

Market

Session 3:

More Intelligence

Refine your list of potential overseas markets



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WHAT'S OUT THERE?

(Let's take a closer look at some key markets)

Image: Chris Deegan | TheKropfarms.com Blog | www.kropffarms.com



First Culling of Markets

(Sort through data from Session 2)

Eliminate markets that are:

- Very small
- Trending down or low growth
- Poor credit rating

Sort remaining markets based on your own subjective factors



Image: Microsoft Clip-art, and NASA Goddard Photo and Video on Flickr



MANIPULATING THE DATA

- Geography
 - World region
 - Trading blocs
- Largest markets
- Fastest growing markets



Image: Microsoft Clip Art



First Decision TIME

- Criteria
 - Trends
 - Transportation Cost
 - Size/Competition
 - Trading Blocs
- Select 5 to 10 countries
- Rank them



Image: Microsoft Clip-art



CONSIDER MARKET-SPECIFIC DATA

(just top 5-10 markets)

- Non-tariff barriers
- Regulations
- Industry standards
- Packaging requirements
- Legal issues
- Payment issues
- Product's market potential



Photo: Pixabay sunset-481976

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<http://www.export-u2.com/RESOURCES/Library/library.html>

Export.gov
Market Research

Photo: Night Sky, NASA Earth Observatory <http://earthobservatory.nasa.gov/DTN/2016/06/061602>

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<https://www.export.gov/Market-Intelligence>

Export.gov: Reference Library

export.gov

SEARCH MARKET INTELLIGENCE

Before you export, learn your product's potential in a given market, the market's business practices, and best prospects for success.

search for market insights, best prospects and more



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EXPORT.GOV SEARCH ENGINE

TOP MARKETS SERIES

Top Markets
A Market Assessment Tool for U.S. Exporters

The International Trade Administration's Top Markets Series is meant to help exporters determine their next export market by comparing opportunities across borders. Each report ranks future export opportunities within a particular industry based on a sector-specific methodology. The reports provide a detailed assessment of the competitiveness landscape within a sector, as well as the opportunities and challenges facing U.S. exporters in key markets. Each report is available for download. Interested exporters can also download or view individual case studies within larger reports.

- Agricultural Equipment (2017)
- Aircraft Parts (2016)
- Automotive Parts (2016)
- Building Products and Sustainable Construction (2016)
- Industrial Automation (New for 2016)
- Manufacturing Technology (New for 2016)
- Media and Entertainment (2017 Update)
- Medical Devices (New for 2016)



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Top Market Reports

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**Top Markets Report
Automotive Parts**
A Market Assessment Tool for U.S. Exporters

International Trade Administration | Industry & Analysis (I&A)

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http://www.export-u2.com/RESOURCES/Library/library.html

automotive

All Recommended How To Export **Market Intelligence** Events Leads

47 results from the Market Intelligence were found for **automotive**.

Colombia - Automotive
<https://www.export.gov/article?id=Colombia-Automotive>
 ... 425 366 Total Market Size 3,933 3,463 -Exchange Rate: 1 USD1,997,832,748,7832010.15 Automotive market by categories, 2015 vs 2016 (in units) Category 2015 Sales 2016 Sales 2015 Market Share % 2016 Market Share % Variation in the volume of sales % Private ...

Guatemala - Automotive
<https://www.export.gov/article?id=Guatemala-Automotive>
 Overview Guatemala continues to be an important market for automotive parts and accessories. In 2015, the sector grew approximately ten percent, a slight increase from previous years. According to sources, the increase was in response to fair economic ...

MARKET RESEARCH REPORTS

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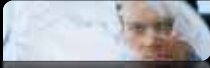
Country Commercial Guides

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: 6/28/2017

- Total U.S. - Australia bilateral trade of goods and services in 2016: USD 61.8 billion¹
- U.S. exports of goods and services to Australia in 2016: USD44.5 billion²
- U.S. goods exports to Australia in 2016: USD22.4 billion²
- U.S. services exports to Australia in 2015: USD22.1 billion²
- Australia ranks as a U.S. export market in 2017, 17th largest³
- World Bank Ease of Doing Business 2016 Rank: **15** of 189 (13 in 2015)⁴
- Australia is the world's 12th largest economy⁵ with a GDP of USD1.26 trillion.⁶
- Australia - U.S. Free Trade Agreement (AUSFTA) has significantly stimulated



OTHER INFO SOURCES

USEAC

<http://www.buyusa.gov>

SBDC

<http://www.asbdc-us.org>

State Economic Development Agencies

<http://www.sidoamerica.org/directory/directory.htm>

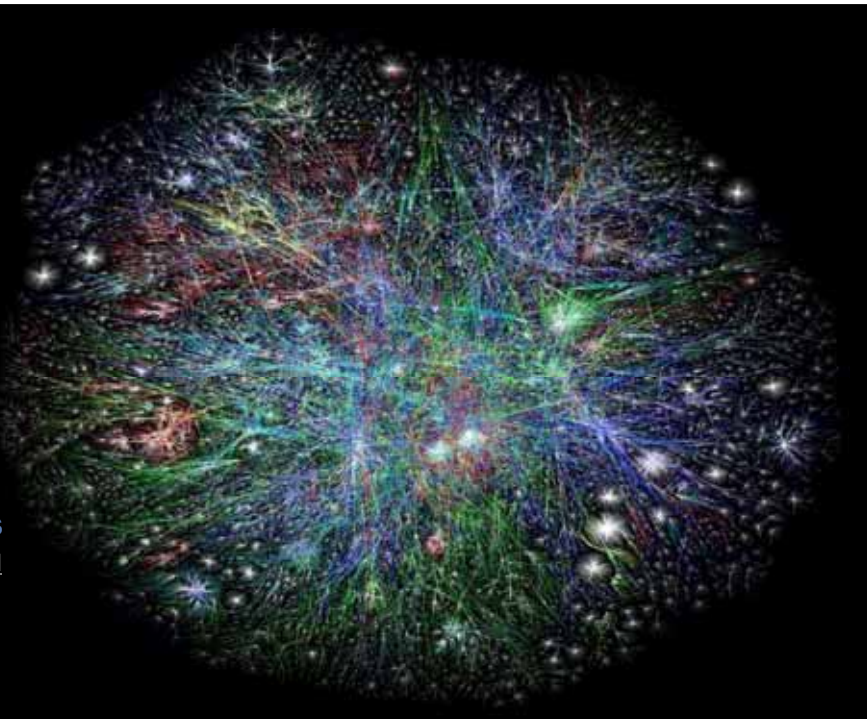


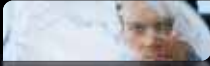
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	Brake Trade (1,2)			
	US Brake Exports	Export Growth \$	Export Growth %	Total Imports (from all countries)
Canada	1,187,748,129	19,689,321	2%	1,369,078,787
Mexico	362,684,441	174,086,340	92%	867,485,657
Germany	41,747,208	18,521,630	80%	1,815,142,000
Japan	36,179,926	10,545,415	41%	398,447,021
France	33,017,710	31,039,664	1569%	1,157,235,878
Australia	32,368,323	27,028,078	506%	97,605,175
Austria	28,610,491	27,843,490	3638%	195,255,248
United Kingdom	27,055,676	19,094,592	240%	611,396,381
Netherlands	17,962,693	10,946,821	156%	116,154,343
China	16,902,314	16,193,826	2286%	780,056,517
Total All Countries	\$1,882,252,913	\$313,141,894	28%	





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CHECK-LIST REVIEW

- ✓ Sort for target markets
- ✓ Use on-line resources to help you decide
- ✓ Consider other company-specific factors



Photo: NASA. Astronauts use iPads in Space Shuttle. NASA Approved Video. © pharmastrman.com



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For assistance call:

1-800-USA TRADE

or consult your nearest

US Export Assistance Center

In Georgia you can also call the SBDC International Trade Center at 678-985-6820

