



IHS Markit™

Introduction to the Global Trade Atlas

Promoting international trade, researching global markets, identifying opportunities, and analyzing economic development using a single source for worldwide merchandise trade statistics

January 2017

Overview

- What is GTA Data?
- Worldwide Coverage
- Quality and Revision Processes
- Standard Data Points
- Country-specific Additional Data Fields

What is GTA data?

- GTA data provides users with a global views of imports and exports for every commodity at the most detailed level of harmonized code.
 - > Offers historical data, starting from the 1990s, for majority of the countries covered.
 - > Based on official merchandise trade statistics.
- Includes monthly trade data for more than 87 countries.
- Includes annual trade data for more than 200 countries.

GTA's monthly trade statistics account for 92% of worldwide trade

Worldwide View of Monthly Data Coverage



With 92% of global trade covered, statistics on countries that do not report monthly data can be derived from their trading partners.

Data Quality and Revision Processes

- Monthly trade data is provided directly from the official government source for each reporting country.
 - > The GTA Data Team has developed long-standing and reliable relationships with these official data sources, enabling us to ask questions or make requests on behalf of GTA clients when necessary.
- All revisions or changes made by the data source are seamlessly integrated into the GTA database.
 - > Many countries provide revised data in order to improve accuracy and correct errors.
- All monthly data is reviewed for completeness before publication.

Global Trade Atlas: Standard Data Fields

- In one-click, users can quickly aggregate the following information in full-year, half-year, quarterly, or monthly time periods:
 - > **Commodity:** categorized according to Harmonized System codes as in official statistics. Available at all levels of specificity.
 - > **Trading Countries:** the country reporting the trade and the trade partner.
 - > **Value:** Merchandise value standardized for all data sources and convertible to 30+ major currencies.
 - > **Quantity:** provides the total number of units traded.
 - > **Unit Price:** calculates the merchandise value for a single unit.

Extra Data Fields provide greater detail

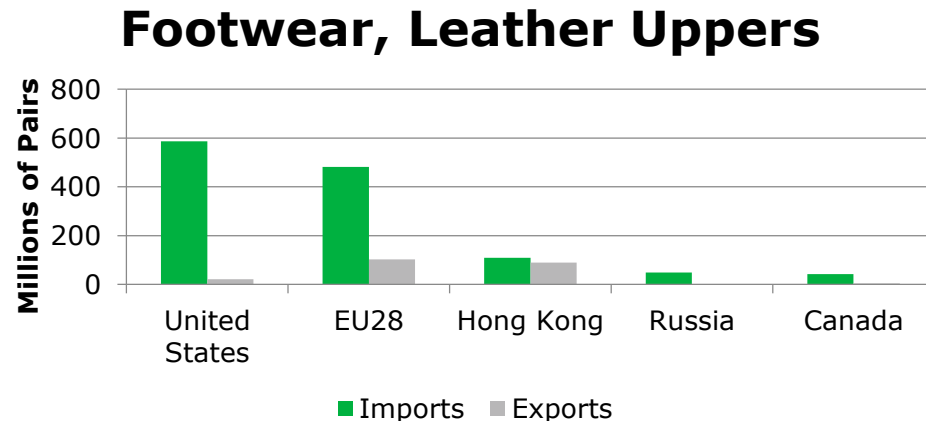
- GTA users also gain more insight about trade activity by utilizing the additional data fields that we are provided from our data sources.
 - > Review trade data by:
 - Transport Mode – available for 39 countries
 - Ports
 - District
 - Company Names
 - Regimes
 - Provinces
 - State
 - Region
 - Domestic Trade Values
- Availability of data fields vary by source & country

A more detailed location such as port or province is available for about 47% of global trade volume.

In Practice: Answering questions and exploring markets

Understand global trade flows and volumes with official statistics

- Identify major importers and exporters of specific commodities
 - > Trade balance view shows whether a country is a net importer or exporter in each category at a glance
 - > Variety of default views provide time series data, year-over-year comparisons, and adjustable time frames
- Measure trade in value or commodity-specific units
 - > Markets sized in measurements relevant to the industry
 - > Weights provided as a secondary measure for nearly all sources and categories

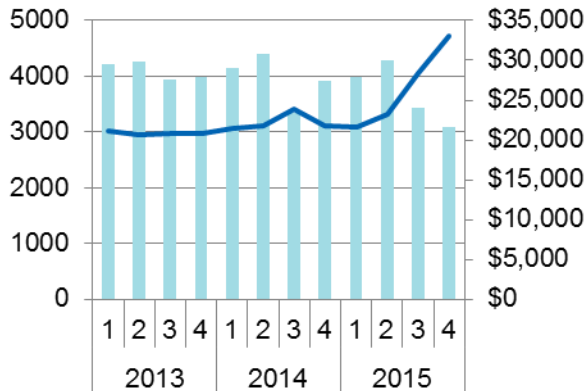


Analyze per unit pricing for deeper insight

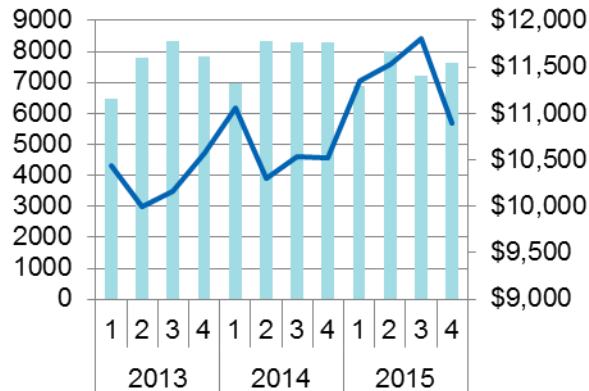
- Trade volume in commodity-specific units and standardized values are both available
 - > This allows analysts, economists, and researchers to contextualize market developments
- Identify opportunities and understand price points for competitive products

Exports of HS 300510: Adhesive Bandages Price per Ton (line) – Volume in Tons (bar)

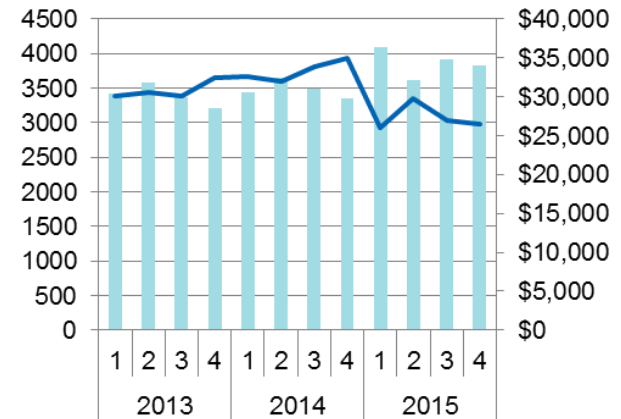
United States



China



Germany

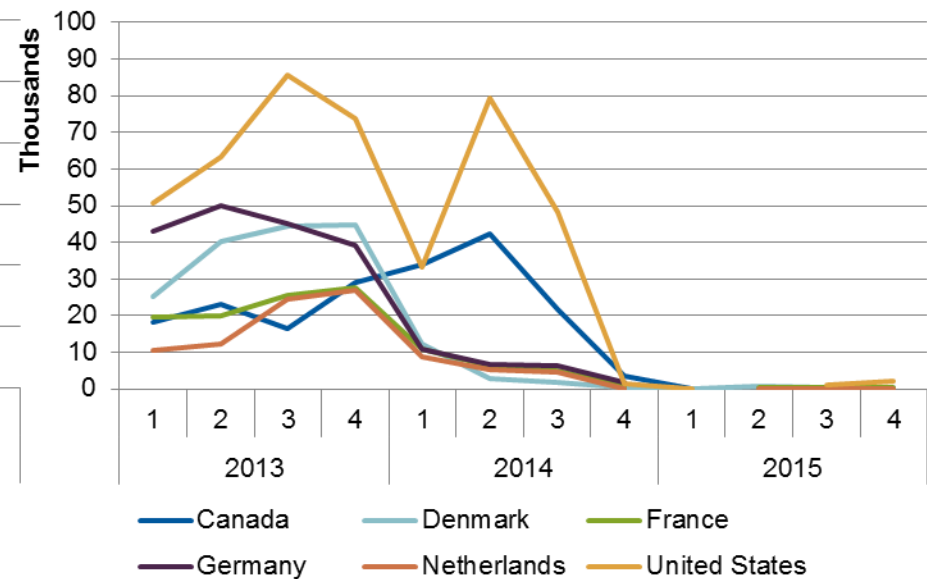
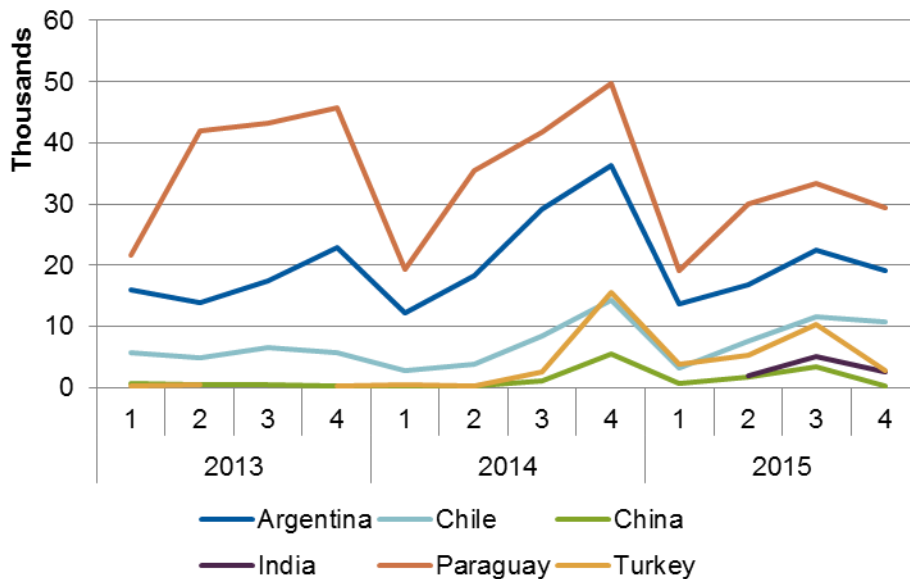


Track the impact of key events and use historical comparisons to understand potential outcomes

Meat (HS 02) Imports to Russia in Tons

Crimean crisis and annexation – February 20 – March 19, 2014

Russia suspends food imports from selection of countries - August 7, 2014



Imports from countries outside the ban increase sharply in Q4 2015, followed by a decline as recession begins. New sources emerge in Turkey, China, India.

Imports decline from EU countries in Q1 2014 and imports from banned countries are eliminated in Q4.

Features and Capabilities

Global Trade Atlas (GTA): Product Options

WEB APPLICATION

- GTA offers a web-based search and analysis tool that provides users with on-demand access to our comprehensive database of worldwide trade statistics.

Available Options:

1. Main Module: access to monthly data with standard and extra data fields
2. Annual Module: access to annual data standard data fields
3. All Inclusive: access to monthly and annual data with all available data fields

* Pricing determined by number of HS codes and countries included.

DATA DELIVERY

- Using our Bespoke Delivery Process, GTA data can be delivered directly to clients, for easy integration with other databases.

Custom Delivery Options:

1. Frequency: data can be delivered on a daily, weekly, or monthly basis
2. Delivery Recipient: provide a list of email addresses to be informed of the data delivery
3. Report Inclusion: Customizations can include custom conversion factors, product groupings, field names and data formatting

Global Trade Atlas (GTA): Search Capabilities

Search our extensive database of world trade data in less than 1 minute

Users are prompted with multiple options for searching our database:

CHOOSE A TRADE FLOW

- Import
- Exports
- Total Trade
- Trade Balance

CHOOSE A COUNTRY

- Global view
- Single country of interest
- Create a **custom country group** that aggregates the data for the countries you specify.

CHOOSE A COMMODITY

- Choose HS code from a drop-down list or free text box
- Use the **HS Code Search tool** to locate the most effective code for your needs
- Create a **custom product group** that will group multiple HS codes

After a search is executed, users can **save the search criteria** for quick retrieval and refresh of data in future circumstances

Global Trade Atlas (GTA): Application Features

- **In addition to searching and reviewing data, users can also:**
 - > Download Data
 - Extract Data Tool: A search wizard that enables users to set their search criteria and download GTA data directly to a comma- or tab-delimited file.
 - Output Search Results: After conducting a search within the application and viewing results from a GTA Data Page, users can output all the data from that page directly to Microsoft Excel or Plain Text format for a print-friendly version.
 - > Retrieve Data Without Opening Application
 - Dynamic Excel File: In addition saving search criteria, users can output data to Microsoft Excel, save that file on their local computer, and every subsequent time the file is opened locally, the data will automatically refresh to include the most recent GTA data.

(1 of 2)

Global Trade Atlas (GTA): Application Features

- **In addition to searching and reviewing data, users can also:**

- > Customize

- Create Custom User Groups: Users can create custom groups to see aggregated data for a group of HS codes, or countries
- Define Conversion Factors
- Save Search Queries

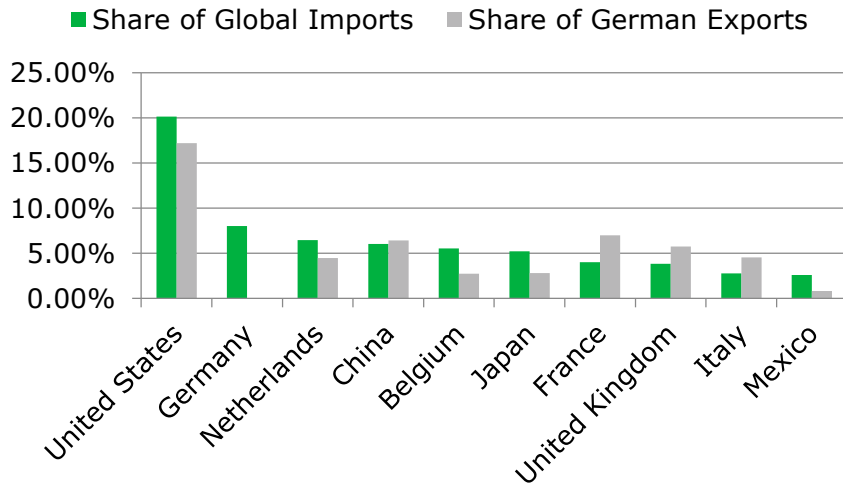
- > Data Visualization

- Chart Configuration Tool: Generate a graph with the data included in your search results. Interactive chart tool provides many options for customizing your visualization and downloading for inclusion in reports and presentations

(2 of 2)

Trade Promotion with the Global Trade Atlas

Review trade in specific markets in-depth and with global context



Although the United States have the highest share of German exports in the category, that 17.2% share is still lower than the 20.1% of global import demand represented by the U.S. The Netherlands, Belgium and Mexico likewise compose a greater share of global import demand than their share of German exports.

Identify opportunities and size markets from supply and demand perspectives

German export statistics show us **HS9018: Medical Instruments and Appliances** is one of the top 10 categories for German exports to the world, measured in value.

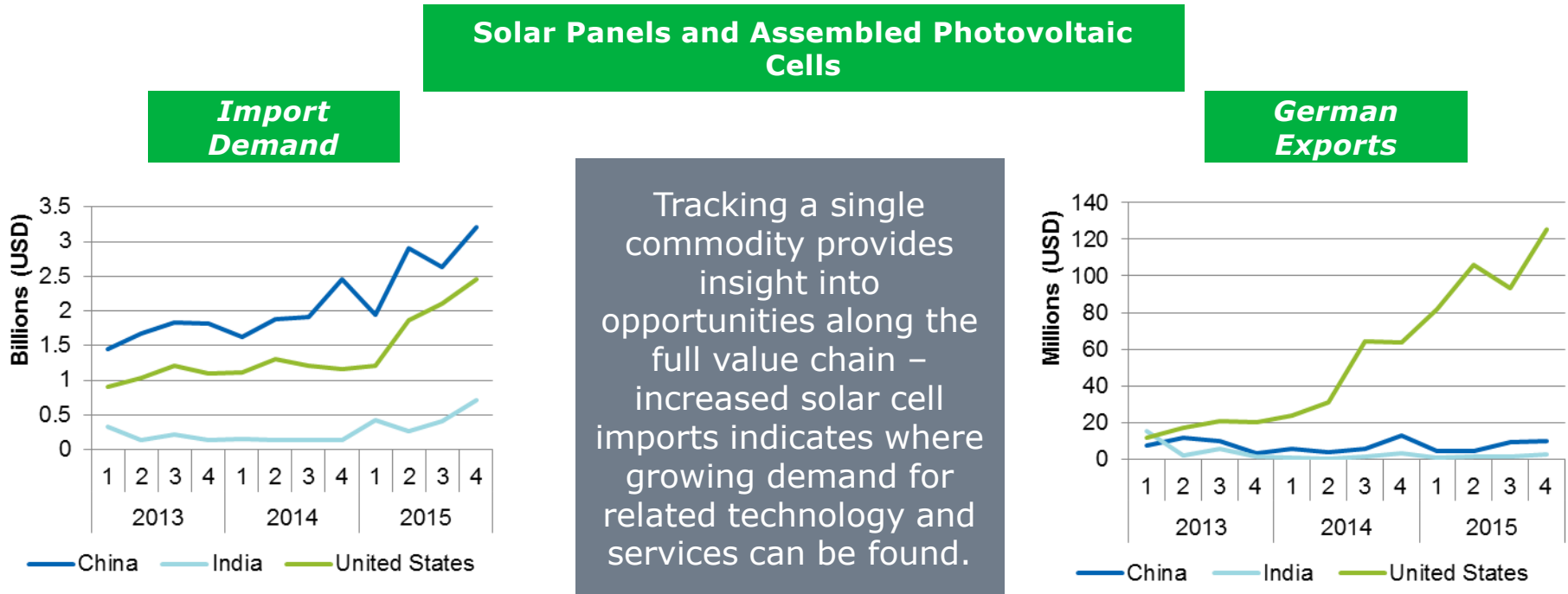
View and extract a ranked list of partner countries and what share they make up of the German export market.

Comparing the lists, we can check the top markets and determine the position of German exports relative to the import demand in that country.

What are the biggest import markets? Use the GTA's global view to retrieve import statistics from all sources and gain insight into demand for this category worldwide.

Benchmark performance against official statistics

- Official statistics on demand from around the world provide individual exporters or industries a reference point to assess their performance
 - > Saved searches, data file deliveries, or dynamic Excel facilitate routine update for consistent metrics



Find importers and exporters with PIERS US Data

- Identify potential buyers, trading companies, and competitors by searching on individual shipment criteria
 - > Find company information including trading volumes and commodity details by searching the PIERS U.S. trade database.
 - > Flexible searches run over millions of individual shipments and are presented in company profiles that include contact information as well as full bill of lading details.
 - > Covers U.S. maritime trade.
 - > Easy to use interface includes visualization and downloadable reports.

Advanced Search <

U.S. Import U.S. Export

Quick Date Select

From: 2015/3/07

To: 2016/06/07

▶ U.S. Location

▶ Additional Location

▼ Product Information

PHOTOVOLTAIC

244 Companies matched your search criteria

	COMPANY	DIRECTION	SHIPMENTS	STATE	COUNTRY	TEUS
<input type="checkbox"/>	APPLIED MATERIAL INS	Import	255	MA	US	90
<input type="checkbox"/>	HYUNDAI USA LAX	Import	148	CA	US	1,032
<input type="checkbox"/>	APPLIED MATERIALS	Import	122	MA	US	41
<input type="checkbox"/>	DAEWOO INTERNATIONAL AMERICA	Import	106	NJ	US	777
<input type="checkbox"/>	AUO GREEN ENERGY AMERICA	Import	94	CA	US	278
<input type="checkbox"/>	APPLIED POLYMER MATERIAL	Import	86	MA	US	29
<input type="checkbox"/>	HYUNDAI USA	Import	73	NJ	US	423
<input type="checkbox"/>	ORDER	Import	55	--	US	140
<input type="checkbox"/>	ASTRONERGY SOLAR	Import	48	CA	US	634



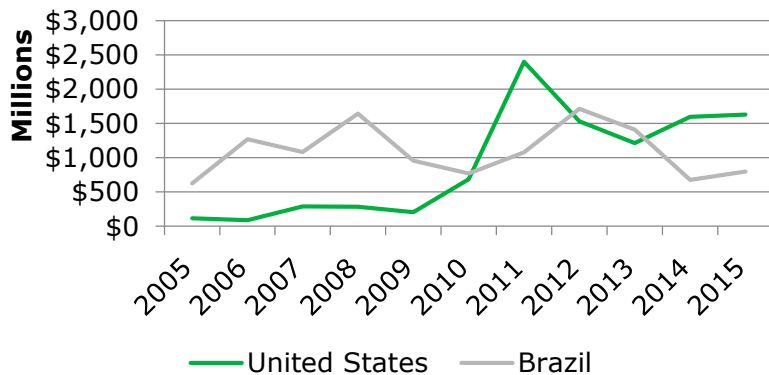
Agricultural Analysis



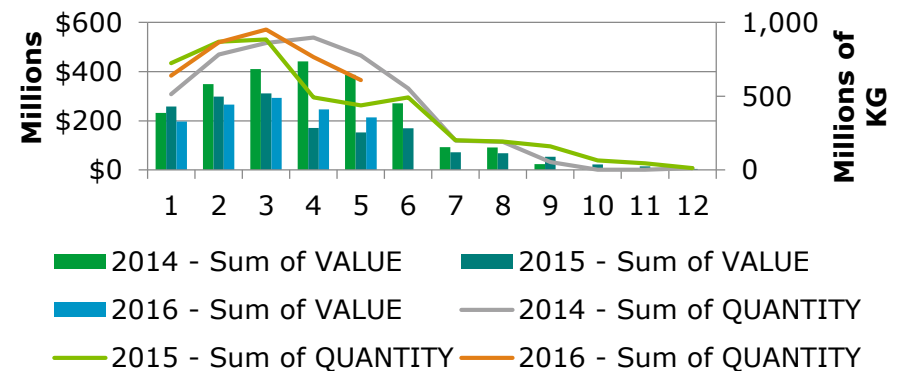
Assess and Report on Long Term Trends in Supply and Demand of Agricultural Goods

- Trend analysis facilitated by extensive historical data, detailed HS codes, and standardized values
- Assess demand in developing markets and identify emerging export opportunities
- Benchmark successes against global demand and competitive peers, and identify weakening production or markets sooner
- Monthly data allows for alignment with crop seasons and granular analysis
- Analyze in terms of volume or value, yielding insights on average pricing and competition

Ethanol Exports



Paraguay: Soybean Exports



Agricultural Analysis and GTA Features

- Specialized reports on specific commodities and regional trends can be prepared using one tool providing worldwide data.
- Data to support country fact sheets useful for exporters, policy analysts, economists and others sourced from a single, standardized platform.
- Worldwide coverage provides a platform for deep analysis of individual commodities, including comparisons of raw materials, processed goods, and packaged consumer merchandise.
 - > Including value and pricing information across competing producers
 - > Historical data forms basis for forecasting

All Global Trade Atlas numbers are official statistics, including revisions, sourced through governments from each reporting country.

Product Demonstration and Q&A

Global Trade Atlas

- **Single resource for worldwide official import and export statistics with standardized presentation and values**
- **Used by trade promotion agencies, embassies, and ministries of governments from every continent as well as supranational organizations**
- **Part of IHS's Maritime & Trade portfolio, providing industry leading and comprehensive intelligence about global trade and transportation**

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