

# MARKET ANALYSIS AND RESEARCH

ENHANCING UNDERSTANDING OF INTERNATIONAL TRADE  
OPPORTUNITIES AND OBSTACLES



ITC's Market Analysis and Research (MAR) section produces and disseminates online market analysis tools, conducts market research and trade analysis, and delivers capacity building programmes in market analysis for the business community, trade support institutions and policy makers in developing countries.

## CHALLENGE IN GLOBAL TRADE

A key challenge for exporters is the scarcity of reliable trade information on markets.

Exporters need to stay on top of competitive conditions in their current markets, scan opportunities for new markets, and look for opportunities to diversify or value-add to their existing product range. At the same time importers worldwide also seek to optimize the potential offered by preferential trade agreements and improve the efficiency of their sourcing by scanning for new and competitive supplier countries.



ITC addresses these issues with its suite of market analysis tools and related market data and information sources.

## MARKET ANALYSIS TOOLS

ITC has created a range of market analysis tools for developing countries – Trade Map, Market Access Map, Investment Map and Standards Map to help users examine the export and import statistics of over 220 countries and territories to better understand supply and demand trends for around 5,300 internationally traded products.

The tools are unique in product detail, as well as in breadth of geographic coverage – particularly for developing and least developed countries. More than 230,000 users in 224 countries and territories have registered to use the tools. They include enterprises, governments, educational institutions and most of the World's top 100 companies.



Developing countries can use these tools to help grow their exports by identifying opportunities for product and market diversification. A wide range of navigation options, combined with a powerful set of analytical outputs – tables, maps and charts - make it easy to analyse trade-related information for sets of products, sectors or countries.

Users in developing countries can benefit from **FREE ACCESS** to the tools thanks to financing from the European Commission (EC) and donors to ITC Trust Fund.

To get your free password, register at [www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis)

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International Trade Centre

## EXPORTERS

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### MARKET ANALYSIS TOOLS

ENHANCING THE TRANSPARENCY OF GLOBAL TRADE AND MARKET ACCESS

In 2012, the tools will remain free to users from developing countries.

The International Trade Centre has developed five online tools — [Trade Map](#), [Market Access Map](#), [Investment Map](#), [Trade Competitiveness Map](#) and [Standards Map](#) — that collectively help improve international-trade transparency and enable companies and trade support institutions to identify export/import opportunities and compare market-access requirements (e.g. tariffs, official market regulations and other non-tariff measures, and private voluntary standards such as organic certification or FAIRTRADE). The tools help trade policymakers monitor national trade performance and prepare for trade negotiations.

Free user support material, including video trainings, is also available [online](#).

As of the 1st January 2008, all users from [least developed and developing countries and territories](#) may access the ITC's market analysis tools free of charge.

If you are not registered yet, [please create your account here](#).

**PLEASE ENTER YOUR EMAIL AND PASSWORD TO ACCESS THE TOOLS:**

Trade Map  
Market Access Map **NEW**  
Investment Map  
Trade Competitiveness Map  
Standards Map

EMAIL ADDRESS:   
PASSWORD:   
 REMEMBER ME  
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- LDC MARKET ACCESS REPORT
- LDCS TERMS OF TRADE DURING CRISIS AND RECOVERY
- LDC TRADE RECOVERY IN 2009
- DECLINING LDC EXPORTS

JULY 2012

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RELATED STORIES

- 26 Jul 2012 ITC launches NTM survey in Guinea
- 18 Jul 2012 Global opportunities as local game changers
- 28 Jun 2012 Free online tool for analysing trade and market conditions upgraded
- 30 Mar 2012 Building business, building...

**NEW:** As of September 1, 2012 ITC adds company data from more than 60 countries to Trade Map ([www.trademap.org](http://www.trademap.org)) improving the ability of companies to identify trading partners across the world.

The new Company Data table provides information on:

- ✓ Company name
- ✓ City and country
- ✓ List of traded products
- ✓ Number of employees
- ✓ Annual turnover
- ✓ Contact persons
- ✓ Website address
- ✓ Phone numbers

The inclusion of company data in ITC's Trade Map comes in response to a user survey of ITC's Market Analysis Tools, which suggested that adding company data would be an important supplement to the existing trade statistics. The addition of company data has been made possible following an agreement with Kompas International, a comprehensive Business-to-Business worldwide database.

 [www.facebook.com/ITCmarketanalysisitools](http://www.facebook.com/ITCmarketanalysisitools)

 [www.twitter.com/ITC\\_MktAnalysis](http://www.twitter.com/ITC_MktAnalysis)

 [www.youtube.com/user/MarketAnalysisTools](http://www.youtube.com/user/MarketAnalysisTools)

## **TRADE MAP** ([www.trademap.org](http://www.trademap.org))

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

Trade Map covers the annual trade flows (mirror and direct) of over 220 countries and territories and 5,300 products defined at the 2, 4 or 6-digit level of the Harmonized System with different trade indicators (indices, values, quantities, trends, market share and unit values) and times series since 2001 displayed in graphic, map or tabular format. Trade values can be selected from 16 different currencies.

Recently, we also implemented two additional indicators in Trade Map. One indicator is on the **Average Distance** of importing or exporting countries and the other is on **Market Concentration** to give an idea of how competitive the market is.

### **STRENGTHS**

The strength of Trade Map lies in its **constant update of monthly and quarterly data** from both developed and developing countries that cannot be found in other tools, as ITC collects this directly from national authorities. Moreover, users have the possibility of **visualization of data with tables, graphs and maps that are simple to interpret.**

### **TRADE MAP FEATURES**

- **Analysis of present export markets:** Examine the profile and dynamics of export markets for any product, assess the value, size and concentration of exports and highlight countries where market shares have increased.
- **Pre-selection of priority markets:** View the world's major importing countries, illustrate the extent of import concentration and in which countries demand has increased over the past five years.
- **Overview of competitors in global and specific markets:** Identify the leading exporting countries for a given product; highlight a country's position in world exports or in the imports of partner and neighbouring countries.
- **Review of opportunities for product diversification in a specific market:** Make a comparative assessment of import demand for related products in an export market; identify imports of similar products and possible synergies.
- **Visualisation of trends and seasonality:** display the monthly data on graphs and identify slopes and regular peaks in values as well as in quantities and in unit values.
- **Identification of existing and potential bilateral trade with any partner country:** Identify product-specific opportunities by comparing actual bilateral trade, the total import demand of partner countries and the overall export supply capacity of the home country.
- **Data export: convert all what you get from Trade Map into a file:** download not only trade data as Excel or text files but also graphs as images.
- **Information on tariffs:** View information on tariff equivalent ad valorem faced by countries in their exportations or applied by importing countries.



**List of products imported by Turkey**

detailed products in the following category : 151211 Sunflower-seed or safflower oil, crude

Unit : US Dollar thousand

Code	Product label	Imported Value in 2011-M08	Imported Value in 2011-M09	Imported Value in 2011-M10	Imported Value in 2011-M11	Imported Value in 2011-M12	Imported Value in 2012-M01	Imported Value in 2012-M02	Imported Value in 2012-M03	Imported Value in 2012-M04	Imported Value in 2012-M05	Imported Value in 2012-M06	Imported Value in 2012-M07
151211910000	Sunflower-seed, safflower or cotton-seed oil and fractions thereof, whether or not refined, but not chemically modified; Sunflower-seed or safflower oil and fractions thereof. Crude oil: Other: Sunflower-seed oil	72,323	17,420	27,828	49,407	57,670	95,329	42,052	83,308	78,113	120,786	111,629	73,184
151211100000	Sunflower-seed, safflower or cotton-seed oil and fractions thereof, whether or not refined, but not chemically modified; Sunflower-seed or safflower oil and fractions thereof. Crude oil: For technical or industrial uses other than the manufacture of foodstuffs for human consumption (a)	2,251	4,038	1,323	2,383	3,668	2,159	2,169	6,783	2,857	5,441	2,138	4,595

Sources : ITC calculations based on Turkish Statistical Institute (TURKSTAT) statistics.



**List of supplying markets for the product imported by Brazil in 2011**

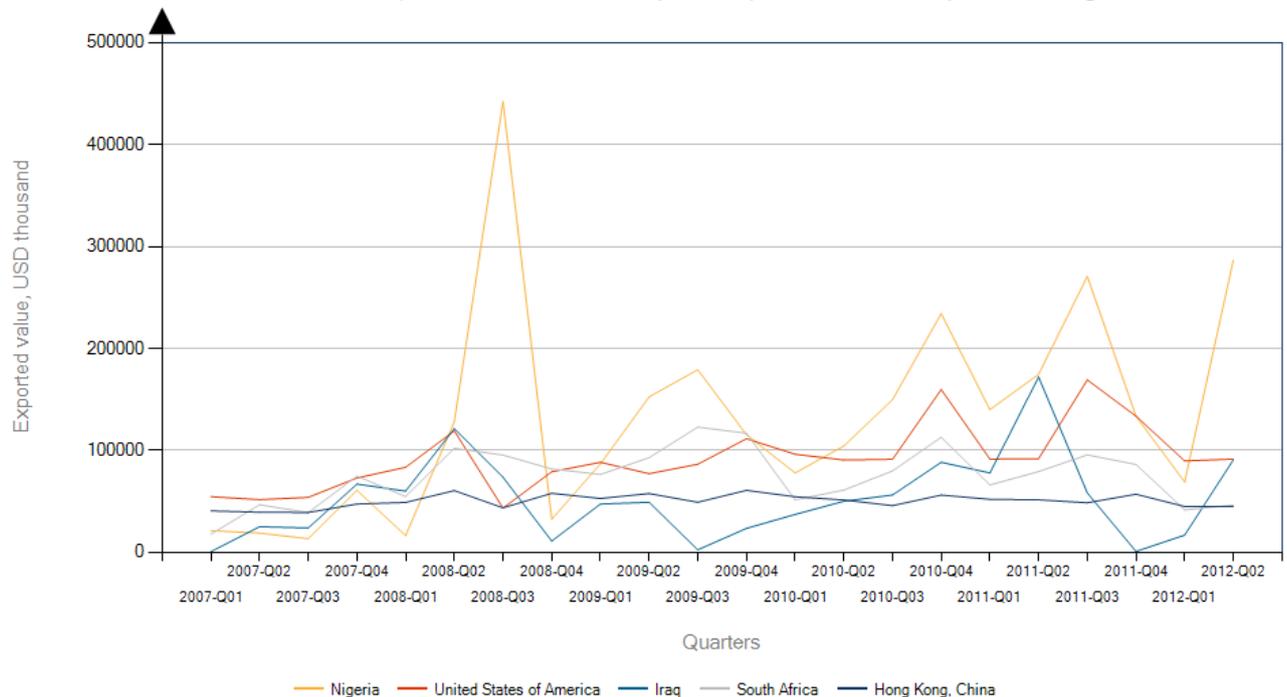
Product : 150910 Olive oil, virgin

Brazil's imports represent 4.73% of world imports for this product, its ranking in world imports is 5

Bilateral trade at 8-digit	Exporters	Trade Indicators											Tariff (estimated) applied by Brazil (%)	
		Imported value 2011 (USD thousand)	Trade balance 2011 (USD thousand)	Share in Brazil's imports (%)	Imported quantity 2011	Quantity unit	Unit value (USD/unit)	Imported growth in value between 2007-2011 (% p.a.)	Imported growth in quantity between 2007-2011 (% p.a.)	Imported growth in value between 2010-2011 (% 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 2007-2011 (% p.a.)
	World	225,248	-225,205	100	48,062	Tons	4,687	20	24	26		100	-1	
	Portugal	115,300	-115,300	51.2	22,646	Tons	5,091	28	33	29	5	4.2	23	10
	Spain	61,439	-61,439	27.3	14,188	Tons	4,330	21	25	34	1	45.9	1	10
	Argentina	26,045	-26,045	11.6	6,734	Tons	3,868	2	6	9	6	1.6	-1	9
	Italy	17,616	-17,604	7.8	3,637	Tons	4,844	17	21	8	2	30.2	3	10
	Greece	2,765	-2,765	1.2	474	Tons	5,833	14	21	18	3	6.7	-7	10
	Chile	1,535	-1,534	0.7	306	Tons	5,016	121	138	73	10	0.6	64	9
	France	229	-229	0.1	12	Tons	19,083	13	-16	324	9	0.6	-1	10

**List of importing markets for a product exported by Thailand**

Product : 100630 Rice, semi-milled or wholly milled, whether or not polished or glazed



## MARKET ACCESS MAP ([www.macmap.org](http://www.macmap.org))

is an interactive analytical web application developed by the International Trade Centre (ITC) to support the needs of **exporters and importers, trade support institutions, trade policy makers and academic institutions** in developing countries. With the aim of enhancing market transparency and facilitating the analysis of trade-related policy issues, it presents a comprehensive perspective on the different types of barriers that affect international trade.

### STRENGTHS

The application provides information on **applied customs tariffs** including MFN tariffs and preferences granted unilaterally and in the framework of regional and bilateral trade agreements. Users can find **ad valorem equivalents (AVEs)** for non-ad valorem duties in order to compare tariffs across countries, perform product aggregations at a sectorial or regional level and simulate tariff reduction scenarios. The application also covers tariff rate quotas, trade remedies, rules of origin as well as the corresponding certificates, bound tariffs of WTO members, **non-tariff measures (NTMs)** and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations.



### MARKET ACCESS MAP FEATURES

- A **wide geographic coverage** with applied MFN and preferential tariffs available for more than 190 countries and territories.
- A new **database on NTM regulations**, categorized according to a classification validated by key international organizations.
- Seamlessly integrated and continuously updated **data on tariffs, trade and NTMs from multiple data sources** which can be consulted simultaneously.
- Different methods of **calculating AVEs of non-ad valorem tariffs** and trade-weighted average tariffs.
- Access to extensive **time-series** and the possibility to **download large sets of raw data**.
- High flexibility for users to define tariff reduction simulations, including **dismantling schedules**.
- A flexible **product selection based on two international classifications**: the Harmonized System (HS) and the Standard International Trade Classification (SITC).
- The possibility to **share queries with other users**.

## TARIFFS APPLIED BY THE UNITED STATES OF AMERICA TO IMPORTED MALAWIAN LEAF TOBACCO

Tariffs applied by **United States of America**

Product: **24012005 - Leaf tobacco, the product of two or more countries or dependencies, when mixed or packed together, partly or wholly stemmed, not threshed**

Partner: **Malawi**

Data source: **ITC (MAcMap)**

Year: **2011**

Nomenclature: **HS Rev.2007**

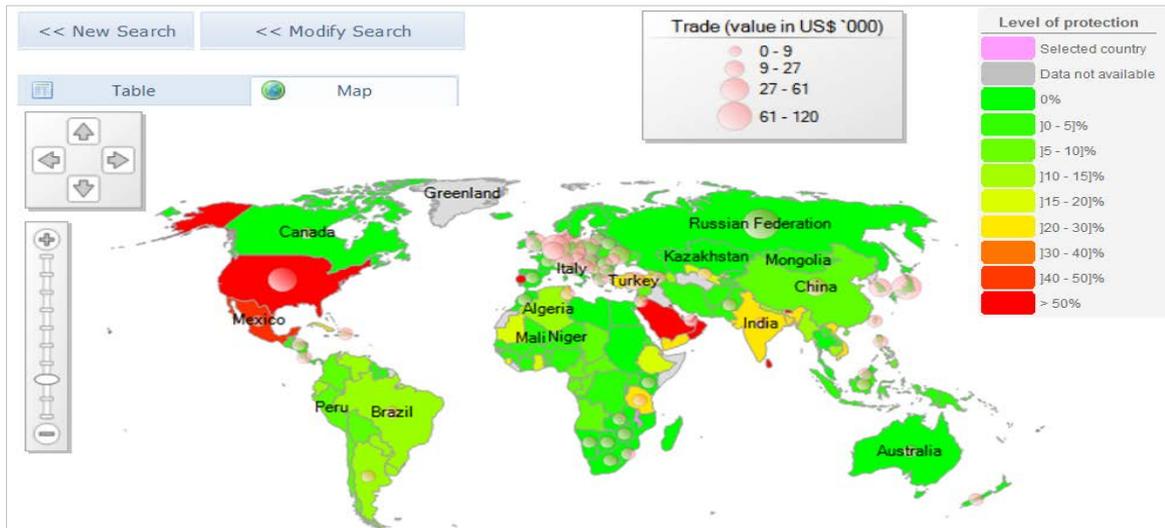
AVE Methodology: **AVE based on the World Unit Value**

<< New search      << Modify search

Tariff regime	Applied tariff (specific duty as reported by the country)	Applied tariff	Total ad valorem equivalent tariff
MFN duties (Applied)	\$5.48/kg	5480.00 \$/Ton	130.34%
Preferential tariff for Least Developed Countries		0%	0%
Preferential tariff for AGOA countries		0%	0%

Page size: 50      3 items in 1 pages

## TARIFFS FACED BY MALAWIAN EXPORTED TOBACCO IN ALL POSSIBLE MARKETS



## NON-TARIFF MEASURES APPLIED BY HONG KONG, CHINA TO IMPORTED MALAWIAN TOBACCO

Import related non-tariff measures applied by **Hong Kong, China**

Product: **240120 - Tobacco, unmanufactured, partly or wholly stemmed or stripped**

Number of measures in this category: **18**

Total national tariff lines affected: **2**

Partner: **Malawi**

Time of last update: **June 2010**

<< New search      << Modify search

To examine in detail the NTMs, click on the marked-up text in the columns.

Measures applied by importing country	Number of affected NTL products
Sanitary and phytosanitary measures (SPS) (8)	2
Technical barriers to trade (TBT) (6)	2
Charges, taxes and other para-tariff measures (4)	2

To see the Rules of Origin and certificates applied by Hong Kong, China click [here](#)

## **INVESTMENT MAP** ([www.investmentmap.org](http://www.investmentmap.org))

A unique web-based analysis tool that combines statistics on foreign direct investment (FDI), international trade and market access conditions into a single portal. Investment Map allows analyses by country, trading partner and industry. It also includes relevant information on activities of foreign affiliates in developing countries and economies in transition.

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

### **STRENGTHS**

The strength of Investment Map lies in its **investment data at the sectoral level** as well as in **the harmonization of FDI flow and stock information, trade and tariff data and activities of foreign affiliates**. Moreover, Investment Map is also linked to other tools such as the World Investment Directory, Market Access Map and Trade Map.

### **INVESTMENT MAP FEATURES**

- Total FDI flows and stocks for more than 200 countries and territories,
- Industry and country breakdown of FDI flows and stocks for more than 110 countries,
- Information on the location, sales, employment and parent company for over 150,000 foreign affiliates located in developing countries and economies in transition,
- Export and import data and indicators of trade performance for more than 220 countries and territories,
- Tariff data applied by 187 countries and faced by 200 exporting countries and territories.

The definition of industries in Investment Map is based on the UN ISIC rev. 3 nomenclature. Tariff and trade data are available for more than 5,300 products (6-digit level of the Harmonised System). Information on foreign affiliates covers 1,000 lines of business (US SIC nomenclature). FDI historical series are available for the last ten years.

ITC has developed Investment Map in 2004 jointly with UNCTAD, and in partnership with the Multilateral Investment Guarantee Agency (MIGA) and the World Association of Investment Promotion Agencies (WAIPA). The portal includes information from UNCTAD, COMTRADE of UNSD, Dun & Bradstreet; Trade Map and Market Access Map.

## LOCATIONS COMPETING FOR INVESTMENT ATTRACTION IN A SELECTED INDUSTRY

Select Industry:    
 Select Year:

**Locations Competing for Investment Attraction in selected industry**

values in US\$ million

Export in  Foreign Direct Investment  Company  Trade  Tariffs

[See map](#)

#.	Country	Inward Investment Flow									
		2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
1.	China	3,279.9				8,164.7	7,711.2	7,058.7	6,347.0		
2.	Germany	2,051.4	2,307.4	-131.8	1,580.8	1,649.6	227.6	-1,446.5	90.3	-1,415.4	139.6
3.	Mexico	1,615.8	1,543.3	1,262.4	1,340.7	1,341.8	1,151.7	1,318.6	1,622.1	1,381.0	1,135.9
4.	United States	1,583.0	-93.0	9,590.0	9,726.0	27,740.0	3,981.0	-424.0	1,810.0	-787.0	18,639.0
5.	Thailand	1,415.0	325.9	1,643.1	860.9	1,731.4	1,010.7	797.0	327.4	214.9	981.3

## COUNTRIES WITH POTENTIAL TO INVEST ABROAD IN A SELECTED INDUSTRY

Select Industry:    
 Select Year:

**Countries with potential to invest abroad in selected industry**

values in US\$ million

Export in  Foreign Direct Investment  Company  Trade  Tariffs

[See map](#)

#.	Country	Outward Investment Stock									
		2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
1.	United States	87,265.0	76,720.0	75,789.0	77,904.0	68,266.0	56,141.0	57,318.0	52,459.0	54,250.0	63,275.0
2.	Japan	71,309.1	65,126.7	67,163.0	65,677.8	57,540.4	57,239.5				
3.	France	11,081.5	11,132.0	10,297.2	19,923.4	26,883.9	20,807.6	20,344.3	20,605.8	14,549.7	15,402.4
4.	Canada	6,054.6	7,445.1	7,566.6	12,739.6	12,777.0	12,206.1	15,451.1	14,800.4	13,365.4	16,454.2
5.	Austria	3,544.1	3,463.4	3,636.5	2,624.8	1,745.0	1,200.9	1,349.8	1,028.1	1,048.7	775.5

## PARENT COMPANIES BASED IN THE USA FOR A SELECTED INDUSTRY

**Companies headquartered in United States with affiliates in developing countries, summary by parent company in selected industry**

Select Industry:

#.	Parent Company	Number	Recently established	Sales	Employees
Total :		2,548	515	1,145,039.3 (842)	996,550 (1,508)
1.	Dph Holdings Corporation	104	8	14,282.3 (10)	21,226 (19)
2.	Motorola Solutions, Inc.	51	1	109,443.6 (9)	36,057 (14)
3.	General Electric Company	49	6	8,983.8 (18)	32,837 (31)
4.	Lear Corporation	45	11	21,958.8 (13)	54,029 (22)
5.	Emerson Electric Co.	39	5	38,350.3 (23)	20,985 (32)
6.	Johnson Controls, Inc.	39	6	8,737.9 (7)	7,868 (10)
7.	Dana Holding Corporation	36	5	4,806.0 (6)	9,133 (16)
8.	Honeywell International Inc.	35	5	10,275.0 (19)	9,974 (25)
9.	TRW Automotive Holdings Corp.	35	7	17,895.7 (20)	15,534 (26)
10.	Meritor, Inc.	35	14	6,095.5 (10)	5,915 (13)

## PARENT COMPANIES BASED IN THE USA FOR A SELECTED INDUSTRY

**Foreign affiliates in China, in selected industry, summary by parent company**

Select Industry:

#.	Parent Company	Parent country	Number	Recently established	Sales	Employees
Total :			6,623	3,723	4,264,411.3 (4,513)	5,270,944 (5,538)
1.	Siemens AG	Germany	64	21	27,673.8 (29)	28,573 (47)
2.	PANASONIC CORPORATION	Japan	55	18	56,096.9 (41)	77,100 (52)
3.	HON HAI PRECISION INDUSTRY CO., LTD.	Taiwan Province of China	44	23	155,244.2 (30)	169,346 (31)
4.	HITACHI, LTD.	Japan	39	19	50,652.9 (28)	33,449 (29)
5.	ABB Ltd	Switzerland	25	7	34,493.1 (22)	20,587 (25)
6.	Motorola Solutions, Inc.	United States	24	1	44,575.5 (4)	21,764 (5)
7.	SUMITOMO ELECTRIC INDUSTRIES, LTD.	Japan	24	17	13,635.1 (17)	17,623 (21)
8.	SCHNEIDER ELECTRIC SA	France	22	12	13,684.1 (18)	8,662 (21)
9.	FLEXTRONICS INTERNATIONAL LTD.	Singapore	21	7	54,190.0 (18)	49,840 (19)
10.	Koninklijke Philips Electronics N.V.	Netherlands	20	7	12,643.9 (10)	11,853 (14)
11.	TDK CORPORATION	Japan	20	7	10,566.1 (12)	36,030 (15)
12.	TOSHIBA CORPORATION	Japan	20	7	29,949.8 (9)	15,802 (15)
13.	NIDEC CORPORATION	Japan	19	12	13,041.8 (13)	50,740 (16)
14.	Samsung Electronics Co., Ltd.	Republic of Korea	18	7	151,336.6 (11)	23,580 (15)

## STANDARDS MAP ([www.standardsmap.org](http://www.standardsmap.org))

Standards Map is an interactive online database which presents comprehensive and comparable information on voluntary sustainability standards, private standards, sustainability schemes and retailer codes of conduct, with the aim to strengthen the capacity of producers, exporters and buyers to participate in more sustainable production and trade.

### STRENGTHS

The strength of Standards Map lies in its **impartiality and the quality of its data which is verified by standard initiatives and the extent of the information provided, with over 700 criteria analysed for each initiative**. Standards Map is the only web platform providing information at such high level of detail. Standards' data in the tool is verified according to a process including third party experts and the respective standard organizations. Standards Map does not make value judgments or rate standards.

### STANDARDS MAP FEATURES

- **Analyze and compare standards:** Over 70 voluntary standards operating in more than 200 target markets, certifying products and services in over 60 economic sectors - including agriculture, forestry, fisheries, mining, textiles and manufactured products, among others.
- **Identify opportunities for product diversification and new niche markets:** Make a comparative assessment of standards requirements and assess potential costs and benefits linked to the adoption of private standards.
- **Flexible analytical tool:** run customize searches based on whether you are a producer, exporter, trade support institution, policy maker or researcher. Review standards' coverage and scope, cost and price estimates, support and assistance, governance and environmental, social, economic, ethical, traceability and quality requirements. Construct advanced queries or refine pre-set queries from a pool of over 700 criteria.
- **Review research documents on voluntary sustainability standards:** focusing on specific standards, product, countries or issues such as standards' impact, operational assessments and selected market data.
- **Generate maps:** to view in which countries certified units operate, where specific certification bodies can certify/verify operations and now link your queries to ITC's Trade Map.
- **Impartial information:** Standards Map is the only web platform providing information at such high level of detail. Standards' data in the tool is verified according to a process including third party experts and the respective standard organizations. Standards Map does not make value judgments or ratings of standards.
- **Multi-lingual:** English, Spanish, French and Portuguese versions of the website.

Identify, refine and review standards which certify/verify specific products/services and/or which operate in a specific country.

Market Perspective Thematic Perspective Market & Thematic Perspective View All Standards

Production / Export Import / Retail

Product / Services  
 Harmonized System

Country  
 Kenya

Reset Search Search

26 standard(s) found matching your criteria. Select one or multiple standard(s) to review

- Business Social Compliance Initiative - BSCI
- Clean Clothes Campaign - Code of Labour Practices
- Climate, Community & Biodiversity Standards - CCB Standards
- Citizenship Coalition - EICC
- Partnership - ETP

In one click, jump to the Research module to review the publications and resources associated with the product, country and related standards under review.

ITC VOLUNTARY STANDARDS: ANALYSIS MODULE

ANALYSE & COMPARE VOLUNTARY STANDARDS, RESEARCH MATERIALS & GENERATE MAPS

Voluntary Standards Data Research Materials Maps

Identify and review studies which have been selected according to a rigorous methodology. The research database is continually expanding and currently includes over 250 case studies. To review relevant research select either specific standards, country, product OR one or multiple keywords.

Standard: None selected  
 Country: Nepal  
 Product: None selected

Keyword: Costs / benefits

Filter Results

47 result(s) found matching your criteria.

Title	Author(s)	Affiliation	Year of publication	Size
The Spice Industry in Tanzania. General Profile, Supply Chain Structure, and Food Standards Compliance Issues	Akyoo, A.	Sokoine University of Agriculture, Tanzania	2007	0.120 MB
An Accounting Method-Based Cost-Benefit Analysis of Conformity to Certified Organic	Akyoo, A.	Sokoine University of Agriculture, Morogoro - Tanzania	2008	

Generate maps and see the geographic scope for verification and certification looking at specific or multiple products and services.

Explore the geographic scope of standards, of their related certification bodies and review trade flows in Trade Map (no distinction made between certified and non certified products)

Select topic: Geographic scope of standard system (existing certified / verified operations)

Select from our standards: Better Cotton Initiative - BCI

Select a product or all: All

Select the scope: Scope - Current

Regions

- AFRICA (6)
- ASIA (4)
- AUSTRALIA & OCEANIA (0)
- CENTRAL AMERICA AND CARIBBEAN (0)
- EUROPE (0)
- NORTH AMERICA (0)
- SOUTH AMERICA (1)

Legend: Results per query Selected country

Download

Generate results on specific themes or construct queries making use of over the 700 criteria in the Standards Map database.

Reviewing Data	Show Recommended Presets	Previous	Next	Print
Key characteristics of the sustainability initiative Clients and target groups of the sustainability initiative	Clean Clothes Campaign - Code of Labour Practices	Business Social Compliance Initiative - BSCI		
NAME OF INITIATIVE / SYSTEM	Clean Clothes Campaign - Code of Labour Practices	Business Social Compliance Initiative - BSCI		
PRODUCT SPECIFIC / PROCESS SPECIFIC / GENERIC	Generic	Generic		
MAIN AREA(S) COVERED - ENVIRONMENT	Not Applicable	Not Applicable		
MAIN AREA(S) COVERED - SOCIAL	Child labor, Employment practices, Gender issues, Health and safety at work, ILO 8 core conventions, Work and labour rights	Child labor, Employment practices, Gender issues, Health and safety at work, ILO 8 core conventions, Work and labour rights		
MAIN AREAS COVERED - QUALITY, ETHICS & BUSINESS INTEGRITY	Ethics and business integrity	Ethics and business integrity		
CLASSIFICATION	Private voluntary standards	Private voluntary standards		
PRODUCT LABELLING	X	X		
STANDARD INITIATIVE / SYSTEM: KEY FEATURES	* Minimum standards in CCC's model code are derived from the International Labour Organisation (ILO) conventions, the ILO Declaration on Fundamental Principles and Rights at Work, as well as Article 23 of the Universal Declaration on Human Rights. * CCC's additional standards in its model code include the right to a living wage based on a regular working week that does not exceed 48 hours, humane working hours with no forced overtime, a safe and healthy workplace free from harassment, and a recognised employment relationship with labour and social protection.	* The BSCI is not a certification system and therefore does not issue a certificate. The cover page of the audit report outlining the results and the validity of the audit can be displayed in the factory premises and be used as proof of the audit. * BSCI has two membership systems: Regular membership applies to retail, brand, trading and importing companies with an active role in the supply chain which integrate their suppliers into the BSCI auditing and qualification process. Associate membership applies to any companies, associations and institutions without an active role in the supply chain which support the initiative but do not implement the BSCI process. * A BSCI database provides information on the profiles for all of BSCI's member suppliers and on their auditing results. This information avoids unnecessary and costly multiple audits and tracks non-compliance issues thereby highlighting where training of suppliers is necessary. This data is also used to		

## **SPOTLIGHT : THE ITC PROGRAMME ON NON-TARIFF MEASURES**

With its programme on NTMs, the International Trade Centre (ITC) aims at increasing transparency and help countries better understand the non-tariff obstacles to trade faced by their business sectors. In close collaboration with national and regional stakeholders, ITC is engaged in a multi-agency initiative that assists countries in finding solutions tailored to meet their specific needs.

A sound understanding of the business perspective of NTMs is critical to successfully identifying and defining national strategies and policies that help overcome barriers to trade. Businesses are best placed to inform decision-makers on developing policies as they have first-hand experience of dealing with the key challenges.

### **BENEFICIARY COUNTRIES**

The survey methodology has been tested in a pilot phase in six countries throughout 2008-2009. Since then it has been successfully implemented in many developing countries, including least developed countries, landlocked countries, countries in Sub-Saharan Africa and small island development states, with the programme aiming at completing 27 surveys by March 2013.

#### **SELECTED NTM SURVEY COUNTRIES**

Burkina Faso	Morocco
Egypt	Paraguay
Jamaica	Peru
Kenya	Rwanda
Madagascar	Sri Lanka
Mauritius	Trinidad & T.
Malawi	Uruguay

### **FIRST RESULTS**

#### **NTM SURVEY IN SRI LANKA**

- **2,000** contacted companies
- **514** completed phone-screen interviews
- **69%** of companies reported NTMs and other obstacles to trade
- **180** face-to-face interviews
- Major concerns: conformity assessment, export-related measures and technical regulations

*"The EU has very strict requirements for toy imports... A lack of requisite facilities in Sri Lanka forces companies to send samples abroad for testing and certification, increasing both cost and the time required to export." [Sri Lankan toy producer \(ITC survey on NTMs\)](#)*

As of January 2012, more than 16,000 companies have been contacted and around 6,300 have been interviewed, enabling domestic companies to voice their concerns and needs with regards to NTMs. At the same time, ITC trained around 120 local experts and interviewers on the classification of NTMs and ITC's survey methodology, providing capacity building in this area.

The existing survey results suggest that a large proportion of companies are affected by NTM-related problems, most of which are technical measures. The impact is greater for companies exporting from landlocked least developed countries (LLDCs). There is a wide variation in NTMs depending on the export sector and importing market. Surprisingly many difficulties are related to NTMs applied by partner countries within regional trade agreements. Likewise, across countries, domestic impediments constitute a large share of reported obstacles.\$

Upon completion of a national survey, ITC, in close collaboration with national partners, provides an in-depth analysis of survey results. Local economists and specialists are engaged in the preparation of the country report, bringing in their expertise on country specificities and drawing attention to local particularities. The survey results are discussed in a national workshop, which initiates and fosters a continual dialogue among different stakeholders, including the private sector, trade support institutions, government agencies and academics. This dialogue helps identifying the needs for concrete action by policymakers in different

export sectors. Trade support institutions and business associations better understand sector-specific challenges, enabling targeted support for businesses and the fostering of more transparent and dynamic commercial activity.

#### FREE ACCESS TO LATEST REPORTS ON NTMS

ITC launches the first four of 27 reports outlining business perspectives on non-tariff measures: Burkina Faso (FR), Sri Lanka (EN), Morocco (FR) and Peru (EN). These reports are part of the new ITC series of reports being issued in 2012 and 2013.

For future studies, see [www.intracen.org/publications](http://www.intracen.org/publications)

### **SUCCESS STORY: FROM ITC MARKET ANALYSIS TRAINING TO EXPORT MATCHMAKING: SERBIA'S CHAMBER OF COMMERCE IN VALJEVO MULTIPLIES ITC'S IMPACT**

Aleksandar Jovanovic heads up the Regional Chamber of Commerce in Valjevo, in western Serbia, which serves around 4000 companies and 15,000 micro enterprises. One of their key services is to help companies export by helping them analyze which markets have the greatest potential and then help them research those markets in-depth. The Chamber also helps exporters find business partners by running business matchmaking events and facilitating their participation in key trade fairs. In addition the chamber provides advice to the government on the support needed by the private sector and the challenges they face.



Always on the look-out for new free sources of market information to help his clients, Aleksandar first discovered ITC's **Market Analysis Tools** [www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis) by attending a workshop run by CBI of the Netherlands, where the ITC tools were featured. Aleksandar said, "for developing countries, ITC's tools are the best free source of market statistics with global coverage on the web".

In December 2010, Aleksandar also had the opportunity to participate in a capacity building workshop run by ITC with financial support from USAID, where he learned how to use the tools more comprehensively. Since then he has taken the initiative to run 3 additional workshops to train Serbian companies directly on how to do market research using ITC's tools as well as other databases and information sources

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*"for developing countries, ITC's tools are the best free source of market statistics with global coverage on the web"*

**Aleksandar Jovanovic, Regional Chamber of Commerce in Valjevo, Serbia**

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"We've been using ITC's tools since 2005 to advise companies on which countries are importing their products and helping them to understand the market dynamism and structure.

For example, exporters can see from the ITC's tools how fast the alternative markets have grown, which competing countries also supply those markets, who is gaining or losing

market share and what are the customs tariffs faced by Serbia relative to competitors.

“So we can see whether Serbia has a competitive advantage in terms of tariff preferences and what are the rules of origin to get those preferences. We also take other factors into consideration like cultural similarity and how far away the market is because of transportation costs.”



“We ran a workshop in May in 2011 which brought together 33 representatives from industries including food and agriculture, metal, car parts, textiles and information and communications technology, Aleksandar said.

A few months later we also ran a training workshop for 15 women entrepreneurs from the food, printing, ICT, trade and metal sectors.

Then we ran another workshop in November 2011 for 20 companies producing personal protective clothing and next month we plan to run another 2 workshops on fashion and personal protective clothing.”

But Aleksandar clearly recognizes that ultimately for companies, the bottom line is what counts. Training has to lead to something. One group of processed food producers he worked with identified the Russian market as a highly attractive market using ITC tools and other sources. “So we organized a business matchmaking event in Serbia. We invited 10 Russian importers and 20 Serbian food producers / processors and we know from talking to the Serbian companies that a number of export contracts were signed. It was a big success”.

When asked what other sources of good free market information he can recommend besides ITC’s tools, Aleksandar says that a lot of countries provide good free information about markets for their exporters – and this can also be used by exporters from other countries with a bit of help from Google Translate.

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*“We invited 10 Russian importers and 20 Serbian food producers / processors and we know from talking to the Serbian companies that a number of export contracts were signed. It was a big success” Aleksandar Jovanovic, Regional Chamber of Commerce in Valjevo, Serbia*

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In addition he says he always recommends CBI’s free research on key sectors for the EU market. Europages is also great for company contact information he says. It’s like Kompass but it’s free and it has good information on wholesalers and distributors. Kompass is also good for information about importers but you have to pay to use it. Finally Datamyne he says is good for price information, particularly on the US market – it is updated daily but it is not free either. Finally he suggests that a lot of countries also help other countries do business with them by putting their market access rules and regulations on the web and easy to find and follow. He says that Australia, Canada, the EU, New Zealand, Spain and the United States do this very well.

## MOVING FORWARD

Aleksandar now wants ITC to certify his Chamber as a Trainer in ITC's Market Analysis Tools. "We've shown that there is demand and that our companies need this service. We'd now like to move to the next step of becoming expert trainers".

ITC's Manager, Capacity Building Programmes Helen Lassen said, "We're delighted to work with trade support

institutions like the Valjevo Chamber to get them certified as trainers. ITC is a small organization that works with developing countries worldwide. Our aim is to build the capacity of partners in the field so that they can be independent and multiply the effect of our export support programmes. We have more than 230,000 users of our market analysis tools worldwide and companies using them report they have helped them made decisions about trade valued at \$2.7 billion. This is in large part a result of the activities of our trade support institution partners. We train their trade advisers and they train companies who use the tools to inform their business decisions."



## CAPACITY BUILDING SERVICES: *PROVIDING FOUNDATIONS FOR SUCCESSFUL EXPORT STRATEGIES*



ITC's Market Analysis and Research (MAR) offers a wide range of capacity building activities for export oriented managers, trade support institutions and trade policy makers to support market analysis, one of the foundations of successful export strategies and trade policies.

Workshops, seminars and mentoring activities take place in partner countries, in Geneva or by web conferencing (Webinar).

## CAPACITY BUILDING PROGRAMMES:

- **E-learning: Self-learning and Webinar on ITC's Market Analysis Tools**
- **Preparation of Market Profiles**
- **Researching & Analysing Export Markets**
- **Export Potential Assessment**
- **Non-Tariff Barriers Affects on National Exports: ITC Survey Methodology**
- **Training of trainers on ITC's Market Analysis Tools**

More in-depth capacity building programmes can also be customized to partners' specific needs.

## **PUBLICATION COLLABORATIONS:**

*World Tariff Profiles* – Published annually by ITC, WTO and UNCTAD

A 200-page comprehensive overview of bound and applied tariffs for WTO member countries and applied tariffs for non-WTO members.

## **MAR ALSO CONTRIBUTES TO:**

*World Trade Indicators* - a World Bank publication

*The Global Enabling Trade Report* - a World Economic Forum publication

*The Global Trade Analysis Project (GTAP)*: data and aggregations

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