



International  
Trade  
Centre

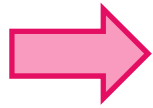
TRADE IMPACT  
FOR GOOD

# ITC trade applications

Christian DELACHENAL  
ITC Senior Market Analyst  
UN Comtrade Data Fair  
Geneva, 25 September 2017



# Visualize the bilateral export potential



<http://exportpotential.intracen.org>

## Export Potential

FOR EXPORTER

Thailand

IN MARKET

China

PRODUCTS SECTORS

Search products by name/code...

- Rice
- Vegetables
- Fruits
- Sugar
- Other food products
- Chemicals
- Jewellery & precious metal arti...
- Wood & vegetable material
- Natural latex & rubber
- Plastics & rubber
- Machinery
- Electronic equipment

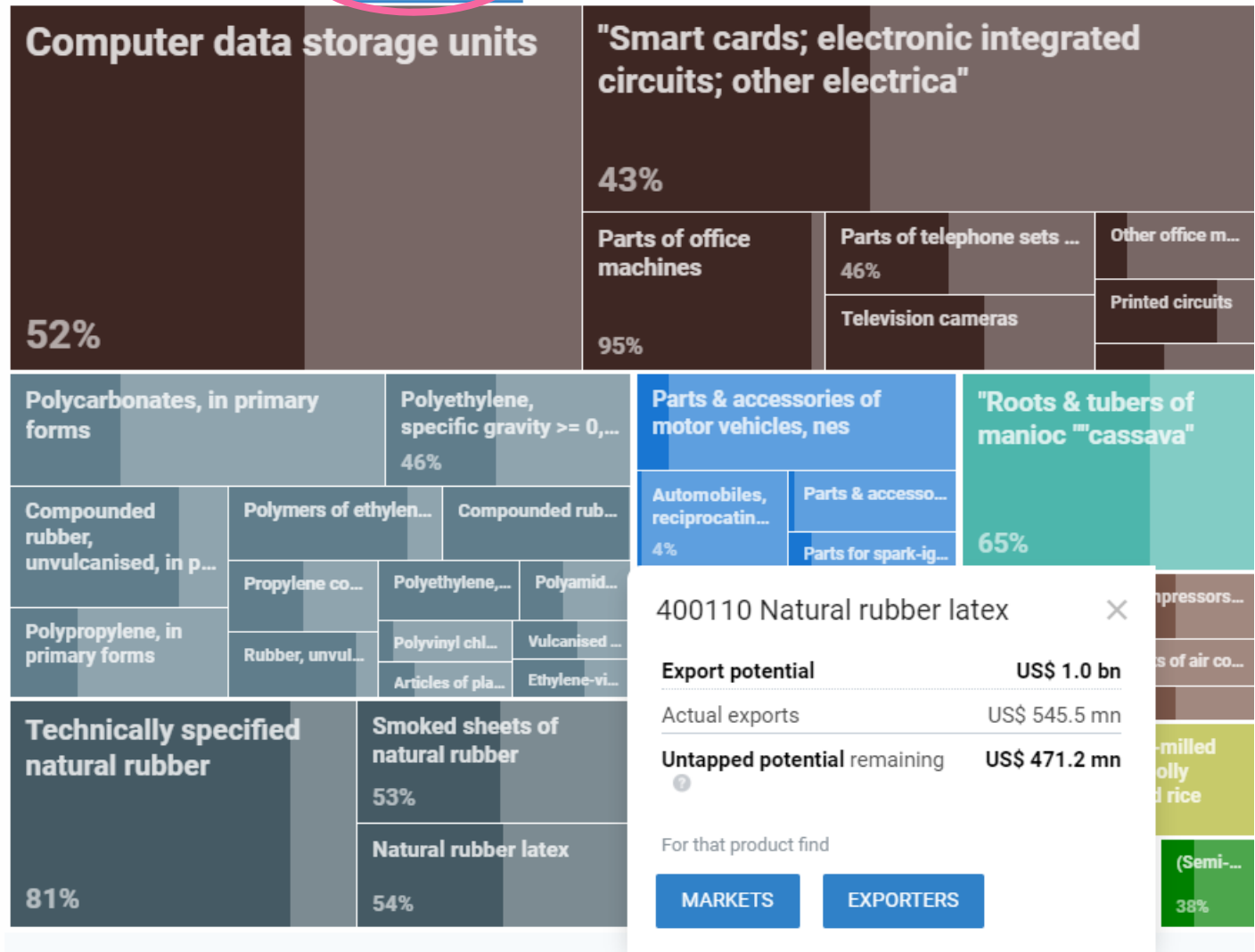
Top 50

Spot export potentials with

TREE MAP

GAP CHART

ANALYZE EXPORT POTENTIALS



# Visualize export potential markets

## Export Potential

FOR EXPORTER

Benin

IN PRODUCT

080430 Fresh or dried pineapples

COUNTRIES SUB-REGIONS

Search country...

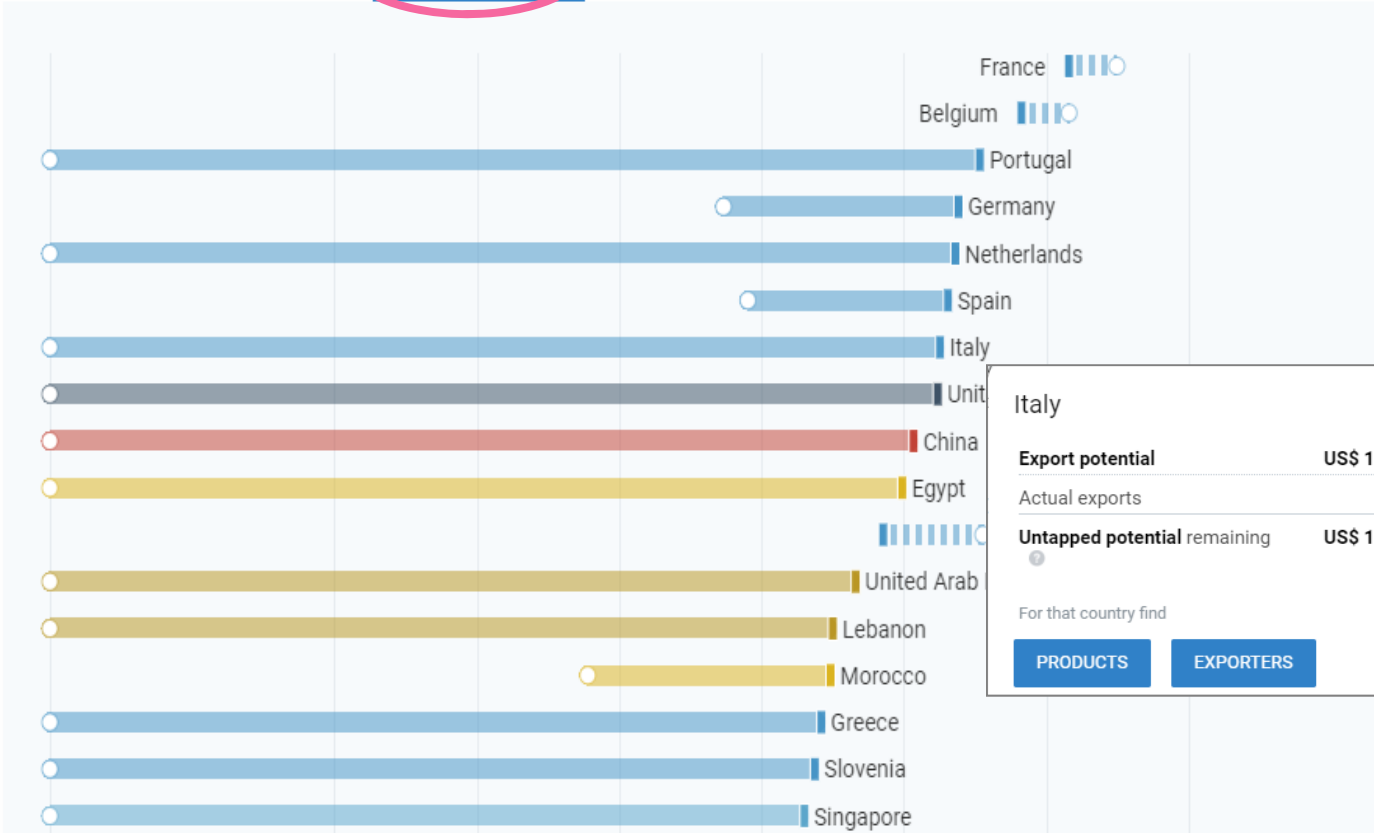
- ✓ ASEAN
- EU & West Europe
- East Asia
- Middle East
- North Africa
- North America

Spot export potentials with

GAP CHART

GEO MAP

ANALYZE EXPORT POTENTIALS



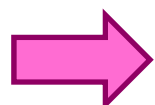
Italy

Export potential	US\$ 150.5 k
Actual exports	US\$ 0
Untapped potential remaining	US\$ 150.5 k

For that country find

PRODUCTS EXPORTERS

# Trade Map embedded for visualizing trade data



<http://www.nsomalawi.mw/>



National Statistical Office




Search



- Home
- About us
- Latest Publications
- Publications
- Guide to sources
- Data Archives
- NSS Activities
- On-line Resources
- Contact us

## QUICK LINKS

- The 2015-16 Malawi DHS
- Malawi MDG Endline Survey 2014
- 2008 Population and Housing Census
- Third Integrated Household Survey
- NSS Strategic Plan 2013 - 2017
- NSO Strategic Plan 2012 - 2016
- Malawi CensusInfo
- MASEDA
- CountryStat Malawi
- Trade Map - Malawi**
- Malawi National Data Archive (mNADA)
- Malawi Data Portal
- National Summary Data Page
- National Accounts
- Balance of Payments

## Trade Map - Malawi

Trade Statistics powered by ITC Trade Map

Product  Service  Advanced search English

Partner  Region  Advanced search

other criteria

### List of products at 2 digits level exported by Malawi in 2016 (Mirror) <sup>i</sup>

Table | **Graph** | Map | Companies

Download:

Rows per page: Default (25 per page)

HS4	Code	Product label <span>↔</span>	Select your indicators				
			Value exported in 2016 (USD thousand) <sup>v</sup>	Trade balance 2016 (USD thousand) <sup>i</sup>	Annual growth in value between 2012-2016 (% p.a.) <sup>i</sup>	Annual growth of world imports between 2012-2016 (% p.a.) <sup>i</sup>	Average distance of importing countries (km) <sup>i</sup>
	<a href="#">TOTAL</a>	All products	875,944	-267,220	-3	-4	7,355
<span>+</span>	<a href="#">24</a>	Tobacco and manufactured tobacco substitutes	556,610	549,637	2	-2	8,292
<span>+</span>	<a href="#">17</a>	Sugars and sugar confectionery	86,218	82,642	0	-6	5,679
<span>+</span>	<a href="#">09</a>	Coffee, tea, maté and spices	85,074	84,093	1	1	7,511
<span>+</span>	<a href="#">07</a>	Edible vegetables and certain roots and tubers	50,026	45,704	12	3	5,963

# Alternatives for displaying data in Trade Map

The screenshot shows the International Trade Centre Trade Map interface. The main navigation bar includes Home, Selection Menu, Investment, Market Access, Reference Material, My Account, FAQ, Conditions of use, and About. The current product is '08043000 - FRESH OR DRIED PINEAPPLES' and the selected country is Germany. Several dropdown menus are open, showing alternative data display options:

- Imports/Exports/Trade balance/Reexports:** Imports, Exports, Imports (highlighted), Trade balance, Reexports.
- Yearly time series/Trade indicators:** Yearly time series (highlighted), Trade indicators, Yearly time series, Quarterly time series, Monthly time series.
- by country/by product/by service:** by country (highlighted), by country, by product, by service.
- Direct data/Mirror data:** Direct data (highlighted), Direct data, Mirror data.
- Values:** Values (highlighted), Values, Quantities, Growth in value, Growth in quantity, Share in value in %, Unit values, Growth on unit values, Index on values, Index on unit values.
- Currency:** US Dollar (highlighted), Argentine Peso, Australian Dollar, Brazilian Real, British Pound, Canadian Dollar, Chilean Peso, Danish Krone, Euro, Japanese Yen, Malawi Kwacha, New Zealand Dollar, Norwegian Krone, Russian Ruble, South African Rand, South Korean Won, Swedish Krona, Swiss Franc, US Dollar.

The main data table shows the following information:

Bilateral 8 digits	Exporters	Imported value in 2003	Imported value in 2004	Imported value in 2005	Imported value in 2006	Imported value in 2007
	World	73,758	100,827	121,865	153,382	177,229
+	<a href="#">Netherlands</a>	19,713	29,917	41,932	62,048	62,462
+	<a href="#">Belgium</a>	14,423	24,910	31,334	27,609	41,399
+	<a href="#">Costa Rica</a>	726	1,692	9,132	24,681	29,998
+	<a href="#">France</a>	22,457	21,956	12,203	13,977	11,295
+	<a href="#">Ecuador</a>	10,405	16,281	20,764	14,100	8,873
+	<a href="#">Spain</a>	106	590	1,750	3,709	7,379
+	<a href="#">Italy</a>	1,520	521	385	2,578	5,945
+	<a href="#">Honduras</a>	0	0	0	40	2,843
+	<a href="#">Ireland</a>	1	2	1	0	876
+	<a href="#">South Africa</a>	567	745	738	761	818
+	<a href="#">Ghana</a>	831	684	371	323	812
+	<a href="#">Sri Lanka</a>	316	453	440	579	782
+	<a href="#">Thailand</a>	986	248	262	461	620
+	<a href="#">Uganda</a>	122	199	295	345	594
+	<a href="#">United Kingdom</a>	261	835	449	381	405

# Future: Integration of relevant trade information

**TRADE HELPDESK**  
The MSME gateway to trade

ABOUT SUPPORT MATERIALS MY DASHBOARD ALERT English

## TRADE HELPDESK THE MSME GATEWAY TO TRADE

Product / service      Origin      Destination      🔍

### AVERAGE TARIFF BY COUNTRY

Powered by ITC MacMap

### WORLD EXPORT VALUE

**\$15,862,044M**

Year	Value (\$M)
2011	~15,000
2012	~15,500
2013	~16,000
2014	~16,000
2015	~14,000
2016	~13,000

Powered by ITC TradeMap

### 13 AVG. TRADE PROCEDURES

### 21 AVG. STEPS PER PROCEDURE

Powered by UNCTAD eRegulations

### NTMs COLLECTED

**18,225**

Powered by ITC MacMap

### NTMs NOTIFIED IN 2016

**4,670**

Category	Count
Category 1	~4,000
Category 2	~3,500
Category 3	~2,500
Category 4	~1,500
Category 5	~1,000

Powered by WTO TIP



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For additional information:

Visit the ITC booth  
or contact

[marketanalysis@intracen.org](mailto:marketanalysis@intracen.org)

