

Session 2B:

Global Market Intelligence

Finding Profitable Export Markets



Session 2B:
Global Market Intelligence

A photograph of a cave opening that frames a view of a beach and the ocean. The text "MARKET ANALYSIS SEQUENCE" is overlaid in large, bold, black letters across the center of the image. In the background, there are large rock formations and a clear blue sky. A small thumbnail of the binoculars image is in the top left corner.

<https://www.gettyimages.com/detail/stock-photo/cathedral-cove-new-zealand-sea-1692274/>

trade patterns demographics special factors country risk analysis



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Global Market Intelligence <http://www.export-u2.com/RESOURCES/CIA-Factbook/cia-factbook.html/>

THE WORLD FACTBOOK

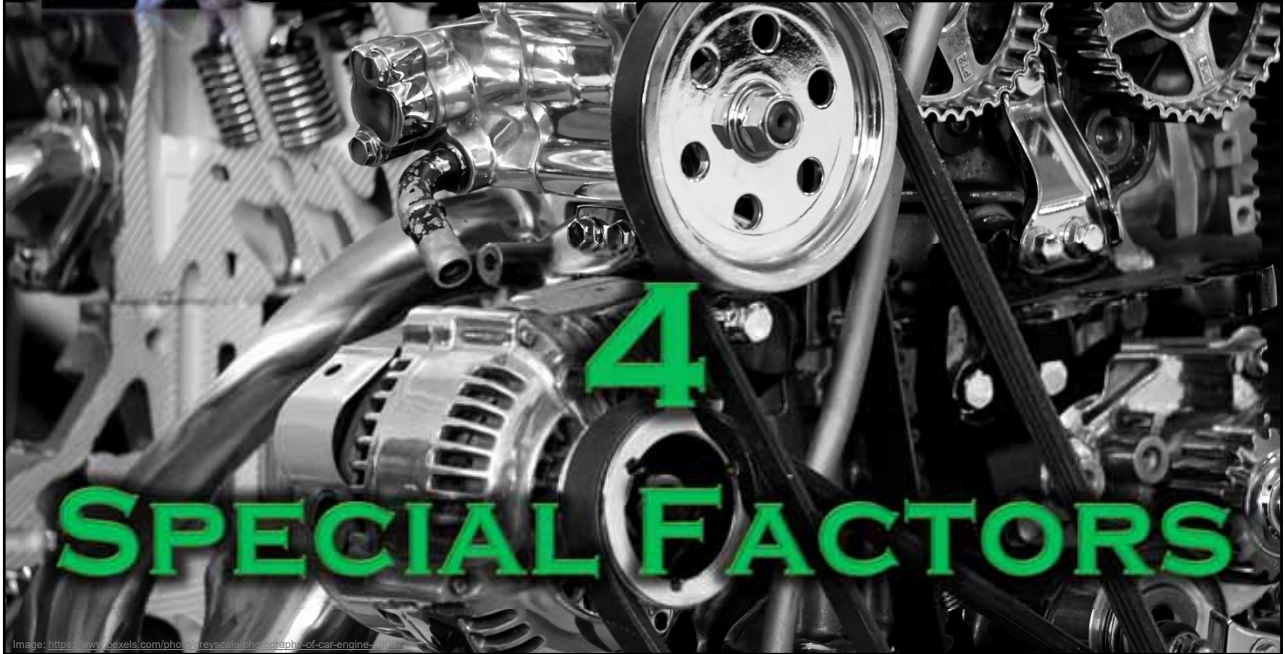
Please select a country to view

ABOUT REFERENCES APPENDICES FAQ CONTACT VIEW TEXT/LOW BANDWIDTH VERSION DOWNLOAD PUBLICATION

COUNTRY COMPARISON GDP - PER CAPITA (PPP)

GDP - per capita on a purchasing power parity basis divided by population as of 1 July for the same year.

RANK	COUNTRY	GDP - PER CAPITA (PPP)	DATE OF INFORMATION
1	Z R Z \$ →	\$132,900	2015 EST.
2		\$101,300	2015 EST.
		\$90,500	2015 EST.
		\$89,400	2009 EST.
		\$85,700	2013 EST.
		\$85,400	2015 EST.
		\$83,100	2007 EST.
		\$79,500	2015 EST.
		\$78,700	2013 EST.



NationMaster Categories - Countries - Stats - Groups - Search stats & fact

Transport > Motor vehicles > Per 1,000 people: Countries Compared

Home / Country Info / Stats / Transport / Motor vehicles / Per 1,000 people

Totals **WOW! More cars than people!** Motor Select year

#	COUNTRY	AMOUNT	DATE	GRAPH	HISTORY
1	Netherlands Antilles	1,213.83	2007		
2	Monaco	871.53	2007		
3	United States	819.79	2007		
4	Iceland	773.48	2007		
5	New Zealand	729.29	2007		
6	Qatar	724.45	2007		

Photo: <https://www.gettyimages.com/photos/Close-up-photograph-of-car-engine>

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全球首款增程型电动车 VOLT 沃蓝达 中国上市

雪佛兰
CHEVROLET

3,612,636
3,082,366
388,025
311,652
263,335

Session 2B: Global Market Intelligence <http://www.coface.com/>

VIET NAM

POPULATION: 90.6 MILLION
GDP PER CAPITA: 2,051 US\$

B COUNTRY RISK ASSESSMENT
C BUSINESS CLIMATE
CHANGING COUNTRY
COMING COUNTRY

SYNTHESIS

MAJOR MACRO ECONOMIC INDICATORS

	2013	2014	2015E	2016E
GDP growth (%)	5.8	6.0	6.7	6.2
Inflation (yearly average) (%)	6.6	6.1	2.2	3.1
Budget balance (% GDP)	-7.4	-6.1	-6.9	-6.7
Current account balance (% GDP)	5.6	4.8	3.7	2.4
Public debt (% GDP)	52.6	57.2	61.2	63.7

(e) Estimate (f) Forecast

STRENGTHS

- Skilled and low cost labour
- Solid agricultural potential and natural resources
- Development strategy based on openness, a move up the value chain and diversification of the economy
- Vietnamese economy barely affected by the Chinese slowdown

WEAKNESSES

- Shortcomings in the business climate
- Lack of infrastructures
- Incomplete public sector reforms
- Widening inequalities
- Weak banking system

EXIM BANK Country Limitation Schedule

Country	Sector	Limitation	Limitation	Limitation
Anguilla	Public Sector			
	Private Sector			
Antigua and Barbuda	Public Sector	X	X	X
	Private Sector			
Argentina	Public Sector			X
	Private Sector			X

Photo: <https://www.flickr.com/photos/uberna/2476877268/>

ANALYSIS SEQUENCE

6



- **Record**
all data on one chart



- **Examine**
for trends & opportunities



- **Eliminate**
unpromising or risky markets

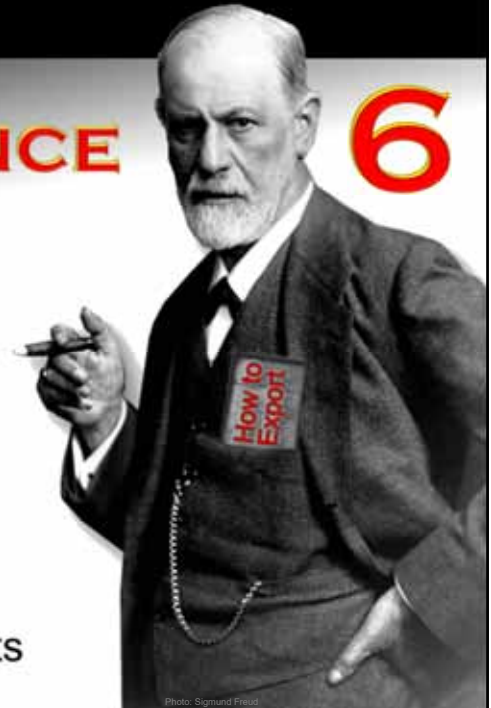


Photo: Sigmund Freud



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BRAKE PARTS



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SOURCES



International
Trade
Centre



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FOR SAFER TRADE

NationMaster

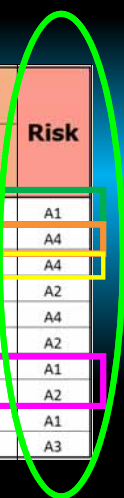
RECORDING CHART

	Brake Trade					Demographics		Special Factors			Risk
	US Brake Exports in 2014 (\$M)	Export Growth 10-14 (p.a.)	Export Growth 13-14	Rank in World Imports	US Market Share (%)	Economy (GDP, \$T)	Wealth (GDP/ capita, \$K)	Population (M)	Car Density (cars/ M people)	Cars (M)	
Canada	\$1,370	5.0%	5.0%	4	71.5	\$1.6	\$44.5	35	607	21	A1
Mexico	\$899	14.0%	4.0%	3	63.2	\$2.1	\$17.9	120	275	33	A4
China	\$61	7.0%	18.0%	8	6.4	\$17.6	\$12.9	1,356	113	153	A4
Australia	\$48	1.0%	8.0%	27	12.9	\$1.1	\$46.6	22	731	16	A2
Brazil	\$34	9.0%	9.0%	18	6.2	\$3.1	\$15.2	202	249	50	A4
United Kingdom	\$33	8.0%	-11.0%	6	2.1	\$2.4	\$37.7	64	519	33	A2
Germany	\$31	14.0%	28.0%	2	0.7	\$3.6	\$44.7	81	588	48	A1
South Korea	\$29	13.0%	6.0%	21	10.9	\$1.8	\$35.4	49	438	21	A2
Japan	\$23	7.0%	-25.0%	15	4.8	\$4.8	\$37.8	127	588	75	A1
Emirates	\$22	49.0%	-9.0%	23	8.4	\$0.6	\$65.0	6	313	2	A3



RECORDING CHART

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Mini-Matrix



	Brake Trade					Demographics		Special Factors			Risk
	US Brake Exports by 2018 (\$M)	Export Growth 10-14 (%)	Export Growth 13-14	Rank in World Imports	US Market Share (%)	Economy (GDP, \$T)	Wealth (GDP/capita, \$K)	Population (M)	Car Density (cars/1K people)	Cars (M)	
Canada	●	●	●	●	●	●	●	●	●	●	●
Mexico	●	●	●	●	●	●	●	●	●	●	●
China	●	●	●	●	●	●	●	●	●	●	●
Australia	●	●	●	●	●	●	●	●	●	●	●
Brazil	●	●	●	●	●	●	●	●	●	●	●
United Kingdom	●	●	●	●	●	●	●	●	●	●	●
Germany	●	●	●	●	●	●	●	●	●	●	●
South Korea	●	●	●	●	●	●	●	●	●	●	●
Japan	●	●	●	●	●	●	●	●	●	●	●
Emirates	●	●	●	●	●	●	●	●	●	●	●



Mini-Matrix

Country	Construction Rank 2015	2020 Hot Growth Region?	2030 Projection	Investment Top 10	GDP Growth	Cement Production	Environmental Sensitivity	My assesment
India	1	●			●	●	●	C
USA	2		●	●	●	●	●	A
China	3	●	●	●	●	●	●	C
Japan	4	●		●	●	●	●	B
France	5			●	●	●	●	B
Germany	6			●	●	●	●	B
UK	7			●	●	●	●	B
Canada	8		●	●	●	●	●	B
Australia	9		●	●	●	●	●	C
Russia	10				●	●	●	D
Brazil	11		●		●	●	●	D
Italy	12				●	●	●	C
Spain	13				●	●	●	C
Indonesia	14	●	●		●	●	●	D
Mexico	15		●		●	●	●	D

An environmentally-friendly concrete additive

Image: Pixabay balance-110850

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Full
V

"The Matrix"

Formal name:
Multi-Attribute Analysis of Export Markets (MAA)

(Very) roughly based on:

NASA's Probabilistic Risk Assessment (PRA)



Image: NASA

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MATRIX Considers

a lot of seemingly incompatible data

Then it analyzes and scores global markets

-100 BAD **0 AVERAGE** **+100 GOOD**

- DEMOGRAPHICS
- TRADE TRENDS
- ECONOMIC FACTORS
- POLITICAL STABILITY
- CURRENCY PRICES





How it Works

1. Adjusts all numbers to a standard range (-100 to +100)
2. Lets you weight relative importance of each indicator (% of total)
3. Derives total country scores: (sum of all the weighted data)

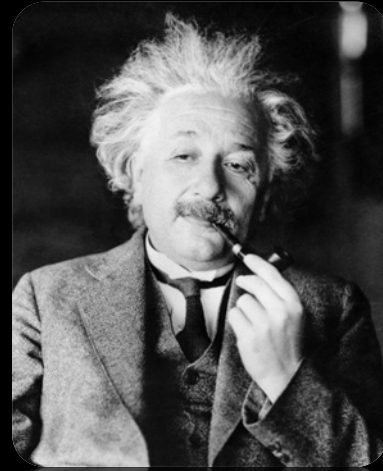
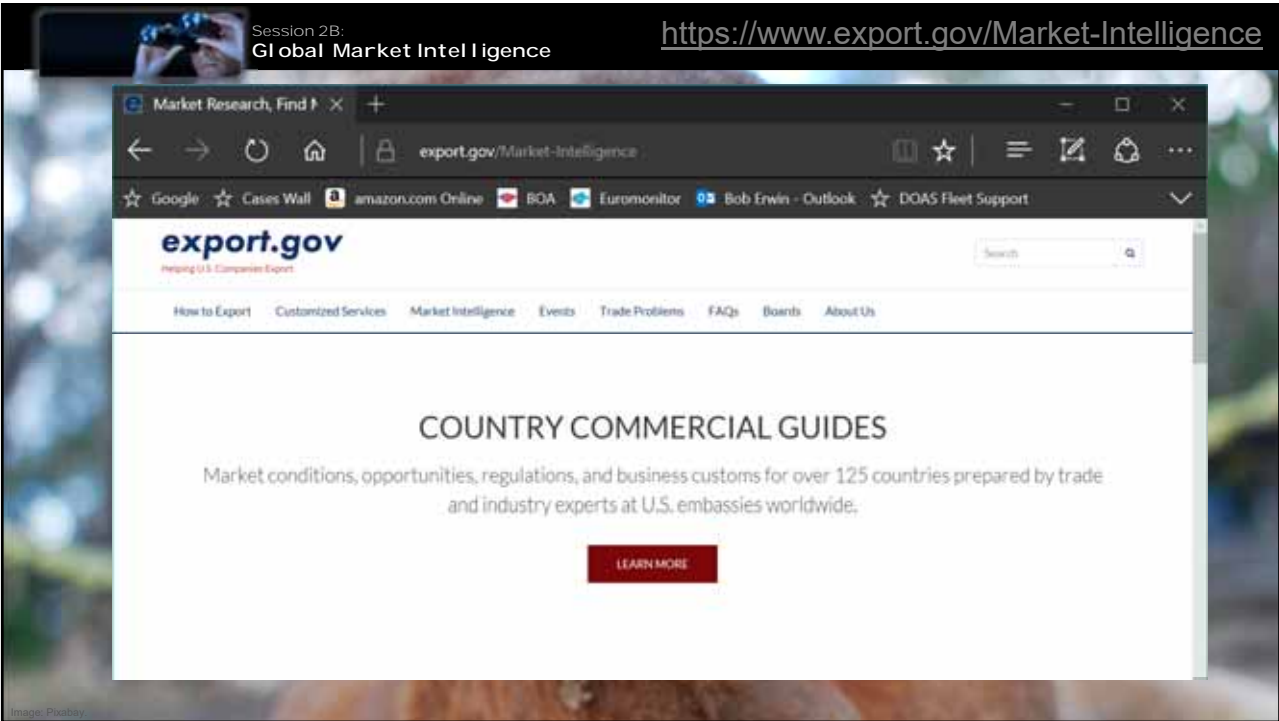


Photo courtesy of wikipedia.org







Australia - Market Overview

Discusses key economic indicators and trade statistics, which countries are dominant in the market, the U.S. market share, the political situation if relevant, the top reasons why U.S. companies should consider exporting to this country, and other issues that affect trade, e.g.: terrorism, currency devaluations, trade agreements.

Last Published: 6/22/2016

Note: As of May 12, 2016: AUD1.00 = USD0.73¹

- Total U.S. - Australia bilateral trade of goods and services in 2015: USD60.1 billion²
- U.S. exports of goods and services to Australia in 2015: USD42.75 billion
- U.S. goods exports to Australia in 2015: USD24.7 billion
- U.S. services exports to Australia in 2015: USD18.27 billion³
- Australia's rank as a U.S. export market in 2015: 15th largest⁴

**2016 Top Markets Report
Automotive Parts**

A Market Assessment Tool for U.S. Exporters
April 2016

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Australia

Type: Mature; Diverse Market with Modest Growth

Australia's auto market is mature with modest growth expected going forward. BMI forecasts that new vehicle sales in Australia will increase 6.8 percent between 2015 and 2019, growing to 1.2 million units in 2019. Australia was the seventh largest destination for U.S. auto parts exports in 2015, and the market has relatively few barriers for U.S. companies. Since auto production in Australia is winding down over the next couple of years, future U.S. parts exports will be for aftermarket use.

Original Equipment Rank	17
Aftermarket Rank	12

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The End

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