ITC Market Analysis Tools
An Introduction to Trade Map

Samidh Shrestha
20 November 2014

Presentation to:
UNCTAD Virtual Institute Study Tour: COLOMBIA
What is ITC?

Mission

• ITC's mission is to foster sustainable economic development and contribute to achieving the Millennium Development Goals in developing countries and countries with economies in transition through trade and international business development.

ITC works with local and regional institutions and businesspeople to build trade capacity.

The UN body for design of policy recommendations to achieve economic and social development through trade and investment.

The forum to negotiate multilateral trade rules, monitor their implementation and handle trade disputes.
ITC’s strategic objectives:

- **Building Awareness**
  - Understand market conditions
  - Trade intelligence
  - Non-tariff measures
  - Issues and events
  - Publications

- **Strengthening TSIs**
  - Build institutional capacity to assist exporters
  - Influencing trade policy
  - Services to exporters
  - TSI benchmarking
  - Networking

- **Exporter Competitiveness**
  - Empower businesses to export
  - Business management
  - Marketing and matchmaking
  - Sector development
  - Global value chains

- **Enhancing Policies**
  - Create an export-enabling environment
  - Business voice in policy
  - National export strategy
  - Trade negotiations
  - WTO accession

- **Inclusiveness and Sustainability**
  - Mainstream social values
  - Economic empowerment
  - Women and trade
  - Poor communities
  - Environment

**Export Impact for Good**

ITC is the development partner for small-business export success
ITC Activities

ITC Core Competencies

- Business in Trade Policy
- Export Strategy
- Trade Intelligence
- Trade Support Institution Strengthening
- Exporter Competitiveness

ITC Clients

- Policy Makers
- Trade Support Institutions
- Business Community

ITC Beneficiaries

- Micro, Small and Medium-Sized Exporters

ITC Development Outcomes

Trade Impact for Good
Generating sustainable incomes and livelihoods especially for poor households, by connecting enterprises to global markets
Trade Intelligence
Market Analysis And Research Services

i. Information transparency (Global Public Goods)
   a) Trade Map
   b) Market Access Map
   c) Investment Map
   d) Standards Map
   • Improve access to information about trade opportunities through the collection, processing &
     dissemination of trade related data and the provision of tools to support their analysis
   • Serve trade-related decisions & strategies of: Enterprises, Trade Support Institutions, Policy Makers,
     International Organisations, NGOs, Academia etc
   • Provide data, indicators and analysis to publications of international organisations

ii. Country-level trade diagnostics & research on global trade trends
   • Surveys & studies of trade patterns, national export performance and competitiveness, export potential,
     tariff and non-tariff market access conditions.
   • Serves as inputs to: national policy decisions about business environment; market access negotiations;
     national trade & investment strategies

iii. Building Capacity in market analysis and research
   • Building skills in assessing export potential, trade and investment analysis, market analysis, preparing
     for trade negotiations, econometric modelling
   • Serves: Enterprises, Trade Support Institutions, Policy Makers
Since the 1st January 2008, all users from least developed and developing countries and territories have been able to access the ITC's market analysis tools (MAT) free of charge, thanks to support from the World Bank, the European Commission and donors to ITC's Trust Fund.

From the 1st October 2013, users in developed countries have also free access to most of the data in MAT.

USERS: +400,000 & MOST FORTUNE 100+

- Pfizer
- Novartis
- Avon
- Merck Serono
- Bayer
- L'Oréal
- China Meheco Corp.
- Johnson & Johnson
- 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
- Tata Group
- Nissan
- Maersk Line
- Ford Company
- Atlas Copo
- Shell Oil Company
- China National Petroleum Corporation CNPC
- DHL

- Citi Group
- ANZ Bank
- HSBC Bank
- Financial Times
- JP Morgan
- Banque de America
- Walmart
- Danone
- Unilever
- Proctor & Gamble
- Aldi
- Coca Cola
- Nielsen
- Euromonitor
- McKinsey
- Ernst & Young
- Boston Consulting Group
- Deloitte
- Nielsen
- Euromonitor
- McKinsey
- Ernst & Young
- Boston Consulting Group
- Deloitte

- Apple
- Nokia
- Sony
- LG Electronics
- Philips
- Microsoft
- Apple
- Nokia
- Sony
- LG Electronics
- Philips
- Microsoft

- JETRO
- Brazilian Trade and Investment Promotion Agency
- Ghana National Chamber of Commerce
- Dubai Chamber of Commerce
- OXFAM
- JETRO
- Brazilian Trade and Investment Promotion Agency
- Ghana National Chamber of Commerce
- Dubai Chamber of Commerce
- OXFAM
As of the end of October 2014, there are **414,768 MAT users** and 83% are from developing countries.
### Countries with the most number of accounts as of 1st November 2014

<table>
<thead>
<tr>
<th>Current month ranking</th>
<th>Country</th>
<th>Total number of users registered</th>
<th>Percentage of total users registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Peru</td>
<td>80,737</td>
<td>19.59%</td>
</tr>
<tr>
<td>3</td>
<td>Mexico</td>
<td>41,067</td>
<td>9.97%</td>
</tr>
<tr>
<td>2</td>
<td>Colombia</td>
<td>36,529</td>
<td>8.86%</td>
</tr>
<tr>
<td>4</td>
<td>Turkey</td>
<td>25,493</td>
<td>6.19%</td>
</tr>
<tr>
<td>6</td>
<td>United States</td>
<td>16,011</td>
<td>3.89%</td>
</tr>
<tr>
<td>10</td>
<td>Egypt</td>
<td>14,244</td>
<td>3.46%</td>
</tr>
<tr>
<td>9</td>
<td>India</td>
<td>13,458</td>
<td>3.27%</td>
</tr>
<tr>
<td>7</td>
<td>Brazil</td>
<td>13,364</td>
<td>3.24%</td>
</tr>
<tr>
<td>5</td>
<td>Ecuador</td>
<td>12,861</td>
<td>3.12%</td>
</tr>
<tr>
<td>8</td>
<td>Viet Nam</td>
<td>10,203</td>
<td>2.48%</td>
</tr>
<tr>
<td>13</td>
<td>Bolivia, Plurinational State Of</td>
<td>7,723</td>
<td>1.87%</td>
</tr>
<tr>
<td>11</td>
<td>Spain</td>
<td>7,453</td>
<td>1.81%</td>
</tr>
<tr>
<td>22</td>
<td>South Africa</td>
<td>5,617</td>
<td>1.36%</td>
</tr>
<tr>
<td>12</td>
<td>Iran, Islamic Republic Of</td>
<td>5,319</td>
<td>1.29%</td>
</tr>
<tr>
<td>18</td>
<td>United Kingdom</td>
<td>5,038</td>
<td>1.22%</td>
</tr>
<tr>
<td>28</td>
<td>Pakistan</td>
<td>4,393</td>
<td>1.07%</td>
</tr>
<tr>
<td>15</td>
<td>Argentina</td>
<td>4,324</td>
<td>1.05%</td>
</tr>
<tr>
<td>19</td>
<td>China</td>
<td>4,273</td>
<td>1.04%</td>
</tr>
<tr>
<td>20</td>
<td>Indonesia</td>
<td>4,093</td>
<td>0.99%</td>
</tr>
<tr>
<td>23</td>
<td>Germany</td>
<td>3,869</td>
<td>0.94%</td>
</tr>
</tbody>
</table>
Country-level trade diagnostics & research: Selected Studies

All publications can be downloaded at: www.intracen.org/publications
Studies and collaboration with other International Organizations

- ITC tools became free to users from developing countries thanks to funding from the European Commission (EC), DFID (UK) and the World Bank (formerly)

- ITC now shares data with international organisations and conducts joint research & analysis with them, esp. on NTMs

- WTO publishes ITC collected applied tariffs as official members’ data

- ITC contributes to WEF’s Global Enabling Trade Report.

- ITC market access data used to monitor MDG Goal 8

- ITC creates the market access dataset for the Global Trade Analysis Project (GTAP)

- World Bank engaged ITC to re-build WITS in a web-based platform based on ITC’s Market Access Map.
Capacity Building in market analysis and research

- Building skills in assessing export potential, trade and investment analysis, market analysis, preparing for trade negotiations, econometric modelling
- Serves: Enterprises, Trade Support Institutions, Policy Makers
- +60 sessions annually
- Online training available: [www.itc-learning.org](http://www.itc-learning.org)
How do we analyse potential markets and access conditions?

1. What’s the potential for trade?
   • How is the demand for the product?
   • What is the size and trend in the market?

2. What is the level of tariffs?
   • Relative tariffs applied by different importers
   • Where do we benefit from preferential access?

3. How are other market access conditions?
   • Which measures are in place?
   • How do firms perceive those measures?
   • What voluntary standards may be necessary?
TRADE MAP
Trade statistics for international business development
What’s going on in the **world** market?

- Who are the *main importers / exporters* in the world market?
- What is the trade *performance of my country* in the world market?
- Who are the *fastest growing markets* in the world market?
- Which markets are the *most attractive* for my products?
- What is the trade *performance of my country* in attractive markets?

*Initial answers to these questions and many more are easily found in Trade Map*
What’s going in your country’s exports?

- What are your country’s most important exported products?
- To which markets is your country exporting?
- Is the country diversified in terms of products and markets or concentrated in a few products for a few markets?
- 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?

Initial answers to these questions and many more are easily found in Trade Map.
What is **www.TRADEMAP.org**?

- Online application to produce reports on international trade flows
- Every product (HS-6) to and from (almost) every country
- Based on probably the largest trade flow database in the world
- User-friendly interface, report-ready outputs
- Flexibility for customising reports, analysis
- Graphic presentation of outputs to facilitate analysis
Overview and advantages of Data

Source:
- National Authorities (e.g. US Census Bureau, Eurostat, Government of Bermuda, Department of Statistics)
- COMTRADE produced by the United Nations Statistics Division database

Geographical Coverage
- Data for +240 countries and territories using data (reported by +170)
- Mirror statistics used for non-reporting countries

Product Coverage
- Based on Harmonized System (+5,300 products at the HS-6 digit level)
- Much more detailed at the national tariff Line
- Covers ~95% of total world trade

Data Frequency
- Yearly, quarterly and monthly data
- Yearly indicators + Time series
Which trade indicators to quickly assess the regional market of your product and identify its accessibility?

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

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

- **Market concentration**

- **Unit Value**

- **Trade Balance**
How to analyse potential market access using TradeMap?

**Identify the HS6-Code of your product**
- HS-6 Code
- Code NTL.

**Analyse market access conditions**
- Market size and market growth
- Competition, distance advantage, etc.

**Identify potential for trade**
- Compare the level of regional trade with the overall trade level
Data classification

- **The Harmonized System (HS)**
  - Is a numerical classification system of products used as a basis for international trade statistics by almost all countries.
  - Is harmonized up to six digits (HS-6) - You can compare HS data between countries.
  - Is broken down into 3 clusters:
    - **HS-2**: the chapter of the good (sector)
      - E.g. 09 = Coffee, Tea, Mate and Spices
    - **HS-4**: groupings within the chapter (sub-sector)
      - E.g. 0902 = Tea, whether or not flavoured
    - **HS-6**: product(s) within the grouping (product level)
      - E.g. 090210 = Green tea (not fermented)
Data classification

**National Tariff Lines (NTL) codes**

- Classification of goods after the 6 digit level of the Harmonized System classification.
- National Tariff Lines go from 8 - 12 digits.
- More specific than the HS product level with more detailed description
- The **HS classification is standardised internationally**
- The **NTL classification is not standardised internationally**. Each country decides its own further classification after the Harmonized System. Hence, National Tariff Line codes can be different from one country to another.
<table>
<thead>
<tr>
<th>HS (International standard)</th>
<th>Edible fruit, nuts, peel of citrus fruit, melons</th>
</tr>
</thead>
<tbody>
<tr>
<td>08</td>
<td>0804 - Dates, figs, pineapples, mangoes, avocados, guavas</td>
</tr>
<tr>
<td>08.04</td>
<td>Guavas, mangoes and mangosteens, fresh or dried</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Australia</th>
<th>Fresh or dried guavas, mangoes and mangosteens</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.04.50.00</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Japan</th>
<th>Mangoes, fresh</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.04.50.01.1</td>
<td>Guavas, mangoes and mangosteens: dried</td>
</tr>
<tr>
<td>08.04.50.09.0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>United States</th>
<th>Guavas, mangoes and mangosteens, fresh, if entered during the period from September 1 through May 31, inclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.04.50.40</td>
<td></td>
</tr>
<tr>
<td>08.04.50.60</td>
<td>Guavas, mangoes and mangosteens, fresh, if entered during the period from June 1 through August 31, inclusive</td>
</tr>
<tr>
<td>08.04.50.80</td>
<td>Guavas, mangoes and mangosteens, dried</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NTL (NON standard)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>08.04.50.01.1</td>
<td>Mangoes, fresh</td>
</tr>
<tr>
<td>08.04.50.09.0</td>
<td>Guavas, mangoes and mangosteens: dried</td>
</tr>
<tr>
<td>08.04.50.40</td>
<td>Guavas, mangoes and mangosteens, fresh, if entered during the period from September 1 through May 31, inclusive</td>
</tr>
<tr>
<td>08.04.50.60</td>
<td>Guavas, mangoes and mangosteens, fresh, if entered during the period from June 1 through August 31, inclusive</td>
</tr>
<tr>
<td>08.04.50.80</td>
<td>Guavas, mangoes and mangosteens, dried</td>
</tr>
</tbody>
</table>
Company data

Trade Map users can identify potential trading partners through 550,000 detailed company profiles 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

Source: KOMPASS – company database
CROSS-CHECK AND COMPLEMENT STATISTICAL DATA

Things to keep in mind as you use trade data for analysis:

- *Trade data are never complete*
- *Product groups in official trade data do not always line up with industry norms*
- *Detailed trade data are only available for goods*
Trade Map helps users …

• Search for new markets or suppliers
• Assess competition or diversify sources
• Benchmark their trade performance
• Set priority products for trade promotion and development
• Evaluate tariffs and trade barriers
• Assess product diversification potential with a partner country
Live Demo – www.TradeMap.org

The following institutions support free access to Trade Map through the North-South partnership programme:

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 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Already have an account?

Email address: ____________________________
Password: ________________________________
☐ Remember me.
Forgot your password? Log in >>

Create an account

Create an account for ITC's market analysis tools.

Register now

Click here to create your account
ITC’S MARKET ANALYSIS ONLINE COURSES

Welcome to the ITC Market Analysis online courses that have been designed to help people from Small and Medium Enterprises (SMEs) apply different market research techniques.

WELCOME
Market Analysis Tools Training Sources

TRADE MAP
Trade statistics for international business development

Market Access Map
Making market access barriers transparent

INVESTMENT MAP
For better identification of investment opportunities

WEBINAR
Video conference training

ADVANCED MARKET ANALYSIS

AFFILIATE PROGRAMMES

LEARNING STEPS
1. To watch all the video tutorials which have been divided into 3 different modules
2. Upon watching all the video tutorials listed for each module, you should complete the practical exercises

To launch the Trade Map self-learning course
CLICK HERE

Trade Map is an interactive online database on international trade statistics and presents indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country perspective. Browse our training materials and learn how to get the most out of Trade Map’s powerful features.

INTRODUCTION TO UNDERSTANDING TRADE STATISTICS AND TRADE MAP

YOU ARE CURRENTLY USING GUEST ACCESS (LOGIN)

YOU ARE NOT LOGGED IN (LOGIN)

http://www.itc-learning.org/
Thank you!

For further information:
http://www.intracen.org/marketanalysis/

Samidh Shrestha
Associate Quantitative Market Analyst

International Trade Centre
Tel.: +41 (0)22 730 0184
Fax: +41 (0)22 730 0577
shrestha@intracen.org

ITCmarketanalysistools
@ITC_MktAnalysis
Trade Map
Screenshots

www.trademap.org
If your product is black tea

1. Type the name of your product
2. Select the HS code by clicking on it
World importers of HS090240 – Black tea in bulk

<table>
<thead>
<tr>
<th>Countries</th>
<th>Value imported in 2011 (USD thousand)</th>
<th>Trade balance in 2011 (USD thousand)</th>
<th>Quantity imported in 2011</th>
<th>Quantity Unit</th>
<th>Unit value (USD/unit)</th>
<th>Annual growth in value between 2007-2011 (%)</th>
<th>Annual growth in quantity between 2007-2011 (%)</th>
<th>Annual growth in value between 2010-2011 (%)</th>
<th>Annual growth in quantity between 2010-2011 (%)</th>
<th>Share in world imports (%)</th>
<th>Average tariff (estimated) applied by the country (%)</th>
<th>Number of importing companies available in Trade Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>3,446,081</td>
<td>-106,393</td>
<td>1,175,431</td>
<td>Tons</td>
<td>2,932</td>
<td>11</td>
<td>5</td>
<td>10</td>
<td>100</td>
<td>1802</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>438,161</td>
<td>-437,812</td>
<td>144,037</td>
<td>Tons</td>
<td>3,042</td>
<td>14</td>
<td>2</td>
<td>13</td>
<td>12.7</td>
<td>0</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>400,208</td>
<td>-371,332</td>
<td>144,031</td>
<td>Tons</td>
<td>2,779</td>
<td>10</td>
<td>10</td>
<td>11.6</td>
<td>0</td>
<td>8</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>Pakistan</td>
<td>341,500</td>
<td>-340,376</td>
<td>114,856</td>
<td>Tons</td>
<td>2,973</td>
<td>15</td>
<td>2</td>
<td>14</td>
<td>9.9</td>
<td>10</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>Egypt</td>
<td>277,287</td>
<td>-272,328</td>
<td>102,690</td>
<td>Tons</td>
<td>2,700</td>
<td>6</td>
<td>26</td>
<td>30</td>
<td>8</td>
<td>1.8</td>
<td>31</td>
<td>25</td>
</tr>
<tr>
<td>United States of America</td>
<td>204,466</td>
<td>-191,905</td>
<td>94,626</td>
<td>Tons</td>
<td>2,156</td>
<td>8</td>
<td>3</td>
<td>11</td>
<td>5.9</td>
<td>0</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>157,456</td>
<td>-157,456</td>
<td>46,613</td>
<td>Tons</td>
<td>3,376</td>
<td>48</td>
<td>28</td>
<td>5</td>
<td>4.6</td>
<td>0</td>
<td>0</td>
<td>25</td>
</tr>
<tr>
<td>Iran (Islamic Republic of)</td>
<td>146,256</td>
<td>-136,735</td>
<td>31,636</td>
<td>Tons</td>
<td>4,623</td>
<td>9</td>
<td>0</td>
<td>32</td>
<td>4.2</td>
<td>0</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>127,740</td>
<td>-133,622</td>
<td>39,486</td>
<td>Tons</td>
<td>3,452</td>
<td>2</td>
<td>.4</td>
<td>.18</td>
<td>.4</td>
<td>0</td>
<td>48</td>
<td>25</td>
</tr>
<tr>
<td>Japan</td>
<td>-133,622</td>
<td>32,397</td>
<td>39,486</td>
<td>Tons</td>
<td>4,138</td>
<td>4</td>
<td>0</td>
<td>6</td>
<td>3.9</td>
<td>0</td>
<td>52</td>
<td>24</td>
</tr>
<tr>
<td>Germany</td>
<td>-27,186</td>
<td>34,466</td>
<td>39,486</td>
<td>Tons</td>
<td>3,314</td>
<td>2</td>
<td>.4</td>
<td>.18</td>
<td>.4</td>
<td>0</td>
<td>56</td>
<td>25</td>
</tr>
<tr>
<td>Poland</td>
<td>-89,127</td>
<td>39,895</td>
<td>2,407</td>
<td>Tons</td>
<td>4,628</td>
<td>9</td>
<td>0</td>
<td>32</td>
<td>4.2</td>
<td>0</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>Ukraine</td>
<td>-80,586</td>
<td>-80,586</td>
<td>14,132</td>
<td>Tons</td>
<td>5,702</td>
<td>37</td>
<td>8</td>
<td>38</td>
<td>2.3</td>
<td>4.8</td>
<td>61</td>
<td>25</td>
</tr>
</tbody>
</table>
## World Exporters of HS090240 – Black Tea in Bulk

The table below presents the world exporters of black tea in bulk (HS090240) for the year 2011. The data includes the value exported, trade balance, quantity exported, unit value, annual growth in value, and annual growth in quantity. The table also indicates the share of the world export market for each country and the number of exporting companies available in the Trade Map.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>3,339,688</td>
<td>-106,393</td>
<td>1,178,216</td>
<td>2,835</td>
<td>9</td>
<td>1</td>
<td>6</td>
<td>100</td>
<td>1805</td>
</tr>
<tr>
<td>Kenya</td>
<td>1,164,253</td>
<td>1,152,621</td>
<td>385,969</td>
<td>3,016</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td>34.9</td>
<td>93</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>743,538</td>
<td>713,003</td>
<td>186,531</td>
<td>3,966</td>
<td>3</td>
<td>-3</td>
<td>6</td>
<td>22.3</td>
<td>158</td>
</tr>
<tr>
<td>India</td>
<td>425,846</td>
<td>410,137</td>
<td>132,985</td>
<td>3,202</td>
<td>11</td>
<td>4</td>
<td>11</td>
<td>12.8</td>
<td>152</td>
</tr>
<tr>
<td>China</td>
<td>144,320</td>
<td>111,356</td>
<td>49,492</td>
<td>2,916</td>
<td>8</td>
<td>-2</td>
<td>12</td>
<td>4.3</td>
<td>152</td>
</tr>
<tr>
<td>Indonesia</td>
<td>128,452</td>
<td>107,844</td>
<td>64,308</td>
<td>1,997</td>
<td>-8</td>
<td>-8</td>
<td>12</td>
<td>3.8</td>
<td>152</td>
</tr>
<tr>
<td>Argentina</td>
<td>109,068</td>
<td>108,438</td>
<td>79,388</td>
<td>1,374</td>
<td>13</td>
<td>2</td>
<td>10</td>
<td>3.3</td>
<td>152</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>91,513</td>
<td>88,979</td>
<td>60,673</td>
<td>1,508</td>
<td>15</td>
<td>8</td>
<td>4</td>
<td>2.7</td>
<td>152</td>
</tr>
<tr>
<td>Germany</td>
<td>86,977</td>
<td>-27,166</td>
<td>15,867</td>
<td>5,482</td>
<td>4</td>
<td>2</td>
<td>10</td>
<td>2.6</td>
<td>58</td>
</tr>
<tr>
<td>Malawi</td>
<td>80,671</td>
<td>80,522</td>
<td>44,654</td>
<td>1,807</td>
<td>19</td>
<td>8</td>
<td>17</td>
<td>2.4</td>
<td>152</td>
</tr>
<tr>
<td>Rwanda</td>
<td>51,447</td>
<td>51,423</td>
<td>22,676</td>
<td>2,269</td>
<td>35</td>
<td>20</td>
<td>69</td>
<td>1.5</td>
<td>152</td>
</tr>
</tbody>
</table>
Current markets for exporter

List of importing markets for the product exported by Sri Lanka in 2011

Sri Lanka's exports represent 22.26% of world exports for this product, its ranking in world exports is 2.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td></td>
<td>743,538</td>
<td>713,003</td>
<td>100</td>
<td>186,531</td>
<td>Tons</td>
<td>3,986</td>
<td>3</td>
<td>-3</td>
<td>6</td>
<td>100</td>
<td>11</td>
<td>11</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Russian Federation</td>
<td></td>
<td>154,528</td>
<td>154,528</td>
<td>20.8</td>
<td>39,480</td>
<td>Tons</td>
<td>3,914</td>
<td>7</td>
<td>0</td>
<td>19</td>
<td>1</td>
<td>12.7</td>
<td>14</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Iran (Islamic Republic of)</td>
<td></td>
<td>125,108</td>
<td>124,949</td>
<td>16.8</td>
<td>25,268</td>
<td>Tons</td>
<td>4,951</td>
<td>7</td>
<td>-3</td>
<td>25</td>
<td>7</td>
<td>4.2</td>
<td>9</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td></td>
<td>67,434</td>
<td>67,378</td>
<td>9.1</td>
<td>15,896</td>
<td>Tons</td>
<td>4,242</td>
<td>-8</td>
<td>-15</td>
<td>-31</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Syrian Arab Republic</td>
<td></td>
<td>61,225</td>
<td>61,225</td>
<td>8.2</td>
<td>15,874</td>
<td>Tons</td>
<td>3,857</td>
<td>3</td>
<td>-3</td>
<td>30</td>
<td>13</td>
<td>1.8</td>
<td>3</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Azerbaijan</td>
<td></td>
<td>47,894</td>
<td>47,894</td>
<td>6.4</td>
<td>11,096</td>
<td>Tons</td>
<td>4,316</td>
<td>80</td>
<td>76</td>
<td>25</td>
<td>31</td>
<td>0.5</td>
<td>8</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td>41,986</td>
<td>41,962</td>
<td>5.6</td>
<td>10,292</td>
<td>Tons</td>
<td>4,079</td>
<td>8</td>
<td>1</td>
<td>11</td>
<td>9</td>
<td>3.9</td>
<td>4</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>Ukraine</td>
<td></td>
<td>39,719</td>
<td>39,719</td>
<td>5.3</td>
<td>9,451</td>
<td>Tons</td>
<td>4,203</td>
<td>16</td>
<td>8</td>
<td>33</td>
<td>12</td>
<td>2.3</td>
<td>37</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
## Trade data – Time series

<table>
<thead>
<tr>
<th>Product</th>
<th>090240 - Black tea (fermented) &amp; partly fermented tea in packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>Country</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>Country Group: None</td>
</tr>
<tr>
<td>Partner</td>
<td>Group: All</td>
</tr>
</tbody>
</table>

### Other criteria
- **Exports**
- **Imports**
- **Trade balance**
- **Time Series**
- **Trade Indicators**
- **By country**
- **By product**
- **By service**

### Direct data
- **Yearly data**
- **Quarterly data**
- **Monthly data**

### Values
- **Values**
- **Quantities**
- **Growth in value**
- **Growth in quantity**
- **Share in value in %**
- **Unit values**
- **Growth on unit values**
- **Index on values**
- **Index on unit values**

### Companies

#### Time Period (number of columns): 5

### Table

<table>
<thead>
<tr>
<th>Bilateral 8 digits</th>
<th>Importers</th>
<th>Exported value in 2007</th>
<th>Exported value in 2008</th>
<th>Exported value in 2009</th>
<th>Exported value in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td></td>
<td>615,020</td>
<td>732,667</td>
<td>661,825</td>
<td>701,381</td>
</tr>
<tr>
<td>Russian Federation</td>
<td></td>
<td>109,519</td>
<td>125,581</td>
<td>113,633</td>
<td>129,771</td>
</tr>
<tr>
<td>Iran (Islamic Republic of)</td>
<td></td>
<td>86,515</td>
<td>108,657</td>
<td>98,939</td>
<td>99,763</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td></td>
<td>94,809</td>
<td>108,746</td>
<td>91,238</td>
<td>97,217</td>
</tr>
<tr>
<td>Syrian Arab Republic</td>
<td></td>
<td>48,306</td>
<td>54,535</td>
<td>63,437</td>
<td>47,236</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td></td>
<td>4,627</td>
<td>11,577</td>
<td>13,105</td>
<td>38,463</td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td>29,781</td>
<td>35,832</td>
<td>32,185</td>
<td>37,700</td>
</tr>
<tr>
<td>Ukraine</td>
<td></td>
<td>18,616</td>
<td>29,725</td>
<td>23,091</td>
<td>29,819</td>
</tr>
<tr>
<td>Turkey</td>
<td></td>
<td>35,251</td>
<td>38,520</td>
<td>31,173</td>
<td>34,971</td>
</tr>
<tr>
<td>Chile</td>
<td></td>
<td>14,387</td>
<td>20,058</td>
<td>17,271</td>
<td>19,436</td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td>13,784</td>
<td>19,753</td>
<td>14,562</td>
<td>16,372</td>
</tr>
<tr>
<td>Kuwait</td>
<td></td>
<td>3,217</td>
<td>12,986</td>
<td>22,327</td>
<td>24,712</td>
</tr>
</tbody>
</table>
Build a new regional group

Type group name

New group name:

SAARC

Change existing groups:

Sub-Saharan Africa

Select from Standard Country Groups
Select from your own Country Groups
Select from Individual Countries

Afghanistan
Africa not elsewhere specified
Albania
Algeria
America not elsewhere specified
American Samoa
Andorra
Angola
Anguilla
Antigua and Barbuda
Area Nes
Argentina
Armenia
Build a new regional group II

Select and add countries

Select from Standard Country Groups
Select from your own Country Groups
Select from Individual Countries

Selected Countries / Groups
- Afghanistan
- Bangladesh
- Bhutan

Name:

Groups:
SAARC

Modify Delete
Save
Analyse intra-regional trade

Select product and country group