAIA is posted in red.
- The indicators Quantity, Share in value, Growth in Quantity, Unit Values and Growth in unit values are not available when a country group is aggregated.

In order to look at the demand side, you have to use the navigation menu and select "*by partner countries*" in the bar "*other criteria*".



The table below presents the intra-regional imported[11] value of "HS-Rice LAIA" for each country member of the LAIA region for the period from 2003 to 2006 (sorted by 2006 value). The first line represents the total imports of rice within the LAIA region. The first three main intra-regional importers within the LAIA are Brazil, Colombia and Chile representing 94% of the intra-regional rice demand in 2006.

Table 35: List of importing markets within the LAIA region for rice HS-1006 for the period 2001 to 2006



Importers	Exported value in 2003	Exported value in 2004	Exported value in 2005	Exported value in 2006
World	262,273	272,543	374,036	498,525
Latin American Integration Association (LAIA) Aggregation	238,799	221,385	213,550	285,030
Brazil	217,139	187,020	130,685	173,293
Colombia	11,756	3,825	16,831	67,412
Chile	2,260	4,456	30,279	29,299
Peru	3,240	21,286	32,069	12,661
Argentina	3,012	3,022	2,179	1,641
Paraguay	358	502	314	345
Bolivia	590	741	919	139
Uruguay	392	28	197	112
Ecuador	4	363	59	93
Mexico	0	142	18	35
Venezuela	48	0	0	0

[11] In this table, we only post the partner countries but the values are based on the exports provided by reporting countries this is the reason why "Exported Value" is the title of the column.

SUMMARY

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

- Analyze present export markets. Examine the performance and dynamics of a country's export markets for any product, identifying the number and size of export markets and the concentration of exports and highlighting countries where market share has increased.
- Pre-select priority markets. View the world's major importing countries, with indicators illustrating the extent of import concentration in the world's markets and in which countries demand has increased significantly over the period.
- View competitors in the global market. Competing countries, exporting the same product, are ranked in terms of value, with additional indicators on quantities, growth and market share, highlighting the position of a country in world exports, as well as the position of neighbouring countries.
- Assess competitors in specific export markets. View a country's competitors in any leading target market, with information on the export performance of these competitors, showing the number of supplying countries and their performance in the market.
- Find information on average tariff applied by countries by following a direct link to Market Access Map that provides tariff-line market access information such as ad-valorem and specific tariffs as well as tariff-rate quotas, MFN and preferential tariffs arising out of bilateral and regional trade agreements.
- View trade data at the tariff line level. Trade flows are described at the most detailed level for an average of 10,000 products and over 100 countries worldwide, covering almost 90% of world trade.
- Identify new sources of supply. Countries exporting a product both to the world and to a specific market are ranked against one another, allowing direct comparisons of current and potential national suppliers.
- Review opportunities for product diversification in a specific market by comparing import demand for related products in the market under review.
- Assess national trade performance. Make an overall evaluation of national trade performance and identify sectors and products to examine further 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 actual bilateral trade, demand in terms of the global imports of partner countries and the global export supply capacity of the home country.
- Access trade data as recent as the previous quarter in the same year for some countries. Users can also analyze long time series on a monthly basis to see seasonality and better analyze the impact on trade of any event.

Annex I: What Users Should Take into Consideration when they use Foreign Trade Statistics as a Basis for Strategic Market Research

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

Against this background, ITC has developed a number of tools for international marketing and trade promotion based on trade statistics: *Trade Map, Market Access Map, Investment Map and Product Map*. All these tools strive to present trade statistics in an analytical and user-friendly format. Notwithstanding the attractiveness of this comprehensive source of information, users should factor in the following weak points of foreign trade statistics:

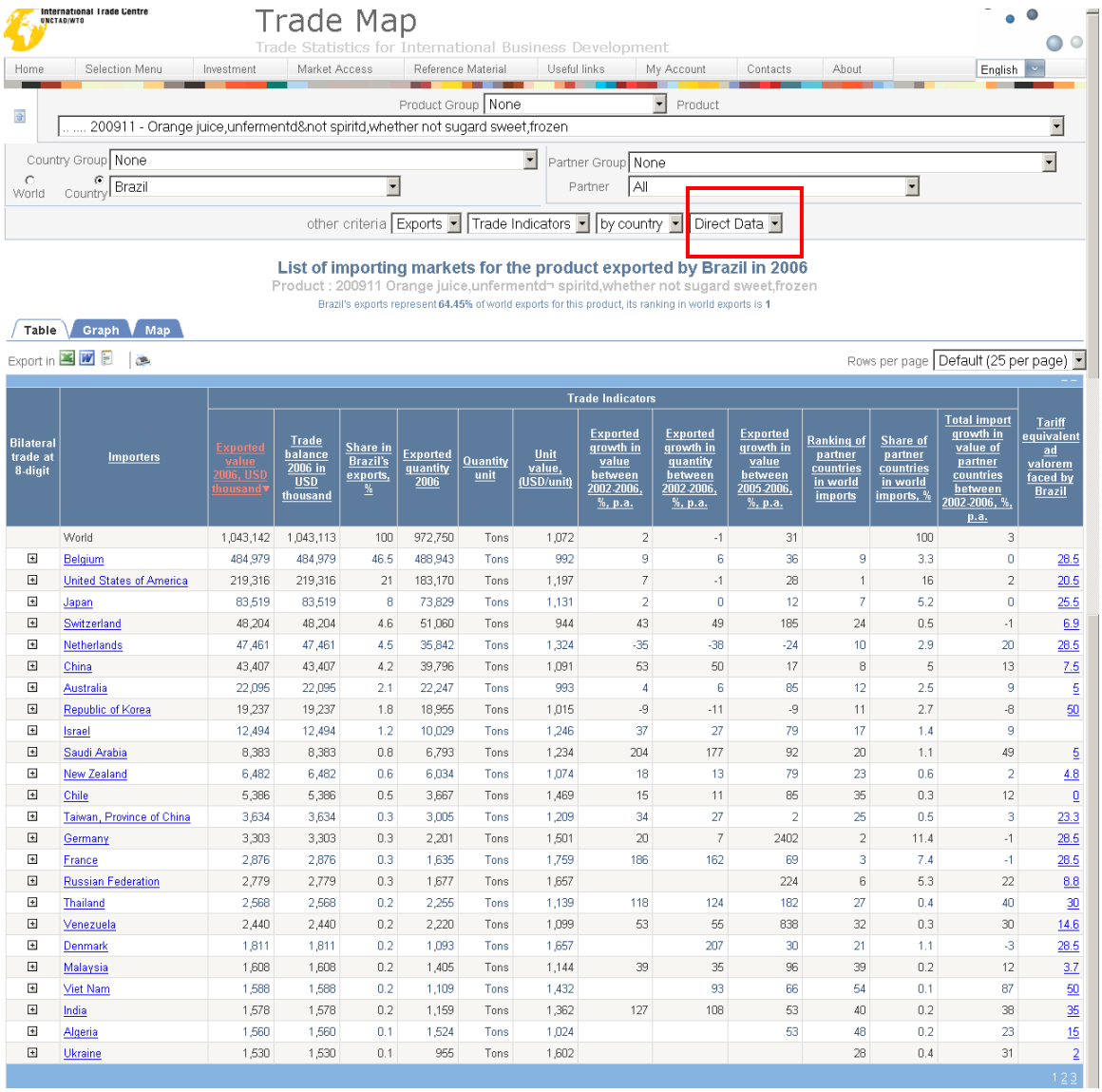
- **Trade data are never complete**. Smuggling and non-reporting represent a serious problem in a number of countries. In addition, trade statistics, like any source of information, are not free of mistakes and omissions.
- **Most countries include re-imports in their imports and re-exports in their exports.** For example a low-income country may show up as an exporter of airplanes simply because its national airline has sold second-hand planes.
- **The export value refers to the total or contract value.** According to international conventions for reporting trade statistics, the export value refers to the total or contract value, which may of course, be very different from local value-added. For many processing activities the local value added remains below 20% of the export value.
- **Different products are categorized differently.** Even at the lowest level of disaggregation, product groups in the trade nomenclatures do not necessarily reflect trade names and often contain a wide range of different products. Moreover, the product nomenclature is sometimes misleading. The labels of aggregated product groups are often very general and provide at times only limited guidance on the leading items within the group of products concerned.
- **Exchange rate fluctuations are not always recorded.** Exchange rate fluctuations are not always properly recorded in international trade statistics. Values are normally aggregated over the period of one year in local currency and converted into US dollars.
- **Mirror statistics are sometimes used.** For countries that do not report trade data to the United Nations, ITC uses partner country data, an approach referred to as mirror statistics. Mirror statistics are a second-best solution being better than having no data at all and allowing the coverage of the over 50 primarily low-income countries that do not report national trade statistics to COMTRADE. At the same time, they have a number of shortcomings when compared to the first-best solution of nationally reported data. First and foremost, they do not cover trade with other non-reporting countries. As a result, mirror statistics hardly cover South-South trade and would not be a suitable source for an assessment of intra-African trade. Second, there is the problem of trans-shipments, which may hide the actual source of supply. Third, mirror statistics invert the reporting standards by valuing exports in c.i.f. terms (i.e. including transport cost and insurance) and imports in f.o.b. terms (excluding these items).

In an effort to make some of these discrepancies more transparent, we have included the option of viewing Mirror statistics within Trade Map (See bottom of Table 36). Table 36 presents the data of those countries that import *Frozen Orange Juice* from Brazil as reported by Brazil. While Table 30 presents the same data as reported by Brazilian partner countries.

.

Table 36: List of importing markets for a product exported by Brazil in 2006

Product: 200911 Orange juice, unfermented spiritd ,whether/not sugard / sweet, frozen
Brazil's exports represent 64.45% of world exports for this product, its ranking in world exports is 1

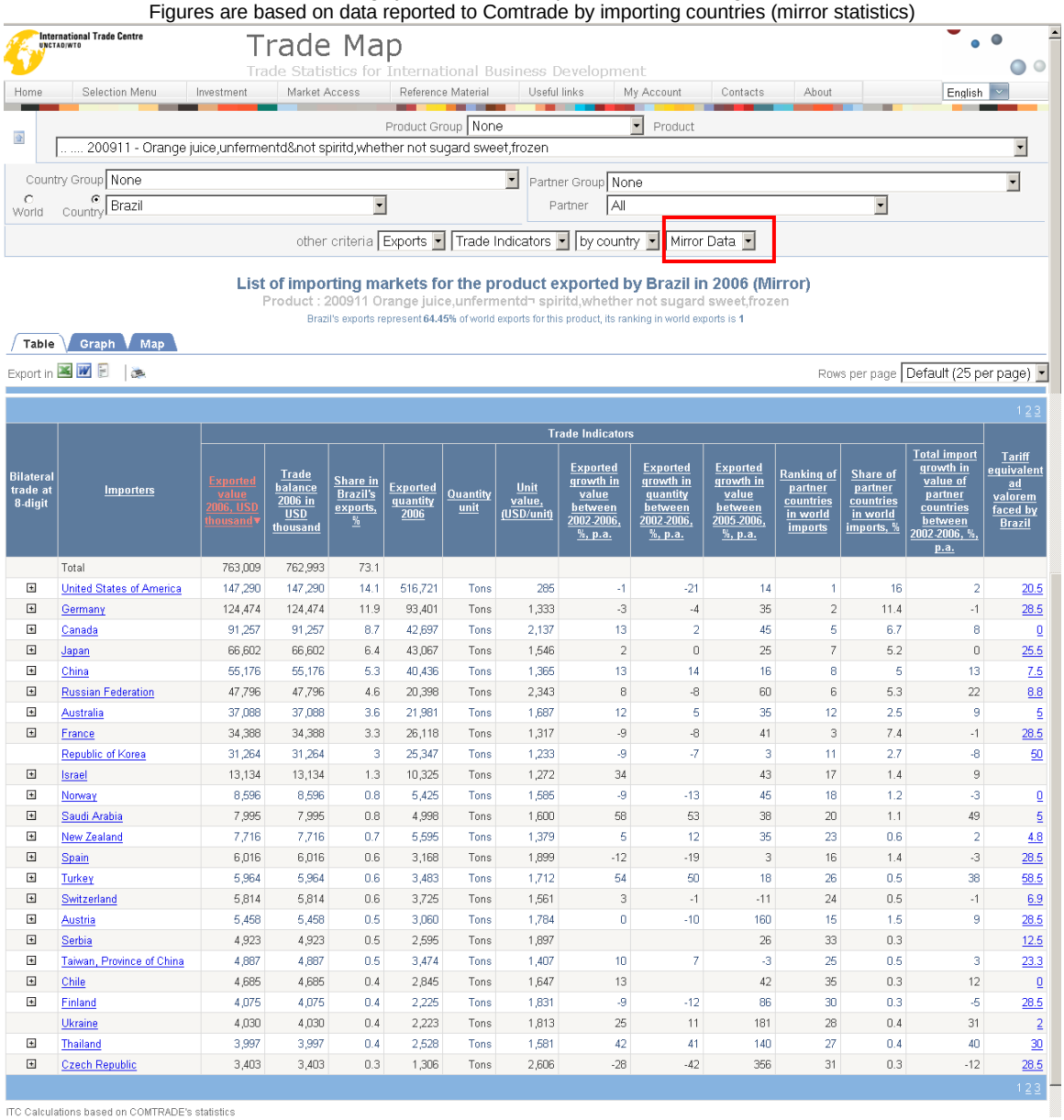


Bilateral trade at 8-digit	Importers	Trade Indicators												Tariff equivalent ad valorem faced by Brazil
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Brazil's exports, %	Exported quantity 2006	Quantity unit	Unit value, (USD/unit)	Exported growth in value between 2002-2006, %, p.a.	Exported growth in quantity between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
	World	1,043,142	1,043,113	100	972,750	Tons	1,072	2	-1	31		100	3	
	Belgium	484,979	484,979	46.5	488,943	Tons	992	9	6	36	9	3.3	0	28.5
	United States of America	219,316	219,316	21	183,170	Tons	1,197	7	-1	28	1	16	2	20.5
	Japan	83,519	83,519	8	73,829	Tons	1,131	2	0	12	7	5.2	0	25.5
	Switzerland	48,204	48,204	4.6	51,060	Tons	944	43	49	185	24	0.5	-1	6.9
	Netherlands	47,461	47,461	4.5	35,842	Tons	1,324	-35	-38	-24	10	2.9	20	28.5
	China	43,407	43,407	4.2	39,796	Tons	1,091	53	50	17	8	5	13	7.5
	Australia	22,095	22,095	2.1	22,247	Tons	993	4	6	85	12	2.5	9	5
	Republic of Korea	19,237	19,237	1.8	18,955	Tons	1,015	-9	-11	-9	11	2.7	-8	50
	Israel	12,494	12,494	1.2	10,029	Tons	1,246	37	27	79	17	1.4	9	
	Saudi Arabia	8,383	8,383	0.8	6,793	Tons	1,234	204	177	92	20	1.1	49	5
	New Zealand	6,482	6,482	0.6	6,034	Tons	1,074	18	13	79	23	0.6	2	4.8
	Chile	5,386	5,386	0.5	3,667	Tons	1,469	15	11	85	35	0.3	12	0
	Taiwan, Province of China	3,634	3,634	0.3	3,005	Tons	1,209	34	27	2	25	0.5	3	23.3
	Germany	3,303	3,303	0.3	2,201	Tons	1,501	20	7	2402	2	11.4	-1	28.5
	France	2,876	2,876	0.3	1,635	Tons	1,759	186	162	69	3	7.4	-1	28.5
	Russian Federation	2,779	2,779	0.3	1,677	Tons	1,657			224	6	5.3	22	8.8
	Thailand	2,568	2,568	0.2	2,255	Tons	1,139	118	124	182	27	0.4	40	30
	Venezuela	2,440	2,440	0.2	2,220	Tons	1,099	53	55	838	32	0.3	30	14.6
	Denmark	1,811	1,811	0.2	1,093	Tons	1,657		207	30	21	1.1	-3	28.5
	Malaysia	1,608	1,608	0.2	1,405	Tons	1,144	39	35	96	39	0.2	12	3.7
	Viet Nam	1,588	1,588	0.2	1,109	Tons	1,432		93	66	54	0.1	87	50
	India	1,578	1,578	0.2	1,159	Tons	1,362	127	108	53	40	0.2	38	35
	Algeria	1,560	1,560	0.1	1,524	Tons	1,024			53	48	0.2	23	15
	Ukraine	1,530	1,530	0.1	955	Tons	1,602				28	0.4	31	2

Source: ITC calculations based on COMTRADE statistics

Table 37: List of importing markets for a product exported by Brazil in 2006- Mirror statistics

Product: 200911 Orange juice,unfermentd spiritd,whether/not sugard/sweet,frozen
Figures are based on data reported to Comtrade by importing countries (mirror statistics)



Bilateral trade at 8-digit	Importers	Trade Indicators												Tariff equivalent ad valorem faced by Brazil
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Brazil's exports, %	Exported quantity 2006	Quantity unit	Unit value, (USD/unit)	Exported growth in value between 2002-2006, %, p.a.	Exported growth in quantity between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
	Total	763,009	762,993	73.1										
	United States of America	147,290	147,290	14.1	516,721	Tons	285	-1	-21	14	1	16	2	20.5
	Germany	124,474	124,474	11.9	93,401	Tons	1,333	-3	-4	35	2	11.4	-1	28.5
	Canada	91,257	91,257	8.7	42,697	Tons	2,137	13	2	45	5	6.7	8	0
	Japan	66,602	66,602	6.4	43,067	Tons	1,546	2	0	25	7	5.2	0	25.5
	China	55,176	55,176	5.3	40,436	Tons	1,365	13	14	16	8	5	13	7.5
	Russian Federation	47,796	47,796	4.6	20,398	Tons	2,343	8	-8	60	6	5.3	22	8.8
	Australia	37,088	37,088	3.6	21,981	Tons	1,687	12	5	35	12	2.5	9	5
	France	34,388	34,388	3.3	26,118	Tons	1,317	-9	-8	41	3	7.4	-1	28.5
	Republic of Korea	31,264	31,264	3	25,347	Tons	1,233	-9	-7	3	11	2.7	-8	50
	Israel	13,134	13,134	1.3	10,325	Tons	1,272	34		43	17	1.4	9	
	Norway	8,596	8,596	0.8	5,425	Tons	1,585	-9	-13	45	18	1.2	-3	0
	Saudi Arabia	7,995	7,995	0.8	4,998	Tons	1,600	58	53	38	20	1.1	49	5
	New Zealand	7,716	7,716	0.7	5,595	Tons	1,379	5	12	35	23	0.6	2	4.8
	Spain	6,016	6,016	0.6	3,168	Tons	1,899	-12	-19	3	16	1.4	-3	28.5
	Turkey	5,964	5,964	0.6	3,483	Tons	1,712	54	50	18	26	0.5	38	58.5
	Switzerland	5,814	5,814	0.6	3,725	Tons	1,561	3	-1	-11	24	0.5	-1	6.9
	Austria	5,458	5,458	0.5	3,060	Tons	1,784	0	-10	160	15	1.5	9	28.5
	Serbia	4,923	4,923	0.5	2,595	Tons	1,897			26	33	0.3		12.5
	Taiwan, Province of China	4,887	4,887	0.5	3,474	Tons	1,407	10	7	-3	25	0.5	3	23.3
	Chile	4,685	4,685	0.4	2,845	Tons	1,647	13		42	35	0.3	12	0
	Finland	4,075	4,075	0.4	2,225	Tons	1,831	-9	-12	86	30	0.3	-5	28.5
	Ukraine	4,030	4,030	0.4	2,223	Tons	1,813	25	11	181	28	0.4	31	2
	Thailand	3,997	3,997	0.4	2,528	Tons	1,581	42	41	140	27	0.4	40	30
	Czech Republic	3,403	3,403	0.3	1,306	Tons	2,606	-28	-42	356	31	0.3	-12	28.5

ITC Calculations based on COMTRADE's statistics

Source: ITC calculations based on COMTRADE statistics

In Table 37, providing data reported by Brazil (direct data), we note that Belgium and the Netherlands appear to be the first and fifth destination markets of Brazilian exports accounting for more than 51% of total export value. However, according to the import values those two countries declare, they do not even rank among the first 15 countries importing from Brazil (Table 37 – mirror statistics). Belgium and the Netherlands are both reporting countries to the COMTRADE database and among the various reasons that generally account for those discrepancies, re-exports can explain this difference. In this specific case, we know that Brazilian exports mainly enter the European market through the two biggest ports located respectively in the Netherlands and in Belgium: the port of Rotterdam and the port of Antwerp. Brazil considers Belgium and the Netherlands as the two markets of destination for its orange frozen juices and therefore counts these flows as exports to those countries, whereas Netherlands and Belgium do not include those products as imports from Brazil but consider that those products are just transiting through their national territories. They are re-exporting the product under review to other continental markets and this fact also explains why Germany and France appear to be among the countries of destination in the mirror statistics table.

It may also happen that countries are listed as main partners according to trade statistics provided by the selected exporting country, whereas they are not included in the table based on mirror statistics. This is mainly to be explained by the fact that they have not reported to the COMTRADE database.

From tables above you may note that also import/export values declared for the same trade flow by Brazil and by a partner country do not coincide. This difference is common and there are over 20 reasons to

explain this statistical phenomenon. Please refer to http://legacy.intracen.org/countries/structural05/reliability03.pdf

In view of the above shortcomings, foreign trade statistics should never be the sole source of insight, but need to be complemented with other sources and in particular cross-checked by product specialists and industry insiders. Overall, ITC's experience suggests that trade statistics represent a very useful source of information and a valid point of departure for strategic market research, if analyzed with a healthy mix of scepticism and pragmatism vis-à-vis their strengths and shortcomings.

Time Series:

When using the "*Time Series*" approach, the analyst should be aware that there could be a slight variation in the data because the source of the data at the tariff line level is sometimes the country or region itself rather than the United Nations Statistics Division (UNSD) (Please refer to Annex about "Source of data"). This can lead to some differences.

Reporting and Non-reporting countries when you create a group:

In cases where some countries in a regional group do not report to COMTRADE, their trade statistics are estimated, as in the individual country case, by the use of mirror statistics (estimating exports based on partners' imports and vice versa).

Annex II: Harmonized System and HS Revisions

The Harmonized System (HS) is an international nomenclature for the classification of products. It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the Harmonized System (HS) for classifying goods is a six-digit code system. The HS comprises approximately 5000 article/product descriptions that appear as headings and subheadings, arranged in 97 chapters, grouped in 21 sections. The six digits can be broken down into three parts. The first two digits (HS-2) identify the chapter the goods are classified in, e.g. 09 = Coffee, Tea, Maté and Spices. The next two digits (HS-4) identify groupings within that chapter, e.g. 09.02 = Tea, whether or not flavoured. The next two digits (HS-6) are even more specific, e.g. 09.02.10 Green tea (not fermented) in immediate packings of a content not exceeding 3 kg. Up to the HS-6 digit level, different countries classification codes are identical. Beyond this, countries are free to introduce national distinctions for tariffs by adding more digits to make the HS classification of products even more specific. This greater level of specificity is referred as the national tariff line level. For example the United States of America adds another four digits to its exports and imports to classify them in greater depth. The Harmonized System was formally known as the Harmonized Commodity Description and Coding System. It has been developed by the World Customs Organization and the International Convention on the Harmonized System (HS Convention) and entered into force on 1 January 1988 (HS88). It has been adopted by most trading nations. The HS is regularly reviewed and revised in accordance with the preamble to the HS Convention, which recognized the importance of ensuring that HS being kept up to date in the light of changes in technology or in patterns of international trade.

The headings and subheadings of HS are accompanied by interpretative rules, and section, chapter and subheading notes, which form an integral part of HS and are designed to facilitate classification decisions in general and to clarify the scope of the particular headings or subheadings. The most recent revision of the Harmonized System came into force on 1st January 2007.

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

HS 2002 or HS Revision 2
HS2002 or HS revision 2 stands for the 2002 revision of the Harmonized System. For each revision, depending on the usage of product codes by customs, some codes are split in new product codes and some others are regrouped in a common code.

HS 2007 or HS Revision 3
HS2007 or HS revision 3 stands for the 2007 revision of the Harmonized System. For each revision, depending on the usage of product codes by customs, some codes are split in new product codes and some others are regrouped in a common code.

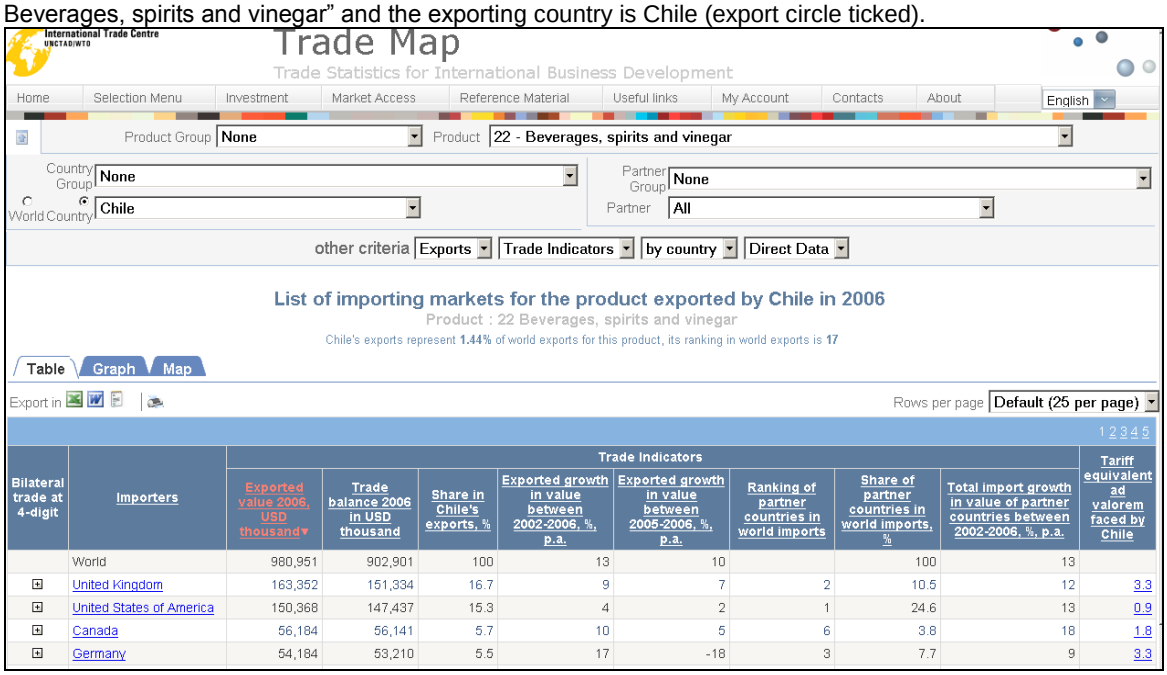
For more information go to http://www.wcoomd.org.

In Trade Map, tables with trade indicators such as growth rate over the last 5 years are based on HS revision 1 to facilitate the comparisons between countries and products. The tables with time series are based on the revision reported by the country. As an 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.

Annex III: Link to Investment Information

When an economic advisor is analysing a country's exports, it is important to analyse the relationship between the exports for a specific sector and the foreign direct investment in that sector. Trade Map provides a direct link to the online database Investment Map developed by ITC which provides statistics on incoming and outgoing foreign direct investment stocks and flows, and information and statistics on foreign affiliates located in developing countries and economies in transition.

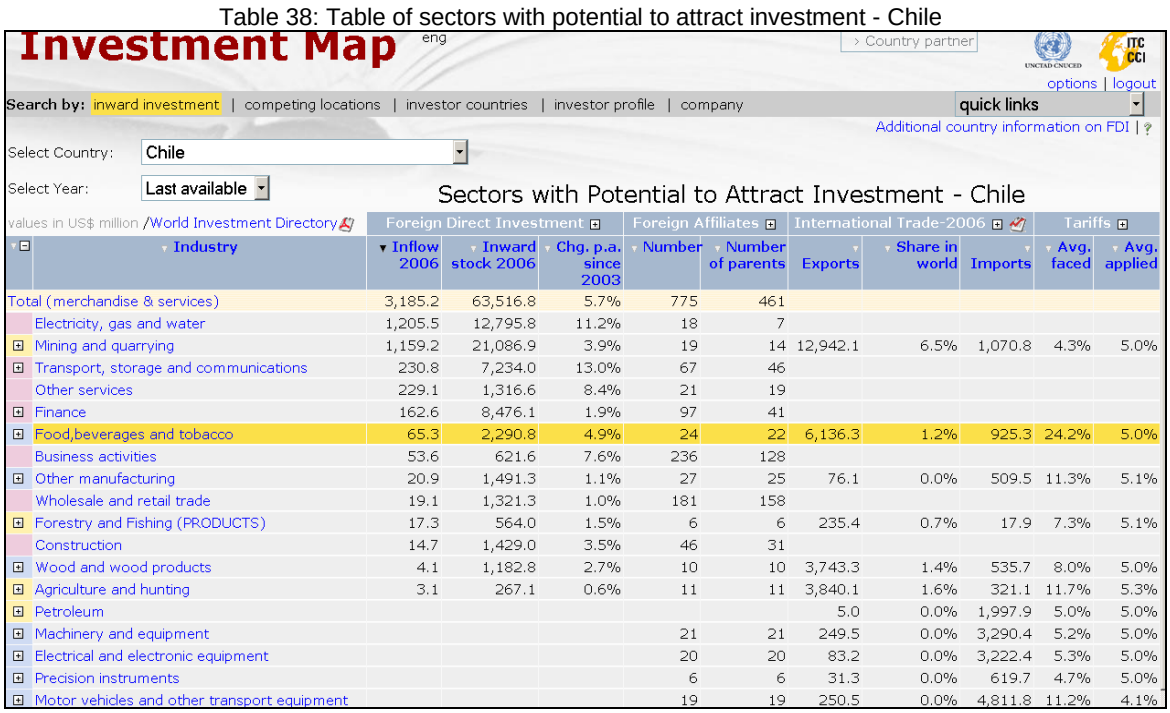
By selecting a specific sector and an exporting country in the main selection and then clicking on "Trade Indicators, you enter the table containing the trade statistics as in the example below. The sector is HS22-Beverages, spirits and vinegar" and the exporting country is Chile (export circle ticked).



Bilateral trade at 4-digit	Importers	Trade Indicators: Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Chile's exports, %	Exported growth in value between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	Tariff equivalent ad valorem faced by Chile
	World	980,951	902,901	100	13	10		100	13	
	United Kingdom	163,352	151,334	16.7	9	7	2	10.5	12	3.3
	United States of America	150,368	147,437	15.3	4	2	1	24.6	13	0.9
	Canada	56,184	56,141	5.7	10	5	6	3.8	18	1.8
	Germany	54,184	53,210	5.5	17	-18	3	7.7	9	3.3

Then click on *Investment* to go directly to the Investment Map database and obtain the FDI statistic.

Table 38: Table of sectors with potential to attract investment - Chile



Industry	Foreign Direct Investment: Inflow 2006	Inward stock 2006	Chg. p.a. since 2003	Foreign Affiliates: Number	Number of parents	International Trade-2006: Exports	Share in world	Imports	Tariffs: Avg. faced	Avg. applied
Total (merchandise & services)	3,185.2	63,516.8	5.7%	775	461					
Electricity, gas and water	1,205.5	12,795.8	11.2%	18	7					
Mining and quarrying	1,159.2	21,086.9	3.9%	19	14	12,942.1	6.5%	1,070.8	4.3%	5.0%
Transport, storage and communications	230.8	7,234.0	13.0%	67	46					
Other services	229.1	1,316.6	8.4%	21	19					
Finance	162.6	8,476.1	1.9%	97	41					
Food,beverages and tobacco	65.3	2,290.8	4.9%	24	22	6,136.3	1.2%	925.3	24.2%	5.0%
Business activities	53.6	621.6	7.6%	236	128					
Other manufacturing	20.9	1,491.3	1.1%	27	25	76.1	0.0%	509.5	11.3%	5.1%
Wholesale and retail trade	19.1	1,321.3	1.0%	181	158					
Forestry and Fishing (PRODUCTS)	17.3	564.0	1.5%	6	6	235.4	0.7%	17.9	7.3%	5.1%
Construction	14.7	1,429.0	3.5%	46	31					
Wood and wood products	4.1	1,182.8	2.7%	10	10	3,743.3	1.4%	535.7	8.0%	5.0%
Agriculture and hunting	3.1	267.1	0.6%	11	11	3,840.1	1.6%	321.1	11.7%	5.3%
Petroleum						5.0	0.0%	1,997.9	5.0%	5.0%
Machinery and equipment				21	21	249.5	0.0%	3,290.4	5.2%	5.0%
Electrical and electronic equipment				20	20	83.2	0.0%	3,222.4	5.3%	5.0%
Precision instruments				6	6	31.3	0.0%	619.7	4.7%	5.0%
Motor vehicles and other transport equipment				19	19	250.5	0.0%	4,811.8	11.2%	4.1%

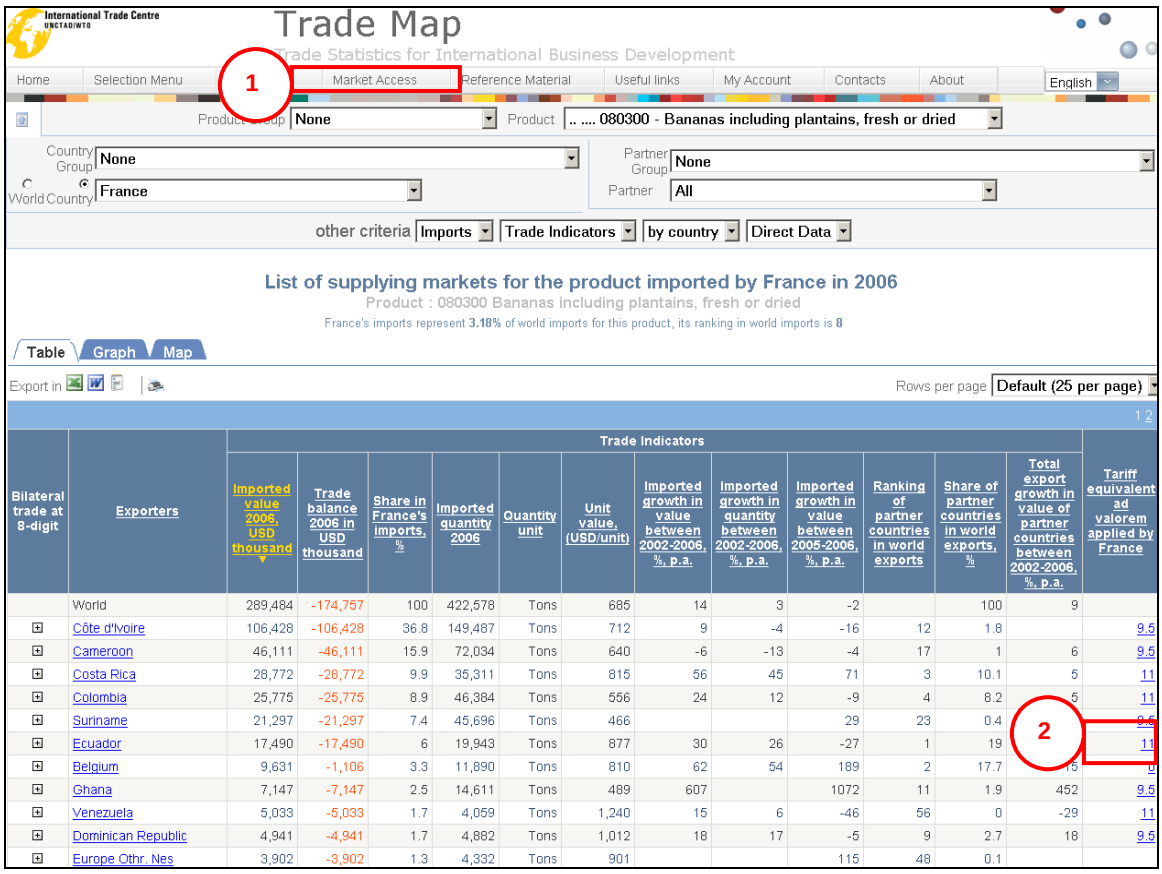
You can download the Investment Map User Guide at http://www.investmentmap.org/docs/invmap-userguide-en.pdf.

Annex IV: Link to Market Access Information

Trade Map provides a direct link to the online database Market Access Map developed by ITC, which provides data on the tariff rates and other market access measures of over 180 importing countries to products from 239 countries and territories. Most favoured nation (MFN) and preferential applied import tariff rates are shown for products at the most detailed national tariff line level.

By selecting a specific product and an importing country in the main selection and then clicking on "Trade Indicators, you enter the table containing the trade statistics as in the example below. The product is "HS080300-Bananas" and the importing country is France (imports circles ticked).

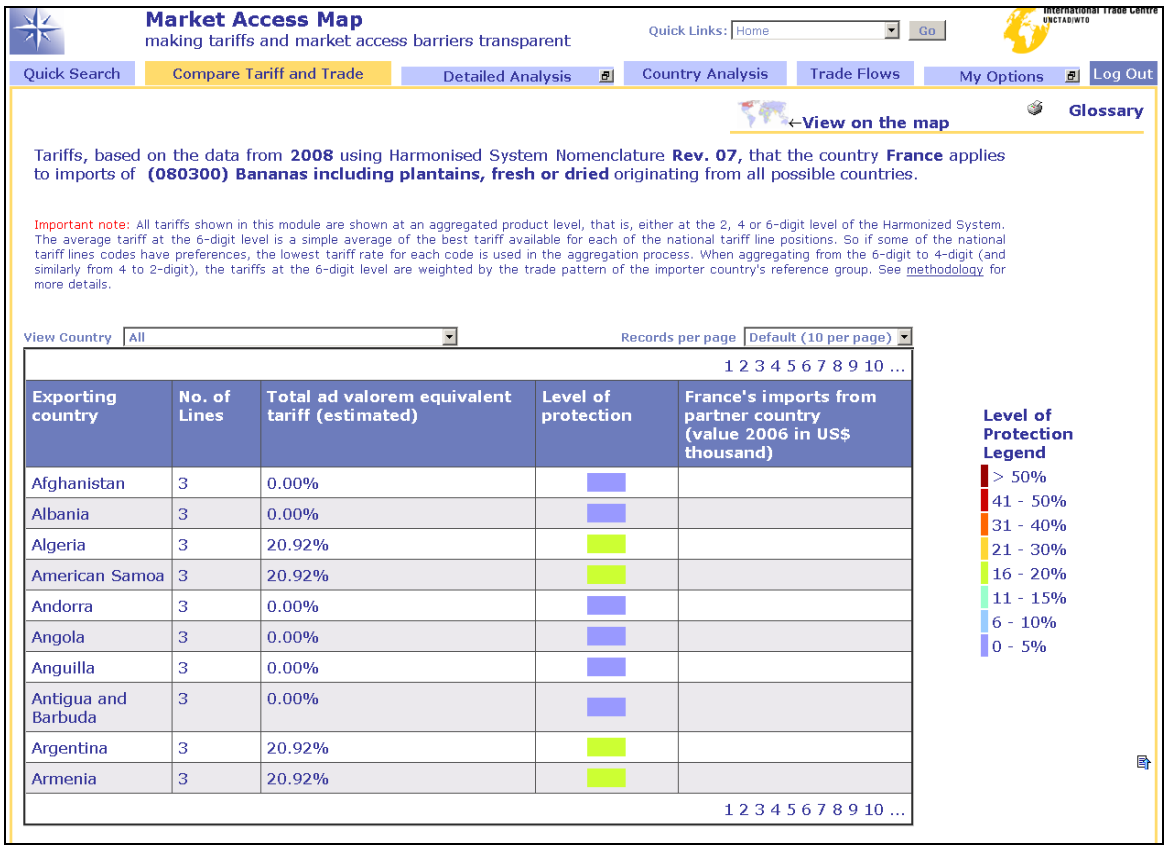
Table 39: Tariffs that France applies to imports of HS 080300 Bananas including plantains, fresh or dried originating from all possible countries.



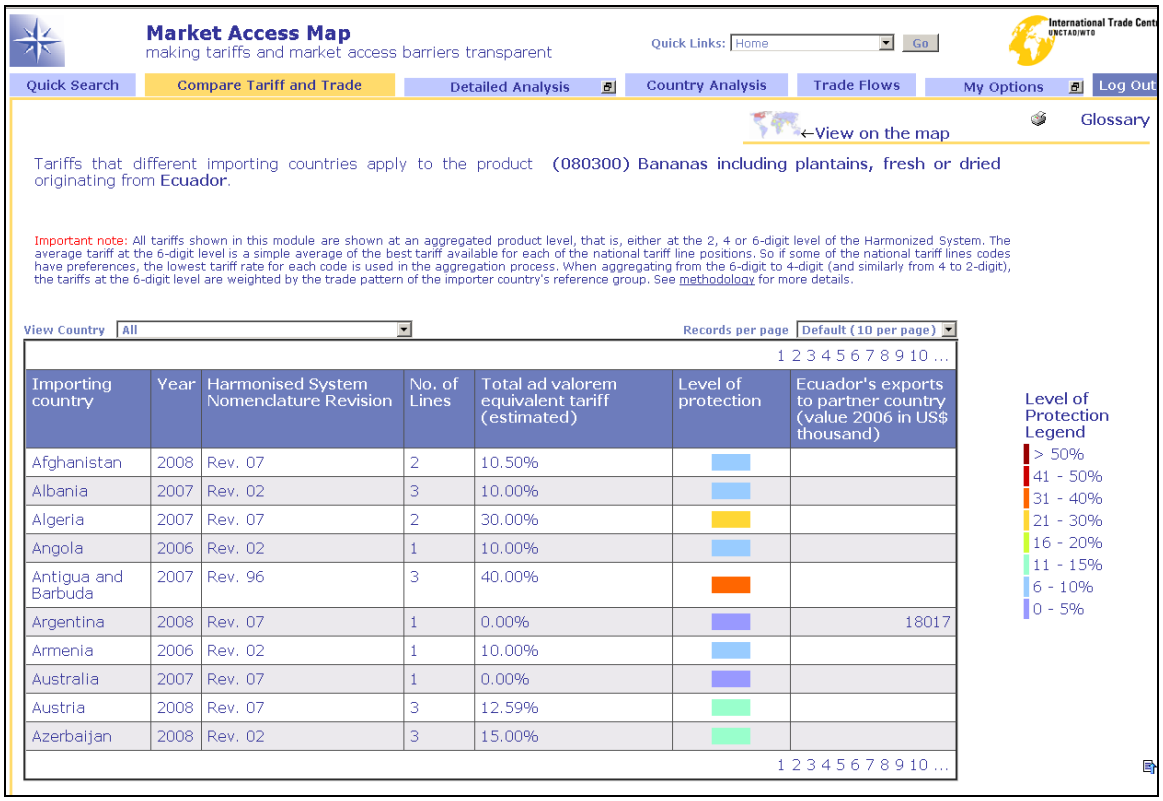
Bilateral trade at 8-digit	Exporters	Trade Indicators: Imported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in France's imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, %, p.a.	Imported growth in quantity between 2002-2006, %, p.a.	Imported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %	Total export growth in value of partner countries between 2002-2006, %, p.a.	Tariff equivalent ad valorem applied by France
	World	289,484	-174,757	100	422,578	Tons	685	14	3	-2		100	9	
⊞	Côte d'Ivoire	106,428	-106,428	36.8	149,487	Tons	712	9	-4	-16	12	1.8		9.5
⊞	Cameroon	46,111	-46,111	15.9	72,034	Tons	640	-6	-13	-4	17	1	6	9.5
⊞	Costa Rica	28,772	-28,772	9.9	35,311	Tons	815	56	45	71	3	10.1	5	11
⊞	Colombia	25,775	-25,775	8.9	46,384	Tons	556	24	12	-9	4	8.2	5	11
⊞	Suriname	21,297	-21,297	7.4	45,696	Tons	466			29	23	0.4		9.5
⊞	Ecuador	17,490	-17,490	6	19,943	Tons	877	30	26	-27	1	19		11
⊞	Belgium	9,631	-1,106	3.3	11,890	Tons	810	62	54	189	2	17.7	16	9
⊞	Ghana	7,147	-7,147	2.5	14,611	Tons	489	607		1072	11	1.9	452	9.5
⊞	Venezuela	5,033	-5,033	1.7	4,059	Tons	1,240	15	6	-46	56	0	-29	11
⊞	Dominican Republic	4,941	-4,941	1.7	4,882	Tons	1,012	18	17	-5	9	2.7	18	9.5
⊞	Europe Othr. Nes	3,902	-3,902	1.3	4,332	Tons	901			115	48	0.1		

1- Then click on *Market Access* (red square n° 1 in table 39) in the tool bar to go directly to the Market Access Map database and obtain the tariffs, based on the most recent data using Harmonized System Nomenclature Rev. 07, that France applies to imports of "*HS-080300 Bananas including plantains, fresh or dried originating from all possible countries*".

Important note: All tariffs shown in this module are shown at an aggregated product level, that is, either at the 2, 4 or 6-digit level of the Harmonized System. The average tariff at the 6-digit level is a simple average of the best tariff available for each of the national tariff line positions. So if some of the national tariff lines codes have preferences, the lowest tariff rate for each code is used in the aggregation process. When aggregating from the 6-digit to 4-digit (and similarly from 4 to 2-digit), the tariffs at the 6-digit level are weighted by the trade pattern of the importer country's reference group. See http://www.macmap.org/Reference.Methodology.aspx for more details.



2- If you click on the tariff applied by France to Ecuador (red square n° 2 in table 39), you will get all the tariffs that different countries apply to the product "*HS-080300 Bananas including plantains, fresh or dried originating from Ecuador*"



You can also see the example in 3.6 - Examine tariffs in potential new markets in the Trade Map User Guide page 35.

"Compare Tariff and Trade" with Market Access Map:
The second module of Market Access Map, *Compare Tariff and Trade* has been designed to assist exporters, importers and trade support institutions. An exporter can use this module to scan the world for the best market access conditions offered to him/her by all possible importing countries. An importer can use the module to get a birds eye view of what tariff rates his/her country applies to all possible exporting countries in order to minimize tariffs on imported materials. A trade support institution (TSI) can use Compare Tariffs and Trade module to identify products and markets that offer good prospects for trade promotion.

It is important to note that the tariffs presented in the *Compare Tariff and Trade* module are shown at either the 2-digit, 4-digit or 6-digit level of the Harmonized System (HS) of product nomenclature. They are not shown at the most detailed product level, the national tariff line.
In order to get more detailed information on tariffs in the selected country at the tariff line level, the exporter has to select the tab "Quick Search" in Market Access Map to find out about the type of regime, certification and rules of origin.
We invite users of ITC's market analysis tools to read the first two chapters of the Market Access Map User Guide in order to navigate easily in the tool.

The Market Access Map User Guide is available at: http://www.macmap.org/User.Guide.aspx