



WISERTrade Products

Data Reports



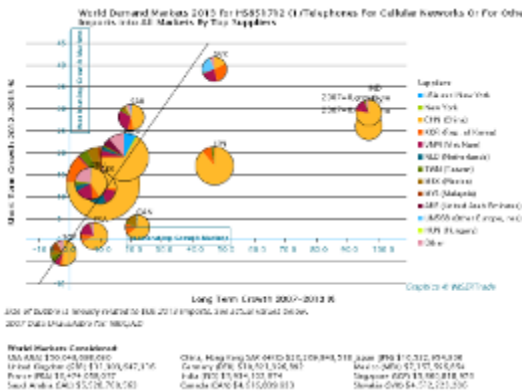
Data Reports

WISERTrade provides detailed, monthly trade statistics for 35 countries--the U.S., Canada, the 28 EU Countries, China, Japan, Taiwan, Chile and Colombia--and annual data for 130 additional countries. The WISERTrade interface is user friendly and fast, with the search form and result table on a single page.



WISERTrade features data drilldowns, dashboard graphics, easily customizable lists of states, ports, provinces, commodities and partner countries, and outputs to pdf, MS Word and Excel. The data provide both macro and micro levels of detail, by 2-11 digit HS commodity codes, sub-national origins and destinations, ports and transportation mode by value and cargo weight for the U.S. and other countries, and long annual and monthly time series. The data can identify markets of opportunity for your product, monitor your competition, calculate your share of world markets, evaluate trade performance of your state, port, country or product. The data provides opportunity to research world trade flows. WISERTrade is the leader in turning data into knowledge.

Market Analysis



Market Penetration

shows, for the world or for a world region as chart bubbles, the total size of imports among the largest and most significantly growing country markets for commodities. The size of each bubble is proportional to the size of each market. Major suppliers and their penetration into import flows of key markets are shown on the right hand graph legend. Their penetration into these markets are presented as pie slices superimposed on the bubble faces. The user focuses on a single country, a sub-national part of the focus country (i.e. states, provinces, etc.), and other major suppliers to the listed buyers.

A simultaneously available output table "decomposes" growth of suppliers from a named region to top, identified destinations decomposing growth to each country into four parts:

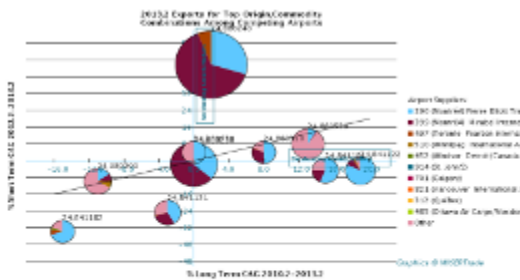
- overall levels of importing generally of the importing country,
- the degree of concentration within the country on the product being investigated,
- focus of importing country on imports from the main supplier being investigated, and
- where there are sub-national regions, the degree of penetration of regional suppliers, among the subscribers.



Logistics Supplier Catchment Analysis

shows for any port, the major commodities shipped to the world or to a user specified market area, originating in the port's catchment area of leading states, provinces, etc.

Commodity bundles can be shown at any level of detail, clustered around any subset, or exclude any commodity types. The graphic, itself, shows a) the air-, sea- or land-port's penetration into shipments from its catchment area, b) the penetration of other ports using the same mode of delivery, and c) penetration by other modes. Size of the slices shows port and competitor's total potential offers in total shipments by the commodity. The legend shows the rank order of each commodity in importance to the choice port.



Logistics Supplier Penetration

shows the port export markets for catchment commodities (cc's which follow commodity flows from their origin in production to their destination in consumption), noting ports (specializing in air, water, and ground modes of transportation) through which the commodities flow along the way. This shows the importance of the cc's by using relative bubble sizes and port penetration as pie slices superimposed on the bubble faces. This may be seen for flows by mode, evaluating competitor port penetration in flows most important to user's chosen port including penetration across other modes.

CC's Commodity Annual Count

Top 1000 Suppliers from International Airports

By Total Air-Catchment Area for Selected International Airports (Supply-Port-Mode)

Commodity Country Risk/Return Analysis

focusing on either commodity or country of user's choice shows the risk/ return to an investor in varieties cc commodities traded among importer/ exporter and partner country or for a particular set commodity or set of commodities traded among alternative country partners. Risk is shown by the variance among growth and decline periods (the horizontal spread of the graphic. Return is shown by the vertical lift of the diagram over time, each period signaling the cumulative total growth over time.



Policy Analysis

WISER Logo
 Largest Increases & Decreases among New Hampshire Exports by 6 Digit Commodity Groups
 comparing annual growth rate differentials - 11 Northeast States vs New Hampshire (April 2, 2014)



Winners and Losers Analysis

is an analytic that tells a firm in a region (or a larger country) whether it excels or lags in export growth of its commodities compared to a user chosen reference region (a larger region, a country or a continent) despite likely having wages, worker preparedness, taxes, exchange rates, and tariffs equal to well-chosen reference regions. Better performance suggests better pricing, quality or marketing than reference regions.

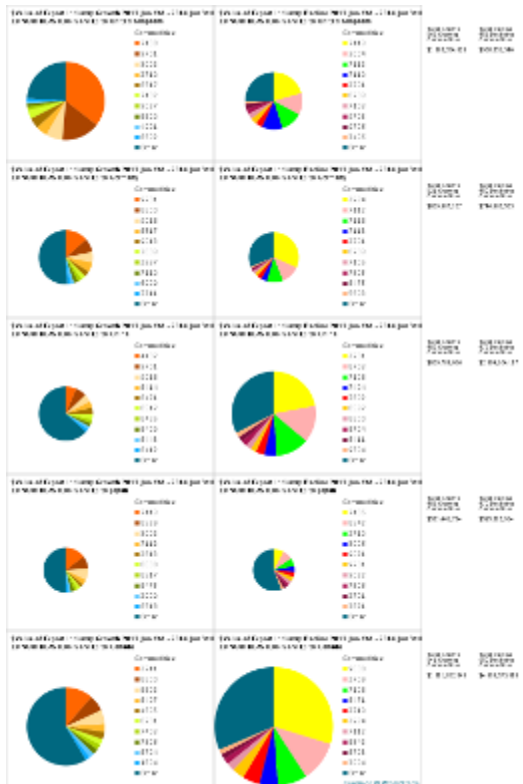
Quarterly Trade Index

for a Region or Country gives a leading indicator to a region about trade growing exogenously faster or slower, in total or for a commodity group, than its reference region. This is a likely cause of slowdown or quickening of a region's pace of growth. The analysis is much like the Winner and Loser Analysis except for including all commodities or commodity groups in its focus. The tool is very interesting to the press corps.



Growth Decomposition Analysis

is designed to focus on details with regard to bilateral blocks of countries. WISER has found that wherever growth (or decline) occurs, the growth or decline is not monolithic. Overall growth tends to mean significant growth in some commodities, but losses in others, and vice versa. The reverse is also true. With regard to any bilateral pair, policy makers in a country can find which industries are growing and which declining, and the overall balance depending on relative sizes of the amounts of growth and decline. This analysis, like the Quarterly Trade Index, is likely to be very interesting to the press.



Postal address:
 P.O. Box 602
 Leverett, Massachusetts
 United States of America. 01054-0602

Phone: +1.413.282.8182
 Email: support@wisertrade.org
 Web: www.wisertrade.org

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