

Market Analysis using the EaP Trade Helpdesk in Ukraine

The EaP Trade Helpdesk is an EU-funded project under EU4Business initiative

BACKGROUND AND RATIONALE

The ITC, under the guidance of the European Commission (EU), is continuing the implementation of the Eastern Partnership (EaP) Trade Helpdesk project, an EU4Business initiative which started in 2019. A critical deliverable of this regional project is the EaP Trade Helpdesk platform – a regional portal that centralizes trade intelligence, information on market requirements within the region and with the EU, and provides access to a network of regional technical experts.

Considering the current situation in Ukraine, where many enterprises are seeking to diversify their market risks and looking for new opportunities in EU markets and beyond, we believe that the EaP Trade Helpdesk portal can provide significant support to both new and existing export-oriented companies. We have already organized several introductory webinars for SMEs in the last few months in close cooperation with the Ukrainian Chambers of Commerce and Industry and EEPO, and received very positive feedback from Ukrainian firms which are keen to build their resilience and identify opportunities for growth in these challenging circumstances.

To ensure that Ukrainian government officials are aware of and able to leverage the relevant digital databases for helping guide firms in their market analysis and export decisions, we would like to organize a series of virtual training sessions with more in-depth expertise for Ukrainian ministries and relevant BSOs who are involved in trade-related activities, and work to support the competitiveness of businesses across Ukraine.

OBJECTIVE

These three half-day online webinar series for government officials and business support organizations will help simplify market research and the identification of new opportunities. Using the new EaP Trade Helpdesk platform, participants will review the fundamentals of market analysis and put their skills into practice identifying and comparing opportunities for key Ukrainian products. Participants will be able to evaluate the attractiveness of export opportunities across markets and learn how to turn this information into a data-driven market entry strategy.

CONTENT

The course will cover topics related to:

- Trade statistics for tracking import demand and growth,
- Export potential forecasts for the coming 4 years,
- Applied tariffs and relevant rules of origin,
- Regulatory requirements,
- Domestic tax information,
- Private sustainability standards for reaching market niches.

METHODOLOGY AND EXPECTED OUTCOME

The training programme will consist of a 3 half-day online training workshop in Ukraine targeting government officials and business support organizations to help them perform simplified, yet comprehensive, market research and identify new opportunities using EaP Trade Helpdesk. In case of pandemic-related challenges, the training will be adapted to a virtual format.

The participants will work individually to conduct in-depth market research to identify new opportunities and evaluate export potential of the selected sectors in target markets. This will enable participants to turn this information into a data-driven market entry strategy, using the EaP Trade Helpdesk, as well as accounting for additional information available in Trade Map, Market Access Map and other ITC market analysis tools as well as other sources.

Following the training, the participants will be able to submit market assessment profiles they have prepared, and, upon satisfactory completion of their assignment, they will obtain an ITC-issued certificate in Market Analysis using the EaP Platform.

LOGISTICS

- All participants must have a laptop
- All participants must be able to connect to the internet, ideally with good broadband

AGENDA*

Monday the 17th of July	
09:45-10:00	Connecting, getting to know each other
10:00-10:45	Introduction to EaP Trade Helpdesk
10:45-11:30	Product Identification and Trade Fundamentals
11:30-11:45	Break
11:45-13:00	Evaluating Economic Attractiveness: Trade Map
13:00-13:15	Introduction of the Quantitative Export Factsheet exercise
13:15-13:30	Q&A

Tuesday the 18th of July	
09:45-10:00	Connecting and Q&A
10:00-11:30	Evaluating Economic Attractiveness: Export Potential analysis
11:30-11:45	Break
11:45-13:00	Cost of market entry- Tariffs, Rules of Origin, Taxes
13:00-13:15	Q&A

Wednesday the 19th of July	
09:45-10:00	Connecting and Q&A
10:00-11:45	Evaluating Economic Attractiveness: Non-tariff measures
11:45-12:00	Break
12:00-13:00	Evaluating Economic Attractiveness: Private standards / buyer requirements
13:00-13:30	Course summary and wrap-up with Q&A

* GMT+3