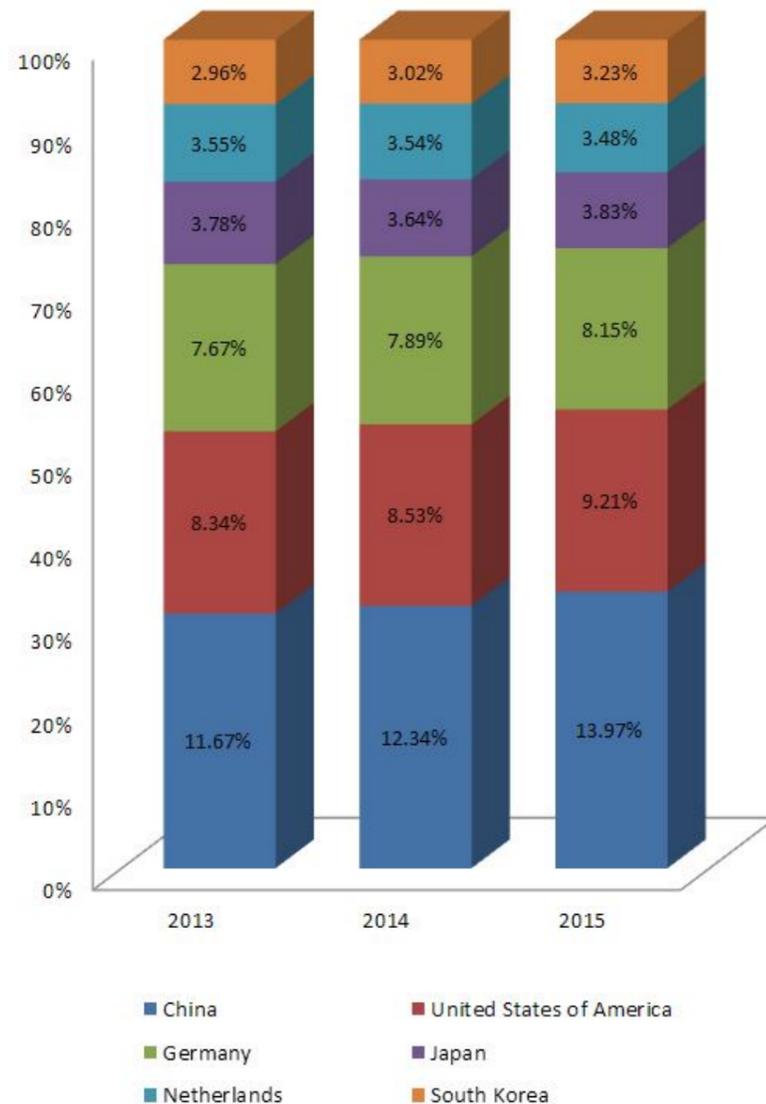


## Share of World Exports



## Detect economic trends with data on...

- Global trade flows and indicators on growth, unit values and market shares;
- Customs tariffs and market access requirements;
- Foreign direct investment flows;
- Company detail on importers, exporters and distributors; and
- Voluntary sustainability standards.

At the peak in 2008, Japan exported around \$224 million of the pipes to China while the EU made sales of \$283 million, according to a Reuters analysis of data from the *International Trade Centre (ITC)*, a joint agency of the WTO and United Nations.

**China loses WTO appeal in stainless steel dispute with EU, Japan**  
Reuters, October 1, 2015

Ukraine has established itself as China's top corn exporter at a surprising pace. In soya beans for example, Brazil overtook the US as the top exporter to China in 2013, and last year accounted for 46.5 per cent of the country's overseas purchases by value compared to the US, which accounted for 40 per cent, according data from the *International Trade Centre* in Switzerland.

**Ukraine set to become top corn exporter to China in first half,**  
Financial Times, July 13, 2015

## TO REGISTER FOR THE TOOLS AND SIGN UP FOR TRAINING

### Register and sign up for training

To learn more about ITC's tools or request a free coaching session on using them, please email the Market Analysis team [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org) or call +41 22 730 0468

Please note that ITC Tools are free for journalists even without the training. Register at [www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis) and use the promotional code <ITC4PRESS>

### For further information

Jarle Hetland, Media Officer  
Telephone: +41 22 730 0145 Email: [hetland@intracen.org](mailto:hetland@intracen.org)

# tapping trade data and statistics

How to make the most of the International Trade Centre's Market Analysis Tools

---

## MARKET AND ANALYSIS TOOLS?

---



The International Trade Centre (ITC) provides a suite of online Market Analysis and Research tools. They were originally designed to help exporters, trade support institutions and governments in developing countries to select export markets, as well as assist them in diversifying their trade strategies. The tools also allow users to analyse the trade performance in their own sector or country as well as that of their competitors in other markets.

The tools are now free for journalists to use and many journalists and media are already taking advantage of the unique resources the ITC tools provide. Still, feedback from the media suggests that many more journalists would like to use the tools to back up their stories.

As a result, in addition to free access to all the tools and all modules, ITC is also offering free assistance and training to journalists wanting to familiarize themselves with the tools. Training is offered either through group workshops at ITC's headquarters in Geneva or one-on-one online sessions.

---

---

## FOUR TOOLS, FOUR MAPS

---

### Trade Map

Provides monthly, quarterly and yearly international trade data combined with statistical indicators and information on trading companies, allowing for analysis of export or import markets  
[www.trademap.org](http://www.trademap.org)

### Market Access Map

Allows users to analyse market-access conditions worldwide, including applied and bound tariff rates, trade agreements (rules of origin and tariff preferences), export-import statistics and non-tariff measures  
[www.macmap.org](http://www.macmap.org)

### Investment Map

Provides sector breakdown of foreign direct investment (FDI), trade, market access and foreign affiliates information to support strategies of investment attraction and targeting  
[www.investmentmap.org](http://www.investmentmap.org)

### Standards Map

Provides access to comprehensive information on voluntary sustainability standards and increases opportunities for sustainable production and trade  
[www.standardmap.org](http://www.standardmap.org)

### What are you looking for?

- What was the value of world trade in 2012 compared to 2008?
- What has been the rate of growth in world exports in the past 12 months?
- Which import markets are booming? Which markets are cooling off?
- Which market are declining?
- For which products is demand most dynamic? And in which markets?
- For which commodities have world unit values grown fastest?
- Are least developed countries growing their share in world exports?
- Are the destination markets for least developed countries' exports changing?
- Which import markets' tariff structures discourage supply of value-added products?
- Are preferential trade agreements changing world trade patterns?
- Which countries have grown in world trade?

---

## MAKING THE MOST OF THE MAPS

---

### Case study: world trade

You're reporting on trends in world trade. What kind of information can you find using ITC's Trade Map?

- World imports in 2015 were valued at US\$ 16.4 trillion, compared with US\$ 19 trillion in 2014;
- The value of world imports stagnated between 2014 and 2015; and
- This represented a slowdown in the world economy compared with previous years.

### Case study: organic honey

You're reporting on trends in the honey trade in the United States of America. What kind of information can you find using ITC's free market analysis tools?

#### Trade Map:

- 26.2% of world imports of natural honey are made by the United States, a market valued at more than US\$ 605 million;
- Annual demand for honey in the United States has grown by 12% each year in the past five years, while world demand for honey grew by only 9%;
- The United States refined its product classification in 2012 to include trade in organic honey. In 2015, the imports of organic honey representing around 8% of all honey imports in the country, equating to a niche market valued at US\$ 49 million;
- Key supplier countries to the United States include Argentina, Vietnam, Brazil and India;
- Monthly unit values of honey imported from different countries; and
- Contact information for honey trading companies based in USA and 132 other countries.

#### Market Access Map:

- Customs tariffs for honey faced by different countries; and
- Additional market-regulation information about the honey trade, including those about health and product-safety laws.

#### Standards Map:

- Standards for organic honey that are most relevant for buyers in the United States;
  - Quick analysis, comparisons of standards;
  - Latest trends on the organic honey sector.
-