TRADE COMPETITIVENESS MAP

Benchmarking national and sectoral trade performance

TRADE PERFORMANCE INDEX

Trade and Market Intelligence Section

Division of Market Development

International Trade Centre

Table of Contents

Table of Figures

Table of Graphs

NOTES AND DISCLAIMER

This resource offers comprehensive explanations of trade performance indicators developed by the ITC's Trade and Market Intelligence Section (TMI). This document was prepared by Mr. Kerfalla CONTE, which stemmed from collective efforts among various TMI's team members under the overarching guidance of Mr. Mondher MIMOUNI, the section's Chief.

This publication has not been formally edited by the International Trade Centre. The designations employed and the presentation of material in this paper do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any country, territory, city, or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Please note that the trade statistics in Trade Performance Index undergo annual updates. These updates may generate varying figures or trends from what is seen in this User Guide; however, the principles and applications of Trade Performance Index remain the same. Comments and suggestions for amelioration are welcome. Please contact the Trade and Market Intelligence Section at email: marketanalysis@intracen.org

CHAPTER 1 – INTRODUCTION

1.1. Overview

In the past few years, the concept of competitiveness has appeared to be a new "pillar" in economic development. Competitiveness captures the awareness of both the limitations and challenges posed by global competition, at a time when effective government action is constrained by budgetary constraints and the private sector faces significant barriers to competing in domestic and international markets.

Strategic market research is used to gauge the effectiveness of national and sectoral trade performance and identify priority products and markets for trade development, both in the public and the business sectors. It is an indispensable part of trade promotion and development. At the national level, governments need to monitor trade performance in order to provide adequate trade policy support. Trade support institutions (TSIs) have to set priorities in terms of sectors, partner countries and methods in order to most efficiently utilize limited resources. Firms need to scan the world market for product and market diversification opportunities. However, undertaking strategic market research is not a simple task:

- **How do you assess sectoral trade performance?**
- **How do you identify priority products for export promotion?**
  How do your export products rank in terms of international demand?
- **What is the composition of your import portfolio?**
  What are the alternative sources of supply for your imports?
- **In what markets do you have a significant trade potential?**
- **What are your major export and import product groups? How have they evolved?**
- **How reliable are your country's trade statistics? What are the special characteristics in the way a country reports its trade statistics that you should know?**

Once you try to answer these questions through the tool we are about to present to you, there is the possibility of going one step further for complementary information: for example, you could analyse yourself, through the results obtained, the impacts of trade barriers (tariffs and non-tariffs measures) and trade agreements on the direction of a country's trade, using for instance the Market Access Map or other Market Analysis Tools[1] at your disposal at the International Trade Centre (ITC) Website. This, however, will not be the subject of the following user guide which will take you through an in-depth explanatory presentation of the Trade Competitiveness Map, with a particular focus on the Trade Performance Index (TPI).

1.2. Why use Trade Competitiveness Map

The International Trade Centre UNCTAD/WTO (ITC) has developed from the previous Country Market Analysis Profiles (Country Map) the new Trade Competitiveness Map in order to answer these and related questions with the explicit objective of facilitating strategic market research, monitoring national trade performance as well as designing and prioritizing the trade development programs of both the business sector and trade support institutions.

Trade Competitiveness Map addresses strategic market research from a country perspective and is available on ITC's Internet Web site http://www.intracen.org. This Map includes a country's Trade Performance Index, National Export Performance and National Import Profile, and Trade Statistics and the Reliability of Trade Statistics.

Although the business community remains an indispensable source for such information, it does not always have readily available or unbiased answers. Some private consultancy firms gather large amounts of market research information, which is available for a substantial fee. There is much information available in the

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[1] The International Trade Centre has developed five web portals: Trade Map, Market Access Map, Investment Map, Standards Map and Trade Competitiveness Map (which can be directly accessed to through the ITC website) to enhance the transparency of global trade and market access and to help users in their market analyses.

public domain as well, if you know where to find it. However, the information and tools offered by ITC's Trade Competitiveness Map are unique in terms of their coverage, methodological approach, and accessibility.

1.3. Product Nomenclature and Data Sources

1.3.1. Product Nomenclature

Trade Performance Index is based on the Standard International Trade Classification (SITC), Revision-3, while National Export Performance and National Import Profile are based on the Harmonized System (HS) 1996 edition.

The Standard international trade classification is a product classification of the United Nations (http://www.unstats.un.org) used for external trade statistics (export/import values and volumes of goods), allowing international comparisons of commodities and manufactured goods. The groupings of SITC reflect: the production materials; the processing stage; market practices and uses of the products; the importance of the goods in world trade and technological changes. The main categories are food, drinks and tobacco (Sections 0 and 1 - including live animals); raw materials (Sections 2 and 4); energy products (Section 3); chemicals (Section 5); machinery and transport equipment (Section 7); and other manufactured goods (Sections 6 and 8).

The Harmonized System, on the other hand, is an international nomenclature for the classification of products published by the World Customs Organization (http://www.wcoomd.org). It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the Harmonized System (HS) for classifying goods is a six-digit code system. The HS comprises approximately 5,300 article/product descriptions that appear as headings and subheadings, arranged in 99 chapters, grouped in 21 sections. The six digits can be broken down into three parts. The first two digits (HS-2) identify the chapter the goods are classified in, e.g. 09 = Coffee, Tea, Maté and Spices. The next two digits (HS-4) identify groupings within that chapter, e.g. 09.02 = Tea, whether or not

flavoured. The next two digits (HS-6) are even more specific, e.g. 09.02.10 Green tea (not fermented)... Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS).

Beyond the six-digit level, the classification becomes national. Countries are free to introduce national distinctions for tariffs by adding more digits to make the HS classification of products even more specific. This greater level of specificity is referred to as the national tariff line level. For example Canada adds another two digits to its exports and imports to classify them in greater depth and the code 09023010 is the code for black tea, packaged as tea bags**.**

1.3.2. Sources of information

Different sources of information are contained in Trade Competitiveness Map. First, Trade Competitiveness Map is based on the world's largest database of trade statistics, COMTRADE, maintained by the United Nations Statistics Division (UNSD) - http://unstats.un.org/unsd/comtrade. COMTRADE covers more than 90% of world trade or around 160 countries. Trade Competitiveness Map is able to present data for an even larger number of countries and territories (around 180) by using both reported and mirror statistics.

Reported data and mirrors statistics

Annual data is available not only for countries that report their own trade data, but also for the primarily low-income countries that do not report national trade statistics to COMTRADE. The trade of these countries has been reconstructed on the basis of data reported by partner countries or mirror statistics. Although using mirror statistics has its shortcomings (see *Annex I*), it does generate a wealth of information, which would otherwise be unavailable. Mirror statistics are a second-best solution being better than having no data at all. This mix of direct and mirror statistics gives the best estimation of the worldwide market for all products.

1.4. Access to the tool

Thanks to financial contributions from World Bank and ITC's Global Trust Fund, ITC has been able to provide free access to its market analysis tools to users in developing countries.

ITC is delighted to be able to respond to the growing demand for online access to its trade intelligence tools.

Users in developing countries and economies in transition, can register to ITC market analysis online tools through a common registration portal at https://mas-admintools.intracen.org/accounts/registration.aspx

For users in developed countries, the tools are available on a subscription basis. You may want to first register online for a one-week free trial to familiarise yourself with the tools. Please visit our web page for more information on subscription option and fees https://mas-admintools.intracen.org/Accounts/OptionsFees.aspx

CHAPTER 2 – HOW TO USE

2.1. How to enter the database

By typing the URL address https://tradecompetitivenessmap.intracen.org into your Internet Address bar. Hereinafter the screen shots will always be of the generic English version of the tool.

This guide's aim will be to present the functioning of the Trade Performance Index application. In order to have additional information on the other modules of Trade Competitiveness Map, please consult the respective downloadable User Guides.

CHAPTER 3 – TRADE PERFORMANCE INDEX

3.1. Purpose

The International Trade Centre (ITC) developed the Trade Performance Index to assess and monitor the dimensions of export performance by sector and by country. At present, the TPI covers almost 180 countries and 14 different sectors. It reveals how competitive and diversified a particular export sector is in comparison to those of other countries. The TPI covers basic performance characteristics, bringing out gains and losses in world market shares and shedding light on the factors behind these changes, as well as monitoring the diversification of export products and markets. Although the TPI is limited by its purely quantitative approach, it does provide a systematic overview of a country's sectoral export performance and comparative and competitive advantages.

3.2. Concept

For each country and each sector, the TPI provides:

1. A general profile,
2. Indicators of a country's current position, essentially a static view or photograph of the country's most recent export performance,
3. Indicators of a country's change in export performance that capture major trends over the recent past.

The TPI consists of 24 quantitative performance indicators. For ease of reference, these indicators are presented in absolute terms and serve to rank the countries covered. In sum, the TPI positions the export sectors of countries on an export competitiveness ladder, both from a static and a dynamic perspective.

3.3. TPI main menu

Figure 1. TPI homepage

The figure above shows the TPI homepage. On the upper left-hand side there is a menu bar from which you can access to other modules of the Trade Competitiveness Map application by clicking on the respective module. The interface of the TPI module is composed of three drop-down menus to select a/many country(ies), Time and Sector(s), the indicators table and the "options" links (graph editor, technical notes, export data function).

In order to open and consult the TPI (and indicators) technical notes, you simply have to click on the respective link.

3.3.1.   How to select a country or a group of countries, and a sector or a group of sectors

You first have to choose the type of analysis you wish to conduct. With the TPI application, you have the possibility to analyse at the same time one specific sector for a single or a group of countries, or to analyse several sectors for a single country.

For instance, if you want to examine a single country, simply select the country mode classification just below the tools menu, indicated by an arrow in the following picture.
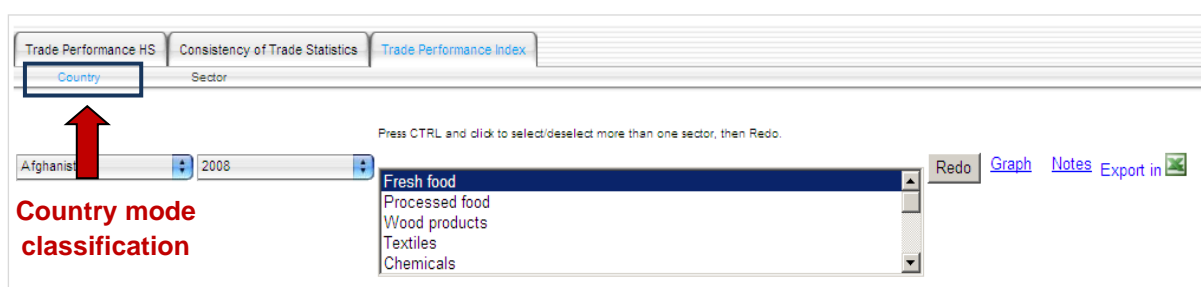
With this mode, you can analyse, for a single country in a specific year, more than one sector just by selecting the different sectors of your choice (by pressing the Ctrl-key on your keyboard) from the Sector drop-down menu.

For example, if you want to compare the Textile and the Chemical sectors for Slovenia in 2007, you have to select Slovenia in the Country menu, 2007 in the

Time-menu, Textile and Chemicals (by pressing the Ctrl-key) in the Sector menu. You then click on the "Redo" button in order to obtain the results (See Fig.2 p.10).
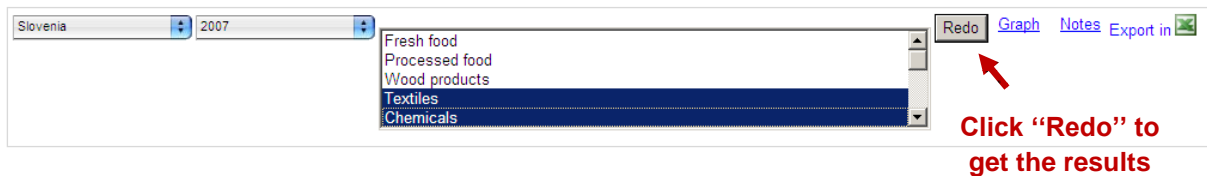
On the other hand, if you are interested in evaluating performances of a specific sector in several countries, you have to select the Sector mode classification.

For example, if you want to compare Textile sectors performance in Slovenia, Slovakia and Sierra Leone in 2008, you have to select Textile in the Sector menu, 2008 in the Time menu, and Slovenia, Slovakia and Sierra Leone (by pressing the Ctrl-key) in the Country menu. To view the results, press the "Redo" button (See Fig.3 p.11).

Figure 2. Multiple sector selection

Trade Performance Index (by Sector): Slovenia (2007)

		Indicator's Description	Textiles (Value)	Textiles (Rank)	Chemicals (Value)	Chemicals (Rank)
	N	Number of exporting countries for the ranking in the sector	382		455	
	G1	Value of exports (in thousand US$)	482,324		4,270,999	
	G2	Export growth in value, p.a. (%)	-1%	49	20%	67
General Profile	G3	Share in national exports (%)	2%		16%	
	G4	Share in national imports (%)	2%		14%	
	G5	Relative trade balance (%)	7%		3%	
	G6	Relative unit value (world average = 1)	1.8		1.1	
	P1	Net exports (in thousand US$)	62,235	20	268,305	20
	P2	Per capita exports US$/inhabitant)	238.6	3	2,116.3	10
	P3	Share in world market (%)	0.25%	38	0.28%	39
Position in 2007 for Current Index	P4a	Product diversification (N° of equivalent products)	15	58	9	75
	P4b	Product concentration (Spread)		42		47
	P5a	Market diversification (N° of equivalent markets)	8	41	17	15
	P5b	Market concentration (Spread)		36		38
	C1	Relative change of world market share p.a (%)	-0.0025%		0.0220%	
	C1a	Competitiveness effect, p.a. (%)	-0.0128%	54	0.0037%	69
Change 2003 - 2007 for Change Index	C1b	Initial geographic specialisation, p.a. (%)	-0.0010%	67	0.0246%	48
	C1c	Initial product specialisation, p.a. (%)	0.0038%	62	-0.0049%	101
	C1d	Adaptation effect, p.a. (%)	0.0076%	46	-0.0014%	79
	C2	Matching with dynamics of world demand		109		95
	A	Absolute change of world market share (% points p.a)	-0.0006%	58	0.0055%	31
Indicators included in chart	P	Average Index: Current Index		18		15
	C	Average Index: Change Index		102		97

Figure 3. Multiple Country selection

Trade Performance Index (by country): Textiles (2008)

		Indicator's Description	Sierra Leone (Value)	Sierra Leone (Rank)	Slovakia (Value)	Slovakia (Rank)	Slovenia (Value)	Slovenia (Rank)
	N	Number of exporting countries for the ranking in the sector	251		251		251	
	G1	Value of exports (in thousand US$)	2,082		836,979		482,324	
	G2	Export growth in value, p.a. (%)	2%	85	9%	44	-1%	49
General Profile	G3	Share in national exports (%)	1%		1%		2%	
	G4	Share in national imports (%)	2%		2%		2%	
	G5	Relative trade balance (%)	-71%		-17%		7%	
	G6	Relative unit value (world average = 1)	1.4		1.3		1.8	
	P1	Net exports (in thousand US$)	-10,028	29	-354,189	83	62,235	20
	P2	Per capita exports US$/inhabitant)	0.4	122	154.8	16	238.6	3
	P3	Share in world market (%)	0.00%	128	0.34%	36	0.25%	38
Position in 2008 for Current Index	P4a	Product diversification (N° of equivalent products)	5	102	29	29	15	58
	P4b	Product concentration (Spread)		118		47		42
	P5a	Market diversification (N° of equivalent markets)	2	119	8	48	8	41
	P5b	Market concentration (Spread)		114		49		36
	C1	Relative change of world market share p.a (%)	-0.0334%		0.0219%		-0.0025%	
	C1a	Competitiveness effect, p.a. (%)	-0.0074%	53	0.0183%	40	-0.0128%	54
Change 2004 - 2008 for Change Index	C1b	Initial geographic specialisation, p.a. (%)	-0.0080%	93	-0.0036%	80	-0.0010%	67
	C1c	Initial product specialisation, p.a. (%)	-0.0055%	82	0.0008%	67	0.0038%	62
	C1d	Adaptation effect, p.a. (%)	-0.0125%	86	0.0065%	45	0.0076%	46
	C2	Matching with dynamics of world demand		62		118		109
	A	Absolute change of world market share (% points p.a)	0.0000%	60	0.0068%	19	-0.0006%	58
Indicators included in chart	P	Average Index: Current Index		124		29		18
	C	Average Index: Change Index		76		108		102

3.3.2. How to create a Graph

With the TPI application, it is possible to create graphs simply clicking on the "Graph" button at the right of the drop-down menu as indicated in the following picture.
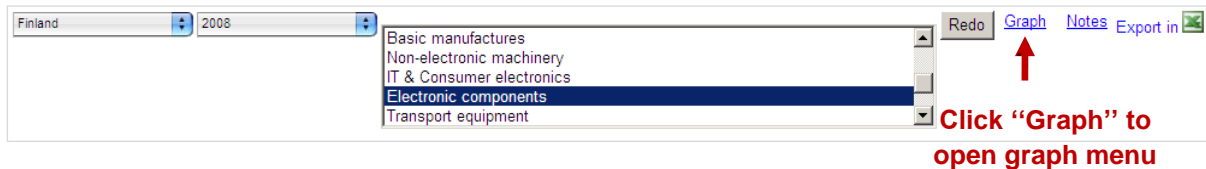
Graph 1. On- sector graph example.
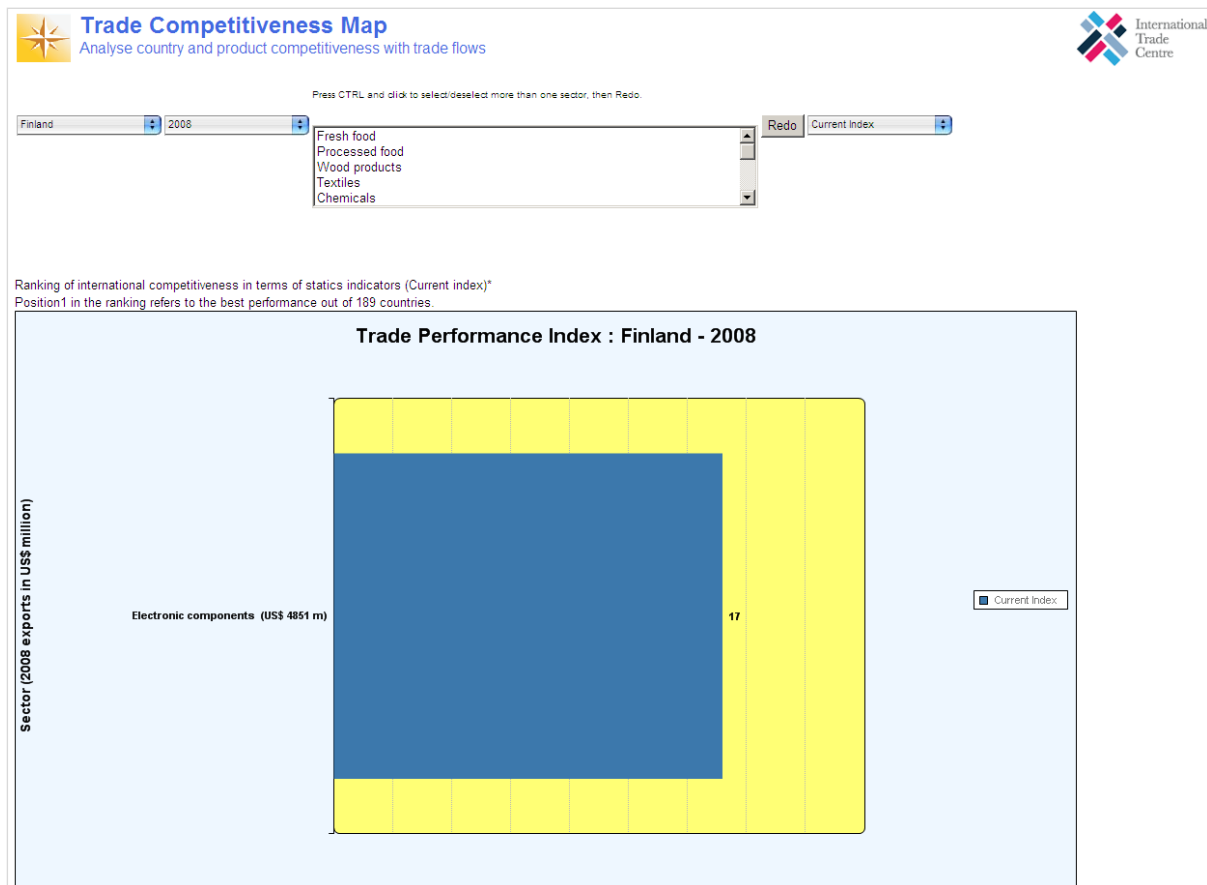
In order to obtain a graph with more than one object displayed, you have to select (by pressing the Ctrl-key) the sectors (countries) you want to compare simultaneously. The graph corresponding to your multiple-query in the selection menu will be displayed after you click on "Redo".

For instance, the example below shows how to obtain from the graph-page a comparison of "Basic manufactures", "IT & Consumer electronics" and "Electronic components" sectors for Finland in 2008.
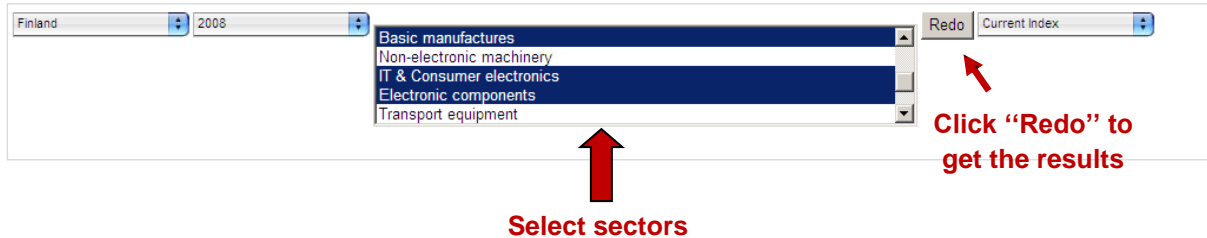
Graph 2. example of sectors comparison.
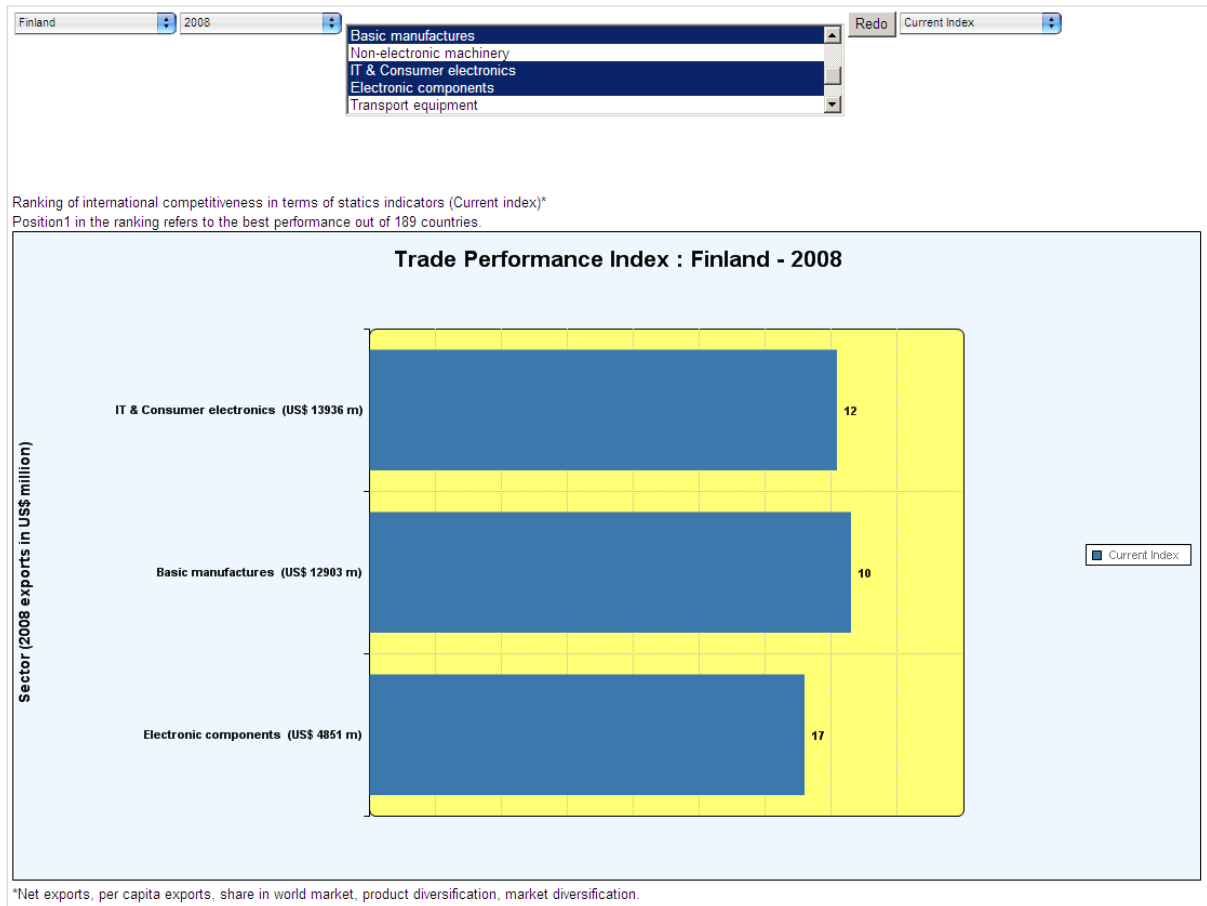
How to display Change index and compare both indexes in the same graph

After creating a graph, you can change the index displayed (Current Index is chosen by default) or combine it with Change Index: in order to do that, you simply have to select the option you want in the drop-down menu as shown in the following picture.

Select the index to display
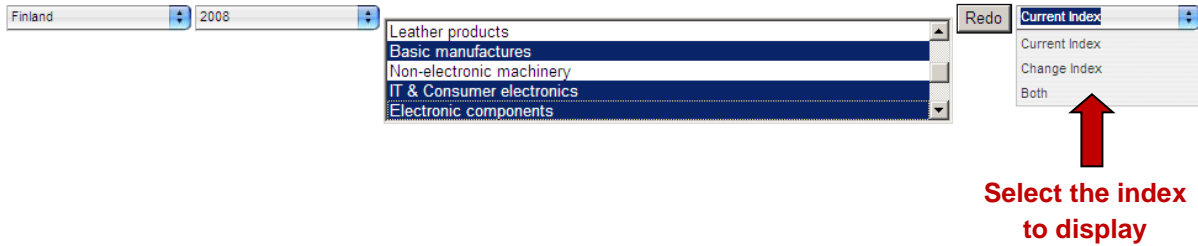
Graph 3. Example of indexes comparison (Current and Change index taken together).
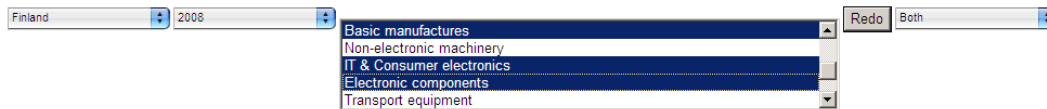
Ranking of international competitiveness in terms of statics indicators (Current index)*
and the change in world market share (percentage points)**
Position1 in the ranking refers to the best performance out of 189 countries.
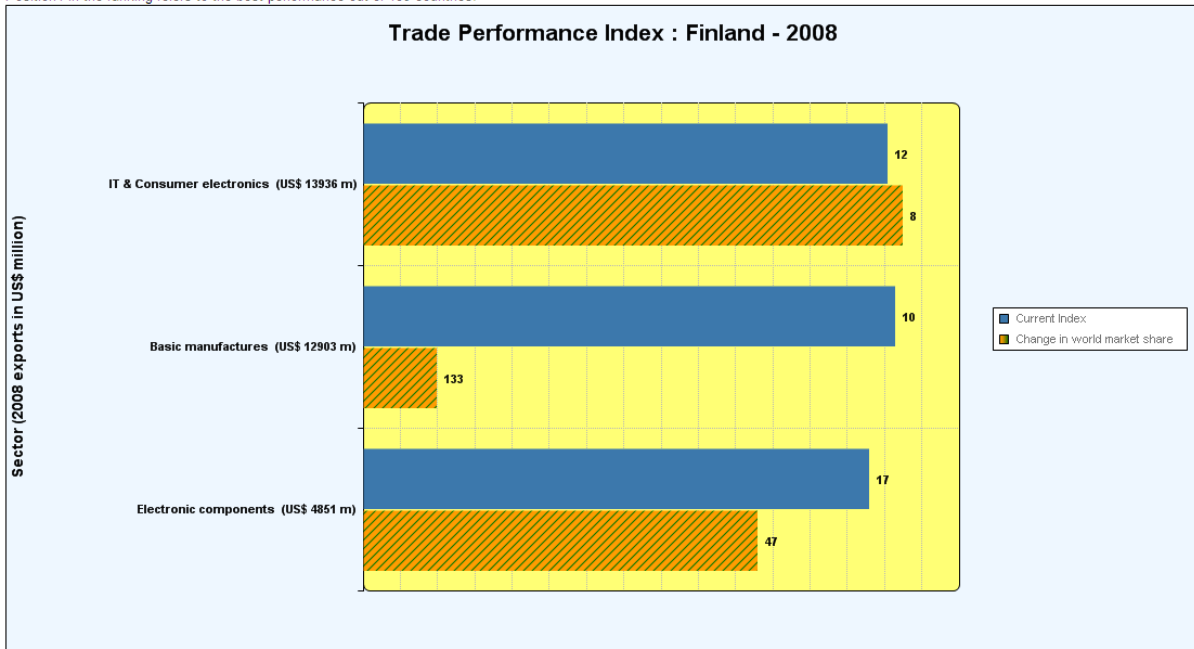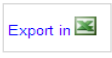
*Net exports, per capita exports, share in world market, product diversification, market diversification.
** Absolute change of world market share (% points p.a)

For more information on Current Index and Change Index, refer to Chapter 4, Section 4.1 p.19.

3.3.3. How to export data

With the TPI application, it is possible to export data in Microsoft Excel by simply clicking on the [Export in] link at the right of the drop-down menu, as shown in the following picture.

**to export data
in Excel**
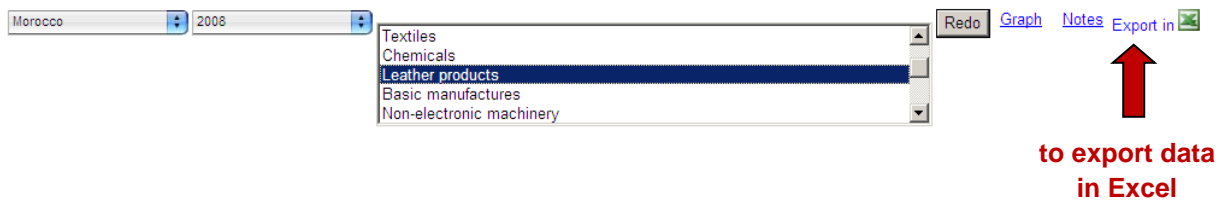
This way, you can generate all the data in one table, which will render easy the analysis of trade statistics and the production of various graphs.

CHAPTER 4 – TRADE PERFORMANCE INDICATORS

How do you assess sectoral trade performance?

4.1. Methodology

The Trade Performance Index (TPI) is a tool for assessing and monitoring the multi-faceted dimensions of the export performance and competitiveness of countries and their principal export sectors. This is done by calculating the level of competitiveness and diversification of a particular export sector using comparisons with other countries. The TPI monitors the evolution of export diversification for products and markets.

Besides a Country General Profile, two composite rankings are calculated, one for the overall current position (*Current Index*) of the country and sector under review and the other for the change in performance (*Change Index*).

The composite ranking referring to overall position is based on the following criteria:

- **Value of net exports**
- **Per capita exports**
- **World market shares**
- **Diversification & concentration of products**
- **Diversification & concentration of markets**

The composite ranking referring to changes in performance is based on the following criteria:

- **Change in world market share and its components (Competitiveness effect, Initial geographic specialisation, Initial product specialisation, Adaptation effect)**
- **Matching with dynamics of world demand**

4.2. Analysis Example

This section will deal with the analysis of trade data, using the example of the Turkish economy.

Reviewing the current situation of the country's competitiveness

Initially, you could use Trade Competitiveness Map to capture a general picture of the Turkish economy's competitiveness. In order to do so, you have to select "Turkey" in the Country menu from the TPI homepage, and all 14 sectors (by pressing the Ctrl-key) in the Sector menu.

The results of the TPI are presented both in tabular and chart formats. For each of the sectors shown here, in which Turkey is an active exporter[2], Graph 4 presents the composite rankings while Table 1 shows the performance indicators for the top three sectors. These indicators are grouped vertically into a general profile, the current position in the last year available, and the change between the last 5 years available, with both their values and rankings summarized in one column for each sector.

Additional information on the indicators in terms of what they mean, how they are calculated, and how they are weighted in the composite rankings, are available on the downloadable Technical Notes file.

Graph 4 clearly shows how the various sectors rank on a global scale, and which among Turkey's export sectors shown in this example is the most competitive in terms of its current position in the year examined, or the evolution over the last five-year period. In terms of the Current Index, these export sectors ranked between 3

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[2] A Country is considered an active exporter in a sector if it exceeds a certain threshold of exports (one hundred thousand US$). If the sector does not reach the minimum trading volume, this is omitted from the country report and there will not be available information and indicators.

and 11 for the sectors under review. In terms of the Change Index, these sectors ranked from 12 to 92.

Of particular interest is the change in world market share. Line C1 in Table 1 not only indicates the overall change in market share, but also its sources. Does the change in market share primarily reflect increased competitiveness or adaptation to changes in international demand, or is it merely the result of the right initial specialization on the most dynamic product within the sector or the most dynamic target markets? These four sources of change in market share are additive, their sum being equal to the overall change in market share. For Transport equipment sector in particular, Turkey has increased in market share by almost 0.1% due to increased competitiveness.

Graph 4.Composite Rankings of Turkey

Ranking of international competitiveness in terms of statics indicators (Current index)*
and the change in world market share (percentage points)**
Position1 in the ranking refers to the best performance out of 189 countries.

Trade Performance Index : Turkey - 2008

Sector (2008 exports in US$ million)

Sector	Current Index	Change in world market share
Basic manufactures (US$ 27715 m)	15	2
Transport equipment (US$ 20896 m)	11	6
Clothing (US$ 13590 m)	3	120
Minerals (US$ 9817 m)	72	16
Textiles (US$ 9399 m)	4	3
Non-electronic machinery (US$ 8608 m)	31	9
Chemicals (US$ 7499 m)	33	16
Electronic components (US$ 7276 m)	23	5
Miscellaneous manufacturing (US$ 6550 m)	36	11
Processed food (US$ 5869 m)	16	13
Fresh food (US$ 5222 m)	42	161
IT & Consumer electronics (US$ 2338 m)	62	97
Wood products (US$ 1585 m)	46	9
Leather products (US$ 636 m)	27	16

Legend:
- Current Index
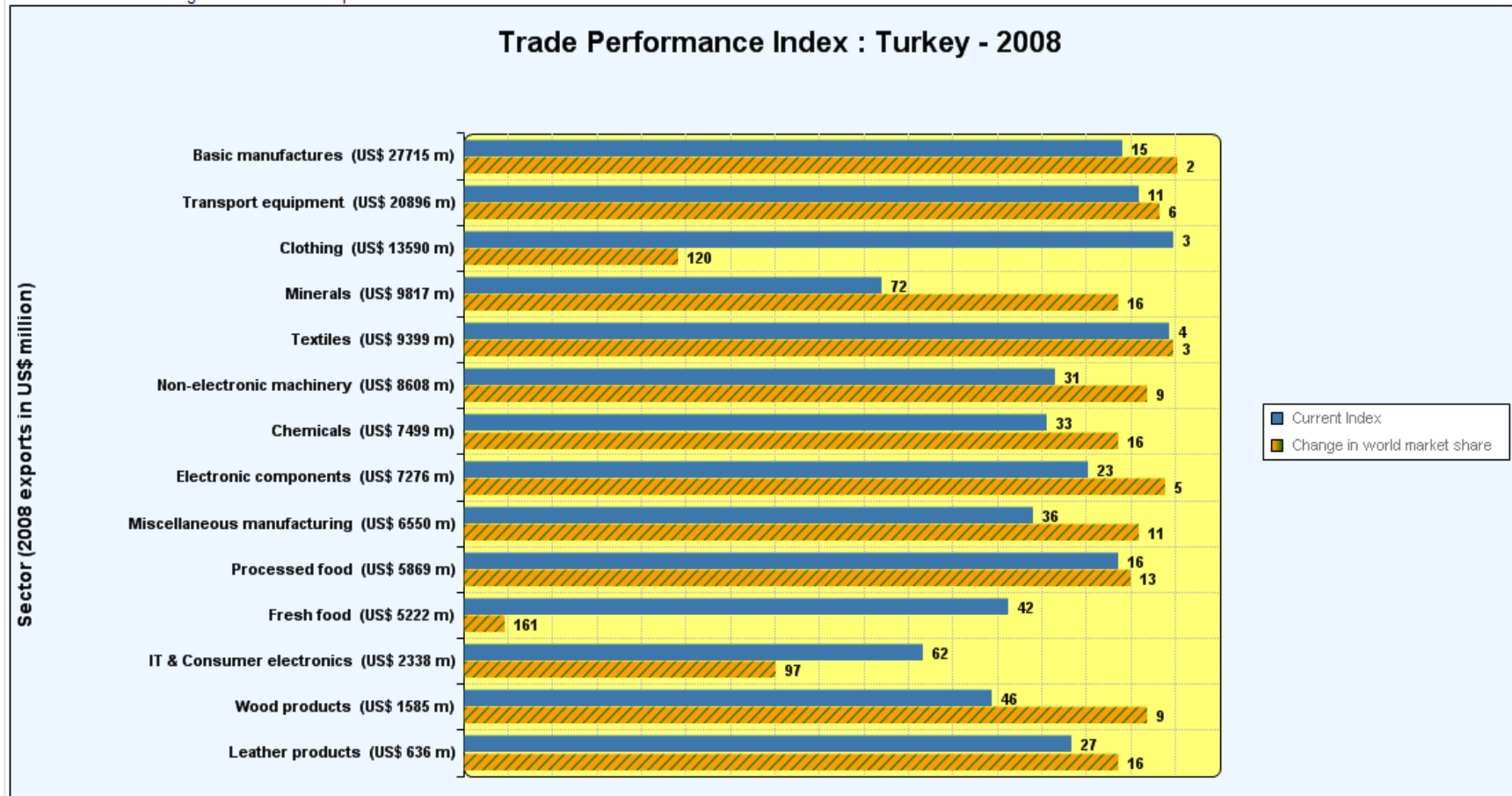- Change in world market share

Table 1. Performance Indicators for the top three Turkish sectors

		Indicator's Description	Textiles	Textiles	Transport equipment	Transport equipment	Clothing	Clothing
			(Value)	(Rank)	(Value)	(Rank)	(Value)	(Rank)
General Profile	N	Number of exporting countries for the ranking in the sector	129		135		124	
	G1	Value of exports (in thousand US$)	9,399,132		20,896,458		13,590,586	
	G2	Export growth in value, p.a. (%)	10%	34	22%	57	5%	49
	G3	Share in national exports (%)	7%		16%		10%	
	G4	Share in national imports (%)	3%		7%		1%	
	G5	Relative trade balance (%)	25%		16%		72%	
	G6	Relative unit value (world average = 1)	1.1		0.9		0.8	
	P1	Net exports (in thousand US$)	3,753,078	7	5,768,464	12	11,374,444	3
Position in 2008 for Current Index	P2	Per capita exports US$/inhabitant)	127.2	22	282.7	37	183.9	26
	P3	Share in world market (%)	3.95%	6	1.37%	18	3.88%	4
	P4a	Product diversification (N° of equivalent products)	46	14	10	30	18	64
	P4b	Product concentration (Spread)		14		21		50
	P5a	Market diversification (N° of equivalent markets)	24	6	16	9	10	14
	P5b	Market concentration (Spread)		8		12		10
	C1	Relative change of world market share p.a (%)	0.03%		0.10%		-0.03%	
Change 2004 - 2008 for Change Index	C1a	Competitiveness effect, p.a. (%)	0.03%	31	0.08%	49	-0.03%	52
	C1b	Initial geographic specialisation, p.a. (%)	0.01%	62	0.01%	74	0.00%	70
	C1c	Initial product specialisation, p.a. (%)	0.01%	55	0.01%	71	0.01%	41
	C1d	Adaptation effect, p.a. (%)	-0.01%	79	0.00%	55	-0.01%	59
	C2	Matching with dynamics of world demand		22		68		99
Indicators included in chart	A	Absolute change of world market share	0.11%	3	0.09%	6	-0.15%	120
	P	Average Index: Current Index		4		11		3
	C	Average Index: Change Index		12		63		92

ANNEXES

5.1. Annex I: Single client studies

In addition to Trade Competitiveness Map available on our Web site (http://www.intracen.org), ITC also provides Single Client Studies based on the aforementioned and other tools, along with the expertise of ITC's team of trade economists and industry practitioners. ITC's Trade and Market Intelligence Section (TMI) prepares these studies upon request in the areas of market analysis and trade-related research for governments, trade support institutions, international organizations, research institutions and the business community. These studies are conducted on a cost-sharing basis. Partners that have commissioned single client studies include governments of developing countries and transition economies, trade support institutions, the business sector, research institutes and international development agencies.

TMI has developed particular expertise with respect to the following questions:

For trade support institutions and the public sector

- What are the strengths and weaknesses in national or sectoral trade performance?

- What are priority markets and priority products for trade promotion?

- What is the bilateral or intra-regional trade potential between countries?

- What is the national export potential?

- How will changes in tariff and non-tariff barriers (NTBs) within the country and in major target markets affect the trade performance?

- To what extent do environment-related trade barriers affect the country?

- What is the relation between trade expansion and employment creation?

- How to identify priorities for bilateral and multilateral trade negotiations?

For the business sector

- How competitive is a given sector?

- Who are the major foreign competitors?

- What are the most attractive new export markets?

- What are the market trends and characteristics in specific product markets?

A. Databases

TMI maintains the following databases to support its strategic market research:

TMI	Databases	Description source of data
International Trade Statistic	Time series on exports and imports of over 200 countries for over 5,000 products. The database includes numerous analytical indicators such as growth trends, market shares and unit values.	COMTRADE of the United Nations Statistics Division (UNSD) and national sources.
Tariff and non-tariff barriers	Database of all tariff and NTBs of some 150 countries at the tariff-line level for an assessment of these controls in bilateral or global trade.	Primary country data from UNCTAD's TRAINS database, WTO data on anti-dumping and national data.
Market Prices	Time series of weekly and monthly market prices for several hundred different products in eight product groups.	Direct contact with traders.
Enterprise-level trade statistic of china	Time series of national trade statistics at HS 6-digit level broken down by products, countries, and enterprises and provinces for China and other selected countries.	National sources.
Trade-related indicators	Country-specific quantitative and qualitative indicators relating to trade such as trade-related employment, assessment of trade support services (e.g. financial and customs services), prevalence of corruption, etc.	Other international organizations (e.g. UNIDO) and the World Economic Forum.
Links to trade related websites	Database of over 30,000 Web sites of interest to exporters, importers, producers and trade support institutions classified by product groups and types of sites	Web.

B. Tools

TMI has developed and applied a number of analytical tools for strategic market research. These tools focus on a wide array of issues, such as trade competitiveness, identification of dynamic export products, potential for product and market diversification, bilateral trade potential and the impact of tariff and non-tariff barriers on trade. They are based primarily on export and import data from COMTRADE of the UNSD, the world's largest trade database. The objective of these tools is to provide users with succinct findings and action-oriented analysis based on the most detailed data available and applying state-of-the-art analytical methods.

TMI tools	Description
Trade Performance Index	Comparative assessment and ranking of the trade performance of 14 sectors in 184 countries on the basis of 24 trade-related indicators.
National Export Performance	Three-dimensional bubble chart and table on the dynamics of national export portfolios compared to international benchmarks.
National Import Profile	Three-dimensional bubble chart and table on the dynamics of imported products compared to international benchmarks.
Trade and Employment	Three-dimensional bubble chart and table on the interrelation between trade and employment in the industrial sector.
Trade Sim	Econometric trade model (gravity model) to simulate bilateral trade potential.
Reliability of trade statistics	Comparison of national trade statistics with those of partner countries.
Environmental Trade Map	Assessment of structure and evolution of environment-friendly and risky products in national trade.
Computable general equilibrium model, (developed by the Centre d'Études Prospectives et d'Informations Internationales - CEPII) in collaboration with ITC.	Large-scale econometric model to assess the impact of changes in tariffs and other economic policies on trade, income and employment.

Box 1: Selected Single Client Studies

ITC flagship reports 2010
TradeMap factsheet report: recovery
NTMs
Nepal
ACP
Zambia

Business Sector Institutions P. K. Cornelius (World Economic Forum), Sectoral Trade Performance (Market Analysis Section-International Trade Centre), in The Global Competitiveness Report, 2001 – 2002, M.E.Porter, J.Sachs, J.W.McArthur (Harvard University), P.K.Cornelius, K.Schwab (World Economic Forum) (eds), Oxford University Press, pp.124 - 138.

Trade in IT: the global framework and empirical evidence, Peter Cornelius, F.von Kirchbach and N.Sémine, in: The global information technology report 2002 – 2002, Readiness for the networked world. G.S.Kirkman, P.K.Cornelius, J.Sachs and K.Schwab (eds), forthcoming.

Identification of industries for the North of Suez Special Economic Zone. Study prepared for a group of Egyptian investors, International Trade Centre UNCTAD/WTO, 24 February 1998, 129 p.

Changes in market access to textiles and clothing for developing countries in the post-Uruguay Round context. International Trade Centre UNCTAD/WTO in collaboration with the International Textiles and Clothing Bureau, Geneva, October 1997, 686 p.

Indicators on opportunities for market diversification of Mongolian exports. Study for Techniplan S.p.A. International Consulting, International Trade Centre UNCTAD/WTO, Geneva, September 1997, 82 p.

Mauritius as a regional warehousing and distribution centre for exports to Eastern and Southern Africa, A preselection of products, target markets and exporting countries of particular interest. Prepared for the Mauritius Freeport Authority, International Trade Centre UNCTAD/GATT, Geneva, 2 July 1993.

Governments – Ministries of Trade – Trade Support Institutions

Greece – A market for developing countries and economies in transition. December 2002, 150 p.

Mongolia – Assessment of National Export Potential. March 2002.

United Arab Emirates – Matrix of Tradable Goods. January 2002, 80 p.

Viet Nam – National Export Potential Survey. June 2001, 141p.

Sénégal – Analyse des performances à l'exportation de la demande internationale. November 2000.

Cambodia: Market opportunities and a quantitative assessment of trade potential at the product level; for ESCAP. Bangkok, September 1999, 151 p.

Comparison of bilateral trade statistics between China and the European Union. Joint study by the European Commission, the Customs General Administration of China, and the International Trade Centre UNCTAD/WTO, Geneva, June 1997, 403p.

International demand for exports from the Republic of South Africa. Background materials for the selection of priority export markets, for the Directorate of Foreign Trade Relations, Department of Trade & Industry, Republic of South Africa; International Trade Centre UNCTAD/WTO, 26 July 1996, 70 p.

Trade Opportunities in Southern Africa, An Assessment of the Export Potential of SADC Countries with respect to the Southern African Customs Union. ITC, Geneva, January 1996, 100 p
.
Survey of China's Foreign Trade: An analysis of China's export and import data at the enterprise level. International Trade Centre UNCTAD/WTO, Geneva 1995, 130p.

International Organizations

Assessing Trade Capacity in Eastern Africa: Study I - The Role of Trade Support Services in International Business Development: An Analysis of the Export Performance of Six African Countries. 148 p; Study II - The Role of Trade Support Services in International Business Development: An Analysis of Company and Business Association Surveys. 47 p.; Study III - Comparative analysis of Trade-Related Business Services: A Bibliographical Review and Case Studies. 73 p. For the OECD Development Centre, 2001.

Identification of trade opportunities among and within Central Africa, ECOWAS, COMESA, North Africa and SACU: An assessment of the export potential for intra-African trade. International Trade Centre UNCTAD/WTO in collaboration with the Organization of African Unity, Geneva, draft, July 1996, 211p.

International trade and employment: an analysis of international trade patterns in selected industries characterized by different types of commodity chains. Joint research programme between the International Institute for Labour Studies and the International Trade Centre UNCTAD/WTO, Geneva, 30 April 1996, 110 p.

International Trade Development Programmes

Identifying new market opportunities for Egyptian exporters in the Gulf Sub-Region, USAID 2001, 70 p.

LDC's trade – An analytical note. Paper for Third United Nations Conference on the LDCs, Brussels 16 May 2001, 30 p.

Bulgarie – Performances nationales des exportations et demande internationale. Pour SIPPO, Suisse, May 2000, 144 p.

A Quantitative Assessment of the Export Performance of Bhutan. 1999, 99 p.

Bilateral Trade Map: Identification of Products with Untapped Trade Potential, from Peru to the EU and to Switzerland. International Trade Centre UNCTAD/WTO, Geneva, 1999.

Strengthening of Trade-Related Negotiation and Programme Design Capacity of IGAD Member States within the Framework of the Multilateral Trading System and Regional Cooperation Efforts country studies on Djibouti, Eritrea, Ethiopia, Kenya, Somalia, Sudan and Uganda. For USAID, 1999.

Enhancing exports from Southern Africa to Greece: Indicators for the identification of untapped trade potential. International Trade Centre UNCTAD/WTO, Geneva, October 1997, 23 p.

International demand for artisanal products from 22 low-income countries. Prepared for the International Symposium on "Crafts and the International Market: Trade and customs codification", 6-8 October 1997, Pasay City, Philippines, International Trade Centre UNCTAD/WTO, Geneva,
September 1997, 94 p.

Trade in the Southern African Development Community: What is the potential for increasing exports to the Republic of South Africa? Prepared for the project "Economic development and regional dynamics in Africa: Lessons from the East Asian experience", UNCTAD, Geneva, October 1997.

Enhancing trade between Southern China and the Indo-Chinese Sub region - An assessment of the trade potential between China and in particular Yunnan Province with Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam. International Trade Centre UNCTAD/WTO, draft, July 1996, 160 p.

Enhancing trade within the Central American Common Market, Identification of priority products for the promotion of intra-regional trade in Central America. International Trade Centre UNCTAD/WTO, Geneva, August 1996, 232 p.

C. Partners

The table below provides an overview of selected partners and areas of co-operation:

Partners	Area of Co-operation
Abu Dhabi, Ministry of Economy and Commerce	Trade strategy
CEPII (French Economic Research Institute)	Trade-related econometric modelling (gravity model TradSim and computable general equilibrium model MIRAGE); Market Access Map on trade barriers
China	Assessment of the role of different types of firms (foreign-affiliated, state-owned, local, private, etc.) in China's foreign trade; analysis of bilateral trade potential with partner countries

DGM (Deutsche Bank Group)	International marketing indicators
DIW (German Economic Research Institute)	Sino-German trade potential for SMEs
Egyptian group of private investors	Identification of industries interested in new export processing zone North of Suez
EU	Reconciliation of trade data of the EU and China
FAO	Data on world trade in fishery products
UNIDO	Structural change in world trade and employment
Joint Integrated Technical Assistance Project	Strategy studies, Ghana, Uganda, Tanzania, Kenya, Côte d'Ivoire, Benin, Burkina Faso
Malaysia (Matrade)	Trade development strategy for Malaysian exports to the Middle East
Mauritius	Freeport Assessment of potential for warehousing and regional trade with Africa
Mongolia	National trade strategy
MIGA	Identification of foreign direct investment opportunities in six African countries
OECD	Trade Statistics
OECD Development Centre	Analysis of trade support services in Africa
Republic of South Africa	Identification of priority markets for South African trade commissioners
SADC	Potential for increasing South African imports from SADC
UNCTAD	Trade performance of LDCs; Trade and foreign direct investment
USAID	Trade potential of selected African countries with neighbouring regions
World Economic Forum	Global Competitiveness Report 2001-2002; Global Information Technology Report 2001-2002; Eastern Europe Report 2001 – 2002; Environment Report 2001 – 2002; Arab Report 2002; Africa Report 2002
World Bank	Assessment of market access and protection
World Trade Organization	Bottlenecks to international business development in LDCs

At present, trade promotion institutions in many countries have subscribed to and disseminated ITC's Trade Map, a Web-based database of global trade flows and tariff and non-tariff barriers covering over 5,300 products and 200 countries.