



International
Trade
Centre

TRADE IMPACT
FOR GOOD

ITC Market Analysis Tools Survey results

Geneva, December 2015



Objective of the ITC Market Analysis Tools survey

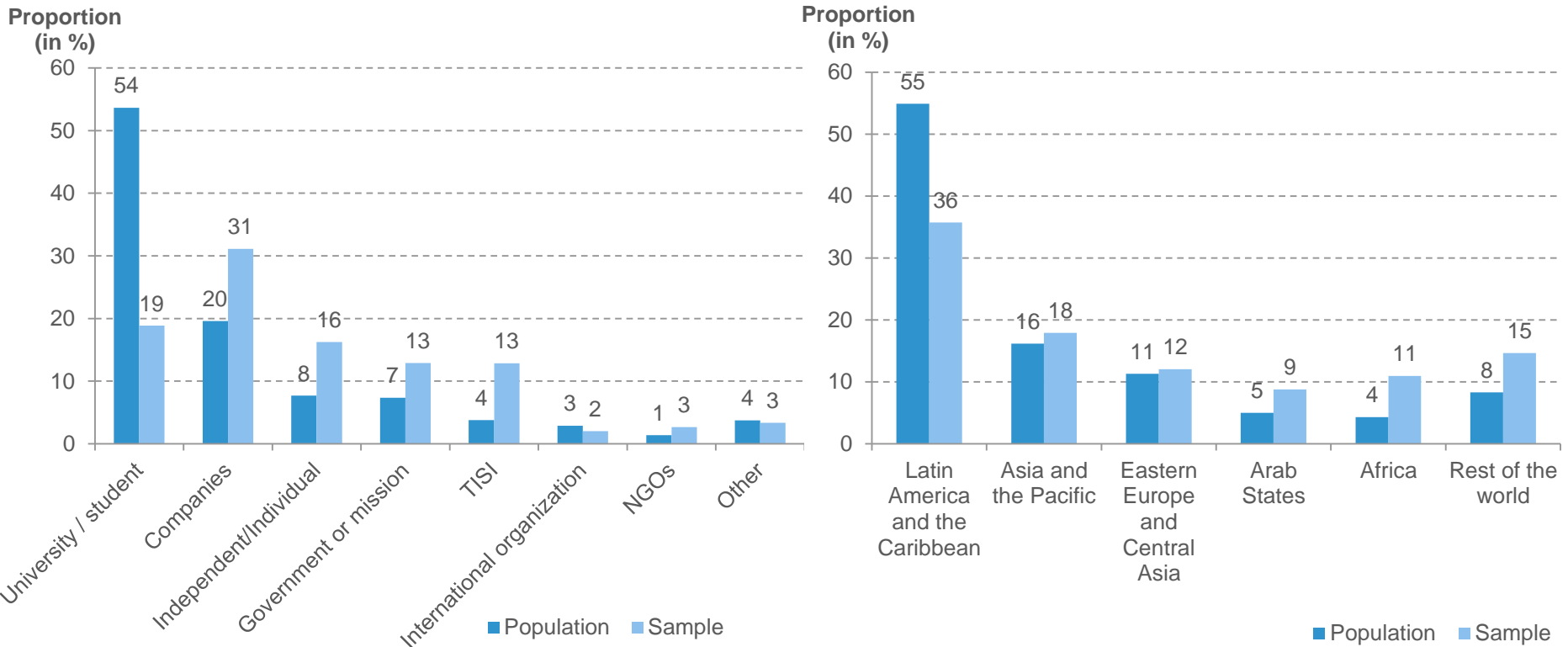
- To monitor relevance, utilisation and performance of market analysis tools: Trade Map, Market Access Map, Investment Map and Standards Map
- To provide insights on the impact of ITC market analysis tools
- To obtain feedback for future improvements of the tools

The survey in figures

Questionnaires sent to users who have **visited** one or more tools at least **once** during the **last year**.

- **106 018** emails sent (in 4 languages)
 - + 2 reminders
- The survey was available online 3 weeks between November 9th and November 30th. It consisted of a total of 17 questions.
- **2 853** answers (i.e. answer rate \approx 2.7%)

Users activities and location



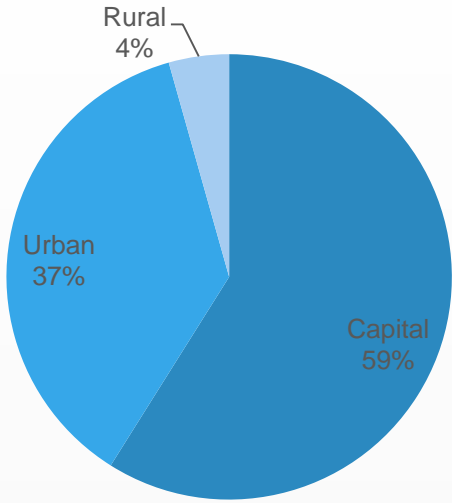
The sample has a similar structure as in 2014.

Corrections have been applied to match the population structure in terms of:

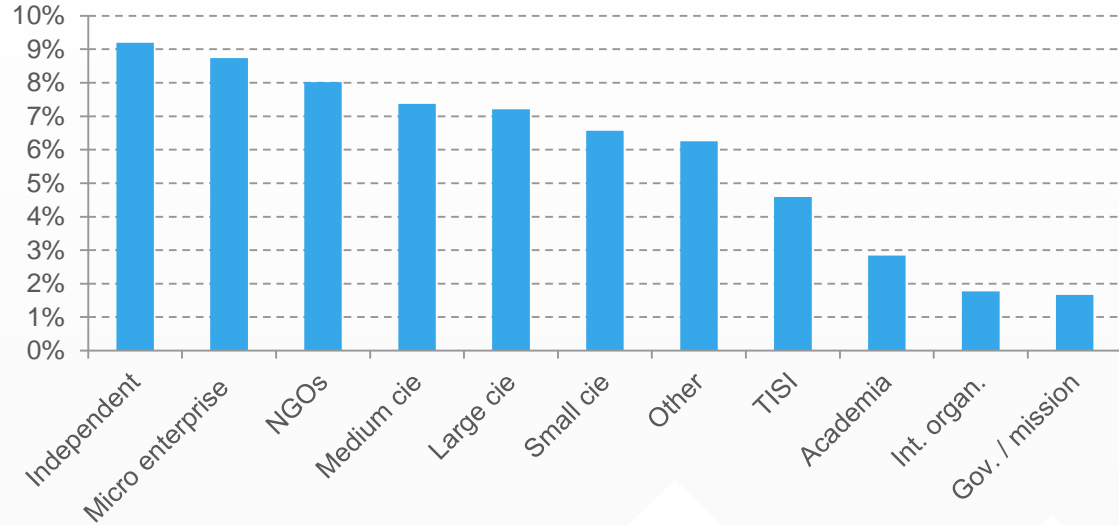
- geographical location
- activity



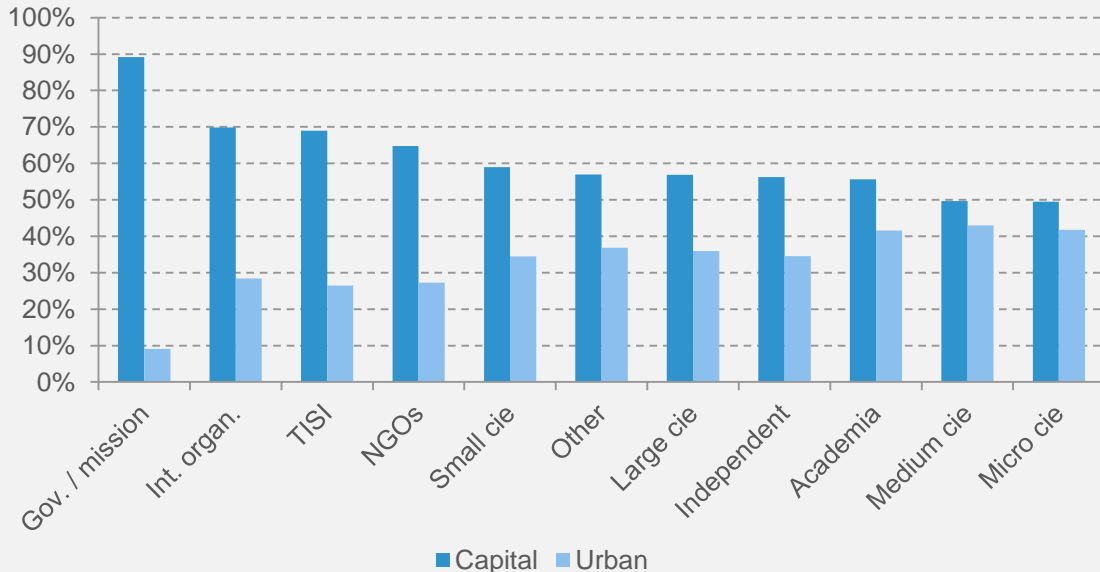
Type of location by user activity



Proportion of users in rural area for each activity



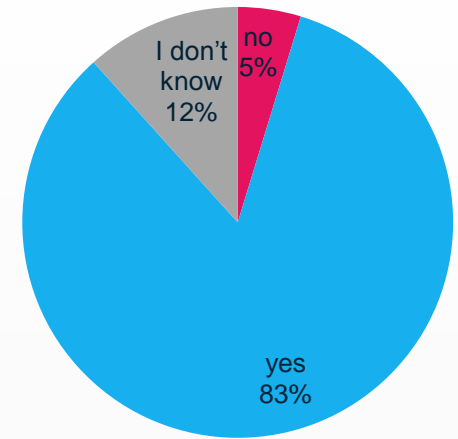
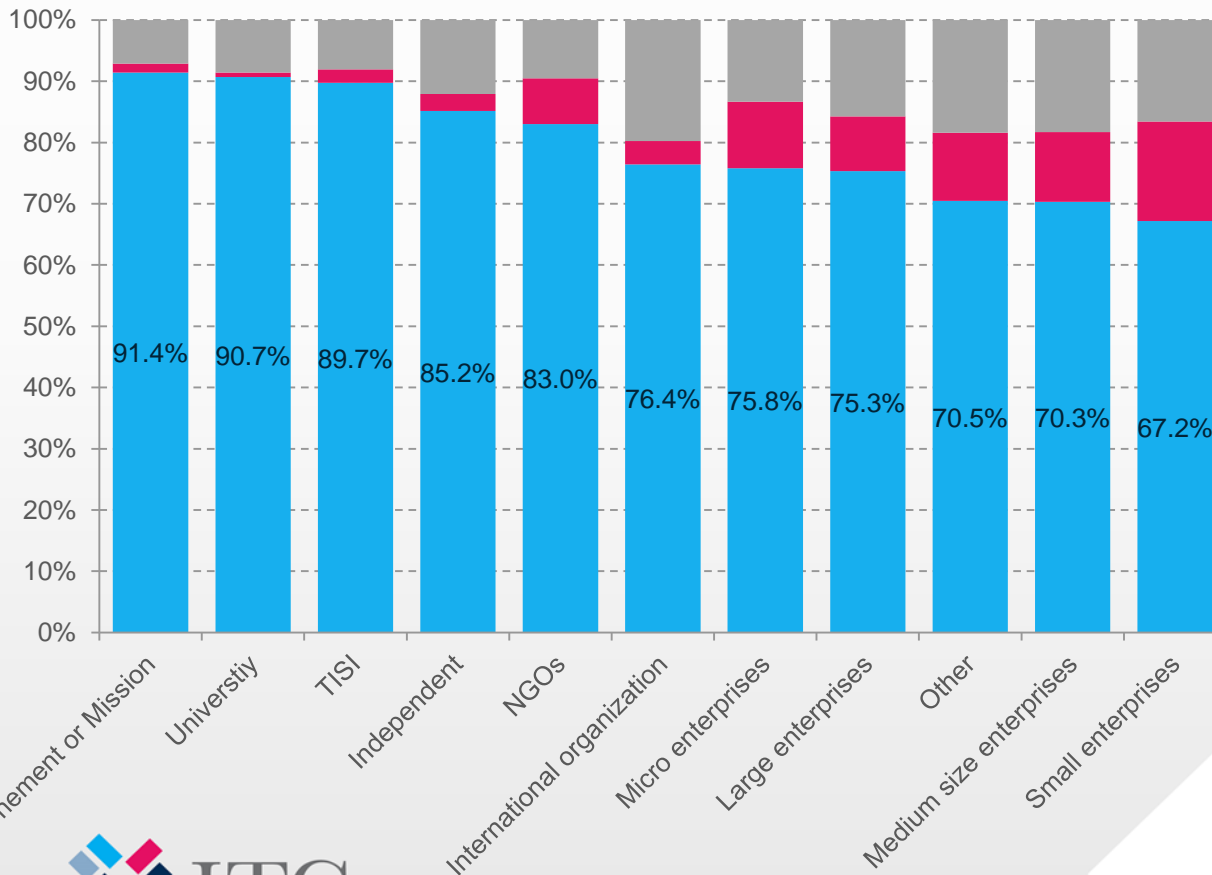
Proportions of users outside rural areas for each activity



The Market Analysis Tools: influence and outcomes

Tools help users* ...

... "to improve their services."



Tools help better Governments and TISIs than companies



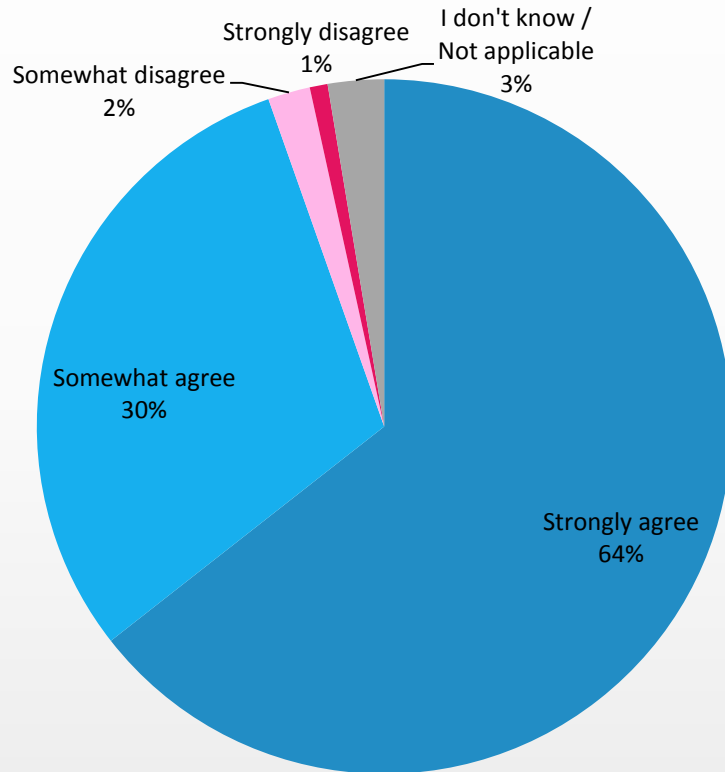
■ yes ■ no ■ I don't know

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* question asked to everybody except students

Tools help users...

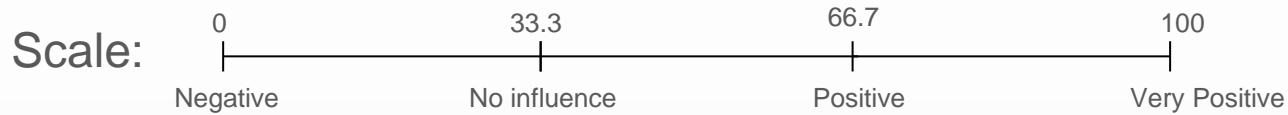
... "to better understand trade related issues."



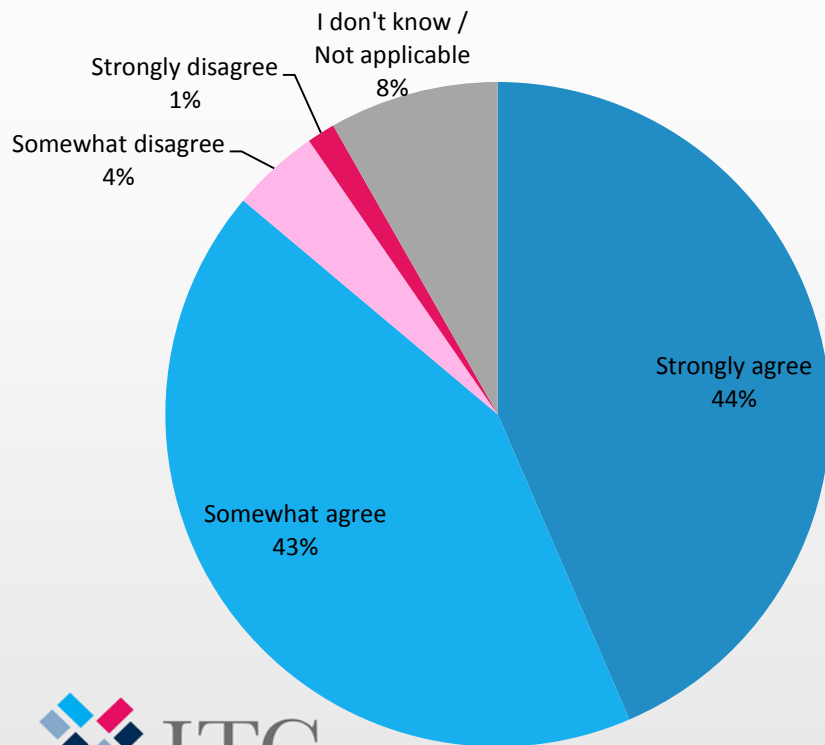
"Somewhat agree" + "Strongly agree"
= **94%** of the answers

Tools help policy makers...

... "to make better-informed trade policy decisions."



Results: **Average score = 87 / 100**

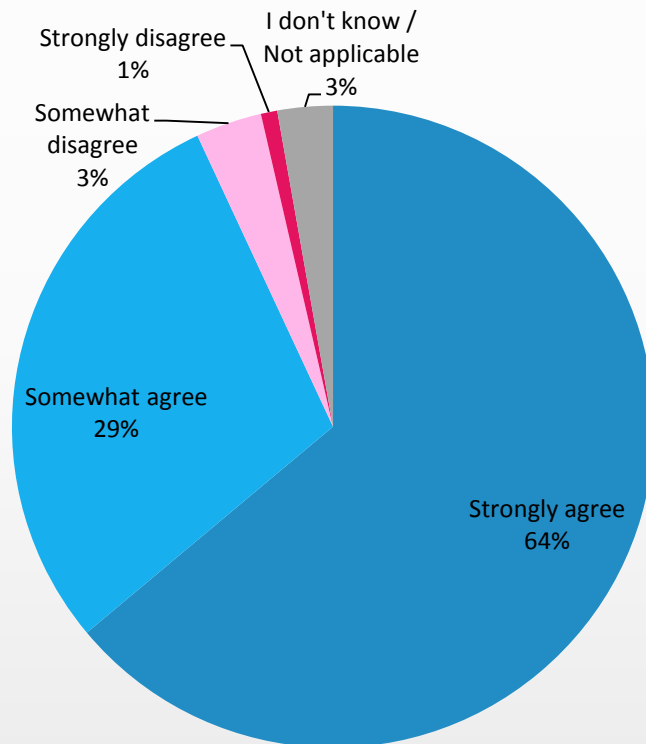


"Somewhat agree" + "Strongly agree"
= **87%** of the answers

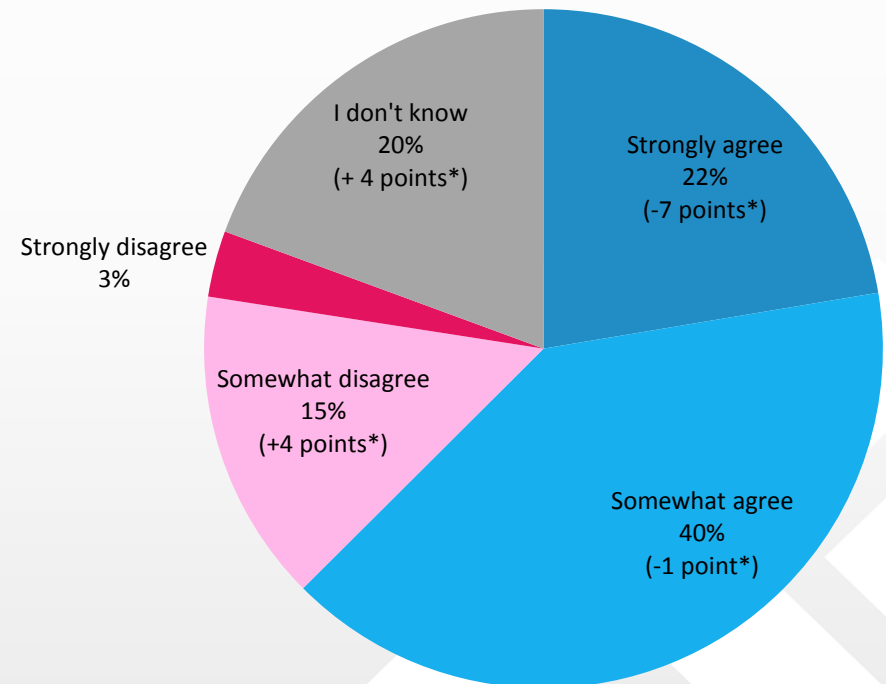
-5 points compared to 2014

Tools help companies...

... "to reduce the time or cost for researching markets or other business practices."



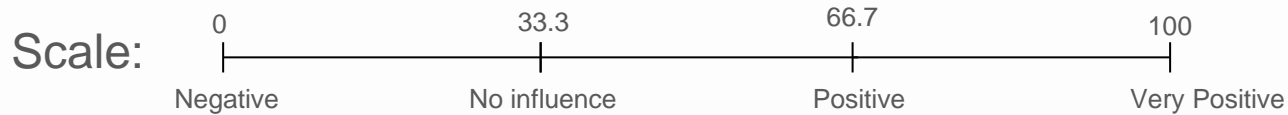
... "to realize additional exports."
(for companies declaring exporting in the last 12 months)



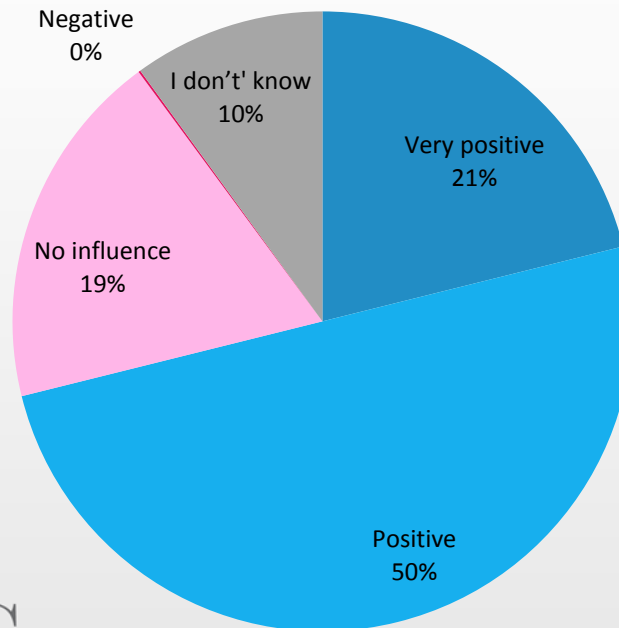
* 2014→2015 evolution

Rating the influence of MAT*...

... "on your import or export activity."



Results: Average score = **67 / 100**



For **71%** of the companies
Market Analysis Tools have a
positive or **very positive** influence.

Tools and companies' import/export value

“What is the size (in US\$) of your import/export value in the last 12 months for which the ITC Market Analysis Tools have helped you to make your decision?”

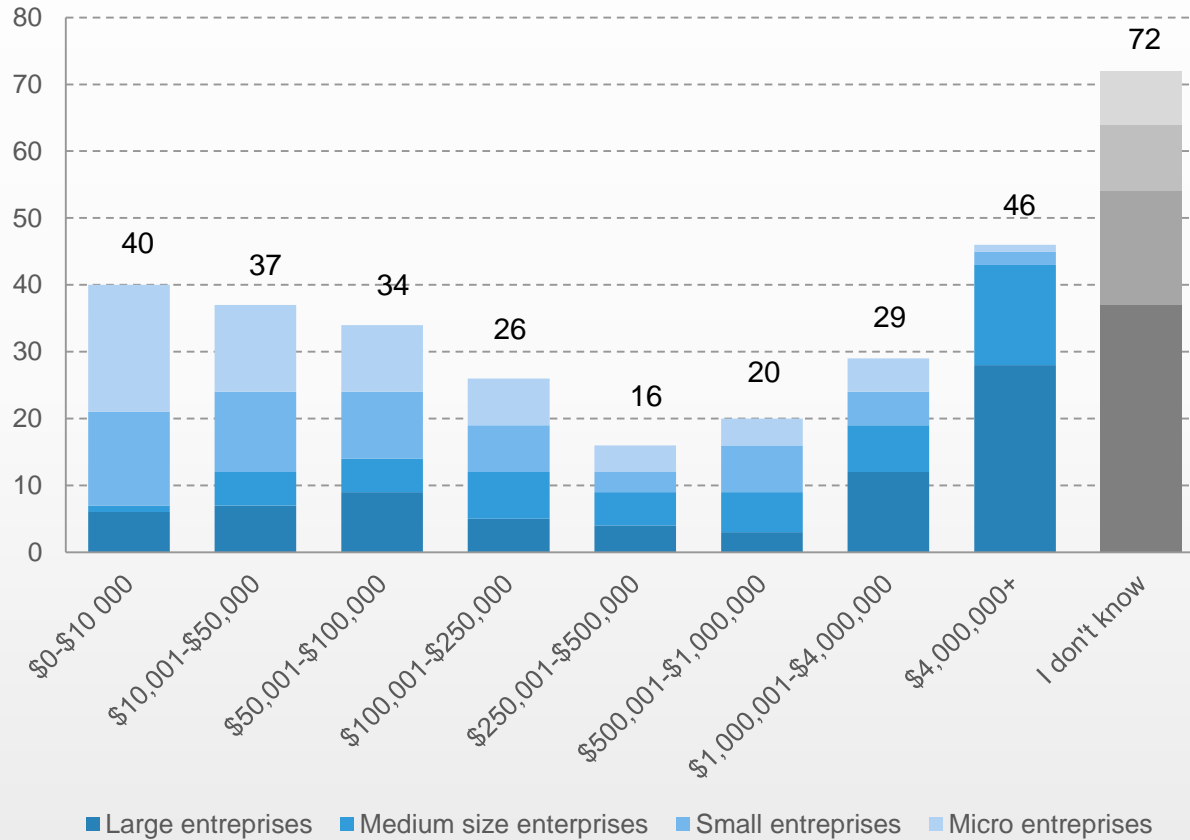
Question asked to companies who declared:

- ✓ **exporting** and/or **importing**,
- ✓ found **positive** or **very positive influence** of the tools on their import/export activity.

- 888 enterprises in the sample
- 371 were asked the question
- 320 answers

Tools and companies' import/export value

“What is the size (in US\$) of your import/export value in the last 12 months for which the ITC Market Analysis Tools have helped you to make your decision?”









The ***larger*** the company,
the ***higher*** the value.

Tools and new features

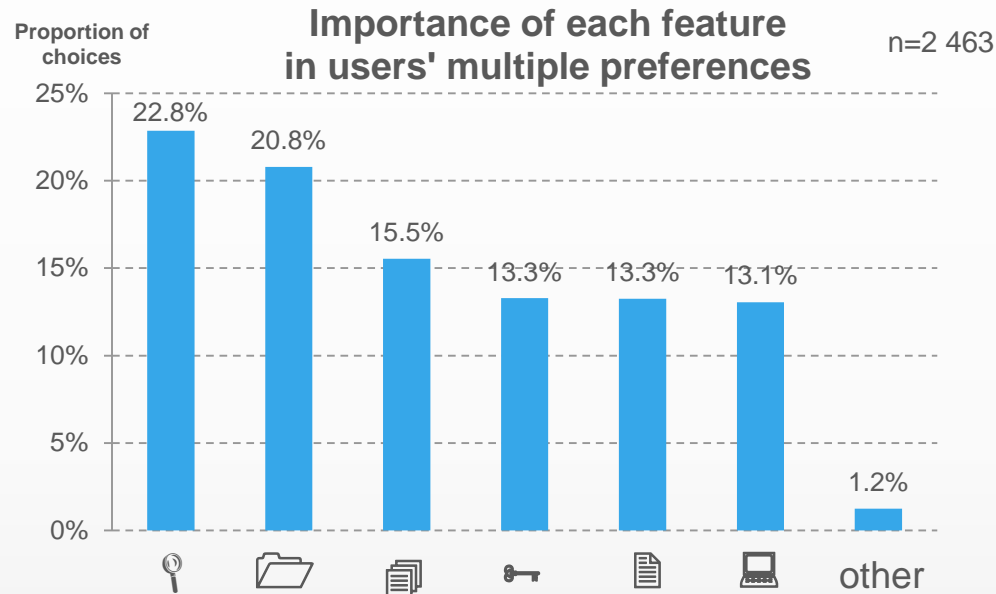
The **multiple choice** question

“Please indicate whether you would like to see offered any of the following additional services / features.”

has been asked to everyone with the following options:

	Data download
	Qualitative information
	Auto-generated reports
	Customized studies
	Information on custom procedures
	E-learning / trainings

Tools and new features



Data download	Customized studies
Qualitative information	Custom procedures
Auto-generated reports	E-learning / trainings

- On average, users choose 3 features.
- Users have mainly chosen:
 1. **all proposals** 13.7 %
 2. 9.8 %
 3. 7.1 %
 4. 4.4 %
 5. 4.3 %

Quotes from our users...



Quotes from our users...

« I have had to stop processing cheese for the time being after looking at other regional processors and realising that it may actually be cheaper to import cheese than for me to keep making it at a loss due to erratic power surges.»

Zimbabwe - other

« I work at a Business Intelligence team, and the ITC tools help me every day to embase decision-making for small and medium enterprises that want to go global.»

Brazil - TISI

«When my client approached me to prepare for him export business plan to export products to Juba in Southern Sudan. I used very much ITC Market Analysis Tools which helped very much to gather business rated information from Southern Sudan in particular, Capital city of Juba. »

Rwanda – independent

« (We use Market Analysis Tools) To determine trade trends for Malawi, and provide trade policy advices on the private sector perspective. Identifying potential markets for the businesses and particularly for the Malawi Chamber of Commerce members..»

Malawi - TISI

« En effectuant une étude sur les évolutions du commerce autour du cacao et ses produits dérivés, nous avons influencé les orientations en matières d'élaboration des normes à l'Agence des Normes et de la Qualité.»

Cameroon - Academic

« Podemos observar la demanda que existe de calzado y optar por buscar nuevos clientes, fijar precios de exportación, conocer los aranceles y las clasificaciones.»

Mexico – Micro Enterprise

« We always consider trade figures between our Country Ghana and the country we intend to do business with. we use the trade map for all our research and so far it has been helpful. we also use ITC tool which help us in making presentations. »

Ghana - Government or Mission

« We have done feasibility study for two local companies who wants to invest in agriculture in Ethiopia recently, and ITC MARKET tools have helped us to forecast and see the project feasibility. We are grateful to access such data in short time and for free..»

Ethiopia – Micro Enterprise

« Lors d'une Mission pour l'élaboration de la Politique industrielle de Madagascar en 2014, nous avons orienté nos recommandations conformément aux résultats des recherches que nous avons effectuées à l'aide des Outils d'analyse des marchés de l'ITC»

Madagascar – independent

Quotes from our users...

« Grace à cette base des données je produis les informations qui aident les décideurs de mon pays pour les échanges bilatéraux ou multilatéraux, mon pays qui a un problème de fiabilité des données statistiques, c'est vos statistiques qui nous permettent de déterminer le flux des échanges entre mon pays et le reste du monde. Le calcul des indicateurs aussi et les taux de douanes appliqués lors de ces transactions commerciales. »

**Rep. Démocratique du Congo
– Government or Mission**

« Como agricultor y productor, la información me ha influenciado a buscar los mecanismos para ofrecer mis productos internacionalmente y no nacionalmente. »

**Costa Rica – Independent -
Rural**

« I have been able to see markets where Zimbabwe has more free tariff lines, which Zimbabwe can penetrate. »

**Zimbabwe – Government or
Mission**

« Using importation data/statistics as basis for market demand, we were able to establish the viability of a business venture and this was their basis for obtaining funds to finance the business. »

Qatar - TISI

« Honestly it comes to great help on initial basis for understanding the nature and behavior of the business by the trends on the business . since I have more of a first generation business it comes to great help to startups. »

**India – Micro
enterprise**

« (Grâce au outils d'analyses de marchés) Les entreprises que nous avons conseillées ont pu prendre de bonnes décisions par rapport au marché ciblé en terme d'opportunités aux retombées financières intéressantes.»

Senegal - Independent

« My client (a sugar mill) in Guatemala was interested in identifying high potential export markets. I used Trade Map to identify sugar imports of every country and crossed referenced that with a tropicalized version of the doingbusiness.org index. Ultimately this helped prioritize countries given volume imports and ease of doing business.»

Mexico - Independent

« Trade map helped me to find the growth rate for my product overall particularity to my market in South East Asia, it also helped me to find new buyers in Singapore for my commodity buy using the option of companies on Trade Map. The Trade Map tool also give me fair idea about the price trend and best supplier and buyer countries for my commodity. »

Pakistan – Small Enterprise

« ITC helped us to understand more on how to export to outside's market from Cambodia, created our brand identity and more which we never know before. Please continue to support the small social enterprise like us, we still need your help.»

Cambodia – Small Enterprise

