

**TRADE FORWARD
SOUTHERN AFRICA**

KNOWLEDGE GUIDE SERIES

ITC Exporter Tools: MARKET ACCESS MAP



ITC Market Access Map [▶ www.macmap.org](http://www.macmap.org)

Market Access Map: Helping traders, support organisations and policymakers to access tariff and non-tariff information



Market Access Map is a free online analytical tool developed by the International Trade Center (ITC) that allows users to access, compare, analyse and download customs tariffs, tariff rate quotas, trade remedies and non-tariff measures (regulatory requirements, standards etc.) applicable to a specific good in any market in the world. Market Access Map forms part of the ITC's range of market access tools.

Market Access Map enables users to:

- ▶ **Find** tariff information and other market access requirements
- ▶ **Compare** customs tariffs imposed on your products across multiple markets using interactive charts and maps
- ▶ **Compare** customs tariffs faced by your competitors in the destination market and see if you have a tariff advantage relative to them
- ▶ **Identify** prospective markets for potential exports diversification
- ▶ **View** tariff reduction schedules under trade agreements
- ▶ **View** Download data on applied tariffs, print tables and charts
- ▶ **Access** customs tariffs for the past and present years under general, most-favoured-nation (MFN) and preferential trade regimes

Register for Access:

To access the **ITC online tools**, a user must register online, using their e-mail and chosen password.

Navigate to the **Market Access Map** portal at the above link, click on '**Sign in**'.

If you have not previously registered, you have the option here to register as a new **Market Analysis Tools** user.

Scan Code

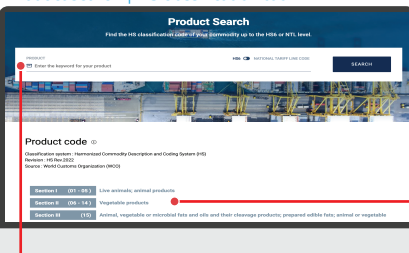


▶ bit.ly/itc-register

▶ Illustrative example www.macmap.org

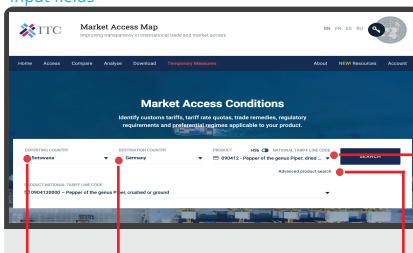
A producer of ground chilli peppers in Botswana is exploring new international markets and is undertaking some preliminary market research and analysis. This includes the market criteria for various European countries, including Germany. Some of the information being sought includes possible tariffs on ground chilli powder (and whether the product qualifies for tariff preferences), as well as the applicable regulatory requirements (labelling, SPS measures, packaging, traceability, foodstuff requirements, licensing, restrictions on any substances or ingredients, and so forth.)

Product search | HS classification tool



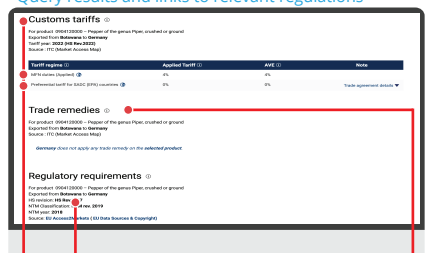
Enter relevant **keyword** for your product.
In the example above, since the HS6 database does not contain the term 'chilli', the correct product classification will be established using the keyword 'pepper' (HS 090422).
Manual product search, by HS chapter.

Input fields



Insert name of **destination country** (e.g. Germany).
Insert name of **exporting country** (e.g. Botswana).
Product's **HS code and description**.
Optional '**Advanced**' product search option.

Query results and links to relevant regulations



Regulatory requirements. Scroll down page for full list of categories, with relevant product regulations.
Reference to any **trade remedies** applied by importing country.
Applicable **customs tariffs**: Standard MFN tariff and preferential tariff if applicable.

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▶ tfsouthernafrica.org