Market Analysis Training
Trade Map concepts

A presentation to: UNCTAD Virtual Institute Study Tour - China
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Analyze world market with Trade Map

Who are the main importers / exporters in the world market?

What is the trade performance of my country in the world market?
Analyze world market with Trade Map

Who are the fastest growing markets in the world market?

Which markets are the most attractive for my products?
Analyze world market with Trade Map

How is my country performing in attractive markets?

Which companies import my product in a given market?
Analyze your country’s exports

What are your country’s most important exported products?

To which markets is your country exporting?
Analyze your country’s exports

Is the country **diversified** in terms of products and markets or **concentrated** in a few products for a few markets?
Analyze your country’s exports

How are your country’s exports performing? Market share, Unit Value, Dynamism…

With which countries does your country compete with in its product / market segments?
ITC’s Market Analysis section has demonstrated its know-how in developing user-friendly online databases based on updated and reliable trade information.
What are the Trade indicators you can find in Trade Map?

• Value of exports and imports
• Quantity of exports and imports
• Unit Values
• Trends
• Market Share
• Average distance of supplier countries (km)
• Concentration of suppliers countries
• Tariff barriers (Ad-Valorem Equivalent)
• Graphic presentations: table, graph and map
Company Contact Data

Trade Map users can identify potential trading partners through 1,000,000 detailed company profiles in 133 countries for nearly all products available in Trade Map.

Important information in this module includes:

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

Sources:
- UN COMTRADE (UNSD)
- National Authorities

Geographical Coverage:
- Over 220 countries (150 reporters)
- Mirror statistics

Product Coverage:
- Over 5,300 products (Harmonized System)
- Up to 10,000 products (National Tariff Line)

Service Coverage:
- 183 countries for the 11 sectors of Balance of Payment Manual (BPM) and the Extended Balance of Payment on (EBOPS)
Identify your product’s HS code

The HS is an internationally recognised hierarchical schema for classifying products for trading purposes overseen by the World Customs Organisation (WCO).

The basic HS system uses a 6-digit number to hierarchically identify products. There are around 5,000 product groups at the 6-digit level.

**HS-2 digit level: Chapter**

09 = Coffee, tea, mate and spices

**HS-4 digit level: Heading**

09.01 = Coffee
09.02 = Tea
09.03 = Maté

**HS-6 digit: subheading or product**

09.01.11 = Coffee, not roasted, not decaffeinated
09.01.12 = Coffee, not roasted, decaffeinated.
09.02.10 = Green tea (not fermented) in packages not exceeding 3 kg
09.02.10 = Green tea (not fermented) in packages exceeding 3 kg.
<table>
<thead>
<tr>
<th>HS (International standard)</th>
<th>Edible fruit and nuts; peel of citrus fruit or melons.</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.04</td>
<td>Dates, figs, pineapples, avocados, guavas, mangoes and mangosteen, fresh or dried.</td>
</tr>
<tr>
<td>08.04.50</td>
<td>Guavas, mangoes and mangosteen.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NTL (NON standard)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Fresh or dried guavas, mangoes and mangosteen.</td>
</tr>
<tr>
<td>08.04.50.00</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>Mangoes, fresh</td>
</tr>
<tr>
<td>08.04.50.01.1</td>
<td>Guavas and mangosteen, fresh</td>
</tr>
<tr>
<td>United States:</td>
<td>Mangoes, fresh, if entered during the period from September 1, in any year, to the following May 31, inclusive</td>
</tr>
<tr>
<td>08.04.50.40.40</td>
<td></td>
</tr>
<tr>
<td>08.04.50.60.80</td>
<td>Guavas and mangosteen, fresh, if entered during the period from June 1 to August 31, of the following year, inclusive</td>
</tr>
<tr>
<td>08.04.50.80.00</td>
<td>Guavas, mangoes and mangosteen, dried</td>
</tr>
</tbody>
</table>
Click here to login or create your account
Trade map selection menu

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5000 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

- **Product selection**
  - Imports
  - Exports
  - Service
  - Product
  - Single
  - Group
  - TOTAL - All products
- **Country/Region selection**
  - Country
  - Region
  - Indonesia
- **Partner country selection**
  - Please enter a country/territory or region name (optional)
  - Text box
- **Data visualisation**
  - Trade Indicators
  - Yearly Time Series
  - Quarterly Time Series
  - Monthly Time Series
  - Companies

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**ITC TRADE MAP**

Trade statistics for international business development
Monthly, quarterly and yearly trade data, Import & export values, volumes, growth rates, market shares, etc.
Advanced search

This is the advanced search option to use if you haven't found the product code for your product.

Three options to search for product codes.
Type the name of the country/region. Trade Map then creates a list of all countries/regions including those letters. Once the correct country/region is identified, click on it to select it. Then select “Trade Indicators” or “Times Series data”.

Bear in mind: No country/product selection means ALL countries/products selected.
Managing groups

Create your own product or country groups to suit your needs.
Alternatives for displaying data

List of supplying markets for the product imported by Indonesia in 2014
Product: TOTAL All products
Indonesia’s imports represent 0.98% of world imports for this product. Its ranking in world imports is 28.

Exporters | Percent of world import | Trade balance % 2013 | Share in Indonesia’s import | Import growth value between 2012-2013 | Import growth in % | Ranking of top 10 countries in % | Exporter
--- | --- | --- | --- | --- | --- | --- | ---
World | 178,179,349 | -2,743,304 | 103 | 6 | 3 | 19.8 |
China | 30,024,380 | -13,068,345 | 72 | 4 | 2 | 19.8 |
Singapore | 25,080,119 | -8,433,723 | 14,1 | 5 | 1 | 19.8 |
Japan | 17,007,597 | 6,119,510 | 13 | 0 | 0 | 19.8 |
Korea, Republic of | 11,847,411 | -1,246,925 | 10 | 2 | 1 | 19.8 |
Malaysia | 10,950,394 | -6,122,865 | 8 | 0 | 1 | 19.8 |
Thailand | 9,751,315 | -3,906,332 | 7 | 0 | 1 | 19.8 |
United States of America | 8,106,542 | 3,717,524 | 6 | 0 | 1 | 19.8 |
Saudi Arabia | 6,510,339 | -2,430,840 | 5 | 0 | 1 | 19.8 |
Australia | 5,947,002 | -885,000 | 4 | 0 | 1 | 19.8 |
Germany | 4,991,179 | -1,280,816 | 4 | 0 | 1 | 19.8 |
India | 3,952,081 | 2,206,876 | 2 | 0 | 1 | 19.8 |
Taiwan, Province of China | 3,758,273 | 2,666,030 | 2 | 0 | 1 | 19.8 |
Vietnam | 3,477,777 | -666,560 | 1 | 0 | 1 | 19.8 |
Nigeria | 3,200,307 | -2,857,886 | 1 | 0 | 1 | 19.8 |
Brazil | 2,553,533 | -1,955,334 | 1 | 0 | 1 | 19.8 |
Azerbaijan | 2,421,343 | -2,415,774 | 1 | 0 | 1 | 19.8 |
Canada | 1,800,193 | -1,106,776 | 1 | 0 | 1 | 19.8 |
Steps in analyzing world trade data

1. Identify the HS-6 digit code of your product
   - HS-6 digit code
   - National Tariff Line Code (8 or more digits)

2. Analyse world market
   - World importers and exporters
   - Export performance

3. Identify attractive markets
   - Market scanning of importing countries

4. Cross-check and complement statistical data
Which trade indicators to identify attractive markets?

- **Market size**
  - In value
  - In quantity

- **Market trends**
  - Growth rates in value and in quantity
  - Over different periods

- **Market share**

- **Trade Balance**