Trade Map - What for?

Find the level of global market demand for my product

Spot the fastest growing markets in the world

Identify the main importers and exporters

Bring together product and services trade data, trade indicators and companies data

ITC
Trade Map - Key characteristics

DATA SOURCES
National Authorities

GEOGRAPHICAL COVERAGE
220 countries + mirror statistics

PRODUCT COVERAGE
5,300 products in HS-6
17,000 products at the Tariff Line

TIME HORIZON
Yearly data
Quarterly data
Monthly data
Trade Map - Mirror statistics

United States (reporting country)

US Imports - direct data

Angola Exports - mirror data

Angola (non-reporting country)

In Trade Map mirror data is presented in yellow colour

Impossible to get data

D. R. of Congo (non-reporting country)
Trade Map - Updates

All year round

- Annual data at 6-digit level of the HS
- Annual data at the Tariff Line level
- Monthly and Quarterly data

Three times a year
(May / August / October)

- Indicators (Trends)
- Tariffs
Trade Map - Identify your product code

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

Chapter (sector)
09 = Coffee, tea, mate and spices

Heading (sub-sector)
09.01 = Coffee
09.02 = Tea
09.03 = Maté

Subheading (product), e.g.:
09.02.10 = Green tea (not fermented) in packages not exceeding 3 kg
National Tariff Lines (NTL) codes

- Classification of goods after the 6-digit level of the Harmonized System classification.
- National Tariff Lines go from 8 to 12-digit.
- The NTL classification is not internationally standardised.
Trade Map - Data classification

HS
(International standard)

09
09.02
09.02.10
Coffee, tea, mate and spices
Tea
Green tea (not fermented) in packages not exceeding 3 kg

09 Coffee, tea, mate and spices
09.02 Tea
09.02.10 Green tea (not fermented) in packages not exceeding 3 kg

NTL
(NON-International standard)

China:
09.02.10.10 Flavoured green tea in packings = 3kg
09.02.10.90 Unflavoured green tea in packings = 3kg

Japan:
09.02.10.00 Green tea (not fermented) in packages not exceeding 3 kg

United States:
09.02.10.15 Green tea (not fermented), certified organic, in immediate packings of a content not exceeding 3 kg, not flavored
09.02.10.50 Green tea (not fermented), in immediate packings of a content not exceeding 3 kg, other than certified organic, not flavored

etc.
For time series, the latest HS revision reported by the country for a given year is used.
Let’s Go Online

www.TRADEMAP.org
<table>
<thead>
<tr>
<th>HS6</th>
<th>Code</th>
<th>Product label</th>
<th>Exported value 2014 (US$ thousand)</th>
<th>Trade balance 2014 (US$ thousand)</th>
<th>Annual growth in value between 2010-2014 (%)</th>
<th>Ranking in world exports</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TOTAL - All products</td>
<td>1,421,567</td>
<td>-1,377,023</td>
<td>4</td>
<td>143</td>
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<tr>
<td></td>
<td>24</td>
<td>Tobacco and manufactured tobacco substitutes</td>
<td>847,406</td>
<td>537,381</td>
<td>2</td>
<td>20</td>
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<tr>
<td></td>
<td>17</td>
<td>Sugars and sugar confectionery</td>
<td>126,966</td>
<td>118,541</td>
<td>6</td>
<td>68</td>
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<tr>
<td></td>
<td>84</td>
<td>Machinery, nuclear reactors, boilers, etc.</td>
<td>117,808</td>
<td>-103,153</td>
<td>52</td>
<td>82</td>
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<tr>
<td></td>
<td>09</td>
<td>Coffee, tea, mate and spices</td>
<td>82,819</td>
<td>82,496</td>
<td>-1</td>
<td>50</td>
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<tr>
<td></td>
<td>12</td>
<td>Oil seed, oleaginous fruits, grain, seed, fruit, etc.</td>
<td>74,977</td>
<td>83,801</td>
<td>47</td>
<td>63</td>
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<tr>
<td></td>
<td>07</td>
<td>Edible vegetables and certain roots and tubers</td>
<td>46,452</td>
<td>43,169</td>
<td>12</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>Ores, slag and ash</td>
<td>41,350</td>
<td>41,321</td>
<td>-18</td>
<td>68</td>
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<tr>
<td></td>
<td>84</td>
<td>Dairy products, eggs, honey, edible animal product nes</td>
<td>30,802</td>
<td>10,897</td>
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<td>76</td>
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<tr>
<td></td>
<td>52</td>
<td>Cotton</td>
<td>26,968</td>
<td>22,977</td>
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<tr>
<td></td>
<td>87</td>
<td>Vehicles other than railway, tramway</td>
<td>24,840</td>
<td>-137,345</td>
<td>23</td>
<td>98</td>
</tr>
</tbody>
</table>
Procurement Map

- Free Access to 100,000 tenders
- For Product (HS) & Services (BPM)
- 180 countries covered
- Time Saving search feature by county or sector
- Information on Women and SME vendors for 80 countries
Thank you