

RESOURCES FOR JOURNALISTS FROM INTERNATIONAL ORGANIZATIONS

UNITED NATIONS OFFICE FOR DISASTER RISK REDUCTION (UNISDR) MEDIABOOK

The United Nations Office for Disaster Risk Reduction (UNISDR) has produced a guide to help promote better understanding among the media and their public of how to curb the impact of natural and man-made hazards - type *mediabook* into search bar of unisdr.org. UNISDR is currently in the process of updating the original 2011 edition to take on board the messages of the new Sendai Framework for Disaster Risk Reduction 2015-2030, which has an expanded remit including technological hazards and a sharper focus on preventing the emergence of new risks. Like the original edition, the revised guide will include explanations of terminologies, examples and good practices in disaster risk reduction, presented in a media-relevant fashion. Contact: Brigitte Leoni (leoni@un.org)

UNIDIR RESEARCH AND ANALYSIS

The UN Institute for Disarmament Research (UNIDIR) offers research and analysis, expertise and advisory services on a range of disarmament and security issues—from nuclear weapons to “killer robots”. UNIDIR experts are available to speak to journalists. For media requests, contact kvignard@unog.ch

ITC MARKET ANALYSIS TOOLS

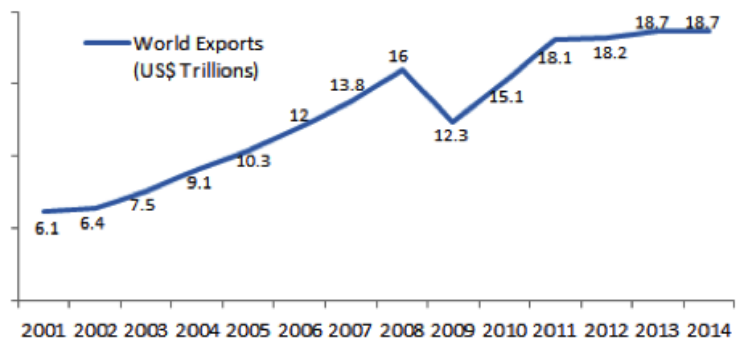
ITC provides a suite of online Market Analysis tools, free to developing countries, to help exporters identify promising export markets, analyze competition and find potential buyers. The tools also help institutions and governments to develop trade diversification strategies, formulate trade policy, prepare for trade negotiations and assess national trade performance.

JOURNALISTS CAN REQUEST FREE ACCESS TO ITC'S TOOLS

- Register [here](#)
- Use the promotional code <ITC4PRESS>

ITC's powerful tools help you detect trade and investment trends with data on:

- Trade flows of 200+ countries and territories; trade performance indicators including growth rates, unit values, market shares and concentrations among others;
- Customs tariffs and non-tariff market access requirements;

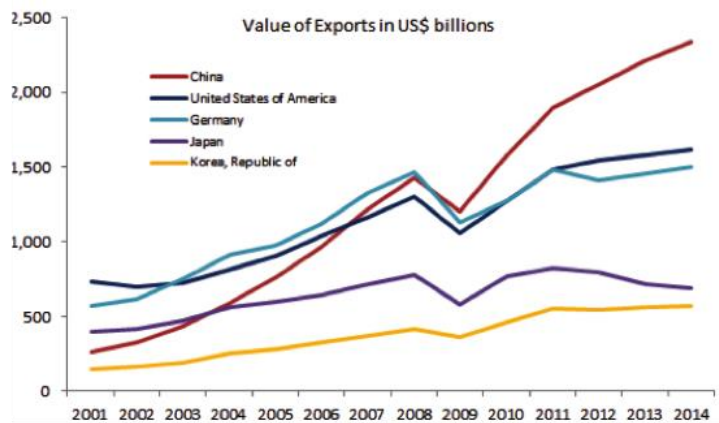


- Private voluntary standards;
- Company contacts: importers, exporters, and distributors;
- Foreign direct investment flows and related information.

MARKET AND ANALYSIS TOOLS?

The International Trade Centre (ITC) provides a suite of online Market Analysis and Research tools. They were originally designed to help exporters, trade support institutions and

governments in developing countries to select export markets, as well as assist them in diversifying their trade strategies. The tools also allow users to analyze the trade performance in their own sector or country as well as that of their competitors in other markets.



The tools are now free for journalists to use and many journalists and media are already taking advantage of the unique resources the ITC tools provide. Still, feedback from the media suggests that many more journalists would like to use the tools to back up their stories.

As a result, in addition to free access to all the tools and all modules, ITC is also offering free assistance and training to journalists wanting to familiarize themselves with the tools. Training is offered either through group workshops at ITC's headquarters in Geneva or one-on-one online sessions.

'Statistics from International Trade Centre (ITC) showed that Vietnam remained the leading shrimp supplier to Japan. The source also revealed that in the first 10 months of 2015, shrimp imports into Japan reached 171,753 MT, down 3.7% year on year.'

seafood.vasep.com.vn 9 September 2015

FOUR TOOLS, FOUR MAPS

- [Trade Map](#)
Provides monthly, quarterly and yearly international trade data combined with statistical indicators and information on trading companies, allowing for analysis of export or import markets.
- [Investment Map](#)
Provides sector breakdown of foreign direct investment (FDI), trade, market access and foreign affiliates information to support strategies of investment attraction and targeting.
- [Standards Map](#)
Provides access to comprehensive information on voluntary sustainability standards and increases opportunities for sustainable production and trade.

- [Market Access Map](#)
Allows users to analyse 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.

What are you looking for?

- What is the value of world trade today compared with five years ago?
- What has been the rate of growth in world exports in the past 12 months?
- Which import markets are booming? Which markets are cooling off?
- Which market are declining?
- For which products is demand most dynamic? And in which markets?
- For which commodities have world prices grown fastest?
- Are least developed countries growing their share in world exports?
- Are the destination markets for least developed countries' exports changing?
- Which import markets' tariff structures discourage supply of value-added products?
- Are preferential trade agreements changing world trade patterns?
- Which countries have grown in world trade?

CASE STUDY: WORLD TRADE

You're reporting on trends in world trade. What kind of information can you find using ITC's Trade Map?

- World imports in 2014 were valued at US\$ 18.7 trillion, compared with US\$ 18.3 trillion in 2012;
- The value of world imports stagnated between 2013 and 2014; and
- This represented a slowdown in the value of world imports compared with previous years.

CASE STUDY: ORGANIC HONEY

You're reporting on trends in the honey trade in the United States of America. What kind of information can you find using ITC's free market analysis tools?

Trade Map:

- The United States imports 25% of the world's natural honey, a market valued at more than US\$ 562 million;
- Annual demand for honey in the United States has grown by 16% in the past five years, while world demand for honey grew by only 11%;
- The United States refined its product classification in 2012 to include trade in organic honey, with imports of organic honey representing 8% of all honey imports in the country, equating to a niche market valued at US\$ 11.5 million annually;
- Key supplier countries to the United States include Argentina, Vietnam, Brazil, India, Mexico and Ukraine;
- Monthly prices of honey imported from different countries, such as those of countries that sell premium-priced honey to the United States; and

- Contact information for companies that import and supply honey.

Market Access Map:

- Customs tariffs for honey exports for different countries; and
- Links to external websites featuring market-regulation information about the honey trade, including those about health and product-safety laws.

Standards Map:

- Standards for organic honey that are most relevant for buyers in the United States.

DETECT ECONOMIC TRENDS WITH DATA ON...

- Global trade flows and indicators on growth, unit prices and market shares;
- Customs tariffs and market access requirements;
- Foreign direct investment flows;
- Company detail on importers, exporters and distributors; and Voluntary sustainability standards.

TO REGISTER FOR THE TOOLS AND SIGN UP FOR TRAINING

To learn more about ITC's tools or request a free coaching session on using them, please email the Market Analysis team at marketanalysis@intracen.org or call +41 22 730 0468.

For further information, you can contact:

Jarle Hetland
Media Officer
+41 22 730 0145
hetland@intracen.org

'Washington has shipped more than 5.6m cartons to India in 2014/15 The Indian government has placed new restrictions on the country's fast-growing apple import trade by announcing that it will only allow apples to be imported via Nhava Sheva port. India's apple imports increased by more than 5 per cent in 2014 to exceed 204,000 tonnes, according to Asiafruit Congress Statistics Handbook analysis from Trade Map, International Trade Centre data.'

fruitnet.com 16 September 2015

'The African trade profile for manufactured goods", prepared for the Trade Law Centre (Tralac) in South Africa, Ron Sandrey, an economist, analyzed data from the Geneva-based International Trade Centre (ITC) to show how each African country fared over a ten-year period up to 2013 in manufacturing exports to a number of key markets, namely: the world, the EU, the US, the BRIC countries (Brazil, Russia, India and China), and other African countries. The analysis shows that Nigeria's share in Africa's total manufacturing exports to each of the key markets is ridiculously minuscule..'

businessdayonline.com 14 September 2015