Practical Exercise on MARKET ACCESS MAP (MACMAP)

A. REGISTER TO MARKET ACCESS MAP

Participants that do not have access account for Market Access Map should start with registering to the application. Participants that have already used ITC tools can start directly with section B.

1. Visit www.macmap.org
2. Click on “Register”
3. Fill in the form (use email address that you have provided when you registered to the course. This is important as we will change your subscription to developing country subscription so that you are able to continue using the tool in the future.)
4. Click on the validation link that you will receive by email.
5. Login to the tool using your email address and password.

Interesting: Your password gives you access to all ITC Market Analysis Tools: Market Access Map, Trade Map, Standards Map, Investment Map and Trade Competitiveness Map. Once logged in you can freely switch between tools and you do not need to reintroduce your password.

B. SELECTING PRODUCTS AND IDENTIFYING THE HS CODE OF THE PRODUCT

Select a product that you wish to focus on. This can be a product that represents a large export value for your country, a product with high export potential, or a product of your research interest.

1. The detailed description of the product:

______________________________________________________________________________

Identify the harmonized system code of the product you want to focus on.

2. Provide the harmonised system (HS) code for both the product group and product in question

Note: To avoid ambiguities throughout your analysis, it is important to ensure that the description and corresponding trade classification, or tariff code is correct.

4-digit HS: ____________ 6-digit HS: ____________

You can identify the HS 6-digit code by visiting Trade Map, the sister application of the Market Access Map. Login to Market Access Map, then click on the “Trade Map” link located at the bottom of the home page. This will open a new window with Trade Map application. In this window click on the “Selection Menu” at the top right corner, then click on Advanced Search. You can search by keyword the corresponding HS code of the product using one or several keywords through the HS label at 2,4,6 digits level of the Harmonized system and at the national tariff line level.
3. Provide the national tariff line code of the product (NTL) and a brief description for the exporting country (indicate if several):

   NTL code: _____________________________________________
   NTL code: _____________________________________________
   NTL code: _____________________________________________

4. Provide the national tariff line code of the product (NTL) for USA (indicate if several):

   NTL code: _____________________________________________
   NTL code: _____________________________________________
   NTL code: _____________________________________________

C. MODULE QUICK SEARCH – TARIFF SEARCH

5. Identify the tariff applied by the USA to the selected product originating from the exporting country.

   Note: When you first enter the Market Access Map application, the Quick Search Tariff Search module will be open. Next to the heading “Select Importing Country” type only the first three letters of the country name i.e. “uni” in the selection box. Notice how those countries starting with the letters “uni” appear in the drop-down menu box below. Select the “United States” by clicking on it in the drop-down box. It will appear in full in the selection box. If you simply type the full name of a country but forget to then select the match from the drop-down menu, the database will not recognise what you have typed.

   Practice using the HS code of the selected product at the most detailed level - the national tariff line identified in question 4.

   Note: The one for HS Level 6 is automatically pre-selected. Select instead the button for “National Tariff Line Code”. Then type the name of your product into the product selection box. Wait a few moments for the system to load the product nomenclature, and then click on the matching product that appears in the drop-down menu box below.

   Important: the HS code used for trade statistics and the HS code used for the tariff can be different as the revision used in Trade Map to harmonize all data is Rev 2002 whereas other country can report their tariff in different revisions, including the most recent 2007 revision.

<table>
<thead>
<tr>
<th>NTL code</th>
<th>Trade Regime (Trade Agreement or Unilateral preferences)</th>
<th>Original tariff applied by the US</th>
<th>Total Ad Valorem Equivalent (estimated)</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
6. What is the lowest tariff applied by the US to the exporting country and the name of the related trade regime (Trade Agreement or Unilateral preferences)?

Comments:

7. What is the highest tariff rate applied by the US to imports of the selected product originating from the world?

Trade Regime Description: ________________________ Highest Tariff Rate: ______

Note: Click on “New Search”. Select the importing country as “United States”. Select the product code at the NTL”. Leave the exporting country blank. Then click “Proceed”. You will see a table with all the possible tariffs applied by the US to imports of this product. By clicking on the numbers in the top right-hand corner of the table, you can view the other pages of the table.

D. MODULE QUICK SEARCH – TRADE REGIMES & RULES OF ORIGIN

8. Does the exporting country benefit from trade agreement(s) for selected product with other importing countries? YES o NO

9. How many trade agreements can you identify?

Comments:

Note: Under “Quick search”, in the selection menu of the second tab “Trade regime & Rules of Origin”, select the exporting country as the exporter. Do not select an importing country. Click “Proceed”.

Identify tariff advantages in attractive markets

10. Identify the lowest tariffs applied and corresponding trade regimes (trade agreements or preferences) that your country faces in three potential markets.

Use the tab “Quick search-Trade Regimes & Rules of Origin” to look for all the trade regimes (MFN tariff and preferential regimes) applied by one country to any other country and the corresponding rules and certificates of origin. Select only the importing country, you will see all trade regimes applied by that country to the rest of the world. If you select only the exporting country, you will see all trade regimes faced by that country when it exports to the rest of the world.

<table>
<thead>
<tr>
<th>Target Country</th>
<th>Trade Regime</th>
<th>Lowest Tariffs applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td></td>
<td></td>
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<tr>
<td>C</td>
<td></td>
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</tbody>
</table>
**E. MODULE COMPARE TARIFFS**

Compare ad valorem equivalent (AVE) tariffs that different markets apply to the selected product exported by the country.

11. What is the highest total ad valorem equivalent (AVE) tariff faced by the exporting country for the selected product and which country applies this tariff?

Country: ___________ AVE Tariff the country applies to the exporting country: _________ %

*Note: Click on the tab “Compare Tariffs and Trade”. Select “the exporting country” as the exporter. Select the product at the HS-6 digit level. You can find the product by either typing the product code or name. Then select the match that appears in the drop-down menu. Click “Proceed”. You get a table showing all importing countries starting with “Albania”. If you click on the heading of the last second column “Level of Protection”, the table will be sorted showing countries applying the lowest rate of protection first. If you click on the heading of the column a second time, the table will be sorted showing countries applying the highest rate of protection first. If you click on the icon representing a map, the results will be displayed on a world map.*

12. Then compare the AVE tariff rates applied by the three potential markets (the same as in question 10) to the exporting country and its main competitors:

<table>
<thead>
<tr>
<th>Target Country</th>
<th>Tariffs Ad Valorem Equivalent faced by the exporting country</th>
<th>Competitors</th>
<th>Tariffs Ad Valorem Equivalent faced by competitors</th>
<th>AVE faced by exporting MINUS AVE faced by competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
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<td>2.</td>
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<td>3.</td>
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<tr>
<td>B</td>
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<td>C</td>
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</table>

*Note: Click on the tab “Compare Tariffs”, select as the importer one of the three attractive markets identified in question 10. Select the product at the HS-6 digit. You will then get a table showing all exporting countries starting with “Albania”. Scroll down until you identify the names of the exporting country and the three main competitors in the attractive markets (also identified in question 35).*
13. Is the tariff Ad Valorem Equivalent faced by the exporting country in the US different from the tariff identified at the national tariff line level in the US, in question 7?  
YES o NO

If YES, why?
If NO, could it be different?

Comments:

14. Do you have tariff advantages/disadvantages vis a vis your main competitors in the three target markets?

Comments:

E. COUNTRY ANALYSIS

In this module you can create a variety of tariff and trade reports on a country specific basis.

Compare the average tariffs applied by different countries.

15. What are the average tariffs applied by France, Japan and the USA to: all products; agricultural products; and industrial products?

Note: Open the “Country Analysis” module by clicking on it. It will become yellow. Select the country “France” from the drop-down list of countries. Click on the button located next to the heading “Average tariff applied by the country”. Click “Proceed”. The average tariffs applied by France to imported products will be displayed. To view other countries, it is not necessary to perform a new search. Just select the new country from the drop-down list and click on the button “change”.

The average tariff applied by:

France: all products = _____%; agricultural products = _____%; industrial products = _____%;

Japan: all products = _____%; agricultural products = _____%; industrial products = _____%;

USA: all products = _____%; agricultural products = _____%; industrial products = _____%.