World Institute for Strategic Economic Research
WISERTrade

WISERTrade is the leading international trade database and the premier tool for businesses, trade service providers and other trade data users. It has provided timely, reliable, and detailed trade data and information to exporters, researchers, states, foreign embassies and other service providers for more than 25 years. **WISERTrade'**s database encompasses most of the value of all bilateral trade occurring monthly across the entire world. With this expanded database, **WISERTrade** is known for its market penetration reports as well as for its developing/developed economy dynamics, showing growth and penetration into total world markets for detailed commodities.

> **WISERTrade**
>
> For all your international and national trade intelligence and analyses

- ✓ WISERTrade is a reliable supplier of accurate and comprehensive international trade flows and of unique and cutting edge analytics, supporting essential global strategic decisions and problem solving via easy-to-use internet interface at a competitive low price.
- ✓ WISERTrade empowers companies and communities with direct access to accurate, up to date data and intelligence on international trade. For nearly two decades this proven and trusted platform has become the industry standard that market leaders rely upon to make informed decisions to succeed in an increasingly competitive global marketplace.
- ✓ WISERTrade enhances the decision power to position the global player strategically for the future as market opportunities grow worldwide.

History

THE WORLD INSTITUTE FOR STRATEGIC ECONOMIC RESEARCH was formed in 2004 to continue the international trade data work of its predecessor, MISER, based at the University of Massachusetts, USA. MISER was conceptualized by the US Census Bureau as one of its first Business and Industry Data Centers with special focus on international trade statistics. **WISERTrade** was developed online to make international data easily accessible. Today, **WISERTrade** is the leading provider of international trade data and competitive intelligence.

> **FUNCTIONALITY**
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> Data drill downs
> Customizable lists of countries, industries and commodities
> Graphics
> Mapping
> Analytics
> Big data

Wisertrade's offering

WISERTrade provides high quality trade statistics, data expertise, and technical support to its international client base. Data is available in a variety of formats. The **WISERTrade** online database system is an extraordinarily valuable tool for trade data users who want underline access to the most comprehensive and timely trade databases available online. **WISERTrade** data specialists can answer your questions and recommend the data series and format that will best suit your needs. For more information, please feel free to contact us.

Technical support

Complementing its extensive data and features, **WISER** offers outstanding technical support for both data and software. **WISER** is happy to share its expertise. Technical support is available by phone or email.

Contact us now

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The world of international trade

In increasingly competitive environments, sustained advantage can only be maintained by continuously searching for unique opportunities across the world. Managers must respond promptly to changes in customer preferences, competitor strategies, and technological advancements which all translate into changes in international markets. The detail and timeliness of the **WISERTrade** database provides, at an affordable cost, sufficient intelligence about existing and new markets to allow companies to adjust promptly to the new international circumstances. The **WISERTrade** team has worked with US and international trade partners to bring you the most relevant strategic decision making tool in the world of international trade.

Data is available on every country in the world, with analytical techniques able to focus on commodities, customized commodity clusters, or parts of the world chosen by the user.

Advanced features

WISERTrade offers great flexibility in searching and sorting the database. Query results can be displayed on the same page as the selection window or a new page to allow a larger view of the data. Results can be saved in multiple formats that are easily imported in other software for future manipulation.

WISERTrade can graph the data to provide a quick snapshot of long-term and/or recent trends. All graphs are downloadable and can be easily inserted in word documents. *Market Penetration* graphs show state or province, country and regional shares of world markets, by 2, 4 and 6-digit HS commodity. *Transportation Logistics* graphs and tables show the extent ports capture commodity flows from producing regions and the relative penetration of ports into total export and import shipments *Winners and Losers* provide unique graphical representations of differential growth between the region and comparison geographies, by 2, 4 and 6-digit HS commodity. Such instantaneous visualization capability is unique in the industry and is a powerful tool to unlock and communicate the strategic information hidden in the ocean of numerical data.

Customized lists of countries, industries, commodities, states, or ports that are tracked periodically can be saved and speed up data retrieval on repeated queries.

FEATURES

Easy to use
No software to install
No CD-Roms
Instant access to all data updates
Data coverage over long time series
Aggregations for US and World regions
Includes US data for values and weights by air and vessel
PDF, spreadsheet, and text outputs

The WISERTrade database

Our extensive trade intelligence system allows information about a wide-ranging set of trade features and is updated monthly and quarterly depending upon the data source. The **WISERTrade** database consists of the following systems: state exports, U.S. exports and imports, international exports and imports:

* U.S. exports and imports by 2, 4, and 6-digit HS (Harmonized System) commodity code by country of destination/origin and by state of origin of movement/destination
* U.S. exports and imports by 3, 4 -digit NAICS by country of destination/origin and by state of origin of movement/destination and also by exporter location (1997-2002)
* U.S. exports by state of origin of movement by port of exit and by country of destination
* .S. exports by 2-digit SIC by country of destination and state of origin of movement and also by exporter location
* U.S. exports and imports by 2, 4, 6, and 10-digit HS commodity code by partner country and US district of exit/entry
* U.S. exports and imports by 2, 4 and 6-digit HS commodity code by partner country and US port of exit/unlading
* EU 28 countries exports and imports by 2, 4, 6, and 8-digit harmonized code by partner country
* Canadian exports and imports by province, by partner country and US state, by 2, 4, 6, and 8-digit HS exports and 10-digit HS imports
* China exports and imports by province, by partner country, by 2, 4, 6, and 8-digit HS commodity

* Japanese exports and imports by 2, 4, 6 and 9-digit HS commodity code by partner country
* Taiwan exports and imports by major port, by partner country, by 2, 4, 6, and 11-digit HS commodity
* Chile exports and imports by 2, 4, 6 and 8-digit HS commodity code by partner country since 2010
* Colombia exports and imports by 2, 4, 6 and 8-digit HS commodity code by partner country since 2003
* WISERTRADE World integrated database of 177 countries imports by partner country, by 2, 4 and 6-digit HS commodity
* WISERTRADE34 integrated database for U.S., Canada, EU27, China, Colombia, Chile and Japan by partner country, by 2, 4, and 6-digit HS commodity
* More countries come online as we negotiate with statistical departments of various governments
* Detailed port data for the U.S., Canada, China, Chile and Colombia.

Applications of the WISERTrade data

* Understanding international markets and their inherent dynamics.
* Obtaining competitive intelligence in international markets.
* Tracking products from inception to commercialization over time, for the entire spectrum of individual commodities.
* Understanding the power and scope of changes brought about by globalization.
* Value, supply chain optimization, and procurement management in a global context.
* Assisting economic development policy formulation.
* Understanding competition, consumption and production in world markets.
* Providing data and information on marketing and international business to the business student and researcher.
* Making political and economic changes understandable for social and behavioral students and researchers.
* Identifying the entities and impact of new products, producers, sellers and buyers on the world order.

Marketing and competitive intelligence tools

Marketing and competitive intelligence analysis
- **Market penetration graph**: Size (short- and long-term growth), exporter penetration, and supply-competition of commodity markets in a single graph.
- **Market penetration detail**: Causal rationale of growth of exports to specific country destinations.
- **Commodity country risk analysis**: Comparative variability and size of growth in commodity/country markets.
- **Transportation logistics supply penetration for airports, seaports, land-ports**: catchment commodities by origin and/or destination, the supply penetration of individual ports by origin/destination region and commodity..

Policy analyses
- **Winner and losers**: analysis of growth that would have occurred if the area of focus exported commodities with the same success as overlying areas (regions, provincial groups, nations, continental regions). Winners presumably have better prices, better quality, or better marketing than the overlying area, losers the reverse.
- **Trade indices**: Keeping pace with the external environment. Computation of the difference in value of actual exports sold by a producing area compared to what might have been received if the area had it grown at rates of its overlying area.
- **Commodity country growth and decline analysis**: Comparison of growth and decline of an export region to major importing countries in the world - evaluating sources of growth against sources of decline and reporting the net change in the region's trade.

Why WISERTrade is the right choice for all your international trade decisions

WISERTrade:
- ✺ Can produce *broad market indicator data* useful for evaluating a developing or developed country's *readiness to develop as a market* for a firm's specific product.
- ✺ Can calculate the *sizes of world markets* in specific commodities or commodity groups.
- ✺ Can track *penetration shifts* for firms (or regional group of firms) in world commodity markets on an annual, quarterly, or monthly basis.
- ✺ Can assist firms whose primary commodity is not neatly classified by WTO standards by tracking substitutes and complements. Such proxy tracking enables:
  - o *Forecasting* when the substitutes or complements exhibit a strong demand correlation to the primary commodity and a temporal lead on data otherwise available for the primary commodity;
  - o *Better identification* of sales conditions for primary commodities that cannot be otherwise disengaged from a larger commodity grouping.
- ✺ Not only carries complete data depicting the size and growth of world commodity markets, but also *business contact information* from Kompass International, an alliance of WISER's, known as the best international source of business to business information.
- ✺ Can track the *strategic moves* of specific domestic and international competitors in many product areas. **WISERTrade** is used for this purpose across a wide variety of commodities all across the globe.
- ✺ Can track fulfillment of joint venture supplying agreements. Can produce indicators to help companies gauge their own effectiveness in international markets.

For information about our products, please download the products brochure.