



User Guide

PRODUCT MAP



Business Information for Going Global

Market Analysis Section
Division of Product and Market Development

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Abbreviations

CIF	Cost, insurance and freight
FOB	Free on board
HS	Harmonized System
IMF	International Monetary Fund
ITC	International Trade Centre UNCTAD/WTO
LDCs	Least developed countries
m.	million
p.a.	per annum
PC-TAS	Trade Analysis System on Personal Computer
RUV	relative unit value
SACU	Southern African Customs Union
SI	Specialization Index
SITC	Standard International Trade Classification
TPI	Trade Performance Index
TSI	Trade Support Institution
UNCTAD	United Nations Conference on Trade and Development
UNSD	United Nations Statistics Division
WTO	World Trade Organization

Note: Please note that the information in Product Map undergoes annual updates, as well as updates throughout the year as new information becomes available. These updates may generate varying information from what is seen in this User Guide, however the principles and applications of Product Map remain the same. Please contact pmap@intracen.org for more information or assistance.

I Introduction

Market analysis is essential for international business development. For countries to compete effectively in international markets, business actors and Trade Support Institutions (TSIs) alike must answer questions such as: What markets should we target? What are the characteristics of those markets? How do we establish relationships within those markets? In what sectors do we have a competitive advantage? How are our competitors performing?

ITC provides many services aimed at facilitating market research necessary to answer these and other questions, to enable both the business sector and TSIs in developing and transition economies to generate consistent international business growth.

It is against this background that ITC has developed the Product Market Analysis Portal (Product Map), an evolving Web-based platform that organizes an immense amount of raw trade data into one centralized, accessible and user-friendly site.

Product Map has three main sections:

- Market positioning tools - What markets should we target?
- Market intelligence tools - What are the characteristics of those markets? and
- Networking tools - How do we establish relationships within those markets?

Through these facilities, Product Map provides users with extensive international trade data covering 72 product sectors including over 5,300 products classified under the Harmonized System (HS), from agricultural machinery to wood products, in over 200 countries and territories.

The three main areas of each of the 72 Product Maps, Market positioning, Market intelligence and Networking tools, contain powerful market analysis facilities for both quantitative and qualitative insights into global market trends, and help to identify international trade opportunities in any product category. There are also facilities to create a Web site hosted on the Product Map portal and links to potential business contacts, published market research and numerous sources of market intelligence.

Although ITC endeavors to have global coverage of products, the Product Map site should be considered a work in progress, which is constantly evolving and being improved. The site is updated regularly and can be accessed either through ITC's Web site www.intracen.org, click on 'Products and services' or directly at www.p-map.org (see Figure 1).

Each Product Map is available on a subscription basis. The Footwear sector, however, has been selected as a model of what Product Map has to offer and is freely available under 'Sample Product Map (Footwear)'.

Special partnership subscriptions to Product Map are available for TSIs covering all 72 sectors including the right to disseminate access on a commercial basis to third-party companies and organizations in their country. For further information please email ITC at: pmaps@intracen.org

Figure 1: Product Map home page listing the 72 sectors covered

The screenshot shows the Product Map website interface. At the top, there is a navigation bar with 'Home' and 'Contact us' links. Below this is a 'Member Login' section with fields for 'Username:' and 'Password:', and a 'Login' button. To the right of the login section is the 'Product Map' logo and a search bar with the text '(Select a search field from the dropdown box below):' and a 'Search' button. The main content area is a large, multi-colored starburst graphic containing a list of 72 product sectors. The sectors are organized into three columns. On the left side of the page, there are several menu sections: 'About Product Map' (with links for User Guide, In Brief, News, Terms and Conditions, and Modules), 'Product Map Access' (with links for Sample P-Map (PDF/MS), and Subscription), and 'Contact' (with the email address pmmap@intracen.org).

Product Map
Business Information for Going Global

Find your Product Map:
(Select a search field from the dropdown box below):
by keyword

- Agricultural machinery
- Animal feed
- Art, collection, decoration and cultural goods
- Automotive components and accessories
- Beverages
- Carpets and nail covering
- Cellulose and derivatives
- Cereal products and rice
- Chemicals
- Cleaning and polishing preparations
- Clocks and watches
- Clothing and accessories
- Cook and cook products
- Coffee and coffee products
- Colours, paints and varnishes
- Construction materials
- Cut flowers and ornamental plants
- Dairy products
- Electrical machinery and equipment
- Electronic equipment and components
- Engines and motors
- Fertilizers and plant protection products
- Fishery products
- Food ingredients
- Footwear
- Fragrances and flavour
- Fruit and vegetable juices
- Fruit and vegetables
- Furniture and components
- Glass and glass products
- Gums, resins and extracts
- Hand tools
- Hides, skins, furskins and leather
- Honey and Agricultural products
- Household and furnishing textiles
- Household utensils and appliances
- Image and sound equipment and accessories
- Industrial machinery and equipment
- Lamps, lighting and visual signaling equipment
- Leather products
- Live animals
- Machine tools
- Measuring, checking and precision instruments
- Meat and animal products
- Medical and laboratory equipment and instruments
- Medicinal plants
- Metal and metal products
- Mineral and mineral products
- Musical instruments, parts, and paraphernalia
- Nuts
- Stationery, office machines and supplies
- Oils and fats
- Optical instruments, spectacles and glasses
- Packaging materials
- Paper and printing items and components
- Perfumery, cosmetic and toiletries
- Pets, pet food and accessories
- Pharmaceuticals and Medicaments
- Photo - cinematographic film
- Plastic and plastic products
- Precious, semi-precious metals, stones and jewellery
- Rubber and rubber products
- Specialty Food Products
- Spices and culinary herbs
- Sports wear, sports and leisure goods
- Sugar, molasses and sugar confectionery
- Tea and tea products
- Telecommunications equipment
- Textile fibres, fabrics and specialty textiles
- Toys and games
- Transport equipment
- Wood and wood products

II. Market Positioning Tools -

What markets should we target?

The Market Positioning tools of Product Map, Trade Data, the Product Performance Index, and Product Champions, contain applications for analyzing international trade statistics. These tools are based on the COMTRADE database of the United Nations Statistics Division, the world's largest trade database covering about 90% of world trade. These tools include extensive international trade statistics on over 200 countries and territories as reported by countries or as estimated on the basis of partner country imports (or mirror data), as well as detailed information on best performing products, market sizes, trade flows, regional trends and country-based macro-economic indicators.

A. Trade Data

Trade Data is available to subscribers in each of the 72 product sectors. This tool was developed with the explicit objective of facilitating trade flow analysis. Trade Data provides users with indicators on country and product performance, demand, alternative markets and the role of competitors. Competing countries are ranked in terms of value with additional indicators on quantity, growth, and market share, highlighting the positioning of a country in world exports, as well as the positioning of neighboring countries. Information is presented in both tables and charts and searches are conducted by product for either exports or imports.

With Trade Data, exporters and TSIs can identify the number and size of export markets, the concentration of exports in a particular market, change in both global and country-specific market share and demand patterns. Importers, as well, can identify opportunities for supplier diversification through a comparative assessment of exporters supplying their market.

Example

An exporter of fresh asparagus in Mexico may wish to examine opportunities for diversifying its export markets. To view those countries that import asparagus, the exporter would select the Fruit and Vegetables Product Map, select Trade Data and the product asparagus, then 'Import' to view the top importing countries of asparagus in the world (as shown in Table 1).

Table 1 shows those countries in the world that import fresh asparagus, the value and quantity imported, unit of measurement, growth rate and global market share consumed. The first line of Table 1 shows the World Estimation or world import market for fresh asparagus, valued at US\$ 505 million in 2002 with a growth in value of 4% p.a. over the 1998-2002 period. The top importer in the world is the US, a large and growing market, consuming 36% of world imports and having grown in value 12% p.a. over the period. Spain represents a growing market as well, with a growth rate of 23% p.a. over the period, however its share of world imports is only 2%.

By clicking on one of the importing countries, [Spain](#) for example, further information can be gathered on those countries that supply that market. We see that Peru is the top supplier of fresh asparagus to Spain with a 85% share of Spain's market, while Mexico is fourth with a share of 2% (see Table 2). It is interesting to note that Mexico is the number two exporter of fresh asparagus in the world with a 19% share of world exports. The next step would be for the Mexican exporter to investigate why Spain imports so much from Peru and not Mexico.

Table 1: List of importers for the selected product in 2002

Product : 070920 Asparagus, fresh or chilled

Importers	Value imported in 2002, in US\$ thousand	Quantity imported in 2002	Quantity unit	Unit value (US\$/unit)	Annual growth in value between 1998-2002, %	Annual growth in quantity between 1998-2002, %	Annual growth in value between 2001-2002, %	Share in world imports, %	Report in Comtrade in 2002
World estimation	504,740	194,912	Tons	2,590	4	6	8	100	
United States of America	182,547	81,770	Tons	2,232	12	12	17	36	Y
Japan	78,444	19,363	Tons	4,051	-3	-2	-10	15	Y
Germany	46,964	17,892	Tons	2,625	-7	0	-7	9	
Switzerland	37,949	10,480	Tons	3,621	-1	3	7	7	Y
France	35,787	18,375	Tons	1,948	9	14	25	7	Y
Canada	30,436	11,999	Tons	2,537	11	10	19	6	Y
Netherlands	21,132	6,965	Tons	3,034	7	-24	52	4	Y
United Kingdom	18,618	5,697	Tons	3,268	14	18	7	3	Y
Spain	13,309	4,804	Tons	2,770	23	16	32	2	Y
Italy	8,362	3,856	Tons	2,169	-3	4	-25	1	Y
Austria	6,054	1,830	Tons	3,308	-1	1	-3	1	Y
Belgium-Luxembourg	5,290	1,846	Tons	2,866	-6	0	14	1	

Source: ITC calculations based on COMTRADE statistics

[Next](#) [World exporters](#) [Selection menu](#) [Help](#)

Explanatory Notes for Table 1

Importers: Country names are sorted by imported value.

Imported value in 2002, in US\$ thousand: Value imported in 2002 in current US\$ thousand as reported by countries to the COMTRADE database or as calculated with mirror statistics.

Quantity imported: Concerning the mirror quantity, it is possible to get different quantity units depending on the reporting countries.

Quantity unit: The unit in which quantities are reported.

Annual growth in value between 1998-2002 p.a. of imports as a percentage: This trend is calculated using the least squares method. If a country does not report trade data in 2002, the trend calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.

Annual growth in quantity between 1998-2002 p.a. of imports as a percentage: This trend is calculated by the same method used in the calculation of the annual value trends.

Market share in world imports as a percentage: This indicator takes into account all countries, whether or not they have reported.

Report in COMTRADE: The "Y" for 'yes' indicates which countries have reported their trade data to the COMTRADE database in 2002.

Table 2: List of supplying markets for a product imported by Spain in 2002

Product : 070920 Asparagus, fresh or chilled

Spain's imports represent 2% of world imports for this product, its ranking in world imports is 9

Exporters	Imported value 2002 in US\$ thousand	Share in Spain's imports, %	Imported quantity 2002	Quantity unit	Unit value (US\$/unit)	Import trend in value between 1998-2002, % p.a.	Import trend in quantity between 1998-2002, % p.a.	Import growth in value between 2001-2002, % 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 1998-2002, % p.a.
World	13,30€	100	4,804	Tons	2,770	23	16	32			-5
Peru	11,31€	85	3,631	Tons	3,116	33	37	29	1	19	20
Netherlands	49€	4	181	Tons	2,757	32	33	33	€	5	-6
Chile	39€	3	142	Tons	2,803	4	8	-2	13	0	-16
Mexico	24€	2	40	Tons	6,200	19	19	490	2	19	-19
France	23€	2	101	Tons	2,356	16	10	-11	5	5	-2
Argentina	184	1	78	Tons	2,359				22	0	-17
Morocco	174	1	451	Tons	386	6	13	58	25	0	
Greece	112	1	125	Tons	896	-47	-46	62	11	1	-8
Italy	52	0	21	Tons	2,476				16	0	-1
Germany	4€	0	12	Tons	3,833	-3	-22	70	15	0	-11
Thailand	2€	0	2	Tons	12,500	31		400	7	4	29
Switzerland	17	0	17	Tons	1,000			42	33	0	74

Source: ITC calculations based on COMTRADE statistics

Importing markets: World exporters World importers Selection menu Bubble graph Help

Explanatory Notes for Table 2**Exporters:** Partner name sorted by exported value.**Value imported in 2002 in US\$ thousand:** This figure is as reported by the selected country or as reported by the partner country, when the selected country does not report trade data.**Share of partner country's imports as a percentage:** Share of partner countries in the imports of the target country.**Quantity imported in 2002:** Concerning the mirror quantity, it is possible to have different quantity units depending on the reporting countries.**Quantity unit:** The unit in which quantities are reported.**Import trend in value between 1998-2002 per annum as a percentage:** This trend is calculated using the least squares method. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.**Import trend in quantity between 1998-2002 per annum as a percentage:** This trend is calculated with the same method used in the calculation of annual value trends.**Ranking of partner countries in world exports:** The world ranking of the partner country as an exporter. With this indicator, it is possible to know if the selected country trades with the leading markets for the selected product and how those markets rank within the country under review.**Market share of partner countries in world exports as a percentage:** The world share that the partner country represents as an exporter of the selected product.**Total export growth in value of partner countries between 1998-2002 per annum as a percentage:** The export growth of the partner country to the target country over the period, not to be confused with an increase in market share.

B. Product Performance Index

The Product Performance Index (PPI) is a sectoral benchmarking tool of export performance and competitiveness, with a unique coverage of countries, product sectors and country specific indicators, both static and dynamic. The Index is based on a series of macro-economic indicators that illustrate a country's performance in a specific sector's exports.

With this tool, a user can gain insight into some of the causes of a country's export performance, as well as measure that performance against other countries. In particular, it brings out gains and losses in world market share and sheds light on the factors causing these changes. It also monitors the evolution of export diversification and concentration in products and markets. Overall, the PPI provides a systematic overview of a country's export performance and its comparative and competitive advantages within a given sector.

When accessing the PPI, a user has the option of viewing any exporting country of the Product Map in question. If a country is not an exporter within the sector under review it will not be listed. For each of the 72 sectors covered by Product Map, the PPI provides the following information for exporting countries:

- A general trade profile,
- Indicators of the position in 2001 (essentially a static view or photograph of the country's most recent export performance), and
- Indicators of the change in export performance capturing major trends over the recent past.

The PPI consists of two-dozen quantitative performance indicators. For ease of reference, these indicators are presented in absolute terms and as ranking for the countries covered. Two composite rankings are calculated, one for the overall current position (Current Index) of the country and sector under review and the other for the change in performance (Change Index).

The Current Index is an indicator of a country's level of comparative advantage and is based on five criteria:

- Value of net exports,
- Per capita exports,
- World market share,
- Diversification of products and
- Diversification of markets.

The Change Index is an indicator of a country's level of competitive advantage stems from the following five criteria:

- Change in world market share (and its components),
- Trend of import coverage by exports,
- Specialization in dynamic products,
- Changes in product diversification and
- Changes in market diversification.

Example

A leather exporters' association in India may want to see how India ranks against the world's top three leather-exporting countries (China, France and Italy). By selecting these three countries and India within the Leather products Product Map, Table 3 is generated.

Table 3 shows the performance indicators of each country, giving the leather exporters association some indication of India's strengths and weaknesses in world exports of leather products as benchmarked against the three leading countries in the sector. These indicators are grouped vertically into a general profile, the current position in 2001, and the change between 1997 and 2001.

The PPI highlights what areas for which exporting countries would be interesting for further investigation. In Table 3, we see that France's exports grew 10.4% p.a. and India's grew 3.5% p.a., while Italy grew at 1.4% p.a. What is France doing to attain such growth?

India has 3.4% of the world market share for leather products, as compared to China's 30.3%, France's 15.1% and Italy's 12.2%. What factors contribute to China's large world market share?

France shows relative strength in the number of leather products it exports (P4a = 6), while Italy is well diversified over markets (P5a = 10). What types of related products is France producing and what other markets has Italy been able to exploit?

Table 3: Product Performance Index for the Leather products Product Map

Product Performance Table		China		France		Italy		India		
Indicators		Value	Rank	Value	Rank	Value	Rank	Value	Rank	
General profile	G1 Value of exports (in thousand US\$)	4,130,174		2,062,062		1,867,047		471,049		
	G2 Trend of exports (1997-2001) p.a.	7.9%	14	10.4%	10	1.4%	22	3.5%	22	
	G3 Share in national exports	1.6%		0.6%		0.7%		1.3%		
	G4 Share in national exports	0%		0.4%		0.3%		314.9%		
	G5 Average annual change in exports	4.3%	10	13.8%	4	1.1%	25	2%	21	
	G6 Relative unit value (World average = 1)	0.87		2.66		1.91		0		
	G7 Average annual change in relative unit value	0.3%		-3.7%		1.1%		0%		
Position in 2001 (Current Index)	P1 Value of net exports (in thousand US\$)	4,065,620	1	017,237	3	969,492	2	470,055	5	
	P2 Per capita exports (US\$ per inhabitant)	3.24	24	34.90	2	29.89	3	0.46	41	
	P3 Share in World market	30.3%	1	15.1%	2	12.2%	3	3.4%	6	
Change 1997-2001 (Change Index)	P4a Product diversification (IP of equivalent products)	3	31	6	8	3	25	4	20	
	P4b Product spread (concentration)		31		8		25		18	
	P5a Market diversification (% of equivalent markets)	9	6	6	13	10	3	7	10	
Change 1997-2001 (Change Index)	P5b Market spread (concentration)		3		7		4		6	
	C1 Sources	Percentage change of World market share p.a.	1.3%		9.5%		-1.7%		-0.5%	
		Competitiveness effect p.a.	1.6%	14	4.4%	10	-1.5%	23	0.4%	19
		Initial geographic specialization p.a.	-0.5%	32	0.9%	15	0.9%	14	-0.6%	33
	C2	Initial product specialization p.a.	-0.5%	30	1.7%	6	0.5%	18	-0.1%	23
		Adaptation p.a.	0.0%	9	3.2%	3	1%	30	0.4%	17
		C2 Trend of import coverage by exports	-21.0%	43	5.6%	12	-4.0%	22	-0.5%	20
C3 Matching with dynamics of world demand			23		4		32		9	
C4a	Change in product diversification (IP of equiv.)		20		16		11		6	
	Change in product spread (concentration)		20		17		12		6	
	Change in market diversification (% of equivalent markets)		8		20		22		16	
	Change in market spread (concentration)		8		21		22		17	
Composite indices	Current Index		4		1		2		11	
	Change Index		19		1		28		8	
Product Performance Table		China		France		Italy		India		
Indicators		Value	Rank	Value	Rank	Value	Rank	Value	Rank	

Source: ITC calculations based on COMTRADE of UNSD.

Of particular interest is the change in world market share:

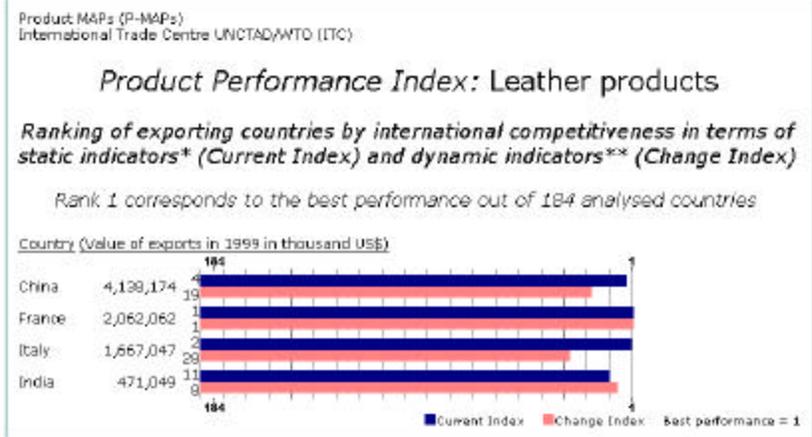
Line C1 in Table 3 not only indicates the overall change in market share, but also its sources. Does the change in market share primarily reflect increased competitiveness or adaptation to changes in international demand, or is it merely the result of the right initial specialization on the most dynamic product within the sector

or the most dynamic target markets? These four sources of change in market share are additive, their sum being equal to the overall change in market share. For the leather products sector, China and France have experienced growth in market share due mainly to increased competitiveness and also to better adaptation, or the ability to adapt export supply to changes in world demand, in France's case.

According to the Current Index or level of comparative advantage, France was ranked number one among leather exporting countries, Italy was 2nd, China 4th and India 11th in 2001. In terms of how much these countries' positions changed (Change Index) or level of competitive advantage over the period 1997-2001, France ranked number one among leather exporting countries, India 8th, China 19th and Italy 28th. These figures suggest that India's competitive advantage in leather products is improving at a faster rate than China or Italy.

Chart 1 presents these composite rankings graphically, showing clearly how the various countries rank against one another and which among them is the most competitive in terms of its current position in 2001 or its evolution over the 1997 to 2001 period.

Chart 1: Product Performance Index for the Leather products Product Map



* Static indicators entering in the calculation of the composite *Current Index*: net exports, per capita exports, share in world market, product diversification, market diversification.

** Dynamic indicators entering in the calculation of the composite *Change Index*: change in world market share, export/import coverage, product and market diversification, correlation with dynamics of international demand.

Source: ITC calculations based on COMTRADE of UNSD.

C. Product Champions

Product Champions analyze the performance of each product within a given sector and identify the top-performing product items with the objective of evaluating developing countries' export performance against the global import market for the product under review. Product Champions provides answers to questions such as:

- What are the product items within the sector in which developing countries are specialized?
- How dynamic is the international demand for these products?
- How has the specialization of developing countries evolved in the context of globalization over recent years?
- Within the product sector, what are the product items for which the market share of developing countries still remains marginal?
- And how dynamic is the international demand for these products?

Example

An exporter of *Women's/girl's trousers and shorts of cotton* in Mauritius may want to see how that product ranks among other products or what other related products it could easily produce that are experiencing growing global demand. The following table presents the portfolio of the leading export items of developing countries within the Clothing and accessories Product Map and an assessment of their export performance over the 1997-2001 period (see Table 4).

The lines in Table 4 provide indicators about each of the product items belonging to the clothing and accessories sector. The number of product items within each Product Map varies significantly (from 2 for Honey and apicultural products to more than 500 for Chemicals to almost 250 for Clothing and accessories). Product items are presented in descending order of the percentage of the sector that they constitute.

We see that *Women's/girl's trousers and shorts of cotton* is ranked fifth making up 5.5% of the sector. The world import demand for this product is growing 11% p.a. and an increasing amount (4.2%) of these exports are coming from developing countries (percentage in parentheses in columns 4 to 8).

Table 4 also shows that *Men's/boy's trousers and shorts of cotton* are the second most imported item making up 6.2% of the Clothing and accessories sector. World imports of this product grew at 2.4% p.a. over the period and of those imports a large and increasing share (4.3%) is coming from developing countries. *T-shirts, singlets and other vests, of cotton, knitted* are sizable within the sector (5.5%) and are experiencing growth (8.3% over the 1997-2001 period), as well as an increase of 4.6% in the market share of developing countries. Either of these sectors could be viable areas into which the Mauritian exporter could diversify.

Table 4: Product Champions for the Clothing and accessories Product Map

PROSPECTS (Items)			WORLD IMPORTS, value in million USD (Share in World Imports of Products from Developing Countries in %)					Performance of Developing Countries			Main Importing Countries	
CODE (HS)	DESCRIPTION	% of CLUSTER	1997	1998	1999	2000	2001	Annual change in value terms over 1997-2001	Annual change in volume terms over 1997-2001	% change in market share over 1997-2001	Performance quadrant	
611020	Pullovers, cardigans and similar articles of cotton, knitted	6.6	5356 (38.7 %)	5928 (60.9 %)	30509 (65 %)	12016 (65.9 %)	33143 (70.8 %)	9.2	12.3	5.7	Product Champion	Table
620342	Men's/boys trousers and shorts, of cotton, not knitted	4.2	11214 (64.4 %)	12010 (66.6 %)	12234 (70.9 %)	12477 (74.5 %)	12462 (75 %)	2.4	5.2	4.3	Product Champion	Table
611030	Pullovers, cardigans and similar articles of man-made fibres, knitted	9.7	3057 (33.6 %)	3873 (53.4 %)	10648 (39.2 %)	11215 (60 %)	11630 (60.4 %)	6.9	8.9	3.8	Product Champion	Table
610910	T-shirts, singlets and other vests, of cotton, knitted	5.5	6229 (62 %)	9145 (64.8 %)	10110 (66.7 %)	10945 (71.5 %)	11215 (72.6 %)	8.3	7.1	4.6	Product Champion	Table
620462	Womens/girls trousers and shorts, of cotton, not knitted	9.8	7330 (63 %)	8659 (69.5 %)	8870 (69.5 %)	8932 (73.4 %)	11146 (74.2 %)	11	11.6	4.2	Product Champion	Table
620520	Men's/boys shirts, of cotton, not knitted	9.1	6810 (68.3 %)	7670 (68.4 %)	6631 (69.7 %)	6549 (71.9 %)	6329 (71.9 %)	-2.2	-0.7	1.5	Achiever in adversity	Table
611010	Pullovers, cardigans/similar articles of wool or fine animal hair, knitted	2.6	5096 (46.2 %)	4860 (47.3 %)	5035 (49.9 %)	5389 (54 %)	5339 (53.9 %)	2	4.6	4.6	Product Champion	Table
420310	Articles of apparel of leather or of composition leather	2.2	2556 (78.7 %)	2221 (77.1 %)	3109 (76.9 %)	4392 (78.5 %)	4711 (78.4 %)	9.1	10.9	0.3	Product Champion	Table
621210	Brassieres and parts thereof, of textile materials	2.3	3978 (64 %)	3984 (64.9 %)	4397 (66.7 %)	4650 (69 %)	4621 (70.4 %)	6.9	7.2	2.7	Product Champion	Table
620463	Womens/girls trousers and shorts, of synthetic fibres, not knitted	2.1	2529 (63 %)	2675 (63.2 %)	2429 (65.1 %)	4046 (68.8 %)	4260 (72.5 %)	14.9	15.7	4.3	Product Champion	Table
Total cluster		100%	180297 (60.1 %)	164032 (61.2 %)	188313 (62.4 %)	200270 (66.9 %)	202838 (68.1 %)					

Source: ITC calculations based on COMTRADE of UNSD.

The last line in the table provides indicators about the Clothing and accessories sector as a whole, of which a large and growing portion is coming from developing countries. By clicking on the last column ([Table](#)) for any product, a table of the main importing countries and the value of their imports is generated for that product from 1997 to 2001 (see Table 5).

Table 5: Main importing countries for Men's/boy's trousers and shorts of cotton

MAIN IMPORTING COUNTRIES Value of Imports of HS 620342 (in thousand USD)							
Rank	Country	1997	1998	1999	2000	2001	Annual % growth (1997-2001)
1	United States	3,487,430	4,114,229	4,614,839	5,051,790	4,605,598	8.09
2	Germany	1,414,233	1,451,511	1,341,915	1,151,635	1,305,911	-4.96
3	France	796,087	854,613	732,864	724,307	928,178	0.04
4	Hong Kong	797,502	707,204	695,548	689,244	639,099	-4.09
5	United Kingdom	479,600	482,580	607,528	630,790	609,540	8.50
6	Italy	493,277	537,457	491,440	485,470	502,195	1.53
7	Japan	556,788	456,750	534,304	625,428	570,241	5.72
8	Belgium	n.a.	n.a.	458,442	451,997	496,620	n.a.
9	Netherlands	380,919	424,982	438,340	372,860	393,800	-1.59
10	Spain	282,177	206,342	246,333	247,376	279,974	8.67

1-10 11-20 21-30 31-40 41-50 Next >>

Source: ITC calculations based on COMTRADE of UNSD.

Explanatory Notes for Table 4 and 5

HS code and product label: 6-digit code of the HS and corresponding abbreviated product item description. The abbreviations characterise the entire product item, not necessarily its most important component.

% of Cluster: The percentage of the sector that each product item constitutes in terms of total world imports.

World Imports (in million US\$) and share of these imports from developing countries (in %), 1997-2001: Value of total world imports for the product sector or item under review and for the corresponding year, usually available in C.I.F. terms. The % below in brackets indicates what proportion of these imports was supplied by developing countries.

Annual Rate of Change:

Change of value in World Imports (%): The change in value in percentage terms of world imports over the five-year period 1997-2001. The growth rates are calculated using the least squares method, taking into account all the intermediate years between the initial and the final years.

Change of volume in World Imports (%): The change in volume in percentage terms of world imports over the five-year period 1997-2001. The method of calculation is the same as for change in value. The difference between the change in value and volume is approximately equal to the change in unit values (traded prices) over the period.

Change in market share of developing countries (%): Average annual change in the market share of developing countries in world imports over the 1997-2001 period for the product under review.

Performance quadrant: Described below.

Main importing countries (Table 5) (in million US\$): Lists, in descending order, the ten largest importing countries worldwide (in 2001) for the product under review and indicates the values imported for the period 1997 to 2001.

The descriptions in Table 4 under Performance quadrant refer to the world trade growth for the corresponding product item over the years 1997 to 2001 relative to the change in market share of developing countries for the corresponding product item over the same period.

It should be noted that the criterion for distinguishing growing and declining products is the average growth rate of world trade for the sector from 1997 to 2001, in this case around 4% p.a. Products of which world imports have grown below this rate are classified as declining products, as their shares in world trade within the sector are falling.

Champions: Refer to export products for which developing countries have performed very well, in this case *Pullovers cardigans and other materials of cotton, knitted*. These are particularly dynamic products, which are growing faster than world trade for the sector, and for which developing countries have been able to outperform world market growth and increase their share in world imports. Exporters of these products have proven their international competitiveness over the late 1990s. As can be expected, trade promotion efforts for these products are less risky; promotional efforts should aim at broadening supply capacity.

Underachievers: These products present particular challenges for trade promotion efforts, such as *Womens/girls overcoats, anoraks etc, of wool or fine animal hair knitted*. While international demand has been growing at above-average rates, exports from developing countries have either declined or have grown less dynamically than world trade. As a result, developing countries have been losing international market share. In general, the bottleneck is not international demand, but on the supply side. This is especially true when looking at the picture of an individual country rather than a group of countries, like the developing countries. For

these products, it is essential to identify and remove the bottlenecks to encourage a more dynamic expansion of exports.

Declining markets : The export prospects for these products tend to be bleak, such as *Mens/boys garments nes, of other textile materials, not knitted*. World imports of the product concerned have increased at a below -average rate or actually declined, and developing countries' market share has gone down. Trade promotion efforts for products in this category face an uphill task. They need to adopt an integrated approach to take into account bottlenecks on both the supply and the demand side. Within the clothing and accessories sector, none of the top 20 products fit in this quadrant.

Achievers in adversity: For these products, such as *Hosiery nes, of wool or fine animal hair, knitted* developing countries are increasing their share in world import markets, which are declining or growing below average. From a trade promotion perspective, niche-marketing strategies are required to isolate the positive trade performance from the overall decline in these markets.

This classification of export portfolios into four groups is a useful first analytical step. For concrete policy applications and product-specific trade promotion strategies and measures, the approach needs to be refined and additional product-specific information has to be considered as well.

III. Market Intelligence Tools -

What are the characteristics of those markets?

Once trade data has been analyzed and a potential market or product has been identified, it must be complimented by more in-depth, experiential information. The Market Intelligence tools of Product Map provide just that, presenting a complete array of trade information for market research. This qualitative information, ranging from published market studies, to price and market information, to links to industry specific Web sites or 'Smart Links', provides detailed insights into recent market developments to assist in the design of export marketing strategies. The Market Studies and Smart Links are organized in tailored information folders. Market News Service (MNS) is available for those product sectors covered by ITC's Market News Service and a Trade Inquiry service is offered, whereby Product Map subscribers can contact ITC to seek more specialized assistance and information on products covered in each sector.

A. Market Studies

Market Studies provide strategic information on import markets such as, regulations, standards, packaging and emerging trends. For example, how could an exporter of automotive components in Ukraine use this information effectively? The exporter would see in the Product Champions module of the Automotive components Product Map that *Transmissions for motor vehicles* are ranked third in world exports within the sector and is experiencing growing demand. From the Trade Data module the exporter finds that the Czech Republic is a growing importer of this product and largely imports from Europe, Argentina, Japan and the US. However, this information is still incomplete.

The exporter has no information on the specifics of the Czech market. Does the Czech Republic have preferential agreements with its current partners or other trade bodies that would inhibit import from Ukraine? Is a local presence necessary in the Czech market or can all commerce take place from abroad? What types of quality assurances do Czech auto manufacturers require? What are the main manufacturers located within the Czech Republic? These are only some of the questions that can be answered by the Market Studies module.

The Market Studies module of Product Map contains a comprehensive collection of bibliographical references to market research published worldwide by ITC, agencies cooperating with ITC and other institutions. Full text is available to subscribers for many of these studies and ITC is continually forging links with other publishers to increase the number of full-text market studies on the site. Whether or not full text is available, full information on the publisher (name, address, e-mail, Web site) is listed and viewable by all visitors to the site.

Full text versions of ITC's own Market Briefs are available to subscribers of the corresponding Product Map, such as the Market Brief on Automotive Components (Czech Republic), 2001, which can be found in the Automotive Components Product Map. Market Briefs contain sections covering market overviews, trade statistics and trends, market developments, regulations, prices, packaging, importers, important addresses, and information on upcoming trade fairs. More information on ITC's Market Briefs and a list of current titles can be directly accessed on www.intracen.org/mb .

B. Smart Links

Smart Links act as a gateway to on-line sources covering various elements of trade information and presenting detailed, regularly updated information related to the global market for a specific sector.

Figure 1: Coffee and Coffee Products Smart Links

The screenshot displays the 'Smart Links' section of a web application. At the top, there is a header '- Smart Links -' and a search bar containing 'Coffee and coffee products'. A 'Suggest a link here.' link is visible to the right of the search bar. Below the search bar, the path is indicated as 'PATH: SMART LINKS'. Under the 'Folders:' heading, a list of categories is shown, each with a folder icon and a count in parentheses:

- Smart Links** ...
- Existing Market Research** ...
Further information on market studies is available on the market studies module of this P-MAP.
- Information Portals** (6)
Web sites providing extensive information on the industry.
- Product Uses and Characteristics** (8)
Links to glossaries and other information regarding alternative product uses.
- Industry News and Magazines** ...
- Standards** (7)
Direct links to documents on standards and regulations related to the industry.
- Production, Consumption and Trade Data** ...
Links to industry-specific data.
- Market Access** ...
Tariff and non-tariff barrier information.
- Prices** ...
Links to information on market prices.
- Terms of the Trade** (2)
Direct links to sample trade documentation such as contracts, letters of credit etc.
- Packaging and Labelling** (2)
Direct links to documents related to packaging and labelling market requirements.
- Sales Promotion** ...
Links to information on trade fairs and events databases.
- Discussion Fora** (2)
Online industry related discussions.
- Frequently Asked Questions**
Online industry related questions and answers.
- Useful Addresses** ...
Associations, research centers, institutes, consultants and organizations dedicated to the industry.
- References** ...
Indirect information on the industry.

Smart Links contain:

- **Direct Information:** These are links to direct market information categorized according to the elements of a typical market survey. Information folders provide links to Web sites that have specific up-to-date information related to the global market in a sector, such as industry standards, packaging and labeling and industry news and discussion fora.
- **References:** These are links to Web sites providing reference material, such as periodicals and bibliographies.

Both groups provide links to Web sites that are specifically selected because of their relevance to the products in a particular Product Map.

Smart Links is also a dynamic feature of Product Map, allowing visitors to add Web links to a specific sector under the 'Suggest a Link' option.

Example

A coffee exporters' association in El Salvador may want to know what kinds of specialty coffees sell around the world in order to help diversify the product offering of its members. Information on packaging and labeling requirements or techniques in different markets would be useful as well. The association's members may also wish to have direct access to discussion fora on coffee to better assess consumer tastes in different markets or to a listing of periodical publications on the coffee industry.

Smart Links provide links to this information in one centralized location, thus minimizing search times and allowing users, in this case the coffee exporters association of El Salvador, to gather the information they need. Overall, Smart Links aim to provide qualified sources of information, allowing all visitors to the Product Map site to obtain a detailed picture of the global market for their product without having to scour the Internet, libraries or other sources of information.

C. Market News Service (MNS Price News)

Market News Service (MNS Price News) is available to Product Map subscribers and contains the latest reports, on wholesale import prices and market information, for several selected product sectors covered by ITC's Market News Service (see Box 2). If the MNS Price News does not cover a sector, Product Map identifies price-related Web sites within the Smart Links module.

MNS' team of product specialists draws its information from a network of 230 correspondents in 54 countries worldwide, collecting up-to-date data on wholesale prices paid for specific products, supply and demand trends, and economic, climatic and legislative information that can affect the short-term market situation. Information providers include major importers, exporters, manufacturers, wholesalers, and governmental organizations.

Example

The information provided is not only valuable for exporters and TSIs, but for producers as well. A grower of fresh cut flowers in Kenya who sells to an exporter in Kenya or a neighboring country would be interested in knowing what prices that exporter gets from outside markets. The MNS Price News in the Cut Flowers and Ornamental Plants Product Map contains price and market information in major Asian, North American and European markets, which would better position this Kenyan grower to negotiate or compare contracts with exporters.

Box 1: Product sectors covered by MNS Price News



- **Fruit & Vegetables** – covers 70 tropical and off-season products in 12 European markets. 44 issues per year.
- **Cut Flowers** – covers 70 varieties in 4 Asian markets, 94 varieties in 12 European markets, and 33 varieties in 6 North American markets. 46 issues per year.
- **Tropical Plants** – covers 45 varieties in 5 European markets. 23 issues per year.
- **Spices** – covers 30 products in Asia, Europe, the Middle East and the United States. 32 issues per year.
- **Pharmaceutical Starting Materials** – covers over 330 of the most used substances in the production of essential drugs (generics) in major markets. 12 issues per year.
- **Fruit Juices** – covers 11 products in the European and the United States' markets. 4 issues per year.
- **Medicinal Plants** – covers various products in North America, Europe, India, China, and Japan. 4 issues per year.

MNS Price News does not act as a broker and is strictly an information service with the objective of improving market transparency and encouraging price and quality competition for the benefit of all market players.

D. Trade Inquiries

Trade Inquiries is an on-line inquiry reply service that has been designed to complement the information available within the Product Map portal providing subscribers with additional, more specialized product information. In the event that a user does not find an answer to their information needs in the other elements of the Product Map site, they would be able to send email from this module to ITC's information advisors who will attempt to find the information required.

Admittedly, more information is available on certain sectors within Product Map than others. The Product Map covering Medicinal Plants, for example, contains 3 products as only 3 products are defined within the HS classification system. Therefore actors in the medicinal plants industry would have a greater need to gain information by sending specific requests through the Trade Inquiries system (see Figure 2).

ITC might propose a charge in line with the complexity of a trade inquiry and the accessibility of the information. In this case the user will be notified by e-mail and ITC will wait for confirmation and acceptance of charges before proceeding further.

Figure 2: Medicinal Plants Product Map Trade Inquiries screen

The screenshot shows a web browser window with the URL "P-MAPS Trade Inquiries - Microsoft". The page header includes the International Trade Centre (ITC) logo and navigation links: Home | About ITC | Search | Products Services | Countries | Business Support | Partner Networks. The left sidebar contains a "P-MAPS" menu with sub-links: Home, About P-MAPS, P-MAPS is for, P-MAPS users, Terms and Conditions, Product Services, My Subscriptions, and My Dashboard. The main content area is titled "- Trade Inquiries -" and contains the following text:

This on-line inquiry-reply service complements the information available within P-MAPS' services. ITC's information brokers will endeavor to source the information you require.

This service is reserved for subscribers to the **Medicinal plants** P-MAP only.

The "Smart Links" and "Business Contacts" sections of the P-MAP already connect you to extensive sources of information on the sites. These have been classified into detailed information folders and customized to address the most frequent trade information requirements of international traders. In the event that you did not find an answer to your information needs, please utilize your inquiry in the box below. To facilitate a speedy response to your request please be as precise as possible. You can expect the response within a period of 5 working days.

Subject:

Query:

Clear Submit

Disclaimer: Under the Trade Inquiry facility provided in the P-MAPS Web Site, ITC reserves the right to propose a charge in line with the complexity of a trade inquiry and the accessibility of the information. In this case you will be notified by email and we will wait for your confirmation and acceptance of charges before proceeding any further.

IV. Networking Tools –

How do we develop business relationships within those markets?

Product Map networking facilities consist of tools necessary to identify potential business partners and entice potential clients: Storefronts and Business Contacts.

The Storefront facilities allow companies to set up their own presence on the Internet in a matter of minutes, TSIs will be able to create multiple storefronts for their clients.

The Business Contacts module identifies companies active in the product sectors covered by each Product Map. Any registered visitor to the Product Map site can view links to potential business contacts and subscribers' Storefronts.

A. Storefronts

Storefronts allow Product Map subscribers to create their own interactive Web page using easy on-line tools. Storefronts are viewable by all Product Map users whether or not they are a subscriber. These Web pages are hosted with a dedicated Internet address on the Product Map Web site in the Product Map to which the subscriber is registered (www.p-maps.org/YourCompanyName). Each subscriber is entitled to one Storefront listed under each Product Map to which that member has subscribed. TSIs can create multiple Storefronts for their clients. Once a user has created a Storefront, it will automatically appear on the complete list for that product sector along with the details that were provided (see Figure 3).

Figure 3: Chemical Product Map Storefront for IRMAL Sdn Bhd in Malaysia

The screenshot displays the 'Chemicals' storefronts page on the Product Map website. It features a search bar for 'Chemicals' and a list of storefronts under the heading 'Commercial Storefronts'. The storefront for IRMAL Sdn Bhd is highlighted, showing its URL: <http://www.p-maps.org/irmal>.

The detailed view of the IRMAL Sdn Bhd storefront includes the following information:

- Contact Information:**
 - IRMAL Sdn Bhd
 - Unit No. 013, Block E,
 - Phase 1 Damansara U1,
 - Jln. 9, Jalan 10/12,
 - Off Jalan Damansara,
 - 46250 Petaling Jaya,
 - Selangor Dar. Malaysia
 - Tel: (603) - 7660 5610
 - Fax: (603) - 7660 0618
 - Homepage: www.irmal.com
 - Malaysia
- Fields of activity:**
 - Exporter
- Products:**
 - View exported products
 - View imported products

With this user-friendly facility, it is not necessary to be familiar with a programming language; a subscriber simply fills out a form, which includes contact information and other company data, as well as design features, e.g. the ability to add a logo and/or pictures. However, if a subscriber is familiar with 'html' that language can be used also. It is possible to link a Product Map Storefront to existing Web sites providing an alternative entry point and giving additional, unlimited visibility to a subscriber's activities.

Storefronts allow subscribers to make their company globally visible to relevant industry players, on a Web site dedicated to international trade and managed by the Market Analysis Section of ITC. For businesses with limited resources or technical know-how, this simple menu-driven tool affords them the opportunity to have Web presence, an Internet address of their own, and an online calling card to facilitate marketing on a global scale.

Through its 'Storefronts' facility, the Product Map Web site offers networking opportunities to subscribers and visitors. This facility is offered without any guarantee from ITC as to either the accuracy of the information or the credibility of each Storefront, as stated under the liability clause in the Product Map Terms & Conditions. The sole function of the module is to offer a networking point for subscribers and visitors. It does not include any transactional or commercial element. ITC carries no responsibility whatsoever related to any transaction or agreement between any users of the Product Map Web site.

B. Business Contacts

Business Contacts, open to all users, represent an essential part of each Product Map and provide links to companies, on-line directories, on-line market places, support institutions and organizations specializing in the specific industry. Links are provided to Web sites that are specifically selected because of their direct relevance to the industry.

Figure 4: Electrical machinery and equipment Business Contacts



All the links within the Business Contacts module have been organized and classified for convenience according to the various levels of the production chain and distribution channel (see Figure 4). This method of classification allows Business Contacts' links to cover operators directly involved in trade and production (companies that manufacture, export, import, provide services to manufacturers, etc.) as well as support institutions and organizations specializing in this industry (such as government support programmes, research centers, trade associations or standards organizations).

Trade portals such as e-market places and on-line information centers are also included, as well as links to directories of industry actors, business opportunities and any Storefronts listed within the Product Map.

Visitors to the site have the capability to update it regularly under the 'Suggest a Business Contact' option. Due to the site's dynamic nature ITC cannot guarantee the accuracy or legitimacy of the links or organizations.

V. Summary

What markets should we target? What are the characteristics of those markets? How do we establish relationships within those markets? The tools presented in the Product Map Web site combine to cover the elements necessary to answer these questions and to prepare an international marketing strategy for each of the 72 sectors covered. From the statistical information essential to narrowing down which markets to target, to practical information on those markets, to networking facilities to establish the business contacts needed to enter or better penetrate a specific market, all this information is available in one place, organized by product, on the Product Map Web site www.p-maps.org. It must be noted that while ITC strives to thoroughly cover all aspects of a market, it is impossible to have absolute coverage.

Product Map enables industry actors and TSIs to:



The information provided by Product Map is just the beginning of the market analysis process. Product Map is intended to give business actors and TSIs alike the tools to create a foundation for further research and subsequently establish a stronger foothold in international markets.

Annex I: Foreign Trade Statistics as a Basis for Strategic Market Research What Users Should Take into Consideration

Foreign trade statistics provide a differentiated picture of trade flows among countries. They are comprehensive in terms of product coverage (more than 5,000 products under the Harmonized System), geographical coverage (around 100 countries covering 90% of world trade) and time series (data under the Harmonized System are available for the last decade). Moreover, they are readily available at moderate costs. This makes them an attractive source for market research and the assessment of trade performance.

Against this background, ITC has developed a number of tools for international marketing and trade promotion based on trade statistics. *Country Map*, *Interactive TradeMap* and *Product Map* are all cases in point. All of these tools strive to present trade statistics in an analytical and user-friendly format. Notwithstanding the attractiveness of this comprehensive source of information, users should factor in the following weak points of foreign trade statistics:

- ❑ Trade data are never complete. Smuggling and non-reporting represent a serious problem in a number of countries. In addition, trade statistics, like any source of information, are not free of mistakes and omissions.
- ❑ Most countries include imports for re-exports and re-exports in their trade statistics. A low-income country may show up as an exporter of airplanes simply because its national airline has sold used planes.
- ❑ According to international conventions for reporting trade statistics, the export value refers to the total or contract value, which may of course, be very different from local value-added. For many processing activities the local value added remains below 20% of the export value.
- ❑ Detailed trade statistics are available only for merchandise trade and not for services, although the latter may account for a sizeable share of national exports.
- ❑ Even at the lowest level of disaggregation, product groups in the trade nomenclatures do not necessarily reflect trade names and often contain a wide range of different products. Moreover, the product nomenclature is sometimes misleading. The labels of aggregated product groups are often very general and provide at times only limited guidance on the leading items within the group of products concerned.
- ❑ Exchange rate fluctuations are not always properly recorded in international trade statistics. Values are normally aggregated over the period of one year in local currency and converted into US dollars.
- ❑ For countries that do not report trade data to the United Nations, ITC uses partner country data, an approach referred to as mirror statistics. Mirror statistics are a second-best solution, being better than having no data at all. At the same time, they have a number of shortcomings when compared to the first-best solution of nationally reported data. First and foremost, they do not cover trade with other non-reporting countries. As a result, mirror statistics hardly cover South-South trade and would not be a suitable source for an assessment of intra-African trade. Second, there is the problem of transshipments, which may hide the actual source of supply. Third, mirror statistics invert the reporting standards by valuing exports in c.i.f. terms (i.e. including transport cost and insurance) and imports in f.o.b. terms (excluding these items).

In view of the above shortcomings, foreign trade statistics should never be the sole source of insight, but need to be complemented by other sources and in particular cross-checked by product specialists and industry insiders. Overall, ITC's experience suggests that trade statistics represent a very useful source of information and a valid point of departure for strategic market research, if analyzed with a healthy mix of skepticism and pragmatism vis-à-vis their strengths and shortcomings.