



Ministry of Foreign Affairs



Market Intelligence

Centre for the Promotion of Imports
from Developing Countries (CBI)

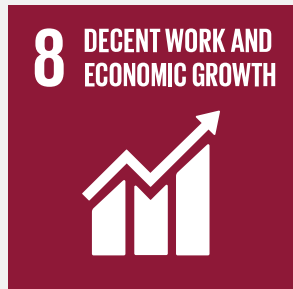
Geneva, 1 December 2022

Peter van Gilst

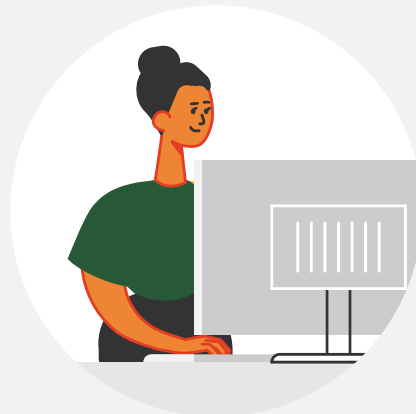
Our mission

We support the transition towards inclusive and sustainable economies

We contribute to making sectors in developing countries more inclusive and sustainable, by strengthening the economic, social and environmental sustainability of local SMES through exports of value-added and/or niche products to European and regional markets



Decent jobs



Stimulate sustainable trade and production



"We pay special attention to women and youth."





CBI's Market Intelligence

- One of CBI's core services
- Lack of high quality market information is major obstacle to export for SMEs
- We provide market information about the European market for SMEs in developing countries
- Focus on sectors in agriculture, consumer, products and services
- Per year approximately:
 - 250 studies
 - 30 news items
 - 25 webinars
- Market information is easy to access on our website

www.cbi.eu/market-information





Organised per sector

The screenshot shows a web browser window with the URL <https://www.cbi.eu/market-information/spices-herbs>. The page features a navigation bar with 'Home', 'Export to Europe', 'Import from a developing country', 'Collaborate with us', and 'Market Information'. Below the navigation is a large image of various spices including cardamom, cinnamon, and pepper. The main content area is titled 'Exporting spices and herbs to Europe' and includes a sub-header 'Sector information' with links to 'What competition do you face?', 'Which trends offer opportunities?', 'What requirements should your product comply with?', and 'Through what channels can you get your product onto the European market?'. There is also a 'Tips' section with links to '8 tips to find buyers' and '10 tips to do business'. A 'Stay up-to-date' box offers a newsletter subscription. A 'Promising export products' section lists Cardamom, Cinnamon, Cloves, Dried Ginger, Nutmeg, and Pepper. At the bottom, there is a link to 'The European Spice Association (ESA)'.

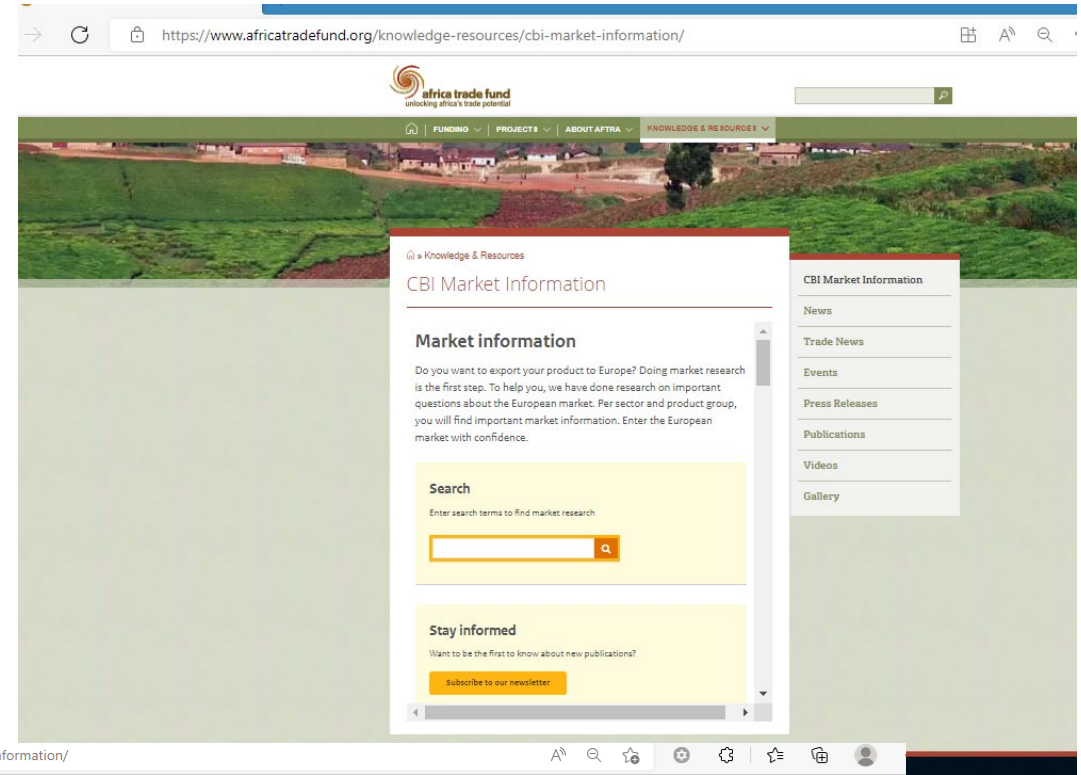
Our studies answer questions such as:

- Which countries offer the most opportunities for a product or service?
- What channels should you use to enter the market?
- What laws and requirements must you follow?
- How can you find buyers on the European market?



Affiliates & CBI MI partnership

- For business support organisations
- Simplified version of our platform with market information on a webpage of our partners
- Partners can offer access to our information to their clients, without these clients leaving their websites
- Email: cbi@cbi.eu



Market Information



Do you want to attract more tourists from Europe? Doing market research is the first step. To help you, CBI has done research on important questions about the European market. Per sector and product group, you will find important market information.

The coronavirus pandemic has affected the tourism industry. Before 2020, Europe was a great market for attracting tourists. European tourists were also interested in holiday destinations in developing countries.

At CBI, expect rural destinations to recover faster from the pandemic than urban destinations. Tourists want to travel to outdoor places with fewer people. We also expect that domestic and regional travel will become more popular.

When outbound tourism increases again, we do not expect interests to have changed much. We expect destinations that are closer to Europe to recover faster.

To access our market information and tips please visit the CBI website by [clicking here](#).

You can also checkout our interactive infographic tool that helps you understand each market, by segment. This tool can be [accessed here](#)



*Happy to work together to reach results
in sustainable economic development*



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