



# **Analyze International Market of SME Products Using ITC's Market Analysis Tools**

## **Trade Map & Market Access Map**



**Bangladesh**

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# Analyze International Market of SME Products Using ITC's Market Analysis Tools (Trade Map & Market Access Map)

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## Trade Map

1. What is Trade Map?
2. Trade Map for SMEs
3. How to access the application
4. Data classification in Trade Map
  - i. Harmonized System (HS)
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5. Identify the HS code of your product with Trade Map
6. Trade Map Analysis - Three functional approaches (Product Approach, Country Approach and Bilateral Approach)
7. How to identify attractive markets
8. Analyze world trade for selected product
  - i. World Import of Selected Product
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9. Country trade performance for selected product
10. Analyze time series
11. Graphic analysis
12. Analyze the performance of competing suppliers
13. Analyze potential for bilateral trade
14. Company Data in Trade Map
15. Choosing a Potential Market for Exports (Export of Leather Articles from Bangladesh)

## I. What is Trade Map?

Trade Map - [www.trademap.org](http://www.trademap.org) - is an interactive online database on international trade statistics and presents indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country perspective.

Trade Map operates in a web-based interactive environment and covers the trade flows (values, quantities, trends, market share, and unit values, both in graphic and tabular format) of over 220 countries and territories and 5,300 products defined at the 2, 4 or 6-digit level of the Harmonized System. Trade data is also available at tariff line level for more than 150 countries and on a monthly or quarterly basis for more than 100 countries.

The annual data is based on COMTRADE, the world's largest trade database maintained by the United Nations Statistics Division, and monthly or quarterly data are collected by ITC from national custom offices or regional organizations. The market access data is directly retrieved from the Market Access Map application.

Trade Map's features include:

- **Analyse current export performance:** examine the performance and dynamics of a country's export markets for any product/service; identify the number and size of export markets and the concentration of exports; highlight countries where market share has increased.
- **Identify promising export markets:** view the world's major importing countries for a specific product, with indicators illustrating the concentration and growth rate of imports in each market.
- **Assess the level of competition in the global market:** competing countries, exporting the same product, are ranked in terms of value of exports, and availability of additional indicators on quantities, growth and market share.
- **Assess the level of competition in a specific export market:** view a country's competitors in any target market, with information on the export performance of each competitor, the number of supplying countries and their performance in the market.
- **Find information on the average tariffs applied by countries to the import of a specific product from specific partner countries:** a first overview on market access conditions is directly available in Trade Map; further and more detailed information is available by following a direct link to Market Access Map.
- **Identify new supplying markets:** countries exporting a product both to the world and to a specific market are ranked against one another thus allowing direct comparisons of current and potential national suppliers.
- **Review opportunities for diversification in a specific market** by comparing the demand for a set of similar or related products/services in the market under review.
- **Assess national trade performance:** make an overall evaluation of national trade performance and identify sectors and products/services in terms of their potential for investment and trade promotion.
- **Identify existing and potential bilateral trade with any partner country or region:** bilateral trade opportunities can be identified by comparing the actual bilateral trade, the partner countries' demand of a specific product/service in terms of imports and the global export capacity of the home country.
- **Company Data:** Identify companies exporting, importing or distributing a specific product in a number of markets.

## II. Trade Map for SMEs

Trade Map will help SMEs to identify :

- The structure of the world market for a product
- Current trends for a product
- Opportunities for market diversification
- Countries competing in a specific market
- Which countries could be potential destination markets

## III. How to Access the Application

Trade Map- [www.trademap.org](http://www.trademap.org)

The screenshot shows the Trade Map website interface. At the top left is the ITC logo. To its right is the 'TRADE MAP' header with the tagline 'Trade statistics for international business development' and a list of data types: 'Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.' On the right side of the header is a globe icon with an upward arrow. Below the header is a navigation bar with links: 'Home & Search', 'Data Availability', 'Reference Material', 'Other ITC Tools', and 'More'. To the right of the navigation bar are 'Login' and 'English' (with a dropdown arrow). Below the navigation bar is a blue banner with the text: 'The following institutions support free access to Trade Map through the North-South partnership programme:'. Below this banner are logos for 'NEW ZEALAND TRADE & EXPORTS', 'ADVANTAGE AUSTRIA', 'UBIFRANCE', and 'QDB'. Below the logos is a paragraph: 'Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.' Below the paragraph are two tabs: 'Imports' (selected) and 'Exports'. Below the tabs are two search sections. The first section has a 'Service' dropdown and a 'Product' dropdown. It includes radio buttons for 'Single' (selected) and 'Group', a search input field with the placeholder 'Please enter a keyword or a product code', and a red 'X' icon with an 'i' and a link to 'Advanced search'. The second section has radio buttons for 'Country' (selected) and 'Region', a search input field with the placeholder 'Please enter a country/territory or region name', and a red 'X' icon with an 'i'. At the bottom of the search area are five buttons: 'Trade Indicators', 'Yearly Time Series', 'Quarterly Time Series', 'Monthly Time Series', and 'Companies'.

The screenshot shows the login and registration form. It is divided into two columns. The left column is titled 'Already have an account?' and contains a form with 'Email address:' and 'Password:' input fields, a 'Remember me.' checkbox, a link for 'Forgot your password?', and a 'Log In >>' button. The right column is titled 'Create an account' and contains the text 'Create an account for ITC's market analysis tools.' and a blue 'Register now' button. A close button (X) is in the top right corner of the form area.

Click on `Register now`

### Registration to the ITC Market Analysis Tools:

The [International Trade Centre](#) has developed four [Market Analysis Tools](#) : Trade Map, Market Access Map, Investment Map and Standards Map to enhance the transparency of global trade and market access and to help users in their market analyses.

- Users from [developing countries](#) have full access to the tools **free of charge**.
- Users from [developed countries](#) have **restricted access** to the tools **free of charge**. Users wishing to access the full versions of the tools can consult the [subscription option and fees](#).

**Please enter your email address: ■**  
**An activation email will be sent to this address**  
It will be used to login to the ITC Market Analysis Tools

**Email accepted**

**Confirm your email address: ■**

**Select your country: ■**

### Market Analysis Tools:

- [Trade Map](#)  
an online tool with monthly, quarterly and yearly international trade data combined with statistical indicators and information on trading companies which helps you prioritize export or import markets.
- [Investment Map](#)  
an online tool that provides the sector breakdown of foreign direct investment (FDI), trade, market access and foreign affiliates information to support strategies of investment attraction and targeting.
- [Market Access Map](#)  
an online tool for analyzing 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.
- [Standards Map](#)  
an online tool to analyse and compare voluntary standards promoting sustainable development applied to the production and trade of goods and services.

Click on `Continue Registration

## Registration to the ITC Market Analysis Tools:

Complete your registration

### Mandatory information

Email address:

Choose a password: ■  
 For better security, combine letters and numbers

Enter your password again: ■

Select your title: ■

Your first name: ■

Your last name: ■

Activity/Type of Organization: ■  
 Select one of the following categories which best apply to you/your organization/company

- Government or mission
- International organization
- Trade support institution
- Student
- University, Research institute, Academia
- Non-Governmental Organization
- Large enterprise (more than 250 employees)
- Medium size enterprise (50-250 employees)
- Small enterprise (10-49 employees)
- Micro enterprise (less than 10 employees)

## Market Analysis Tools:

### Trade Map

Features	
Trade in services data	✓
Yearly trade data (HS and tariff line)	✓
Monthly and quarterly trade data at the 2-digit level (HS)	✓
Monthly and quarterly trade data at the 4 and 6-digit level (HS) and at the tariff line level	✓
Company data	✓

### Investment Map

Features	
FDI flows and stocks for about 200 countries	✓
Historical series of FDI data broken down by partner country/UN ISIC sectors	✓
Trade and tariff data by UN ISIC sectors	✓
Detailed information on foreign affiliates established in developing countries	✓

### Market Access Map

Features	
Tariffs applied by more than 190 importing countries and non-tariff measures	✓
Tariff averages by sector, indicators and trade agreements	✓
Comparative analysis of multiple products, markets and suppliers	✓
Bulk download of market access data	✓

### Standards Map

Features	
Information on over 125 voluntary standards	



## Other optional information

Select your preferred language:

- English  Français  Español

Telephone:

88028142983

Job title:

Program Officer

Company/Organization:

SME Foundation

Level of responsibility

- Top management  
 Mid management  
 Employee

How did you learn about the existence of the ITC Market Analysis Tools?

- ITC (Staff, publication, etc)  
 University/research institute  
 Training  
 Press, social media  
 Web search engines  
 Colleagues  
 Other , please specify

I would like to hear about the latest updates and developments from

- ITC Market Analysis Tools  ITC Market Analysis publications  ITC

I would like to be informed by email or sms when there is an update in the ITC Market Analysis Tools

Submit >

Click on `Submit`

### Registration to the ITC Market Analysis Tools:

Thank you for registering to the ITC Market Analysis Tools.

#### Next step - activate your account:

You will soon receive an activation email containing instructions on how to activate your account.

If you do not receive it, please check your junk or spam folders or send an email to [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org).

### Market Analysis Tools:

- **Trade Map**  
an online tool with monthly, quarterly and yearly international trade data combined with statistical indicators and information on trading companies which helps you prioritize export or import markets.
- **Investment Map**  
an online tool that provides the sector breakdown of foreign direct investment (FDI), trade, market access and foreign affiliates information to support strategies of investment attraction and targeting.
- **Market Access Map**  
an online tool for analyzing 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.
- **Standards Map**  
an online tool to analyse and compare voluntary standards promoting sustainable development applied to the production and trade of goods and services.

You will receive an automatic answer in your mailbox to activate your account.

Dear Mr. Barua,

Your account has been created successfully.

To access the ITC market analysis tools, you first need to activate your account by clicking on the following link:

<http://mas-admintools.intracen.org/accounts/activation.aspx?e=rahul@smef.org.bd&u=9898857b-d7bd-4c3c-9d2b-52f2a299f93e>

Then proceed to <http://www.intracen.org/marketanalysis> and log in using the following username and password:

Username: [rahul@smef.org.bd](mailto:rahul@smef.org.bd)

Password: rahul123

### Activate your account:

Your account has been activated.

### Market Analysis Tools:

- [Trade Map](#)  
an online tool with monthly, quarterly and yearly international trade data combined with statistical indicators and information on trading companies which helps you prioritize export or import markets.
- [Investment Map](#)  
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- [Market Access Map](#)  
an online tool for analyzing 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.
- [Standards Map](#)  
an online tool to analyse and compare voluntary standards promoting sustainable development applied to the production and trade of goods and services.

Enter your Email address and password in the Login page

### Already have an account?

Email address:

Password:

Remember me.

[Forgot your password?](#)

### Create an account

Create an account for ITC's market analysis tools.

By clicking on “Log In”, you will enter the database and see the Selection Menu page.

## Selection Menu

Selection Menu is the starting point in Trade Map.

The screenshot shows the Trade Map Selection Menu interface. At the top left is the ITC logo. To its right is the 'TRADE MAP' title and a subtitle: 'Trade statistics for international business development. Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.' On the top right is a globe icon with an upward arrow. Below this is a navigation bar with links: 'Home & Search', 'Data Availability', 'Reference Material', 'Other ITC Tools', and 'More'. On the right of the navigation bar is the user name 'Mr. Rahul Barua' and a language dropdown set to 'English'. Below the navigation bar is a link: 'The following institutions support free access to Trade Map through the North-South partnership programme:'. This is followed by logos for 'NEW ZEALAND TRADE & DEVELOPMENT', 'QDB', 'ADVANTAGE AUSTRIA', and 'UBIFRANCE'. The main content area contains a description: 'Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.' Below the description are two tabs: 'Imports' (selected) and 'Exports'. There are two main search sections. The first is for 'Service' and 'Product', with radio buttons for 'Single' (selected) and 'Group'. It includes a search input field with the placeholder 'Please enter a keyword or a product code' and a dropdown arrow, followed by an 'Advanced search' link. The second is for 'Country' and 'Region', with radio buttons for 'Country' (selected) and 'Region'. It includes a search input field with the placeholder 'Please enter a country/territory or region name' and a dropdown arrow, followed by an 'Advanced search' link. At the bottom are five buttons: 'Trade Indicators', 'Yearly Time Series', 'Quarterly Time Series', 'Monthly Time Series', and 'Companies'.

This screenshot is identical to the previous one but includes callout boxes with arrows pointing to specific elements. The callouts are: 'Direction of Flow' pointing to the 'Imports' and 'Exports' tabs; 'Product Selection' pointing to the 'Product' search input field; 'Country/ Region Selection' pointing to the 'Country' search input field; 'Partner Country Selection' pointing to the 'Partner' search input field; and 'Data Visualisation' pointing to the 'Monthly Time Series' button.

The three main selection options are “Product”, “Country” and “Partners” (Partners only appears if you select a country).

## IV. Data Classification in Trade Map

Trade Map is based on the Harmonized System. The Harmonized System is an international nomenclature for the classification of products published by the World Customs Organization ([www.wcoomd.org](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.

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.

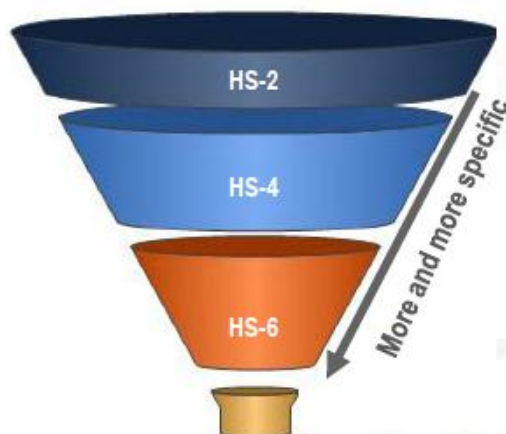
### Harmonized System (HS)

- Is a numerical classification system of products used as a basis for international trade statistics by almost all countries.
- Is harmonized up to six digits (HS-6) - You can compare HS data between countries.
- Is broken down into 3 clusters:

HS-2: the chapter of the good (sector)  
E.g. 09 = Coffee, Tea, Mate and Spices

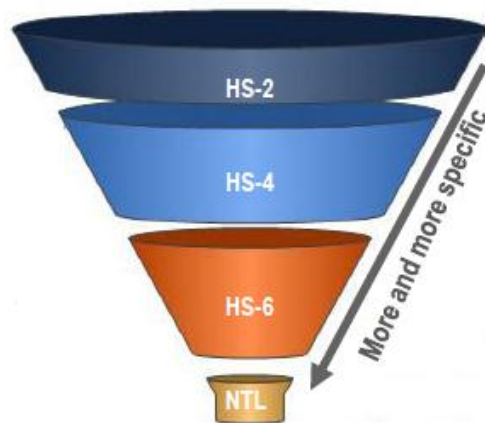
HS-4: groupings within the chapter (sub-sector)  
E.g. 0902 = Tea, whether or not flavoured

HS-6: product(s) within the grouping (product level)  
E.g. 090210 = Green tea (not fermented)



## National Tariff Lines (NTL) codes

- Classification of goods after the 6 digit level of the Harmonized System classification.
- National Tariff Lines go from 8 digits to 12 digits.
- Why use the HS and NTL classification?
  - The HS classification is standardised internationally
  - The NTL classification is not standardized internationally.
- Each country decides its own further classification after the Harmonized System. Hence, National Tariff Line codes can be different from a country to another.



<b>HS</b> <i>(International standard)</i>	08	<b>Edible fruit and nuts; peel of citrus fruit or melons.</b>
	08.04	Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried.
	08.04.50	Guavas, mangoes and mangosteens.
<b>NTL</b> <i>(NON standard)</i>	<b>Australia</b>	
	08.04.50.00	Fresh or dried guavas, mangoes and mangosteens
	<b>Japan</b>	
	08.04.50.01.1	Mangoes, fresh
	08.04.50.01.9	Guavas and mangosteens, fresh
	<b>United States:</b>	
08.04.50.40.40	Mangoes, fresh, if entered during the period from September 1, in any year, to the following May 31, inclusive	
08.04.50.60.80	Guavas and mangosteens, fresh, if entered during the period from June 1 to August 31, of the following year, inclusive	
08.04.50.80.00	Guavas, mangoes and mangosteens, dried	

## V. Identify the HS code of your product with Trade Map

### Trade Map Selection Menu

ITC | TRADE MAP  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mr. Rahul Barua | English

The following institutions support free access to Trade Map through the North-South partnership programme:

QDB | NEW ZEALAND TRADE & ENTERPRISE | ADVANTAGE AUSTRIA | UBIFRANCE

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.  
Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service Product  Single  Group  [Advanced search](#)

Country  Region  [Advanced search](#)

Trade Indicators | Yearly Time Series | Quarterly Time Series | Monthly Time Series | Companies

ITC | TRADE MAP  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | More | Mr. Rahul Barua | English

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Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service Product  Single  Group  [Advanced search](#)

Country  Region  [Advanced search](#)

Trade Indicators | Yearly Time Series | Quarterly Time Series | Monthly Time Series | Companies

6111 - Babies' garments, knitted or crocheted  
611110 - Babies garments&clothing accessories of wool or fine animal hair,knitted  
611120 - Babies garments and clothing accessories of cotton, knitted  
611130 - Babies garments and clothing accessories of synthetic fibres, knitted  
611190 - Babies garments&clothing accessories of other textile materials,knitted  
6113 - Garment,made up of knitted/crochetd fabric of hd no 59.03,06,07  
611300 - Garments made up of impreg.coatd,coverd or laminatd textile knitted fab  
6114 - Garments, knitted or crocheted, nes  
611410 - Garments nes, of wool or fine animal hair, knitted  
611420 - Garments nes, of cotton, knitted  
611430 - Garments nes, of man-made fibres, knitted  
611490 - Garments nes, of other textile materials, knitted

To select the product or the product group, you have several options :

1. Type in the HS code of the product or product group, if you know it.
2. Type the first letter of the product's name and identify the HS code that is the closest match. For example, type `vege` when searching for `vegetables`
3. Type the name of the product under review. Trade Map then generates a list of all product descriptions including those letters.
4. Scroll down within the combo box to search for product codes.

Once the correct product description is identified, click on it to select it.

Then select “Trade Indicators ” or “ Times Series data (Yearly/ Quarterly/ Monthly Time Series) ”.

If you cannot find the product code based on the keyword or the code and it's not included in the first 30 codes in the combo box, you should use the 'Advanced Search' option.

## Advanced search

This is the option to use if you haven't found the product code for your product.

The Advanced Product Search by keyword helps you to look for the corresponding HS code of the product using one or several **keywords** in the HS product descriptions at 2, 4 and 6 digit level of the Harmonized system and at the tariff line level.

The screenshot shows the ITC Trade Map interface. The search results are displayed in a table with the following data:

Code	Label
640520	Footwear with uppers of textile materials (excl. with outer soles of rubber, plastics, leather or composition leather, orthopaedic footwear and toy footwear)
640351	Footwear with outer soles and uppers of leather, covering the ankle (excl. incorporating a protective metal toecap, sports footwear, orthopaedic footwear and toy footwear)
6404	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of textile materials (excl. toy footwear)
640420	Footwear with outer soles of leather or composition leather and uppers of textile materials (excl. toy footwear)
640312	Ski-boots, cross-country ski footwear and snowboard boots, with outer soles of rubber, plastics, leather or composition leather and uppers of leather
640320	Footwear with outer soles of leather, and uppers which consist of leather straps across the instep and around the big toe
640590	Footwear with outer soles of rubber or plastics, with uppers other than rubber, plastics, leather or textile materials; footwear with outer soles of leather or composition leather, with uppers other than leather or textile materials; footwear with outer soles of wood, cork, paperboard, furskin, felt, straw, loofah, etc., with uppers other than leather, composition leather or textile materials, n.e.s.
640510	Footwear with uppers of leather or composition leather (excl. with outer soles of rubber, plastics, leather or composition leather and uppers of leather, orthopaedic footwear and toy footwear)

The screenshot shows the ITC Trade Map interface with search results filtered by Bangladesh. The search results are displayed in a table with the following data:

Code	Country	Label
64035100	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather: Other footwear, with outer soles of leather: Covering the ankle
64035900	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather: Other footwear, with outer soles of leather: Other
64042000	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of textile materials.: Footwear with outer soles of leather or composition leather
64031900	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather: Sports footwear: Other
64034000	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather: Other footwear, incorporating a protective metal toe cap
64039100	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather: Other footwear: Covering the ankle
64039900	Bangladesh	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather: Other footwear: Other
64051000	Bangladesh	Other footwear: With uppers of leather or composition leather



"**Search by Hierarchy**" allows you to display the entire HS system up to the HS6 level and to identify the specific description of each code



## TRADE MAP

Trade statistics for international business development

Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



[Home & Search](#) [Data Availability](#) [Reference Material](#) [Other ITC Tools](#) [More](#)

Mr. Rahul Barua

English

### Search of Products by hierarchy

Search by Keywords

Search by Hierarchy

Data type: Product

- [-] 64 - Footwear, gaiters and the like; parts of such articles
  - [+] 6401 - Waterproof footwear with outer soles and uppers of rubber or of plastics, the uppers of which are neither fixed to the sole nor assembled by stitching, riveting, nailing, screwing, plugging or similar processes (excl. orthopaedic footwear, toy footwear)
  - [+] 6402 - Footwear with outer soles and uppers of rubber or plastics (excl. waterproof footwear of heading 6401, orthopaedic footwear, skating boots with ice or roller skates attached, and toy footwear)
  - [+] 6403 - Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather (excl. orthopaedic footwear, skating boots with ice or roller skates attached, and toy footwear)
  - [+] 6404 - Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of textile materials (excl. toy footwear)
  - [+] 6405 - Footwear with outer soles of rubber or plastics, with uppers other than rubber, plastics, leather or textile materials; footwear with outer soles of leather or composition leather, with uppers other than leather or textile materials; footwear with outer soles of leather or composition leather, with uppers of other materials
  - [+] 6406 - Parts of footwear, incl. uppers whether or not attached to soles other than outer soles; removable in-soles, heel cushions and similar articles; gaiters, leggings and similar articles, and parts thereof (excl. articles of asbestos)
- [+] 65 - Headgear and parts thereof
- [+] 66 - Umbrellas, sun umbrellas, walking-sticks, seat-sticks, whips, riding-crops and parts thereof
- [+] 67 - Prepared feathers and down and articles made of feathers or of down; artificial flowers; articles of human hair

## VI. Trade Map Analysis - Three functional approaches (Product Approach, Country Approach and Bilateral Approach)

### 1. The Product Approach

- You can analyse markets for a specific product including the structure of the market, trends in supply and demand, opportunities for market diversification and identify potential for product diversification.
- Most used by business-oriented analysts.



### 2. The Country Approach

You can assess the national trade performance of a country at the HS-2, HS-4 and HS-6 and national tariff line level (NTL) for a single product. They can do the same for a set of predefined products at HS-2, HS-4 and HS-6.

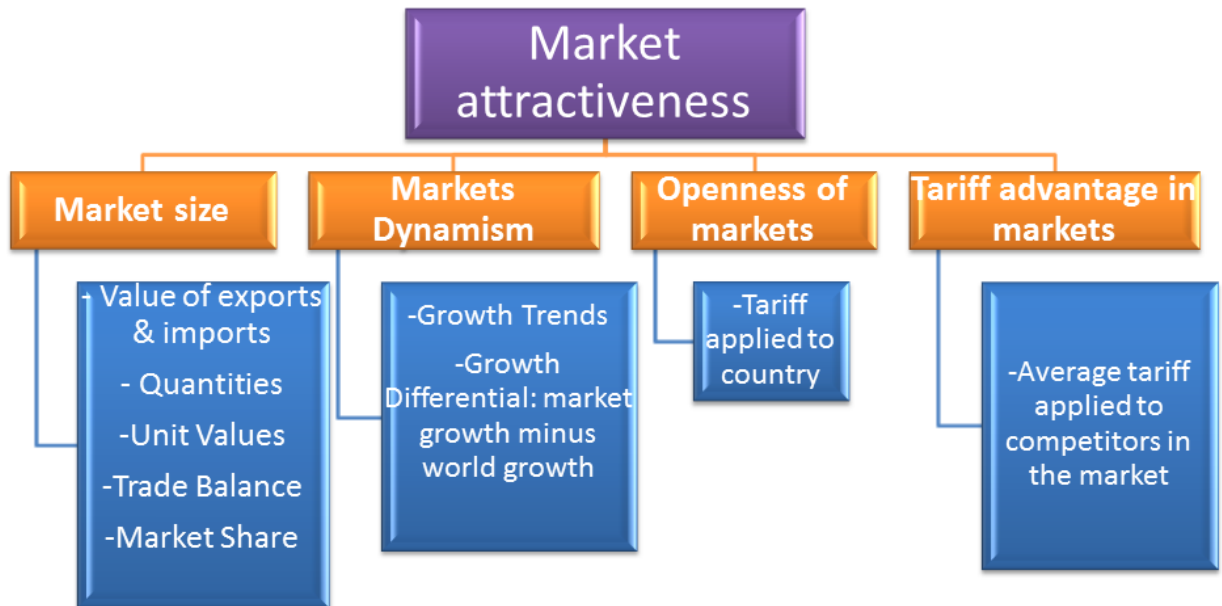


### 3. The Bilateral Approach

You can review the potential for bilateral trade with another nation, a predefined group of countries and members of a regional trade area.



## VII. How to identify attractive markets?



**1. Review current situation of the country's export**

**2. Identify and analyse the world's leading importers**

**3. Analyze the performance of competing suppliers**

**4. Examine tariffs in potential new market**

## VIII. Analyze world trade for selected product

### 1. World Import of Selected Product

In Trade Map, Select the product for which you want to do market research. Select "Imports" and click on Trade Indicators.

**ITC TRADE MAP**  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mr. Rahul Barua | English

Product: 620920 - Babies garments and clothing accessor | Product Group: None  
 World | Country: All | Country Group: None  
 Partner: All | Partner Group: None  
 other criteria: Imports | Trade indicators | by country

**List of importers for the selected product in 2013**  
 Product: 620920 Babies garments and clothing accessories of cotton, not knitted  
 The product code selected above has been reallocated in the 2012 HS revision.

Table | Graph | Map | Companies | FDI data | Tariffs data | Standards

HS8	Importers	Trade Indicators										
		Value imported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity imported in 2013	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2009-2013 (%)	Annual growth in quantity between 2009-2013 (%)	Annual growth in value between 2012-2013 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries
	World	1,875,566	-115,463	0	No quantity		-1	-2	3	100	7,848	0.19
	United States of America	409,034	-398,496	16,691	Tons	24,506	-3	-11	-1	21.8	12,479	0.21
	France	206,951	-126,297	6,164	Tons	33,574	-1	-6	-3	11	7,339	0.29
	United Kingdom	164,399	-125,418	10,464	Tons	15,711	-10	3	6	8.8	7,276	0.18
	Germany	113,613	-69,880	3,753	Tons	30,273	0	-8	0	6.1	5,633	0.21
	Spain	113,496	-36,491	5,349	Tons	21,218	2	9	-7	6.1	6,403	0.17

Situation | Trends | Structure

### Times Series Table

Change the periodicity of the Times Series. View yearly, quarterly or monthly data

**ITC TRADE MAP**  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mr. Rahul Barua | English

Product: 620920 - Babies garments and clothing accessor | Product Group: None  
 World | Country: All | Country Group: None  
 Partner: All | Partner Group: None  
 other criteria: Imports | Yearly time series | by country | Values | US Dollar

**List of importers for the selected product**  
 Product: 620920 Babies garments and clothing accessories of cotton, not knitted  
 The product code selected above has been reallocated in the 2012 HS revision.

Table | Graph | Map | Companies | FDI data | Tariffs data | Standards

HS8	Importers	Imported value in				
		2010	2011	2012	2013	2014
	World	1,999,947	2,325,363	1,840,175	1,875,566	
	United States of America	465,493	485,742	412,420	409,034	417,448
	France	226,102	262,132	213,437	206,951	209,309
	United Kingdom	213,707	205,224	155,765	164,399	117,145
	Germany	117,246	134,741	113,278	113,613	112,339
	Spain	127,044	249,237	122,663	113,496	123,915

The first 5 columns under Trade Indicators include main figures of the product during the last available year

<b>Value imported in 2013 (USD thousand)</b> ▼	Market size in dollar terms
<b>Trade balance in 2013 (USD thousand)</b> ⚡	Trade balance of the country in the last year = Exports – Imports  Positive value: Exports > Imports Negative value: Imports > Exports
<b>Quantity imported in 2013</b>	The quantity imported during the last year, which shows the market size in terms of <i>physical</i> volume.
<b>Quantity Unit</b>	The quantity units that the product is reported in.  Unit vary significantly across different products and countries.
<b>Unit value (USD/unit)</b> ⚡	Unit value – value / quantity  This is average across the whole period covered and might hide large fluctuations throughout the year.  The unit value is no common price, but <i>the average value of each imported unit, here per ton, across time and product specifications.</i>

The described group of indicators allow you to identify *the current situation of the market for your product.*

Specially, you can identify

- The size of the global market both in terms of value and quantity.
- The largest participants in the market from the demand side and their corresponding market sizes.
- Whether they are net importers or they also export significant amounts of the same products.
- Whether the specific country market appears to buy more or less expensive products out of the basket under analysis.
- The indicators show the performance of the market in the most recent year, and thus only present *a static view.*

## The next 3 columns under trade indicators identify trends

---

<b>Annual growth in value between 2009-2013 (%)</b>	This indicator shows the average annual growth of the imported value during the past 5 years
<b>Annual growth in quantity between 2009-2013 (%)</b>	Growth in quantity over the past 5 years.  This indicator states whether the imported quantity grew over the past 5 years and at what average annual rate.
<b>Annual growth in value between 2012-2013 (%)</b>	Growth in value between the last 2 years.  This indicator gives an idea whether or not the 5-year trend of the imported value has been maintained <i>recently</i> .  If the growth in value over the last 2 years differ a lot from the 5-year average, this can mean that the trend is very volatile or has recently been changing.

---

The dynamism section is useful to understand whether the market has grown in the past and whether this growth is rather steady or volatile, the latter making it hard to predict if the coming years will continue to grow.

Also, it shows whether growth in values is stronger than growth in quantity.

If *values grows faster than volume*, which also means that unit values are rising, several things could be happening.

- Demand for the product could exceed the supply, causing prices to rise.
- Demand could be shifting towards higher quality, such that highly priced good substitute low priced ones in the basket under analysis.
- Also, demand could be shifting towards the more value-added presentations of the same product, such as mixtures of frozen vegetables in easy-to-use, consumer-sized packs.
- Finally, transportation and insurance costs could have risen so much that they are pushing up the value of imports; nevertheless, this is likely to be a generalized phenomenon across different products for the same country.

It is important to understand that we cannot jump to easy conclusions by seeing an increase in unit values. Further research is necessary.

**Now we turn to the third section under Trade Indicators, which gives us an idea of the market structure**

<b>Share in world imports (%)</b>	<p>“Share in world imports” identifies what percentage of world imports each country absorbs.</p> <p>It helps you to easily compare the market size in value of different countries.</p> <p>The market share helps us understand whether there are many different markets where producers and exporters can sell or whether the market structure is polarized.</p> <p>Hence this may give us some clues about <i>how competitive the destination market will be.</i></p>
<b>Average distance of supplying countries (km)</b>	For a selected product, the average distance of supplying or importing countries corresponds to the average distance between the selected country and all its partner countries weighted by the trade values.
<b>Concentration of supplying countries</b>	The concentration is based on the Herfindahl index. It is calculated by squaring the share of each country in the selected market and by summing the resulting numbers. An index value greater than 0.18 indicates a market that it is concentrated.
<b>Average tariff (estimated) applied by the country (%)</b>	This column shows ad-valorem equivalent tariff applied by each importing country on average for the analysed product.

**Analyse World imports characteristics**

- 3 Largest importers (in value) (Share in World Imports, %)
- Share of world total imports of the 3 main importers
- World demand- concentrated or not
- Which country has positive trade balance? (In the list of top 20 importers (in value))  
Positive trade balance indicates the country export more than import.
- World imports grown or declined in the last 5 years
- Is there a difference between the world’s growth rate in value and world’s growth rate in quantity?  
→World’s growth rate increased while that of quantity declined. That means price of the product has been increased in the world market
- Does the unit value vary significantly for your product from country to country? Why?

**Analyse individual country’s import performance**

- Importing country’s share of world imports of selected product and value in US\$
- Quantity imported
- Position as importer
- Unit value (compare with the unit values of most of the 25 largest importers in terms of imported value)
- Market grew by what percentage in value terms on average per year over the last 5 years and by what percent in quantity terms. Compare with the world average. The country has higher/lower rates of growth in quantity and value.
- Growth in value between the last 2 years. Compare growth in value over the last 2 years and that of 5-year average. Check the corresponding time series.
- Average tariffs applied
- To further analyse the importer’s market, click on *the name of the country* to obtain the breakdown of the countries supplying selected product to the importing country.

## 2. World Export of Selected Product

Select "Exports" in the navigation menu under "other criteria".

**TRADE MAP**  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Product: 620920 - Babies garments and clothing accessor

**List of exporters for the selected product in 2013**  
Product : 620920 Babies garments and clothing accessories of cotton, not knitted  
The product code selected above has been reallocated in the 2012 HS revision.

HS8	Exporters	Trade Indicators										
		Value exported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity exported in 2013	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2009-2013 (%)	Annual growth in quantity between 2009-2013 (%)	Annual growth in value between 2012-2013 (%)	Share in world exports (%)	Average distance of importing countries (km)	Concentration of importing countries
World		1,760,103	-115,463	86,378	Tons	20,377	2	-2	6	100	7,267	0.09
China		438,953	419,352	17,113	Tons	25,650	-7	-21	2	24.9	9,241	0.1
Bangladesh		367,025	366,963	18,587	Tons	19,746	15	12	15	20.9	9,667	0.16
India		190,957	189,423	4,695	Tons	40,672	12	5	31	10.8	7,290	0.09
Indonesia		83,928	81,549	3,589	Tons	23,385	45	29	-1	4.8	13,988	0.67
France		80,654	-126,297	1,587	Tons	50,822	-4	-6	-10	4.6	1,458	0.11
Spain		77,005	-36,491	1,535	Tons	50,166	12	13	33	4.4	2,387	0.09

### Times Series Table

Change the periodicity of the Times Series. View yearly, quarterly or monthly data

**TRADE MAP**  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Product: 620920 - Babies garments and clothing accessor

**List of exporters for the selected product**  
Product : 620920 Babies garments and clothing accessories of cotton, not knitted  
The product code selected above has been reallocated in the 2012 HS revision.

Unit : US Dollar thousand

HS8	Exporters	Exported value in 2010	Exported value in 2011	Exported value in 2012	Exported value in 2013	Exported value in 2014
World		1,504,539	1,642,596	1,698,295	1,760,104	
China		589,809	555,973	431,257	438,953	452,042
Bangladesh		31,432	36,833	320,141	367,024	
India		117,881	169,517	145,802	190,957	193,491
Indonesia		36,003	35,024	84,685	83,928	
France		99,265	107,321	90,052	80,654	78,085
Spain		49,208	61,297	57,937	77,005	72,527

### Analyse World export characteristics

1. 3 largest exporters (in value) (Share in World Exports, %)
2. Share of world total exports of the 3 main exporters
3. World supply- concentrated or not
4. Approximately how many countries export the selected product?



## IX. Country trade performance for selected product

### Your country's export performance for selected product in the world market

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Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mr. Fahim Asmat | English

Product: 620920 - Babies garments and clothing accessor | Product Group: None  
 World | Country: All | Country Group: None  
 Partner: All | Partner Group: None

other criteria: Exports | Trade indicators | by country

**List of exporters for the selected product in 2013**  
 Product: 620920 Babies garments and clothing accessories of cotton, not knitted  
 The product code selected above has been reallocated in the 2012 HS revision.

Table | Graph | Map | Companies | FDI data | Tariffs data | Standards

Download: [Icons] | Rows per page: Default (25 per page) | 1 2 3 4 5 6

HS8	Exporters	Value exported in 2013 (USD thousand)	Trade balance in 2013 (USD thousand)	Quantity exported in 2013	Quantity Unit	Trade Indicators						
						Unit value (USD/unit)	Annual growth in value between 2009-2013 (%)	Annual growth in quantity between 2009-2013 (%)	Annual growth in value between 2012-2013 (%)	Share in world exports (%)	Average distance of importing countries (km)	Concentration of importing countries
	World	1,760,103	-115,463	86,378	Tons	20,377	2	-2	6	100	7,267	0.09
	China	438,963	419,362	17,113	Tons	25,660	-7	-21	2	24.9	9,241	0.1
	Banladesh	367,025	366,963	18,587	Tons	19,746	15	12	15	20.9	9,667	0.16
	India	190,957	189,423	4,695	Tons	40,672	12	5	31	10.8	7,290	0.09

1. Does your country already export this product? (Ranking & World Market Share)

2. How much in total of this product is exported by your country to the world?

To easily find your country among all countries listed, click twice on the title of the column entitled "Exporters". The list of countries will no longer be sorted by "Value exported in 2012". It will be sorted alphabetically. Don't forget that if your country is not listed on the first page, you can click on the numbers "1 234..." underlined on the top right hand side of the table. Once you have found the answer to this question, click on the title "Value exported in 2013" to sort data again.

3. Is your country winning or losing market share in the world market?

• If annual growth rate (%) is greater than 0?	• Demand is growing
• If annual growth rate (%) is equal to 0?	• Demand is stagnating
• If annual growth rate (%) is less than 0?	• Demand is declining

Compare the growth rate of your country to the world export's growth rate

4. Who are the three biggest importers for your product?

Click on the name of your country or go back to the selection menu, enter the name of your country in the country search box and select when it appears in the drop down menu. Submit with "Trade Indicators". Trade Map should show the list of importing countries of your product.

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Product:    Product Group:

World    Country:    Country Group:

Partner:    Partner Group:

other criteria   Exports   Trade indicators   by country   Mirror data

List of importing markets for the product exported by Bangladesh in 2013 (Mirror) <sup>i</sup>  
**Product: 620920 Babies garments and clothing accessories of cotton, not knitted**  
 Bangladesh's exports represent 20.85% of world exports for this product, its ranking in world exports is 2  
 The product code selected above has been reallocated in the 2012 HS revision.

Table   Graph   Map   Companies        

Download:   Rows per page:    1 2 3 4

Bilateral trade at 8-digit	Importers	Exported value 2013 (USD thousand) ↑	Trade balance 2013 (USD thousand) ↓	Share in Bangladesh's exports (%)	Exported quantity 2013	Quantity unit	Unit value (USD/unit) ↓	Trade Indicators			Rankings of partner countries in world imports ↓	Share of partner countries in world imports (%) ↓	Total import growth in value of partner countries between 2009-2013 (%, p.a.) ↓	Tariff (estimated) faced by Bangladesh (%) ↓
								Exported growth in value between 2009-2013 (% p.a.) ↓	Exported growth in quantity between 2009-2013 (% p.a.) ↓	Exported growth in value between 2012-2013 (% p.a.) ↓				
Total		367,025	366,963	100	18,587	Tons	19,746	15	12	15	100	-1		
<input type="checkbox"/> <a href="#">United States of America</a>		126,994	126,994	34.6	6,093	Tons	20,843	5	-1	5	21.8	-3	<a href="#">12.7</a>	
<input type="checkbox"/> <a href="#">Germany</a>		41,164	41,145	11.2	1,804	Tons	25,863	13	2	8	8.1	0	<a href="#">0</a>	
<input type="checkbox"/> <a href="#">France</a>		35,711	35,711	9.7	1,306	Tons	27,344	39	26	41	11	-1	<a href="#">0</a>	
<input type="checkbox"/> <a href="#">United Kingdom</a>		32,621	32,621	8.9	1,426	Tons	22,876	16	6	14	8.8	-10	<a href="#">0</a>	
<input type="checkbox"/> <a href="#">Spain</a>		25,741	25,741	7	984	Tons	25,896	40	34	8	6.1	2	<a href="#">0</a>	

## Tariff faced by Bangladesh in the world

[www.macmap.org](http://www.macmap.org)

### Compare tariffs

Step 1/2

Compare here average tariffs that a **country** faces worldwide when it exports or tariffs that a **country** applies when it imports a particular **product** in the latest available year.

Country:\*  as

Product:\*

Selected data source: ITC (MAcMap) data complemented by WTO (IDB) data for missing country-years

You can change your default settings [here](#)

## Compare tariffs

Step 2/2

Tariffs applied by all importing countries to **Bangladesh**

Product: **620920 - Babies garments and clothing accessories of cotton, not knitted**

Trade year: **2011**

Applied tariff data source: **ITC (MacMap) complemented by WTO (IDB)**

Trade data source: **ITC Normalized trade matrix**

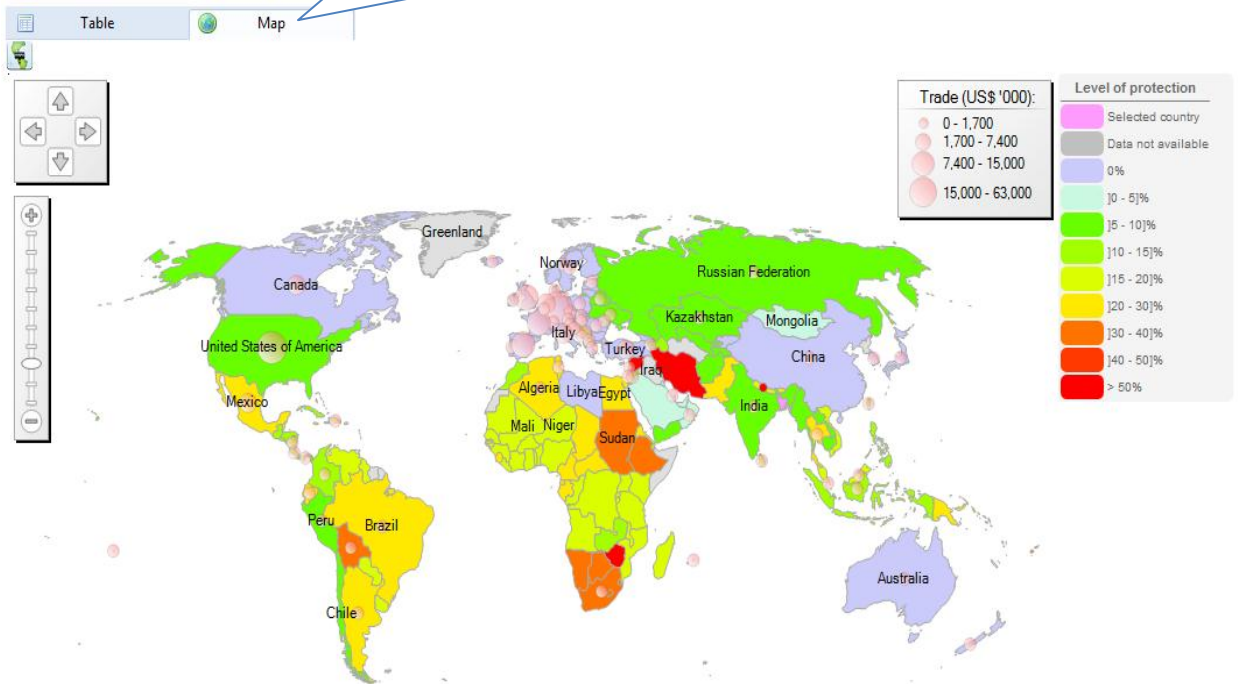
AVE Methodology: **AVE based on the World Tariff Profile (WTP)**

<< New search << Modify search

								Level of protection	
Importing country	Year	Revision	No. of corresponding national tariff lines	Level of protection	Bangladesh's exports to partner country (value in US\$ '000)	Total ad valorem equivalents tariff	Corresponding HS6 codes in the importing country revision	Source	
Afghanistan	2013	HS12	2			7.00%	<a href="#">Click Here</a>	ITC	
Albania	2015	HS12	9			0.63%	<a href="#">Click Here</a>	ITC	
Algeria	2014	HS12	4		17	25.00%	<a href="#">Click Here</a>	ITC	
Angola	2014	HS12	2			20.00%	<a href="#">Click Here</a>	ITC	
Anguilla	2014	HS07	2			15.00%	<a href="#">Click Here</a>	ITC	

On the right side of the screen the user can find information to interpret the data displayed in the map view

Click here to switch from the Table format to the Map



## X. Analyze Time Series

By selecting “Yearly/Quarterly/Monthly Times Series”, you will be able to look at all the data available by year/ quarter/ month in the database (including for some countries, data for the current year).



### TRADE MAP

Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



Home & Search Data Availability Reference Material Other ITC Tools More Mr. Fahim Asmat English

Product: 620920 - Babies garments and clothing accessor

Country: Bangladesh

Partner: All

Product Group: None

Country Group: None

Partner Group: None

other criteria Exports Yearly time series by country Direct data Values US Dollar

List of importing markets for a product exported by Bangladesh  
Product: 620920 Babies garments and clothing accessories of cotton, not knitted  
The product code selected above has been reallocated in the 2012 HS revision.

Unit: US Dollar thousand

Table Graph Map Companies FDI data Tariffs data Standards

Download Time Period (number of columns): 5 per page Rows per page: Default (25 per page)

Bilateral & digits	Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011
	World	30,591		31,490	31,432	36,833
	United States of America	24,406		17,592	14,669	15,286
	Germany	512		4,467	7,245	7,906
	Netherlands	1,420		2,043	1,328	2,089
	India	0		0	473	1,815
	France	446		266	399	1,672

## Import Seasonality Using Time Series



### TRADE MAP

Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



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Product: 620920 - Babies garments and clothing accessor

Country: Bangladesh

Partner: All

Product Group: None

Country Group: None

Partner Group: None

other criteria Exports Monthly time series by country Mirror data Values US Dollar

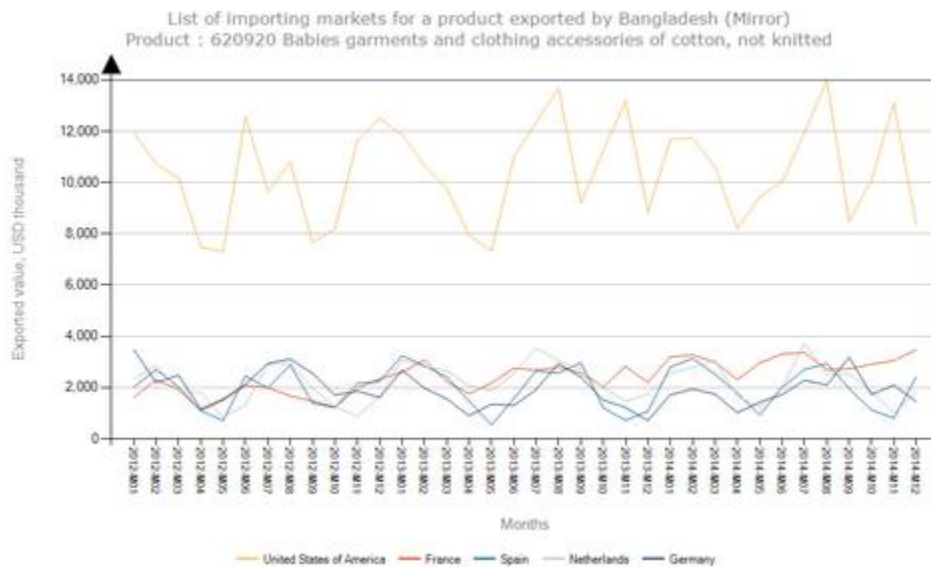
Table Graph Map Companies FDI data Tariffs data Standards

Curve on exported value

From 1 to 5 Countries

From M01 2012 to M12 2014

Update



# XI. Graphic Analysis

## Bar Chart

**ITC TRADE MAP**  
Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

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Product: 620920 - Babies garments and clothing accessor | Product Group: None  
 Country: Bangladesh | Country Group: None  
 Partner: All | Partner Group: None

other criteria | Exports | Yearly time series | by country | Direct data | Values | US Dollar

Table | Graph | Map | Companies | FDI data | Tariffs data | Standards

Bar chart on exported value

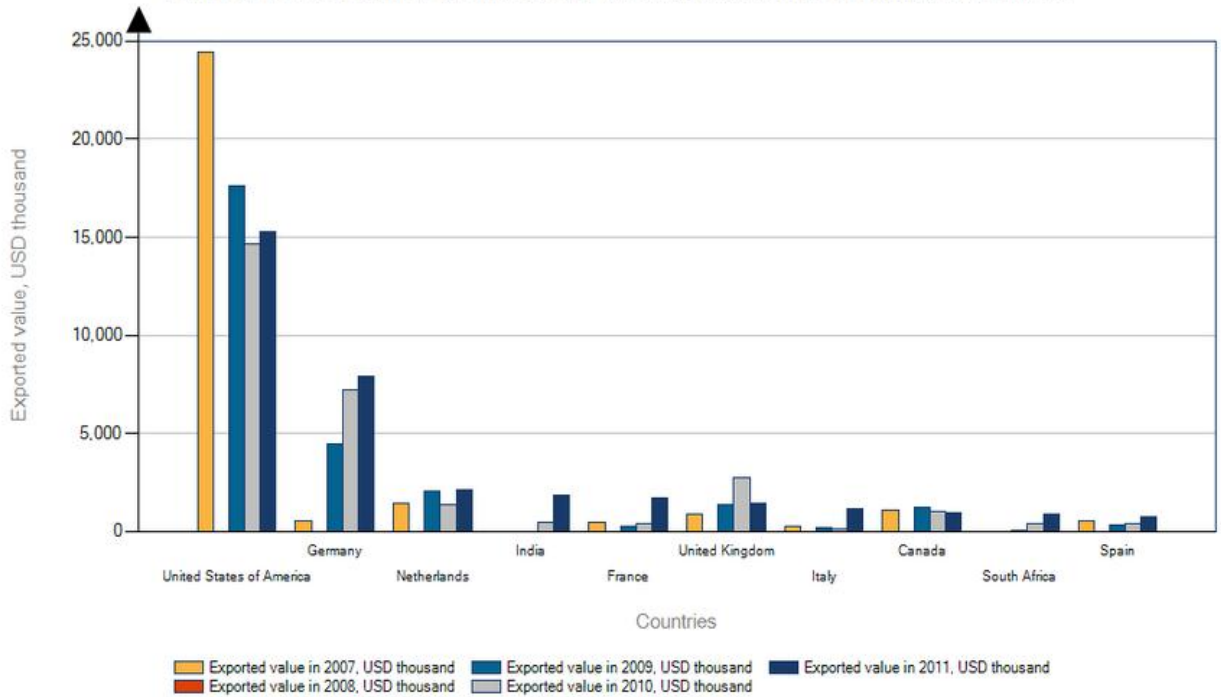
Show World data

From 1 to 10 Countries

From 2007 to 2011 | Years: 2007 2008 2009 2010 2011

Update >

List of importing markets for a product exported by Bangladesh  
 Product: 620920 Babies garments and clothing accessories of cotton, not knitted



# Bubble graph



## TRADE MAP

Trade statistics for international business development  
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



Home & Search Data Availability Reference Material Other ITC Tools More Mr. Fahim Asmat English

Product ... 620920 - Babies garments and clothing accessor Product Group None

Country Bangladesh Country Group None

Partner All Partner Group None

other criteria Exports Trade indicators by country Mirror data

Table Graph Map Companies FDI data Tariffs data Standards

Bubble graph on prospect for market diversification

Bubble graph on prospect for market diversification

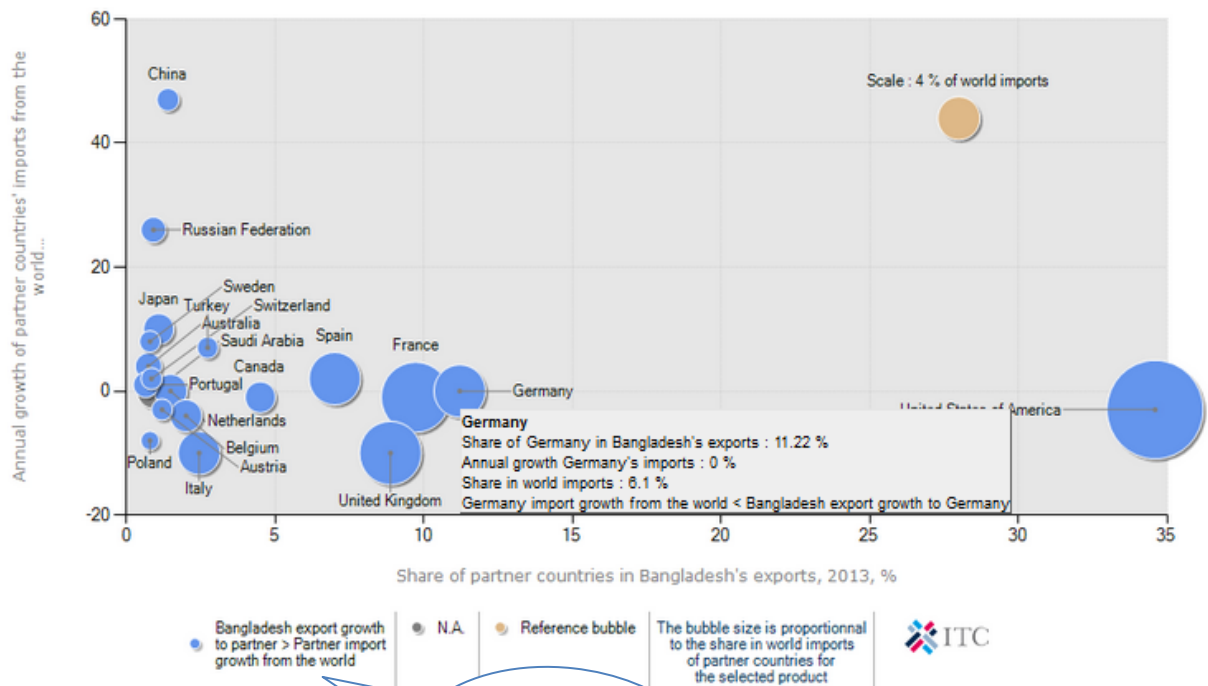
Bubble graph on Bangladesh export growth vs. partner import growth

Bar chart on exported value

Bar chart on share in Bangladesh's exports

Bar chart on exported growth in value between 2009-2013

Prospects for market diversification for a product exported by Bangladesh in 2013  
Product : 620920 Babies garments and clothing accessories of cotton, not knitted



Bangladesh is gaining market share in partner countries

**When** Bangladesh export growth to partner < Partner import growth from the world

**That means** Bangladesh is losing market share in partner countries

# Map



## TRADE MAP

Trade statistics for international business development  
 Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



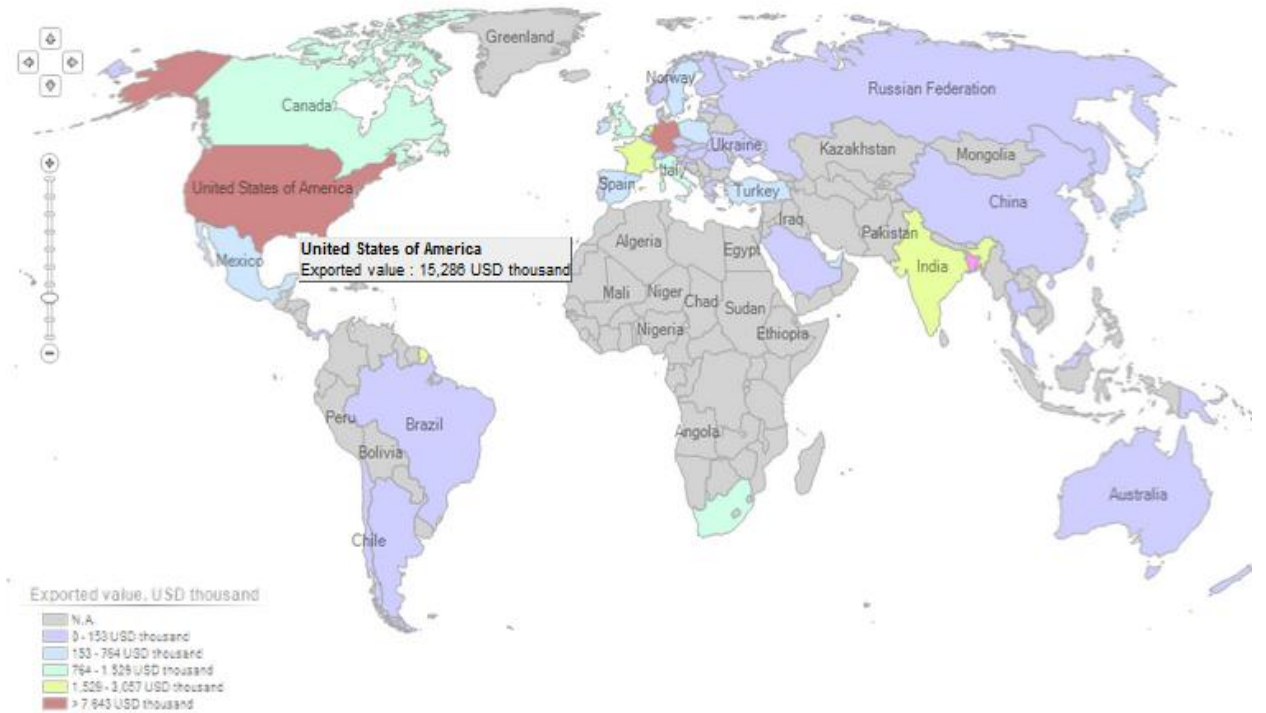
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Product: 620920 - Babies garments and clothing accessor  
 Country: Bangladesh  
 Partner: All  
 Product Group: None  
 Country Group: None  
 Partner Group: None  
 other criteria Exports Yearly time series by country Direct data Values US Dollar

Table Graph **Map** Companies FDI data Tariffs data Standards

Year: 2011 Show data with arrows

### List of importing markets for a product exported by Bangladesh in 2011 Product : 620920 Babies garments and clothing accessories of cotton, not knitted



## XII. Analyze the Performance of Competing Suppliers

After identifying which are the most interesting potential markets, the next logical step for the exporter is to gather more information on those countries that supply selected product to these potential markets. As an exporter from Bangladesh, you may want to identify the main competitors you'll face when entering the potential target markets.

*List of supplying markets for the product imported by France in 2013*  
 Product: 620920 Babies garments and clothing accessories of cotton, not knitted



### TRADE MAP

Trade statistics for international business development  
 Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



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Product: ... 620920 - Babies garments and clothing accessori   Product Group: None

World    Country: France   Country Group: None

Partner: All   Partner Group: None

other criteria   Imports   Trade indicators   by country   Direct data

**List of supplying markets for the product imported by France in 2013**  
 Product: 620920 Babies garments and clothing accessories of cotton, not knitted  
 France's imports represent 11.03% of world imports for this product, its ranking in world imports is 2  
 The product code selected above has been reallocated in the 2012 HS revision.

Table   Graph   Map   Companies   FDI data   Tariffs data   Standards

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Bilateral trade at 8-digit	Exporters	Trade Indicators											Tariff (estimated) applied by France (%)	
		Imported value 2013 (USD thousand)	Trade balance 2013 (USD thousand)	Share in France's imports (%)	Imported quantity 2013	Quantity unit	Unit value (USD/unit)	Imported growth in value between 2009-2013 (% p.a.)	Imported growth in quantity between 2009-2013 (% p.a.)	Imported growth in value between 2012-2013 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)		Total export growth in value of partner countries between 2009-2013 (% p.a.)
	World	206,951	-126,297	100	6,164	Tons	33,574	-1	-6	-3		100		2
<input checked="" type="checkbox"/>	<a href="#">China</a>	101,032	-100,455	48.8	3,190	Tons	31,671	-7	-13	-15	1	24.9	-7	10.5
<input checked="" type="checkbox"/>	<a href="#">Bangladesh</a>	35,711	-35,711	17.3	1,306	Tons	27,344	39	26	41	2	20.9	15	0
<input checked="" type="checkbox"/>	<a href="#">India</a>	23,936	-23,868	11.6	584	Tons	40,986	6	2	13	3	10.8	12	8.4
<input checked="" type="checkbox"/>	<a href="#">Madagascar</a>	11,004	-10,998	5.3	142	Tons	77,493	14	7	7	21	0.6	6	0
<input checked="" type="checkbox"/>	<a href="#">Tunisia</a>	8,325	-8,091	4	128	Tons	65,039	-15	-25	-28	19	0.8	2	0
<input checked="" type="checkbox"/>	<a href="#">Morocco</a>	3,256	-2,766	1.6	46	Tons	70,783	-19	-22	-41	23	0.5	-2	0
<input checked="" type="checkbox"/>	<a href="#">Italy</a>	3,131	13,242	1.5	72	Tons	43,486	1	0	-14	9	2.3	-9	0
<input checked="" type="checkbox"/>	<a href="#">Portugal</a>	2,576	-432	1.2	49	Tons	52,571	9	3	25	18	0.8	18	0

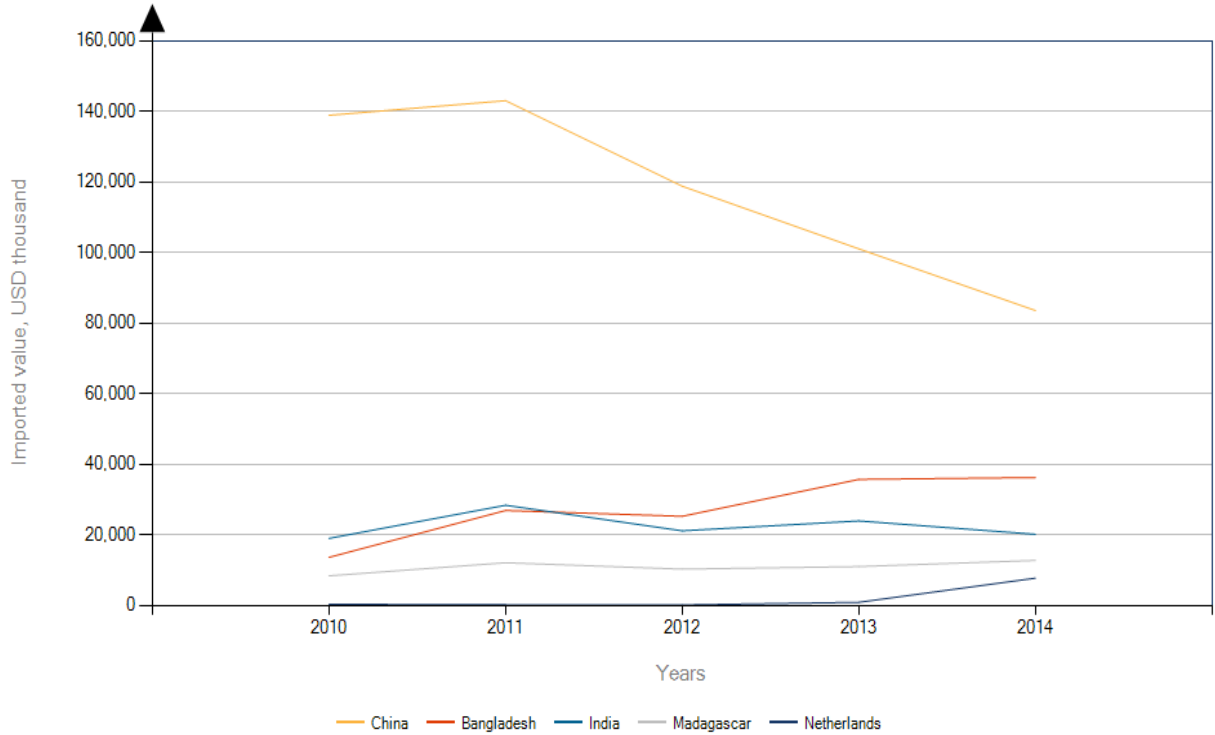


Click on Graph, then choose “Curve on imported value”

Yearly Time Series data

The screenshot shows the ITC Trade Map interface. At the top left is the ITC logo. To its right is the 'TRADE MAP' logo with the tagline 'Trade statistics for international business development' and a sub-line 'Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.' On the far right is a globe icon with an upward arrow. Below the header is a navigation bar with tabs: 'Home & Search', 'Data Availability', 'Reference Material', 'Other ITC Tools', and 'More'. A user profile 'Mr. Fahim Asmat' and language 'English' are visible. The main search area contains several dropdown menus: 'Product' (620920 - Babies garments and clothing accessori...), 'Product Group' (None), 'Country' (France), 'Country Group' (None), 'Partner' (All), and 'Partner Group' (None). Below these are filters for 'Imports', 'Yearly time series', 'by country', 'Direct data', 'Values', and 'US Dollar'. At the bottom of the search area are tabs for 'Table', 'Graph', 'Map', and 'Companies', along with buttons for 'FDI data', 'Tariffs data', and 'Standards'. The 'Graph' tab is selected, and a dropdown menu shows 'Curve on imported value'. Below this are options to 'Show World data', 'From 1 to 5 Countries', and 'From 2010 to 2014', with an 'Update >' button.

List of supplying markets for a product imported by France  
Product: 620920 Babies garments and clothing accessories of cotton, not knitted



**First 6 columns: Overview of the size in value and quantity, with addition of the market share of each supplying country**

This indicator establishes the *extent to which the import market is concentrated* in a few supplying countries, and hence provides a preliminary indication of the *type of competition in the importer's market*

<u>Imported value 2013 (USD thousand)</u> ▼	<u>Trade balance 2013 (USD thousand)</u> ⓘ	<u>Share in France's imports (%)</u>	<u>Imported quantity 2013</u>	<u>Quantity unit</u>	<u>Unit value (USD/unit)</u> ⓘ
---	--	--------------------------------------	-------------------------------	----------------------	--------------------------------

**Next 3 columns: Trends in the target market for each supplier.**

<u>Imported growth in value between 2009-2013 (% p.a.)</u> ⓘ	<u>Imported growth in quantity between 2009-2013 (% p.a.)</u> ⓘ	<u>Imported growth in value between 2012-2013 (% p.a.)</u> ⓘ
--	---	--

**Next 3 columns: The performance of supplying countries in the world markets.**

This column allows to understand whether the particular importing country is buying from the world's largest suppliers of the product or not

<u>Ranking of partner countries in world exports</u> ⓘ	<u>Share of partner countries in world exports (%)</u> ⓘ	<u>Total export growth in value of partner countries between 2009-2013 (% p.a.)</u> ⓘ
--	--	---

This gives an indication of the supplying country's export and can be compared with importing country's import growth from this partner to see if the partner country is targeting the importing country more than other markets

*Share of partner countries in world exports* of the selected product. It complements the previous one by indicating whether the global export market of the analysed product is highly concentrated in a few exporting countries or if supply is relatively diversified geographically.

\* There may be many reasons why a country's suppliers differs from the top suppliers in the world, for example language and cultural similarities, preferential trade agreements or geographical proximity that increase the likelihood for 2 countries of trading with each other.

Last column: Import tariffs applied by importing country towards each supplying country.

Tariff  
(estimated)  
applied by  
France (%)

This allows you to identify whether your country enjoys a tariff advantage or disadvantage relative to other supplying countries, and hence provides another *indicator of the competitiveness of your country's exports in the target market*

### XIII. Analyze potential for bilateral trade

A Trade Support Institution based in Bangladesh may wish to expand current trade between its country and a country, such as Spain. This organization is interested in identifying sectors and products on which to focus its trade promotion efforts. We will demonstrate how that TSI can analyze trade potential at the HS six-digit level.

The first step would be to select “**Bangladesh**” as the country under review, “**Spain**” as the partner country and ‘Export’ in the selection menu.

Trade Map also allows analysis of bilateral trade potential at the HS 6-digit level. By selecting by “Product Cluster at 6 digit level”, the analyst can generate a list of individual products exported from Bangladesh to Spain and the respective indicative trade potential.

The analyst can sort this data by value or by indicative potential trade. Trade potential is defined as the lower of the value a selected country exports to the world or the value the partner country imports from the world minus the current trade between the two countries under review. The trade potential is indicative only and serves as a departure point for further research. It gives an overview of the complementarities of the two economies.



Home & Search   Data Availability   Reference Material   Other ITC Tools   More   Mr. Fahim Asmat   English

Product: TOTAL - All products   Product Group: None

World   Country: Bangladesh   Country Group: None

Partner: Spain   Partner Group: None

other criteria: Exports   Trade indicators: by product   Product cluster at 6 digits

- At the same level (2 digits)
- Product cluster at 4 digits
- Product cluster at 6 digits**
- Product cluster at the tariff line

Existing and potential trade between Bangladesh and Spain in 2013

Product: TOTAL All products

To sort through Bangladesh's leading HS-6 products exported to Spain, click on the link "Indicative potential trade, USD thousand" on the last column on the right of the table.

Existing and potential trade between Bangladesh and Spain in 2013  
 Product: TOTAL All products

Table   Graph   Map   Companies   FDI data   Tariff data   Standards

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HS8	Product Code	Product Label	Bangladesh's exports to Spain				Spain's imports from world			Bangladesh's exports to world			Indicative potential trade, USD thousand
			Value in 2013, USD thousand	Annual growth in value between 2009-2013, % p.a.	Share in Bangladesh's exports, %	Equivalent ad valorem tariff applied by Spain to Bangladesh	Value in 2013, USD thousand	Annual growth in value between 2009-2013, % p.a.	Share in world imports, %	Value in 2013, USD thousand	Annual growth in value between 2009-2013, % p.a.	Share in world exports, %	
TOTAL	All products	1,668,748	19	5.4	0	332,266,846	3	1.8	30,999,233	16	0.2	29,330,485	
620462	Womens/girls trousers and shorts, of cotton, not knitted	223,637	61	8.8	0	1,120,721	6	5.2	2,541,962	22	11.7	897,084	
620342	Mens/boys trousers and shorts, of cotton, not knitted	213,135	30	4.7	0	1,005,085	6	4.1	4,549,736	19	18.3	791,950	
610910	T-shirts, singlets and other vests, of cotton, knitted	332,814	11	7.8	0	1,042,483	-4	4.5	4,278,943	11	16.1	709,669	
611030	Pullovers, cardigans and similar articles of man-made fibres, knitted	129,836	18	8	0	814,589	6	3.8	1,614,294	11	8	684,753	
611020	Pullovers, cardigans and similar articles of cotton, knitted	127,580	-7	6	0	717,842	-5	3.1	2,132,841	5	11	590,262	
030613	Shrimps and prawns, frozen, in shell or not, including boiled in shell	132	-24	0	0	1,059,661	0	7.2	512,768	5	3.4	512,636	
620520	Mens/boys shirts, of cotton, not knitted	54,049	29	2.9	0	462,805	3	3.8	1,832,715	22	15.4	408,756	
610990	T-shirts, singlets and other vests, of other textile materials, knitted	29,904	108	7.5	0	572,174	16	4.9	398,493	60	2.8	368,589	

## XIV. Company Data in Trade Map

One of the important and new features of the Trade Map is company data. With information on more than 500,000 companies based in more than 60 countries this feature serves to better connect buyers and sellers. It is an additional opportunity for exporters to reach potential buyers of their products. An importing company can also use this information to look for potential suppliers based in many different countries.

Number of importing companies broken down by product categories for the following product  
Product : 620920 Babies garments and clothing accessories of cotton, not knitted

Product category	Number of importing companies available in Trade Map
Aprons, ready-made, for babies and children	310
Bathrobes for babies and children	333
Bibs, ready-made, for babies and infants	355
Capes, hooded, ready-made, for babies and children	354
Caps, ready-made, for babies and children	371
Clothes, ready-made for babies and children	515
Clothes, ready-made, embroidered, for children	336
Clothes, ready-made, for babies and children (trade)	1,149
Clothes, ready-made, for babies and children to customer specification	383
Coat and hat sets, ready-made, for babies and children	365
Coats, ready-made, for babies and children	455
Culottes and shorts, ready-made, for babies and children	348
Dresses, ready-made, christening	314
Dresses, ready-made, for babies and children	503
Footwear, ready-made, textile, for babies	323

Product category	Number of importing companies available in Trade Map
Babies and children	310
Children	333
Bibs, ready-made, for babies and infants	355

Number of importing companies in France, broken down by product categories, for the following product  
 Product : 620920 Babies garments and clothing accessories of cotton, not knitted

Product category	Number of importing companies available in Trade Map
<a href="#">Arons, ready-made, for babies and children</a>	2
<a href="#">Bathrobes for babies and children</a>	4
<a href="#">Bibs, ready-made, for babies and infants</a>	7
<a href="#">Capes, hooded, ready-made, for babies and children</a>	1
<a href="#">Caps, ready-made, for babies and children</a>	3
<a href="#">Clothes, ready-made for babies and children</a>	1
<a href="#">Clothes, ready-made, embroidered, for children</a>	3
<a href="#">Clothes, ready-made, for babies and children (trade)</a>	35
<a href="#">Clothes, ready-made, for babies and children to customer specification</a>	4
<a href="#">Coat and hat sets, ready-made, for babies and children</a>	2
<a href="#">Coats, ready-made, for babies and children</a>	6
<a href="#">Culottes and shorts, ready-made, for babies and children</a>	3
<a href="#">Dresses, ready-made, christening</a>	2
<a href="#">Dresses, ready-made, for babies and children</a>	6
<a href="#">Footwear, ready-made, textile, for babies</a>	5

List of importing companies in France for the following product  
 Product category : Bibs, ready-made, for babies and infants

Company name	Number of product or service categories traded	Number of employees	Country	City	Website
<a href="#">Avetex</a>	154	1-10	France	MULHOUSE	<a href="http://www.aveltex.com">http://www.aveltex.com</a>
<a href="#">Bonpoint Rive Droite</a>	34	51-100	France	PARIS 06	<a href="http://www.bonpoint.com">http://www.bonpoint.com</a>
<a href="#">Delatex</a>	166	11-20	France	L HAY LES ROSES	<a href="http://www.mondial-innovation.com">http://www.mondial-innovation.com</a>
<a href="#">Delatex</a>	226	Unknown	France	PARIS 15	<a href="http://www.mondial-innovation.com">http://www.mondial-innovation.com</a>
<a href="#">INCIDENCE</a>	45	21-50	France	MEUDON LA FORET	<a href="http://www.incidence.fr">http://www.incidence.fr</a>
<a href="#">Kaloo France</a>	11	11-20	France	AIX EN PROVENCE	<a href="http://www.kaloo.com">http://www.kaloo.com</a>
<a href="#">Pluritec</a>	3	1-10	France	GRISOLLES	

ITC TRADE MAP Trade statistics for international business development

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Product: 620920 - Babies garments and clothing accessories

Company profile: Bonpoint Rive Droite

Location: Country: France, City: PARIS 06

Contact: Website: <http://www.bonpoint.com>, Phone: 33 1 40 62 76 20, Fax: 33 1 47 05 88 59, Executives: Eric Vallat (Top Management)

Additional Information: Turnover: ., Number of employees: 51-100

Product or service categories traded by the company:

Product or service category	D/P/S/E
<a href="#">Coats, ready-made, for babies and children</a>	P
<a href="#">Coat and hat sets, ready-made, for babies and children</a>	P
<a href="#">Capes, hooded, ready-made, for babies and children</a>	P
<a href="#">Snowsuits, ready-made, for babies and children</a>	P
<a href="#">Slirts, ready-made, for babies and girls</a>	P
<a href="#">Dresses, ready-made, for babies and children</a>	P

Bonpoint

HOUSE OF BONPOINT SUMMER 2015

NEW COLLECTION Summer 2015 Pop Collection



NEW COLLECTION Summer 2015 Pop Collection

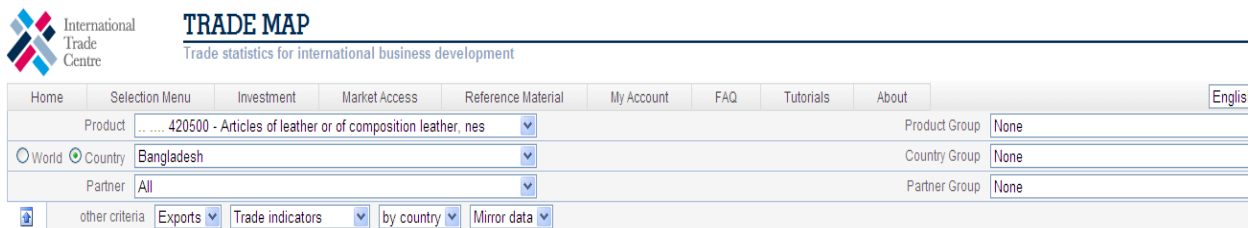
Country: Rest of World, Language: EN, Contact, Responsibilities, Commitments, Page, Copy, Legal, Terms

## XV. Choosing a Potential Market for Exports (Example- Export of Leather Articles from Bangladesh)

Several initial steps are involved in identifying which market(s) may offer opportunities in terms of export development. In terms of analysing the trade data, the exporter wishes first to review Bangladesh's exports to identify current trading partners, how they rank as world importers and what are the general trends of those markets. He/she may then want to gauge the performance of Bangladesh exports at the international level. As a next step, he/she might wish to identify the world's leading importing countries for *Leather articles* to select a shortlist of markets to concentrate his/her effort. Finally, once the exporter has identified those potential target countries, he/she should find out which countries currently supply those markets, his/her own country's performance and if it has any comparative advantage in terms of tariffs it faces versus its competitors.

### 1. Review current situation of the country's export

As a first step, the Bangladeshi exporter of Leather articles could use Trade Map to see which countries currently import Leather articles from Bangladesh. In order to do so, in the selection, the exporter should start entering "Articles of leather" as key words and a list of product descriptions containing the words "Articles of leather" will appear. Then the exporter chooses "**420500: Articles of leather or of composition leather, nes**" (screen below) as the product under review and types "Bangladesh" in the country box. Once the application produces the options, in this case only the country name "Bangladesh", he/she should then click on it to select it. In order to see the importing countries of Leather articles from Bangladesh, he/she selects "Exports", and clicks on "Trade Indicators". The full list of importing countries for this product is generated (Table 1).



The screenshot shows the Trade Map website interface. The logo for the International Trade Centre is on the left, and the text "TRADE MAP" and "Trade statistics for international business development" is on the right. Below the header is a navigation menu with links: Home, Selection Menu, Investment, Market Access, Reference Material, My Account, FAQ, Tutorials, About, and a language selector for English. The main content area contains several search filters:

Product	..... 420500 - Articles of leather or of composition leather, nes	Product Group	None	
<input type="radio"/> World <input checked="" type="radio"/> Country	Bangladesh	Country Group	None	
Partner	All	Partner Group	None	
other criteria	Exports	Trade indicators	by country	Mirror data

### List of importing markets for the product exported by Bangladesh in 2012 (Mirror) #

Product: 420500 Articles of leather or of composition leather, nes

Bangladesh's exports represent 0.49% of world exports for this product, its ranking in world exports is 43

The product code specified above has been reallocated in the 2007 HS edition

Bilateral trade at 8-digit	Importers	Trade Indicators											Tariff (estimated) faced by Bangladesh (%)	
		Exported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Share in Bangladesh's exports (%)	Exported quantity 2012	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2008-2012 (% p.a.)	Exported growth in quantity between 2008-2012 (% p.a.)	Exported growth in value between 2011-2012 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)		Total import growth in value of partner countries between 2008-2012 (% p.a.)
Total		4,976	-2,848	100	94	Tons	52,936	76	3	-38		100	9	
<a href="#">Italy</a>		4,762	4,095	95.7	91	Tons	52,330	316	-1	-38	8	4.7	29	0
<a href="#">United Kingdom</a>		88	71	1.8	2	Tons	44,000	-7	-16	-25	14	2.7	-12	0
<a href="#">Japan</a>		63	44	1.3	1	Tons	63,000	7	0	473	15	2.6	4	0
<a href="#">Turkey</a>		43	-2,245	0.9	0	Tons				1333	26	0.8	-1	0
<a href="#">Germany</a>		6	1,502	0.1	0	Tons		-12		100	13	3.1	4	0
<a href="#">Hong Kong, China</a>		6	1,432	0.1	0	Tons					3	5.4	16	0
<a href="#">Pakistan</a>		3	-557	0.1	0	Tons					87	0	5	6.1
<a href="#">Croatia</a>		2	2	0	0	Tons					38	0.3	7	3.3
<a href="#">Australia</a>		1	1	0	0	Tons		-49			33	0.5	11	0
<a href="#">India</a>		1	-38	0	0	Tons					29	0.7	47	4.5

**Table 1: List of importing markets for the product exported by Bangladesh in 2012 (Mirror)**

Product: 420500 Articles of leather or of composition leather, nes

Importers	Trade Indicators													Tariff (estimated) faced by Bangladesh (%)
	Exported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Share in Bangladesh's exports (%)	Exported quantity 2012	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2008-2012 (% p.a.)	Exported growth in quantity between 2008-2012 (% p.a.)	Exported growth in value between 2011-2012 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2008-2012 (% p.a.)		
Total	4976	-2848	100	94	Tons	52936	76	3	-38		100	9		
Italy	4762	4095	95.7	91	Tons	52330	316	-1	-38	8	4.7	29	0	
United Kingdom	88	71	1.8	2	Tons	44000	-7	-16	-25	14	2.7	-12	0	
Japan	63	44	1.3	1	Tons	63000	7	0	473	15	2.6	4	0	
Turkey	43	2245	0.9	0	Tons				1333	26	0.8	-1	0	
Germany	6	1502	0.1	0	Tons		-12		100	13	3.1	4	0	
Hong Kong, China	6	1432	0.1	0	Tons					3	5.4	16	0	
Pakistan	3	-557	0.1	0	Tons					87	0	5	6.1	
Croatia	2	2	0	0	Tons					38	0.3	7	3.3	
Australia	1	1	0	0	Tons		-49			33	0.5	11	0	
India	1	-38	0	0	Tons					29	0.7	47	4.5	
United States of America	1	-104	0		No quantity		-30			1	9.7	21	0	



In Table 1, the exporter can immediately see in the title that Bangladesh ranks 43 in world exports and its exports represent 0.19% of world exports for the product 420500: Articles of leather or of composition leather, nes. In the first line of the table, the “world” imports from Bangladesh of leather article amounted to around US\$ 5 million in 2012.

Italy is Bangladesh’s largest import market consuming 95.7% of its export of leather article, but consumes only 4.7% of total world imports and ranked 8<sup>th</sup> among the world’s importers. United Kingdom and Japan are the 2<sup>nd</sup> and 3<sup>rd</sup> importers of Bangladeshi leather article. They are 14<sup>th</sup> and 15<sup>th</sup> largest importers of leather article in the world.

On the other hand, the United States of America is the 11<sup>th</sup> leading importer from Bangladesh with nearly zero percent share of Bangladesh’s leather article exports and yet is the number one importing market in the world commanding a 9.7% share of world imports.

We further notice that Japan is becoming a promising target market for Bangladesh’s exports. Imports of leather article from Bangladesh show positive trends in value over 2008-2012 period and in particular in 2011-2012.

## 2. Identify and analyse the world’s leading importers

**International Trade Centre TRADE MAP**  
Trade statistics for international business development

Product: 420500 - Articles of leather or of composition leather, nes

Country: All

Partner: All

other criteria: Imports Trade indicators by country

**List of Importers for the selected product in 2012**  
Product : 420500 Articles of leather or of composition leather, nes

The product code selected above has been reallocated in the 2007 HS revision.

Table Graph Map Companies

Export in Rows per page: Default (25 per page)

HSR	Importers	Trade Indicators											
		Value imported in 2012 (US\$ thousand)	Trade balance in 2012 (US\$ thousand)	Quantity imported in 2012	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2008-2012 (%)	Annual growth in quantity between 2008-2012 (%)	Annual growth in value between 2011-2012 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	Average tariff (estimated) applied by the country (%)
	World	1,970,453	610,608	0	No quantity		9	7	-1	100	4,716	0.09	
	<a href="#">United States of America</a>	190,806	-18,189		No quantity		21		-28	9.7	9,783	0.37	<a href="#">0.7</a>
	<a href="#">Mexico</a>	153,022	8,655		No quantity		3		8	7.8	4,650	0.6	<a href="#">21.7</a>
	<a href="#">Hong Kong, China</a>	106,686	20,588	3,285	Tons	32,471	16	8	5	5.4	5,154	0.32	<a href="#">0</a>
	<a href="#">France</a>	103,523	254,853	2,633	Tons	39,318	17	-3	15	5.3	6,416	0.16	<a href="#">0.2</a>
	<a href="#">Romania</a>	102,971	-91,000	1,030	Tons	60,050	24	14	10	0.2	1,182	0.15	<a href="#">0.2</a>
	<a href="#">Singapore</a>	98,755	-31,743		No quantity		14		-22	4.9	7,887	0.11	<a href="#">0</a>
	<a href="#">Poland</a>	94,036	-14,618	1,649	Tons	57,026	6	5	0	4.6	1,862	0.14	<a href="#">0.2</a>
	<a href="#">Italy</a>	92,026	33,427	1,281	Tons	71,841	29	7	26	4.7	5,507	0.32	<a href="#">0.2</a>
	<a href="#">China</a>	87,467	289,740	1,632	Tons	53,595	13	6	0	4.4	4,740	0.18	<a href="#">16.9</a>
	<a href="#">Hungary</a>	84,390	94,128	2,364	Tons	35,638	14	5	20	4.3	778	0.3	<a href="#">0.2</a>

**Table 2: List of importers for the selected product in 2012**

Product : 420500 Articles of leather or of composition leather, nes

Importers	Trade Indicators											Average tariff (estimated) applied by the country (%)
	Value imported in 2012 (USD thousand)	Trade balance in 2012 (USD thousand)	Quantity imported in 2012	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2008-2012 (%)	Annual growth in quantity between 2008-2012 (%)	Annual growth in value between 2011-2012 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	
World	1970453	610600	0	No quantity		9	2	-1	100	4716	0.09	
United States of America	190806	-18189		No quantity		21		-28	9.7	9763	0.37	0.7
Mexico	153022	8655		No quantity		3		8	7.8	4650	0.5	21.7
Hong Kong, China	106666	20588	3285	Tons	32471	16	8	5	5.4	5154	0.32	0
France	103523	254853	2633	Tons	39318	17	-3	15	5.3	6416	0.16	0.2
Romania	102971	-91066	1633	Tons	63056	24	14	10	5.2	1182	0.15	0.2
Singapore	96755	-31743		No quantity		14		-22	4.9	7887	0.11	0
Poland	94036	-14610	1649	Tons	57026	6	5	0	4.8	1862	0.14	0.2
Italy	92028	33427	1281	Tons	71841	29	7	26	4.7	5507	0.32	0.2
China	87467	289740	1632	Tons	53595	13	6	0	4.4	4740	0.18	16.9
Hungary	84390	94128	2364	Tons	35698	14	5	20	4.3	778	0.3	0.2

Table 2 shows that the world import market for leather articles reached a value of US\$1970 million in 2012. World import has grown by 9% in value and 2% in quantity over the 2008-2012 period.

United States of America is the number one importing market in the world commanding a 9.7% share of world imports. United States of America is a growing market over the last 5-year period. However, in noting the negative growth in value (-28) over the 2011-2012 period, caution should be applied to the interpretation of the 5-year rate, as the 28% decline may signal either a downturn in the coming year or that the 5-year trend is volatile.

Mexico and Hong Kong, China are the 2<sup>nd</sup> and 3<sup>rd</sup> largest importing market.

As Hong Kong, China is a growing market, registering 16% growth in value and 8% growth in quantity over the 5-year period, it could be an interesting prospects for the Bangladeshi exporters.

The market/ world demand for this product is not concentrated. Concentration of the supplying countries is 0.09%.

### 3. Analyze the performance of competing suppliers



#### TRADE MAP

Trade statistics for international business development

Home	Selection Menu	Investment	Market Access	Reference Material	My Account	FAQ	Tutorials	About	English
Product	420500 - Articles of leather or of composition leather, nes				Product Group	None			
World	Country: United States of America				Country Group	None			
Partner	All				Partner Group	None			
<input type="checkbox"/> other criteria            Imports            Trade indicators            by country            Direct data									

#### List of supplying markets for the product imported by United States of America in 2012

Product: 420500 Articles of leather or of composition leather, nes

United States of America's imports represent 9.68% of world imports for this product, its ranking in world imports is 1

The product code selected above has been reallocated in the 2007 HS revision.

Bilateral trade at 8-digit	Exporters	Trade Indicators											Tariff (estimated) applied by United States of America (%)	
		Imported value 2012 (US\$ thousand)	Trade balance 2012 (US\$ thousand)	Share in United States of America's imports (%)	Imported quantity 2012	Quantity unit	Unit value (US\$/unit)	Imported growth in value between 2008-2012 (% p.a.)	Imported growth in quantity between 2008-2012 (% p.a.)	Imported growth in value between 2011-2012 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)		Total export growth in value of partner countries between 2008-2012 (% p.a.)
	World	190,006	-10,109	100		No quantity		21		-20		100	4	
	China	113,495	-110,177	59.5		No quantity		41		-36	1	14.6	-2	1.4
	India	18,437	-10,353	9.7		No quantity		10		28	16	2.1	7	0
	Mexico	12,741	95,411	6.7		No quantity		12		-20	5	6.3	1	0
	Italy	10,230	-9,709	5.4		No quantity		15		37	7	4.9	5	1.4
	Canada	5,307	14,444	2.8		No quantity		4		2	22	0.6	10	0
	France	5,028	-4,100	2.6		No quantity		21		7	2	13.9	6	1.4
	Austria	4,382	-4,370	2.3		No quantity		155		129	9	3.7	6	1.4

**Table 3: List of supplying markets for the product imported by United States of America in 2012**

Product: 420500 Articles of leather or of composition leather, nes

Exporters	Trade Indicators											Tariff (estimated) applied by United States of America (%)	
	Imported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Share in United States of America's imports (%)	Imported quantity 2012	Quantity unit	Unit value (USD/unit)	Imported growth in value between 2008-2012 (% p.a.)	Imported growth in quantity between 2008-2012 (% p.a.)	Imported growth in value between 2011-2012 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)		Total export growth in value of partner countries between 2008-2012 (% p.a.)
World	190806	-18189	100		No quantity		21		-28		100	4	
China	113495	-110,177	59.5		No quantity		41		-36	1	14.6	-2	1.4
India	18437	-10353	9.7		No quantity		10		28	16	2.1	7	0
Mexico	12741	95411	6.7		No quantity		-12		-20	5	6.3	1	0
Italy	10230	-9709	5.4		No quantity		15		37	7	4.9	5	1.4
Canada	5307	14444	2.8		No quantity		4		2	22	0.6	10	0
France	5028	-4100	2.6		No quantity		21		7	2	13.9	6	1.4
Austria	4382	-4370	2.3		No quantity		155		129	9	3.7	6	1.4

Germany	2294	-145	1.2	No quantity	26	91	14	2.4	1	1.4
United Kingdom	2100	1657	1.1	No quantity	-3	23	24	0.6	3	1.4
Spain	1825	-1713	1	No quantity	2	6	25	0.6	1	1.4
Taipei, Chinese	1478	-1336	0.8	No quantity	6	10	29	0.5	12	1.4
Haiti	1345	-1313	0.7	No quantity	-9	-19	55	0.1	-9	0
Argentina	1329	-1049	0.7	No quantity	-16	46	41	0.2	-28	1.4
Hong Kong, China	1195	5675	0.6	No quantity	44	-94	6	4.9	25	1.4
Pakistan	1116	-1106	0.6	No quantity	14	25	39	0.2	4	0

China, India, Mexico and Italy are the major suppliers of the US market. China is the main supplier and accounts 59.5% of the US imports of leather articles. India, Mexico and Italy has 9.7%, 6.7% and 5.4% share in US import of leather articles respectively.

The table 3 shows that US market is already importing from Asian countries like India, Pakistan and China, which could mean easier penetration of exporters of Asian countries.

Once the Bangladeshi exporters know the competitors, Entrepreneurs should research what sorts of advantages those competitors may have, e.g. logistics, distribution channel, trade agreements, political ties, etc.

China is the world largest exporters of leather article, also the largest exporter in United States of America. On the other hand, India, Mexico and Italy are the 16<sup>th</sup>, 5<sup>th</sup> and 7<sup>th</sup> largest exporters of leather article in the world market respectively, while as a supplier in the US market they ranked 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> exporters respectively. Thus we can see that the United States of America is not only buying from the world's largest suppliers.

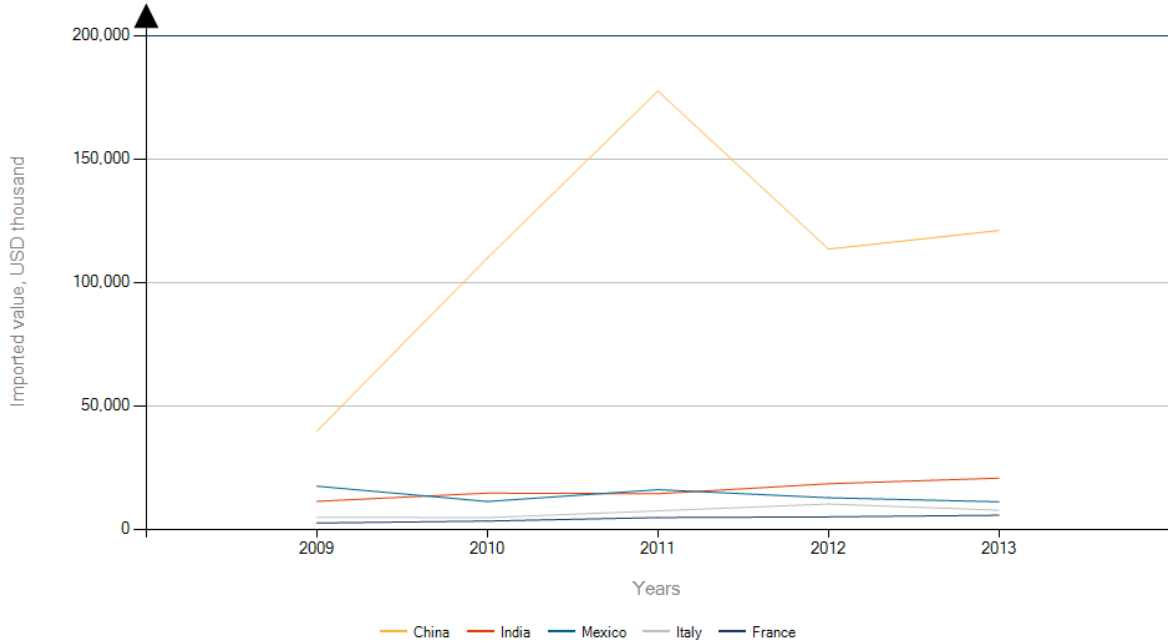
Share of China India, Mexico and Italy in world export is 27.9% which indicates that the global export market of leather articles is not highly concentrated in a few exporting countries. Supply is relatively diversified geographically.

By clicking on Graph, then choosing "Curve on imported value", we can see that China is the only exporting country that significantly increased its exports between 2009 and 2011.

The screenshot shows the Trade Map interface with the following details:

- Product:** 420500 - Articles of leather or of composition leather, nes
- Country:** United States of America
- Partner:** All
- Criteria:** Imports, Yearly time series, by country, Direct data, Values, US Dollar
- Graph Selection:** Curve on imported value
- Time Range:** From 2009 to 2013

List of supplying markets for a product imported by United States of America  
Product: 420500 Articles of leather or of composition leather, nes

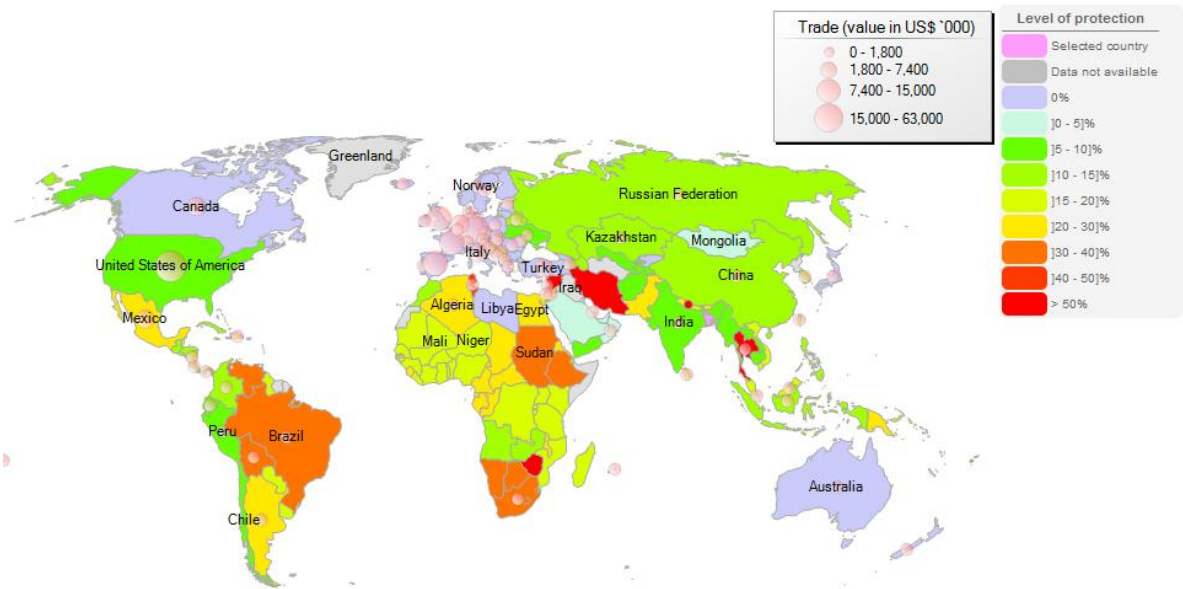


#### 4. Examine tariffs in potential new market

According to the last column on the table, the China exporter faces an AVE of 1.4% on leather articles (HS 420500), the same as Italy, but India and Mexico faces AVE of 0%.

**Table 4: List of supplying markets for the product imported by United States of America in 2012**  
Product: 420500 Articles of leather or of composition leather, nes

Exporters	Trade Indicators												
	Imported value 2012 (USD thousand)	Trade balance 2012 (USD thousand)	Share in United States of America's imports (%)	Imported quantity 2012	Quantity unit	Unit value (USD/unit)	Imported growth in value between 2008-2012 (% p.a.)	Imported growth in quantity between 2008-2012 (% p.a.)	Imported growth in value between 2011-2012 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)	Total export growth in value of partner countries between 2008-2012 (% p.a.)	Tariff (estimated) applied by United States of America (%)
World	190806	-18189	100		No quantity		21		-28		100	4	
China	113495	-110,177	59.5		No quantity		41		-36	1	14.6	-2	1.4
India	18437	-10353	9.7		No quantity		10		28	16	2.1	7	0
Mexico	12741	95411	6.7		No quantity		-12		-20	5	6.3	1	0
Italy	10230	-9709	5.4		No quantity		15		37	7	4.9	5	1.4



## Market Access Map

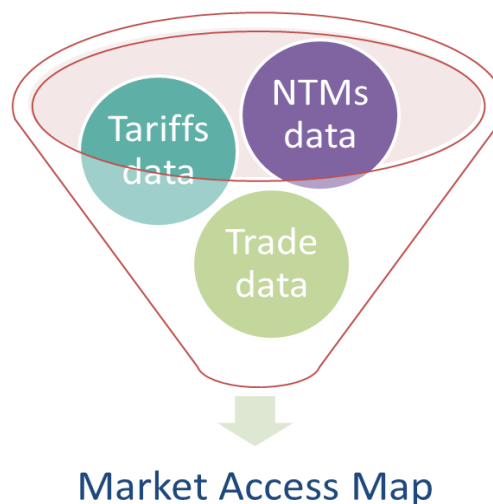
1. What is Market Access Map?
2. Market Access Map for SMEs
3. How to access the application
4. Types of tariffs
5. Quick Search on Tariff Information
6. Trade Regimes and Rules of Origin
7. Compare tariff on Market Access Map
8. Non-tariff Measures

## I. What is Market Access Map?

Market Access Map provides information on applied customs tariffs including MFN tariffs and preferences granted unilaterally and in the framework of regional and bilateral trade agreements. Users can find ad valorem equivalents (AVEs) for non-ad valorem duties in order to compare tariffs across countries and simulate tariff reduction scenarios. The application also covers tariff rate quotas, trade remedies, rules of origin as well as the corresponding certificates, bound tariffs of WTO members, non-tariff measures (NTMs) and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations.

Market Access Map offers:

- **A wide geographic coverage** with applied MFN and preferential tariffs available for more than 190 countries and territories.
- **A new database on NTM regulations**, categorized according to a classification validated by key international organizations.
- Seamlessly integrated and continuously updated data on tariffs, trade and NTMs from multiple data sources which can be consulted simultaneously.
- **Different methodologies** for the calculation of AVEs of non-ad valorem tariffs and trade-weighted average tariffs.
- A flexible **product selection based on two international classifications**: the Harmonized System (HS) and the Standard International Trade Classification (SITC).
- Access to extensive **time-series** and the possibility to **download raw data**.
- High flexibility for users to define tariff reduction simulations, including **dismantling schedules**.
- The possibility to **share queries** with other users.



## II. Market Access Map for SMEs

Market Access Map will help the SMEs to:

- Identify a tariff applied by any country to a product originating from a particular country
- Compare the tariff treatment of products exported by Bangladesh with the market
- Access conditions faced by the competitors in the target markets
- Obtain by a single click all relevant material on rules of origin

## III. How to Access the Application

Market Access Map- [www.macmap.org](http://www.macmap.org)

The screenshot shows the Market Access Map homepage. At the top left is the ITC logo. To its right is the text "MARKET ACCESS MAP" and "Improving transparency in international trade and market access". On the far right is a globe icon with a magnifying glass. Below the header is a navigation menu with items: "Quick search", "Advanced analysis", "Raw data download", "Country analysis", "Options", and "Support materials". The main content area on the left contains introductory text about the application. On the right is a login form with fields for "Email address" (containing "fahim@smef.org.bd") and "Password" (masked with dots). There are checkboxes for "Remember me." and a link "Forgot your password?". A "Log In >>" button is present. Below the login form are links for "Not registered yet? Create your account here" and "or Take a free tour". At the bottom right is a "Tweets" section showing a tweet from "ITC-Market Analysis" (@ITC\_MktAnalysis) dated "2 May". A blue callout bubble with white text is overlaid on the login form, stating: "Type your registered Email address and Password, and click on Log In".

On the Market Access Map Homepage, you will see on the right the two boxes where you can enter your Email address and password.

By clicking on “Log In”, you will enter the database.



## IV. Types of Tariffs

In general, tariffs can be broadly classified into two categories:

1. Ad valorem
2. Non-ad valorem (also known as NAV tariffs)

### Ad Valorem Tariffs

- levied on the basis of value
- used by most countries and for more than 87% of all tariff lines

E.g. 16.5% ad valorem tariff applied by USA to an imported 1 US\$ T-shirt from India (HS-610910):  $0.165 \times \$1$  (from India) Tariff paid = 16.50 cents

E.g. 35% tariff applied by Brazil to an imported 1 US\$ T-shirt from India (HS-610910):  $0.35 \times \$1$  (from India) Tariff paid = 35 cents

### Non-ad valorem Tariffs

Non-ad valorem (NAV) tariffs are defined in relation to measures such as volume, weight, surface, etc.

#### **(a) Specific Tariffs**

Levied on the basis of volume or weight. E.g. \$2 per kg

#### **(b) Compound / Mixed Tariffs**

Combine ad-valorem and specific rates

E.g. USA tariff on chocolate of 4.3% and \$0.528 / kg (tariff line code 18063208)

#### **(c) Max / Min tariffs**

#### **(d) Tariff rate quotas**

## Ad Valorem Equivalent (AVEs)

- Are shown in Market Access Map for applied and bound tariffs
- Convert different types of tariffs into a percentage of a product's unit value
- Are calculated for specific, mixed, compound or variable tariffs and anti-dumping and countervailing duties
- The total AVE is the sum of all individual AVEs.

An ad valorem equivalent (AVE) tariff is a tariff presented as a percentage of the value of goods cleared through customs. It is the equivalent of a corresponding non-ad valorem (NAV) tariff measure based on unit quantities such as weight, number or volume. AVEs are calculated for customs duties that are not ad valorem. In general, AVEs are calculated by dividing a given NAV tariff per unit by the value of the product per unit. The unit value is the value of each unit quantity imported of a product. It is based on the total value of imports of that product divided by the quantity of imports.

## V. Quick Search on Tariff Information

**Quick Search** allows the entrepreneurs:

- to easily find the tariffs and non-tariff measures (NTMs) that a specific product would face in a particular market.
- compare Tariffs sub-module in conjunction with the Trade Statistics sub-module, to identify products and import markets that show good prospects for trade promotion by offering favorable market access conditions.

Select Find tariffs from the list of options offered by the Quick Search.

### Find tariffs

Step 1/2

Search here for tariffs, tariff quotas and their ad valorem equivalent (AVE) applied by an **importing country** to an **exporting country**.

First select the **Importing country** as the product classification is conditional on this choice.

Then, choose the **Product** you want to analyze according to the **Harmonized System (HS)** 6 digit code (HS6) or the **National Tariff Line (NTL)** code. The results will be shown at the more detailed national tariff line level.

If you do not select an **Exporting country** and leave this field blank, you will see all tariff regimes applied for the selected product by your chosen **Importing country** to the rest of the world.

Importing country:\*

Year:\*

Product:\*

Exporting country:

Selected data source: ITC (MacMap) data complemented by WTO (IDB) data for missing country-years

You can change your default settings [here](#).

You need to select the importing country first in order to get the option to choose the provided years of tariff data for that particular country.

You can either choose HS6 or NTL level as in the results page the information is presented at the National tariff line level.  
- If you select NTL code you will get the data only for that particular product code.  
- If you select HS6 level you will be provided with the tariffs for all product codes under this 6-digit code.

- If you select a particular exporting country, you will get the data only for that very country.  
- If you leave this field blank, all the regimes for the selected product in an importing country will be available.

## Find tariffs

Step 2/2

Tariffs applied by France

Product: 620920 - Babies garments and clothing accessories of cotton, not knitted

Partner: Bangladesh

Data source: ITC (MAcMap)

Year: 2014

Nomenclature: HS Rev.2012

AVE Methodology: AVE based on the World Tariff Profile (WTP)

<< New search << Modify search

Product code	Product description	Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Total ad valorem equivalent tariff	Tariff quota details
6209200010	Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Gloves, mittens and mitts	MFN duties (Applied)	10.50%	10.50%	10.50%	
6209200010	Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Gloves, mittens and mitts	Preferential tariff for Least Developed Countries	0%	0%	0%	
6209200020	Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Stockings, socks and sockettes	MFN duties (Applied)	10.50%	10.50%	10.50%	
6209200020	Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Stockings, socks and sockettes	Preferential tariff for Least Developed Countries	0%	0%	0%	
6209200090	Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Other	MFN duties (Applied)	10.50%	10.50%	10.50%	
6209200090	Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Other	Preferential tariff for Least Developed Countries	0%	0%	0%	

If you know precisely what product name or code are, you can go for the National Tariff Line codes. Otherwise, choosing the HS6 level you can select all at once the national tariff lines grouped under this product category.

**National Tariff Line code of Bangladesh:** 62092000- Babies' garments and clothing accessories.: Of cotton

**National Tariff Line code of the importing country France:** 6209200010 - Babies' garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners: Gloves, mittens and mitts

## Find tariffs

Step 1/2

Search here for tariffs, tariff quotas and their ad valorem equivalent (AVE) applied by an **importing country** to an **exporting country**.

First select the **Importing country** as the product classification is conditional on this choice.

Then, choose the **Product** you want to analyze according to the Harmonized System (HS) 6 digit code (HS6) or the National Tariff Line (NTL) code. The results will be shown at the more detailed national tariff line level.

If you do not select an **Exporting country** and leave this field blank, you will see all tariff regimes applied for the selected product by your chosen **Importing country** to the rest of the world.

Importing country:\*

Year:\*

Product:\*

Exporting country:

Selected data source: ITC (MAcMap) data complemented by WTO (IDB) data for missing country-years

You can change your default settings [here](#).

Proceed>>

## Find tariffs

Step 2/2

Tariffs applied by France

Product: 6209200010 - Babies garments and clothing accessories of cotton (excl. knitted or crocheted and hats, napkins and napkin liners [see 9619]) : Gloves, mittens and mitts

Partner: Bangladesh

Data source: ITC (MAcMap)

Year: 2014

Nomenclature: HS Rev.2012

AVE Methodology: AVE based on the World Tariff Profile (WTP)

<< New search << Modify search

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Total ad valorem equivalent tariff	Tariff quota details
MFN duties (Applied)	10.50%	10.50%	10.50%	
Preferential tariff for Least Developed Countries	0%	0%	0%	

Page size: 50 2 items in 1 pages

<< New search << Modify search

## MFN and Preferential tariff

### MFN : Most Favoured Nation

- A Most Favoured Nation (MFN) tariff is the tariff applied by WTO members to goods from other WTO members.
- The MFN clause states that: a member of the WTO must treat all WTO members equally every time a WTO member improves the benefits that it gives to one trading partner, it has to give the same "best" treatment to all other WTO members, so that they remain equal.

### Preferential access

- Favours extended to some trading partners through preferential trade agreements, usually in the form of lower tariffs or non-application of some non-tariff measures.



## VI. Trade Regimes and Rules of Origin

Access the Trade agreements and Rules of Origin sub-module, from the Quick search drop-down menu

### Trade agreements and Rules of Origin

Step 1/2

Search here to see all trade agreements applied by one country to any other country and the corresponding Rules of Origin and certificates for the latest available year.

First select a **Country** and then choose whether it has to be defined as an exporter or as an importer. If you do not select a specific **Partner** (country), you will see all trade agreements applied or faced by the reporter with respect to the rest of the world.

Country:\*  as

Partner:

\* Indicates mandatory fields.

### Trade agreements and Rules of Origin

Step 2/2

List of trade agreements applied by **France** to **Bangladesh** and the corresponding rules of origin and certificates.

Use the links under "Rules of origin" to consult legal texts and external resources relative to a specific trade agreement.  
Use the links under "Certificate/Forms" to download the documentation required to comply with a specific trade agreement.  
If you have selected **all partners** you can hover over any Trade agreement to see its member countries.

Data source: ITC (MAcMap)

Trade Agreement description	Rules of origin	Certificates / Forms
<input type="text" value=""/> <input type="button" value="Y"/>	<input type="text" value=""/>	<input type="text" value=""/>
Preferential tariff for Least Developed Countries	<a href="#">Link: EU Export Helpdesk for developing countries</a> <a href="#">Link: EU explanation on GSP and Rules of Origin</a> <a href="#">EU GSP Regulation 980-2005</a> <a href="#">EU Regulation 2454-1993 (relevant parts for GSP, 12 MB !)</a> <a href="#">Temporary derogation of ROO for certain fisheries products from Cape Verde</a> <a href="#">EU GSP Guide Part 1</a> <a href="#">EU GSP Guide Part 2</a> <a href="#">EU GSP Guide Part 3</a> <a href="#">EU GSP Guide Part 4</a>	<a href="#">Certificate of origin</a> <a href="#">Certificate of origin (EUR.1) and invoice declaration</a>
<input type="button" value="H"/> <input type="button" value="I"/> <input type="button" value="M"/> Page size: 50		1 items in 1 pages

## Types of trade agreements

- **Partial Scope Agreement:** reduces tariff barriers between partner countries for a specific number of products
- **Free Trade Agreements:** eliminates tariff barriers between the parties for all or nearly all products (*FTA, RTA, etc.*)
- **Economic Partnership Agreement:** eliminates tariff barriers but goes beyond market access into other areas such as development cooperation
- **Customs Union:** free trade zone + common external tariff
- **Common Market:** customs union + free flow of factors of production within region (*capital, labour, etc.*)
- **Economic Union:** unification/harmonization of economic policies: monetary and fiscal policy, regulatory regimes...

## Rules and Certificate of Origins

- Rules of Origin (RoO) are criteria used to define where a product was made.
- This is complicated by globalization and the way a product can be processed in several countries before it is ready for the market.
- Certificate of Origin (CO) is the document attesting that goods in a particular export shipment are wholly obtained or produced or manufactured or processed in a particular country (country of origin).
- 2 varieties of certificates:
  - i. "Non-Preferential CO", which certifies the country of origin of a particular product does not qualify for any preferential treatment
  - ii. "Preferential C.O" refers to C.O. which enables products to enjoy tariff reduction or exemption when they are exported to countries extending these privileges: e.g. GSP, Commonwealth Preference Certificate.

## VII. Compare Tariff on Market Access Map

Compare Tariffs sub-module under Quick Search.

Compare Tariffs Module:

- Allows users to identify the average tariffs faced by one specific product either from the perspective of one importer and all exporters, or one exporter and all importers.
- Allows exporters to identify markets where the level of protection for its product is relatively low.
- Can assist trade negotiators to identify disadvantages for their country's products in various in various markets.

### Compare tariffs

Step 1/2

Compare here average tariffs that a country faces worldwide when it exports or tariffs that a country applies when it imports a particular product.

First select the **Country** as the product classification is conditional upon this choice.

Then choose the **Product** you want to analyze according to the Harmonized System (HS) 6 digit code (HS6), 4 digit code (HS4), 2 digit code (HS2) or the national tariff line (NTL) code.

When a country is selected as an importer, product codes will refer to the HS revision adopted by the country for the latest year.

When a country is selected as an exporter, product codes will refer to a combined list of all HS revisions.

Tariff data presented in this module is the most current available. To search for historical data see [Tariff analysis](#) or [Tariff data download](#).

Country:\*  as

Product:\*

Selected data source: ITC (MAcMap) data complemented by WTO (IDB) data for missing country-years

[You can change your default settings here](#)

Proceed >>



**Compare tariffs**  
Step 2/2

Tariffs applied by all importing countries to **Bangladesh**

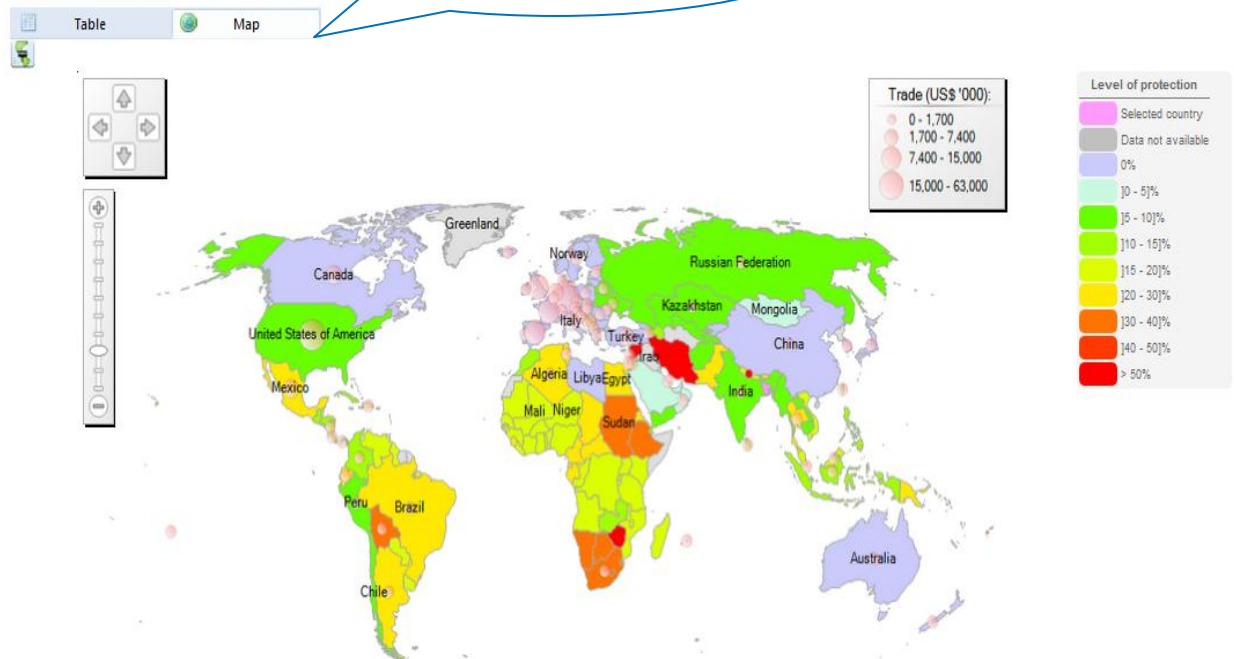
Product: **620920 - Babies garments and clothing accessories of cotton, not knitted**  
Trade year: **2011**  
Applied tariff data source: **ITC (MacMap) complemented by WTO (IDB)**  
Trade data source: **ITC Normalized trade matrix**  
AVE Methodology: **AVE based on the World Tariff Profile (WTP)**

<< New search << Modify search

								Level of protection
Importing country	Year	Revision	No. of corresponding national tariff lines	Level of protection	Bangladesh's exports to partner country (value in US\$ '000)	Total ad valorem equivalents tariff	Corresponding HS6 codes in the importing country revision	Source
Afghanistan	2013	HS12	2			7.00%	<a href="#">Click Here</a>	ITC
Albania	2015	HS12	9			0.63%	<a href="#">Click Here</a>	ITC
Algeria	2014	HS12	4		17	25.00%	<a href="#">Click Here</a>	ITC
Angola	2014	HS12	2			20.00%	<a href="#">Click Here</a>	ITC
Anguilla	2014	HS07	2			15.00%	<a href="#">Click Here</a>	ITC

On the right side of the screen the user can find information to interpret the data displayed in the map view.

Click here to switch from the Table format to the Map



## VIII. Non-tariff Measures (NTMs)

Non-tariff Measures (NTMs) include a wide category of instruments such as sanitary and phytosanitary measures (SPS), technical barriers of trade (TBT), quotas, anti competitive measures, import or export licenses, export restrictions, custom surcharges, financial measures, antidumping measures, etc.

Tariffs and non-tariff measures- What is the difference?

Tariffs =	Non tariffs measures =
<ul style="list-style-type: none"><li>▪ customs duty or tax</li><li>▪ mostly levied on imports</li><li>▪ raise revenues for the government</li><li>▪ collected by customs</li><li>▪ expressed as a percentage of the value (ad valorem, ex.19%), or as a specific charge (specific, ex. 30\$ les 100kg)</li></ul>	<ul style="list-style-type: none"><li>▪ trade regulating measures</li><li>▪ usually related to imports</li><li>▪ applied by governments</li><li>▪ products must comply with these regulations</li><li>▪ different controls: prior to export, at the border, after import</li></ul>

Select 'Find non-tariff measures' from the 'Quick Search' module drop-down menu.

## Find non-tariff measures

Step 1/2

Search here for non-tariff measures (NTMs) applied by a **reporter** country.

"Non-tariff measures" include market requirements, taxes and procedures (among others) that countries apply to products that are imported or exported. These can include for example health regulations on food quality, rules about packaging, minimum safety standards for manufactured products, internal taxes that are levied in addition to import duties and many more. Market Access Map provides information on a wide range of regulations applied by countries as well as links, where available, to the responsible institutions and / or the regulations themselves to help you further research the product and process-related compliance issues involved in exporting or importing.

First select whether you would like to **View results by** non-tariff measure legislation (i.e. the legal text containing information on NTMs) or by non-tariff measure category (i.e. according to the NTM classification). If you decide to view results by non-tariff measure category you need to specify whether you are looking for **Non-tariff measures regulating** imports or exports.

Then select the **Reporter** (the country applying NTMs) as the year selection and the product classification are conditional upon this choice.

Select the **Year** for which data are available.

Select the **Partner** (country).

Finally chose the **Product** you want to analyze according to the Harmonized System (HS) 6 digit code (HS6) or the national tariff line (NTL) code.

**View results by:**

**Reporter:\***

**Year:\***

**Partner:\***

**Product:\***

## Find-non tariff measures

Step 2/2

Legislation regulating non-tariff measures (NTMs) applied by **France**.

To find more information on the "NTM chapter" regulated by each legislation refer to the NTM classification.

Product: **620920 - Babies garments and clothing accessories of cotton, not knitted**

Partner: **Bangladesh**

Year: **2010**

Data source: **UNCTAD (TRAINS)**

Credits: **EU Export Helpdesk**

Product nomenclature: **HS8**

NTM classification revision: **NTM rev. 2009**

Selected national tariff line (NTL) code:

Official title of the legislation (English)	Official title of the legislation (national language)	Web link (national source)	Download pdf of the legislation	Implementing authority	NTM chapter
Labelling for textiles. (Document code: lbttexti, through EU Export Helpdesk database - January 2010)	N/A		N/A	N/A	B

Page size:  1 items in 1 page

# Practical Exercise-I

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

(a) Name of the product:

\_\_\_\_\_

(b) Provide the harmonised system (HS) code of the product

6-digit HS: \_\_\_\_\_

2. How much in total of this product is imported in the world?

US\$: \_\_\_\_\_

Quantity: \_\_\_\_\_ tons/units

3. Have the world imports grown or declined in the last 5 years?

Your answer:

--

4. Which countries are the 3 largest importers (in value) of the product?

Ranking	Importers	Share in World Imports, %
1		
2		
3		

5. Which countries are the 3 largest exporters (in value) of this product? What is the value of their exports?

Ranking	Exporters	Share in World Exports, %
1		
2		
3		

## Practical Exercise-II

1. Does your country already export this product? (Ranking & World Market Share)

YES or NO

2. How much in total of this product is exported by your country to the world?

Ranking: \_\_\_\_\_ World Market Share: \_\_\_\_\_

3. Is your country winning or losing market share in the world market?

4. Who are the three biggest importers for your product?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

5. Analyse yearly time series & monthly time series data of importing markets for the selected product exported by Bangladesh.

Explain :

6. Analyse graphically (Bar chart & Bubble graph) the data of importing markets for the selected product exported by Bangladesh.

Explain :

7. Which are two potential attractive markets for exporting this product?

Explain your reasoning:

## Practical Exercise-III

1. Who would be your main competitors in the target countries?

	Target Country	Your country's main competitors in target market	Share in target country's imports (%)	Gaining or losing market shares
<i>A</i>		1		
		2		
		3		
<i>B</i>		1		
		2		
		3		

2. Analyse graphically (Curve on imported value) the supplying market for the product imported by the target market.

Explain :

3. Do you think it will be easier for Bangladeshi exporter to penetrate in the target country(s)? why?

YES/NO

Explain your reasoning:

4. Find the list of importing companies in the target country for the selected product.

## Practical Exercise-IV

1. Identify the tariffs and trade regimes that Bangladesh faces in the attractive markets

	<i>Target Country</i>	<i>Trade Regimes</i>	<i>Tariffs applied</i>
A			
B			

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

	<i>Target Country</i>	<i>Competitors</i>	<i>Tariffs faced by competitors</i>
A			
B			

3. How many trade agreements have you identified using 'Trade agreements and Rule of Origin' sub-module?

Answer:

4. Compare the tariff applied by the importing countries to Bangladesh for the selected product.



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