

Capacity building on trade and market intelligence

Competence. Compliance. Competitiveness.

Building data-driven trade intelligence for governments and
businesses

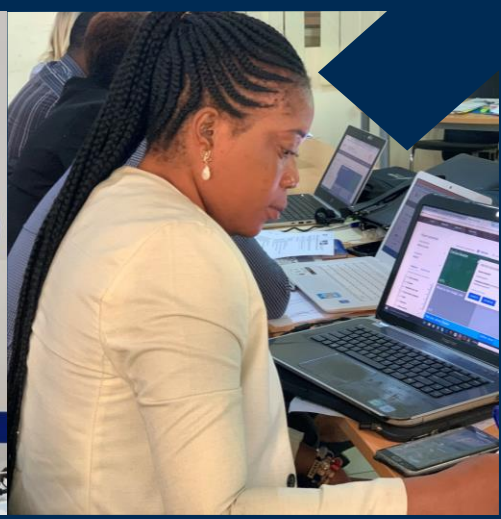
March 2026



Our training portfolio covers



Market access and regulations



Export potential and studies



Trade and investment data



Training of customized regional and global portals



Other trade intelligence trainings

Our impact

- 100+ developing and least developed economies engaged annually
- 8,500+ professionals introduced and trained on our tools each year
- 400+ certified trainers worldwide
- Thousands of policymakers and SMEs supported through training and advisory services
- Trusted partnerships with national institutions and leading international organizations such as the African Union, European Union Directorate-General for International Partnerships, World Trade Organization



Market access and regulations

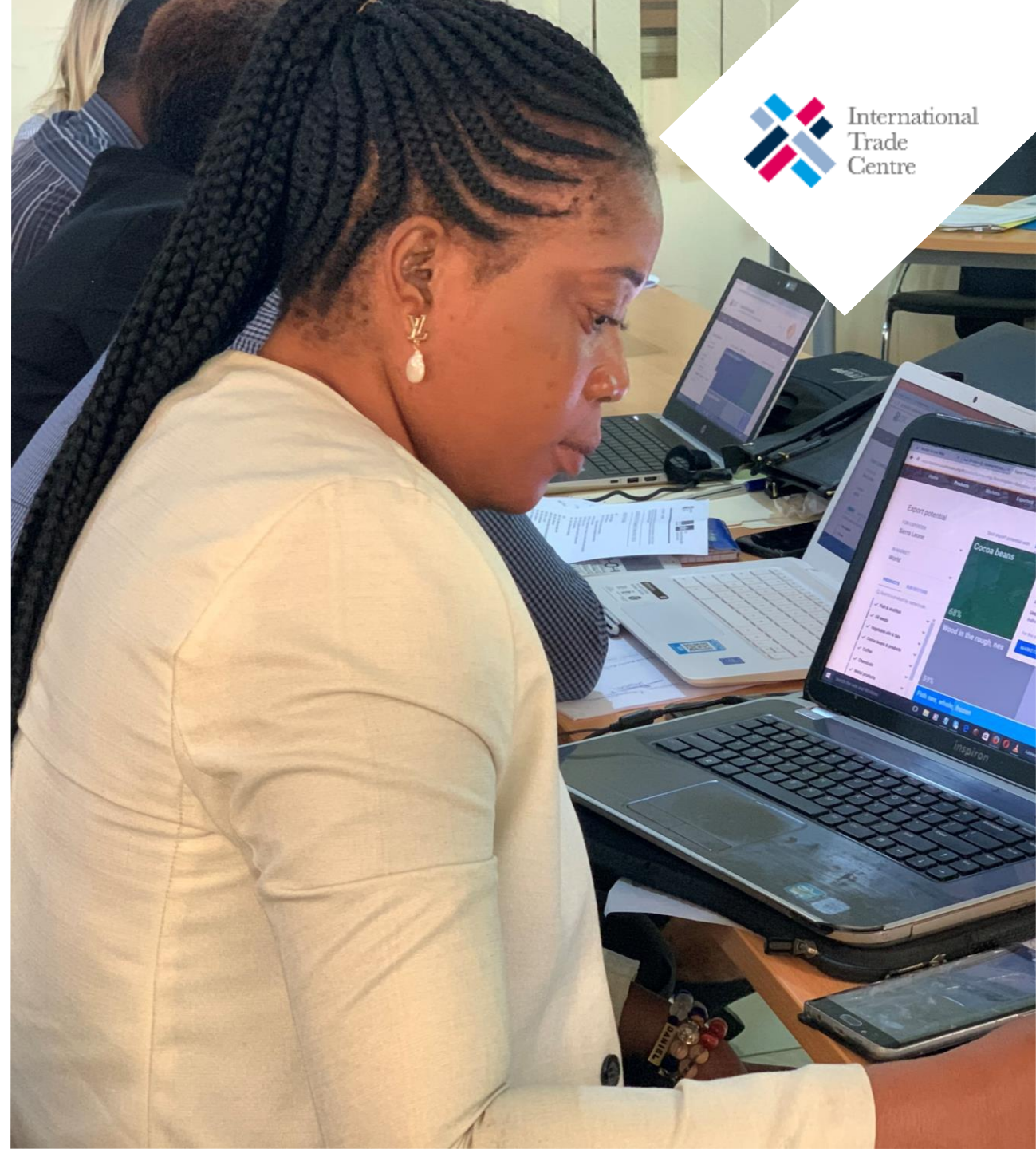
- Market access data collection and treatment
- Market Access Map, tariff negotiation tool and tariff analysis
- Improving operational aspects of a regional trade agreement for businesses
- Rules of Origin compliance and self-assessment tools
- Product classification and HS search engine
- Advance rulings for origin, classification and valuation
- Understanding EPA implementation for businesses





Export potential and studies

- Advanced export potential analysis
- Trade policy modeling (partial equilibrium)
- Export potential and value chain identification
- Spotting export potential for employment



Trade and investment data

- Trade in services: improving data production system
- Trade in services: data collection templates and database
- Trade in services: technical trainings on trade in services data production, management, and compliance with international recommendations.
- Trade OI: data quality, outlier detection and trade indices
- Using statistical software (R, Python, SQL, etc.) to process and quality control trade datasets including coaching phase
- Informal cross-border trade and analysis (data availability, characteristics and gaps and preparation of product factsheets)



Training on customized regional and global portals

- Market analysis of regional and global opportunities
- Training of trainers on a specific regional portal
- Training of trainers and institutional partners on regional business matchmaking tool
- Competitiveness and regional value chain analysis using regional competitiveness observatories (e.g. WACOMP Observatory)
- Exploring market diversification, AI business tools, and digital trade opportunities
- Enhancing customs data sharing and quality
- Expert training on trade, market access and border performance indicators (African Trade Observatory Monitor module)





Other trade intelligence trainings

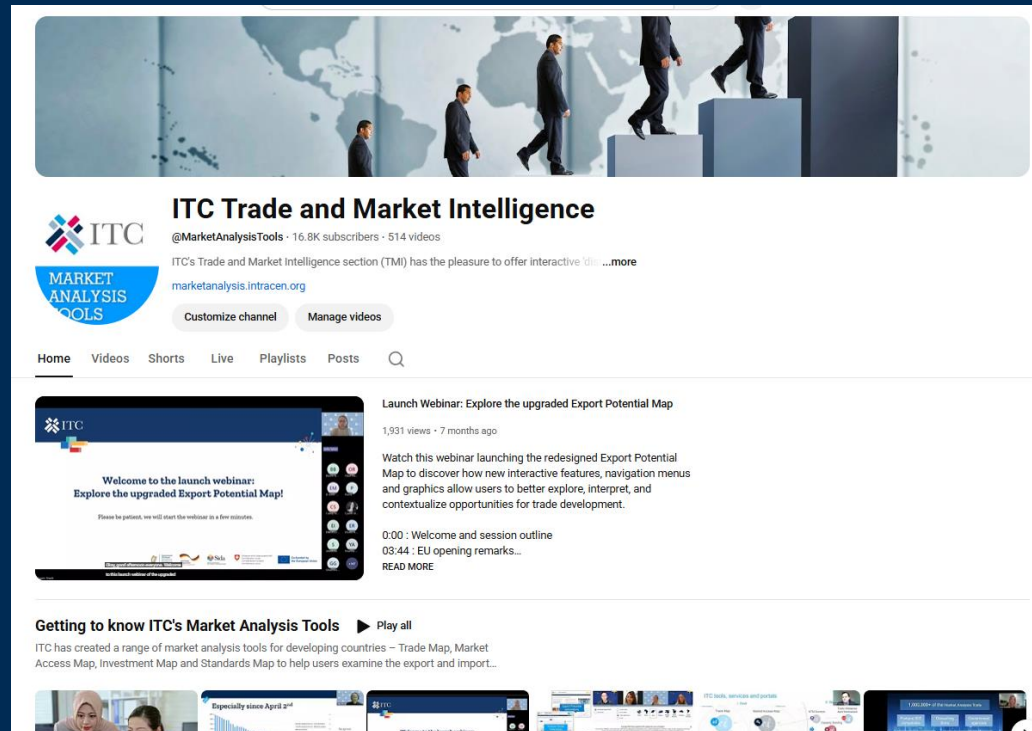
- Introduction to ITC's Market Analysis Tools
- Preparation of Quantitative Export Factsheets
- Data-driven advisory services to companies
- Certified Trainers Programme on ITC's Market Analysis Tools

Online Courses (SME Trade Academy)

- How to access international markets
- How to build a trade information service
- Understanding UK-Economic Partnership Agreements and leveraging ITC's Market Analysis Tools
- Researching new market opportunities (Standard content for our Certified Trainers to roll out for their audience)



Continue learning anytime



www.youtube.com/MarketAnalysisTools



ITC SME Trade Academy learning.intracen.org



Get in touch to co-design a training experience that drives real outcomes for your team or stakeholders

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