UNCTAD Virtual Institute Study Tour from Tanzania: Visit to ITC

Indicative Agenda

Wednesday July 11, 2012 – Room 2.40

09:30 - 12:30

- **9:30 – 9:45:** Welcome and Overview
- **9:45 – 10:30:** Overview of ITC and its Market Research and Analysis services and presentation on **Trade Map** – a tool for trade flow analysis
  
  *Pitchaya Sam Eamon – Associate Market Analyst*

  **15 minute Coffee Break**

- **10:45 – 11:30:** Presentation of the **NEW Market Access Map** – interactive tool to help improving transparency in international trade and market access
  
  *Kathrin Weny, Consultant*

- **11:30 – 12:15:** Presentation of the **ITC Programme on Non-Tariff Measures** – understanding the non-tariff obstacles from company perspectives
  
  *Christian Knebel, Consultant*

For more information, please feel free to contact us at
marketanalysis@intracen.org
ITC’s MARKET ANALYSIS TOOLS AND SERVICES

A presentation to UNCTAD VI Study Tour from Tanzania
Date: July 11, 2012

HOW MAR SERVES ITC’s MANDATE

Provides information transparency (Global Public Goods)
• Trade Map, MACMap, Investment Map, Standards Map
• Serves trade-related decisions & strategies of: Enterprises, TSiS, Policy Makers, International Organisations, NGOs, Academia & Think Tanks
• Timely and topical analysis of global trade and market access trends

Performs country-level trade diagnostics & research
• Surveys & studies of trade patterns, national export performance and competitiveness, export potential, tariff and non-tariff market access and trade obstacles.
• Serves as inputs to: national policy decisions about business environment; market access negotiations; national trade & investment strategy; and ITC strategic planning and technical interventions

Builds capacity in market analysis and research
• Ensures analysis and studies can be replicated at national level (creates independence) and serves all client groups
REGISTER TO OBTAIN YOUR PASSWORD
http://mas-admintools.intracen.org/accounts/Registration.aspx

Registration to ITC’s Market Analysis Tools:

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

Users from developing countries can access the tools free of charge until 31 December 2011. Users from developed countries can request to get full access for one week. Please note that all persons using the tools should fill out the Intellectual Property Right Policy and return it by email at innovation@ict.org or by fax to +4122 791 57 97. You may also order online via our E-Pop.

Your username has to be a valid email address.

This will be used to log in to ITC’s Market Analysis Tools, e.g. mrname@example.com.

Choose your country(s):

Select your country from the list.

* Request for test password.
UES: 220,000+ USERS & MOST FORTUNE 100...

Tata Group
Nissan
Maersk Line
Ford Company
Atlas Copo
Shell Oil Company
China National Petroleum Corporation (CNPC)
DHL

Pfizer
Novartis
Avon
Merck Serono
Bayer
L’Oréal
China Meheco Corp.
Johnson & Johnson

Citi Group
ANZ Bank
HSBC Bank
Financial Times
JP Morgan
Banque de America

Walmart
Danone
Unilever
Proctor & Gamble

Nielsen
Euromonitor
McKinsey
Ernst & Young
Boston Consulting Group
Deloitte

Apple
Nokia
Sony
LG Electronics
Philips
Microsoft

JETRO
Brazilian Trade and Investment Promotion Agency
Ghana National Chamber of Commerce
Dubai Chamber of Commerce
OXFAM

TRADE MAP – HELPS USES FIND OPPORTUNITIES FOR PRODUCT DIVERSIFICATION
TRADE MAP HELPS USERS FIND OPPORTUNITIES FOR MARKET DIVERSIFICATION

MARKET ACCESS MAP HELPS USERS ANALYSE TARIFF COMPARATIVE ADVANTAGES
MARKET ACCESS MAP HELPS USERS ANALYSE MANDATORY REGULATIONS OR NTMS FOR THEIR PRODUCT IN A MARKET

Import related non-tariff measures applied by Russia.

Product: 090111 - Coffee, not roasted, not decaffeinated
Type of NTM: Sanitary and phytosanitary measures affecting 3 NTM products
Number of measures applied in this category: 8
Patent: Ethiopia
Time of last update: April 2009

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

<table>
<thead>
<tr>
<th>NTM Code</th>
<th>Measures applied by importing country</th>
<th>Number of affected NTM products</th>
</tr>
</thead>
<tbody>
<tr>
<td>A211</td>
<td>Labelling requirements (3)</td>
<td>3</td>
</tr>
<tr>
<td>A212</td>
<td>Marking requirements (3)</td>
<td>3</td>
</tr>
<tr>
<td>A213</td>
<td>Packaging requirements (3)</td>
<td>3</td>
</tr>
<tr>
<td>A214</td>
<td>Origin of raw materials materials and parts (3)</td>
<td>3</td>
</tr>
<tr>
<td>A215</td>
<td>Processing history (5)</td>
<td></td>
</tr>
<tr>
<td>A216</td>
<td>Tolerance limits for residues of or contamination by certain substances in foods and feeds (3)</td>
<td>3</td>
</tr>
<tr>
<td>A217</td>
<td>Regulation of foods or feeds derived from, or produced using genetically modified organisms (GMO) (3)</td>
<td>3</td>
</tr>
<tr>
<td>A218</td>
<td>Hygiene requirement (3)</td>
<td>3</td>
</tr>
</tbody>
</table>

INVESTMENT MAP HELPS USERS ANALYSE SECTOR OPPORTUNITIES TO ATTRACT FDI

Sectors with Potential to Attract Investment - Ethiopia

<table>
<thead>
<tr>
<th>Industry</th>
<th>Foreign Direct Investment</th>
<th>Foreign Affiliates</th>
<th>International Trade</th>
<th>Tariffs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (merchandise and services)</td>
<td>104.0</td>
<td>22,689.1</td>
<td>43</td>
<td>23</td>
</tr>
<tr>
<td>Raw metallic mineral products</td>
<td>5,876.7</td>
<td>1.1</td>
<td>0.9%</td>
<td>128.6</td>
</tr>
<tr>
<td>Agriculture and forestry</td>
<td>5,388.3</td>
<td>1,021.4</td>
<td>5.0%</td>
<td>179</td>
</tr>
<tr>
<td>Grazing of crops, market gardening, horticulture</td>
<td>4,602.6</td>
<td>1,004.0</td>
<td>5.0%</td>
<td>171</td>
</tr>
<tr>
<td>Forestry of animals</td>
<td>677.4</td>
<td>228.7</td>
<td>5.0%</td>
<td>8.0</td>
</tr>
<tr>
<td>Agroforestry and horticulture</td>
<td>121.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unspecified agriculture and forestry (PCI)</td>
<td>8.1</td>
<td>0.9%</td>
<td>18.1%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Unspecified agriculture and forestry (Trades)</td>
<td>8.1</td>
<td>0.9%</td>
<td>18.1%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Business services</td>
<td>3,959.6</td>
<td>2</td>
<td>3</td>
<td>361.0</td>
</tr>
<tr>
<td>Construction</td>
<td>1,532.3</td>
<td>1</td>
<td>1</td>
<td>139.3</td>
</tr>
<tr>
<td>Chemicals and chemical products</td>
<td>1,280.5</td>
<td>1</td>
<td>1</td>
<td>5.5</td>
</tr>
<tr>
<td>Food, beverages and tobacco</td>
<td>1,271.6</td>
<td>1</td>
<td>1</td>
<td>76.8</td>
</tr>
<tr>
<td>Textiles, clothing and leather</td>
<td>675.6</td>
<td>1</td>
<td>1</td>
<td>396.1</td>
</tr>
<tr>
<td>Pottery and ceramics</td>
<td>675.6</td>
<td>1</td>
<td>1</td>
<td>396.1</td>
</tr>
<tr>
<td>Metal and metal products</td>
<td>686.4</td>
<td>1</td>
<td>3</td>
<td>368.4</td>
</tr>
</tbody>
</table>
INVESTMENT MAP HELPS USERS ANALYSE POTENTIAL INVESTOR COUNTRIES

STANDARDS MAP HELPS USERS ANALYSE PRODUCT POTENTIAL FOR VOLUNTARY CERTIFICATION
STANDARDS MAP HELPS USERS ANALYSE GEOGRAPHICAL COVERAGE OF A VOLUNTARY STANDARD

1. Standard: Roundtable on Sustainable Palm Oil
2. Product: Palm oil
3. Verification/Certification Scope

COUNTRY DIAGNOSTICS AND SURVEYS ON NTMS

- Program to analyse NTMs faced by countries
  - 3 year initial program funded by UK DFID, £2.5 million over 3 years
  - Survey of enterprises in 27 countries (50% in sub-saharan Africa) + collection of official NTM regulations (official data will be disseminated through ITC’s market analysis tools)
  - NTMs analysed range from SPS and TBT to procedural obstacles relating to trade
  - Allows exporters’ voice to be heard by policy makers. Results have implications for trade policy on competitiveness of the domestic business environment and firms’ ability to export competitively

- Customized studies on trade liberalisation and trade potential
  - E.g. Study of Central African Republic export potential
  - Model and study of reducing NTMs among League of Arab States – impact on trade & jobs

- Customized Market Access Analysis
  - E.g. ITC analysis of tariff & NTMs applied by malaria endemic countries to imports of anti-malarial products e.g. mosquito nets, spray pumps, diagnostic tests
    - Funded by Malaria Taxes and Tariffs Advocacy Project (M-TAP) (Gates Foundation).
    - ITC found opportunities to reduce tariffs without significantly affecting tariff revenue and thus help fight malaria.
    - Study results being used by African Leaders Malaria Alliance and Roll-Back Malaria (RBM) partnership of WHO, UNICEF, UNDP, W. Bank

Download
EXAMPLES OF IMPACT / OUTCOMES OF STUDIES

“...The Sri Lanka Chamber of Commerce chamber should carry through the work done with the NTM survey ...to address .. the problems faced by both exporters and importers. I was very much impressed with the importance of the findings ...and frankly somewhat alarmed at the current state of affairs ...(we will)... create a high level committee with Ministers of Commerce, Agriculture and Plantations and the private sector led by the Chamber ...to devise solutions to the problems”

ITC’s NTM survey in Burkina Faso identified a need to accredit the National Laboratory for Public Health to be able to issue SPS conformity certificates to companies’ products (e.g. Shea butter) prior to export. Currently the products need to be exported via Côte d’Ivoire. As a result ITC is working with Burkinabé counterparts to help them get the laboratory accredited, possibly with funding from the WTO’s STDF facility.

ONLINE TRAINING PLATFORM
http://www.itc-learning.org/
Outline

I. Introduction
   • What’s Market Access Map
   • Data types and data providers
   • Coverage of Market Access Map

II. Trade topics
   • Types of tariffs
   • Ad valorem equivalents (AVEs)
   • Trade agreements
   • Non-tariff measures (NTMs)

III. Modules – life demonstration
   • Structure of the application
   • Quick search
   • Advanced search
   • Country analysis
INTRODUCTION

What’s Market Access Map?

• www.macmap.org

• An analytical web tool to support the needs of:
  • Exporters
  • Trade support institutions
  • Trade policy makers
  • Academic institutions in developing countries
## What’s Market Access Map

- Analyse market access conditions and compare them to conditions faced by competitors;
- Identify trade potential with the support of indicators and graphical tools;
- Perform tariff reduction simulations to prepare for trade negotiations or to estimate the risk of preference erosion in key markets.

### Enhancing market transparency

### Facilitating the analysis of trade-related policy issues

## Data types and data providers

### Tariff data

<table>
<thead>
<tr>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
</table>
| ITC (MAcMap) | 1) From 2005 - onward  
2) Including all applied duties as reported by the country  
3) AVEs of all NMF duties |
| WTO (IDB) | 1) From 1996 - onward  
2) Only applied custom duties standardized and verified by the WTO Secretariat  
3) AVEs are not calculated |
| UNCTAD (TRAINDS) | 1) From 1996 - to 2004  
2) Same structure as the ITC (MAcMap) database |
| WTO (CTIS) | 1) Bound tariffs of WTO members  
2) AVE calculations according to the WTO methodology for agricultural and non-agricultural products |

### Trade data

<table>
<thead>
<tr>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
</table>
| ITC Normalized trade matrix | 1) From 2005 - onward  
2) Import data obtained from national providers and complemented by UN COMTRADE data  
3) Calculation of mirror statistics for missing years |
| UNSD (UN COMTRADE) | 1) From 1962 - onward  
2) Data on Import, Export, Re-import and Re-export |

### NTM data

<table>
<thead>
<tr>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
</table>
| AFD-ITC-UNCTAD-World Bank NTM database | 1) Joint project of ITC, UNCTAD, World Bank and the African Development Bank  
2) Official regulations mapped to the new NTM classification and HS nomenclature |
Coverage of Market Access Map

- Geography:
  - Tariffs applied more than 200 countries and territories

- Instruments:
  - Custom tariffs and bound tariffs
  - Non-tariff measures
    - SPS and TBT
    - Rules of Origin and Certificates of origin
    - Tariff rate quotas and Trade remedies

- Preferences:
  - Most bilateral and regional agreements

- Analytical flexibility:
  - Analyses by region, by sector or by measure
Types of tariffs

- **Ad valorem tariffs**: Levied on the basis of the value. More than 87% of tariffs.

- **Specific tariffs**: Not related to the value of the imported goods but to measures such as volume, weight, etc. (e.g.: $2 per kg);

- **Compound tariffs**: The customs tariff is a tariff comprising an ad valorem duty to which is added or subtracted a specific duty (e.g.: 20% less $2 per kg);

- **Mixed tariffs**: The customs tariff is based on a conditional choice between an ad valorem duty and a specific duty, subject to an upper (ceiling) and/or a lower (floor) limit (e.g.: 30% or £2 per kg, whatever is the highest);

- **Technical tariffs**: The customs tariff is determined by very specific technical factors such as alcohol content, sugar content, etc.

- **Tariff quotas**: A two-tiered tariff. A lower in-quota tariff is applied to the first Q units of imports and a higher over-quota tariff is applied to all subsequent imports.

Ad valorem equivalents

- **Ad Valorem Equivalents (AVEs)**:
  - Measure the effect of different types of tariff on product prices, as if they were ad valorem.
  - Are calculated for specific, mixed, compound or variable tariffs and anti-dumping rates and countervailing duties.
  - Are calculated by:
    \[
    AVE = \frac{\text{Particular Tariff per Unit}}{\text{Unit Value}}
    \]
  - Allow for comparison of effective levels of protection across countries.

- The total AVE is the sum of all individual ad valorem equivalents.
Trade agreements

- **Partial Scope Agreement**: reduces trade restrictions between partner countries for a few products

- **Free Trade Zone/Agreement/Area**: eliminates trade barriers within the zone (FTA, etc.)

- **Customs Union**: free trade zone + common external tariff

- **Common Market**: customs union + free flow of factors of production within region

- **Economic Union**: unification/harmonization of economic policies: monetary policy, regulatory regimes...

---

### European Union’s Trade Regimes

- **GSP**
  - Everything But Arms
  - **EBA**
  - European Economic Area
  - **EU**
  - European Union
  - **EAC**
  - East African Community

- **Bilateral**
  - **MFN**
  - **WTO**
  - **All Others**

---

*Belarus and Myanmar (GSP) as well as Sri Lanka (GSP+) are temporarily suspended from the GSP regime. Cape Verde will be no longer eligible for EBA preferences as of 1 Jan 2012

**EPA**: only Cariforum countries have signed a final EPA – for all other countries interim EPAs apply; Interim EPA: Only countries receiving preferential rates are included
Non-tariff measures

- NTMs comprise technical regulations, sanitary and phytosanitary (SPS) measures, certification requirements, quantitative restrictions, …

- These regulations do not necessarily have trade policy objectives

- They may however impact exporting companies

Example:
- Prohibition to import poultry from areas affected by avian flu or cattle from foot and mouth disease affected countries.
  - Temporary geographic prohibition for SPS reasons
Implications

• Almost every country is member to an increasing number of trade agreements and every trade agreement has its own Rules of Origin

• In addition NTMs vary across countries and products, and often change quickly and without little notice.

• It is difficult to keep up-to-date on what tariffs and NTMs are applied and faced by your country and your competitor countries

• It is confusing to understand what are the best conditions you face to access one specific market

• It is key to have more clarity and transparency on what tariffs, NTMs and Rules of Origin apply to specific products in specific markets

THE APPLICATION www.macmap.org
Structure of the application

**Quick search**
- User friendly searches on tariffs, non-tariff measures, trade data and country comparisons for latest years
- Target: All users; Companies involved in export/import operations

**Advanced search**
- Complex queries for multiple countries and products and download of large amounts of time series data.
- Target: Advanced users; Trade analysts and researchers.

**Simulations**
- Compare tariffs before and after a reduction using a variety of different formulas and coefficients of reduction.
- Target: Advanced users; Trade policy makers and trade negotiators.

**Country analysis**
- Summary information on a specific country’s trade, tariffs and non-tariff measures, supported by useful links to external sources.
- Target: All users; Policy makers

**Options**
- Customization of the default settings relevant for your searches and simulations, including data sources, calculation methodology of AVE and groups for countries and products

**Support materials**
- Information on the data sources and calculations provided by the application including: user guide, methodology and glossary
Type a product code or some letters to find your product

No specific partner has to be selected

Data sources can be changed
When in doubt, click on blue highlighted terms in the text to be directed to the corresponding glossary items

Tables of parameters
If no data is available....
See non-tariff measures applied by Tanzania on imports from all over the world for Medium oils and preparations (HS6: 271019)
Find non-tariff measures
Step 2/4

Title: 27010 - Mineral oils and preparations, of petroleum or bituminous minerals, n.e.s.
Type of measures: All
Number of measures in this category: 4
Time of last update: January 2011

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

This list is not exhaustive. A country might apply more non-tariff measures (NTMs), which
so far are not possible to identify and collect.

Table of parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical barriers to trade (TBT)</td>
<td>3</td>
</tr>
<tr>
<td>Number of affected NTs applied</td>
<td></td>
</tr>
</tbody>
</table>

Home  | About  | Contact | Usage Conditions | Network

Type of measures
Choose one of them to continue
Compare tariffs faced by Tanzanian exports of tobacco (HS6240120) in all possible target markets.
Results are displayed in a table and map view.
Create a new query or manage queries that you have been working on before.

Name your query and add a query description.
Multiple importers, exporters and products can be chosen.

Choose the measures you are interested in.
You can download your results

You can also choose UNCTAD (TRAINS) or WTO (IDB)

Download directly raw data in the download modules
You can download your results
Tariff averages

Step 1/2

Here you can see tariff averages from a timeseries and a sector perspective.

Select a country from the dropdown list and choose the information you wish to see.

Country: Tanzania, United Republic of
- Averages of applied (MFN and preferential) tariffs by sector and by year
- Averages of bound tariffs and applied tariffs by HS section

Proceed >>

Tariff averages

Step 1/2

Here you can see the average rates of applied tariffs by broad economic sector and their evolution overtime

View chart

Table: Averages of MFN and preferential tariffs applied by Tanzania, United Republic of

<table>
<thead>
<tr>
<th>Year</th>
<th>Average of MFN tariffs</th>
<th>Average of preferential tariffs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>9.39%</td>
<td>9.37%</td>
</tr>
<tr>
<td>2006</td>
<td>5.97%</td>
<td>6.73%</td>
</tr>
<tr>
<td>2007</td>
<td>5.96%</td>
<td>6.85%</td>
</tr>
<tr>
<td>2008</td>
<td>10.14%</td>
<td>10.06%</td>
</tr>
<tr>
<td>2009</td>
<td>10.14%</td>
<td>10.06%</td>
</tr>
<tr>
<td>2010</td>
<td>10.38%</td>
<td>10.25%</td>
</tr>
</tbody>
</table>
Annex

• NTM classification (2009)

Example: *Ad valorem* tariffs

E.g. Australian tariff of AUD 5% on imported wine (2204212070)

<table>
<thead>
<tr>
<th>Country</th>
<th>Price without tariff</th>
<th>Price including tariff: AUD 8.40</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>AUD 8 / litre</td>
<td>AUD 8.30</td>
</tr>
<tr>
<td>New Zealand</td>
<td>AUD 6 / litre</td>
<td>AUD 6.30</td>
</tr>
</tbody>
</table>

Tariff paid = Price * Rate
Example: Specific tariffs change relative prices

E.g. Switzerland's tariff on beef of ~CHF14 / kilo (02012019 & 02012099)

Before the border

The prime beef is 4 times the price of the low quality beef, but also 4 times the quality

After the border

The prime beef is now only 1.6 times the price of the low quality beef, but still 4 times the quality

CHF14 specific tariff per kilo

At the border

CHF14 = 400% ad valorem equivalent

Price including tariff: CHF17.5 / kg regular beef

CHF14 = 100% ad valorem equivalent

Price including tariff: CHF28 / kg Argentine prime quality beef

Example: Compound tariffs

E.g. USA tariff on chocolate of 4.3% and USD528 / ton (18063208)

- Chocolate from Switzerland: USD 9,260 / ton (= initial price)

  Tariff:
  4.3% Ad Valorem
  + USD528/ton Specific

  Tariff = USD926
  AVE = 10%

- Chocolate from Mexico: USD 2,800 / ton (= initial price)

  Tariff:
  4.3% Ad Valorem
  + USD528/ton Specific

  Tariff = USD648
  AVE = 23%
Example: Mixed tariffs

e.g. Japanese tariff on shoes: Max. of 30% or JPY4,300 Yen / pair

• Branded shoes: **USD1,000 /pair**

  Tariff: the maximum of 30% Ad Valorem
  **Or** JPY4,300/pair (USD36) Specific

  Tariff = USD300
  AVE = 30%

  Tariff = USD36
  AVE = 120%

• Unbranded shoes: **USD30 /pair**

  Tariff: the maximum of 30% Ad Valorem
  **Or** JPY4,300/pair (USD36) Specific

  Tariff = USD9
  AVE = 120%

Types of tariffs

• Tariff quota:
  is an explicit limit on the quantity of goods that may be imported.

  Example: Tariff rate quota

  **Exporting Country**
  United States of America

  **10061090 – Rice in the husk**

  **Importing country**
  Japan

  OTQR : 341 yen/kg
  ITQR : 0 yen/kg

• Tariff rate quotas:
  A tariff quota has two parts, the Inside Tariff Quota Rate and the Outside Tariff Quota Rate.
ITC’s Project on Non-Tariff Measures 2010-2012
Understanding the non-tariff obstacles to trade exporters and importers experience when trading their goods

Presentation by Christian Knebel
Date: 11 July 2012

Why, what and for whom?
NTMs - Why a concern for exporters?

- Products need to comply with wide range of NTMs; NTMs often vary across products and countries and can change quickly
- Nature of NTMs has changed over time – they have become less visible and direct, but rather more complex
- Impediments companies face in relation to NTMs and their compliance are often linked to lack of capabilities, infrastructure and efficient procedures (“procedural obstacles”) in the country
- No transparency on and easy access to relevant information about NTMs that are applied by the destination market
- Policy makers often lack a clear understanding about the current obstacles to trade their private sector is facing – making it difficult to define policies and strategies overcoming these challenges

ITC’s response: Project on NTMs, 2010-2012

Global objective:
Key stakeholders in 27 beneficiary countries are aware of non-tariff obstacles to trade that affect their products and are enable to formulate a targeted action plan addressing these obstacles.

Key activities:
(1) Comprehensive company surveys on NTMs in 27 countries
(2) Collection, classification and dissemination of NTM regulations; in collaboration with UNCTAD, World Bank and African Development Bank
ITC Company surveys on NTMs

Assist countries to better understand the non-tariff obstacles companies face – to identify need for concrete actions that help to overcome these obstacles

- **Business perspective in focus**
  Exporters (and importers) have to deal with NTMs and other obstacles on a day-to-day basis – they know best which challenges they face and to which extent they are affected

- **Main tool: Direct empirical research through company level surveys**
  Surveying directly the business sector enables to assess the impact of non-tariff obstacles on products and sectors

- **In close collaboration with national and international partners**

---

NTM survey results relevant for

**Policy makers:**

Better understanding of specific and current needs of the business sector

**Trade support institutions:**

Better understanding of sector-specific needs, enabling better support for the business sector and the fostering of more transparent commercial activity

**Exporters and importers:**

Voice their concerns and experiences to policy makers

Exchange of experiences with other exporters and importers who may face similar problems (via national dialogue and web)

Better awareness; access to information

**Defining action plans and programmes to overcome key obstacles**
How?

NTM surveys – Steps at the country level

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 months</td>
<td>4-5 months</td>
<td>3-4 months</td>
<td>(1 month)</td>
</tr>
<tr>
<td>In collaboration with Ministry of Trade, survey specialist etc.</td>
<td>In collaboration with survey specialist</td>
<td>In collaboration with local expert on NTMs (Economist)</td>
<td>In collaboration &amp; coordination with Ministry and other local stakeholders</td>
</tr>
</tbody>
</table>

- Sample size calculation
- Identification of sample frame
- Sectoral and geographical coverage
- Face-to-face training of interviewers
- Phone screen interviews with exporters and importers
- Face-to-face interviews with exporters and importers
- Data digitalization
- Data analysis by products & sectors, partner countries, types of NTMs and procedural obstacles
- Complementing research; discussions and interviews with business associations and other stakeholders
- Preparation of in-depth country report
- Discussion of country report (final draft) in the framework of a national stakeholders' workshop – to initiate discussions and definition of follow up activities
- Publication of final report version
NTM surveys – Methodology

- Global methodology, adjusted to country-specific requirements
- All export sectors cumulatively accounting for >90% of country’s export value and selected imports; excluding services, minerals, arms. Also importers.
- Implementation: 2-step approach:
  - 300-600 phone screens (6-8 min per interview)
  - 120-600 face-to-face interviews per country (40-60 min per interview)
- Based on the new NTM classification on goods to identify burdensome NTMs
- Information captured at product and NTM code level, by country applying NTM
- Specific reasons making NTMs difficult are captured for each case and in detail (e.g. requirements are too strict; lack of accredited laboratory, delay)
- Local capacity building approach: Survey activities implemented by local survey specialists, after intensive training.
- In-depth analysis of survey results by local specialist, complemented by open-end interviews with other sector specialists and additional research
### NTM Survey - Beneficiary countries 2010-12

**As of July 2012**

<table>
<thead>
<tr>
<th>Arab States</th>
<th>Asia and the Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>Cambodia</td>
</tr>
<tr>
<td>Morocco</td>
<td>Sri Lanka</td>
</tr>
<tr>
<td>Palestine</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Tunisia</td>
<td>Thailand</td>
</tr>
<tr>
<td>Africa</td>
<td>Eastern Europe and Central Asia</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>Kazakhstan</td>
</tr>
<tr>
<td>Côte d’Ivoire</td>
<td>Latin America and the Caribbean</td>
</tr>
<tr>
<td>Guinea</td>
<td>Colombia</td>
</tr>
<tr>
<td>Kenya</td>
<td>Ecuador</td>
</tr>
<tr>
<td>Madagascar</td>
<td>Jamaica</td>
</tr>
<tr>
<td>Malawi</td>
<td>Paraguay</td>
</tr>
<tr>
<td>Mauritius</td>
<td>Peru</td>
</tr>
<tr>
<td>Rwanda</td>
<td>Trinidad &amp; Tobago</td>
</tr>
<tr>
<td>Senegal</td>
<td>Uruguay</td>
</tr>
<tr>
<td>South Africa</td>
<td>Tanzania</td>
</tr>
</tbody>
</table>

### What are the results?

Some examples.
Cross-country comparison

<table>
<thead>
<tr>
<th>Country</th>
<th>Share of exporting companies affected by NTMs and other obstacles to trade (phone interviews)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malawi</td>
<td>81.5%</td>
</tr>
<tr>
<td>Kenya</td>
<td>74.8%</td>
</tr>
<tr>
<td>Rwanda</td>
<td>71.0%</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>69.7%</td>
</tr>
<tr>
<td>Paraguay</td>
<td>68.9%</td>
</tr>
<tr>
<td>Madagascar</td>
<td>67.3%</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>63.2%</td>
</tr>
<tr>
<td>Uruguay</td>
<td>56.0%</td>
</tr>
<tr>
<td>Jamaica</td>
<td>42.0%</td>
</tr>
<tr>
<td>Peru</td>
<td>41.9%</td>
</tr>
<tr>
<td>Egypt</td>
<td>36.7%</td>
</tr>
<tr>
<td>Morocco</td>
<td>34.6%</td>
</tr>
<tr>
<td>Mauritius</td>
<td>30.5%</td>
</tr>
<tr>
<td>Hong Kong SARC</td>
<td>23.1%</td>
</tr>
</tbody>
</table>

Worldwide perspective: Main types of NTMs affecting agricultural exports

- SPS/TBT: technical requirements: 35%
- SPS/TBT: conformity assessment: 35%
- Export-related NTMs: 22%
- Rules of Origin: 4%
- Quotas and other quantity controls: 2%
- Other NTMs: 4%
- Other: 4%

Note: Calculation based on data from Burkina Faso, Malawi, Paraguay, Peru, Rwanda, Sri Lanka and Morocco. NTM types are reported in face-to-face interviews on a case-by-case basis. Here, to extrapolate the results, NTMs are weighted by the agricultural export value of the respective countries in 2010 and the share of affected exporters according to preliminary interviews on the phone.
Example Burkina Faso I: Where NTMs are applied and where procedural obstacles (POs) occur

- 47% of burdensome NTMs are applied by OECD countries,
  28% by ECOWAS countries, 21% by Burkina Faso (export measures)
- 49% of reported procedural obstacles occur in Burkina Faso

![Graph showing NTMs and POs by region](image)

Example Burkina Faso II: Key conclusions & recommendations

**NTM survey results servings as basis to identify needs for action plans:**

- Survey identified:
  - Need for accreditation of Burkina Faso’s national laboratories in order to facilitate conformity assessment prior to export to developed countries
  - Need for streamlining SPS procedures prior to export
  - Need for established communication channel between private and public sector

- Ministry of Trade will take action & has requested TRTA:
  - Needs assessment mission by ITC Standards and Quality Management advisor for SPS issues and accreditation of Laboratories (e.g. LNSP).
    Output: Project plan in collaboration with Ministry; potential financing through STDF (country ownership)
  - Development of web application to facilitate communication between private and public sector on the issue of NTMs
Example Peru I: Export transactions in the agricultural sector affected by NTMs – by company size and applying country

- Share affected in Peru
- Share affected both in partner country and in Peru
- Share affected in partner country

Example Peru II: Export transactions in the agricultural sector affected by NTMs – by company size and group of destination markets

- Traditional partners
- New partners
Questions?

Thank you!

For further information please contact ntm@intracen.org

Christian Knebel
Consultant
Market Analysis and Research
International Trade Centre (ITC)
Palais des Nations
CH-1211 Geneva 10, Switzerland
Tel.: +41 (0)22 730 0373
Fax: +41 (0)22 730 05 77
knebel@intracen.org

Mondher Mimouni
Chief ad-interim
Market Analysis and Research
International Trade Centre (ITC)
Palais des Nations
CH-1211 Geneva 10, Switzerland
Tel.: +41 (0)22 730 0371
Fax: +41 (0)22 730 05 77
mimouni@intracen.org