

Subject: For university lecturers: Possibility to get support to integrate ITC Trade Map in your international trade courses

The International Trade Centre (ITC), a joint agency of UNCTAD and WTO, offers support to university lecturers wishing to use Trade Map (www.trademap.org available in English, French and Spanish) in their teaching.

One of the world's largest trade databases, Trade Map provides yearly, quarterly and monthly trade statistics for a period of 2001-2016. It presents indicators of export performance, international demand, and the role of competitors on alternative markets from both the product and the country perspective. Its strength lies in weekly updates of data and the different formats of visual representation of data that are available (tables, graphs, maps).

Some deep links between Trade Map and other ITC market analysis tools - Market Access Map, Standards Map, Investment Map and procurement Map - make global trade more transparent.

A recent user survey of Trade Map showed that it is very useful for lecturers teaching international trade, in particular in the development of exercises for students such as case studies or market profiles. Many former students currently working in SMEs also mentioned that they had learnt to use Trade Map and other ITC tools at the university.

In order to assist university lecturers in integrating Trade Map into their courses, ITC offers, free-of-charge, the following support:

- **Case studies:** examples of market profiles developed by ITC or already used at other universities
- **A webinar:** a one-hour interactive presentation of Trade Map (in English, French or Spanish) by ITC staff through the Internet

Please feel free to share this message with any other interested colleagues-lecturers.

If you are not yet a registered user of ITC market analysis tools and wish to receive ITC's support, please send an e-mail introducing you and your university to Christian Delachenal, Trade Map Manager, International Trade Centre (marketanalysis@intracen.org).