



SME Foundation

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Training Workshop on `Analyze International Market of SME Products Using ITC's Market Analysis Tools (Trade Map & Market Access Map)`

SMEs face difficulty in identifying potential and existing export market of a particular product. As a result, with comparative advantage in terms of raw materials or labor force, SMEs are unable to exploit these advantages by targeting a prospective foreign market. The entrepreneurs could identify export market opportunities by using ITC's Market Analysis tools. It provides data and information on international trade trends, national export performance, export markets and help to analyze market in-depth. Workshop on ITC's Market Analysis tools (Trade Map & Market Access Map) organized by the SME Foundation on zoom cloud will help the SME entrepreneurs to analyze international market of their products.

Venue	:	SME Foundation computer lab.
Date	:	23-26 November 2020 (Date may revise)
Time	:	10:00 a.m. – 12:15 p.m. (every day)
Participants	:	SME entrepreneurs/ employee (Marketing/Export oriented).
Number of participants	:	20 (Only short listed candidates will participate in the program)
Eligibility	:	At least H.S.C equivalent in education. The applicant must have computer literacy.
Last date of Registration	:	12 November 2020
Registration Process	:	Application Form is available at SME Foundation office and in the website (www.smef.gov.bd).
Registration fee	:	Tk. 250/-
Resource Persons	:	Fahim-bin-Asmat Assistant General Manager, SME Foundation Md. Joynal Abdin Executive Director, DCCI Business Institute (DBI)

N.B. Participant have to make their own arrangements for accommodation and transportation.

Contents of Training Workshop

Trade Map

1. What is Trade Map?
2. Trade Map for SMEs
3. How to access the application
4. Data classification in Trade Map
 - i. Harmonized System (HS)
 - ii. National Tariff Lines (NTL) codes
5. Trade Map Analysis - Three functional approaches (Product Approach, Country Approach and Bilateral Approach)
6. Analyze world trade for selected product
 - i. World import characteristics
 - ii. World export characteristics
 - iii. Difference between the world's growth rate in value and world's growth rate in quantity
 - iv. How many countries import and export
7. Country trade performance for selected product
8. Assess performance in market
9. Analyze time series
10. Graphic analysis
11. Analyze potential for bilateral trade

Market Access Map

1. What is Market Access Map?
2. Market Access Map for SMEs
3. How to access the application
4. Types of tariffs
5. Quick Search on Tariff Information
6. Trade Regimes and Rules of Origin
7. Identify tariff advantages in attractive markets
8. Compare tariff and trade on Market Access Map
9. Non-tariff Measures
10. Identify attractive markets for a given sector/ product using Market Access Map

Learning Outcome

Training Workshop on Trade Map will help the participants to identify :

- The structure of the world market for a product
- Current trends for a product
- Opportunities for market diversification
- Countries competing in a specific market
- Which countries could be potential destination markets

Market Access Map will help the participants to:

- Identify a tariff applied by any country to a product originating from a particular country
- Compare the tariff treatment of products exported by Bangladesh with the market
- Access conditions faced by the competitors in the target markets
- Obtain by a single click all relevant material on rules of origin