

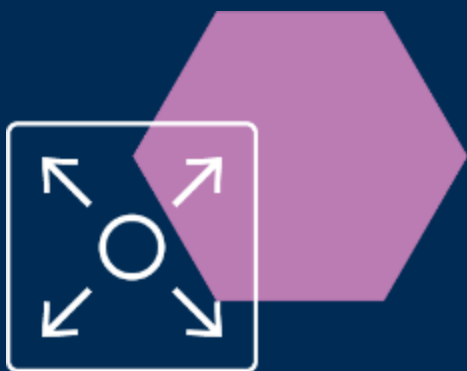
Meeting of the EBO worldwide network – 5 June 2025



Identifying trade opportunities

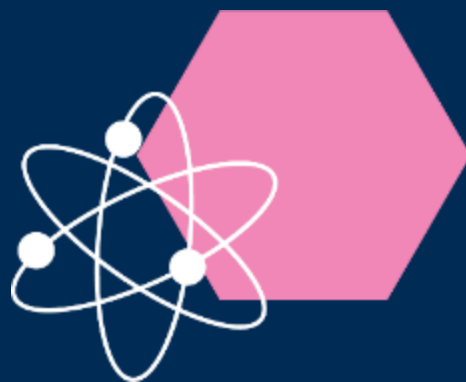
with ITC Market Analysis Tools

ITC core services



Small Business

Addressing managerial, strategic, and operational needs of small businesses



Business Ecosystem

Creating a supportive ecosystem working with business support organizations



Policy environment

Assisting governments in building a conducive environment for small businesses



Intelligence

Promoting evidence-based decision-making through global public goods

ITC tools empowering BSOs

BSOs perform better thanks to ITC Market Analysis Tools and Integrated Solutions

- **97%** of BSO users reported enhancement in their **knowledge of trade and market issues**
- **93%** experienced **reduced time and cost** of obtaining trade and market-related information
- **88%** saw improvements in their **organization's services and performance**
- **77%** made better **trade-related decisions**



Results of the 2024 users' survey



Eastern Partnership
Trade Helpdesk

Euromed
Trade Helpdesk

Global
Trade Helpdesk



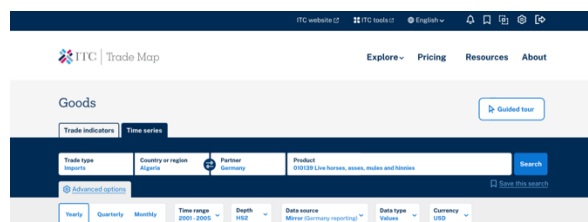
ITC market analysis tools help navigate the rapidly evolving trade landscape

Access is free for all users in developing countries and the EU



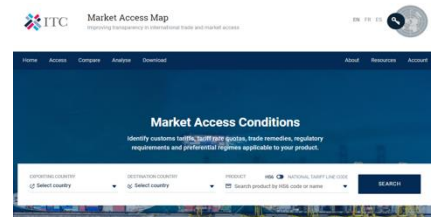
Co-funded by
the European Union

Trade flows & company data (new design upcoming – December 2025)



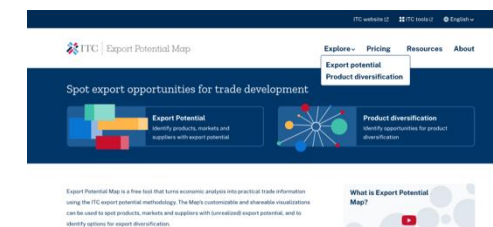
trademap.org

Market access conditions, including trade measures



macmap.org

Export potential & diversification (new design revealed today)



exportpotential.intracen.org

Visit the **Market Analysis Tools** portal for access to all tools, incl.:

- Rules of origin
- Investment
- Procurement
- Global trade helpdesk...

marketanalysis.intracen.org



Discussion

Which trade-related information do you need to support your role?

Which tools are you most interested in?

How could you disseminate the tools within your network (e.g. colleagues, BSO members...)?

...

Case study

ITC market analysis tools help identifying new markets

[Demo](#)

The new Export Potential Map

Join us to

- Identify markets with promising opportunities
- Explore product diversification opportunities
- Experience our redesigned interface and new interactive features
- Navigate the updated glossary



ITC

Co-funded by
the European Union

Launch Webinar
Explore the upgraded
Export Potential Map:
Discover brand new features
and spot opportunities for
trade development !

Thursday, 3 July 2025
15:00-16:30 UTC+02:00

 Register at the link or
scan the QR code



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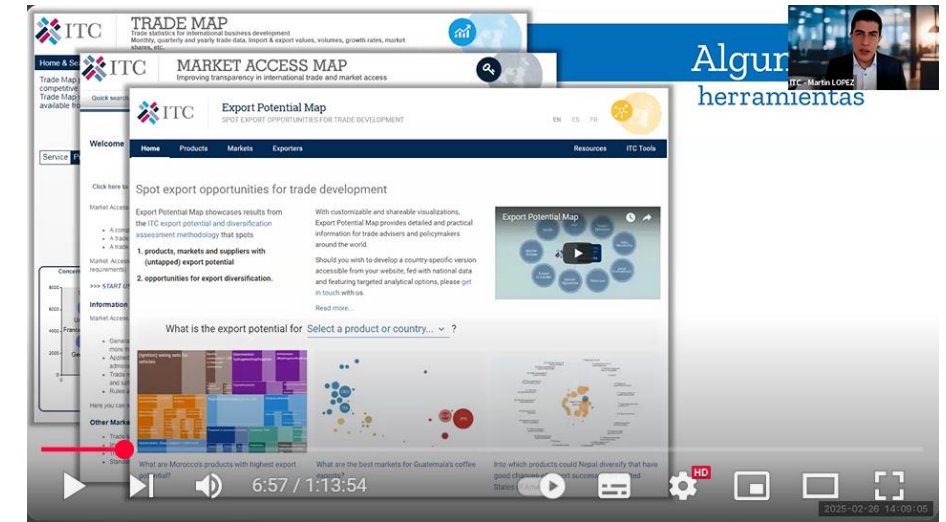
The learning corner

We provide learning support:

- Video tutorials and recorded webinars on Youtube channel
youtube.com/@MarketAnalysisTools
- Quarterly e-learning courses on Trade Map and Market Access Map – next courses start on Monday, 18 August 2025

[ITC SME Trade Academy - How to Access International Markets](#)

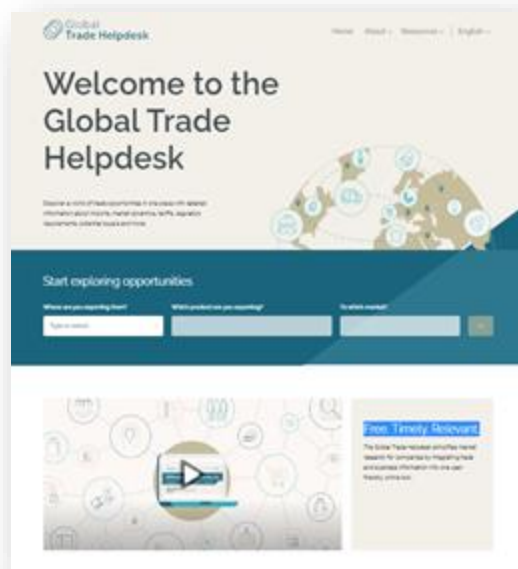
[ITC SME Trade Academy - How to Analyse Trade Flows](#)





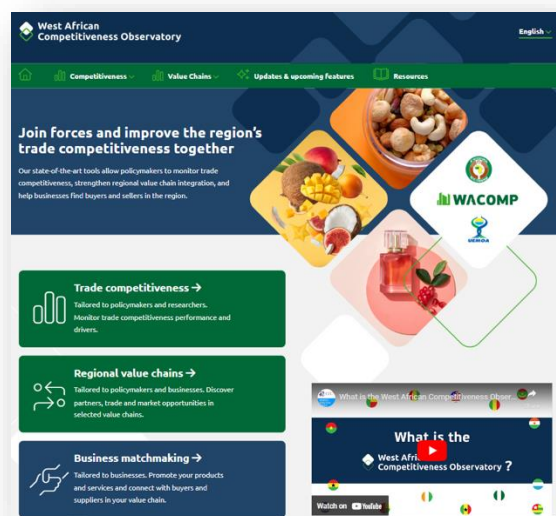
Going further: customized solutions

Empower **small businesses**



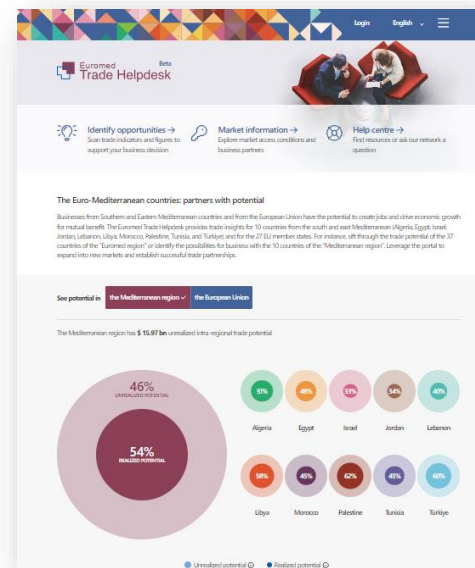
globaltradehelpdesk.org

Boost **national competitiveness**



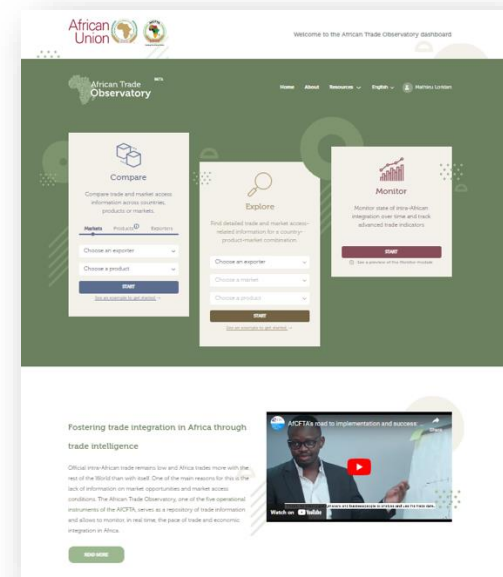
wacomp-observatory.org

Enhance **regional trade**



euromed.tradehelpdesk.org

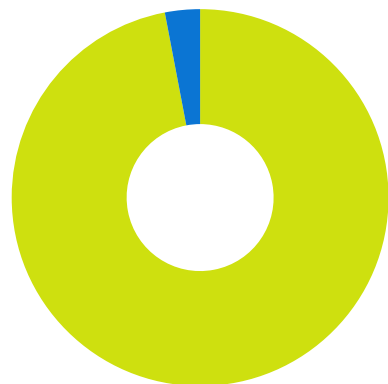
Support **continental integration**



ato.africa



Our impact



97%

of survey respondents' states that the tools help them to improve their knowledge of trade and market related issues

\$170 million

of trade enabled by our tools, reported by the private sector in 2024

The Market Analysis Tools helped businesses:

“Improve competitiveness”

“Optimize business operations”

“Increase import/export values”

“Accessing new markets”



An engaged community



866,888

frequent users gained greater awareness of international trade in 2024

More than 1.5 million

accounts registered as of end 2024



“

ITC Market Analysis Tools give us [...] information on how we can access world markets, and also how one can better position in order to compete effectively in the world. - Gcinile Mhlanga, Farms Emavaneni, Eswatini

A local impact of **54,000 visits** across our regional platforms¹ and a global impact of **10.3 million visits** across our core platforms² in 2024

¹ African Trade Observatory, West African Competitiveness Observatory, Euromed Trade Helpdesk and Eastern Partnership Trade Helpdesk

² Trade Map, Market Access Map, Rules of Origin Facilitator, Export Potential Map, Investment Map, Procurement Map, Global Trade Helpdesk

THANK YOU

See you on the ITC market analysis tools!

<https://marketanalysis.intracen.org/en>

Follow us on social media:



<https://www.linkedin.com/showcase/itc-market-analysis-tools/>



<https://www.youtube.com/@MarketAnalysisTools>

Contact us at: marketanalysis@intracen.org



Government
of Ireland
International
Development
Programme



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



Co-funded by
the European Union