

TRADE INFORMATION DIRECTORY

1 July 2009

Directorate International Trade
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1. TRADE ANALYTICAL DATABASES

Economic Intelligence Unit (EIU)	http://www.eiu.co.za/
FAO Stats Home Page FAO agricultural databases (World trade and production data)	www.fao.org http://www.fao.org/corp/statistics/en/
Global Edge	http://globaledge.msu.edu (see sources of statistical data)
OECD	www.oecd.org (see stats)
PPECB (Statistics on fresh fruit and vegetables)	http://www.ppecb.com/ppecbcms/
Quantec Research	http://www.quantec.co.za/data/easydata-rsa-international-trade
SADC Trade data	http://www.Sadctrade.org
South African Revenue Services (Customs & Excise, Trade Data)	http://www.sars.gov.za/
Statistics Canada	http://www.statcan.ca
Trade and Industry Policy Secretariat (TIPS)	www.tips.org.za/data/
TradeMap (Nationally available for Free)	http://www.trademap.org/
UNCTAD Comtrade (World imports and tariffs)	http://comtrade.un.org/
US International Trade Commission (US Tariff and Trade Data)	http://dataweb.usitc.gov
USA Trade Data	http://www.fas.usda.gov/ustrade/USTExHS2.asp?QI=
World Integrated Trade Solution (Comtrade, Trains, IDB databases combined)	http://wits.worldbank.org/witsweb/
World Trade Atlas (Subscription based – DoA has access to various countries)	www.gtis.com
World Bank Group	www.worldbank.org (see data & stats)

2. PRODUCT AND MARKET RESEARCH

Agri-Food Trade Service	http://ats.agr.gc.ca
CBI	http://www.cbi.eu/ (see EU information)
Common Fund for Commodities	www.common-fund.org
Euro-Monitor (Subscription based – DoA has access to agricultural and food GMID database)	http://www.euromonitor.com/
ITC –Product Maps (Nationally available – for Free)	http://www.p-maps.org/
Today's Market Prices (fruit)	http://www.todaymarket.com
USDA ERS Commodity Outlooks	www.ers.usda.gov/Publications/outlook

3. ECONOMIC & TRADE RESEARCH

ABARE	www.publish.csiro.au
Agribusiness online	http://www.agribusinessonline.com/
AGOA.info Resource on the African Growth and Opportunities Act	http://agoa.info/index.php?view=trade_stats&story=all_groups
Centre for International Trade	http://www.centretrade.com/
Economist Intelligence Unit (Subscription based- DoA has access via Treasury subscription)	http://www.eiu.com/
Economic Research Service of the USDA	http://www.ers.usda.gov
Free Market Foundation	www.freemarketfoundation.com
IMF	www.imf.org
International Development Research Centre	http://www.idrc.ca
International Trade Centre	www.intracen.org
OECD	www.oecd.org
National Productivity Institute	www.npi.co.za
National Agricultural Marketing Council	www.namc.co.za
Sheffield Applied General Equilibrium Models	www.shef.ac.uk/sage/projecteu
STAT-USA	http://www.stat-usa.gov/stat-usa.html

Strategies , Canada Business and consumer site	http://www.sources.ic.gc.ca/engdoc/main.html
The Global Trade Analysis Project	www.agecon.purdue.edu www.gtap.agecon.purdue.edu/resources
The WTO Research Project	http://projectweb.sjfi.dk/project.asp
Trade and Investment Policy Secretariat (TIPS)	www.tips.org.za/
Trade Observatory (news)	www.tradeobservatory.org
Trade Resources	http://www.usitc.gov/ind_econ_ana/tr/index.htm
US Bureau of Economic Analysis	http://www.bea.gov/
World Bank International Trade Division	http://www.worldbank.org/research/trade/
4. MARKET ACCESS BARRIERS AND TARIFFS	
Africa Growth & Opportunities Act (USA)	http://www.agoa.gov/
Agricultural Market Access Database (WTO Bound tariffs)	http://www.amad.org
APEC Tariff Database	http://www.apectariff.org/
Custom Tariffs of China	http://www.chinavista.com/database/cides/show.phtml
ComMark Trust	www.commark.org
ComTrade Database - UN Database	http://comtrade.un.org/
European Union Tariffs	http://ec.europa.eu/taxation_customs/dds/tarhome_en.htm
EU Export Help Desk for Developing Countries	http://exporthelp.europa.eu/
Harmonized Tariff Schedule of the United States	www.usitc.gov
Harmonization System Codes (HS Code) Commodity Classification - Foreign Trade Online	www.foreigntrade.com/reference/hscode.htm
Home - Doing Business - The World Bank Group	www.doingbusiness.org/
Institute for Agriculture and Trade Policy	www.iatp.org/
International Customs Tariffs Bureau	www.bitd.org/
IPPC Home	www.ippc.int/IPP/En/default.jsp
Jacobsens Harmonized Customs Tariff	www.jacobsens.co.za/index.htm
Japan's Generalized System of Preferences	www.mofa.go.jp/policy/economy/gsp

Market Access and Trade Home – Australia	www.daff.gov.au/marketaccesstrade
Market Access database Homepage – European Union (only some categories is accessible)	http://mkaccdb.eu.int/mkaccdb2/indexPubli.htm
MacMaps (National available access – for Free)	http://www.macmap.org/
2000 National Estimate Report on Foreign Trade Barriers	http://hongkong.usconsulate.gov/ushk_econ_2000033101.html http://www.usembassy-china.org.cn/econ/nte-china.html
PhytoTrade Africa - Better products for a better world	www.phytotradeafrica.com/
SACU tariffs	www.rapidttp.co.za/tariff/chpindx.html
SADC Secretariat	www.sadc.int
South African Revenue Services (SARS)	http://www.sars.gov.za/home.asp?pid=2630
Trade - Tariff Reform Impact Simulation Tool (TRIST)	http://web.worldbank.org/
Tralac - Trade Law Centre for Southern Africa	http://www.tralac.org/cgi
TTi CC - Customs and Import Duties Information	http://www.tariffandtrade.co.za/
USITC Interactive Tariff and Trade Database	http://dataweb.usitc.gov/
US Customs & Border Protection	http://www.customs.ustreas.gov
5. PACKAGING AND LABELING	
Codex Alimentarius Commission	http://www.codexalimentarius.net/web/standard_list.jsp
EC export Helpdesk for Developing Counties (Requirement)	http://exporthelp.europa.eu/thdapp/taxes/MSServlet?lang=uageld=EN
Wikipedia (Food and Labeling Regulations)	http://en.wikipedia.org/wiki/Food_labeling_Regulations
6. INTERNATIONAL BANKS AND SOCIETIES	
African-Asian Society	www.jeapp.org.za
Asian Development Bank	http://www.adb.org/
Africa Development Bank (ADB)	http://www.afdb.org/en/home/
World Bank	http://www.worldbank.org/

7. GOVERNMENTS AND EMBASSIES

Agriculture and Agri-food Canada	www.agr.ca
Agriculture Fisheries and Forestry (Australia)	www.affa.gov.au
Australian Dept of Foreign Affairs	www.dfat.gov.au (see countries)
Brazil Government	www.conab.gov.br
Electronic Embassy	http://www.embassy.org
Royal Netherlands Embassy	www.dutchembassy.co.za

8. MULTILATERAL ORGANIZATIONS/ INSTITUTIONS

African Union (AU)	http://www.africa-union.org/
Asia Pacific Economic Cooperation	http://www.apecsec.org.sg
Bilaterals.org home	http://www.bilaterals.org/
Cairns Group	www.cairnsgroup.org
Cairns Group Farm Leaders	www.cairnsgroupfarmers.org
Food and Agricultural Organization (FAO)	www.fao.org
Free Trade Area of the America's	www.ftaa-alca.org/
International Labour Organization (ILO)	http://www.ilo.org/
International Monetary Fund (IMF)	www.imf.org
MERCOSUR	http://www.mercosur.int/msweb/Portal%20Intermediario/
Northern American Free Trade Area (NAFTA)	www.nafta-sec-alena.org/
NEPAD Business Foundation	www.nepadbusinessfoundation.org
Organization of Economic Cooperation and Development (OECD)	www.oecd.org
Southern African Custom Union (SACU)	http://www.sacu.int/traden.php?include=about/traden/multilateral.html
Southern African Development Community (SADC)	http://www.sadc.int/
United Nations Commission for Sustainable Development	http://www.un.org/esa/dsd/
United Nations Conference on Trade and Development	http://www.unctad.org/Templates/StartPage.asp?intlteml

(UNCTAD)	D=2068
United Nations System of Organizations	http://www.unsystem.org/
World Bank International Trade Division	http://www.worldbank.org/research/trade/
World Intellectual Property Organization	http://www.wipo.int/portal/index.html.en
World Customs Organization	http://www.wcoomd.org/home.htm
World Trade Organization	www.wto.org
9. COUNTRY & REGIONAL PROFILES	
BBC NEWS Country Profiles	http://news.bbc.co.uk/1/hi/country_profiles/default.stm
Cape Business News	http://www.cbn.co.za/
China Sources Online	http://www.chinasources.com.tw/
CIA - The World Factbook	https://www.cia.gov/library/publications/the-world-factbook/
Country background notes	http://www.state.gov/r/pa/ei/bgn/
Department of Trade and Industry (DTI)	www.dti.gov.za (see SA economy)
Economist Intelligence Unit	http://www.eiu.com/
Euro-Monitor	http://www.euromonitor.com/
European Union (Agriculture)	http://europa.eu.int/comm/agriculture/index_en.htm
European Union Online	www.europa.eu.int (see countries & regions)
FAO Country and Profiles and Mapping Information System	http://www.fao.org/countryprofiles/
Government of Canada	http://canada.gc.ca/main_e.html
Industry Canada	http://www.ic.gc.ca
Japan External Trade Organization	www.jetro.go.jp
Japan, Ministry of Foreign Affairs	www.mofa.go.jp/policy/economy/gsp
Office of the President – USA	http://www.whitehouse.gov/ (see issues)
South African Government	http://www.info.gov.za/aboutsa/index.htm
The Organization for Economic Cooperation and Development (OECD)	www.oecd.org/std
The World Bank Group	www.worldbank.org (see countries)

The World Fact Book 2002	www.cia.gov/cia/publications/factbook/
United States Trade Representative	www.ustr.gov
US Department of Agriculture	www.usda.gov
US Farm Bill 2008	http://www.usda.gov/wps/portal/farmbill2008?navid=FARMBILL2008
US International Commission	www.usitc.gov
World Information	www.worldinformation.com
10. TRADE PROMOTION	
AfricaBusinessNet.com	http://www.africabusinessnet.com/
ACP Exporters Directory	http://www.coleacp.org/en/pip/12318-acp-exporters-directory
African Trade	http://www.africatrade.co.za/system/index.asp?portal=1&xframes=yes
Agri-Academy	www.agriacademy.co.za
Anuga Trade Fair, (Germany)	www.anuga.com
BrazilTradeNet	http://www.braziltradenet.gov.br/frmDefault.aspx?lang=I
Centre for Promotion of Imports from Developing Countries (Netherlands)	www.cbi.nl
Channels Exhibitions (Dubai)	www.channelsexhibitions.com
Cottonafrica.com	http://www.cottonafrica.com/
DTI (Export Marketing, Investment incentives, production incentives, exporters guide check)	http://www.dti.gov.za/
Dubai World Trade Centre (Dubai)	www.dwtc.com
Eastern and Southern African Dairy Association (ESADA)	http://www.dairyafrika.com/default.asp
Exhibition Association of South Africa	http://www.exsa.co.za
Exhibitions (Africa)	www.exhibitionsafrica.com
Exhibitions Round the World (International events)	http://www.aboutus.org/Exhibitions-World.com
Exhibitions Singapore / Hong-Kong	www.foodnhotelasia.com

Food and Beverage South Africa (Tradebuzz)	http://www.alexasiteinfo.com/chefwhites.co.uk
Foodex (Japan)	http://www.m-messe.co.jp/en/index.html
Freight Training	www.freighttraining.co.za
Fruit Logistica, (Germany)	www.fruitlogistica.com
General System of Preferences (GSP), Board on Tariffs and Trade	www.dti.gov.za (see exporting)
Global Sources (international events)	http://afe.globalsources.com
HOFEX (Asia)	http://www.hofex.com/
International Trade Centre (ITC, Geneva)	www.intracen.org
International Tree Nut Council (International Events)	http://www.nuthealth.org/
Produce Marketing Associations (PMA) (USA)	www.pma.com
SA Agricultural Industry	http://www.aardvark.co.za/search/directory.php?search=cat&category
SA Exporter	www.sa-exporter.com
Sial, France	www.sial.fr/fr/index.htm
SignOn Africa	http://www.signonafrica.com/
Trade and Investment South Africa / DTI	www.thedti.gov.za
Uganda Export Promotion Board (UEPB)	http://www.ugandaexportsonline.com/2009/home.php
USA Fancy Food Fair (USA)	www.fancyfoodshow.com
World Conference of Trade Promotion Organizations	www.tpo-net.com
World Trade Shows Resource (International Events)	www.tsnn.com
11. EXPORT PROCEDURES	
AGIS (DoA)- Agricultural Marketing Information System	http://www.agis.agric.za/mis/
Department of Trade and Industry and the Board on Tariffs and Trade	www.dti.gov.za
Export Help	http://www.exporthelp.co.za/network/wtpf.html
Fresh produce Exporter's Forum	http://www.fpef.co.za/
National Department of Agriculture	www.doa.agric.za (see publications, Government

Gazette)

12. EXPORT COUNCILS

Capital Equipment Export Council	http://www.saceec.com/
Cosmetics Export Council	http://www.thedti.gov.za/exporting/exportcouncilscontact.htm#6
Flower Industry Council	http://www.saflower.co.za/
Fresh Produce Exporters Forum/Fruit South Africa	http://www.fpef.co.za/
SA ostrich Business Chamber	http://www.ostrichsa.co.za/
SA Fruit & Vegetable Canners' Export Council	http://www.safvca.co.za/safvcec.html
Wines of South Africa	http://www.wosa.co.za/

13. INDUSTRY ORGANISATIONS AND ASSOCIATIONS

Agri SA	http://www.agriinfo.co.za/
Agricultural Business Chamber	http://www.agbiz.co.za/
Avocado	http://www.avocado.co.za/new/pages/main_header.htm
Cape Wool SA	http://www.capewools.co.za/
Canegrowers	http://www.sacanegrowers.co.za/
Canning Fruit Producers Association	http://www.canningfruit.co.za/
Chicory SA Limited – South Africa	http://www.chicory.co.za/
Citrus Growers Association, South Africa	http://www.cga.co.za/site/default.asp
Dry Bean Producers Organization	http://www.beans.co.za/
Food and Allied Workers Union	http://www.fawu.org.za/
Grain SA	http://www.grainsa.co.za/home.asp
Land Bank	http://www.landbank.co.za/
Mango SA	http://www.mango.co.za/
NERPO – National Emergent Red Meat Producers Organization	http://www.nerpo.org.za/
Organics SA	http://www.organicsouthafrica.co.za/

Perishable Products Export Control Board (PPECB)	http://www.ppecb.com/ppecbcms/
SA Bee Organization (SABIO)	http://www.sabio.org.za/
SA Flower Growers Association	http://www.saflower.co.za/
SA Meat Industry Company	http://www.samic.co.za/
SA Olive	http://www.saolive.co.za/
South African Pecan Producers Association – pecan, association, growers, processors, nuts, fruit	http://www.sappa.za.org/
South African Sugar Association	http://www.sugar.org.za/HomePage1.aspx
SA Agricultural Processors Association (SAAPA)	http://www.grainmilling.org.za/
SA Fruit and Vegetable Canner's Association	http://www.safvca.co.za/
SA Poultry Association (SAPA)	http://www.sapoultry.co.za/
SA National Consumer Union	http://www.sancu.co.za/
SA Table Grape Industry	http://www.satgi.co.za/
TISA – Tobacco Institute of South Africa	http://www.tobaccosa.co.za/
Transvaal Agricultural Union	http://www.tlu.co.za/
Welcome to Nafu Farmer	http://www.nafufarmer.co.za/
14. PROVINCIAL TRADE AND INVESTMENT PROMOTION AGENCIES	
Eastern Cape Development Corporation	www.ecdc.co.za
Free State Development Corporation	www.fdc.org.za
Gauteng Economic Development Agency	www.geda.co.za
Invest North West	www.inw.org.za
Mpumalanga Economic Growth Agency	www.mega.gov.za
Trade and Investment Kwazulu Natal	www.tikzn.co.za
Trade Investment Limpopo	www.til.co.za
Wesgro (Western Cape Investment and Trade Promotion Agency)	www.wesgro.org.za

15. MARKET PLACES

Africa Business Directory and Trade Leads of African Manufacturers, Foreign	http://www.africabusinessnet.com/Importers,African Imp
African Export Portal showcasing African Exporters and African Products	http://www.signonafrica.com/
AgroTrade.net Worldwide B2B Marketplace For Agricultural & Fishery Trade	http://www.agrotrade.net/index.do
Agtradepolicy agriculture, trade and sustainable development	http://agtradepolicy.org/index_main.php
Aseansources.com – Gateway to Global Market	http://www.aseansources.com/
Asia Pacific Food online	http://www.apfoodonline.com/
Business Day	www.clickit.com
California’s Gateway for Global Trade	http://www.tradeport.org/
Centre for International Trade	www.centretrade.com
Freight Forwarders	http://www.serraintl.com/index.html
Fresh Info	http://www.freshinfo.com
International Directory of Importers	www.export-leads.com
International Produce Auction	http://www.amvac-chemical.com/fruitone_labels.html
Market AG	www.marketag.com
Market Info	www.wtpfed.org
SA Global Trade	http://www.global-trade-marketing.com/
Super Market to Asia (Australia)	http://www.regional.org.au/au/abts/1999/kennedy.htm
Telstra Food Connect (Australia)	www.telstra.com/foodconnect
Trade Information Promotion Service (Africa)	http://tips.co.za
Trade Port	www.tradeport.org
World Business Market Place	www.worldbusiness.net/marketplace/tradesrch2.phtm
World Trade	www.worldtrademag.com
World Trade Point	http://www.tradeport.org/index.php?id=3479
XO Communications	www.xo.com

16. AFRICA

Africa Development Bank / African Development Fund	www.afdb.org
All Africa	www.allafrica.com
Africa Project Access	www.africaprojectaccess.co.za
African Trade	http://www.africatrade.co.za/system/index.asp?portal=1&xframes=yes
COMESA	http://www.comesa.int/
DoA research articles (International Trade and Research)	www.doa.agric.za (see publications-research papers)
Forum for Agricultural Research in Africa	www.fara-africa.org
International Food & Agricultural Trade Policy Council	www.agritrade.org
Mbendi Information for Africa	www.mbendi.com
SignOn Africa	http://www.signonafrica.com/
Trade Information Promotion Services	www.tips.org.za
Uganda Export Promotion Board (UEPB)	http://www.ugandaexportsonline.com/2009/home.php
United Nations	www.un.org
United Nations Economic Mission for Africa	www.uneca.org

17. INVESTMENT

Botswana - World Bank Presents Findings on Investment Climate in Southern Africa	http://web.worldbank.org/WBSITE/EXTERNAL/COUNTRIES/AFRICAEXT/
Investment opportunities N-Cape	http://business.africanpath.com
Sender For Netherlands investors in Africa	www.senter.nl

18. FUNDING

BioPad Technology Fund	http://www.biopad.org.za
Bioventure Fund	http://www.africabio.com/news.shtml
Business Partners Ltd, Marketing Division	http://www.businesspartners.co.za
Boland PKS	www.brabys.co.za

Contract Lease Management (Pty) Ltd	www.kempston.co.za
Corp Capital Bank, Specialized Finance Business Unit	www.corpbank.com
Department of Trade and Industry	www.dti.gov.za
Development Bank of Southern Africa (DBSA), Private Sector Investments Unit	http://www.dbsa.org/
Emerging Enterprise Zone (Pty) Limited (EEZ) Johannesburg Stock Exchange	http://www.eez.co.za
Equity Africa	http://www.equityafrica.com/
European Investment Bank, Department for Africa, Caribbean and Pacific (Luxembourg)	http://www.eib.org/
First National Bank	www.fnb.co.za
Greenwich Venture Partners (Pty) Ltd	www.greenwich.com
Horizon Equity Partners	www.horizonequity.co.za
Investec Group Bank	www.investec.co.za
Industrial Development Corporation	http://www.idc.co.za
Industrial Innovation Fund	www.spii.co.za
International Finance Corporation – APDF, African Enterprise Fund	http://www.ifc.org/
IOTA Financial Services Ltd	http://www.iota.co.za/
Ithala Development Finance Corporation Ltd	www.ithala.co.za
Khula Enterprise Finance, Khula Loans Division	www.khula.org.za
Landbank	www.landbank.co.za
Prestige Ventures (Pty) Ltd	www.prestige.com
IOTA Financial Services Ltd	http://www.iota.co.za/
Sasfin Holdings Ltd	http://www.sasfin.com/
Standard Bank of South Africa Limited	http://www.standardbank.co.za/site/investor/corp_history_01.html
ABSA Bank Ltd, Small Business Unit – New Enterprise	http://www.absa.co.za/absacoza/content.jsp?/Home/Business
African Harvest Capital Ltd (Newlands, Cape)	www.africanharvest.co.za

Netbank	www.netbank.co.za
First National Bank of South Africa Ltd, SMME Division	http://www.fnb.co.za/
Rand Merchant Bank Corvest Limited	www.rmbcorvest.co.za
Southern African Enterprise Development Fund	www.sbic.co.za
19. BUSINESS	
ABC Agricultural Business Chamber	www.agbiz.co.za
Agri-SA	www.agriinfo.co.za
Business Unity South Africa	www.busa.org.za/
Business Referral and Information Network	www.brain.com
International Christian Chamber of Commerce	www.icc.net
International ISO 9000 Database	http://www.qualitydigest.com/html/iso9000.html
South Africa - Nederland's Chamber of Commerce	www.sanec.co.za
Tender Bulletins SA	http://www.info.gov.za/view/DownloadFileAction?id=103054

20. DATABASES FREQUENTLY USED BY THE DIRECTORATE: INTERNATIONAL TRADE

1. Trademap- <http://www.trademap.org/>

Trade Map is an online database on trade flows of over 170 countries in goods and services and tariff measures. It provides information about export trends, trade values, market share, market access information, international supply and demand, competitor performance and alternative markets. Trade Map is an important tool useful in analysing markets by identifying main competitors and barriers.

2. Market access map- <http://www.macmap.org/>

Market Access Map helps exporters, importers, trade promoters and policy negotiators to identify custom tariffs and other measures and to compare to their competitors. *Market Access Map* can also be useful for the simulation of the trade effects through tariff reductions. Data are about import duties cover 178 importing countries and are applied to 239 countries and territories.

3. Product map- <http://www.p-maps.org/>

Product Map consists of 72-market analysis portals covering over 5000 products classified within 72 product clusters. Each portal offers trade statistics and market analysis tools for identifying global market trends and international trade opportunities for any product category. *Product Map* provides links to potential business contacts, to market research publications and to numerous sources of market intelligence.

4. World Trade Organization- <http://www.wto.org/>

The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments, with 153 members. The site offers tariffs schedules, trade agreements, country trade policy reviews, notifications, trade-data, market access schedules and publications. Much of the information is only accessible through official government representatives. Please contact the Directorate International Trade for more information: 012-319 8451 or GunterMu@nda.agric.za .

5. World trade atlas- http://www.gtis.com/english/GTIS_WTA.html (Not Free – Contact gtis o DoA for information)

It is available on a country by country basis. It allows you to do the following:

- ✓ Display product and country information from the most general to the most detailed level of the Harmonized Tariff Schedules.

- ✓ Find any country's data with a simple keystroke or any product by keyword or HS number with the World Trade Lexicon.
- ✓ Compare quantity and unit price data among countries.
- ✓ Sort the data alphabetically by country, numerically by HS number, by market share or percent change.
- ✓ Switch from product to country sequencing at any level of detail.
- ✓ Toggle between export and import data.
- ✓ Check balance of trade data with individual countries and on individual products.

6. Euromonitor- www.euromonitor.com (Not for Free – contact DoA for information)

Euromonitor is also one of the data bases that the Directorate International Trade uses to provide information on export markets. Euromonitor's global network of in- country analysts conducts research on 205 countries worldwide. It can be used for the following:

- ✓ Assess the current export markets to evaluate which are most promising for present and future growth
- ✓ Identify new markets that can lead to greater sales growth
- ✓ Compare opportunities in both existing and potential markets
- ✓ Identify leading companies, brands and products in a market
- ✓ Compare volume and value sales of companies and brands
- ✓ Benchmark export performance against the market and competitors
- ✓ To understand socio- economic conditions that would support or hinder exports
- ✓ Population, inflation, GDP, disposable income, poverty levels, level of urbanization and income distribution
- ✓ Eating habits, food consumption at broad and detailed level.