

# Trade analysis tools

## Background

The International Trade Centre (ITC) provides the following market analysis tools:

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

All these tools are available under the ITC website free of charge for all users in developing countries, including South Africa (SA). The purpose of these tools is to enhance the transparency of global trade and accessibility of international markets.

## Trade Map—trade statistics for international business development

Trade Map is a web-based trade database with statistics and indicators of global trade flows. It covers 220 countries (more than 95% of world trade) and around 5 300 products at the 2, 4 or 6-digit level of the Harmonised System of Products Coding.

Trade Map assists users to:

- Analyse present export markets
- Prioritise export markets and products by analysing international demand and supply
- Analyse their competitors in international markets
- Analyse product diversification opportunities in specific markets
- Access information on customs tariffs applied by trading partners.

## Market Access Map—making international markets accessible and transparent

Market Access Map covers customs tariffs, both most favoured nations' (MFN) tariffs and preferential tariffs, and other import regulation measures applied by 185 importing countries to products from 239 countries.

Market Access Map helps users to prioritise export markets by analysing international market access conditions. It also assists trade policy makers prepare for bilateral, regional and multilateral market access or trade negotiations.

## Product Map—business information for going global

Product Map is a web portal presenting business information and intelligence in a product context for 72 product clusters. The product clusters range from agricultural machinery to cut flowers and wood products. Product Map includes market studies, price indicators, links to product information, trade data and links to more than 20 000 companies and organisations. Companies can also create their own basic websites, which are hosted on the portal.

## Trade Competitiveness Map—benchmarking national and sectoral trade performance

Trade Competitiveness Map (previously known as Country Map) provides country market analysis profiles for around 240 countries. Each profile provides a series of tools to facilitate strategic market research, monitor national and sectoral trade and macroeconomic performance and design trade development strategies. These tools include the trade performance index on export trade performance at sectoral level, the national export performance and national import profile and an assessment of the reliability and characteristics of national trade statistics.

## Investment Map—for a better identification of investment opportunities

Investment Map assists users in defining priority sectors for investment promotion, identifying potential investment in a given sector and identifying competitor countries for inward investment.

Investment Map combines statistics on foreign direct investment and international trade, tariff data and activities of multinational firms. It includes information on the location, sales, employment and parent company for around 60 000 foreign affiliates located in developing countries and economies in transition.

### Contact information

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Access:	<a href="http://www.intracen.org/mat">www.intracen.org/mat</a>
Trade Map:	<a href="http://www.trademap.org">www.trademap.org</a>
Mac Map:	<a href="http://www.macmap.org">www.macmap.org</a>
Product Map:	<a href="http://www.p-maps.org">www.p-maps.org</a>
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**agriculture,  
forestry & fisheries**

Department:  
Agriculture, Forestry and Fisheries  
REPUBLIC OF SOUTH AFRICA

2009. Published by Department of Agriculture, Forestry and Fisheries, Directorate International Trade