

International Trade Centre www.intracen.org

Towards co-operation with CITES

Workshop on Economic Incentives and Trade Policy

Geneva, 1-3 December 2003

by José A. Da Luz



- Qualitative business information
- Market News Service Reports
- Market Studies

ternational Trade Centre





Product Market Analysis

Product MAPs

or P-MAPs

www.p-maps.org



Presenting on a central location extensive trade data and market intelligence specifically designed for organizations active in international trade.

International Trade Centre

72 industry sectors covered



 Agricultural machinery Animal feed Art, collection, decoration and cultural goods •Automotive components and accessories Beverages •Carpets and wall covering •Cellulose derivatives and specialties •Cereals and cereal products Chemicals •Cleansing and polishing preparations Clocks and watches •Clothing and accessories Cocoa and cocoa products •Coffee and coffee products •Colouring substances Construction materials •Cut flowers and ornamental plants Dairy products •Electrical machinery and equipment •Measuring, checking and Electronic equipment and components •Engines and motors •Fertilizers and plant protection products •Fishery products •Food ingredients

Musical Instruments Footwear Nuts •Fragrances and flavours •Oilseeds and products •Fruit and vegetable juices •Optical and precision instruments, •Fruit and vegetables spectacles and glasses •Furniture and components Packaging materials •Glass and glass products Paper and printing •Gums, resins and extracts •Perfumery, cosmetics and toiletries Hand tools •Pets, pet food and accessories •Hides, skins, fur skins and leather Pharmaceutical and medicaments •Honey and apicultural products Photo - cinematographic film Household and furnishing textiles •Plastics and plastic products Household utensils and •Precious, semi-precious stones and appliances iewellerv Image and sound equipment and •Rubber and rubber products accessories •Specialty Food Products Industrial machinery and •Spices and culinary herbs equipment Sports wear, sports and leisure Lamps, lighting and visual aoods signaling equipment •Stationery, office machine and •Leather products supplies Live animals •Sugar, molasses and sugar Machine tools confectionery •Tea and tea products precision instruments Telecommunications equipment •Meat and animal products •Textile fibres, fabrics and specialty Medicinal plants textiles •Metal and metal products •Toys and games Mineral and mineral products Transport equipment Medical and laboratory equipment •Wood and wood products and instruments

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72 industry sectors



 Musical Instruments Agricultural machinery Footwear Nuts Animal feed •Fragrances and flavours •Oilseeds and products Art. collection decoration and Fuit and vecetable juices •Optical and precision instruments, cultural goods spectacles and glasses Automotive components and Ire and components Packaging materials accessories •Glass and glass products •Paper and printing Beverages •Gums, resins and extracts •Perfumery, cosmetics and toiletries •Carpets and all cover fill OWEHS's and tools •Cellulose de traitet and OWEHS's and enta plac Pharmaceutical and medicaments •Honey and apicultural products specialties •Photo - cinematographic film •Household and furnishing textiles •Cereals and cereal products •Plastics and plastic products •Chemicals• Household utensils and Precious, semi-precious stones and Cleansing a iewellerv preparations •Rubber and rubber products Clocks and watches accessories •Specialty Food Products •Clothing and accessories Industrial machinery and •Spices and culinary herbs •Cocoa a V be of duce Sports wear, sports and leisure aoods •Colouring substances signaling equipment •Stationery, office machine and •Leather products Construction materials supplies Cut flowers and considerate plants. sses Sid sugar •Dairv products confectionerv •Electrical machinery and equipment •Measuring, checking and •Tea and tea products Electronic equipment and precision instruments Telecommunications equipment •Meat and animal products components extile fibres, fabrics and specialty Engines and mot •Fertilizers and plant prote •Toys and games •Mineral and mineral products products Transport equipment •Fishery products Medical and laboratory equipment •Wood and wood products Food ingredients and instruments

International Trade Centre H N C T A D / W T D

> **Market Positioning** Storefronts Market Trade Maps Studies Smart Links Market Market Intelligence Positioning Product MNS Performance Price Index News Trade Inquiries Product Champions **Business** Contacts

Quantitative market data for Wood or **Furniture** and for of the 72 sectors

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	List of importers for the selected product in 2000 Product : 441890 Builder's joinery and carpentery of wood nes										
Markets	Importers	Value imported in 2000, in US\$ thousand	Quantity imported in 2000	Quantity unit	Annual growth in value between 1996- 2000, %	Annual growth in quantity between 1996-2000, %	Share in world imports, %	Report in Comtrade in 2000	P		
	World estimation	2,284,573	0	No quantity	11		100				
	<u>United States of</u> <u>America</u>	766,929	0	No quantity	Globa	l market	34	Y			
	<u>Japan</u>	347,605	296,915	Tons	cl	nare 🧹	15	Y			
	Germany	307,252	278,851	Tons			13	Y			
	l <u>taly</u>	80,298	88,004	Tons	26	36	4	Y			
	Nrance	76,224	70,854	Tons	12	24	3	Y			
	United Kingdom	62,676	45,573	Tons	17	37	3	Y			
	Switzerland	61,290 58,891	36,282 52,449	Tons Tons	10	10	3	Y Y			
Valu	Ie ada	57,150	52,449	No quantity		owth	3	Y			
	Netherlands	46,002	36,917	Tons		ate	2	Y			
	Denmark	41,568	43,849	Tons		ale 79	2	Y			
	Belgi Quan	41,250	31,247	Tons	10	21	2	Y	Ê		
	Austr	33,491	• 0	No quantity	29		1	Y			
	Taiwan, Province	20.136	10 N39	Tone	bttp://ww	ww.trademap.net/pmaps/w	erld_trade.btm - M	icrosoft Internet Ex	nolor		
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 Fruit and Vegetables

* MNS in Brief

- Cut Flowers
- Fruit Juices
- Spices
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- Tropical Plants



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For market research information visit: Market Briefs

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Fruit and Vegetables



Cut Flowers



Fruit Juices







Pharmaceutical starting Materials



Rice



Medicinal Plants



Tropical Plants



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Établissement Sam Mouy & Cie

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Contact information:

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Tel/Fax: +261 20 82 232 79

Madagascar

Fields of activity:

Exporter Manufacturer

Competitive strengths:

Very diversified set products ranging from different types of furniture (household and outdoor), to doors, windows, shutters, parquet floors, laths accoriding to clients specifications

Products:

---Furniture and components ---940340 Kitchen furniture, wooden, nes 940360 Furniture, wooden, nes

----Wood and wood products ---

- 441400 Wooden frames for paintings, photographs mirrors or similar objects
- 441810 Windows, French-windows and their frames, of wood
- 442190 Wood articles nes

Other Products:

-

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**Product MAPs are still in development** 



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# For more information on Product MAPs please visit

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or contact pmaps@intracen.org



### **Thank You**