

# Euromed Trade Helpdesk

An enhanced platform to inform trade decisions in the region  
Part of Trade and Investment Facilitation Mechanism (TIFM 2) project

Elodie Robin, Trade and Market Intelligence section, International Trade Centre (ITC)  
Rome, Italy, 21 June 2023

# Overview

- Trade potential in the region and obstacles hindering it
- Euromed Trade Helpdesk live demonstration, by Jawad Almuty, Ministry of National Economy, Palestine
- Upcoming activities
- Questions & answers



# Huge Unrealized Trade Potential in the region

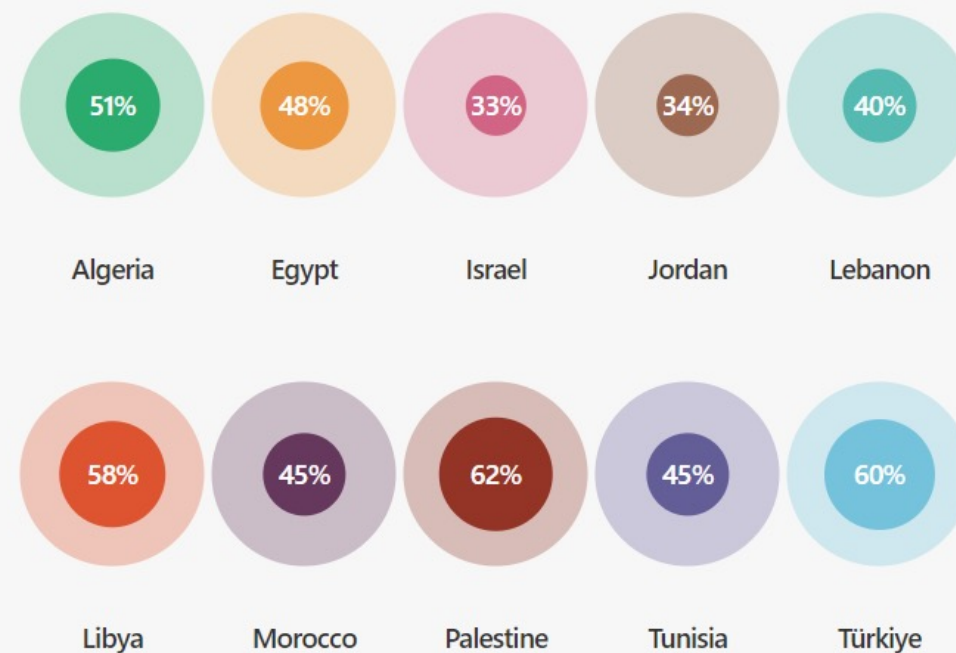
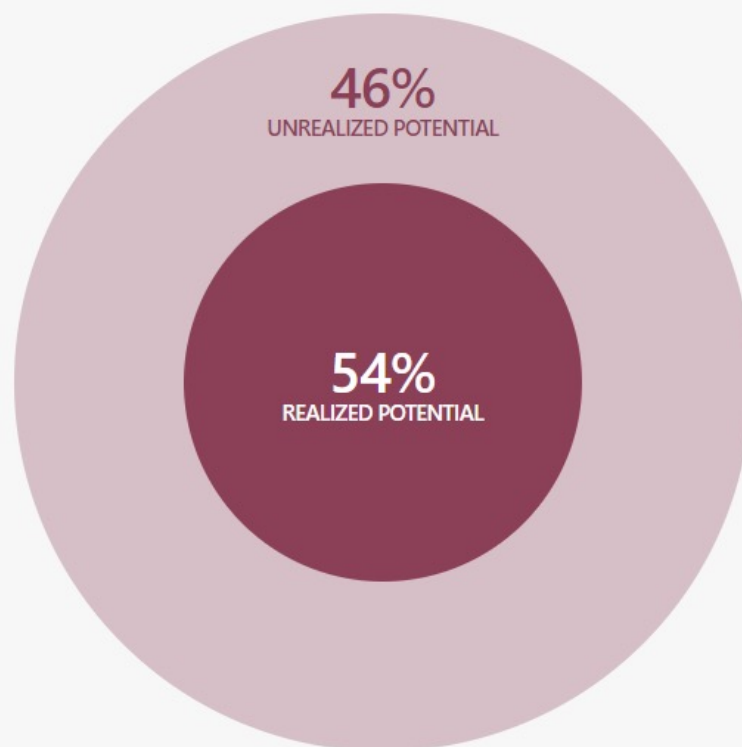
**\$16 billion**

Unrealized intra-regional potential of the Mediterranean region

**\$85 billion**

Unrealized export potential from Mediterranean region to the European Union

The Mediterranean region has **\$ 15.97 bn** unrealized intra-regional trade potential



*ITC estimates, projection by 2027 for trading good, excluding oil&gas, among others*

# What prevents businesses from fully exploiting potential?



*We need information on the available offer in other countries. There should be more suppliers participating in our national trade fairs, but also those in Europe.*

1<sup>st</sup> ingredient for functioning value chains and trade: **Information**. The evidence from the ground suggests: **Suppliers and producers often do not know each other...**



*Sourcing inputs from the region? For us, this is the future. Yet to date, we have no knowledge about fabrics supplied by other countries in the region.*



*I don't know any company in the region which supplies the inputs that we would need.*



# Why to address these obstacles?

Addressing obstacles to cross-border trade in goods is critical:

- For Mediterranean partners to realize their full potential
- To forge closer trade integration within the Mediterranean region



# ITC's Business Surveys Contributes to Evidence Based Policy Making

Giving voice to small businesses

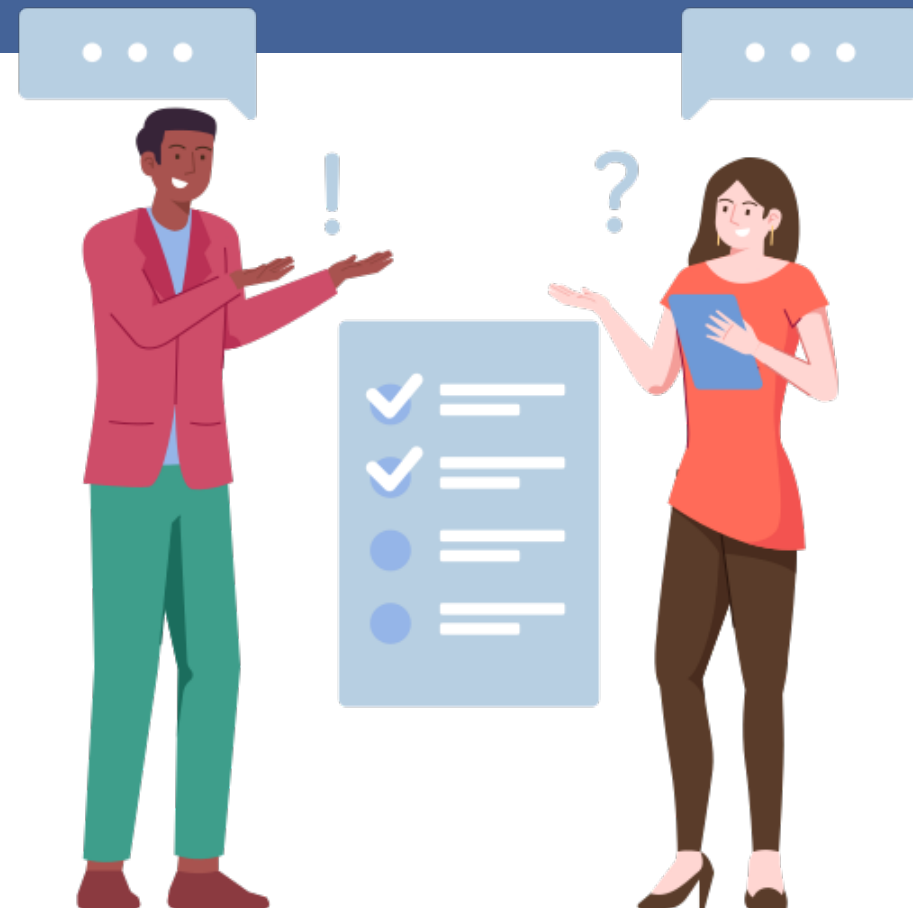
Identifying key trade hurdles affecting businesses in the textile and clothing sector of Agadir member states

Understanding specific needs of business sector

Gathering insights from all relevant economic actors – Businesses, business support organizations, public institutions.

Better formulation of national and regional strategies and policies

Facilitating trade – making export and imports more efficient, cheaper and predictable



Upcoming under TIFM II: business surveys for all goods, and one services sector per country

# Example of business survey in Textile & Clothing in Agadir countries\*

## Interviewed Companies



299

Total Interviews

48



Egypt

91



Jordan

86



Morocco

74



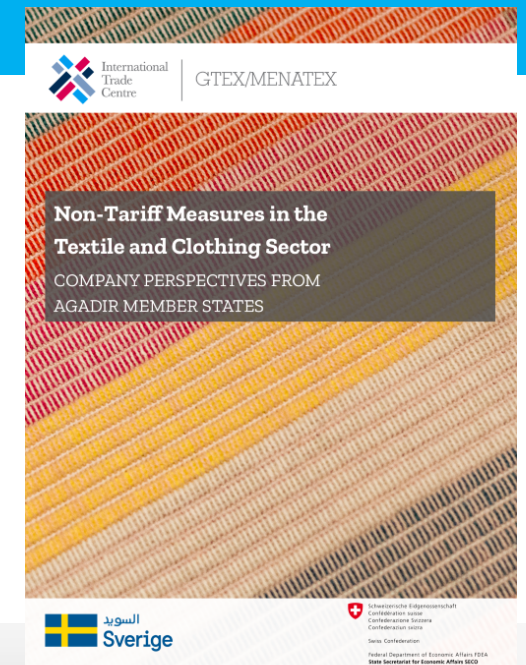
Tunisia

Detail insights available in new ITC MENATEX publication

[www.ntmsurvey.org/MENATEX](http://www.ntmsurvey.org/MENATEX)

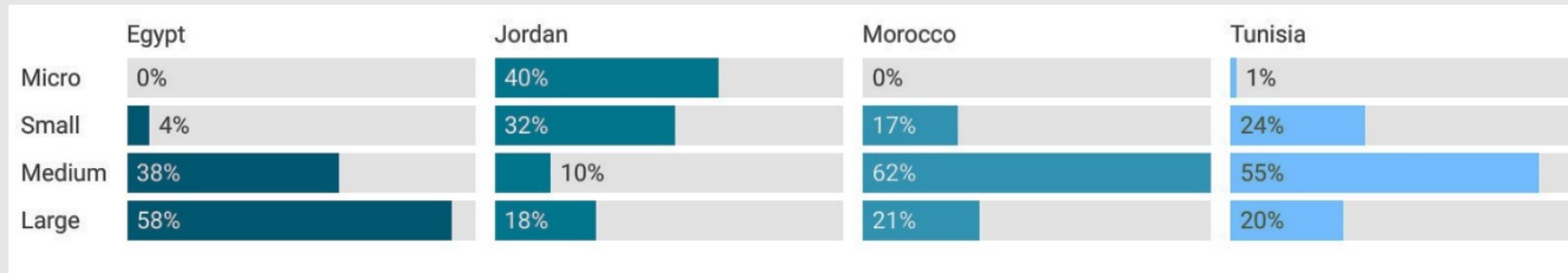


\*Survey conducted thanks to Sweden and Swiss funds. Will be completed by other goods sectors and 1 service sector through TIFM II project

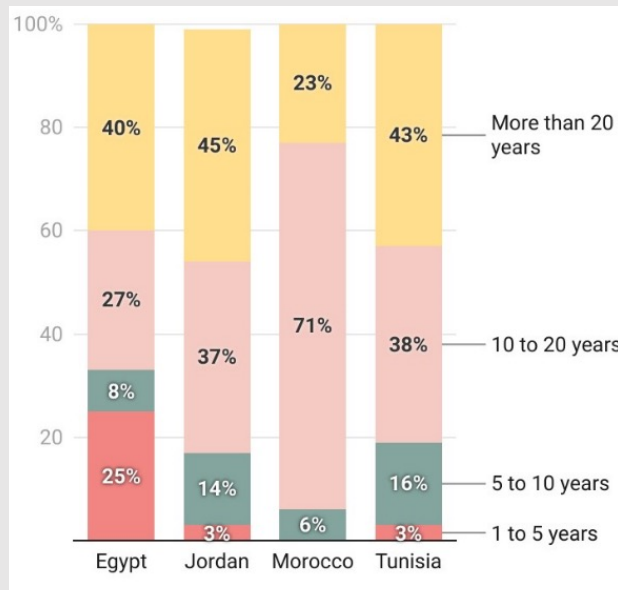


# Key Company Characteristics

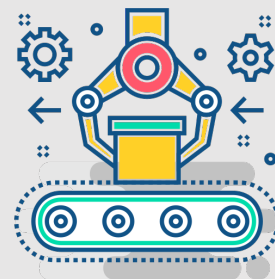
## Company Size



## Age

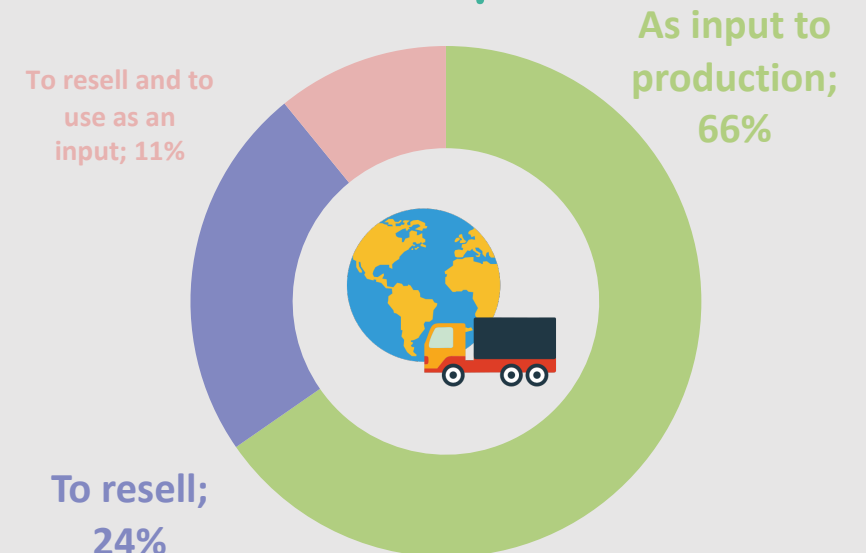


Companies in the goods sector that produce what they export



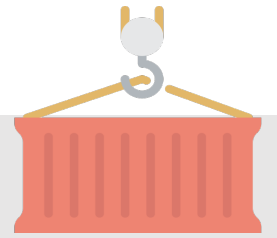
98%

## Why companies import?

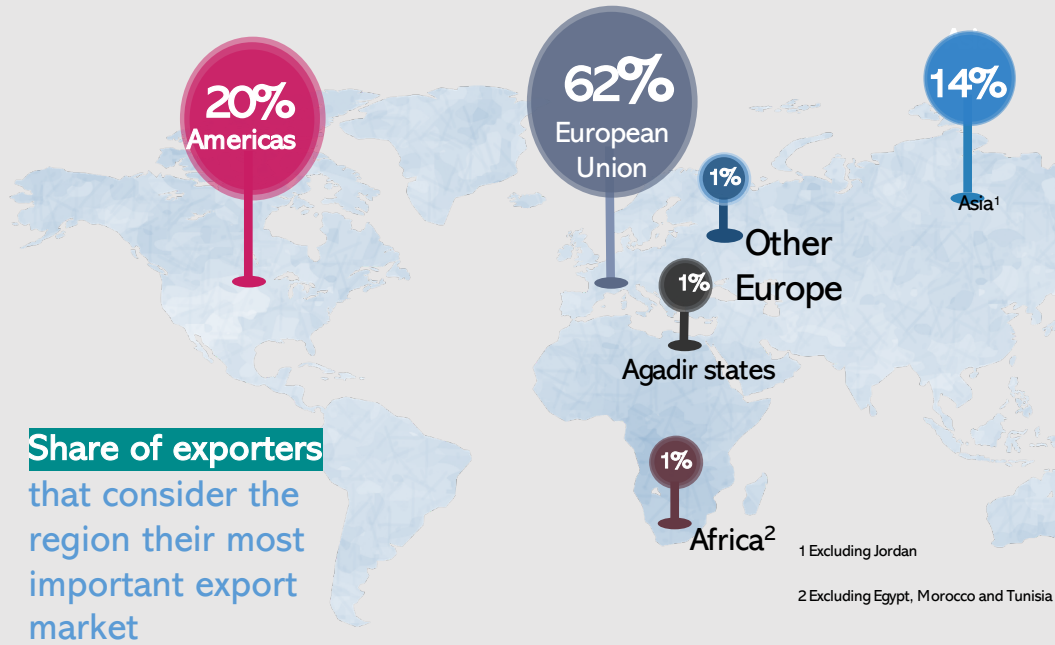




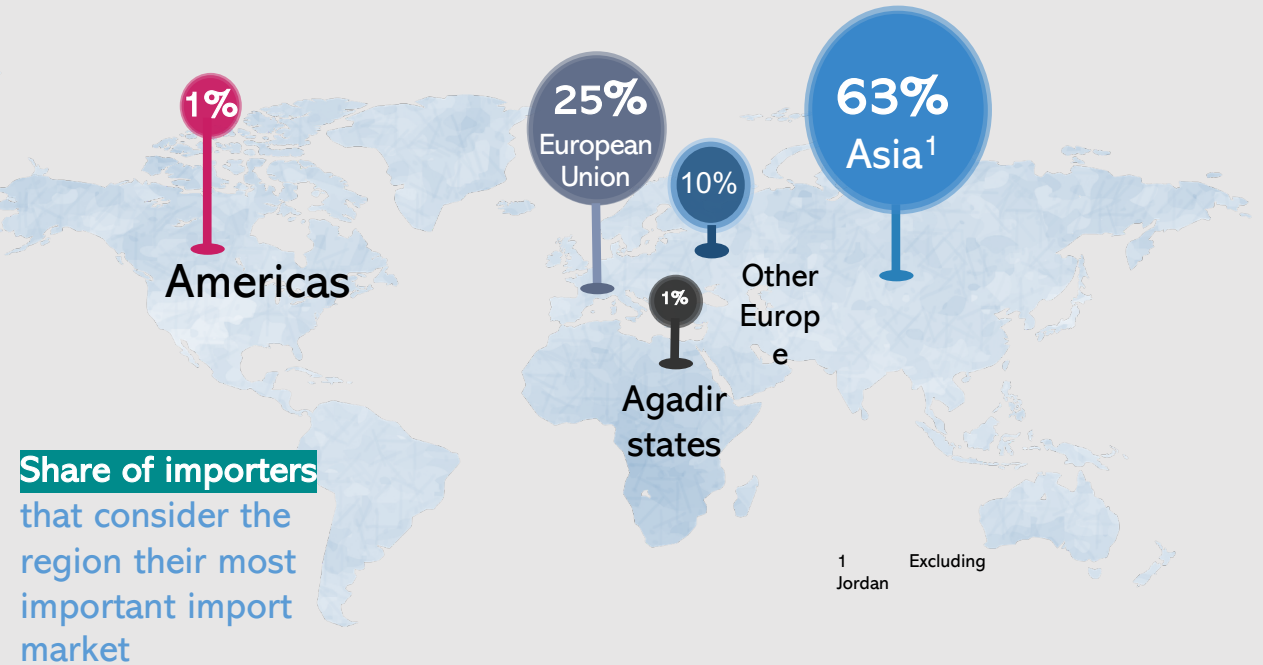
# Main trading partners by region for goods



## Main destination markets for exporters



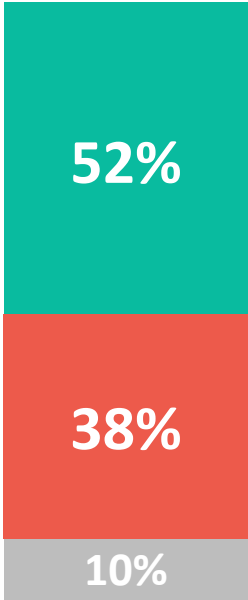
## Main origin markets for importers



# Women employment in trading companies

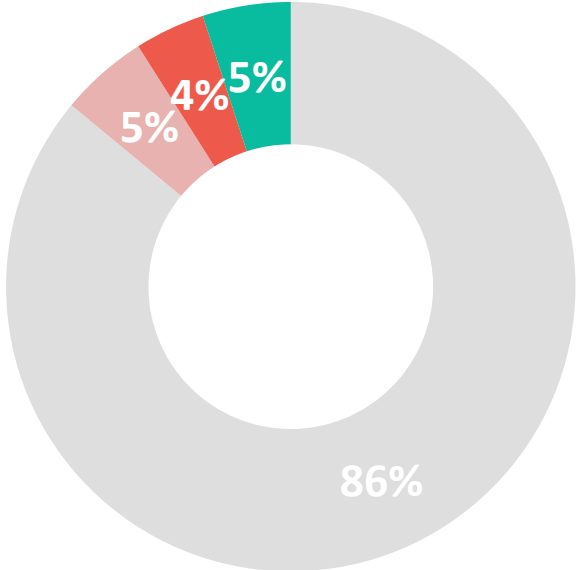


**90%**  
Of companies employ women



**52%**  
Of companies employ more women than men

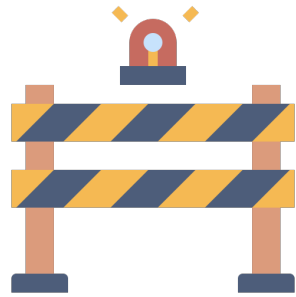
# Women leadership in trading companies



- The company is neither owned nor managed by a woman
- The company is owned by a woman
- The company is managed by a woman
- The company is owned and managed by a woman

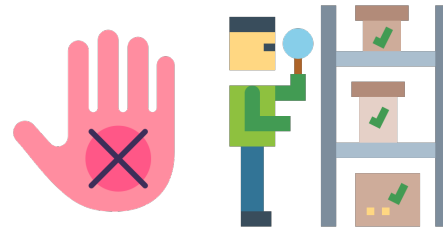
# Highlights from Business Survey in Agadir member states

Understanding companies' difficulties with NTMs: Three aspects



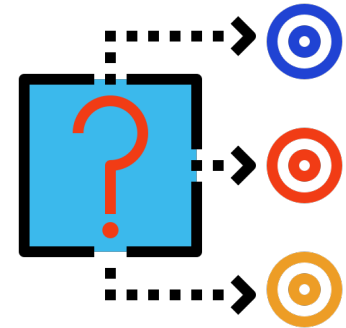
## Affectedness

How many and which companies face difficulties



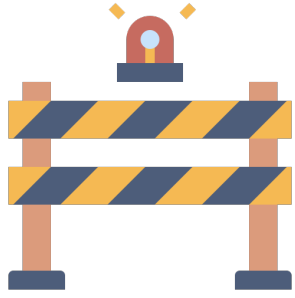
## Type

Which NTMs are experienced as challenging



## Cause

Why NTMs are deemed burdensome



Overall exporters of clothing are slightly more affected than exporters of yarn, fabrics and textiles in Agadir member states

## Agadir member states

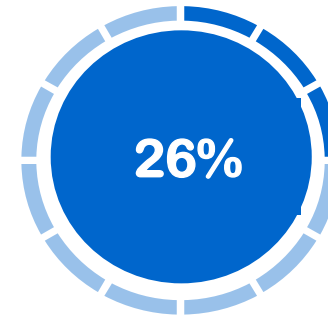


Share of exporters affected by NTMs

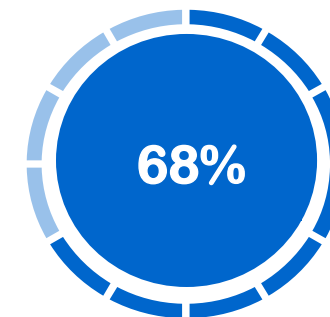
## Share of companies affected by trade regulations



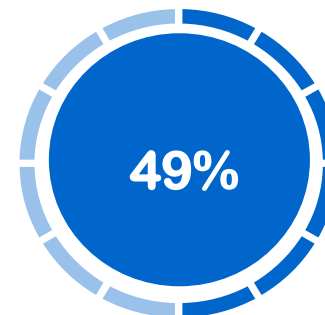
Egypt



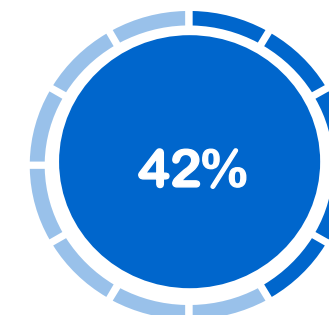
Jordan

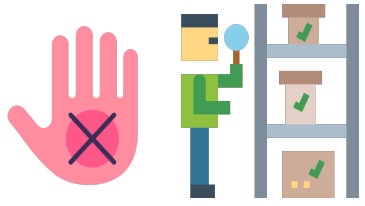


Morocco

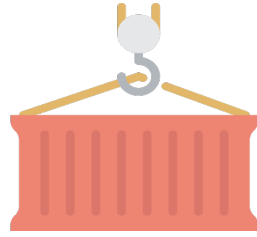


Tunisia

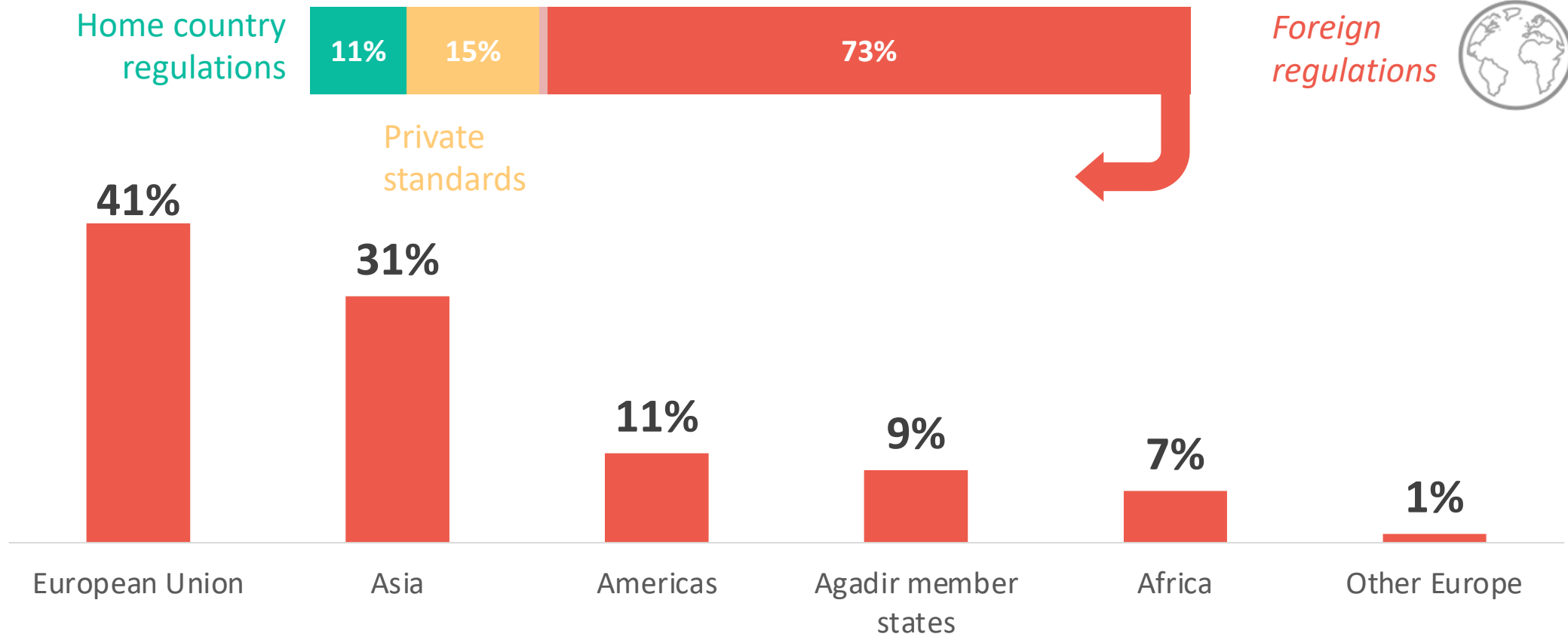


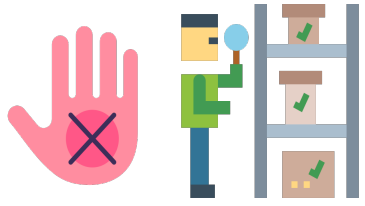


# Most of the NTMs perceived as burdensome by exporters are foreign regulations



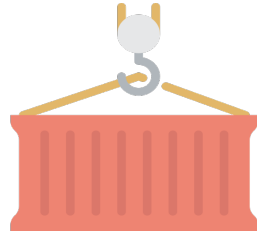
Type





Type

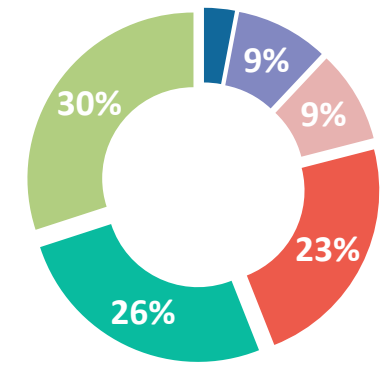
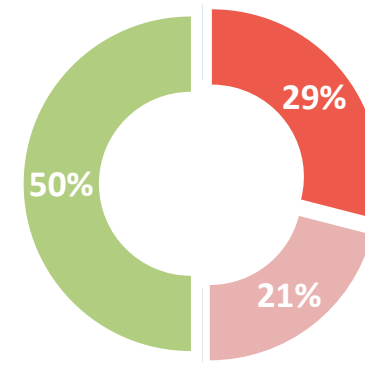
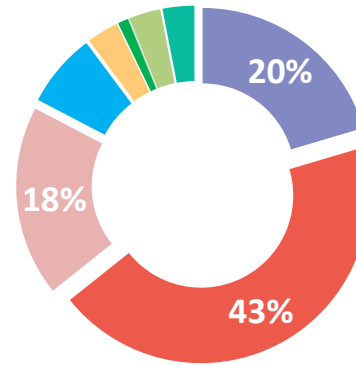
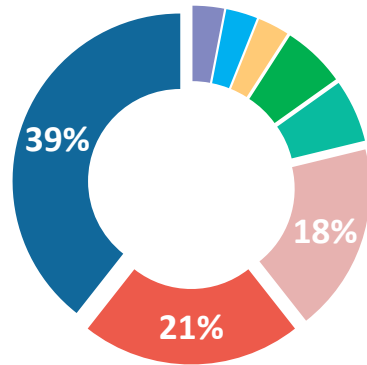
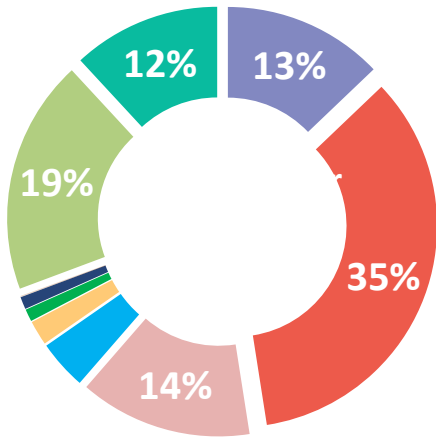
# Most of the NTMs perceived as burdensome by exporters are foreign regulations



Home country regulations



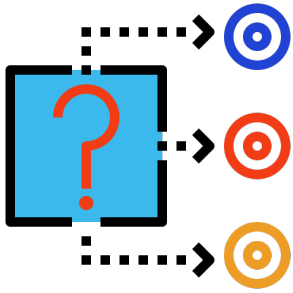
Foreign regulations



- Technical requirements
- Trade remedies
- Finance Measures
- Export related measures

- Conformity assessment
- Quantity control measures
- Anti-competitive measures

- Pre-shipment inspection and other entry formalities
- Charges, taxes and price control measures
- Rules of origin and related certificate of origin

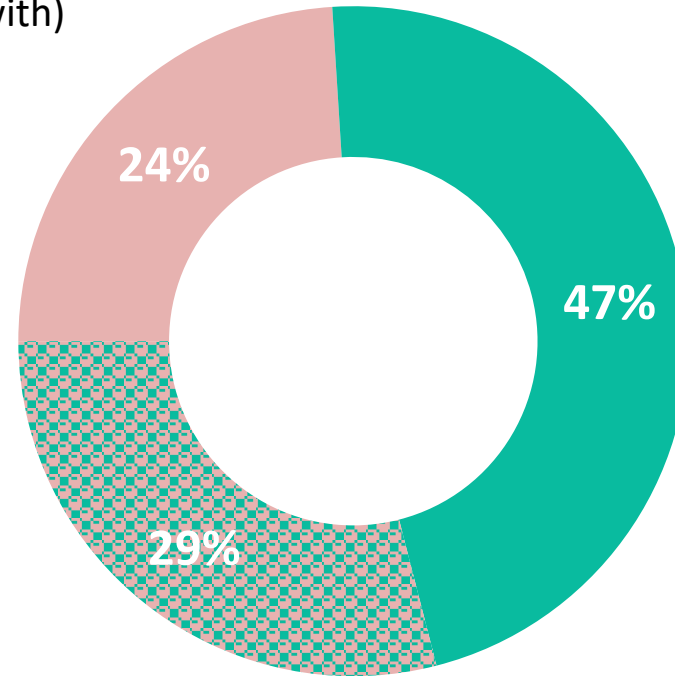


Cause

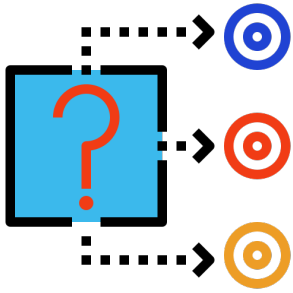
## Why are NTMs deemed burdensome?

**Regulatory obstacles**  
(regulations too strict or difficult to comply with)

**Both regulatory and procedural obstacles**

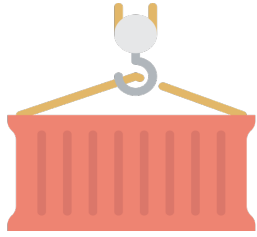


Because of related  
**Procedural Obstacles (PO)**



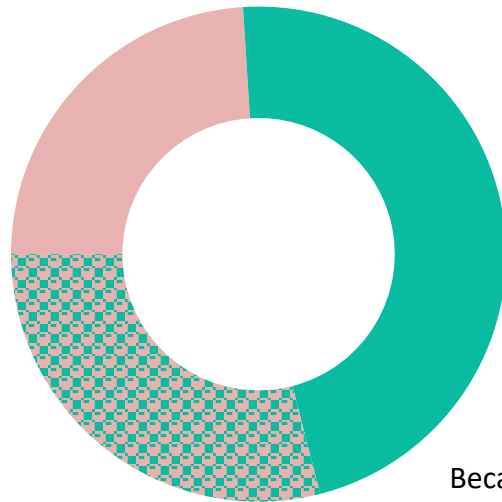
## Cause

# Why are NTMs deemed burdensome?



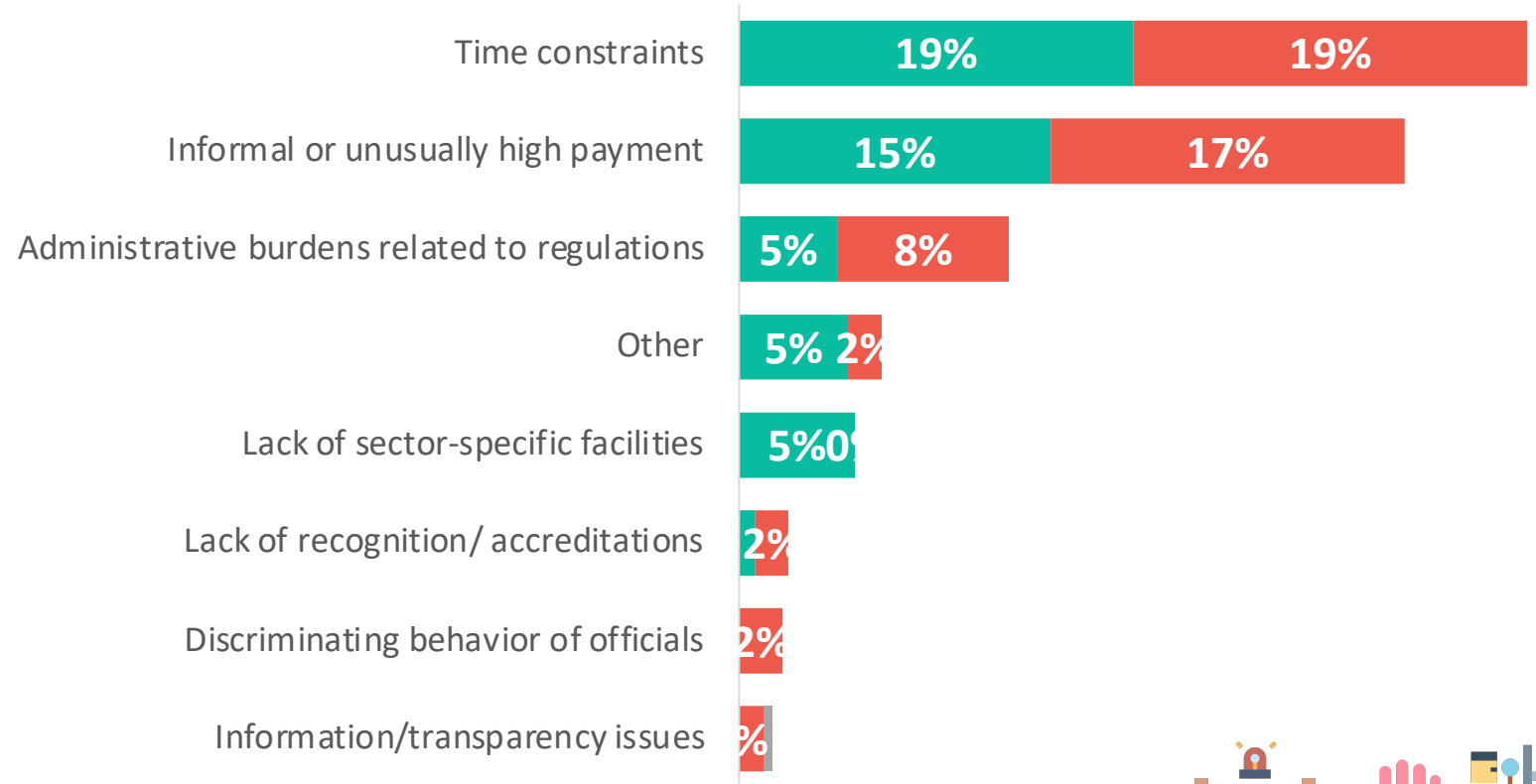
### Regulatory obstacles

(regulations too strict or difficult to comply with)



Both regulatory and procedural obstacles

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**Procedural Obstacles (PO)**

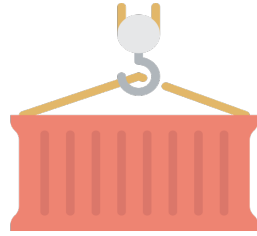


**Affectedness**

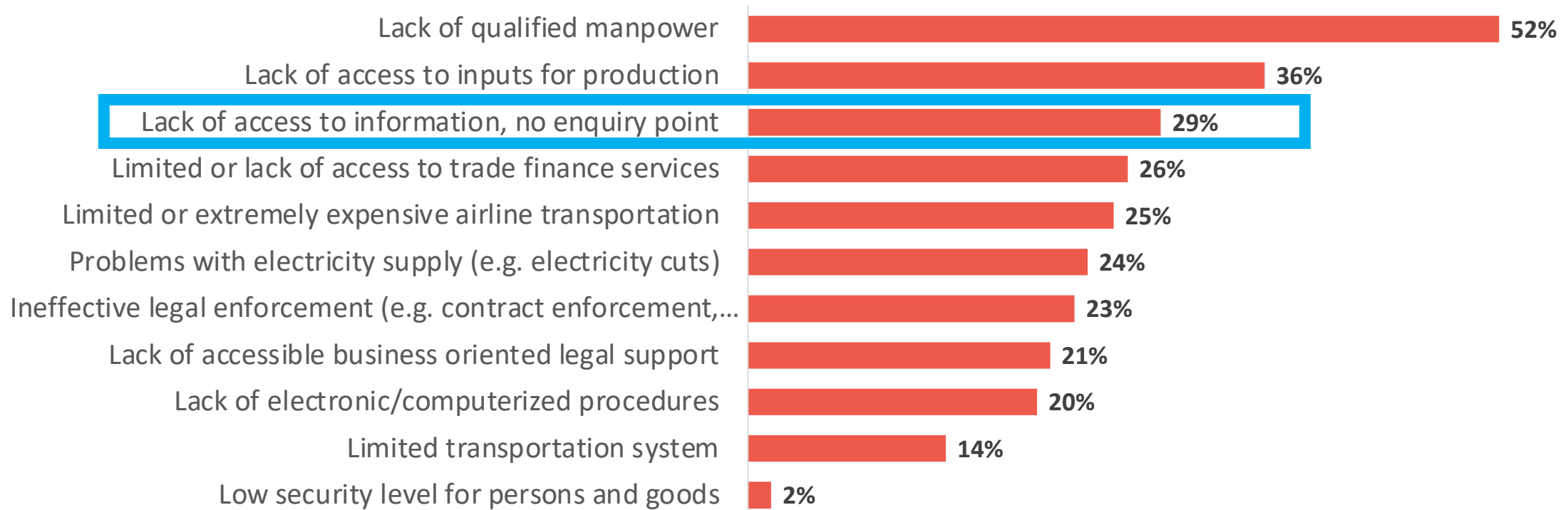
**Type**



# In addition to trade regulations, business environment related concerns must also be addressed to enable Agadir member states continuous export development



Share of companies reporting facing obstacles with the following business environment issues

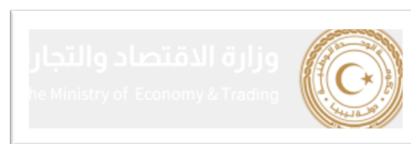


# How to address lack of information? > Euromed Trade Helpdesk

- ◆ Free trade related information in an online tool available in 4 languages
- ◆ **10 countries from South and East Mediterranean** and 27 EU member states



# Euromed Trade Helpdesk: a tool supported by National institutions



More than 100 of national institutions from 10 countries



# Parenthesis: Export Potential Indicator



# Export Potential Map tool – Key characteristics

## ◆ Key focus

- ▶ Opportunities with export potential & for export diversification.

## ◆ Characteristics

- ▶ Economic model that draws on trade, tariff, GDP and geographic data,
- ▶ User friendly interface with customizable, downloadable & sharable visualizations,
- ▶ Country-specific versions with additional customized analytical options on request.

## ◆ Coverage

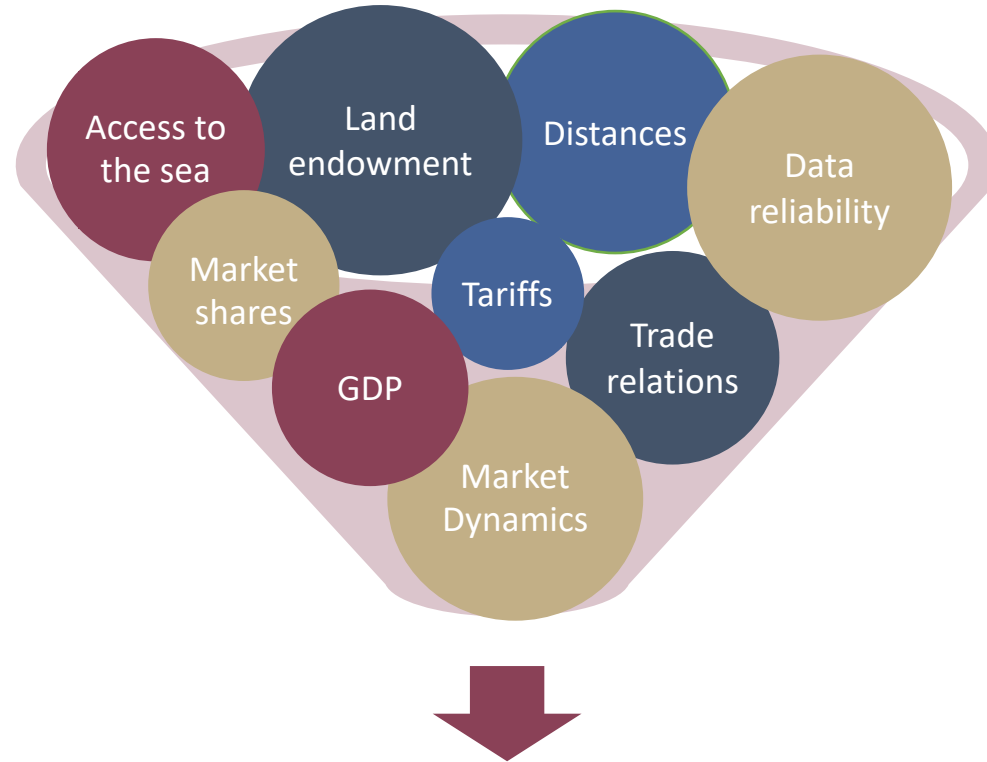
- ▶ 226 countries & territories,
- ▶ 4000+ product groups based on the 6-digit level of the Harmonized System classification.

## ◆ Stakeholders

- ▶ Trade advisers, policy makers, private companies.



# Export Potential Indicator – Combining information



Unique ranking of most promising suppliers, sectors and markets for more targeted trade support interventions

# Export Potential – Methodology

## ◆ EPI: Export Potential Indicator – basic formula

$$EPI_{ijk} = \textit{Supply}_{ik} \times \textit{Demand}_{jk} \times \textit{Ease}_{ij}$$

*What is measured?*

**How much can the exporter produce?**

**How much will the importer demand?**

**How easy is for the exporter and importer to trade?**

*How is measured?*

- ▶ Market share
- ▶ GDP growth
- ▶ Global tariff conditions

- ▶ Imports
- ▶ GDP and population growth
- ▶ Demand elasticities
- ▶ Market's tariff conditions
- ▶ Distance

- ▶ Relative trade

❖ *Projected over the next 5 years*

# Export Potential Indicator – detailed methodology

Detailed methodology is accessible from Export Potential Map home page  
<https://exportpotential.intracen.org/en/>

## Spot export opportunities for trade development

The Export Potential Map is a free tool that turns economic analysis into practical trade information using the [ITC export potential methodology](#).

Using the Map's customizable and shareable visualizations, you can spot:

1. products, markets and suppliers with (unrealized) **export potential**
2. opportunities for **export diversification**

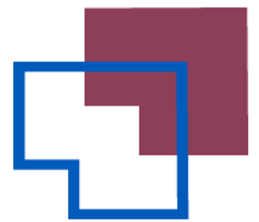
[Read more...](#)

[Contact us](#) if you would like to develop a customized analysis or country-specific version of Export Potential Map, exploring for instance:

- employment impacts associated with export potential
- opportunities for building (regional) value chains
- export potential for services
- the selection of strategic products and partners for trade policy negotiations



# Live demonstration



Euromed  
Trade Helpdesk



Visit [euromed.tradehelpdesk.org](https://euromed.tradehelpdesk.org)



# Euromed Trade Helpdesk training programme

- ◆ **Main objective: national certified trainers on Euromed Trade Helpdesk can train other economic operators on the use of the tool to find new market opportunities**
  - ▣ Intensive training programme on analytical and soft skills
  - ▣ Targeting ministries, Business support organizations alike, trade consultants, professors of international business courses
  - ▣ Building on sustainability and commitment of national institutions, with ITC's support to certified trainers beyond project's cycle
  - ▣ “Multiplier effect” ensuring an extended number of economic operators are using Euromed Trade Helpdesk



# Certified trainers on Euromed Trade Helpdesk



**Algeria**

- ▶ Ministère du Commerce et de la Promotion des Exportations
- ▶ Agence National de Promotion des Exportations (ALGEX)



**Libya**

- ▶ Ministry of Economy and Trade
- ▶ Libya Export promotion Centre
- ▶ Libyan General Union of Chambers of Commerce
- ▶ Tax Authority
- ▶ Chamber of commerce Benghazi
- ▶ University of Tripoli



**Morocco**

- ▶ Ministère de l'Industrie et du Commerce (MIC)
- ▶ Université Mohamed V de Rabat



**Palestine**

- ▶ Ministry of National Economy
- ▶ Palestine Trade Centre (PalTrade)
- ▶ Chamber of Commerce and Industry of Hebron Governorate
- ▶ South Hebron chamber of Commerce & Industry
- ▶ Palestinian Federation of Leather Industries
- ▶ Palestinian Central Bureau of statistics

# Upcoming trainings on Euromed Trade Helpdesk

## *Tentative list of institutions*



**Jordan**

- ▶ The Ministry of Industry and Trade (MITS)
- ▶ Jordan Exports
- ▶ Jordan Exporters Association (JEA)
- ▶ Jordan Enterprise Development Corporation (JEDCO)
- ▶ Jordan Chamber Commerce (JOCC)
- ▶ Chambers of commerce and Industry
- ▶ Economic and social council of Jordan
- ▶ Business and professional women association (BPWA)
- ▶ The Jordan Forum for Business and Professional Women (JFBPW)
- ▶ Jordan strategy forum
- ▶ Jordan Europe Business Association (JEBA)
- ▶ Jordan Loan Guarantee Corporation (JLGC)
- ▶ Sectorial and industrial associations (targeting a wide range of sectors)



# Upcoming trainings on Euromed Trade Helpdesk

## *Tentative list of institutions*



**Lebanon**

- ▶ Ministry of Economy and Trade
- ▶ Investment Development Authority of Lebanon (IDAL)
- ▶ Ministry of Agriculture
- ▶ Ministry of Industry
- ▶ Customs Authority
- ▶ Lebanese Business Leaders Association (RDCL)
- ▶ Other Chambers of Commerce and Industry of Lebanon
- ▶ *Lebanese League for Women in Business*
- ▶ ...

*And to start in Q3-Q4 2023 in Tunisia, Israel, Egypt*



# Trade in services – towards more information

## Great potential ...

- ◆ Potential of Services trade forms a major part of the regional economy with an **intra-regional export potential of €25 billion**.
- ◆ **The travel and transport sectors together account for 54% of the export potential to the EU and 77% of the potential to Euro-Mediterranean countries.**



**...and a first step towards more trade related intelligence**

\* ITC estimations, Export Potential Map, July 2022

# How do we target women entrepreneurs ?

- ◆ While available statistics are limited with Google Analytics, trends on ITC market analysis tools registration is close to 50-50 women-men users
- ◆ Training programme delivered to date: high participation of women in Palestine and Algeria
- ◆ Participation of institutions focusing on women, eg Business Women Forum Palestine
- ◆ Certified trainers are planning to train women entrepreneurs: women businesses in handicraft (Palestine), women businesses association in Algeria and Libya...





# Questions and answers

**Any thoughts to reach MSMEs in your country?**

**Any feedback to increase the outreach?**

.....





# Thank you for your attention !

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

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