



BENVENUTO IN M.IN.D.
Marketing,
Internationalization
& Development



Guidelines on the use of operational tools for Country Analyses



Tool

The Guidelines offer an overview of operational tools, such as databases, datasets, reports and statistics, which can be very useful for an International Marketing Manager for the **Country Analyses** before starting a business internationalization process.

The operational tools have been carefully selected on official websites of international and regional organizations (i.e., the World Bank, the IMF, the European Union), thus providing a set of reliable information to work on.

The operational tools are presented as follows:

- name of the international or regional organization providing the operational tool, with an embedded hyperlink to the official website of the organization;
- name of the tool, with an embedded hyperlink to its webpage;
- short description of the operational tool;
- explanation of the tool's functions;
- list of the information it provides.

The operational tools provided in these Guidelines can be very useful in the analysis of a country's potential. However, in some cases, they also allow users to gather general information on the local agri-food sector, contributing to the evaluation of its attractiveness especially in terms of exposure to national and international competition, purchasing behaviour of consumers, growth rates.

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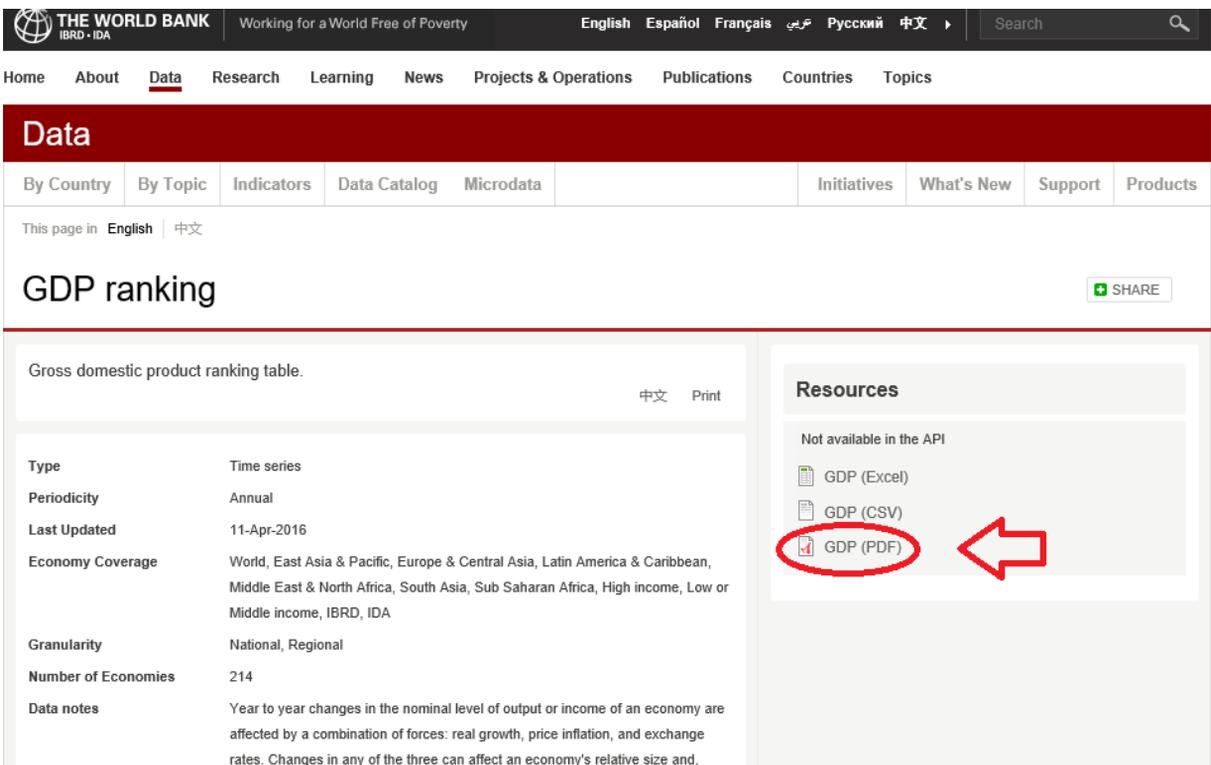
- The Global Competitiveness Report

❖ **EUROPEAN UNION**

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WORLD BANK

The [GDP Ranking](#) of the World Bank provides the list of 195 countries in descending order on the basis of their Gross Domestic Product.



THE WORLD BANK
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Data

By Country By Topic Indicators Data Catalog Microdata Initiatives What's New Support Products

This page in English 中文

GDP ranking

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Gross domestic product ranking table. 中文 Print

Type	Time series
Periodicity	Annual
Last Updated	11-Apr-2016
Economy Coverage	World, East Asia & Pacific, Europe & Central Asia, Latin America & Caribbean, Middle East & North Africa, South Asia, Sub Saharan Africa, High income, Low or Middle income, IBRD, IDA
Granularity	National, Regional
Number of Economies	214
Data notes	Year to year changes in the nominal level of output or income of an economy are affected by a combination of forces: real growth, price inflation, and exchange rates. Changes in any of the three can affect an economy's relative size and,

Resources

Not available in the API

- GDP (Excel)
- GDP (CSV)
- GDP (PDF)**

As shown in the image, on the right it is possible to download the table in three possible formats. The following image shows a preview of the pdf format of the document:

Gross domestic product 2014

Ranking	Economy	(millions of US dollars)
1	United States	17,419,000
2	China	10,354,832
3	Japan	4,601,461
4	Germany	3,868,291
5	United Kingdom	2,988,893
6	France	2,829,192
7	Brazil	2,416,636
8	Italy	2,141,161
9	India	2,048,517
10	Russian Federation	1,860,598 ^a

The [Country Profile](#) is a World Bank operational tool allowing users to download a region or country dataset related to the following clusters: world view; people; environment; economy; States and markets; global links.

THE WORLD BANK
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Home About **Data** Research Learning News Projects & Operations Publications Countries Topics

Data

By Country By Topic Indicators Data Catalog Microdata Initiatives What's New Support Products

This page in English 中文

Country Profiles

Country profiles present the latest key development data drawn from the World Development Indicators (WDI) database, the World Bank's primary database for cross-country comparable development data.

Resources

Not available in the API

Country profile tables

Clicking on “Country profile tables”, users will be directed to the following screen where it is possible to scroll through the list and select a country:

World

Country Profile

	1990	2000	2014
World view			
Population, total (millions)	5,262.75	6,115.86	7,259.69
Population growth (annual %)	1.7	1.3	1.2
Surface area (sq. km) (thousands)	134,158.1	134,110.3	134,325.3
Population density (people per sq. km of land area)	40.7	47.1	56.0
Poverty headcount ratio at national poverty lines (% of population)
Poverty headcount ratio at \$1.90 a day (2011 PPP) (% of population)	37.1	29.1	12.7
GNI, Atlas method (current US\$) (billions)	22,121.19	33,234.14	78,399.39
GNI per capita, Atlas method (current US\$)	4,187	5,434	10,799
GNI, PPP (current international \$) (billions)	28,147.08	47,820.09	108,477.14
GNI per capita, PPP (current international \$)	5,328	7,819	14,942
People			
Income share held by lowest 20%
Life expectancy at birth, total (years)	65	68	71

As far as the analysis of a country’s potential is concerned, the most important information an International Marketing Manager can find concern: population; population growth; income; education; environment (forest area, protected areas, sanitation facilities, energy use, CO2 emissions, electric power consumption); agriculture, industry and services value added (% of GDP); imports and exports of goods and services (% of GDP); high-technology exports; gross capital formation (% of GDP); internet users, etc.

The [Doing Business](#) website is a very useful instrument for the evaluation of a country's potential in terms of business practices and attractiveness. It provides accurate and up-to-date measures of business regulations and their enforcement across 189 economies.



In the “Rankings” section of the website, users can have a global overview of 189 economies, ranked on their ease of doing business. A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a firm.

Economy	Ease of Doing Business Rank ▲	Starting a Business	Dealing with Construction Permits	Getting Electricity	Registering Property	Getting Credit	Protecting Minority Investors	Paying Taxes	Trading Across Borders	Enforcing Contracts	Resolving Insolvency
Singapore	1	10	1	6	17	19	1	5	41	1	27
New Zealand	2	1	3	31	1	1	1	22	55	15	31
Denmark	3	29	5	12	9	28	20	12	1	37	9
Korea, Rep.	4	23	28	1	40	42	8	29	31	2	4
Hong Kong SAR, China	5	4	7	9	59	19	1	4	47	22	26
United Kingdom	6	17	23	15	45	19	4	15	38	33	13
United States *	7	49	33	44	34	2	35	53	34	21	5
Sweden	8	16	19	7	11	70	14	37	17	24	19
Norway	9	24	26	18	13	70	14	14	45	8	6
Finland	10	33	27	16	20	42	66	17	32	30	1

As you can see in the previous image, the first row of the ranking table contains the set of Doing Business indicators. The following image provides a simple explanation of the 11 areas of business regulation measured:

TABLE 2.1 What *Doing Business* measures—11 areas of business regulation

Indicator set	What is measured
Starting a business	Procedures, time, cost and paid-in minimum capital to start a limited liability company
Dealing with construction permits	Procedures, time and cost to complete all formalities to build a warehouse and the quality control and safety mechanisms in the construction permitting system
Getting electricity	Procedures, time and cost to get connected to the electrical grid, the reliability of the electricity supply and the cost of electricity consumption
Registering property	Procedures, time and cost to transfer a property and the quality of the land administration system
Getting credit	Movable collateral laws and credit information systems
Protecting minority investors	Minority shareholders' rights in related-party transactions and in corporate governance
Paying taxes	Payments, time and total tax rate for a firm to comply with all tax regulations
Trading across borders	Time and cost to export the product of comparative advantage and import auto parts
Enforcing contracts	Time and cost to resolve a commercial dispute and the quality of judicial processes
Resolving insolvency	Time, cost, outcome and recovery rate for a commercial insolvency and the strength of the legal framework for insolvency
Labor market regulation	Flexibility in employment regulation and aspects of job quality

In the "Data" section of the website, users can scroll through the Economy Snapshots' list and select a country:



English ▾



DOING BUSINESS

Measuring Business Regulations

- DATA**
- RANKINGS
- REPORTS
- METHODOLOGY
- RESEARCH
- BUSINESS REFORMS
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- CONTRIBUTORS
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Doing Business Data

Doing Business offers economic data from 2003 to the present. The data is presented in a variety of ways useful to researchers, policy makers, journalists and others. Here are some of the options:

Economy Snapshots



See all the data for 189 economies: rankings for topics, indicator values, and detailed information like the steps required to start a business. Multi-city data available for 11 economies (Bangladesh, Brazil, China, India, Indonesia, Japan, Mexico, Nigeria, Pakistan, the Russian Federation and the United States) with populations over 100 million as of 2013.

Select an economy ▾



More Data Resources

- » Data corrections: [See modifications made to Doing Business data](#)
- » Economic characteristics: [Information on per capita income, income groupings and population](#)
- » Methodology changes: [How it was improved this year](#)

The system will generate the economic snapshot of the selected country (Italy, in the case shown below) containing the summary of national Doing Business 2016 data. On the right, it is possible to download the full Economy Profile for Italy, i.e. a report of approximately 100 pages, with detailed information, data, in-depth analysis on each Doing Business indicator.



This page summarizes *Doing Business 2016* data for Italy. The first section presents the Ease of Doing Business rank (out of 189 economies) and the distance to frontier (DTF)** measure, overall and by topic. The second section summarizes the key indicators for each topic benchmarked against regional averages.

ECONOMY OVERVIEW



REGION	OECD high income	DOING BUSINESS 2016 RANK	DOING BUSINESS 2015 RANK ①	CHANGE IN RANK
INCOME CATEGORY	High income	45	44	↓ -1
POPULATION	61,336,387	DOING BUSINESS 2016 DTF (% POINTS) ①	DOING BUSINESS 2015 DTF (% POINTS) ①	CHANGE IN DTF (% POINTS) ①
GNI PER CAPITA (US\$)	34,280	72.07	71.71	↑ 0.36
CITY COVERED	Rome			

[Rankings](#) Distance to Frontier

Topics	DB 2016 Rank	DB 2015 Rank	Change in Rank
Starting a Business	50	48	+ -2
Dealing with Construction Permits	86	79	+ -7
Getting Electricity	59	58	+ -1

EXPLORE ECONOMY DATA +

DOING BUSINESS RESOURCES

Economy Profile
Download economy profile for Italy

1514.2KB pdf file

Get all Data
See historical data sets and trends

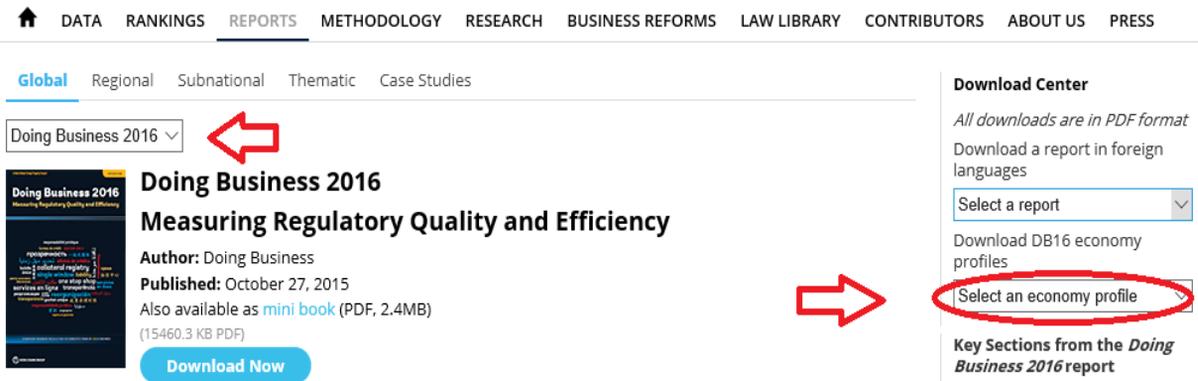
Law Library
Search for business laws and regulations in Italy

Contributors
See who contributed to *Doing Business 2016*

SUBNATIONAL DATA

Select a city ▾
Select a topic ▾

Users can also download the Economy Profile of each country in the “Reports” section of the website (on the right). Instead, at the center of the page, users can download annual Doing Business reports.



Home DATA RANKINGS **REPORTS** METHODOLOGY RESEARCH BUSINESS REFORMS LAW LIBRARY CONTRIBUTORS ABOUT US PRESS

Global Regional Subnational Thematic Case Studies

Doing Business 2016

Doing Business 2016
Measuring Regulatory Quality and Efficiency
Author: Doing Business
Published: October 27, 2015
Also available as [mini book](#) (PDF, 2.4MB)
(15460.3 KB PDF)

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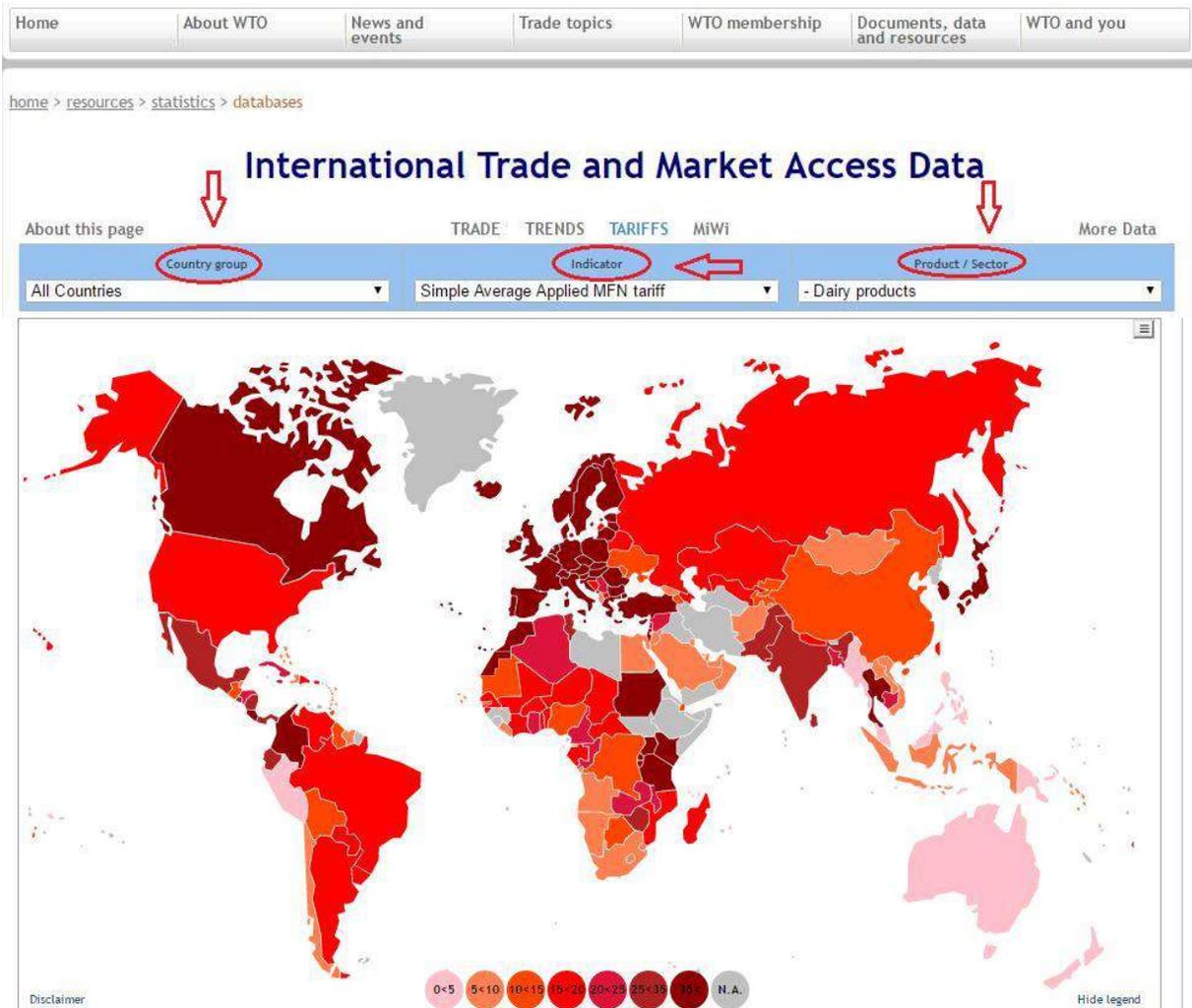
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Download DB16 economy profiles
Select an economy profile
Key Sections from the *Doing Business 2016* report

For further information on other World Bank’s operational tools, you can watch this [tutorial](#). In fact, the World Bank website offers free access to more than 50 databases collecting a vast wealth of data on a variety of topics. The tutorial explains how to create your own queries; compare countries; generate tables, charts, reports and maps; and easily save, embed, and share them.

WORLD TRADE ORGANIZATION - WTO

The [Statistics section](#) of the WTO website provides quantitative information in relation to economic and trade policy issues. Its data-bases and publications provide access to data on trade flows, tariffs, non-tariff measures (NTMs) and trade in value added.

In particular, it provides access to the [International Trade and Market Access Data interactive tool](#).



The screenshot shows the 'International Trade and Market Access Data' dashboard. At the top, there is a navigation menu with links: Home, About WTO, News and events, Trade topics, WTO membership, Documents, data and resources, and WTO and you. Below the menu, the breadcrumb trail reads 'home > resources > statistics > databases'. The main title 'International Trade and Market Access Data' is centered, with two red arrows pointing down to the 'Country group' and 'Product / Sector' dropdown menus. The dashboard features three main tabs: 'TRADE', 'TRENDS', and 'TARIFFS', with 'TARIFFS' selected. Below the tabs, there are three dropdown menus: 'Country group' (set to 'All Countries'), 'Indicator' (set to 'Simple Average Applied MFN tariff'), and 'Product / Sector' (set to '- Dairy products'). A red arrow points to the 'Indicator' dropdown. Below the dropdowns is a world map where countries are shaded in various colors of red and orange, representing different tariff levels. A legend at the bottom of the map shows color-coded circles corresponding to tariff ranges: 0<5, 5<10, 10<15, 15<20, 20<25, 25<35, 35, and N.A. (Not Applicable). A 'Disclaimer' link is visible in the bottom left corner, and a 'Hide legend' link is in the bottom right corner.

On the main dashboard it is possible to select among three clusters: trade, trends and tariffs.

The **Tariff dashboard** allows you to find information on market access for goods by country. The top panel contains selection criteria for country group, tariff indicator and product or sector classification.

Country group selection

The data displayed can be for each of the following country groups:

1. All countries
2. WTO members
3. Least-developed countries - members of this group are WTO members and non WTO members identified by the Economic and Social Council of the United Nations.

Tariff indicator

The tariff indicators available are:

1. Simple Average Applied MFN (Most Favoured Nation) tariff - the average of the normal and non-discriminatory duty or tax (as % of the import value) imposed on goods entering a country or customs territory.
2. Simple Average Bound tariff - the average of the legal maximum duty or tax (as % of the import value) which a WTO member has committed when it joined the WTO.
3. Binding coverage (%) - the percentage of tariff lines or products for which a WTO member has bound duty commitments.

Product or Service

The statistics are calculated for the following product/sector classification:

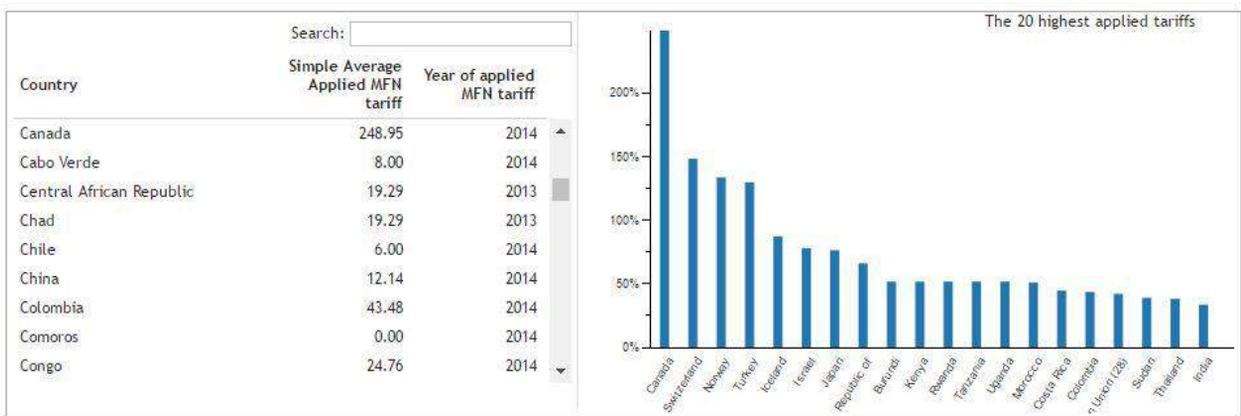
1. All Products
2. Agricultural Products (AG), as defined in Annex 1 of the WTO Agreement on Agriculture
3. Non-agricultural Products (NAMA)
4. Subcategories of agricultural and non-agricultural products.

The AG product groups are: Animal products, Dairy products, Fruit, vegetables, plants, Coffee, tea, Cereals & preparations, Oilseeds, fats & oils, Sugars and confectionery, Beverages & tobacco, Cotton, Other agricultural products.

The map will show the country group specified in the selection panel with respect to the indicator and product selected.

Moving the mouse over a country/territory, a "tooltip" or dialogue box will appear, containing information on the country and the value of the indicator selected.

By clicking on or selecting any country or territory on the map with available data, the corresponding country page will be displayed in another browser tab.



A data table below the map lists the same information in tabular form sorted by country name and with a search facility.

A bar chart to the right of the table presents and identifies the 20 highest values in descending order based on the selection criteria in place.

Users can follow the same process to find WTO trade statistics (import, export, re-export), as well as to create and export graph and charts.

The **Trade Dashboard** aims to show the leading traders by commodity group or sector and year, as well as leading partners of selected countries.

International Trade and Market Access Data

About this page TRADE TRENDS TARIFFS MiWi More Data

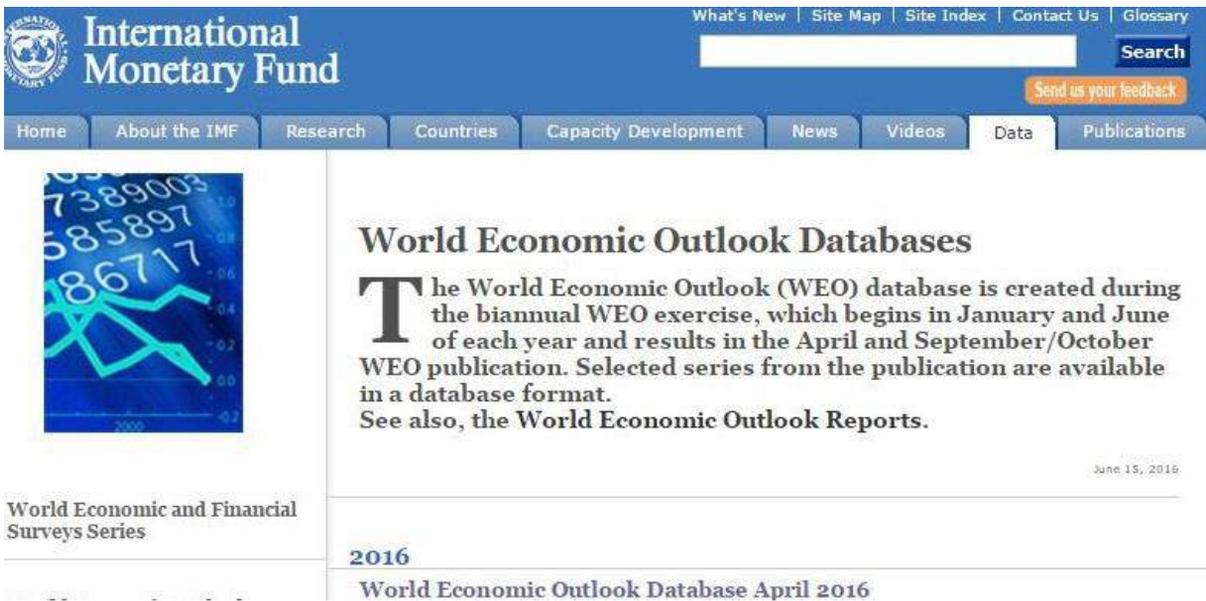
Type of trade: Merchandise trade Commodity/Sector: Agricultural products Trade flow: Exports Year: 2014

For further information on tariffs, you can:

- visit the “[Get tariff data](#)” section of the WTO website, providing more sophisticated options for researching members’ customs duty rates;
- download the [World Tariff Profiles](#), a collection of data on tariffs imposed by WTO members and other economies, jointly published by the WTO, the International Trade Centre (ITC) and the UN Conference on Trade and Development (UNCTAD).

INTERNATIONAL MONETARY FUND - IMF

The most important tool provided by the IMF to analyse and compare countries' potential is the [World Economic Outlook database](#), available in the "data" section of the website.



The screenshot shows the IMF website's navigation bar with links for Home, About the IMF, Research, Countries, Capacity Development, News, Videos, Data, and Publications. The main content area is titled "World Economic Outlook Databases" and includes a sub-section for "2016" with a link to "World Economic Outlook Database April 2016". A date stamp "June 15, 2016" is visible in the bottom right corner of the page content.

The WEO database contains selected macroeconomic data series from the statistical appendix of the World Economic Outlook report, which presents the IMF staff's analysis and projections of economic developments at the global level.



World Economic and Financial Surveys World Economic Outlook Database Disclaimer



Download WEO Data: April 2016 Edition

[By Countries \(country-level data\)](#) or [By Country Groups \(aggregated data\) and commodity prices](#) or [Entire Dataset](#)

The database allows you to find data on national accounts, inflation, unemployment rates, balance of payments, fiscal indicators, trade for countries and country groups (aggregates), and commodity prices.

Once you have selected the country/countries, the clusters of interest and the data range, the database system will show the research results in a downloadable table.

ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT - OECD

The “**Data**” section of the OECD website allows users to search statistical information on specific topics (as listed in the image) or selected countries.

The choice of a country (Brazil, in the case shown below) re-directs the user to a country profile page providing synthetic information on each topic

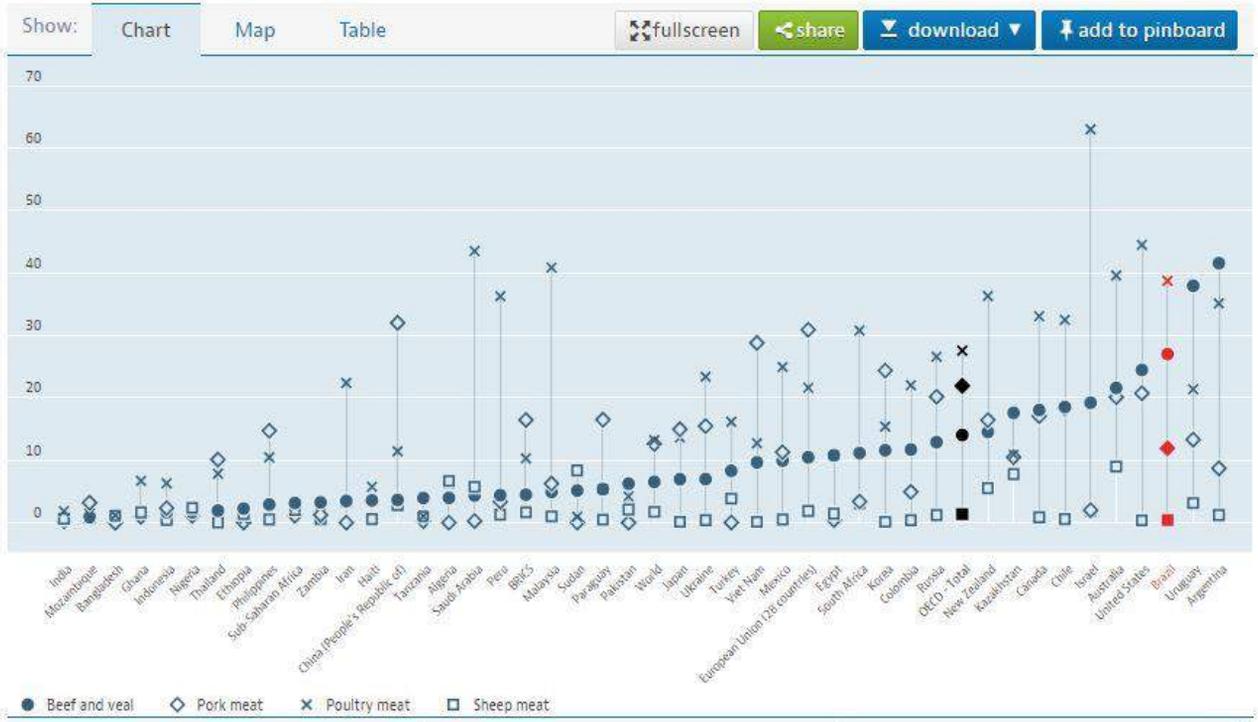
Brazil

Country profile of Brazil

For example, in the agricultural topic one can consult national data on “meat consumption” (in terms of kilograms/capita or thousand tonnes) and compare them with other countries. The link will open a new window showing the information in a chart (as in the following image), a map or a table. Users can customise the chart, selecting specific countries to compare with and download the results.

Meat consumption Beef and veal / Pork meat / Poultry meat / Sheep meat, Kilograms/capita , 2014

Source: OECD-FAO Agricultural Outlook (Edition 2015)



From the Data Section, users can also access [OECD.Stat](#), the statistical online platform of the OECD where they can browse and find data by Keyword, Themes or Search Themes by Keyword.

ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT **OECD.Stat**

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English | Français

Search

[Getting Started](#)

Data by theme Popular queries

Find in Themes [Reset](#)

All Themes

- General Statistics
- Agriculture and Fisheries
- Demography and Population
- Development
- Economic Projections
- Education and Training
- Environment
- Finance
- Globalisation
- Health
- Industry and Services
- Information and Communication Technology
- International Trade and Balance of Payments
- Labour
- National Accounts
- Monthly Economic Indicators
- Prices and Purchasing Power Parities
- Productivity
- Public Sector, Taxation and Market Regulation

Welcome to OECD.Stat

OECD.Stat includes data and metadata for OECD countries and selected non-member economies.

Ways to access the data:

- By keyword using "search" (e.g. GDP, FDI, Health, unemployment, income distribution, population, labour, education, trade, finance, prices, Economic Outlook, Government Debt, social expenditure ...)
- By selecting data in the left-hand menu (popular queries or data by theme)
- By accessing your saved queries under "My Queries" (for logged-in users)

One of the most interesting datasets users can find on the OECD website is the [Agricultural Outlook](#), realized through a collaborative effort between the OECD and the Food and Agriculture Organization (FAO) of the United Nations.

The Agricultural Outlook, which is also an annual [publication](#), assesses agricultural market trends and prospects for production, consumption, trade, stocks, and prices of key agricultural commodities (cereals, oilseeds, dairy products, sugar, meat, fish, biofuels and cotton), divided into sub-categories.

In the [database](#) section of the Agricultural Outlook home page, users can browse data sorted by commodity, country or variable. In particular, through the choice of the variable, users can search information on consumption, human consumption per capita, world price and producer price of the selected commodity.

The example below shows the case of butter consumption in Japan.

OECD-FAO Agricultural Outlook 2015-2024 ⁱ : *OECD-FAO Agricultural Outlook 2015-2024, by variable*

→ Country		Japan					
→ Commodity		Butter (pw)					
→ Time		2014	2015 ⁱ	2016 ⁱ	2017 ⁱ	2018 ⁱ	2019 ⁱ
→ Variable							
Consumption	ⁱ	67.56	80.26	79.67	78.95	78.49	77.82
Human consumption per capita	ⁱ	0.53	0.63	0.63	0.62	0.62	0.62

The economic trends about each of the commodities can be found in the Commodity analysis section of the website, which provides highlights on the market situation as well as on projections until 2024.



The screenshot shows the website header with logos for OECD (Better Policies for Better Lives) and the Food and Agriculture Organization of the United Nations. The main navigation bar includes: HOME, EXECUTIVE SUMMARY, PUBLICATION, DATABASE, **COMMODITY ANALYSIS** (highlighted with a red arrow and a purple circle), SPECIAL FEATURE, RELATED REPORTS, and ABOUT THE OUTLOOK. A dropdown menu is open under 'COMMODITY ANALYSIS', listing: Commodity Analysis, Biofuels, Cereals, Cotton, Dairy, Fish, Meat, Oilseeds, and Sugar. Below the navigation, the page content includes an 'Introduction to the OECD-FAO Agricultural Outlook' section and a 'Publication' section featuring a rooster image and a 'Read it online' link.

- Diverging price movements at the start of the Outlook

WORLD ECONOMIC FORUM

One of the most comprehensive assessments of national competitiveness worldwide is [The Global Competitiveness Report](#). The Report assesses the competitiveness landscape of 140 economies, providing insight into the drivers of their productivity and prosperity.

As the Doing Business, the Global Competitiveness Report ranks the countries on a 1-7 scale. The ranking is based on the Global Competitiveness Index (GCI) which includes a set of 12 pillars as shown in the image.

Basic requirements subindex	Efficiency enhancers subindex	Innovation and sophistication factors subindex
Pillar 1. Institutions	Pillar 5. Higher education and training	Pillar 11. Business sophistication
Pillar 2. Infrastructure	Pillar 6. Goods market efficiency	Pillar 12. Innovation
Pillar 3. Macroeconomic environment	Pillar 7. Labor market efficiency	
Pillar 4. Health and primary education	Pillar 8. Financial market development	
	Pillar 9. Technological readiness	
	Pillar 10. Market size	

As one can see in the “[Competitiveness Rankings](#)” section, each pillar is characterized by different sub-indicators; for example, the “institution” pillar includes the level of intellectual property protection, as well as irregular payments and bribes (also in case of imports/exports); pillar six “good market efficiency” includes the intensity of domestic competition, the degree of customer orientation, the level of buyer sophistication, etc.



[Report Home](#)
[Report Highlights](#)
[Competitiveness Rankings](#)
[Country / Economy Profiles:](#)

[Interactive Heatmap](#)
[Competitiveness Dataset \(XLS\)](#)
[Blogs and Opinions](#)
[Top 10 Infographics](#)
[Videos](#)
[Press Releases](#)

From the Report homepage Menu, users can access the country profile of each of the 140 economies covered in the Report.

A two-page profile can be also downloaded in the [Downloads](#) section of the website or directly into the window opened after the country's selection.

The country's profile, both online and in PDF format, presents:

- a selection of key indicators for the economy under review (population, GDP);
- the economy's performance on the main components of the GCI (starting from the country's rank among the 140 economies and its score);
- finally, the most problematic factors for doing business.

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Read later:


 PDF

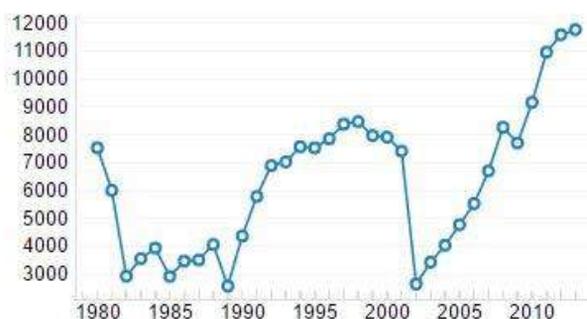
Argentina

Key Indicators:

Population (millions)	41.5	
GDP (US\$ billions)	488.2	
GDP per capita (US\$)	11766.48	
GDP (PPP) as share (%) of world total	0.89	

GDP per capita, US\$
US\$, 1980-2013

\$11,766.48 2013



EUROPEAN UNION

The [Market Access Database \(MADB\)](#) gives information to companies exporting from the EU on import conditions in third country markets.

The home page of the website allows users to find information on the following topics:

Tariffs, i.e. duties & taxes on imports of products into specific countries

Procedures and Formalities, including documents required for customs clearance in the partner country

Statistics on trade flows in goods between EU and non-EU countries

Trade barriers affecting exports

SPS (Sanitary and Phyto-sanitary) Issues related to food safety/animal health/plant health measures

Rules of Origin established by Preferential agreements.



The screenshot shows the MADB website interface. At the top right, there are links for 'Video', 'Legal notice', 'Contact', 'FAQ', and a language dropdown set to 'English (en)'. The main header features the European Commission logo and the text 'TRADE Market Access Database'. Below this is a breadcrumb trail: 'European Commission > Trade > Market Access database'.

The main content area is titled 'Exporting from the EU - what you need to know'. It includes a brief description: 'The Market Access Database (MADB) gives information to companies exporting from the EU about import conditions in third country markets:'. Below this are several key sections:

- Tariffs:** Duties & taxes on imports of products into specific countries.
- Procedures and Formalities:** Procedures & documents required for customs clearance in the partner country.
- Statistics:** Trade flows in goods between EU and non-EU countries.
- Trade barriers:** Main barriers affecting your exports.
- SPS: Sanitary and Phytosanitary Issues:** Food safety/animal health/plant health measures.
- Rules of Origin:** Preferential agreements & rules of origin.
- Services for SME:** Services for SME.

On the right side, there is a 'Latest updates' section with three entries:

- 16-giu-2016 Thailand:** Amendments as regards preferential treatment, standardisation and packaging and labelling...
- 16-giu-2016 Georgia/Russia:** procedural enhancements and application forms as well as classification of goods...
- 16-giu-2016 Kyrgyzstan:** Nomenclature changes/Changes of tariff rates.

Below the updates is a 'News' section with two entries:

- EU obtains removal of import restrictions for spirits in Taiwan:** As of 1st May 2016, Taiwan lifted measures restricting imports of European spirits that...
- Japan lifts ban on imports of Italian beef:** After 15 years, Japan lifted an embargo on Italian beef, following an earlier opening of...
- China lifts its temporary restrictions on imports of spirits:** Early 2016, after more than three years, China lifted its temporary measure on imports of...

At the bottom of the page, there is a 'Market Access' graphic with a box labeled 'EXPORT' and a grid of country codes: CH, AT, BE, BG, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LI, LU, MT, NL, PL, PT, RO, SE, SI, SK, TR, UK, CY, LV, LT, EL, BG, HU, PL, SK, SE, SI, CY.

Click on one of the following languages to watch the video-tutorial on the functioning of the Market Access Database:

[ENGLISH](#)

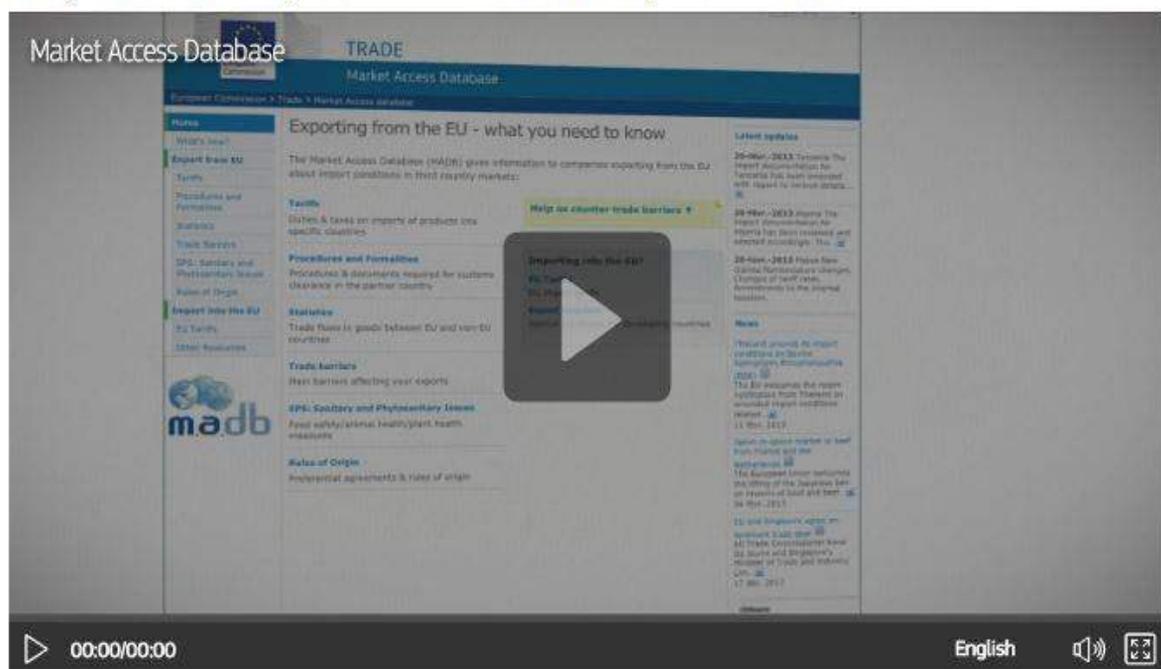
[ITALIAN](#)

[FRENCH](#)

[SPANISH](#)

[GREEK](#)

Do you wish to export outside of the European Union?



en fr de it es el pt nl da fi sv cs et lv lt hu mt pl sk sl bg ro hr

From the MADB home page, one can also access the “[Services for SME](#)” section which provides very useful information and links for enterprises wishing to export outside the European Union.

One of the most interesting is the “[SME Internationalisation Portal](#)” which supports small and medium-sized enterprises in finding experts with the know-how and experience to take their business international (search for support services in their own country, their target country and other EU advice/help available).

Given the importance of the Chinese market, the European Union has recently developed a specific initiative, [the EU SME Centre](#), to support European SMEs, getting them ready to do business in China.

A team of experts provides advice and support in four areas:

- business development
- law
- standards and conformity
- human resources.

From the top panel, in the “Knowledge” section it is possible to consult different guidelines and, in particular, to download the “Food and Beverages Technical Requirements and Labelling” to import in China.



Guide to Trade Fairs in China

[DOWNLOAD THE REPORT HERE](#)



MAR.CO Marketing Competencies

L'ambiente di apprendimento

Aperto, flessibile e informale, pone i fruitori al centro di una molteplicità di relazioni, che li rendono destinatari di conoscenze da condividere in modo interattivo con gli altri