



User Guide

Market Access Map



Making tariffs and market access barriers transparent

Market Analysis Section

Division of Product and Market Development

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Abbreviations

ABI	Argentina, Brazil, India (tariff reduction formula)
AVE	Ad valorem equivalent
CTS	Consolidated Tariff Schedule of WTO
GSP	Generalized System of Preferences
HS	Harmonized System
HS2	The Harmonized System at the 2-digit level of product aggregation
HS4	The Harmonized System at the 4-digit level of product aggregation
HS6	The Harmonized System at the 6-digit level of product aggregation
ITC	International Trade Centre UNCTAD/WTO
LDCs	Least developed countries
MFN	Most Favoured Nation
NTLC	National Tariff Line Code
UNCTAD	United Nations Conference on Trade and Development
WTO	World Trade Organization

For more abbreviations and explanations of all tariff and trade terms see the Glossary located at www.macmap.org/Glossary.aspx

For details of other useful sites containing information on tariffs and non-tariff barriers visit www.macmap.org - see Reference Material and sub-item Useful Links

Note:

Please note that the tariff data in Market Access Map is updated throughout the year as new information becomes available. The most current list of data available in Market Access Map can be viewed at <http://www.macmap.org/Data.Availability.aspx>. These updates may generate results different to what is seen in this User Guide, however the principles and applications of Market Access Map remain the same. Please contact macmap@intracen.org for more information or assistance.

I. Introduction

Understanding the market access conditions that your country faces around the world and understanding what tariffs your country applies to imports, is essential for companies, trade support institutions (TSIs) and trade policy makers alike.

As outwardly oriented firms scan the world market for opportunities to diversify products and markets, as well as suppliers, they are confronted with the following questions:

- **What customs tariffs do my products face around the world?**
- **Which countries offer my product the most favourable market access conditions?**
- **Where are the opportunities for market diversification?**
- **What tariffs do my competitors face?**
- **From where can I source materials to make the most of my country's preferential and free trade agreements?**

TSIs need to set priorities in terms of trade promotion, partner countries and trade development strategies to utilize resources effectively. Strategic market research with detailed analysis of market access conditions, coupled with information on international trade flows, helps TSIs gauge the competitiveness of national and sectoral trade and identify priority products and markets for trade development by addressing the following types of questions:

- **What are priority markets and products for trade promotion?**
- **In what areas does my country have a competitive advantage in terms of market access?**
- **Is my country currently making the most of preferential access to certain markets?**
- **What countries supply the majority of my country's imports?**
- **Can my country import from alternative suppliers to minimize import tariffs?**

Trade Policy Makers and Trade Negotiators have slightly different needs to TSIs and companies. They need an overview of not only the tariff profile of their own country and the tariffs they face in key markets, but they also need to understand the situations of other countries. In short, they need to understand their current position vis-à-vis those of all other countries with whom they are negotiating. They also need to anticipate future changes in the status quo and identify which scenarios are in their best interests.

Trade policy makers and trade negotiators in developing countries in particular, need to be able to answer questions like:

- **Is my country being adversely affected by tariff barriers? What are the ad valorem equivalents of the specific tariffs my country faces?**

- **How does my country compare with my competitors in terms of the real level of protection we face in key markets?**
- **Does my country risk the erosion of its preferential access to key markets if MFN tariffs on certain products are reduced in key markets?**
- **What products and markets are most sensitive for my country in terms of the current trade negotiations?**
- **What modalities for the reduction of tariffs would be favourable to my country in the current trade negotiations?**
- **With which partner countries would my country benefit most from a free trade agreement?**

Market Access Map was developed by the International Trade Centre UNCTAD/WTO (ITC) to answer these and related questions with the explicit objectives of facilitating strategic research into market access issues, revealing competitive advantages, identifying the potential for market or product diversification, prioritizing trade development programmes and preparing trade negotiation bargaining positions.

By transforming a large volume (60 Giga Bytes) of primary tariff data of 178 countries and a “spaghetti bowl” of bilateral, regional and multilateral trade agreements into an accessible, user-friendly, and interactive Web-based format, Market Access Map provides the facility to:

- Obtain the tariff applied by any country to a product at the most detailed level of product description, the national tariff line;
- See the preferential trade agreements and preferential rates that any country applies to any other;
- Look up the rules of origin for a preferential trade agreement;
- Compare tariffs worldwide applied by all importers to a product exported by your country;
- Compare the tariffs you face for a product with those faced by all your competitors in any market;
- Compare the tariffs applied by a country to all the products your country exports.
- Aggregate groups of products or countries to calculate tariff averages;
- Simulate tariff reductions on bound or applied tariffs using a number of standard tariff reduction formula, or test a reduction using your own formula;
- Analyze real levels of protection using the ad valorem equivalents that have been calculated in Market Access Map for all specific applied tariffs.

The information contained in Market Access Map is obtained from a variety of sources. Market Access Map covers the tariffs applied by 178 countries to the products exported by 239 countries and territories. Products are described at the most detailed level, the national tariff line. The tool also covers the bound tariffs of WTO member countries. Applied tariff data is collected directly from national sources. Bound Tariff data comes from the Consolidated Tariff Schedule of the WTO. Preferential tariff data comes directly from regional and bilateral trade agreements. Applied Tariff quota data comes from national sources and covers multilateral, regional and bilateral tariff quota agreements. Anti-dumping duty data comes from notifications from member countries of the WTO regarding anti-dumping duties and ITC collection directly from some countries. Trade data comes from: national sources and the IDB (integrated database) of the WTO.

Market Access Map is now available to interested users in a number of countries via local Trade Support Institutions or Export Development Agencies. The names of countries partners can be found at www.macmap.org by clicking on the menu item “Partners” and then selecting the sub-item “Countries”. For users in countries not yet served by a partner, Market Access Map is available on a subscription basis and a customized version is available for trade support institutions. All subscribers log in to Market Access Map with a username and password. For further information please email ITC at: macmap@intracen.org

Market Access Map home page www.macmap.org

	<p style="text-align: center;">Market Access Map making tariffs and market access barriers transparent</p> <p style="text-align: right;">Select language :   </p>	
<p style="text-align: center;">Home</p>	<p style="text-align: center;">About Contact Studies Reference Material Partners Subscription</p>	
<p>What it is</p>	<p>Market Access Map covers customs tariffs (import duties) and other measures applied by 178 importing countries to products from 239 countries and territories. MFN and preferential rates are shown for products at the most detailed national tariff line level.</p>	<p>Username <input type="text"/></p> <p>Password <input type="password"/> Login</p>
<p>Who for</p>	<p>Market Access Map has been designed to support exporters, importers, trade promoters, policy analysts and trade negotiators. Use it to find a tariff. Compare yourself to your competitors. Or use its advanced features to prepare for trade negotiations by simulating the effects of tariff reductions.</p> <p>Access now available in: <input type="text" value="--- Select your country ---"/> <input type="button" value="Go"/></p>	<p>forgot ?</p> <p>New User? <input type="button" value="Register"/></p> <p><input type="button" value="Get Free Trial"/></p>
<p>Features</p>	<p>MFN customs duties as well as multilateral, regional and bilateral preferences</p> <p>Bound tariffs</p> <p>Tariff-quotas: multilateral and bilateral</p> <p>Rules of Origin and Certificates of Origin</p> <p>Trade flows: import/export statistics</p> <p>Tariffs: ad valorem, specific and ad valorem equivalents of the specific tariffs</p> <p>Analysis:</p> <p>Tariff aggregation at any sectoral and regional level</p> <p>Tariff reduction simulations: using various formulae</p> <div style="text-align: right;">  </div>	
<p>News</p>	<p>Online Training Course now available at www.macmap.info - access is free. Read more...</p> <p>Switzerland's State Secretariat for Economic Affairs (seco) becomes major sponsor of MACMap - December 2005. More</p> <p>USAID sponsors access to Market Access Map for Least Developed Countries. Select your country from the drop-down box above to gain access until 31st December 2006.</p>	

II. Quick Search

Market Access Map has been built in modules to suit the needs of different users. The first module, Quick Search, has been designed with the needs of companies in mind, to allow them to quickly find the tariff that a specific product would face in a particular market.

What tariff does my product face when I export it to ... ?

A. Assess the European market for pineapples from Ghana

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Quick Search Compare Tariffs Detailed Analysis Country Analysis Trade Flows My Options Log Out

Tariff Search Trade Regimes & Rules of Origin Glossary

Search here for the tariff applied by a country to any imported product. This module is designed to be quick so you may only select one product, one importer and one exporter.

If you wish to select more than one product or more than one country, go to the "Detailed Analysis" section.

Once you have selected an importing country you may then look up the national tariff line product codes used by that importing country by clicking on the button "National Tariff Line Code". Type the name of the product in the box and select your product with code from the drop-down list of possible matches.

Select Importing Country* : France

Select a Product* : HS Level 6 National Tariff Line Code
: (080430) Pineapples, fresh or dried

Select Exporting Country* : Ghana

Proceed >>

A company in Ghana exporting pineapples may be considering alternative export markets. What tariff does France (or any other EU country) apply to pineapples from Ghana? By choosing "Pineapples, fresh or dried 080430" as the product and selecting "Ghana" as the Exporting Country and "France" as the Importing country, the company can see a list of the tariffs for "dried" pineapples and "other" pineapples. The company can also see that in this case, Ghana receives preferential treatment as part of the Generalized System of Preferences (GSP) and the conditions granted to African Caribbean and Pacific countries (ACP).

Note: when typing a country, product or code into any of the selection fields, you must click on a choice from the possible matches that appear in the drop-down menu below. If you do not, the system will think you have not selected anything. E.g.

Select Importing Country* : France

Select a Product* : HS Level 6 National Tariff Line Code
: pineapples
: (080430) Pineapples, fresh or dried
: (200820) Pineapples nes, o/w prep or presvd, sugared, sweetened, spirited or not


Select Exporting Country* : Loading

Click on your selection

Proceed >>

Table 1: Tariffs applied by France to pineapples from Ghana in 2005

Product : 080430 Pineapples, fresh or dried

Tariff Search Trade Regimes & Rules of Origin  [Glossary](#)

Results:

Importer **France** applies the following tariffs to imports of **(080430) Pineapples, fresh or dried** originating from exporter **Ghana**

Records per page: Default

Product code	Product description	Trade regime description	Applied tariffs	Total ad valorem equivalent tariff (estimated)
0804300010	Fresh or dried pineapples : Dried	MFN duties (Applied)	5.80%	5.80%
0804300010	Fresh or dried pineapples : Dried	Preferential tariff for ACP countries	0.00%	0.00%
0804300010	Fresh or dried pineapples : Dried	Preferential tariff for GSP countries	2.30%	2.30%
0804300090	Fresh or dried pineapples : Other	MFN duties (Applied)	5.80%	5.80%
0804300090	Fresh or dried pineapples : Other	Preferential tariff for ACP countries	0.00%	0.00%
0804300090	Fresh or dried pineapples : Other	Preferential tariff for GSP countries	2.30%	2.30%

[New Search](#)

Source: ITC calculations based on Market Access Map

One of the important features of Market Access Map is the inclusion all the possible tariffs that could be applied by France to imports of pineapples from Ghana. For example, note how the tariff line code: 0804300010 “dried pineapples” appears 3 times in the table above. The first row in the table shows the Most Favoured Nation (MFN) rate of 5.8%. The second row shows the preferential rate for the African Caribbean and Pacific (ACP) group of countries (Ghana belongs to this group) of 0%. The third row shows the preferential rate of 2.3% offered to countries that benefit from the Generalized System of Preferences (GSP). But why show all these rates if clearly the best tariff for Ghana is 0% under the ACP regime? The reason is that it is important for the exporter to know that he/she might qualify for the ACP preferential rate if the rules of origin of the ACP agreement are complied with. If not, the exporter may in fact face the GSP rate of 2.3% or the MFN rate of 5.8%.

Interpreting Data in the Market Access Map Tables

The following notes are important reading in order to understand the column headings and data contained in the Market Access Map tables:

Product Code: In the Quick Search module, product codes in the “Product Code” column are always presented at the most detailed level of the Harmonized System – the national tariff line.

The Harmonized System is an international nomenclature for the classification of products. It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the Harmonized System (HS) for classifying goods is a six-digit code system. The HS comprises approximately 5300 article/product descriptions that appear as headings and subheadings, arranged in 99 chapters, grouped in 21 sections. The six digits can be broken down into three parts. The first two digits (HS-2) identify the chapter the goods are classified in, e.g. 09 = Coffee, Tea, Maté and Spices. The next two digits (HS-4) identify groupings within that chapter, e.g. 09.02 = Tea, whether or not

flavoured. The next two digits (HS-6) are even more specific, e.g. 09.02.10 Green tea (not fermented)... Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS).

Beyond the six-digit level, countries are free to introduce national distinctions for tariffs by adding more digits to make the HS classification of products even more specific. This greater level of specificity is referred as the national tariff line level. For example Canada adds another two digits to its exports and imports to classify them in greater depth and the code 09023010 is the code for black tea, packaged as tea bags. For more on the Harmonized System see <http://www.macmap.org/Glossary.aspx>

Product Description:

This column contains the detailed descriptions of the products used by the importing country. These descriptions correspond to the detailed tariff line codes.

Trade Regime Description:

This column contains an explanation of the tariff rate. For example “MFN duties (applied)” means that the tariff you see in the next column is the Most Favoured Nation tariff rate. That is, in this example, it is the rate that France (or any other member of the EU) would apply to imported goods originating in any country that is a member of the WTO (provided of course that they don't qualify for some other lower preferential rate as a result of a trade agreement with the EU).

Applied Tariffs:

This column provides information about the tariff rate that is applied by the importing country to goods originating in the exporting country. An applied tariff is a customs duty that is levied on imports of merchandise goods. A tariff can be an “ad valorem” tariff or a “specific” tariff. Less often, a compound tariff made up of both of these elements, applies.

An “ad valorem tariff” is a tariff calculated as a percentage of the value of goods cleared through customs. For example, a tariff expressed as, 15%, means 15 percent of the value of the entered merchandise. “Specific tariffs” define the tariff as a monetary amount per unit of the import e.g. \$3 per kg. Countries can also have a compound tariff that is a combination of ad valorem and specific rates, such as 14% plus \$3 per kg. It is important to note that applied specific tariffs in Market Access Map are expressed in US dollars or in the national currency of the importing country, such as Euro, Yen etc. The conversions to US\$ have been made to make it easier for exporters to compare the specific tariffs across countries.

Applied Tariffs need to be distinguished from Bound Tariffs. Applied tariffs, i.e. those shown in this column, are those that are applied in practice and in this sense are the tariffs that an exporter or importer needs to know.

About 81 countries apply specific tariffs. In Market Access Map, all specific applied tariffs are converted to ad valorem equivalents (AVEs). AVEs are calculated by dividing the specific tariff per unit by the value of the product per unit. The unit value is the value of each unit quantity imported of a product. It is based on the total value of imports of that product divided by the quantity of imports.

In Market Access Map, unit values and AVEs are calculated on a bilateral basis where possible. I.e. the calculated AVE for any specific tariff is based on the trade relationship between the selected importing country and the selected exporting country. This is in order to show the equivalent level of protection actually applied by one country to another where a “specific” tariff is concerned. This is important, because the value of a product can vary

considerably depending on the supplying country. That is, even if two exporting countries face an identical specific tariff on the same product exported to the same market, the country exporting the less expensive product will face a higher equivalent level of protection.

Total ad valorem equivalent tariff (estimated):

This column shows the total tariff in percentage terms. An ad valorem equivalent (AVE) tariff is a tariff presented as a percentage of the value of goods cleared through customs. It is the equivalent of a corresponding specific tariff measure based on unit quantities such as weight, number or volume. As there are no specific tariffs or compound tariffs in the example of tariffs faced by pineapples exported from Ghana to France, the last column is the same as the Applied Tariffs column.

To read a more detailed explanation of how ad valorem equivalent tariffs are calculated in Market Access Map see <http://www.macmap.org/Reference.Methodology.aspx>

Note: How to print tables in Market Access Map:

You will notice that all tables in Market Access Map have an icon (see below) located in the top right corner. Clicking on this icon allows you to print the page in a print friendly format.



What Rules of Origin do I need to comply with in order to qualify for a preferential tariff rate?

B. Identify rules of origin for a preferential trade regime

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Tariff Search Trade Regimes & Rules of Origin Glossary

Search here to see all the trade regimes (MFN tariff and preferential regimes) applied by one country to any other country and the corresponding rules and certificates of origin. If you select only an importing country, you will see all the trade regimes applied by that country to the rest of the world. If you select only an exporting country, you will see all the trade regimes faced by that country when it exports to the rest of the world.

Select Importing Country* : France ?

Select Exporting Country* : Ghana ?

In the previous exercise we used Market Access Map to identify all the possible tariffs applied by France to pineapples originating from Ghana. We saw that for both dried pineapples and other types of pineapples, Ghana was eligible for the ACP preference of 0% compared with an MFN tariff of 5.8%.

The exporter of pineapples from Ghana would therefore be interested in finding out the requirements he/she has to comply with in order for this 0% tariff to actually apply to her.

By opening the tab “Trade Regimes & Rules of Origin”, the exporter can look up this information. In this example we select the importing country as “France”, the exporting country as “Ghana” and click “Proceed”.

The importer country **France** applies the following trade regimes to the exporter country **Ghana**. Click on any trade regime to see the member countries.

Records per page Default

Trade regime description	Rules of origin	Certificates of origin
MFN duties (Applied)	Not applicable	Not applicable
Preferential tariff for ACP countries	Partnership Agreement	Certificate for Partnership Agreement
Preferential tariff for GSP countries	Council Regulation (EC) No. 2501/2001	
	Commission Reg. (EC) No. 2454/93	Certificate for Commission Reg. (EC) No. 2454/93

In the second row and middle column we see the “Partnership Agreement” for the ACP trade regime. By clicking on this agreement we can open the full text of the ACP agreement between the EU and the ACP countries. Reading through the agreement we can then find information on the Rules of Origin:

DEFINITION OF THE CONCEPT OF ‘ORIGINATING PRODUCTS’

Article 2

General requirements

1. For the purpose of implementing the trade co-operation provisions of ANNEX V, the following products shall be considered as originating in the ACP States:
 - (a) products wholly obtained in the ACP States within the meaning of Article 3 of this Protocol;
 - (b) products obtained in the ACP States incorporating materials which have not been wholly obtained there, provided that such materials have undergone sufficient working or processing in the ACP States within the meaning of Article 4 of this Protocol.

2. For the purpose of implementing paragraph 1, the territories of the ACP States shall be considered as being one territory.

TITLE IV

PROOF OF ORIGIN

Article 14

General requirements

1. Products originating in the ACP States shall, on importation into the Community benefit from Annex V upon submission of either:
 - (a) a movement certificate EUR.1, a specimen of which appears in Annex IV; or
 - (b) in the cases specified in Article 19(1), a declaration, the text of which appears in Annex V to this Protocol, given by the exporter on an invoice, a delivery note or any other commercial document which describes the products concerned in sufficient detail to enable them to be identified (hereinafter referred to as the ‘invoice declaration’).

By clicking on the “Certificate for Partnership Agreement” in the middle row and final column, the exporter is then also able to print out the movement certificate he/she must complete in order to apply for the ACP preferential rate.

III. Compare Tariffs

The second module of Market Access Map, Compare Tariffs has been designed to assist exporters, importers and trade support institutions.

An exporter can use this module to scan the world for the best market access conditions offered to him/her by all possible importing countries.

An importer can use the module to get a birds eye view of what tariff rates his/her country applies to all possible exporting countries in order to minimize tariffs on imported materials.

A trade support institution (TSI) can use Compare Tariffs module to identify products and markets that offer good prospects for trade promotion. In particular it is helpful to use this module in conjunction with another tool developed by ITC, TradeMap www.trademap.org. Using TradeMap a TSI can get a good idea of those exported products that are performing well and those import markets that are growing strongly. But one can further refine this analysis with Market Access Map to screen those products and import markets for the best market access conditions.

It is important to note that the tariffs presented in the Compare Tariffs module are shown at either the 2-digit, 4-digit or 6-digit level of the Harmonized System (HS) of product nomenclature. They are not shown at the most detailed product level, the national tariff line. The point of this module is to allow the user to get a quick overview of the average level of protection applied to a group of products in order to quickly screen and rank markets. The user should then follow up using the Quick Search or Detailed Analysis modules to obtain the actual tariffs applied to the detailed products.

Which countries offer my product the most favourable customs tariffs and what are the opportunities for market diversification?

A. Scan the world for new markets that offer favourable market access conditions

Our exporter of pineapples from Ghana may be interested in identifying new import markets. She/he has analyzed, using TradeMap, the performance of her existing market France and sees that while France's imports of pineapples in general have grown over the last five years by 6% per annum on average, this is well below the world average growth of 19% over the same period. She/he thinks she/he might have better prospects by diversifying into markets that are growing more quickly.

There are a number of markets that our Ghanaian exporter wishes to examine. These include: Russia (71% yearly growth over the last 5 years); Portugal (69%); and the United Arab Emirates (42%).

Our Ghanaian exporter therefore wishes to examine the tariffs of these promising markets and identify the best overall prospects. She/he opens the Compare Tariffs module and selects Ghana as the exporter and pineapples as the product.



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UNCTAD/WTO

Quick Search | **Compare Tariffs** | Detailed Analysis | Country Analysis | Trade Flows | My Options | Log Out

Compare here the average tariffs that a country faces worldwide when it exports or the tariffs that the country applies when it imports a particular product from different sources. **Example** Glossary

Select a Country* : Ghana [?] as Exporter [?]

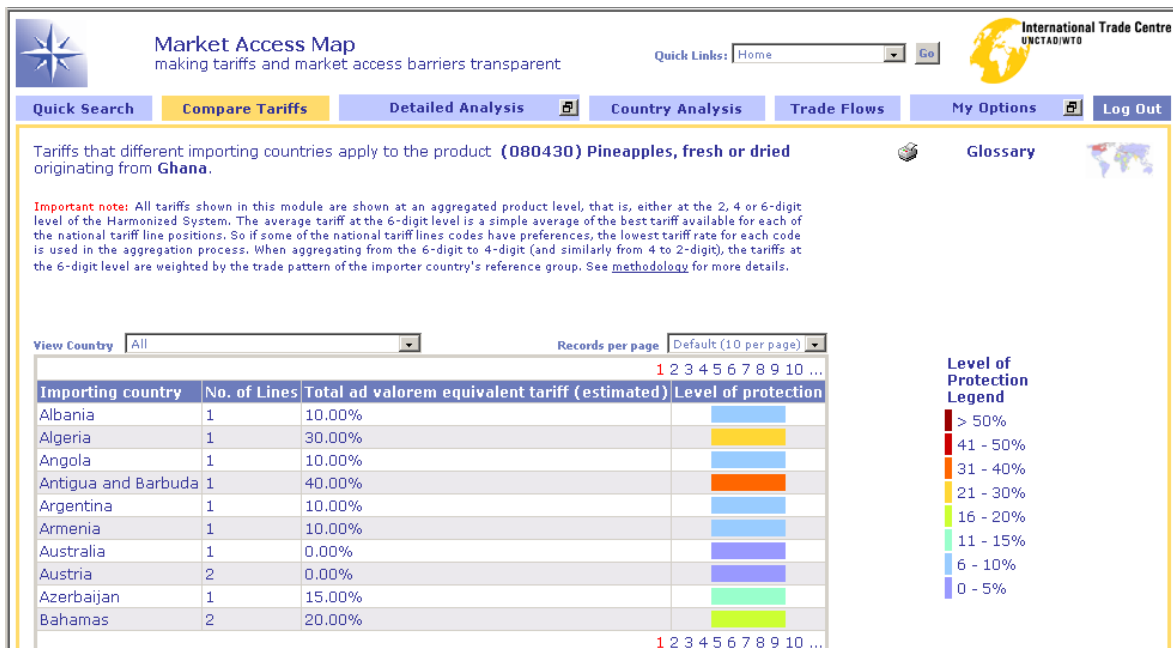
Select a Product* : [30) Pineapples, fresh or dried [?]

HS2
 HS4
 HS6

Proceed >>

Clicking “Proceed”, she/he is then presented with a table showing the tariffs applied by all countries to pineapples originating in Ghana. When you are comparing the tariffs applied by a range of importing countries, the most detailed product detail you can investigate is the HS 6-digit level. This is because the most detailed tariff line codes of each country can differ so it would be impossible to directly compare countries at this level. Only at the 6-digit level are we able to make a worldwide comparison of importers. This means that where an importing country applies different tariffs to 3 different types of pineapples, the tariff that would be shown in the Compare Tariffs module, will be an average of the tariffs of the detailed products.

Table 2: Tariffs that importing countries apply to pineapples from Ghana



Tariffs that different importing countries apply to the product: **(080430) Pineapples, fresh or dried** originating from **Ghana**. Glossary

Important note: All tariffs shown in this module are shown at an aggregated product level, that is, either at the 2, 4 or 6-digit level of the Harmonized System. The average tariff at the 6-digit level is a simple average of the best tariff available for each of the national tariff line positions. So if some of the national tariff lines codes have preferences, the lowest tariff rate for each code is used in the aggregation process. When aggregating from the 6-digit to 4-digit (and similarly from 4 to 2-digit), the tariffs at the 6-digit level are weighted by the trade pattern of the importer country's reference group. See [methodology](#) for more details.

View Country: All | Records per page: Default (10 per page)

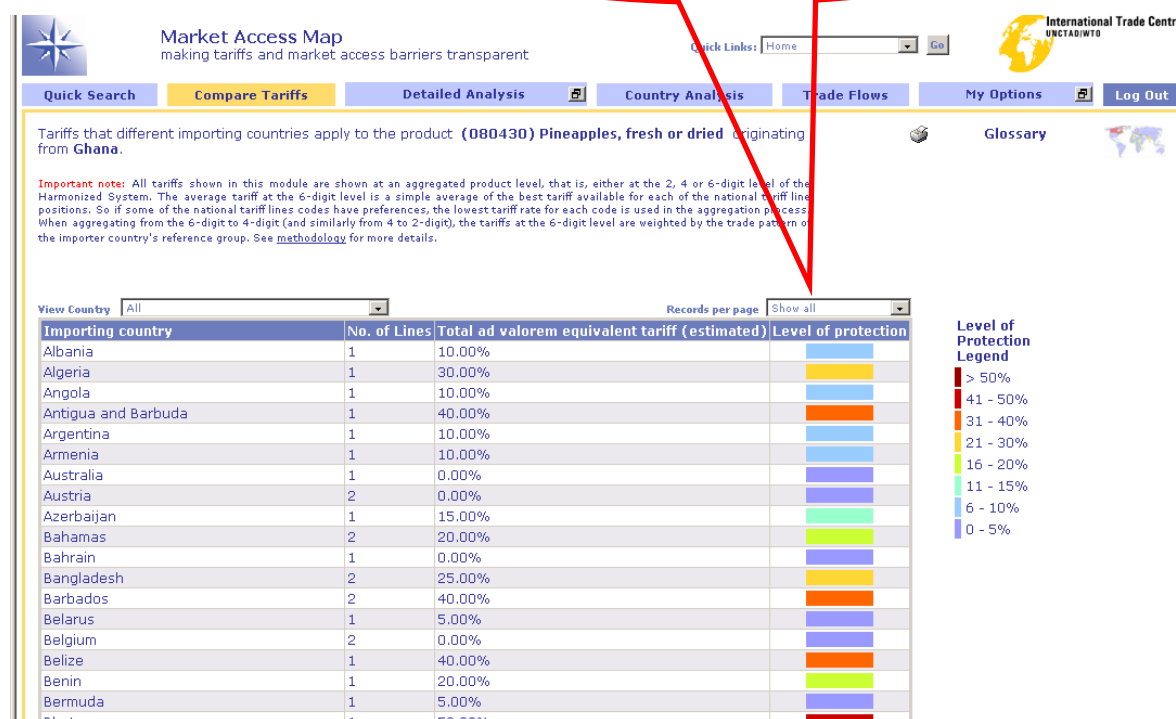
Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Albania	1	10.00%	6 - 10%
Algeria	1	30.00%	21 - 30%
Angola	1	10.00%	6 - 10%
Antigua and Barbuda	1	40.00%	31 - 40%
Argentina	1	10.00%	6 - 10%
Armenia	1	10.00%	6 - 10%
Australia	1	0.00%	0 - 5%
Austria	2	0.00%	6 - 10%
Azerbaijan	1	15.00%	11 - 15%
Bahamas	2	20.00%	16 - 20%

Level of Protection Legend:
 > 50% (Red)
 41 - 50% (Dark Red)
 31 - 40% (Orange)
 21 - 30% (Yellow)
 16 - 20% (Light Green)
 11 - 15% (Green)
 6 - 10% (Blue)
 0 - 5% (Purple)

We can see from this table that the first column contains the importing countries, sorted alphabetically. The fifth column contains coloured bars. These bars are colour-coded to indicate the level of protection applied by this importing country to pineapples originating in Ghana. Take note of the legend to the right of the table, which indicates what each colour means.

Currently we can only see 10 countries in the table. To see more countries, we can click on each of the pages located just above the final column, or alternatively we can choose to view more records in each page. The drop-down menu “Records per page” located above the table to the right allows you to view more records per page or indeed the whole list. We recommend using choosing 10 records per page because choosing the whole list can sometimes slow the system down, particularly if you are using a dial up Internet connection.

Select option to view more records per page



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Tariffs that different importing countries apply to the product (080430) Pineapples, fresh or dried originating from Ghana.

Important note: All tariffs shown in this module are shown at an aggregated product level, that is, either at the 2, 4 or 6-digit level of the Harmonized System. The average tariff at the 6-digit level is a simple average of the best tariff available for each of the national tariff line positions. So if some of the national tariff lines codes have preferences, the lowest tariff rate for each code is used in the aggregation process. When aggregating from the 6-digit to 4-digit (and similarly from 4 to 2-digit), the tariffs at the 6-digit level are weighted by the trade pattern of the importer country's reference group. See [methodology](#) for more details.

View Country: All Records per page: Show all

Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Albania	1	10.00%	
Algeria	1	30.00%	
Angola	1	10.00%	
Antigua and Barbuda	1	40.00%	
Argentina	1	10.00%	
Armenia	1	10.00%	
Australia	1	0.00%	
Austria	2	0.00%	
Azerbaijan	1	15.00%	
Bahamas	2	20.00%	
Bahrain	1	0.00%	
Bangladesh	2	25.00%	
Barbados	2	40.00%	
Belarus	1	5.00%	
Belgium	2	0.00%	
Belize	1	40.00%	
Benin	1	20.00%	
Bermuda	1	5.00%	
Bhutan	1	50.00%	

Level of Protection Legend

- > 50%
- 41 - 50%
- 31 - 40%
- 21 - 30%
- 16 - 20%
- 11 - 15%
- 6 - 10%
- 0 - 5%

An important feature of all the tables in Market Access Map is that they can be sorted by any of the column headings by clicking once on the column heading. This allows easier analysis. For example we may want to see the countries presented in terms of which offers the lowest tariff or the highest tariff. Clicking once on the heading “Level of Protection”, we see at the top of the list, those countries applying to Ghanaian pineapples the lowest tariff. Clicking a second time on the heading we see, at the top of the list, those countries applying the highest tariff.

Click on the 'Level of Protection' heading to sort data by lowest or highest tariff

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Tariffs that different importing countries apply to the product (080430) Pineapples, fresh or dried originating from Ghana.

Important note: All tariffs shown in this module are shown at an aggregated product level, that is, either at the 2, 4 or 6-digit level of the Harmonized System. The average tariff at the 6-digit level is a simple average of the best tariff available for each of the national tariff line positions. So if some of the national tariff lines codes have preferences, the lowest tariff rate for each code is used in the aggregation process. When aggregating from the 6-digit to 4-digit (and similarly from 4 to 2-digit), the tariffs at the 6-digit level are weighted by the trade pattern of the importer country's reference group. See methodology for more details.

View Country: All Records per page: 50 per page

Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Australia	1	0.00%	
Austria	2	0.00%	
Bahrain	1	0.00%	
Belgium	2	0.00%	
Brunei Darussalam	1	0.00%	
Canada	1	0.00%	
Cape Verde	1	0.00%	
Cyprus	2	0.00%	
Czech Republic	2	0.00%	
Denmark	2	0.00%	

Level of Protection Legend

- > 50%
- 41 - 50%
- 31 - 40%
- 21 - 30%
- 16 - 20%
- 11 - 15%
- 6 - 10%
- 0 - 5%

View Country: All Records per page: 50 per page

Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Tunisia	2	150.00%	
Malaysia	1	125.03%	
Turkmenistan	1	100.00%	
Chinese Taipei	1	94.00%	
Iran (Islamic Republic of)	1	60.00%	
Turkey	1	58.50%	
Morocco	1	52.00%	
Bhutan	1	50.00%	
Sudan	1	45.00%	
Papua New Guinea	1	45.00%	
Guyana	1	40.00%	
Lao People's Democratic Republic	1	40.00%	
Viet Nam	1	40.00%	
Zimbabwe	1	40.00%	
Antigua and Barbuda	1	40.00%	
Barbados	2	40.00%	
Belize	1	40.00%	
Dominica	1	40.00%	
Grenada	1	40.00%	

Level of Protection Legend

- > 50%
- 41 - 50%
- 31 - 40%
- 21 - 30%
- 16 - 20%
- 11 - 15%
- 6 - 10%
- 0 - 5%

From this simple exercise we see that Ghanaian pineapples face the highest tariff of 150% in the Tunisian market and a tariff ranging between 0% and 5% in 50 markets.

Now let us look at what tariffs our high potential markets of Russia, Portugal and the UAE apply to Ghanaian pineapples. To find the countries in the list we can simply scroll through the pages but if this gets tiresome, we can quickly jump to the market in which we are interested, by selecting the country from the drop-down menu "View Country" located just above the first column in the table.

Select the country you wish to examine from the drop-down menu 'View Country'

View Country: Russian Federation Records per page: 50 per page

Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Russian Federation	2	7.50%	

Level of Protection Legend

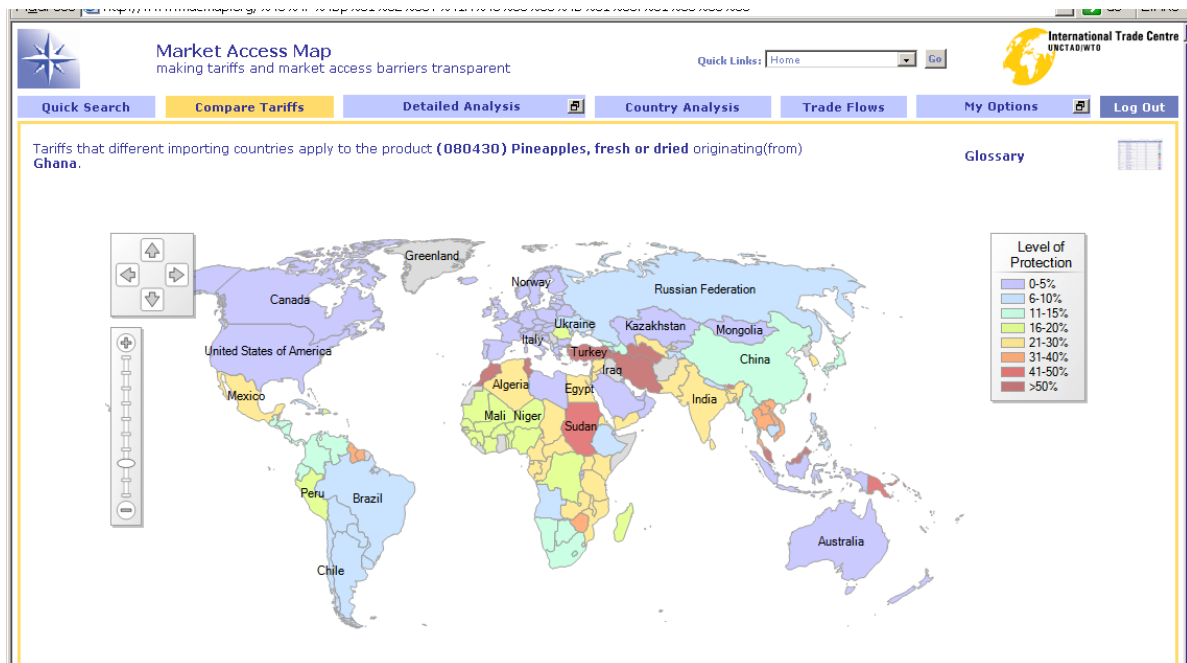
- > 50%
- 41 - 50%
- 31 - 40%

Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
United Arab Emirates	1	0.00%	[Blue bar]

Importing country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Portugal	2	0.00%	[Blue bar]

We see that while the Russian market showed the highest import growth, perhaps the UAE and Portugal would be better markets to start with as they apply a zero tariff to Ghanaian pineapples.

We can also, if we wish view the tariffs of the whole world in graphical format by clicking on the map icon just below the “log out” button. If you wish to switch back to the tabular presentation, simply click on the table icon that has replaced the map icon. It is also below the “log out” button.



From where can I source materials to make the most of my country’s preferential and free trade agreements?

B. Scan the world for new suppliers of materials that have preferential access to your market

Imagine we have a producer of fruit juice in South Africa who is exporting bottled juice to the Netherlands. In order to bottle the juice she/he normally sources jars from Germany on which she/he pays import duty of 13.2% (which in fact is already a preferential tariff offered to European Union countries). Is it possible to source the jars from elsewhere and pay an even lower tariff? To perform this query we need to enter South Africa as the country, select

it as the “importer” from the drop-down menu and enter the product “392330 Carboys, bottles, flasks and similar articles of plastics”.

Clicking “Proceed” she/he sees a table showing the tariffs that South Africa applies to plastic bottles originating from all possible exporting countries. By sorting the table to show the lowest tariffs first, she/he sees that Botswana has duty free access to his market by virtue of being a member of the Southern African Customs Union (SACU). Our importer in South Africa also knows, having performed other research, that Botswana has the capacity to export this product.

Table 3: Tariff rates applied by South Africa to alternative sources of supply

Exporting country	No. of Lines	Total ad valorem equivalent tariff (estimated)	Level of protection
Botswana	1	0.00%	Blue bar
Lesotho	1	0.00%	Blue bar
Malawi	1	0.00%	Blue bar
Mauritius	1	0.00%	Blue bar
Mozambique	1	0.00%	Blue bar
Namibia	1	0.00%	Blue bar
Swaziland	1	0.00%	Blue bar
Tanzania, United Republic of	1	0.00%	Blue bar
Zambia	1	0.00%	Blue bar
Zimbabwe	1	0.00%	Blue bar
Germany	1	13.20%	Green bar
Ghana	1	15.00%	Green bar
Gibraltar	1	15.00%	Green bar
Greece	1	13.20%	Green bar
Greenland	1	15.00%	Green bar
Grenada	1	15.00%	Green bar
Guam	1	15.00%	Green bar
Guatemala	1	15.00%	Green bar

IV. Detailed Analysis

The “Detailed analysis” module of Market Access Map has been designed to support trade support institutions, trade policy analysts, trade negotiators, companies and those users needing to perform more complex analysis on their market access conditions in alternative markets vis-à-vis their competitors. This module is divided up into three sub modules: **Applied Tariffs**; **Bound Tariffs**; and **Tariff Simulations**. One of the features common to all three sub-modules is that the user may select any number of products and countries. We will now examine some of the questions that the Detailed Analysis section can be used to solve using each of the three sub-modules.

A. Applied Tariffs

The Applied Tariffs sub-module can be accessed by first clicking on “Detailed Analysis”. This will expand to reveal the three sub-modules. Open “Applied Tariffs” by clicking on it once. It will become yellow. We can then proceed to make our selection.

The screenshot shows the 'Market Access Map' interface with the 'Detailed Analysis' section expanded to 'Applied Tariffs'. The page header includes the logo and 'International Trade Centre UNCTAD/WTO'. A navigation bar contains tabs for 'Quick Search', 'Compare Tariffs', 'Applied Tariffs' (highlighted in yellow), 'Bound Tariffs', 'Tariff Simulations', 'Country Analysis', 'Trade Flows', 'My Options', and 'Log Out'. Below the navigation bar, a search area is titled 'Perform a new search' and contains three dropdown menus labeled 'Importer*', 'Product*', and 'Exporter*', each with a 'Select' button. A 'Proceed >>' button is located at the bottom of the search area. A 'Glossary' link is visible in the top right corner of the search area.

Selecting multiple countries is simple. Simply double click on the countries you wish to select and they will be transferred to the selection box. Alternatively you can use the button “>”. If you wish to select all the countries, click on the button “>>”. To de-select them, click on “<<”.

The screenshot shows the 'Market Access Map' interface with the 'Detailed Analysis' section expanded to 'Applied Tariffs'. The page header is the same as the previous screenshot. The navigation bar is the same. Below the navigation bar, a section titled 'Select Exporting Countries or an Exporting Groups or your own Exporting Groups' is displayed. It features a 'Help' link in the top right corner. On the left, there is a list of countries under the heading 'Exporting Countries'. The list includes: Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Bouvet Island, British Indian Ocean Territory, Brunei Darussalam, Bulgaria, and Burkina Faso. To the right of this list are four buttons: '>', '<', '>>', and '<<'. On the right side, there is a selection box containing 'Brazil' and 'Côte d'Ivoire'. At the bottom of the selection area, there are two buttons: '<< Cancel' and 'Proceed >>'.

To select a number of products, you may proceed in two alternative ways. If you know the product code or the name of the product you wish to choose, you may type it directly into the first box and the best matches will appear in the drop-down box below. You must click on one of the matches and then click on the “Add” button. Alternatively you can also drill down

through the Harmonized System (HS) product nomenclature by clicking on the “+” buttons located to the left of the HS chapters. Once you’ve identified the product, double click on it or click once and then click on the “Add” button. Both methods will transfer your product to the “Selected Products” box. Once you have chosen your products, click “Proceed”.

Note: You may if you wish choose the entire 5300 products in the HS by clicking on the button “Add All”. This will transfer all products to your “Selected Products” box at the HS-2 digit level. When your results are presented, you’ll be able to view the tariffs at the detailed tariff line level as well as at the HS-6, HS-4 and HS-2 level of aggregation.

If you select products at an aggregated level e.g.: “(02) live animals”, you will still be able to see the tariffs at the very detailed tariff line level but you will also be able to see them at an aggregated level, e.g. the average tariff applied by an importing countries to “live animals”.

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International Trade Centre
UNCTAD/WTO

Detailed Analysis

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You can select a product by searching its name, HS product code or by finding it in the HS product nomenclature. To transfer it to your "Selected Product List" box, use the "Add" button. You may select one or many products. [Glossary](#)

Select by product : HS2 HS4 HS6

Select by product name or code : 180320
(180320) Cocoa paste wholly or partly defatted

OR

Select product from HS product nomenclature :

- [-] All Products
- [+] (01) Live animals
- [+] (02) Meat and edible meat offal
- [+] (03) Fish and crustaceans, molluscs and other aquatic invertebrates
- [+] (04) Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere

Selected products :

- [-] Selected Products
- [-] (180400) Cocoa butter, fat and oil

What are my country's priority products and markets for trade promotion from the perspective of market access?

B. Prioritize Products and Markets based on competitive advantages in market access

Imagine a trade support institution in Côte d'Ivoire wishes to examine its options for further diversifying into higher value added cocoa products. Côte d'Ivoire is the world's largest exporter of cocoa beans but what are its prospects for exports of value added products like cocoa paste, cocoa butter, cocoa powder and chocolate? While exports of cocoa paste (not defatted) are also very strong, exports of cocoa butter, cocoa powder fall behind those of the Netherlands and France and exports of chocolate are modest compared with its other cocoa sector exports. Higher value-added products like chocolate are capital intensive to produce so there may be many issues involved in why these exports are modest. However, let us examine for the sake of this exercise, the tariffs faced by Côte d'Ivoire in one of its biggest

markets, The Netherlands, compared with another geographically close market like Switzerland. Let us also examine these tariffs compared with those faced by a competing exporter of the same products, Brazil.

Detailed Analysis

Quick Search | Compare Tariffs | **Applied Tariffs** | Bound Tariffs | Tariff Simulations | Country Analysis | Trade Flows | My Options | Log Out

Here you may search for applied tariff rates with multiple importing countries, exporting countries and products. **Example** Glossary

Perform a new search

Importer* : 1 Modify

Selected
Netherlands
Switzerland

Product* : All Agricultural Non Agricultural 1 Modify

Code | Name
180310 Cocoa paste not defatted
180320 Cocoa paste wholly or partly defatted
180400 Cocoa butter, fat and oil
180500 Cocoa powder, not containing added sugar or other sweetening matter
180632 Choc&food prep cntg cocoa in blocks,slabs/bars,not filld,not over 2 kg

Exporter* : 1 Modify

Selected
Brazil
Côte d'Ivoire

[Proceed >>](#)

When we click proceed we are transferred to one of the results screens – the “Products” view.

The “Products” tab allows us to compare the tariffs applied by one importer to all products from one exporter

Change the importer and exporter in view from the drop down menu and then click “Show Results”

Click “show all” to see all the products in one page

The results of your search for applied tariffs are presented below in three tabs. Click on each of the tabs to see the data presented in different ways. Glossary

Products | Importers | Exporters

In this “Products” tab you can see all your selected products in the first column. This is to help you compare the tariffs applied by one importer to different products originating from one exporter.

Selected Importers : Netherlands ?

Selected Exporters : Brazil ?

Specific Tariffs in : Default (USD) Importers Currency (1 USD = 0.88431 EUR)

[Show Results](#)

Tariffs applied by Netherlands to products originating from Brazil.

Product View : NTLC Product Level Records per page | Default

Selected product codes	Product description	Trade regime description	Applied tariffs	Total ad valorem equivalent tariff (estimated)
1803100000	Cocoa paste (excl. defatted)	MFN duties (Applied)	9.60%	9.60%
1803100000	Cocoa paste (excl. defatted)	Preferential tariff for GSP countries	6.10%	6.10%
1803200000	Cocoa paste, wholly or partly defatted	MFN duties (Applied)	9.60%	9.60%
1803200000	Cocoa paste, wholly or partly defatted	Preferential tariff for GSP countries	6.10%	6.10%
1804000000	Cocoa butter, fat and oil	MFN duties (Applied)	7.70%	7.70%
1804000000	Cocoa butter, fat and oil	Preferential tariff for GSP countries	4.20%	4.20%
1805000000	Cocoa powder, not containing added sugar or other sweetening matter	MFN duties (Applied)	8.00%	8.00%
1805000000	Cocoa powder, not containing added sugar or other sweetening matter	Preferential tariff for GSP countries	2.80%	2.80%
1806321000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg, with added cereal, fruit or nuts (excl. filled)	MFN duties (Applied)	8.30%	8.30%
1806321000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg, with added cereal, fruit or nuts (excl. filled)	Preferential tariff for GSP countries	0.00%	0.00%

In this products view we can see most of the products we selected. The first column contains the tariff line codes and you will notice that just above the first column there is a small drop down box entitled “Product View” with “NTLC Product Level” selected. NTLC means National Tariff Line Code. One of the features of this section of Market Access Map is that you may view tariffs at different levels of aggregation. In this query we are currently viewing them at the most disaggregated level, but you could for example be interested in viewing them at the 6-digit level or higher. Note: to view tariffs at the 4 or 2-digit level of aggregation, you must however start by selecting the products at this level. In the case of this example, we selected the products at the 6-digit level so the only levels we could examine the tariffs would be at the NTLC or 6-digit level.

Before we examine this screen showing the tariffs applied by the Netherlands to Brazil, we are going to select “show all” from the “Records per page” drop down menu, located just above the last column. This makes it easier for us to compare all the tariffs in one page without needing to click on page 2. Next, we will sort the table by the column “Trade regime description”, by clicking once on the column heading. This will allow us to see all the preferential tariffs faced by Brazil for the 6 different products, consecutively.

Detailed Analysis

Quick Search | Compare Tariffs | **Applied Tariffs** | Bound Tariffs | Tariff Simulations | Country Analysis | Trade Flows | My Options | Log Out

The results of your search for applied tariffs are presented below in three tabs. Click on each of the tabs to see the data presented in different ways. [Glossary](#)

Products | Importers | Exporters

In this "Products" tab you can see all your selected products in the first column. This is to help you compare the tariffs applied by one importer to different products originating from one exporter.

Selected Importers : Netherlands

Selected Exporters : Brazil

Specific Tariffs in : Default (USD) Importers Currency (1 USD = 0.88431 EUR)

[Show Results](#)

Tariffs applied by Netherlands to products originating from Brazil.

Product View : NTLC Product Level | Records per page : Show all

Selected product codes	Product description	Trade regime description	Applied tariffs	Total ad valorem equivalent tariff (estimated)
1803100000	Cocoa paste (excl. defatted)	Preferential tariff for GSP countries	6.10%	6.10%
1803200000	Cocoa paste, wholly or partly defatted	Preferential tariff for GSP countries	6.10%	6.10%
1804000000	Cocoa butter, fat and oil	Preferential tariff for GSP countries	4.20%	4.20%
1805000000	Cocoa powder, not containing added sugar or other sweetening matter	Preferential tariff for GSP countries	2.80%	2.80%
1806321000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg, with added cereal, fruit or nuts (excl. filled)	Preferential tariff for GSP countries	0.00%	0.00%
1806329000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg (excl. filled and with added cereal, fruit or nuts)	Preferential tariff for GSP countries	0.00%	0.00%
1803100000	Cocoa paste (excl. defatted)	MFN duties (Applied)	9.60%	9.60%
1803200000	Cocoa paste, wholly or partly defatted	MFN duties (Applied)	9.60%	9.60%
1804000000	Cocoa butter, fat and oil	MFN duties (Applied)	7.70%	7.70%
1805000000	Cocoa powder, not containing added sugar or other sweetening matter	MFN duties (Applied)	8.00%	8.00%
1806321000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg, with added cereal, fruit or nuts (excl. filled)	MFN duties (Applied)	8.30%	8.30%
1806329000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg (excl. filled and with added cereal, fruit or nuts)	MFN duties (Applied)	8.30%	8.30%

Now it is easy for us to see that the highest tariff faced by Brazil in the Netherlands for this group of products, is for cocoa paste, 1803100000 and 1803200000 at 6.10%. The lowest tariff is 0% for Chocolate and other preparations etc 1806321000 and 1806329000.

How does Côte d'Ivoire fare in the same market? By changing the selected exporter in view to “Côte d'Ivoire” from the drop down menu and clicking on “Show Results”, and again sorting the table by the “Trade regime description” column, we see the following screen.

Table 4: Tariffs applied by the Netherlands to cocoa products from Côte d'Ivoire

Products	Importers	Exporters		
<p>In this "Products" tab you can see all your selected products in the first column. This is to help you compare the tariffs applied by one importer to different products originating from one exporter.</p> <p>Selected Importers : <input type="text" value="Netherlands"/> ?</p> <p>Selected Exporters : <input type="text" value="Côte d'Ivoire"/> ?</p> <p>Specific Tariffs in : <input checked="" type="radio"/> Default (USD) <input type="radio"/> Importers Currency (1 USD = 0.88431 EUR)</p> <p>Show Results</p>				
Tariffs applied by Netherlands to products originating from Côte d'Ivoire.				
Product View : <input type="text" value="NTLC Product Level"/>	Records per page <input type="text" value="Show all"/>			
Selected product codes	Product description	Trade regime description	Applied tariffs	Total ad valorem equivalent tariff (estimated)
1803100000	Cocoa paste (excl. defatted)	Preferential tariff for GSP countries	6.10%	6.10%
1803200000	Cocoa paste, wholly or partly defatted	Preferential tariff for GSP countries	6.10%	6.10%
1804000000	Cocoa butter, fat and oil	Preferential tariff for GSP countries	4.20%	4.20%
1805000000	Cocoa powder, not containing added sugar or other sweetening matter	Preferential tariff for GSP countries	2.80%	2.80%
1806321000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg, with added cereal, fruit or nuts (excl. filled)	Preferential tariff for GSP countries	0.00%	0.00%
1806329000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg (excl. filled and with added cereal, fruit or nuts)	Preferential tariff for GSP countries	0.00%	0.00%
1803100000	Cocoa paste (excl. defatted)	Preferential tariff for ACP countries	0.00%	0.00%
1803200000	Cocoa paste, wholly or partly defatted	Preferential tariff for ACP countries	0.00%	0.00%
1804000000	Cocoa butter, fat and oil	Preferential tariff for ACP countries	0.00%	0.00%
1805000000	Cocoa powder, not containing added sugar or other sweetening matter	Preferential tariff for ACP countries	0.00%	0.00%
1806321000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg, with added cereal, fruit or nuts (excl. filled)	Preferential tariff for ACP countries	0.00%	0.00%
1806329000	Chocolate and other preparations containing cocoa, in blocks, slabs or bars of <= 2 kg (excl. filled and with added cereal, fruit or nuts)	Preferential tariff for ACP countries	0.00%	0.00%
1803100000	Cocoa paste (excl. defatted)	MFN duties (Applied)	9.60%	9.60%

We notice by scanning the “Trade regime description” column that Côte d'Ivoire is in fact eligible to receive not only the GSP preferences (like Brazil) but, unlike Brazil, it also benefits from preferential tariffs for African Caribbean and Pacific (ACP) countries. In fact for all the products, Côte d'Ivoire receives a preferential rate of 0% in the Dutch market. So it has a tariff advantage over its competitor Brazil.

We can also see that there is no discrimination between products from a tariff perspective. That is, regardless of the level of value adding of the product, the tariff is the same. So in this case we can see no immediate reason why exports of higher value added cocoa products should be lower to the EU than less processed products. Perhaps the reason lies elsewhere – for example in the infrastructure available for further processing.

The case is somewhat different however if we look at the Swiss market. In this market Côte d'Ivoire has no particular tariff advantage as both it and Brazil receive the GSP preferential rate but there is no better preferential rate for Côte d'Ivoire. In addition while the lower value-added products face a zero ad valorem tariff, chocolate faces a range of specific tariffs, which vary from \$252 (396.50 CHF) per ton to \$894 (1053.00 CHF) per ton.

It is interesting in particular to consider the ad valorem equivalent (AVE) tariffs of these specific tariffs because only after conversion to AVEs can we make a proper assessment of which products are more protected than others. Look for example at the tariff line codes 18063211 “chocolate with cocoa content exceeding 6%” and 18063212 “chocolate with cocoa content of between 3% and 6%”. The chocolate with higher cocoa content faces a

tariff of \$894.58/Ton whereas the chocolate with lower cocoa content faces a lower specific tariff of \$694.09/Ton. However, once these specific tariffs are converted to AVEs we notice that in fact the higher tariff is actually the lower of the two: 3.59% compared with 8.21%.

The reason for the higher specific tariff having a low AVE lies in the unit value of the product. The higher the value of the product, the less will be the specific tariff as a percentage of the value of that product.

Selected Importers : ?

Selected Exporters : ?

[Show Results](#)

Tariffs applied by Switzerland to products originating from Côte d'Ivoire.

Product View : ? Records per page

Selected product codes	Product description	Trade regime description	Applied tariffs	Ad valorem equivalent of specific applied tariffs	Total ad valorem equivalent tariff (estimated)
18031000	Pâte de cacao, non dégraissée	Preferential tariff for GSP countries	0.00%		0.00%
18032000	Pâte de cacao, complètement ou partiellement dégraissée	Preferential tariff for GSP countries	0.00%		0.00%
18040000	Beurre, graisse et huile de cacao	Preferential tariff for GSP countries	0.00%		0.00%
18050000	Poudre de cacao, sans addition de sucre ou d'autres édulcorants	Preferential tariff for GSP countries	0.00%		0.00%
18063211	Chocolat et autres préparations alimentaires contenant du cacao, présentés en tablettes, barres ou bâtons, d'un poids <= 2 kg, non fourrés : excédant 6 %	Preferential tariff for GSP countries	894.58 \$/Ton	3.59%	3.59%
18063212	Chocolat et autres préparations alimentaires contenant du cacao, présentés en tablettes, barres ou bâtons, d'un poids <= 2 kg, non fourrés : excédant 3 % mais n'excédant pas 6 %	Preferential tariff for GSP countries	694.09 \$/Ton	8.21%	8.21%
18063213	Chocolat et autres préparations alimentaires contenant du cacao, présentés en tablettes, barres ou bâtons, d'un poids <= 2 kg, non fourrés : n'excédant pas 3 %	Preferential tariff for GSP countries	533.52 \$/Ton	7.64%	7.64%
18063290	Chocolat et autres préparations alimentaires contenant du cacao, présentés en tablettes, barres ou bâtons, d'un poids <= 2 kg, non fourrés : autres	Preferential tariff for GSP countries	252.32 \$/Ton	3.17%	3.17%
18031000	Pâte de cacao, non dégraissée	MFN duties (Applied)	237.88 \$/Ton	9.38%	9.38%
18032000	Pâte de cacao, complètement ou partiellement dégraissée	MFN duties (Applied)	237.88 \$/Ton	3.10%	3.10%

We may now wish to consider Côte d'Ivoire's competitiveness from a tariff perspective in the supply of chocolate to the Swiss market relative to Brazil. If we open the "Exporters" tab, this task is made easier. In particular we are interested in the supply of chocolate with a cocoa content of over 6%. So we need to click on the radio button "NTLC level" located just above the "Selected Products" drop down box in the middle of the screen. Then choose the product 18063211 and the "Selected Importer" as "Switzerland". Don't forget to click "Show results". The title of the table will then change to "Tariffs applied by Switzerland to 18063211..".

We should also then sort the table by the column heading "Trade regime description" so we see the preferential rates faced by Brazil compared directly with that faced by Côte d'Ivoire.

Products	Importers	Exporters		
<p>In this "Exporters" tab you can see all your selected exporters in the first column. This is to help you compare the tariffs applied by one importer to a product originating from different exporters.</p>				
<p>Selected Products : <input type="radio"/> HS2 Level <input type="radio"/> HS4 Level <input type="radio"/> HS6 Level <input checked="" type="radio"/> NTLIC Level <input type="text" value="(18063211) Chocolat et autres"/> ?</p>				
<p>Selected Importers : <input type="text" value="Switzerland"/> ?</p>				
<p>Specific Tariffs in : <input checked="" type="radio"/> Default (USD) <input type="radio"/> Importers Currency (1 USD = 1.17708 CHF)</p>				
<p>Show Results</p>				
<p>Tariffs applied by Switzerland to "(18063211) Chocolat et autres préparations alimentaires contenant du cacao, présentés en tablettes, barres ou blocs, d'un poids <= 2 kg, non fourrés : excédant 6 %".</p>				
<p>Records per page <input type="text" value="Default"/></p>				
Selected exporters	Trade regime description	Applied tariffs	Ad valorem equivalent of specific applied tariffs	Total ad valorem equivalent tariff (estimated)
Brazil	MFN duties (Applied)	894.58 \$/Ton	10.20%	10.20%
Brazil	Preferential tariff for GSP countries	894.58 \$/Ton	10.20%	10.20%
Côte d'Ivoire	MFN duties (Applied)	894.58 \$/Ton	3.59%	3.59%
Côte d'Ivoire	Preferential tariff for GSP countries	894.58 \$/Ton	3.59%	3.59%

The first thing we notice is that although both Brazil and Côte d'Ivoire face an identical specific tariff of \$894.58/ton, the equivalent rate of protection they face is quite different. In fact, the AVE faced by Côte d'Ivoire is only 3.59 compared with Brazil's 10.20%. This would be because, based on the methodology applied in Market Access Map, the Brazilian product exported to Switzerland has a lower unit value.

To summarize our analysis, we can see that Côte d'Ivoire has a tariff competitive advantage over Brazil for all selected products in the Dutch market and that there is no increase in tariffs as their level of processing increases. In the Swiss market it has a competitive tariff advantage over Brazil in the supply of chocolate of cocoa content exceeding 6%.

The previous example is hypothetical and illustrates the use of specific tariffs in some markets and how we can employ ad valorem equivalents to:

- Compare the protection applied to different products; and
- Compare the effect of specific tariffs on different exporting nations whose products have different unit values.

Decisions about market selection would require a much more comprehensive analysis.

C. Bound Tariffs

The Bound Tariffs sub-module is designed to allow a user to analyze the bound tariffs of their own country or any other country. Bound tariffs need to be distinguished from the applied tariffs that have been covered in this user-guide up until now. Unlike applied tariffs, bound tariffs are those resulting from WTO negotiations that are incorporated in a country's schedule of concessions and are thus enforceable as an integral element of the WTO regime. Only WTO members have agreed to bind tariffs, so you will only be able to search in this module for members of the World Trade Organisation.

The purpose of bound tariffs is to provide greater commercial certainty through a ceiling on tariffs, which cannot be breached without an offer of compensation to affected trading partners. For developing countries, these ceilings are often higher than the applied MFN rates. In developed countries however, the applied MFN rates actually charged and the bound rates tend to be the same.

The Bound Tariffs sub-module would be of most interested to those users who are involved or concerned by WTO multilateral trade negotiations.

As with applied Tariffs, bound tariffs are presented as ad valorem, specific, mixed or combined. In order to be able to analyse and aggregate the bound tariffs, it is necessary to convert the specific bound tariffs into ad valorem equivalents.

D. Understanding ad valorem equivalents (AVEs) of specific bound tariffs

Where bound tariffs are expressed as specific tariffs, these have also been converted to ad valorem equivalent tariffs (AVEs). The methodology used in Market Access Map to convert bound specific tariffs to AVEs however is different to that methodology used for converting applied tariffs to AVEs. The AVE conversion methodology for bound tariffs used in Market Access Map is the same methodology that has been agreed to by WTO members. The methodology distinguishes agricultural products from non-agricultural products and for each of the two groups different rules and filters are applied.¹

An example of ad valorem equivalents of specific bound tariffs in Market Access Map can be seen by viewing the European Union's bound tariffs for the agricultural product "sugar beet, 121291".

Table 5: Bound Tariffs of EU for "121291 Sugar beet, fresh or dried"

Selected product codes	Product description	Bound tariffs	Ad valorem equivalent of specific bound tariffs	Comments	Fully implemented by year	Tariff source	Total ad valorem equivalent tariff (estimated)
12129120	Locust beans, seaweeds and other algae, sugar beet and sugar cane, fresh or dried, whether or not ground; fruit stones and kernels and other vegetable products (including unroasted chicory roots of the variety <i>Cichorium intybus sativum</i>) of a kind used primarily for human consumption, not elsewhere specified or included: - Other:-- Sugar beet:--- Dried, whether or not ground	23.0 €/100 kg/net	73.62%	Unit Value based on IDB data from 1999 to 2001	2000	CTS	73.62%
<u>12129180*</u>	Locust beans, seaweeds and other algae, sugar beet and sugar cane, fresh or dried, whether or not ground; fruit stones and kernels and other vegetable products (including unroasted chicory roots of the variety <i>Cichorium intybus sativum</i>) of a kind used primarily for human consumption, not elsewhere specified or included: - Other:-- Sugar beet:--- Other	6.7 €/100 kg/net	24.66%	Unit Value based on IDB data from 1999 to 2001, at the HS6 level	2000	CTS	24.66%

One can see that in the table above the EU specific bound tariff for "12129120, sugar beet dried" is 23 Euro per 100 kg net. This specific tariff has been converted to the ad

¹ For agricultural products the methodology used is based on the methodology agreed to at a meeting in Paris on 4th May 2005 of the Special Session of the Committee on Agriculture of the WTO. The draft guidelines for the conversion of final bound non-advalorem duties into ad valorem equivalents can be read at <http://www.tradeobservatory.org/library.cfm?refID=72870>

valorem equivalent tariff of 73.62%. We also note that this calculation was based on the EU's trade data at the most detailed product level (the national tariff line) for three years 1999, 2000 and 2001, sourced from the WTO's Integrated Database (IDB).

Now look at the next product "12129180,, sugar beet, other". The specific tariff in this case is 6.7 Euro per 100 kg net, which equates to an ad valorem equivalent tariff of 24.66%. We note in this case however that this AVE calculation has been based on the EU's trade data at the 6-digit level of the HS (not the national tariff line!).

If we click on the tariff line code that is highlighted pink we see the following message telling us which HS-6 digit code's trade data has been used for the AVE calculation.



Two sources of trade data are used in the calculation of AVEs, namely IDB (World Trade Organisation) and COMTRADE (United Nations Statistics Division), depending on the availability and quality of the data.

What is the range of tariff bindings for my country and how does this compare with applied tariffs?

E. Identify products with high tariff bindings and compare these with applied rates

Imagine a trade policy analyst in Bangladesh needs to understand the range of bound tariffs of his country and how these compare with their applied tariffs in order to better determine the scope for tariff reductions as part of multilateral trade negotiations. He/she may also wish to compare how his/her country's bound tariffs compare with those of another least developed country with a similar import/export profile e.g. Madagascar.

The Bound Tariffs sub-module can be accessed by first clicking on "Detailed Analysis" and then on the "Bound Tariffs" tab. It will become yellow indicating it is open. You will notice that one can only select importing countries. This is because Bound Tariffs by definition are not "applied" to any particular exporting country. They are fixed at a certain level. In this example we would like to look at the bound tariffs of Bangladesh and Madagascar for all products to initially assess the range – the highest tariff and lowest tariff.

If we proceed to view the results, we notice that the results table presents the tariffs by chapter, because this is how we initially selected the products when we clicked on “Add all”. That is, the tariffs are aggregated at the HS-2 digit level.

In order to see the products at the detailed tariff line level, we need to go to the “Product View” drop-down box. It is a small box located immediately above the first column of the table.

We can choose “HS6 Product Level” or possibly also the most detailed national tariff line codes, the “NTLC Product Level”, if this is offered to us as an option. If you are working for a national ministry your login password will have embedded in it a “permission” allowing you to view bound tariffs at the most detailed level of product description, so you will see “NTLC Product Level” as an option. Other users will only see “HS 6 product level”.

We will first start by looking at the products at the HS6 digit level and then at the national tariff line level.

At the HS6 digit level, the screen we see looks like:

In this "Products" tab you can see all your selected products in the first column.

Selected Importers : ?

MFN Multiplier : Read more...

Bound tariffs of Bangladesh.

Product View :

Records per page

Selected product codes	Product description	Countries with initial negotiating rights	Bound tariffs	Number of tariff lines	Fully implemented by year	Tariff source
010111	Horses, live pure-bred breeding		AV Max : 50.00% AV Avg : 50.00% AV Min : 50.00%	1	1995	CTS
010119	Horses, live except pure-bred breeding		AV Max : 200.00% AV Avg : 200.00% AV Min : 200.00%	1	1995	CTS
010120	Asses, mules and hinnies, live		AV Max : 200.00% AV Avg : 200.00% AV Min : 200.00%	1	1995	CTS
010210	Bovine, live pure-bred breeding		AV Max : 200.00% AV Avg : 200.00% AV Min : 200.00%	1	1995	CTS
010290	Bovine, live except pure-bred breeding		AV Max : 200.00% AV Avg : 200.00% AV Min : 200.00%	1	1995	CTS

There are two tabs “Products” and “Importers” towards the top of the page. You would notice that in the “Applied Tariffs” module there was a third tab, “Exporters”. The reason this tab does not exist in the Bound Tariffs module is because bound tariffs are not “applied” to any particular exporter.

The first “Products” tab, (shown above) allows us to compare the bound tariffs for all the selected products (in this case the entire Harmonized System). The second “Importers” tab allows us to compare all the countries we have chosen (in this case Bangladesh and Madagascar) for one particular product.

We will first examine the “Products” tab. In the middle of the screen you can see “Selected Importers” and the country “Bangladesh” in view. By clicking on the drop-down arrow and selecting “Madagascar” and then clicking on “Show Results” we would see the title of the table change to “Bound Tariffs of Madagascar”. Before looking at Madagascar however, we’re going to first explore the tariffs of Bangladesh.

The first column shows us the product codes. Although we have selected the entire Harmonized System, the only products that will be shown are those for which the tariffs have been bound. For many developing countries there may be less bound tariffs than applied. This is because there may be some products for which the tariffs have not yet been bound – i.e. no ceiling on the applied tariff rate has yet be set and committed to at the WTO. One of the elements of multilateral trade negotiations is to increase the coverage of tariff bindings across the world.

The second and third columns of the table show us respectively the product description and the countries with initial negotiating rights. The fourth column heading “Bound Tariffs” contains the actual tariff rates. Because we are currently viewing products at the aggregated HS6 level, you’ll notice that the rates show a range of tariffs; AV Max; AV Avg; and Av Min. These mean “ad valorem maximum”, “ad valorem average”, “ad valorem minimum” respectively. You’ll notice that for most of the products, the Max, Avg and Min are the same. In the next column “Number of tariff lines” you will see why.

In the case of Bangladesh for most of the HS6 positions, there is only one tariff line product within that HS6 position, so the minimum tariff, maximum tariff and average tariff must be the same.

Bound tariffs of Bangladesh.

Product View : Records per page

Selected product codes	Product description	Countries with initial negotiating rights	Bound tariffs	Number of tariff lines	Fully implemented by year	Tariff source
010111	Horses, live pure-bred breeding		AV Max : 50.00% AV Avg : 50.00% AV Min : 50.00%	1	1995	CTS
010119	Horses, live except pure-bred breeding		AV Max : 200.00% AV Avg : 200.00% AV Min : 200.00%	1	1995	CTS
010120	Asses, mules and hinnies, live		AV Max : 200.00% AV Avg : 200.00%	1	1995	CTS

Let's try to find an HS6 code where this is not the case, in order to better understand the aggregated tariff at the HS6 level.

You'll notice that only about 10 products are currently in view. If we wish to get an overview of the entire tariff schedule in one page, we can select "Show all" from the drop-down menu in the "Records per page" box just above the table to the right. If we then scroll down to product code 071310 "Peas dried, shelled, whether or not skinned or split" you will notice that in the column "Number of tariff lines" is the number 2. This means there are two different national tariff line product codes that start with the same six digits. The AV Max is 30.00%, the AV Min is 7.00% and the AV Avg is 18.50%. A calculation shows you that the average is a just a simple average of the two tariff line positions.

Selected Importers :

MFN Multiplier :

Bound tariffs of Bangladesh.

Product View :

Selected product codes	Product description	Countries with initial negotiating rights	Bound tariffs	Number of tariff lines
071310	Peas dried, shelled, whether or not skinned or split		AV Max : 30.00% AV Avg : 18.50% AV Min : 7.00%	2

In fact, in Market Access Map, an aggregate bound tariff shown at the 6-digit level is calculated as a simple average of the bound tariffs of the various tariff line positions within that 6-digit code. Similarly, the aggregate tariff at the HS4 position is a simple average of the corresponding underlying HS6 positions and the aggregate tariff at the HS2 position is a simple average of the corresponding underlying HS4 positions. Please note however that although simple averages are used for bound tariffs, the aggregation methodology used for *applied* tariffs is different. Users interested in understanding the process used for applied tariffs, should read the Market Access Map methodology at <http://www.macmap.org/Reference.Methodology.aspx>

Now we understand better the presentation of the tariffs, let's look at the next column "Fully Implemented by Year". For most of the products this year is 1995, the year the WTO was formed and also the year that Bangladesh joined the WTO. What does this actually mean?

In the WTO, when countries agree to open their markets for goods or services, they “bind” their commitments. For goods, these bindings amount to ceilings on customs tariff rates. The countries not only commit to a ceiling (or “binding”) but they also commit to a date by which this will be final. That is, beyond this date, the tariff cannot be raised above this rate without the country first negotiating with its trading partners and possibly compensating them for the loss of trade that may result.

The final column, Tariff Source, contains in most cases an acronym “CTS”. This stands for the “Consolidated Tariff Schedules of the WTO”, which is a database containing the tariff binding commitments of the countries who are members of the WTO.

Now that we have explored the various aspects of the table, let’s see how we can use it to perform some analysis of Bangladesh’s bound tariffs.

One simple exercise we can perform is to identify the highest and lowest tariff. In order to do this, first we are going to view tariffs at the national tariff line level. In order to do this exercise you will need to be working for a national ministry or similar organization that has been given the permission to view bound tariffs at the national tariff line level.

From the “Product View” drop-down box, located just above the table to the left, choose “NTLC Product Level”. You should now see the following page:

Table 6: Bangladesh’s bound tariffs at the national tariff line level

In this "Products" tab you can see all your selected products in the first column.

Selected Importers : ?

MFN Multiplier : Read more...

[Show Results](#)

Bound tariffs of Bangladesh.

Product View :

Records per page:

Selected product codes	Product description	Countries with initial negotiating rights	Bound tariffs	Fully implemented by year	Tariff source
010111	Horses, live pure-bred breeding		50.00%	1995	CTS
010119	Horses, live except pure-bred breeding		200.00%	1995	CTS
010120	Asses, mules and hinnies, live		200.00%	1995	CTS
010210	Bovine, live pure-bred breeding		200.00%	1995	CTS
010290	Bovine, live except pure-bred breeding		200.00%	1995	CTS
010310	Swine, live pure-bred breeding		200.00%	1995	CTS
010391	Swine, live except pure-bred breeding weighing less than 50 kg		200.00%	1995	CTS
010392	Swine, live except pure-bred breeding weighing 50 kg or more		200.00%	1995	CTS
010410	Sheep, live		50.00%	1995	CTS

In order to view those products with the highest tariff bindings, click once on the column heading “Bound Tariffs”. This will sort the products to show those with the highest tariff bindings first. You’ll notice that the highest bound rate for Bangladesh is 200%. Scrolling down we notice that a large number of products are bound at this rate and indeed two of Bangladesh’s largest imported products, “100630 rice” and “150710 soya bean crude oil”, have tariff bindings of 200%.

Bound tariffs of Bangladesh.

Product View :

Records per page:

Selected product codes	Product description	Countries with initial negotiating rights	Bound tariffs	Fully implemented by year	Tariff source
100630	Rice, semi-milled or wholly milled, whether or not polished or glazed		200.00%	1995	CTS
150710	Soya-bean oil crude, whether or not degummed		200.00%	1995	CTS

If we click on the column heading “Bound Tariffs” again we notice that the lowest bound tariff is 0% for “Sodium nitrate”.

If we wish to perform the same exercise for Madagascar, we need to select “Madagascar” from the drop-down box “Selected Importers” and click on “Show results”. We notice that Madagascar’s highest bound tariff is 30% and lowest is 0%. The user knows that the products, “rice” and “soya bean crude oil”, are also two of Madagascar’s top 10 imports, and these tariffs are bound at 30%.

Bound tariffs of Madagascar.

Product View : Selected Product Level

Records per page Default

Selected product codes	Product description	Bound tariffs	Number of tariff lines	Fully implemented by year	Tariff source
100630	Rice, semi-milled or wholly milled, whether or not polished or glazed	AV Max : 30.00% AV Avg : 30.00% AV Min : 30.00%	2	1995	CTS
150710	Soya-bean oil crude, whether or not degummed	AV Max : 30.00% AV Avg : 30.00% AV Min : 30.00%	1	1995	CTS

If we now compare these tariff bindings with what is actually applied in practice, we need to go back to the “Applied tariffs” sub-module. Select the two countries Bangladesh and Madagascar as importers. Select the two products and then select an exporting country like “Albania”, which would not have a regional or bilateral trade agreement with Bangladesh and Madagascar. Click “Proceed”. When the results appear, select the tab “Importers”. This allows you to compare the MFN tariffs applied by the two countries to the same product. You will notice that for imports of the product “rice”, that Bangladesh applies in practice an MFN tariff of 22.5% (not 200%) and that Madagascar applies an MFN tariff of 0% (not 30%). To imports of soya beans they apply MFN tariffs of 22.5% and 5% respectively.

Detailed Analysis

Quick Search Compare Tariffs **Applied Tariffs** Bound Tariffs Tariff Simulations Country Analysis Trade Flows My Options Log Out

The results of your search for applied tariffs are presented below in three tabs. Click on each of the tabs to see the data presented in different ways. Glossary

Products **Importers** Exporters

In this "Importers" tab you can see all your selected importers in the first column. This is to help you compare the tariffs applied by different importers to one product originating from one exporter. The greatest level of product detail you can use to compare the tariffs applied to a product by different importers is the HS6 level. Beyond the HS6 level, the National tariff line codes used ... [read more](#)

Selected Products : HS2 Level HS4 Level HS6 Level
 (100630) Rice, semi-milled or w... ?

Selected Exporters : Albania ?

Specific Tariffs in : Default (USD) Importers Currency

[Show Results](#)

Tariffs applied to "(100630) Rice, semi-milled or wholly milled, whether or not polished or glazed" originating from Albania.

Records per page Default

Selected importers	Trade regime description	Number of lines	Applied tariffs	Total ad valorem equivalent tariff (estimated)
Bangladesh	MFN duties (Applied)	1	Ad Valorem : 22.50% : 22.50%	
Madagascar	MFN duties (Applied)	2	Ad Valorem : 17.50% : 17.50%	

[New Search](#) [Modify Search](#)

Tariffs applied to "(150710) Soya-bean oil crude, whether or not degummed" originating from Albania.

Records per page Default

Selected importers	Trade regime description	Number of lines	Applied tariffs	Total ad valorem equivalent tariff (estimated)
Bangladesh	MFN duties (Applied)	2	Ad Valorem : 22.50% : 22.50%	
Madagascar	MFN duties (Applied)	1	Ad Valorem : 0.00% : 0.00%	

[New Search](#) [Modify Search](#)

What can this tell us? One way this information could be useful is in the context of tariff reduction negotiations. For example Bangladesh can calculate that in WTO negotiations, it is able to reduce its tariffs on rice from 200% to 22.5% without actually affecting the tariff revenues currently being collected.

There are a number of other exercises that could be useful, including identifying those products important to the import profile of one's country for which there are currently no tariff bindings. For example key imported products for Bangladesh like "510610 yarn of carded wool", "510710 yarn of combed wool" and "520839 woven fabrics of cotton" have as yet no bound tariff.

F. Tariff Simulations

The Tariff Simulations sub-module is designed for trade policy analysts and individuals who are involved in trade negotiations. The simulations are designed to show the outcome of tariff reductions that could result from either multilateral, regional or bilateral trade liberalization negotiations.

Individuals involved in WTO trade negotiations would be most interested in simulating the outcome of reductions of bound tariffs. Those involved in discussions about regional or bilateral trade agreements on the other hand, would be more interested in simulating tariff reductions on applied tariffs. Both operations are possible in Market Access Map.

The issues faced by countries involved in tariff reduction negotiations (either at the multilateral, regional or bilateral level), fall into two major categories.

The first category of issues relate to the reduction in *your* country's tariffs, i.e. those tariffs your country applies to imports. The reduction of a country's tariffs may affect a country's economy by changing many aspects including: government revenues; the competitiveness of domestic industry; industry resource allocation; prices of production inputs; consumer prices and so on. **It should be noted here that Market Access Map does not provide an economic model for simulating the outcome of tariff reductions on a country's economy. The module simply provides a mechanism to show the tariffs before and after a reduction using a variety of different formulae and a variety of different coefficients of reduction.** With the module, one would be able to answer questions like:

- If all countries are required to cut tariffs on certain products using the same formula and the same coefficient of reduction, what will be the final tariff that my country applies compared with the final tariff applied by other countries?
- Which formula would be best for my country and which formula will other country negotiators favour?

The second category of issues surrounding tariff reduction negotiations relate to the reduction in the tariffs that your country faces relative to those faced by your competitors.

- Many developing and least developed countries that currently benefit from preferential access to big markets such as the EU and USA, may be concerned that tariff liberalization (either at the multilateral or regional level) will erode their preferential competitive advantage over other existing or potential competitors.
- Developing countries may also face very high tariffs (tariff peaks) on certain products, which may be obstacles to exporting value added products.

For this category of issues, questions that may be answered using the tariff simulation module include:

- For those products and markets of strategic importance to my country, which of them (if any) are particularly vulnerable to a reduction in tariffs?
- Which tariff reduction formulae would reduce the tariffs faced by my competitors the most?
- For high tariffs faced by my country on exportable products, which tariff reduction formulae will create the biggest cuts to the tariffs I currently face?

For the sake of demonstrating the functionality of the tariff simulations sub-module we will perform a simulation on applied tariffs and another on bound tariffs.

Does my country risk the erosion of its preferential access to key markets if MFN tariffs on certain products are reduced in key markets?

G. For products and markets upon which your country depends, identify the risk of preference erosion.

In this example we will simulate a reduction of applied tariffs. For this exercise we provide the following background information to set the context for the simulation: 15% of Madagascar's exports by value are made up of exports of "030613 shrimps" and 86% of these are exported to France. Madagascar also has a 27% share of the French import market for this product. One of the reasons for Madagascar's significant market share is that it benefits from a preferential tariff rate of 0% to the EU market due to its least developed country status.

If the EU were to negotiate a bilateral trade agreement with Australia, could this affect Madagascar's market share?

Australia's annual exports of shrimps are valued at about the same as Madagascar's (just over \$US100 million). However although Australia's key export market is Japan, a significant amount (28%) is exported also to Europe. Let's look at the current tariffs faced by Australia in the EU before and after a potential tariff reduction and compare that with Madagascar's situation.

Opening the "Tariff Simulations" sub-module we are offered the option of reducing either bound tariffs or applied tariffs. We are also offered the option of selecting "all" products or just a sub-set: either "Agricultural" or "Industrial" products. **For this exercise**, we will choose "**Applied**" tariffs and "**All**" products. Next we need to select our importer. Because the EU is a customs union, it doesn't matter which EU country we choose as all EU countries have identical tariff schedules. We'll choose "France". Select the product "030613 shrimps" and the exporters as "Australia and Madagascar".

Next we need to select some tariff reduction formulae. You will see the following formulae:

Detailed Analysis

Quick Search | Compare Tariffs | Applied Tariffs | Bound Tariffs | **Tariff Simulations** | Country Analysis | Trade Flows | My Options | Log Out

Select the tariff reduction formulae you wish to apply to the applied tariffs and the reduction co-efficients (eg. 5% under the Linear Formula). [Glossary](#)

Linear formula:
 $[\text{initial tariff}] \times (1 - [\text{reduction rate}])$
 reduction rate (%)*
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

User defined formula:

 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)
Tips for user defined formula:
 1. Use the letter "T" to denote the initial tariff.
 2. Use arithmetic symbols like *,/,+,- (Example T * 0.5).
 3. Express percentages as 30% = 0.3

Swiss simple formula:
 $([\text{initial tariff}] \times [\text{coefficient}]) / ([\text{initial tariff}] + [\text{coefficient}])$
 co-efficient for all sectors (a) (%)*
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

ABI formula:
 $[\text{initial tariff}] \times (tm \times [\text{coefficient}]) / [\text{initial tariff}] + (tm \times [\text{coefficient}])$
 co-efficient (b) !
 tm is the national rate, which could be either
 National average applied tariff - all products
 National average applied tariff - sectoral rate
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

Tiered Approach : Specify the tariff ranges, formulae and cuts you wish to apply

Range 1. (%) to < (%) apply with a reduction coefficient of (%)
 If you have chosen a User defined formula for this range, type the formula here

Range 2. (%) to < (%) apply with a reduction coefficient of (%)
 If you have chosen a User defined formula for this range, type the formula here

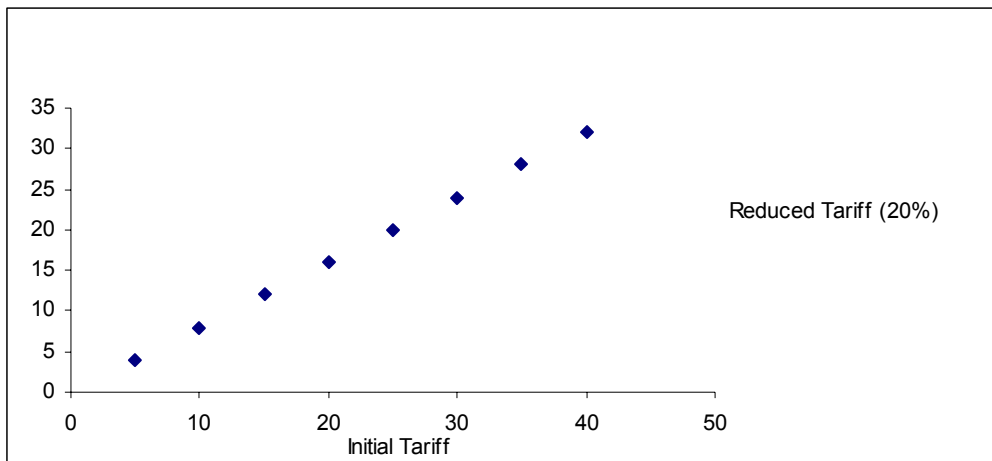
Range 3. (%) to <= (%) apply with a reduction coefficient of (%)
 If you have chosen a User defined formula for this range, type the formula here

Range 4. For Tariffs greater than (%) apply with a reduction coefficient of (%)
 If you have chosen a User defined formula for this range, type the formula here
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

The following box briefly explores the key features of two of these formulae:

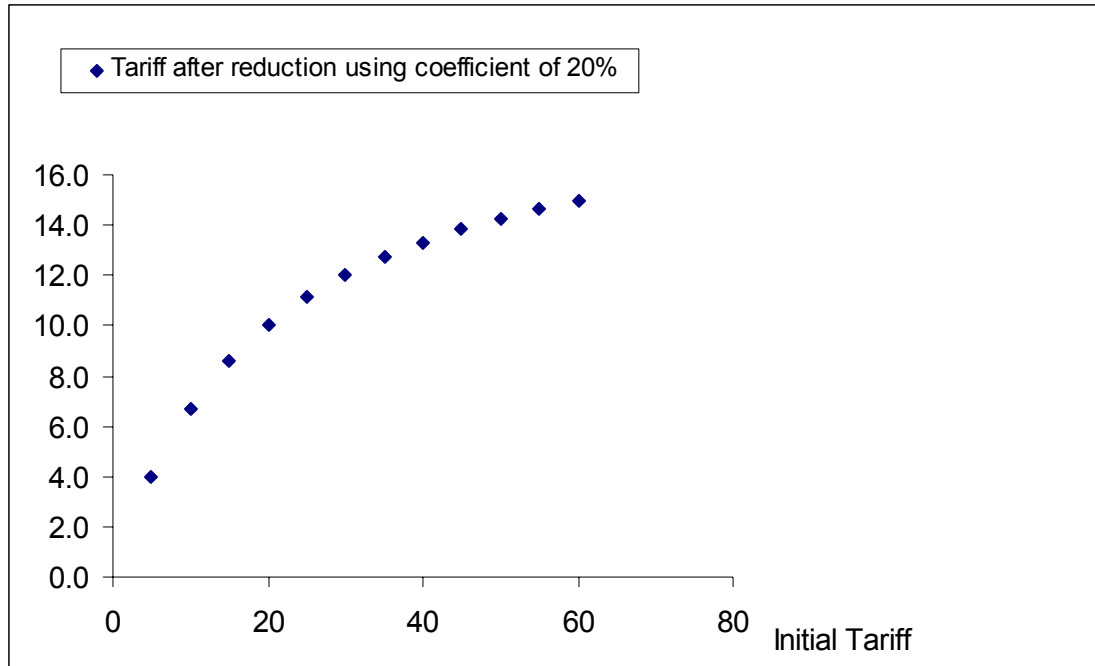
The Linear formula is defined as = initial tariff*(1-reduction rate). It is the simplest type of tariff cut and the normal way a percentage reduction is calculated. Linear tariff cuts were introduced formally in multilateral trade negotiations during the Kennedy Round (1963-67). A feature of linear cuts is that if they are applied to all countries in the same proportion, the relative market access conditions of countries will not change.

Graph 1: Tariff Reduction of 20% using the Linear Formula



The Swiss formula for achieving tariff cuts was first proposed by Switzerland during the Tokyo Round. It was intended to reduce higher tariffs by a greater proportion than lower tariffs. The formula is: $\text{Final Tariff} = \frac{\text{Initial Tariff} \times A}{\text{Initial Tariff} + A}$ where A is a reduction coefficient to be agreed on. The Swiss formula when applied to a number of countries is able to change the relative market access conditions of the countries, unlike the linear formula, where relative positions remain unchanged. It is commonly used for the elimination of tariff peaks. When plotted on a graph, the Swiss formula looks like the following:

Graph 2: Tariff Reduction using the Swiss Formula with a 20% coefficient of reduction



An important feature of the Swiss formula is its potential to reduce very high tariffs by a greater percentage than low tariffs. The best way to explain this is by comparing what would happen to an initial tariff of 5% using the Linear and Swiss formula with the same coefficient of reduction (20%). In fact, both formulae would result in the same final tariff, 4%. With an initial tariff of 40% however, the final tariff after a reduction using the linear formula would yield a tariff of 32% (i.e. a drop of 8 percentage points) whereas the Swiss formula would yield a tariff of 13% (i.e. drop of 27 percentage points), which equates to a *real* reduction of 67%!

The ABI formula is a formula that was proposed in the context of the Doha Development Agenda multilateral trade negotiations. So called after the 3 countries that put it forward: Argentina, Brazil and India.

The formula is harmonizing and non-linear and is similar to the Swiss formula, in that it reduces higher tariffs by more than it reduces lower tariffs. However the ABI formula has a key difference to the Swiss formula: it contains another coefficient “ tm ”, which can affect the extent of the tariff reduction. In general, the higher this coefficient, the less the tariff cut.

One proposal is that the coefficient be based on a country's average level of bound tariffs. In this aspect it enables countries to be treated differently: countries with a high average bound tariff are able to cut their tariffs by less than countries with a low average bound tariff, other things being equal.

The Tiered Approach is yet another approach to tariff reductions. This approach allows the user to specify four different bands of tariffs and to choose the formulae and coefficients of reduction to apply to each of these bands. The user is also able to set an upper limit on tariffs (i.e. a tariff ceiling or cap).

One proposal made by the EU in the Doha Development Agenda for the agricultural market access negotiations proposed that the Linear formula be applied to four tariff bands. Different percentage reductions were proposed for each band with higher cuts for higher tariff bands. Market Access Map's tiered approach has been created to make it possible to test the EU proposal.

The actual EU proposal for developed and developing countries in November 2005 was:

DEVELOPED COUNTRIES		DEVELOPING COUNTRIES	
Thresholds within AVEs (t)	Linear Cuts	Thresholds within AVEs (t)	Linear Cuts
$0 \leq t < 30$	35%	$0 \leq t < 30$	25%
$30 \leq t < 60$	45%	$30 \leq t < 80$	30%
$60 \leq t < 90$	50%	$80 \leq t < 130$	35%
$90 \leq t$	60%	$130 \leq t$	40%
Cap 100%		Cap 150%	

In this exercise on the reduction of applied tariffs, we will only test the Linear and Swiss formulae using a 20% reduction coefficient in both cases. Finally, we need to decide which tariffs to reduce. Do we want to reduce just MFN rates or all tariffs? Because in this exercise we wish to see both the preferential rate of 0% faced by Madagascar as well as the MFN rate faced by Australia, we will choose “All Regimes”.

Our final query would appear as:

Simulate the effects of a tariff reduction on your country's applied tariffs or those of other countries. **Example**

Perform a new search

Importer* :

Selected	1
France	

[Modify](#)

Product* :

Code	Name	1
030613	Shrimps and prawns, frozen, in shell or not, including boiled in shell	

[Modify](#)

Exporter* :

Selected	1
Australia	
Madagascar	

[Modify](#)

The formulae and cuts you wish to use* :

Selected list	
Linear formula (20%)	
Swiss simple formula (20%)	

[Modify](#)

The trade regimes you wish to include* : All Regimes ?

Proceeding to view the results, we wish to compare the tariffs that the two exporters face in the French market for one product, so we will view the “Exporters” tab. We also need to select one of the detailed products at the national tariff line – so we need to click on the radio button “NTLC level” and in this example we will select the tariff line code “0306135000 frozen shrimps of the genus Penaeus” as both Australia and Madagascar export this variety of shrimp. Just above the table to the left, you will see a drop-down box called “Tariff Details”. Make sure the “Show” option is selected, as this will show us not only the tariffs after the reduction but the initial tariffs faced as well.

Table 7: Applied Tariffs faced by Madagascar and Australia in the French market after simulated tariff reductions

In this "Exporters" tab you can see all your selected exporters in the first column. This is to help you compare how a tariff reduction on one product by one importing country will affect the relative market access conditions faced by different exporting countries. This table can show how the relative competitiveness of one supplier can be eroded due to a tariff reduction.

Selected Products : HS2 Level HS4 Level HS6 Level NTLC Level
 (0306135000) Frozen shrimps

Selected Importers : France

Show Results

Simulated reduction of tariffs applied by France to "(0306135000) Frozen shrimps of the genus "Penaeus", whether in shell or not, incl. shrimps in shell, cooked by steaming or by boiling in water".

Tariff Details : Show Sum of Ad Valorem Equivalents : Exclude AVE Anti Dumping Records per page : Default

Selected exporters	Trade regime description	Applied tariffs	Sum of ad valorem equivalents (excluding anti-dumping)	Tariff after reduction (Linear formula :20%)	Tariff after reduction (Swiss simple formula :20%)
Australia	MFN duties (Applied)	12.00%		9.60%	7.50%
Madagascar	MFN duties (Applied)	12.00%		9.60%	7.50%
Madagascar	Preferential tariff for GSP countries	4.20%		3.36%	3.47%
Madagascar	Preferential tariff for Least Developed Countries	0.00%		0.00%	0.00%
Madagascar	Preferential tariff for ACP countries	0.00%		0.00%	0.00%

Tariffs faced before reduction

Tariffs faced after reduction

What we can understand from the table above is that the MFN tariff is 12% and Australia faces this tariff. Madagascar has a tariff preference of 0% so it has a preferential margin over Australia of 12%. If the tariffs applied to shrimps were to be reduced as part of a trade agreement between Australia and the EU, Madagascar could see which tariff reduction scenarios would reduce its competitive margin the most. In this example because the initial tariff is quite high, the Swiss formula has a more significant effect than the Linear formula.

One can see that although the coefficient of reduction is 20% the final reduction is actually much more than 20%. In fact, the reduction is about 37% because it has come down from 12% to 7.5%. (This is a 4.5 percentage point reduction on the initial tariff of 12%). So under the Swiss reduction scenario, Madagascar's preferential advantage falls from 12% to 7.5%. By comparison, the linear formula reduces the tariff faced by Australia from 12% to 9.6%, which is a real reduction of 20%.

In summary, the Swiss formula is more beneficial to Australia in terms of EU market access, however (of the two formulae) it would be the least favoured by Madagascar because of the greater erosion of its preferential advantage in the EU market.

By how much will my country have to reduce its bound tariffs on industrial products compared with other developing and developed countries?

H. For tariff reductions on bound tariffs of industrial products, compare the effects of the ABI formula.

In the context of current multilateral trade negotiations regarding industrial (or non-agricultural) products, there have been discussions about how to reduce high average bound tariffs on industrial products in many countries as well as the incidence of tariff peaks. Developing countries also have expressed their need not to be required to fully reciprocate the tariff reductions made by developed countries.

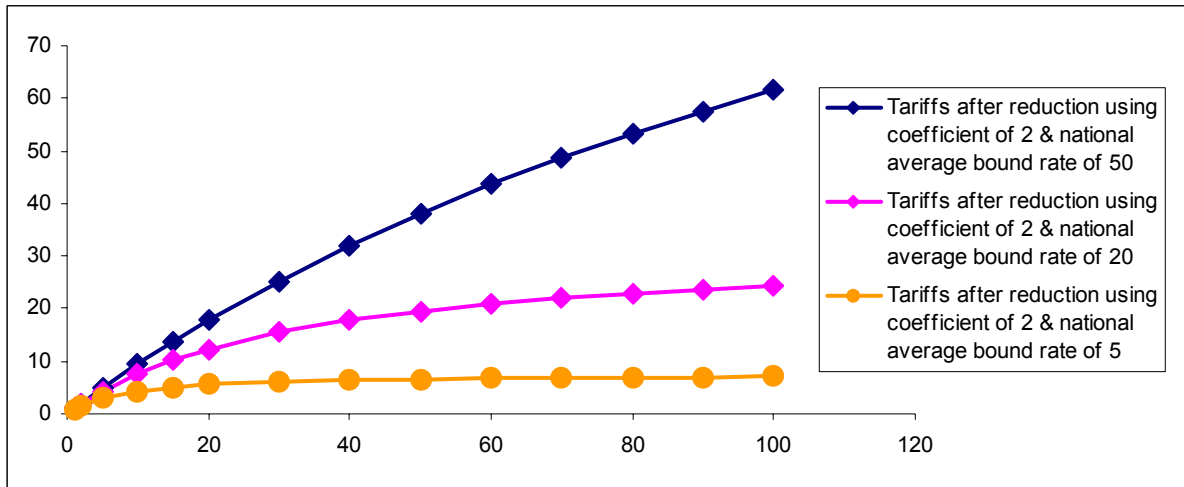
We have already introduced the Swiss formula, which has the feature of cutting high tariffs by more than low tariffs. We will now introduce another formula that incorporates the concept of “less than full reciprocity”.

The formula is a harmonizing non-linear formula, similar to the Swiss simple formula, in that it reduces higher tariffs by more than it reduces lower tariffs. In this sense it is able to address issues such as tariff peaks, high tariffs and tariff escalation. However the ABI formula has a key difference to the Swiss simple formula: it contains another coefficient “tm”, which can affect the extent of the tariff reduction. In general, the higher this coefficient “tm”, the less the tariff cut.

When used for bound tariff reductions the formula is $= (\text{initial tariff} * \text{coefficient of reduction} * \text{tm}) / (\text{initial tariff} + \text{coefficient of reduction} * \text{tm})$, where “tm” is usually the country’s national average bound tariff for all products. (Note: if the user thinks that a country has not bound a significant proportion of its products, then he/she may wish to alternatively use as the “tm”, the country’s national average *applied* tariff for all products).

The effect of the ABI formula is similar to that of the Swiss formula in that it results in a non-linear graph when high tariffs are reduced more than low tariffs in real terms. The key difference is that the Swiss formula does not take into account the country’s overall bound tariff profile. So if several countries all apply the same tariff to a certain product, the Swiss formula treats those countries identically. Using the ABI formula, 3 countries that all apply the same tariff to a product, would be treated differently, based on the average rate of all their bound tariffs. In short, the **higher** is the average the country’s national average bound tariff rate, the **less** is the real tariff reduction. Since developing countries have higher average tariffs than developed countries, the effect is that the formula results in smaller relative reductions by developing countries than developed countries (other things being equal). Hence, this formula has an adjustment mechanism allowing developing countries “less than full reciprocity” in tariff reductions. The graph below demonstrates this:

Graph 3: Tariff Reduction using the ABI Formula with a coefficient of reduction of 2 and a variety of national average bound tariff rates



Let's compare the effect of the ABI and Swiss formulae on the industrial bound tariffs of three different countries. Looking for example at three countries that have significant mining industries that might be importing a product such as trucks, let's examine their bound tariffs for the product "870490 trucks nes" and see what would happen to these if the same coefficient of reduction were used in the ABI formula. Would the real percentage of reduction be the same?

Selecting the Tariff Simulations sub-module, we need this time to select "Bound" tariffs and "Non Agricultural" products.

Detailed Analysis 🔍

Quick Search
Compare Tariffs
Applied Tariffs
Bound Tariffs
Tariff Simulations
Country Analysis
Trade Flows
My Op

Here you can simulate the effects of a tariff reduction on the applied or bound tariffs of any importing country. For most users, bound tariffs are only viewable at the HS6 product description level. Applied tariffs and the simulated reductions can be viewed at the national tariff line level.

I wish to simulate tariff reductions on :

Tariffs : Applied Bound

Products : All Agricultural Non Agricultural

Proceed >>

We then need to select the three importing countries: Angola, Australia and the Democratic Republic of Congo and the product. Next we need to select the ABI formula. Notice that we need to not only choose the coefficient of reduction, i.e. "2" in this case, but also the weighting factor, "tm". In this example, we will choose the most common weight that would be used in this case, "the national average bound tariff for non-agricultural products". In the case of each of the countries Angola, Australia and D.R. Congo these are: 60.1%; 11%; 95.90% respectively. (Note: we can look these up in the module: Country Analysis, by choosing the report "Average Bound Tariff").

Quick Search Compare Tariffs Applied Tariffs Bound Tariffs **Tariff Simulations** Country Analysis Trade Flows My Options Log Out

Select the tariff reduction formulae you wish to apply to the bound tariffs and the reduction co-efficients (eg. 5% under the Linear Formula).

Linear formula:

$$[\text{initial tariff}] \times (1 - [\text{reduction rate}])$$
 reduction rate (%)*
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

Swiss simple formula:

$$([\text{initial tariff}] \times [\text{coefficient}]) / ([\text{initial tariff}] + [\text{coefficient}])$$
 co-efficient for industrial sectors (a) (%)*
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

User defined formula:

 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)
 Tips for user defined formula:
 1. Use the letter "T" to denote the initial tariff.
 2. Use arithmetic symbols like *,/,+,- (Example T* 0.5).
 3. Express percentages as 30% = 0.3

ABI formula:

$$[\text{initial tariff}] \times (tm \times [\text{coefficient}]) / ([\text{initial tariff}] + (tm \times [\text{coefficient}]))$$
 co-efficient (b) !
 tm is the national rate, which could be either
 National average applied tariff - non agricultural products
 National average bound tariff - non agricultural products
 National average applied tariff - sectoral rate
 Fix the tariff ceiling at a limit of (%)* before applying formula. (See note)

Once our query is filled we can proceed to view our results. The best way to view them is to select the "Importers" tab as this allows us to compare all three countries for one product simultaneously.

Table 8: Reduced bound tariffs of Angola, Australia and D.R. Congo using ABI formula

Products Importers

In this "Importer" tab you can see all your selected importers in the first column.

Selected Products : (870490) Trucks nes
 MFN Multiplier : N.A. Read more...
[Show Results](#)

Simulated reduction of bound tariffs for "(870490) Trucks nes".

Selected importers	Bound tariffs	Number of tariff lines	Fully implemented by year	Tariff source	Sum of ad valorem tariff	Tariff after reduction (WTO formula :2 using national average bound tariff - non agricultural products)
Angola	AV Max : 60.00% AV Avg : 60.00% AV Min : 60.00%	1	1995	CTS	60.00%	40.02%
Australia	AV Max : 15.00% AV Avg : 15.00% AV Min : 15.00%	1	1998	CTS	15.00%	8.92%
Congo, Democratic Republic of	AV Max : 100.00% AV Avg : 100.00% AV Min : 100.00%	1	1995	CTS	100.00%	65.73%

What we notice from this simulation is that the real percentage reduction for the three countries is different despite the fact that the coefficient of reduction was the same. Looking first at the bound tariff for D.R. Congo we notice that the tariff has been reduced from 100% to 65.73, a 34% reduction. Angola on the other hand whose initial bound tariff is only 60% has also been reduced by a similar amount 33% to 40.02%. Normally with the Swiss formula, we would expect D.R. Congo's tariff to be reduced by much more because it is higher to start with. The reason this does not happen with the ABI formula is because, D.R. Congo's very high national average bound tariff for industrial products of 95.90%, has a dampening effect on the extent of the cut.

Now look at Australia's initial bound tariff of 15%. It is reduced the most, by 40.5%, even though it is actually quite low relative to the other two countries. The reason for the more

significant cut to Australia's tariff is because Australia's national average bound tariff for industrial products is also fairly low at 11%. So the dampening effect on the cut is minimal.

V. Country Analysis

The Country Analysis module of Market Access Map has been designed to support the other key modules: Quick Search, Compare Tariffs and Detailed Analysis. It provides supplementary information about the market access situation of countries that might in particular be useful to trade promotion organizations or trade policy analysts in preparing reports on a particular country. This module is easy to use, so this user guide will not deal with each report in detail. We will look at a few only: "The top 200 exported products"; "Income generated from current tariffs"; "Average tariffs applied by the country" and "Average tariff bound".

The screenshot shows the Market Access Map interface. At the top, there is a logo for Market Access Map with the tagline "making tariffs and market access barriers transparent". To the right, there are "Quick Links" for Home and Go, and the International Trade Centre UNCTAD/WTO logo. Below the header is a navigation bar with buttons for Quick Search, Compare Tariffs, Detailed Analysis, Country Analysis (highlighted), Trade Flows, My Options, and Log Out. The main content area contains the following text:

This module provides summary information on a country's trade and tariffs. [Glossary](#)

Select a country from the drop-down list and choose the information you wish to see.

Select Country* : ?

Select information you wish to see* :

- The top 200 exported products, the leading importers of each product, the 3 leading exporters to each market and the tariffs faced by each exporter
- Income generated from current tariffs
- Value of exports and imports by partner in each trade regime
- Trade regimes applied and rules of origin
- Trade regimes faced and rules of origin
- Average tariff applied by the country
- Average tariff bound

[Proceed >>](#)

A. The Top Exported Products and Markets for a Country

The first report "The top 200 exported products" is in particular designed to help a trade policy analyst understand quickly the products, export markets and tariff barriers of most importance to a particular country. Let us select the country "Madagascar" as an example. Choosing Madagascar, selecting this report and clicking "Proceed" we see the following table:

Table 9: Madagascar's top 200 exported products, key markets and competitors

Product code	Product description	Leading importing country from Madagascar	Leading importer's imports from Madagascar. Value 2004, US\$ thousands.	World imports from Madagascar. Value 2004, US\$ thousands.	Top 3 leading exporters to the leading importer
090500	Vanilla beans	United States of America	82,209.00	118,562.00	Madagascar Indonesia Comoros
490700	Unusd postage, revenue stamps; cheque forms, banknotes, bond certfic, etc	France	40,651.00	42,514.00	Netherlands Germany Austria
030613	Shrimps and prawns, frozen, in shell or not, including boiled in shell	France	37,496.00	48,334.00	Madagascar Brazil Indonesia
090500	Vanilla beans	France	22,188.00	118,562.00	Madagascar Papua New Guinea Comoros
090700	Cloves (whole fruit, cloves and stems)	Singapore	21,526.00	26,918.00	Madagascar Tanzania, United Republic of Brazil

We see in the table: the products; the top export market; the value of Madagascar's exports to that market; and the size of Madagascar's overall exports of that product to the world (this gives us a better idea of the extent to which Madagascar depends on that market). In the final column we see the top three exporters in the world to that market for that product (this gives us an idea of whether or not Madagascar is an important world player in exports of this product).

So we can see that in the export of "090500 vanilla beans", in 2004, the USA absorbed almost 70% of Madagascar's exports in value terms and that in the US market, Madagascar's key competitors are Indonesia and Comoros. If we were to click on any of the product codes in the first column, we would also be able to view the tariffs applied by the USA to Madagascar and her competitors respectively. For a trade negotiator interested in identifying, for example, products for a country that could be vulnerable to preference erosion, analyzing this table could be a useful first exercise.

B. Tariff Revenue Collected by a Country Over Time

We will now look at the second available report "Income Generated from Current Tariffs". This report could be useful to a national trade negotiator analyzing the extent to which his country relies on tariff revenue as a source of government receipts. This is particularly pertinent to the issue of tariff reduction negotiations either at the multilateral or regional level. By analyzing Mauritius' imports in conjunction with the tariff revenue collected over time, an analyst is better placed to estimate the impact of tariff reductions on national income.

Table 10: Tariff Revenue Collected by Mauritius over time

Quick Search Compare Tariffs Detailed Analysis Country Analysis Trade Flows My Opt

Income generated from current tariffs

Change Country* : ?

[Change >>](#)

The tariff revenue collected by **Mauritius** in national currency units was: **5,893.40** (millions) for the year , which represented **27.39 %** of total national tax revenues.

The tariff revenue collected by **Mauritius** in national currency units was: **4,159.50** (millions) for the year , which represented **43.55 %** of total national tax revenues.

C. Average Tariffs Applied by a Country

Another report that may be useful for a trade policy analyst is the “Average tariff applied” by a particular country. This is helpful in identifying points for negotiation of tariff reductions.

Lets look for example at the *applied* tariffs of the United States of America (second last report).

We see in the following table the average tariffs applied overall of 1.95% and then the split between agriculture 1.10% and industrial products 1.97%. If we look at each of the sectors of the Harmonized System individually however, then sort by the highest tariff first, we notice that although the tariffs on industrial products on average are only 1.97%, the average tariff for sector 12, containing footwear products is 15.87%, or 8 times the national average! This could be a point for negotiation for an exporter of footwear looking for better access to the US market.

Note: the applied tariff averages contained in this report do take into account the preferences offered by a country to its trading partners.

Table 11: Average Tariffs Applied by the USA

Quick Search Compare Tariffs Detailed Analysis Country Analysis Trade Flows My Options Log Out

Average tariff applied by the country [Glossary](#)

Change Country* : ?

[Change >>](#)

The average tariff applied for all products: **1.95 %**

The average tariff applied for agricultural products: **1.10 %**

The average tariff applied for industrial products: **1.97 %**

Average applied tariff by sector Records per page

Sector Code	Description	Average (%)
12	Footwear, headgear, umbrellas, sun umbrellas, walking-sticks, seat-sticks, whips, riding-crops and parts thereof; prepared feathers and articles made therewith; artificial flowers; articles of human hair	15.87 %
11	Textiles and textile articles	12.86 %
08	Raw hides and skins, leather, furskins and articles thereof; saddlery and harness; travel goods, handbags and similar containers; articles of animal gut (other than silkworm gut)	4.78 %
13	Articles of stone, plaster, cement, asbestos, mica or similar materials; ceramic products; glass and glassware	4.21 %
17	Vehicles, aircraft, vessels and associated transport equipment	2.98 %

D. Average Bound Tariffs

This report is similar to the report above except that it relates to *bound* tariffs. Analysts should bear in mind here though that the averages shown for any country will be affected by the extent of a country's tariff bindings. This is important in analyzing the average bound tariffs for many developing countries. In 2003 for example, Sri Lanka had bound less than 10% of its tariff lines for industrial products, and Malaysia, the Philippines and India still had not bound about 40% of their industrial product tariff lines.

Looking at for example Zimbabwe, we see that while the average bound tariff for all products and agricultural products are very high at 94.1% and 143.4% respectively, the average for industrial products is quite low at only 11%. If we were to examine Zimbabwe's applied tariffs looking only at industrial products, we'd notice that in fact some of the tariffs on industrial products are high, such as 80% for diesel powered busses but the tariff on this product remains unbounded, so it does not appear in the average bound tariff.

Quick Search
Compare Tariffs
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Average tariff bound
 [Glossary](#)

Change Country* :

[Change >>](#)

The average tariff bound for all products: **94.10 %**

The average tariff bound for agricultural products: **143.40 %**

The average tariff bound for industrial products: **11.00 %**

VI. Trade Flows

The Trade Flows module of Market Access Map, like the Country Analysis module, is designed to supplement the key tariff analysis modules: Quick Search, Compare Tariffs and Detailed Analysis. It is a simplified version of the functionality offered in ITC's tool TradeMap www.trademap.org. Indeed, TradeMap offers a more flexible means to analyze trade flows between a country and the world or between a pair of countries and should be used in preference to Market Access Map for trade flow analysis, particularly in the identification of market or product diversification opportunities. Market Access Map however does offer some very useful features in its Trade Flows module that are worth exploring.

Below is an example of the type of searches that are possible in the Trade Flows module of Market Access Map. One can get an overview of a country's exports to the world or imports from the world for all products or a group of products. A user can also look up the trade between two countries for one or more (or even all) products.

Table 12: Brazil's exports to the world by HS Chapter

Quick Search
Compare Tariffs
Detailed Analysis
Country Analysis
Trade Flows
My Options
Log Out

Here you may search for the value of trade flows between any country and the rest of the world, any pair of countries or any pair of country groups for one or more products. You must start by choosing one country as an exporter or importer. For more advanced trade flow analysis, see TradeMap. Glossary

Perform a new search

Select a country* : as

Select a partner : as

Product :

		1 2 3 4 5 6 7 8 9 10	Modify
Code	Name		
01	Live animals		
02	Meat and edible meat offal		
03	Fish and crustaceans, molluscs and other aquatic invertebrates		
04	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified or included		
05	Products of animal origin, not elsewhere specified or included		
06	Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage		
07	Edible vegetables and certain roots and tubers		
08	Edible fruit and nuts; peel of citrus fruits or melons		
09	Coffee, tea, maté and spices		
10	Cereals		
		1 2 3 4 5 6 7 8 9 10	

Quick Search Compare Tariffs Detailed Analysis Country Analysis Trade Flows My Options Log Out

Results of your search for trade flows: Glossary

Records per page: Default

Selected product code	Product description	Brazil's exports to world value 2004 in US\$ thousand	Brazil's imports from world value 2004 in US\$ thousand
01	Live animals	19,053.00	48,136.00
02	Meat and edible meat offal	5,548,400.00	3,182,925.00
03	Fish and crustaceans, molluscs and other aquatic invertebrates	415,848.00	10,237,800.00
04	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified	157,966.00	2,475,250.00
05	Products of animal origin, not elsewhere specified or included	150,054.00	731,016.00
06	Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage	23,580.00	53,158.00
07	Edible vegetables and certain roots and tubers	14,048.00	4,986,525.00
08	Edible fruit and nuts; peel of citrus fruits or melons	591,830.00	6,587,120.00
09	Coffee, tea, maté and spices	1,891,410.00	702,912.00
10	Cereals	827,718.00	14,115,612.00

Show top 20 in the world for the product

In the above table we can see not only Brazil's exports to the world by HS Chapter but we can also see its imports as well. So by sorting by either of the column headings we can get a quick overview of Brazil's main exports and main imports in the one table.

You will notice as well that at the bottom of each table of trade flows, one can generate a related report. For example, for Brazil, soya beans exports are very important. An exporter for example, may wish to identify the top 20 import markets for soya beans and then look up the tariffs that these countries apply to Brazil. The exporter may also wish to see with whom Brazil competes for the supply of soya beans and look up the tariffs faced by these competitors.

Table 13: Top 20 Exporters and Importers in the world of “120100 Soya Beans”

Top 20 in the world for the product

Records per page: Default

Importing country	Total imports (in US\$ thousand)
Total World	19,689,700.00
China	6,979,164.00
Japan	1,779,225.00
Netherlands	1,333,208.00
Germany	1,126,882.00
Mexico	1,107,989.00
Spain	781,780.00
Chinese Taipei	701,245.00
Italy	481,493.00
Korea, Republic of	480,290.00

Top 20 in the world for the product

Records per page: Default

Exporting country	Total exports (in US\$ thousand)
Total World	15,429,060.00
United States of America	6,692,048.00
Brazil	5,394,907.00
Argentina	1,740,114.00
Paraguay	578,702.00
Netherlands	330,965.00
Canada	295,173.00
China	144,907.00
Uruguay	82,660.00
Belgium	24,329.00

VII. My Options

The final module of Market Access Map, My Options has three sub-modules.

A. Changing your User Profile

The first sub-module, “Profile” allows you as the user to change data that is stored about you in the Market Access Map database. For example, you may wish to included or update your email address so that you will receive notifications from the Market Access Map team when updates have been made to the web site.

B. Creating and Using a Country Group

The second sub-module “Country Groups” is more important for actual analysis. In this section you can create your own groupings of countries in order to then calculate the average tariff applied or faced by this group. Lets take the previous example of “Brazil” and “soya beans”. Trade analysts within Brazil’s Ministry of Foreign Trade may wish to know what tariffs on average the top world importers of soya beans apply to Brazil. We proceed as follows: Create a new group name e.g. “soyabeanimporters” and then select the countries to include in this group. Then click “Save”.

Next, open the Detailed Analysis module and the sub-module “Applied Tariffs”. Click on “Select” next to the heading “Importer”. Scrolling down the page, you will see that you can either select from an individual list of countries or from some pre-defined country groups, or you can choose from the groups you created. You must click on the radio button just to the left of the heading in order to activate one of these options.

Detailed Analysis

Quick Search Compare Tariffs **Applied Tariffs** Bound Tariffs Tariff Simulations Country Analysis Trade Flows My Options Log Out

Select Importing Countries or an Importing Groups or your own Importing Groups Glossary

Importing Countries Help

Albania Algeria Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas	> < >> <<	
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OR **Importing Groups** Help

Africa African Growth and Opportunity Act (AGOA) African, Caribbean and Pacific Group of States (ACP) America Andean Community Asia Asia-Pacific Economic Cooperation (APEC) Association of South-East Asian Nations (ASEAN) Bangkok agreement Black Sea Economic Cooperation Zone (BSEC)	> < <<	
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OR **My Importing Groups** (Click [here](#) to manage your country groups.) Help

ANZ SECO WTO gran mercosur my group south east asia soyabeanimporters	> < <<	
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Transfer your country group (in this case “soyabeanimporters”) to the selected box and click “Proceed”. You should then select your product “soya beans” and exporter “Brazil” in the usual way.

Your table of results will then show you the average rate applied by the group of importers to soya beans originating in Brazil.

Detailed Analysis

Quick Search Compare Tariffs **Applied Tariffs** Bound Tariffs Tariff Simulations Country Analysis Trade Flows My Options Log Out

The results of your search for applied tariffs are presented below in three tabs. Click on each of the tabs to see the data presented in different ways. Glossary

In this "Products" tab you can see all your selected products in the first column. This is to help you compare the tariffs applied by one importer to different products originating from one exporter.

Selected Importers : ?

Selected Exporters : ?

Tariffs applied by soyabeanimporters to products originating from Brazil.

Product View : Records per page

Selected product codes	Product description	Applied tariffs	Total ad valorem equivalent tariff (estimated)
120100	Soya beans	Ad Valorem : 381.65% ; 381.65%	1

One needs to be careful however in interpreting this average, as a very high tariff applied by one of the countries can have a big effect on the average. For example, for this group of countries, The Republic of Korea applies a very high MFN tariff to Brazil of 1000% while the other countries apply tariffs of either 0 or below 3%.

Note: The average applied tariffs for a group of countries do take into account tariff preferences applied by members of the group to the exporter in question and the average also takes into account the value of trade between each of the countries in the group and the chosen bilateral partner.

C. Downloads

This sub-module is designed to allow you to manage very large queries. If you perform a search in the Detailed Analysis Module that is very large, for example, all Importers, all exporters and all products, the system may tell you that the query is too large to complete within a certain time frame. You will be given the option of saving the query and then downloading it from the “Downloads” module once you have received email notification that the results are ready to be viewed.

VII. Summary

Market Access Map provides tailored modules for a variety of users to analyze market access conditions. These users include: exporters, importers, trade policy analysts, negotiators, trade promotion officers, trade ministry officials and even academic institutions. We have also seen how the Trade Flows and Country Analysis modules can be used to refine this analysis.

Market Access Map provides this information in a user friendly and easily accessible format. Users have access to the world's largest market access database, covering the applied tariffs by 170 countries and most importantly, most of the preferences arising out of bilateral and regional trade agreements. Using Market Access Map users can identify opportunities for product and market diversification, based on existing market access conditions, as well as prepare strategies for future trade negotiations.

The questions that can be answered with Market Access Map are wide ranging and include:

- What customs tariffs do my products face around the world?
- Which countries offer my product the most favourable market access conditions?
- What tariffs do my competitors face?
- From where can I source materials to make the most of my country's preferential and free trade agreements?
- Is my country being hurt by specific tariffs? What are "real" tariffs my country faces?
- Does my country risk the erosion of its preferential access to key markets?
- Which formulae and modalities for tariff reductions would be best for my country?
- With which partner countries would my country benefit from a free trade agreement?

Market Access Map is available to all users on an annual subscription basis and can be customized for trade support institutions (TSI TradeMap) via a special password-protected Internet site for subscribers, allowing multiple connections by larger user groups. To see an example of a customized country page, please visit <http://www.macmap.org/Argentina>. Alternatively, individual partners and companies can access the site directly at www.macmap.org.

Contact Us: Should you have any questions about any matter in this User Guide or about subscribing we welcome your email, addressed to macmap@intracen.org.