

Market and Consumer research methods conducted by Myantrade

Myat Soe Moe

Staff Officer

Myanmar Trade Promotion Organization

Ministry of Commerce

Market Analysis Tools of ITC

www.trademap.org

www.macmap.org

[**www.standardsmap.org**](http://www.standardsmap.org)

What is ITC?



UNCTAD

The UN body for design of policy recommendations to achieve economic and social development through trade and investment.



WTO OMC

The forum to negotiate multilateral trade rules, monitor their implementation and handle trade disputes



ITC works with local and regional institutions and businesspeople to build trade capacity.

● **Mission**

- ITC enables small business export success in developing countries by providing, with partners, trade development solutions to the private sector, trade support institutions and policy-makers



MARKET ANALYSIS TOOLS

Enhancing the transparency of global trade and market access

- About the tools ▶
- Tutorials ▶
- Condition of Use ▶
- Trade Map Factsheets
- MAT Surveys ▶
- Newsletters NEW ▶

What's new

The International Trade Centre has developed a suite of online tools to make global trade more transparent and facilitate access to markets: Trade Map, Market Access Map, Investment Map, Trade Competitiveness Map, Standards Map, and Procurement Map.

The data is available to all countries to conduct up-to-date market analysis, with users from developing countries, least developed countries and countries in transition being able to access all the data free of charge, thanks to support from the World Bank, the European Commission and funders of the ITC's Trust Fund.

Latest trends available in Trade Map
Most important evolutions for Norway's exports
between 2015 and 2016

Destination of products exported by Norway*			
	Namibia	US\$ 141 millions	+1933%
	Bahamas	US\$ 86 millions	+408%
	Myanmar	US\$ 1.2 millions	-87%
	Côte d'Ivoire	US\$ 7.2 millions	-87%

Products exported by Norway*			
	Edible vegetables and certain roots and tubers	US\$ 2.7 millions	+167%
	Works of art, collectors pieces and antiques	US\$ 75 millions	+79%
	Ores, slag and ash	US\$ 132 millions	-45%
	Manmade staple fibres	US\$ 1.2 millions	-44%

* Threshold value : US\$ 1 million

ITC Market Analysis tools

The screenshot displays the ITC Market Analysis Tools interface. The main navigation bar includes 'INVESTMENT MAP', 'PROCUREMENT MAP', 'MARKET ACCESS MAP', and 'TRADE MAP'. The 'TRADE MAP' section is active, showing the 'Trade Competitiveness Map' tool. The interface is set to 'Afghanistan' for the year '2015' and the 'Fresh food' sector. The 'Trade Performance Index (by Sector): Afghanistan (2015)' table is displayed below the selection options.

Trade Performance Index (by Sector): Afghanistan (2015)

	Indicator's Description	Fresh food (Value)	Fresh food (Rank)
	N Number of exporting countries for the ranking in the sector		178
	G1 Value of exports (in thousand US\$)	336,628	
	G2 Export growth in value, p.a. (%)	15%	18
General Profile	G3 Share in national exports (%)	58%	
	G4 Share in national imports (%)	3%	
	G5 Relative trade balance (%)	14%	
	G6 Relative unit value (world average = 1)	0.8	
	P1 Net exports (in thousand US\$)	83,685	68
	P2 Per capita exports US\$/inhabitant	10.3	172
	P3 Share in world market (%)	0.05%	126
Position in 2015 for Current Index	P4a Product diversification (N° of equivalent products)	7	71
	P4b Product concentration (Spread)		132

Trade Map

www.trademap.org

- **Data Source**
 - Customs - National Authorities
 - [COMTRADE](#) produced by the United Nations Statistics Division database
- **Geographical coverage**
 - Information for over 220 countries and territories using data reported by 160 countries and territories
 - Data for non-reporting countries is spawned from mirror statistics.
- **Product coverage?**
 - Harmonized System - Over 5,300 products at the 6 digit level
 - National Tariff Line - Up to 30,000 products for 90 countries (~84% of world trade)
- **Time horizon**
 - Yearly, quarterly and monthly data

Free to users in developing countries!

Registration is valid for all ITC's market analysis tools



MARKET ANALYSIS TOOLS ACCOUNT

Registration to the ITC Market Analysis Tools:

The [International Trade Centre](#) has developed four [Market Analysis Tools](#) : Trade Map, Market Access Map, Investment Map and Standards Map to enhance the transparency of global trade and market access and to help users in their market analyses.

- Users from [developing countries](#) have full access to the tools **free of charge**.
- Users from [developed countries](#) have **restricted access** to the tools **free of charge**. Users wishing to access the full versions of the tools can consult the [subscription option and fees](#).

Please enter your email address: ■

An activation email will be sent to this address

It will be used to login to the ITC Market Analysis Tools

Confirm your email address: ■

Select your country: ■

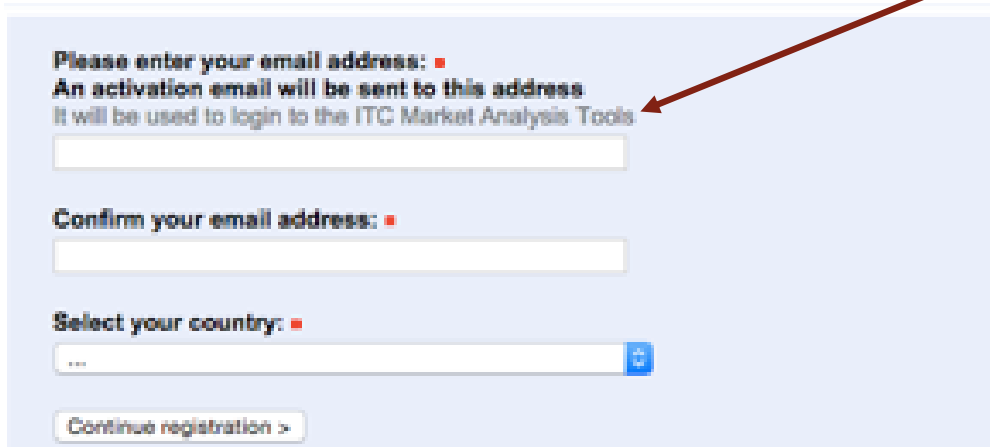
[Continue registration >](#)

Market Analysis Tools:

- [Trade Map](#)
an online tool with monthly, quarterly and yearly international trade data combined with statistical indicators and information on trading companies which helps you prioritize export or import markets.
- [Investment Map](#)
an online tool that provides the sector breakdown of foreign direct investment (FDI), trade, market access and foreign affiliates information to support strategies of investment attraction and targeting.
- [Market Access Map](#)
an online tool for analyzing market access conditions worldwide, including applied and bound tariff rates, trade agreements (rules of origin and tariff preferences), export-import statistics and non-tariff measures.
- [Standards Map](#)
an online tool to analyse and compare voluntary standards promoting sustainable development applied to the production and trade of goods and services.

Completing registration

Remember to check your e-mail to activate your account and complete registration!



Please enter your email address: ■
An activation email will be sent to this address
It will be used to login to the ITC Market Analysis Tools

Confirm your email address: ■

Select your country: ■

Continue registration >

A red arrow points from the top right towards the first email input field.

www.trademap.org

Register and Log-in



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



Home & Search Data Availability Reference Material Other ITC Tools More

Login English

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service Pr

Already have an account?

Email address:

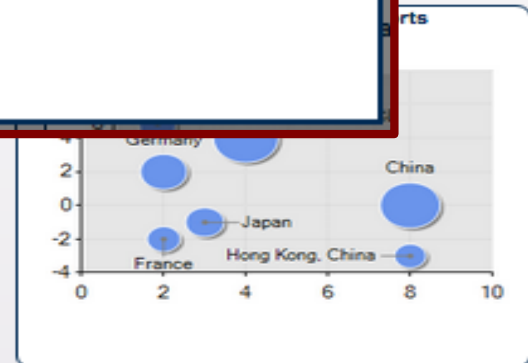
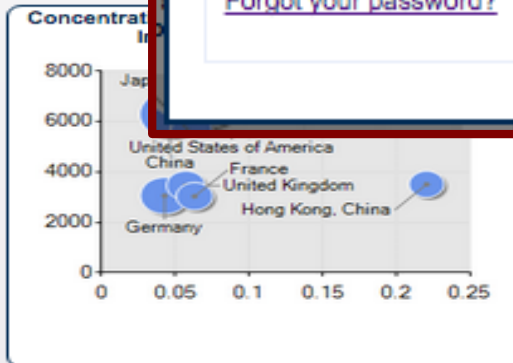
Password:

Remember me.

[Forgot your password?](#)

Create an account

Create an account for ITC's market analysis tools.



Country Analysis



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

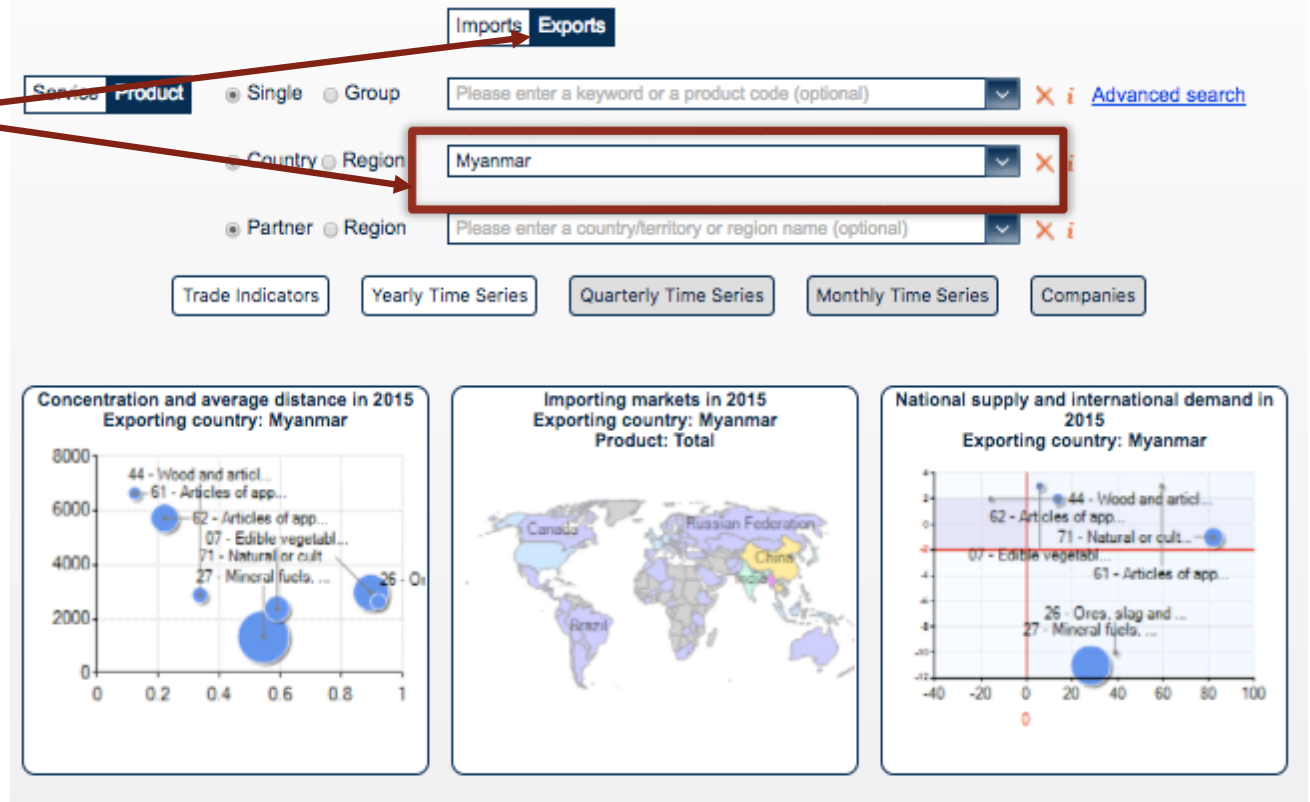


[Home & Search](#) [Data Availability](#) [Reference Material](#) [Other ITC Tools](#) [More](#)

[Login](#) [English](#)

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.
Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Trade Map allows you to learn about the trade profile of a particular country



Trade indicators: Table form

EasyPDFCombine x Inbox (120) - myatts x EasyPDFCombine x MyWay x ITC x ITC - Market Analysis To x Trade Map - List of s x

https://www.trademap.org/Country_SelProductCountry.aspx?nvpm=1|104|||09041

ITC
TRADE MAP
Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Home & Search Data Availability Reference Material Other ITC Tools More Ms. Myat Soe Moe English

Product ... 090411 - Pepper of the genus Piper, neither crushed Product Group None
 World Country Myanmar Country Group None
 Partner All Partner Group None

Imports Trade Indicators by country Direct data

List of supplying markets for the product imported by Myanmar in 2016
 Product: 090411 Pepper of the genus Piper, neither crushed nor ground
 Myanmar's imports represent 0% of world imports for this product, its ranking in world imports is 95

Table Graph Map Companies FDI data Tariff data Standards

Download: Rows per page Default (25 per page)

Bilateral trade at 8-digit	Exporters	Select your indicators														
		Value imported in 2016 (USD thousand)	Trade balance 2016 (USD thousand)	Share in Myanmar's imports (%)	Quantity imported in 2016	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2012-2016 (% p.a.)	Growth in imported quantity between 2012-2016 (% p.a.)	Growth in imported value between 2015-2016 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)	Total exports growth in value of partner countries between 2012-2016 (% p.a.)	Average distance between partner countries and all their importing markets (km)	Concentration of all importing countries of partner countries	Average tariff (estimated) applied by Myanmar (%)
	World	484	-365	100	108	Tons	4,481	-1	13	13		100	9			
	Viet Nam	195	-195	40.3	56	Tons	3,482	3	25	572	1	41.4	15	8,623	0.1	
	Singapore	181	-181	37.4	34	Tons	5,324			-14	10	2	8,270	0.11	0	

10:35 PM 1/9/2018

Trade indicators: Table form

Example: Pepper

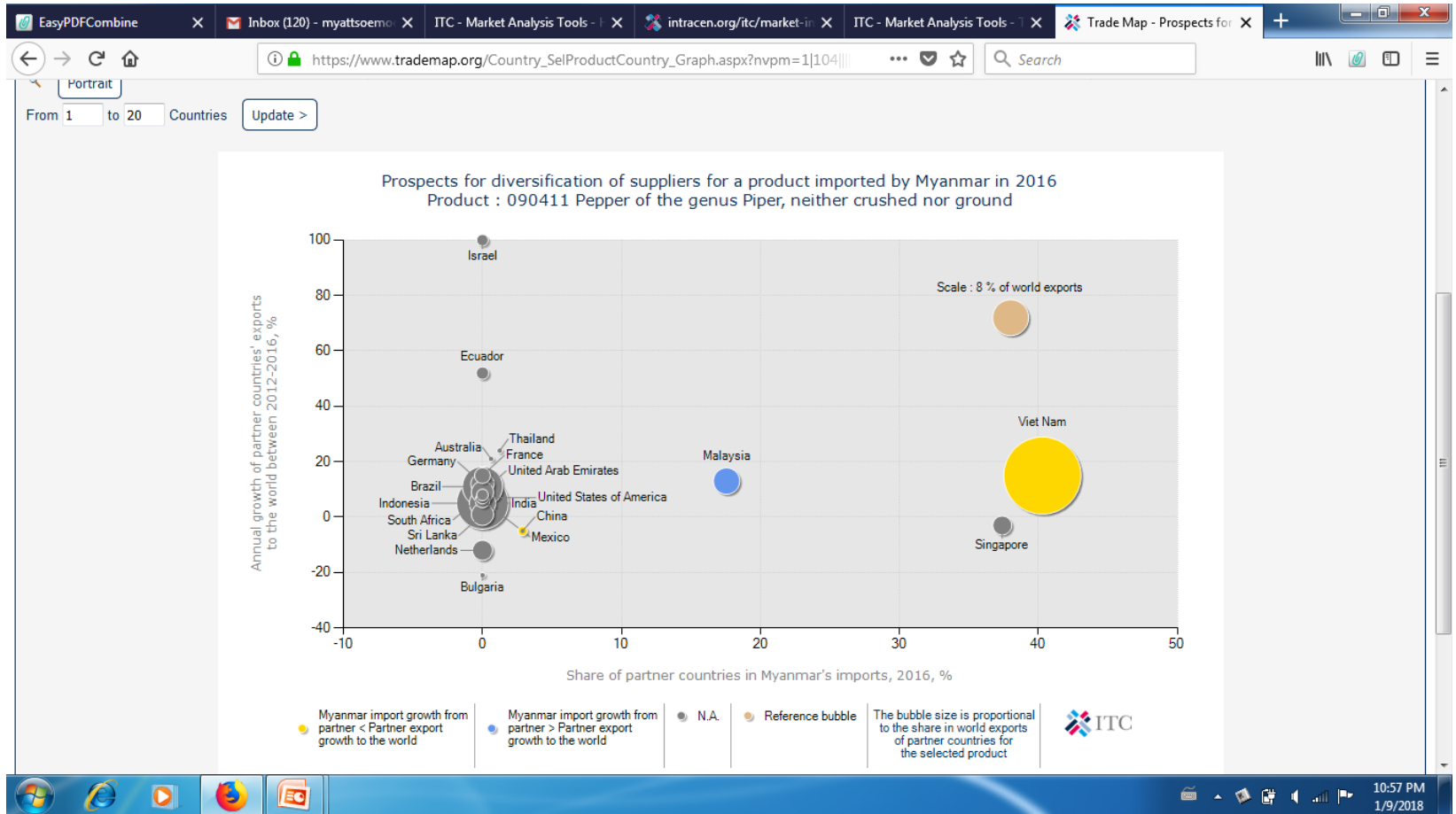
The screenshot shows the ITC Trade Map website interface. The main content area displays a table titled "List of importing companies in Myanmar for the following product" with the product category "Food preparations, nsfp". The table has five columns: Company name, Number of product or service categories traded, Number of employees, Country, and City. The data is as follows:

Company name	Number of product or service categories traded	Number of employees	Country	City
Diamond Star Co., Ltd - Diamond Star Company Limited	3	0	Myanmar	Yangon
Diamond Star Co., Ltd - Dscf	5	5000	Myanmar	Yangon
MIKKO FOOD MARKETING COMPANY LIMITED	4	1000	Myanmar	Yangon
MYANMAR SUTECH CO., LTD	2	400	Myanmar	Yangon
Super Soe Co., Ltd - Ss	3	200	Myanmar	Yangon
THINZAR KYAW PRODUCTION COMPANY LIMITED	3	700	Myanmar	Yangon

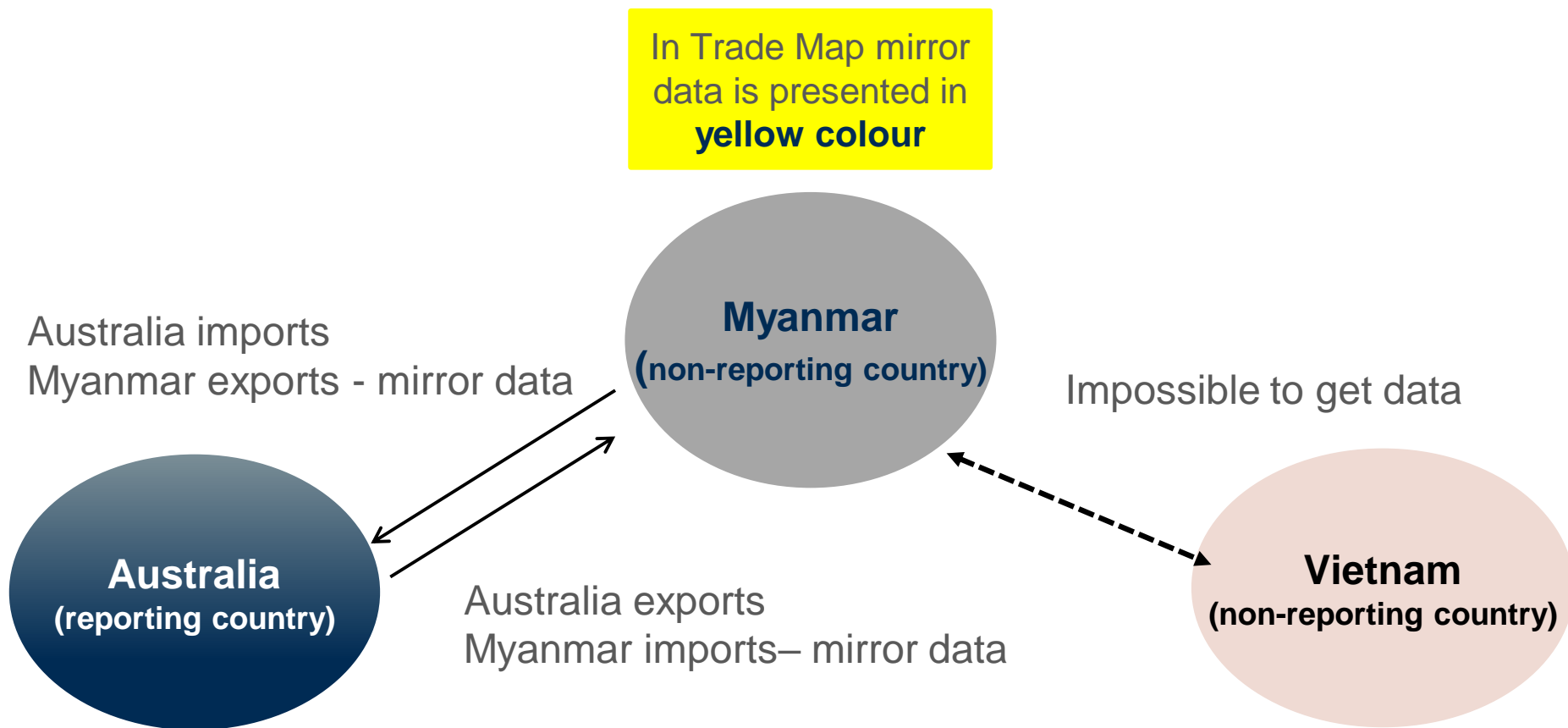
Sources: [Dun & Bradstreet](#)

At the bottom of the page, there is a "Rate this page:" section with five stars and a Windows taskbar showing the time as 10:44 PM on 1/9/2018.

Graph Form



A note on TradeMap: International trade statistics – mirror statistics





MARKET ACCESS MAP

Improving transparency in international trade and market access

En Fr Es



- Quick search
- Advanced analysis
- Raw data download
- Country analysis
- Options
- Support materials

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policy makers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 197 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO members, non-tariff measures and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non ad-valorem duties and perform aggregations of products and countries as well as simulate tariff reduction scenarios.

Market Access Map is free to users in developing countries and their representations abroad thanks to generous support from the European Commission, DFID, the World Bank and donors to ITC's trust fund.

Want to learn how to use Market Access Map?

[Watch our online courses](#)



Go to: www.macmap.org

Email address:

Password:

Remember me.

[Forgot your password?](#)

→ Same login as other ITC tools

Not registered yet?
[Create your account here](#)

or

[Take a free tour](#)

Tweets

ITC-Market Analysis @ITC_MktAnalysis 5 Oct
#TPP Concluded bloom.bg/1VyIUIX via @business For current #tariffs & #tradeagreements visit macmap.org
[Show Summary](#)

Hanna Bucher @HannaBucher 5 Oct
#NTFIII & @ITC_SITA join forces to bring
[Tweet to @ITC_MktAnalysis](#)

You can also find ITC's Market Access Map on:





Exporters

Policymakers

Researchers

Welcome

newsletter is out! [Read more here](#)

Market Access Map can help you if you are:

- A company involved in exporting or importing

Want to learn how to use Market Access Map? Watch our video





MARKET ACCESS MAP

Improving transparency in international trade and market access

Quick search ▾ Advanced analysis ▾ Raw data download ▾ Country analysis ▾ Options ▾ Support materials

- Find tariffs
- Find non-tariff measures
- Find trade remedies
- Trade agreements and Rules of Origin
- Compare tariffs



Quick Search သည် ပို့ကုန်သမားများနှင့် ကုန်သွယ်ရေးအထောက်အကူပြုအဖွဲ့အစည်းများက အဓိကအသုံးပြုသည့်အပိုင်းဖြစ်သည်။

Market Access Map can help you if you are:

- A company involved in exporting or importing
- A trade analyst or researcher
- A trade negotiator

Market Access Map provides six modules for retrieving, analysing and downloading information on tariffs, trade and non-tariff measures requirements). To start, click on the link below to access Find tariff sub-module or use the menu above to access other types of data.

>>> START USING MARKET ACCESS MAP NOW

Standards Map (www.standardsmap.org)

The screenshot shows a web browser window with the URL sustainabilitymap.org/standardidentify/. The page features the ITC logo and the title "SUSTAINABILITY MAP" with the tagline "YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE". A blue navigation bar contains links for STANDARDS, NETWORK, TRENDS (marked as BETA), COMMUNITY, and ABOUT, along with language options (EN) and a LOGIN button. The main content area displays a "Welcome to our new Standards Map!" message, followed by a description of the platform's purpose and a link to "What's new?". Below this is a filter section titled "Filter by Type" with checkboxes for Private, Public, and International. It also includes search boxes for Sector/Product, Producing Region/Country, and Destination Region/Country, a search box for standard names, and a "Reset Filter" button. A "241 Standards" count is visible at the bottom of the filter section. On the right side, there is a social sharing sidebar with 82 shares and buttons for email, share, Facebook, Twitter, and LinkedIn. The Windows taskbar at the bottom shows the time as 11:03 PM on 1/9/2018.

Suggested Sources

Domestic Sources:

<http://www.president-office.gov.mm/en/>

<http://www.pyithuhluttaw.gov.mm/>

<http://www.commerce.gov.mm/>

<http://www.trade.gov.mm/>

<http://www.myanmartradeportal.gov.mm/>

<http://www.etrademyanmar.com.mm/>

<https://www.mopf.gov.mm/>

<http://www.dica.gov.mm/>

<http://www.cbm.gov.mm/>

<http://www.mmsis.gov.mm/>

<http://www.mpa.gov.mm/>

<https://www.flymna.com/cargo-services>

} Laws, regulations, announcements

} Trade specific

} Planning, Finance, Investment, statistics

} Logistics

Suggested Sources

External Sources:

<https://www.wto.org/>

<http://www.wcoomd.org/en.aspx>

<https://comtrade.un.org/>

<http://www.trademap.org>

<http://www.macmap.org/>

<http://www.standardsmap.org/>

<https://www.cbi.eu/>

<http://exporthelp.europa.eu/thdapp/index.htm>

http://asean.org/?static_post=external-trade-statistics-3

<http://trade.gov/mas/ian/tradestatistics/index.asp>

<https://www.census.gov/foreign-trade/index.html>

<http://www.stats.gov.cn/english/>

<http://www.hktdc.com/en-buyer/>

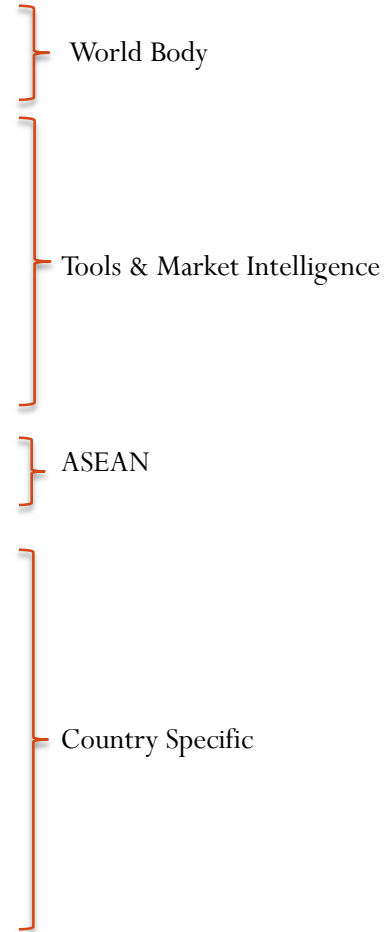
<http://english.customs.go.kr>

<http://www.kita.org/>

<http://english.kotra.or.kr/kh/index.html>

<http://www.customs.go.jp>

<https://www.jetro.go.jp/en/>



Thank You for your kind attention !

Myat Soe Moe

Staff Officer

Strategic Trade Promotion Division

Myanmar Trade Promotion Organization

(Myantrade)

Ministry of Commerce

Tel: +67 408495, Mobile: 09771250812

Email: myattsoemoe.moc@gmail.com