



International Trade Centre

UNCTAD / WTO

Market Analysis and Research

ITC's MARKET ANALYSIS RESEARCH (MAR)

develops market analysis tools, tailored studies and capacity building programmes for better export strategy.

The **Market Analysis Research (MAR)** is part of the Division of Market Development of the International Trade Centre. MAR produces and disseminates on-line market analysis tools, conducts market research and trade analysis, and delivers training programmes in market analysis for the business community, trade support institutions and policy makers. For more information on our tools and services please visit www.intracen.org/mat or contact mat@intracen.org

On-line Market Analysis Tools

Trade Map: *Trade statistics for international business development*

A database and web based analysis tool containing import and export statistics of 229 countries and territories. With Trade Map, users can analyse opportunities for diversification of products and export markets using trade values and quantities as well as a range of indicators such as growth trends, market shares and unit values. Data is available at various levels of product detail (based on the Harmonized System) as well as at the most detailed national tariff line level and on a quarterly and monthly basis for some countries. Using Trade Map is made easy through a variety of comparative tables, bubble graphs and interactive maps.

Market Access Map: *Making market access barriers transparent*

A database and web based analysis tool containing import tariffs and other measures applied by 185 importing countries to products from 239 countries and territories. MFN and preferential applied import tariff rates are shown for products at the most detailed national tariff line level. Market Access Map has been designed to support exporters, importers, trade promoters, policy analysts and trade negotiators. Use it to find a tariff by product; screen many markets simultaneously; or use its advanced features to prepare for trade negotiations by simulating the effects of tariff reductions.

Investment Map: *Identifying foreign investment opportunities*

A database and web based analysis tool that combines statistics on foreign direct investment (FDI), international trade and market access into a single portal. Investment Map allows analyses by country, partner and industry. It is designed to help users with FDI attraction activities and to this end also includes information on the location, sales, employment and parent company for more than 70,000 foreign affiliates located in developing countries.

Derived Analysis, Studies and Capacity Building

Tailored Studies and Analysis

- Trade Competitiveness Assessment
- Export Potential Assessment
- Export Opportunity Scan
- Sector Competitiveness Brief
- Customised Studies and Analysis on Market Access Issues

Capacity Building

MAR provides a variety of capacity building services targeting exporters, trade support institutions and trade policy makers. Services range from standardised courses on market analysis to customised support to trade policy makers and trade negotiators. Delivery mechanisms range from in depth face-to-face workshops to on-line training.



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ITC's Market Analysis Tools are free to users based in developing countries thanks to financial contributions from the World Bank and ITC's Global Trust fund.

To get your password, visit ITC's Partner Organisations registration Portal:

- 1- Access <http://mas-admintools.intracen.org/accounts/itc/>
- 2- Fill in the registration form
- 3- An email will be sent to your address to activate your account.

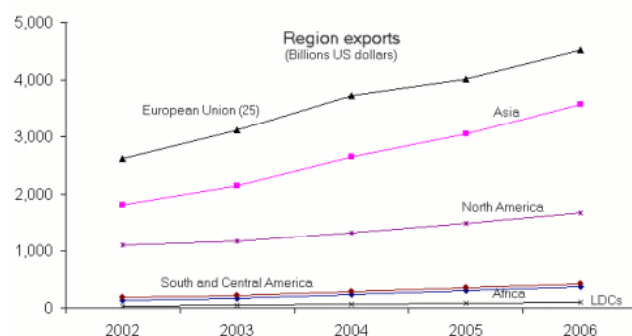
Market Analysis Tools

Enhancing the transparency of global trade and market access.

The International Trade Centre has developed five web portals: Trade Map, Market Access Map, Investment Map, Trade Competitiveness Map and Product Map to enhance the transparency of global trade and market access and to help users in their market analyses.

Thanks to financial contributions from ITC's Global Trust Fund and the World Bank, as of the 1st January 2008, all users from [developing countries and territories](#) may access the ITC's market analysis tools free of charge.

Users from developing Countries can register [here](#) to acquire a free access valid until 31 December 2008 while users from [developed countries and territories](#) can register [here](#) to get a trial access of one week. The new registration system allows users to access TradeMap, Market Access Map and Investment Map with an email address as common login name.



Click Here to access the tools

[Trade Map](#)

[Market Access Map](#)

[Investment Map](#)

[Trade Competitiveness Map](#)

[Product Map](#)*