Workshop on country practices in the compilation of IMTS

Trade indicators

The experience of the International Trade Centre

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What is ITC?

The International Trade Centre (ITC) is
the joint technical cooperation agency of the
United Nations Conference on Trade and Development (UNCTAD)
and the World Trade Organization (WTO)
for business aspects of trade development.
Some questions to our partners...

- How do you assess national and sectoral trade performance and competitiveness?
- How do your export products position themselves in terms of international demand?
- In what markets do you have a significant trade potential?
- How do you define priority sectors and partner countries for trade promotion?

Country Market Analysis Profiles

- Country Map can be used for:
  - strategic market research
  - comparative economic analysis

- Country Map’s data:
  - is based on COMTRADE (United Nations Statistics Division)
  - includes indicators for 184 countries, using 'mirror' estimates for non-reporting countries
The country approach offers an overview of WTO's technical cooperation activities at the country and regional levels. It provides links to national trade support institutions and country-specific business information. In addition, it presents tools and market policies based on trade statistics which help make national trade performance and provide indicators on export supply and import demand.

For comments/suggestions please use the Feedback Form.
Trade Performance Index (TPI)

How do you assess sectoral trade performance?

- TPI calculates the level of competitiveness and diversification of a particular export sector, by comparing it with other countries
  - Covers up to 14 different export sectors for 184 countries
  - All countries ranked by 18 quantitative performance indicators

Trade Performance Index for Uganda’s exports
National Export Performance (NEP)

How do your export products position themselves in terms of international demand?

- NEP provides an overview of a country's export performance in terms of:
  - the product composition and the growth of its exports
  - the dynamics of international demand

Scan the export portfolio of Mauritius
Graphical approach

- The chart is divided into four quadrants:

<table>
<thead>
<tr>
<th>World Trade Growth</th>
<th>Change in world market share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>Gains</td>
</tr>
<tr>
<td>Negative</td>
<td>Losses</td>
</tr>
</tbody>
</table>

- Underachievers: losers in growth markets
- Champions: winners in growth markets
- Declining sectors: gloomy export prospects
- Achievers: winners in declining markets

Growth of national supply and international demand for export products of Uganda - 2006

Annual growth in world market share of Uganda since 2002.
Indicator of consistency between trade figures

- This indicator has been calculated to enhance the transparency on trade statistics and to help trade analysts in their studies.
- For good interpretation of this indicator, the trade analyst should know all the reasons that could explain discrepancies between direct statistics and mirror statistics.

Consistency of Mauritius' export statistics

<table>
<thead>
<tr>
<th>Country</th>
<th>Indicator</th>
<th>Export Value (LC)</th>
<th>Export Value (US$)</th>
<th>Import Value (LC)</th>
<th>Import Value (US$)</th>
<th>Percentage Difference</th>
<th>Percentage Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mauritius</td>
<td>1</td>
<td>1,000,000</td>
<td>5,000,000</td>
<td>1,000,000</td>
<td>5,000,000</td>
<td>0 %</td>
<td>0 %</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2,000,000</td>
<td>10,000,000</td>
<td>2,000,000</td>
<td>10,000,000</td>
<td>0 %</td>
<td>0 %</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>3,000,000</td>
<td>15,000,000</td>
<td>3,000,000</td>
<td>15,000,000</td>
<td>0 %</td>
<td>0 %</td>
</tr>
</tbody>
</table>

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Trade Simulation (Bilateral)

In what markets do you have trade potential?

- Tool designed to model bilateral trade flows for 19 product sectors, especially those involving developing country exports
- An econometric model based on country-specific data:
  - Trade and tariff data
  - Macro-economic indicators (GDP, GDP per capita)
  - Geographic data (distances between countries)
  - Other data (conflicts, cultural factors, etc.)
- Updated every three years

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Trade potential between Ethiopia and China

<table>
<thead>
<tr>
<th>Exports</th>
<th>Rank</th>
<th>Imports</th>
<th>Rank</th>
<th>Sector</th>
<th>Current exports (in USD million)</th>
<th>Total trade potential</th>
<th>Potential trade in China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee</td>
<td>1</td>
<td>Coffee</td>
<td>1</td>
<td>Total</td>
<td>4,560</td>
<td>10%</td>
<td>A high potential trade potential</td>
</tr>
<tr>
<td>Wheat</td>
<td>2</td>
<td>Wheat</td>
<td>2</td>
<td>Major export</td>
<td>3,450</td>
<td>4%</td>
<td>Very strong current link (low potential)</td>
</tr>
<tr>
<td>Cotton</td>
<td>3</td>
<td>Cotton</td>
<td>3</td>
<td>Major export</td>
<td>1,200</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Sugar</td>
<td>4</td>
<td>Sugar</td>
<td>4</td>
<td>Major export</td>
<td>870</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>5</td>
<td>Tobacco</td>
<td>5</td>
<td>Major export</td>
<td>680</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Dairy products</td>
<td>6</td>
<td>Dairy products</td>
<td>6</td>
<td>Major export</td>
<td>520</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Meat and meat products</td>
<td>7</td>
<td>Meat and meat products</td>
<td>7</td>
<td>Major export</td>
<td>450</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Textiles and clothing</td>
<td>8</td>
<td>Textiles and clothing</td>
<td>8</td>
<td>Major export</td>
<td>420</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Machinery and transport equipment</td>
<td>9</td>
<td>Machinery and transport equipment</td>
<td>9</td>
<td>Major export</td>
<td>380</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Electrical equipment and transport equipment</td>
<td>10</td>
<td>Electrical equipment and transport equipment</td>
<td>10</td>
<td>Major export</td>
<td>350</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Other manufactures</td>
<td>11</td>
<td>Other manufactures</td>
<td>11</td>
<td>Major export</td>
<td>320</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Minerals and metal products</td>
<td>12</td>
<td>Minerals and metal products</td>
<td>12</td>
<td>Major export</td>
<td>290</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Food products and beverages</td>
<td>13</td>
<td>Food products and beverages</td>
<td>13</td>
<td>Major export</td>
<td>260</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
<td>Other</td>
<td>14</td>
<td>Major export</td>
<td>230</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>Total</td>
<td>15</td>
<td>Major export</td>
<td>200</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>
TradeMap helps:

- Search for new market or suppliers
- Find opportunities for product and market diversification
- Set priorities for trade promotion and development
- Evaluate tariff barriers
- Assess competitive strengths and weaknesses
- Find tariff-line level information for products
  http://www.trademap.org

Prospects for market diversification

<table>
<thead>
<tr>
<th>Country</th>
<th>Product</th>
<th>Import Volume</th>
<th>Export Volume</th>
<th>Import Share</th>
<th>Export Share</th>
<th>Import Value</th>
<th>Export Value</th>
<th>Import Growth</th>
<th>Export Growth</th>
<th>Import Rate</th>
<th>Export Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>Food</td>
<td>12.3</td>
<td>5.6</td>
<td>14.5</td>
<td>21.3</td>
<td>123.4</td>
<td>56.7</td>
<td>8.9</td>
<td>12.3</td>
<td>12.3</td>
<td>12.3</td>
</tr>
<tr>
<td>Germany</td>
<td>Clothing</td>
<td>9.8</td>
<td>11.4</td>
<td>10.5</td>
<td>11.2</td>
<td>123.4</td>
<td>56.7</td>
<td>8.9</td>
<td>12.3</td>
<td>12.3</td>
<td>12.3</td>
</tr>
<tr>
<td>France</td>
<td>Chemicals</td>
<td>15.6</td>
<td>7.8</td>
<td>16.5</td>
<td>17.2</td>
<td>123.4</td>
<td>56.7</td>
<td>8.9</td>
<td>12.3</td>
<td>12.3</td>
<td>12.3</td>
</tr>
</tbody>
</table>

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Prospects for market diversification for a product exported by Uganda in 2006
Product : 090111 Coffee, not roasted, not decaffeinated

Share of partner countries in Uganda's exports 2005-%

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