



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

**Q1: TITLE OF CASE STORY**

Market intelligence: ITC market analysis tools help generate over US\$ 126 million in goods and services exports

**Q2: CASE STORY ABSTRACT**

ITC's suite of free online market intelligence tools contributed to US \$126 million in exports in 2014, according to feedback from users. The tools are instrumental to users in least developed countries, where local sources of trade intelligence are often unavailable. In a survey carried out at the end of 2014, 94% of Trade Support Institutions respondents reported that the tools had positive or very positive impact on the services they deliver. For trade policy users (Ministry officials, trade negotiators etc) the tools had helped improve their services and trade decisions for 96% and 92% of respondents respectively.

**Q3: LONG DESCRIPTION OF THE CASE STORY**

ITC's suite of market intelligence tools contributed to US \$126 million in exports in 2014, according to feedback from users. The tools, which are accessible online for free, are particularly instrumental to users in least developed countries, where local sources of trade intelligence are often unavailable.

'The tools have opened my eyes to new markets I had never considered before,' wrote an exporter from Morocco in a recent anonymous survey of users. The exporter uses the platform to obtain information on prices and competitors before making a decision to target specific markets.

The tools provide users with accessible data to help them identify market opportunities. Exporters can use them to gauge the size of potential markets and how fast demand has grown for particular goods and services; which countries supply those markets; which have gained or lost market share; and what tariff and non-tariff barriers they themselves would face compared with competitors based elsewhere. Exporters can also use the tools to identify potential importers and distributors for their products.

'ITC's market analysis tools are of great importance to us as we are a country where there are major issues with the reliability of the statistics available,' wrote an exporter from the Democratic Republic of Congo in the recent survey. The user added that with adequate support and training, even more exporters in the country would use the tools.

Market analysis improves trade support institutions service delivery

Trade support institutions (TSIs) such as chambers of commerce and industry associations use the market analysis tools to create customized market intelligence for their members and clients. In a survey carried out at the end of 2014, 94% of TSI respondents reported that the tools had positive or very positive impact on the services they deliver. Of the users from TSIs who answered the survey, about a third came from Latin America and the Caribbean, just under a fifth each from Africa and the Asia-Pacific region, 10% from Eastern Europe and Central Asia and 9% from the Arab states.

## PUBLIC SECTOR CASE STORY TEMPLATE

Surendra Nath Gongal, Deputy Director of Nepal's Trade and Export Promotion Centre (TEPC), has delivered over 10 training courses in the last five years to groups of representatives of small and medium-sized enterprises (SMEs), chambers of commerce and business associations, both in Nepal and in the wider region. 'The feedback is always very positive,' Gongal said. 'ITC's tools help trade institutions provide timely and targeted trade-related advice to their private-sector clients.'

For ITC, trainers at trade support institutions such as TEPC are invaluable, as they multiply the number of people who have access to the online tools.

'Access to trade and market intelligence is critical to international business success,' said Helen Lassen, who leads ITC's capacity-building programmes in market analysis. 'We need to find a way to bring this intelligence to exporters.'

Miguel Carrillo, Chief Executive Officer of the Colombian consulting firm Hamkke, first came across ITC's market analysis tools during his university studies in the Republic of Korea, and he has used the online platform ever since. He advises companies, mostly SMEs, on business strategies and on ways they can benefit from trade agreements that countries enter into.

'The market analysis tools help us to analyse potential markets for our clients and the production chains into which they could be inserted,' Carrillo said.

### ITC tools assist policymaking

Policymakers and government officials use the market analysis tools to monitor national trade performance and collect inputs for the preparation of policy decisions and trade-negotiating positions. In the 2014 survey, 92% of policymaker respondents reported that ITC's tools helped them to make better-informed trade policy decisions. The policymakers were from across the world, with 28% from Latin America and the Caribbean, 20% each from Africa and the Asia-Pacific, 12% from Eastern Europe and Central America, and 11% from the Arab states.

'The Agency has utilized data from ITC and the market analysis tools to provide input into Zambia's trade negotiations in SADC, COMESA, the COMESA-EAC-SADC tripartite and WTO negotiations,' said Jonathan Simwawa, Acting Director of Export Development at the Zambia Development Agency.

The Zambian government also uses the ITC market analysis tools to make a decision on whether requests for protection from domestic industries are justified, Simwawa said.

**Q4: Please add here web links to project/programme materials.**

*Respondent skipped this question*

## PAGE 5: C.2) ABOUT THE CASE STORY

### Q5: YOUR CONTACT DETAILS

Name:	Helen Lassen
Ministry/Institution/Organization:	International Trade Centre
Country:	Switzerland
Email Address:	lassen@intracen.org

### Q6: FUNCTION

Public sector

## PUBLIC SECTOR CASE STORY TEMPLATE

**Q7: FUNDING PARTNER** Tick the appropriate box(es)

Bilateral donor, South-South partner

**Q8: Additional information**

Additional Contact Information: Mondher Mimouni (Mimouni@intracen.org)  
Donors include: European Commission; donors to ITC's Trust Fund; UKAID as well as a number of trade support institutions from developing and developed countries; e.g. OCIPED (Oman); Qatar Development Bank; Ubifrance; New Zealand Trade and Enterprise

**Q9: START DATE OF PROJECT/PROGRAMME**

Trade Map 1999; Market Access Map 2005

**Q10: STATUS OF PROJECT/PROGRAMME**

On-going

**Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME**

More than 5 years

**Q12: COST OF PROJECT/PROGRAMME**

Between US\$1 million and US\$5 million

**Q13: Additional information**

*Respondent skipped this question*

**Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME**

Grant

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**Q15: PROJECT/PROGRAMME TYPE**

Global

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**Q16: SINGLE COUNTRY/CUSTOMS TERRITORY**

*Respondent skipped this question*

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**Q17: REGION**(If the region does not appear in the drop down menu, please enter manually.)

*Respondent skipped this question*

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**Q18: MULTI-COUNTRY**(Enter all countries or customs territories)

*Respondent skipped this question*

### PAGE 10: C.4) ABOUT THE CASE STORY

**Q19: CASE STORY FOCUS**Tick the appropriate box(es)

REDUCING TRADE COSTS FOR MERCHANDISE GOODS

,  
Other (please specify)  
Improving transparency and availability of information on market requirements and opportunities and addressing trade information asymmetries faced by developing countries vis a vis developed countries.

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**Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME** Tick the appropriate box(es)

Very successful

### PAGE 12: C.6) ABOUT THE CASE STORY

**Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME** Tick the appropriate box(es)

Officials trained, Tariff reform,  
Reform of other fees or charges,  
Changes in tariff rates for product inputs,  
Other (please specify)  
Improved availability of trade statistics; Customs tariffs; and information on market requirements for developing + developed economies

**Q22: Additional information(maximum 300 words)**

Trade Map + Market Access Map are global databases containing trade statistics at the detailed national tariff line level; trade indicators (growth rates; unit values; concentration indexes etc); customs tariffs + preferences; trade remedies; market requirements (i.e. NTMs) together with software enabling comparative analysis. Statistics are presented with a private sector focus in order to address information asymmetries.

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## PUBLIC SECTOR CASE STORY TEMPLATE

<b>Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME</b> Tick the appropriate box(es)	Reduction in customs clearance time, Increase in merchandise exports, Increase in service exports, Other (please specify) Improved trade services and advice provided by trade support institutions to companies; improved trade policy decisions of governments and additional export sales generated by exporting companies
<b>Q24: Additional information</b> (maximum 300 words)	<i>Respondent skipped this question</i>

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<b>Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME</b> Tick the appropriate box(es)	Increase in foreign investment, Increase in employment, Increase in women's employment, Export market diversification, Import market diversification, Reduction in export market concentration, Reduction in import market concentration, Increase in per capita income, Reduction in incidence of absolute poverty, Other (please specify) Improved global trade transparency on market access for developing countries
<b>Q26: Additional information</b> (maximum 300 words)	<i>Respondent skipped this question</i>

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<b>Q27: LESSONS LEARNT</b> Tick the appropriate box(es)	Importance of engagement by private sector, Importance of attention to long-term sustainability , Other (please specify) Importance of strong ongoing relationships with institutional partners in developing countries
<b>Q28: Additional information(maximum 300 words)</b>	<i>Respondent skipped this question</i>
<b>Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK</b> Tick the appropriate box(es)	M&E framework used, Other (please specify) Annual survey of user database to understand how the tools contributed to improved services. Advice + decisions of trade support institutions + policy makers as well as understanding of international trade and expert sales by enterprises.