



International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

# Aid-for-Trade Indicators

## ITC's Experience

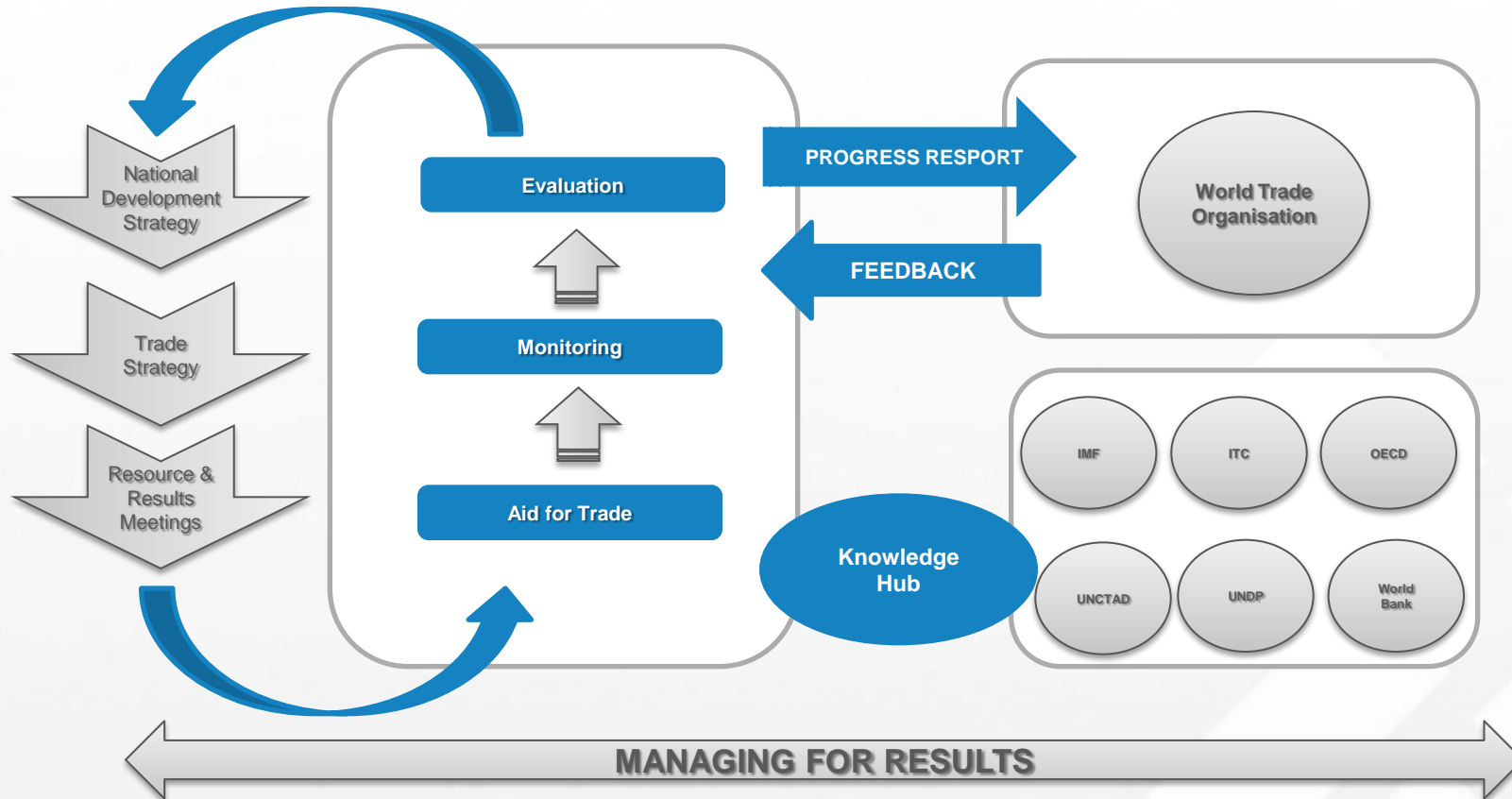
Friedrich von Kirchbach  
Director, Division of Country Programmes  
International Trade Centre  
OECD Conference Centre, 22 October 2010



# Outline

- 1. Outcome indicators: Trade Performance Index
- 2. Result chains in the « missing middle »: Case study on Uganda
- 3. Other indicators: participatory export strategy formulation and benchmarking of trade support institutions

# An Effective Aid-for-Trade Partnership : Local Accountability and Global Review



Adapted from : The Development Dimension: Aid for Trade - Making It Effective , OECD 2006

# MARKET ANALYSIS TOOLS – FREE SINCE 2008



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## Market Analysis & Research

### Market Analysis Tools

- Trade Map
- Market Access Map
- Investment Map
- Trade Competitiveness Map
- Product Map

- Video Training
- User Guide
- Affiliates Programme
- Subscription options and fees
- Terms and Conditions
- Other Services

- Trade Map Factsheets
- Newsletter  
English / Français / Español
- MAT Survey results 2010

### What's new

New update in Trade Map as of 08 October 2010  
05/12/2009 5:00:00 PM  
Please see below the last monthly and quarterly data update in Trade Map.

## Market Analysis Tools

Enhancing the transparency of global trade and market access

### Free to users from developing countries.

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

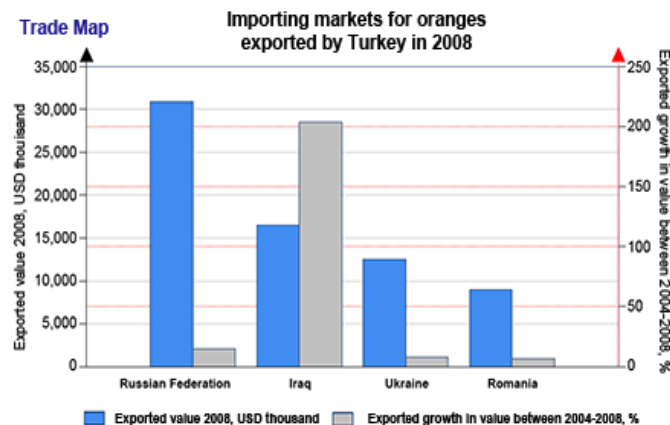
Thanks to financial contributions from ITC's Global Trust Fund and the World Bank, as of the 1<sup>st</sup> January 2008, all users from [developing countries and territories](#) may access the ITC's market analysis tools free of charge.

Welcome to Helen Lassen.

Logout

### Tools access :

- [Trade Map](#)
- [Market Access Map](#)
- [Investment Map](#)
- [Trade Competitiveness Map](#)
- [Product Map](#)



# Trade Performance Index

**Assessment of sectoral trade performance across countries and sectors both in absolute terms and rankings**

- For 184 countries
- Provides a general profile and ranking for a country's key export sectors grouped into 14 clusters as well as a series of static and dynamic indicators to assess each sector's international competitiveness
- Annual up-dates
- On ITC web site [www.intracen.org](http://www.intracen.org) under Market Analysis Tools, Trade Competitiveness Map



# Trade Competitiveness Map

Analyse country and product competitiveness with trade flows

Trade Performance HS   Consistency of Trade Statistics   **Trade Performance Index**

Country   Sector

Press CTRL and click to select/deselect more than one sector, then Redo.

Uganda   2009

Fresh food  
 Processed food  
 Wood products  
 Textiles  
 Chemicals

Redo   [Graph](#)   [Notes](#)   [Export in](#)

## Trade Performance Index (by Sector): Uganda (2009)

Indicator's Description		Fresh food (Value)	Fresh food (Rank)	Chemicals (Value)	Chemicals (Rank)
N	Number of exporting countries for the ranking in the sector	178		151	
G1	Value of exports (in thousand US\$)	534,826		2,351	
G2	Export growth in value, p.a. (%)	1%	116	-41%	148
General Profile	G3	Share in national exports (%)	91%	0%	
	G4	Share in national imports (%)	3%	20%	
	G5	Relative trade balance (%)	87%	-98%	
	G6	Relative unit value (world average = 1)	1.1	0.6	
	P1	Net exports (in thousand US\$)	496,877	38	-282,697
P2	Per capita exports US\$/inhabitant)	16.9	125	0.1	148
P3	Share in world market (%)	0.11%	78	0.00%	144

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Position in 2009 for Current Index	P4a	Product diversification (N° of equivalent products)	3	137	9	73
	P4b	Product concentration (Spread)		107		126
	P5a	Market diversification (N° of equivalent markets)	10	44	2	134
	P5b	Market concentration (Spread)		74		129
	C1	Relative change of world market share p.a (%)	0.0425%	-	-0.1810%	
Change 2005 - 2009 for Change Index	C1a	Competitiveness effect, p.a. (%)	0.0654%	132	-0.1813%	148
	C1b	Initial geographic specialisation, p.a. (%)	0.0024%	87	0.0474%	16
	C1c	Initial product specialisation, p.a. (%)	0.0460%	133	-0.0880%	140
	C1d	Adaptation effect, p.a. (%)	0.0664%	35	0.0408%	36
	C2	Matching with dynamics of world demand		126		91
Indicators included in chart	A	Absolute change of world market share (% points p.a)	0.0058%	140	-0.0003%	101
	P	Average Index: Current Index		81		141
	C	Average Index: Change Index		137		98

# UPTAKE OF MARKET ANALYSIS TOOLS

- Usage grown from about 30 national licences (2,500 users) in 2002 to **120,000 registered users in 218 countries and territories in 2010**
- ITC client survey - tools are most relevant and most used of ITC services
- Capacity building : 350 face-to-face workshops from 2004 to 2010 (average of 50 per year) in 110 countries, with 8600 individuals trained
- ITC's now collecting data directly from national institutions (only HS6 trade data comes from UNSD) - more current and more detailed data
- Data sharing between ITC, WTO, UNCTAD, World Bank etc
- ITC data and analysis used in World Bank's World Trade Indicators, WEF's Global Enabling Trade Report, GTAP, MDG monitoring etc



# UPTAKE OF TRADE PERFORMANCE INDEX

- More limited target group than Trade Map, MAcMap, Investment Map
- More technical
- Low cost as a by-product of ITC's market analysis tools
- Up-to-date indicators on sector-specific outcomes and results of market forces for all countries

# Purpose of Uganda AfT Survey

- Exercise to identify linkages between Aid for Trade flows and Ugandan trade flows
- Mapping of result chains from a business perspective in terms of
  - key determinants of competitiveness,
  - AfT flows into these areas
  - Improvement of services these areas
  - Change in actual export performance
- Attempt to understand and overcome disconnect in AfT taxonomie between business sector and AfT providers



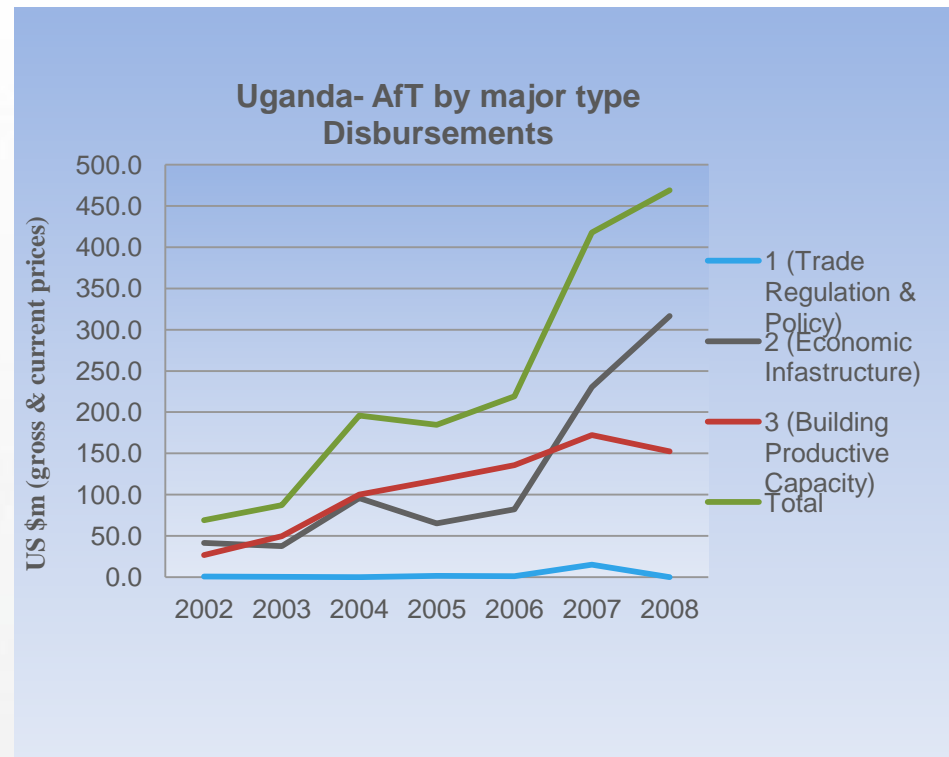
# Approach of Uganda AfT Review

- In 2010, ITC and the Uganda Export Promotion Board (UEPB) undertook a detailed survey of 20 trade associations/institutions and 100 enterprises to assess the impact and effectiveness of AfT, using stratified random sampling
- Two interlinked questionnaires, administered through face-to-face interviews, were developed for:
  - Exporting companies
  - Associations
- Both questionnaires are based on AfT categories to match aid flows to export flows and business sector opinion on AfT.



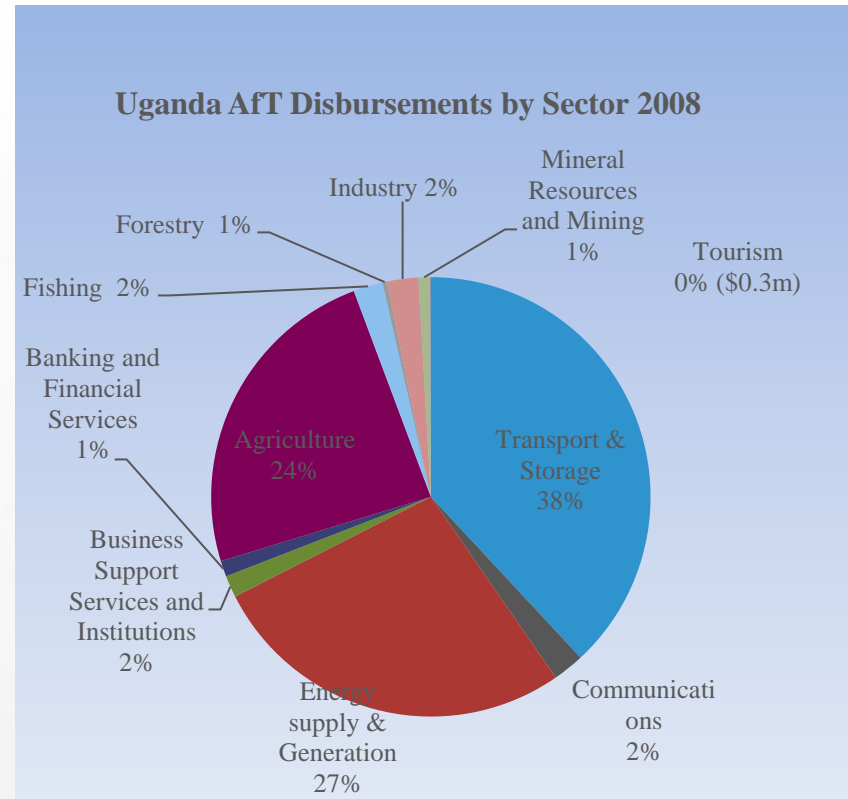
# Aid for Trade Flow to Uganda

- According to the OECD, Uganda has received a growing amount of Aid for Trade which reached an estimated US\$ 460 million in 2008, equivalent to just over one quarter of ODA.



# Aid for Trade Flow to Uganda (continued)

- Data on the sectoral distribution of Aid for Trade (in disbursement terms) reveal that in 2008 the largest share was absorbed by transport and storage (38%), followed by energy (27%) and agriculture (24%). All other sectors accounted for just 11% .
- There is measurable increase in exports of agriculture, fisheries and industrial products. Export of services, notably, transport has also shown considerable increase.



## Uganda Export Value and Aid for Trade Received, 2005/2008

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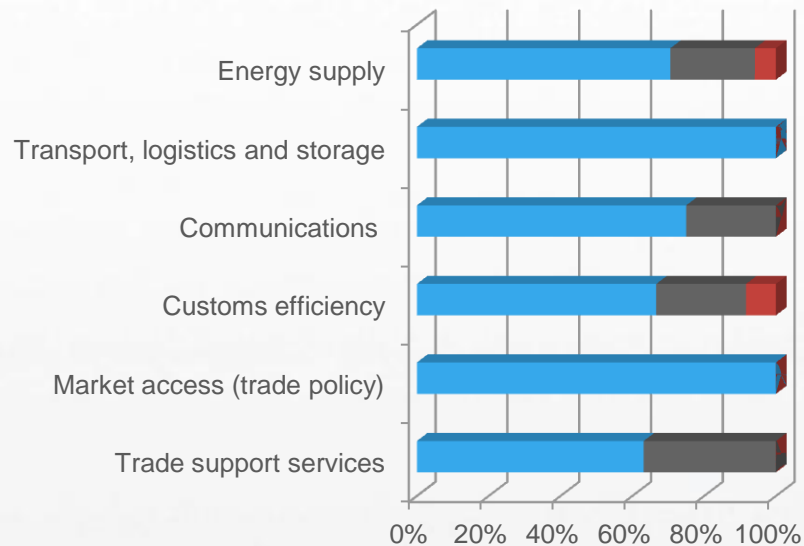
Sector	Export Value (US \$ mn. 2005)	Export value (US \$mn. 2008)	Growth (%) (2005-2008)	Aid for Trade received (US \$mn 2008)
<b>Goods</b>				
Agriculture	412	870	111	110
Fishing	140	119	-15	10
Forestry				5
Minerals, Mining	55	88	61	5
Industry	130	585	349	10
Other goods	75.8	62.3		
<b>Total Goods</b>	<b>812.8</b>	<b>1724.3</b>		
<b>Services</b>				
Transport	11	52	373	175
Communications	18	28	55	10
Banking, Finance	11	19	73	5
Business Support				10
Energy				124
Tourism				
Other services	461.8	624		
<b>Total services</b>	<b>501.8</b>	<b>723</b>		<b>324</b>
<b>TOTAL</b>	<b>1314.6</b>	<b>2,447.30</b>		

# Results of Business Survey

Associations and companies have noted improved services in areas, energy, transport, telecommunications and business support services. Increased AfT in these areas are important factors in the improved competitiveness of exports.

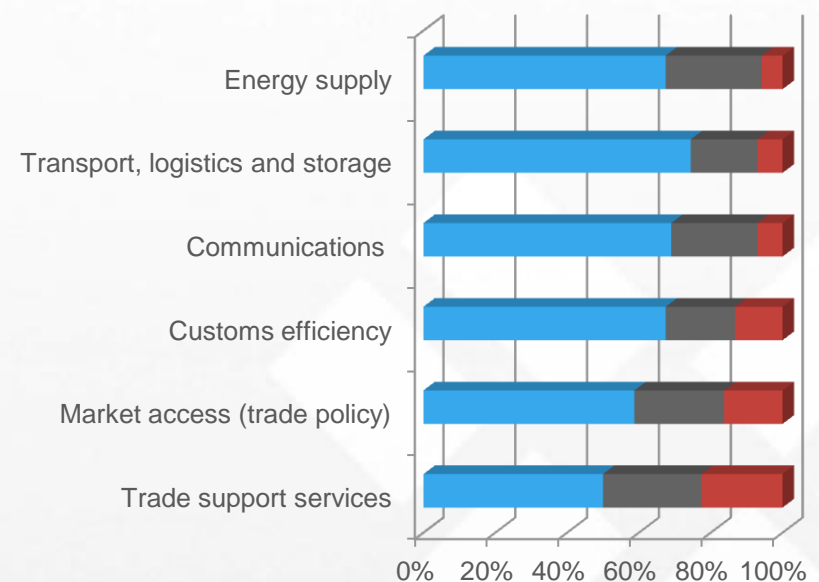
**Question: assess the impact of various factors on the ability to export.**

## Trade Associations Perceptions:



■ Strong impact   ■ Some impact   ■ No impact

## Companies Perceptions:

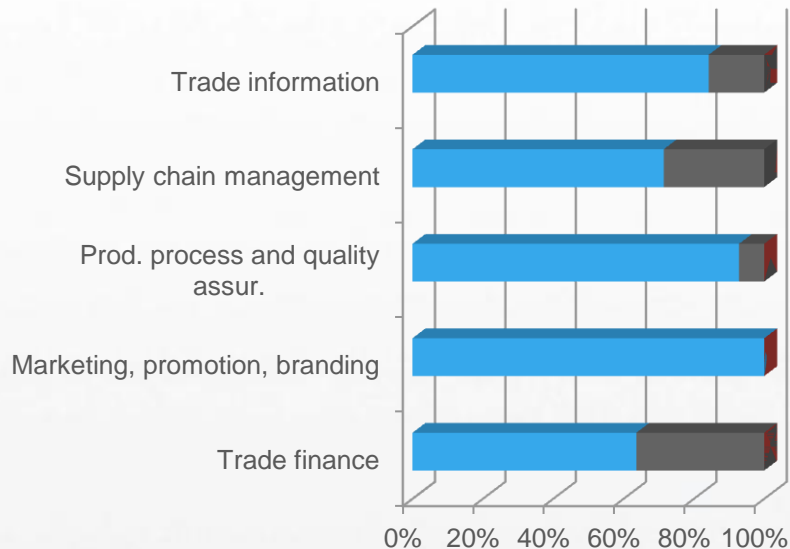


■ Strong impact   ■ Some impact   ■ No impact

# Results of Business Survey (continued)

**Question: What is the perceived impact of services on the ability to export?**

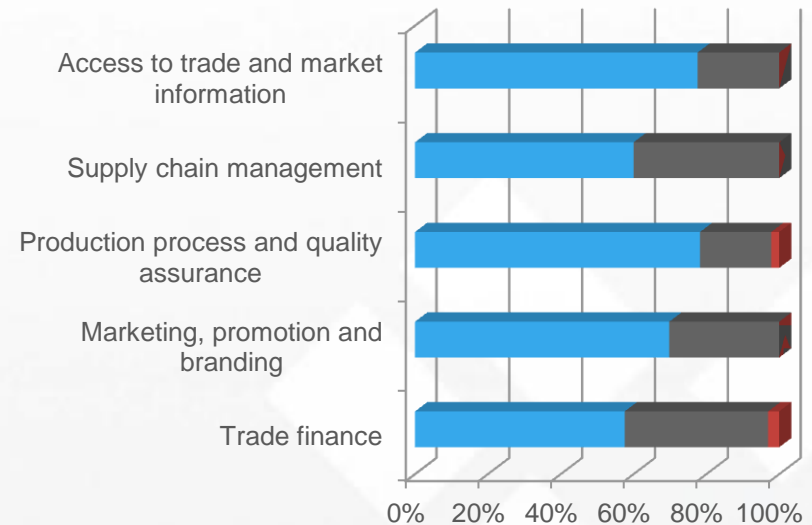
**Perceived impact of services according to associations**



■ Strong impact    ■ Some impact    ■ No impact

**Question: What is the perceived impact of the quality of services on the ability to export?**

**Perceived change in quality of services according to Ugandan companies**



■ Improved    ■ Stayed the same    ■ Deteriorated



## Some Lessons

- Major difficulties in harmonizing AfT taxonomy
- Need to look at result chains in the missing middle
- Survey confirms usefulness of consulting exporters and small businesses on the effectiveness of AfT.
- Future surveys should combine a cross-sectoral mapping of AfT and sector-specific close-ups or case stories in order to obtain detailed feedback on the types and uses of AfT and correlate these findings with export outcomes.

# OTHER INDICATORS

- Institutionalized PPP, e.g. export councils, competitiveness councils, etc
- participatory national export strategy formulation
- benchmarking of trade support institutions