

Online Business Intelligence: A new world of opportunities to discover.

Business Intelligence

Don't forget , there is nothing new under of the sun; we are just talking about innovating an old business.

Its old as the start of the foreign trade, that changed of formats and media thru the years and economic trends as the one we are living now, a global economy in an interconnected world.



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- Information Sources

We can clearly define three information sources:

We can clearly define three foreign trade information sources with the ones we have to work with.

Depending on the countries regulatory laws, openness of their economy and FOIA detailed regulations, we have to choose which one to use.

As final users is important that you are aware that all information is not always legally available to the public.

- **Shipping data: Bill of lading.**
- **Government statistical data.**
- **Customs data.**



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Shipping Bill of lading

- Most of the shipping data (Bill of Ladings) are privately produced and sold either by the private shipping companies or port authorities.
- Characteristics:
- It's a document designed for shipping purposes not and doesn't contain much business oriented information.
- It contains only the shippers and consignees names (not the importers or exporters) and is not standardized.
- The products descriptions are not standardized
- It contains only weight.
- They don't contain any price indicator.

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Statistical data:

- Usually governments disseminate monthly aggregated data without details, to be used for statistical and macro analysis.

Characteristics:

- It has only monthly aggregated data and averages.
- It doesn't contain company names neither detailed product descriptions.
- Due to its consistency it's very useful to make macro analysis and studies.

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Customs data

- It's produced by government agencies and it's the most detailed data in the market.
Characteristics:
- It's the most detailed and standardized data in the market.
- It shows each detailed transaction with its buyers, seller, prices and volumes.



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How can we benefit: First level.

Thru these websites, we can know the following facts that will help us to take the most informed and accurate business decisions, such as:

- Know what are the US average export prices and volumes for my product.
- To what markets US companies are exporting.
- Which market has the highest price for this particular US product?
- Monthly monitor the market changes in volumes and prices.

Also if you can monitor the specific US export companies and what are their moves.



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How can we benefit: Second level.

Once you have decided to export to a specific market, then you can also login and check online:

- What's the final market size.
- Against what countries and even what companies we are competing.
- Which is the destination market size?
- What market share do I have?
- What's the right price level?
- Who are the buyers and their suppliers?

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How do we start.

By classifying our product by the “standard custom code”:
Named “Harmonized Tariff Schedule Code” or HTS Code.

- Look for assistance at an **US official agency such as US Census or the SBA.**
- Contact a registered “**Custom Agent**”; they are specialized in dealing with products classifications and regulations.

If you have more experience, you might try to do it at the following websites:

United States Trade Commission: Thru its “**HTS Online Reference Tool**”

<http://hts.usitc.gov>

Schedule B Search engine

<https://uscensus.prod.3ceonline.com>



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The importance to get specific

There are some Business Intelligence Tools that aggregate all its data only until the 6th digit, when the US foreign Trade classifies its products until a 10th digit.

• XXXX.YY	Fruits	(6th digit)
• XXX.YY.01	Fresh fruits	
• XXX.YY.01.01	Fresh bananas	(10th digit)
• XXX.YY.01.02	Fresh apples	(10th digit)
• XXX.YY.02.01	Frozen fruits	
• XXX.YY.02.01	Frozen bananas	(10th digit)
• XXX.YY.02.02	Frozen apples	(10th digit)

Let's look at the next page to see what an example between the 6th and the 10th digit.



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Please read all 10-digit descriptions to find the one that best matches your product

U.S. Census Bureau - Foreign Trade Schedule B (2011)

Schedule B Number	Description	Unit of Quantity	Export Value (Dollars)	
			2010	2009
20.08	Fruit, nuts and other edible parts of plants, otherwise prepared or preserved, whether or not containing added sugar or other sweetening matter or spirit, not elsewhere specified or included:			
	- Nuts, peanuts (ground-nuts) and other seeds, whether or not mixed together:			
2008.19	-- Other, including mixtures:		369,222,263	344,942,641
2008.19.1020	--- Brazil nuts	kg		
2008.19.1040	--- Cashews	kg		
2008.19.3010	--- Pignolia	kg		
2008.19.3020	--- Pistachios	kg		
2008.19.4000	--- Almonds	kg		
2008.19.8500	--- Mixtures of two or more kinds of nuts (including peanuts (ground-nuts)) and seeds	kg		
	--- Other:			
2008.19.9010	---- Macadamia nuts	kg		
2008.19.9050	---- Popcorn put up in microwaveable packages	kg		
2008.19.9500	--- Other nuts or seeds	kg		

Source: FTDWebMaster, Foreign Trade Division, U.S. Census Bureau, Washington, D.C. 20233
Location: MAIN: REFERENCE: CODES: SCHEDULE B 2011

[Click here](#), to watch an Export Training Video on how to Classify Your Commodity.



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Don't forget that you can chose between:

- Free or paid services.
- Services focused on "one country" or others that aggregate "multiple countries"

That decision has to be made depending on the information need and your budget. But we recommend to always make a pre-market study; it will be the simplest, cheapest and precise way to start our export effort with a solid north.



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Multiple Country data.

I will recommend this **free** online market intelligence tools.

- **Trade map** : <http://www.trademap.org>
Trade statistics for international business development that has been developed by the International Trade Centre. It has over 5,300 products traded by over 220 countries and territories.
Import & export values, volumes, growth rates, market shares and graphs.
- **TradePort** : <http://www.tradeport.org>
TradePort is a repository of free information and resources for businesses involved in all aspects of global trade; where **Veritrade** have a partnership to provide free **USA** and **China** free International foreign trade Data.



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USA foreign trade only.

I will recommend browsing this free websites:

- **US Census Bureau:** <http://www.census.gov>
That has multiple online resources.
- **US International Trade Commission:** <http://dataweb.usitc.gov/>
With the most free and comprehensive US international trade statistics.
- **TradePort :** <http://www.tradeport.org>
TradePort is a repository of free information and resources for businesses involved in all aspects of global trade; where Veritrade have a partnership to provide free USA and China free International foreign trade Data.



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Let's go practical.

Having shown some theory, let's focus now on the of the wine export practical example and this is how we make it with **Veritrade Analytic**.

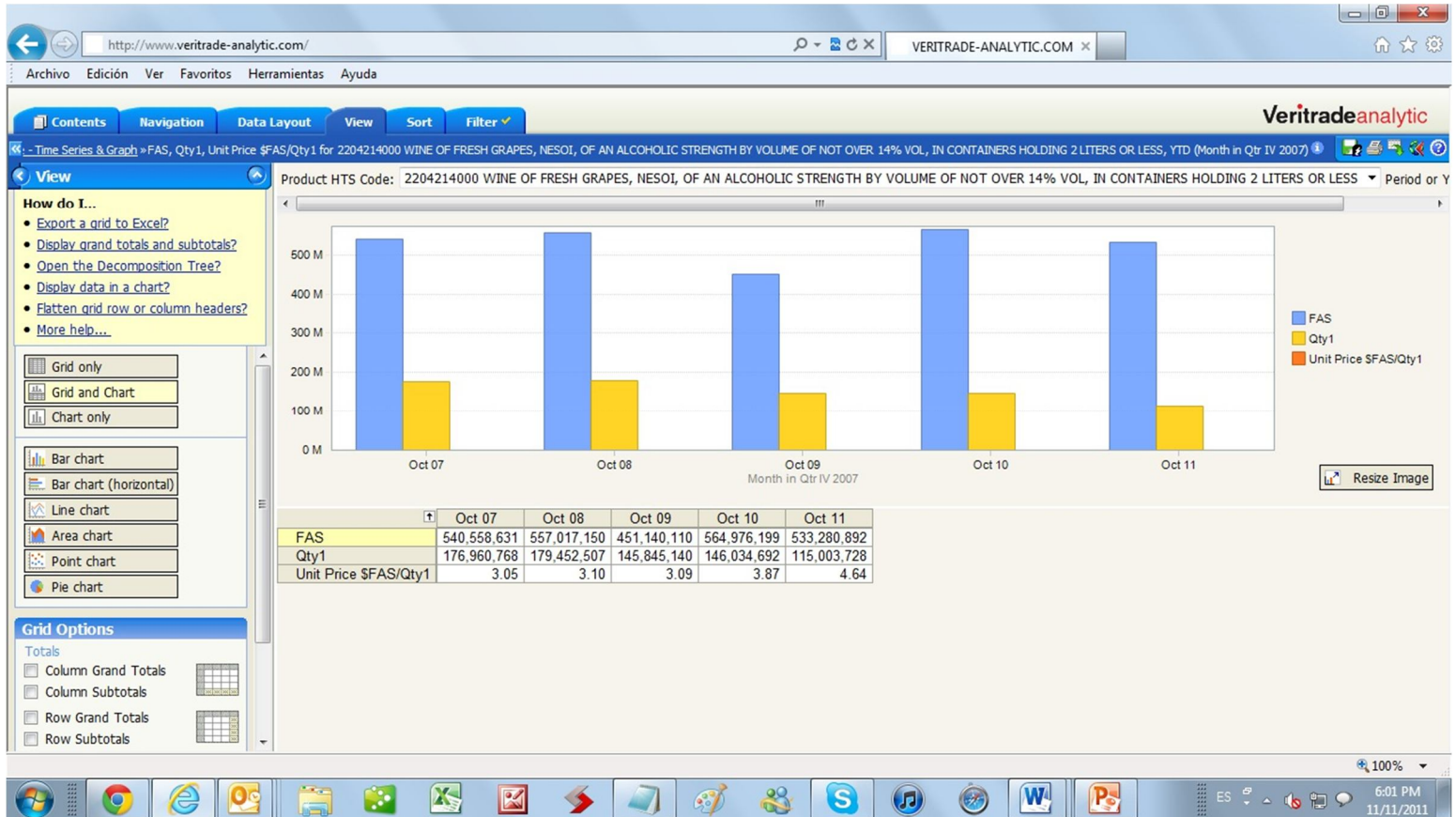
- Define the exact HTS Code for your product. Wine HTS 2204.21.4000
- Make a first look out to the US exports emphasizing on volumes and prices.
- Make a second look and analyze the current export destinations.
- Having done that, now go to the other chosen country database.



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First look at the USA historical exports with
“volumes and prices”.



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US exports emphasizing on destination market "volumes".

The screenshot displays the Veritrade Analytic web application. The main content area shows a data table with the following structure:

Measures: FAS	Product HTS Code: 2204214000 WINE OF FRESH GRAPES, NESOI, OF AN ALCOHOLIC STRENGTH BY VOLUME OF NOT OVER 14% VOL, IN CONTAINERS HOLDI					
Qty1	Unit Price \$FAS/Qty1	Oct 07	Oct 08	Oct 09	Oct 10	Oct 11
Countries (by Names)						
Angola		540,558,631	557,017,150	451,140,110	564,976,199	533,280,892
Anguilla		51,214	60,809	48,573	173,273	20,540
Antigua and Barbuda		392,293	232,264	371,750	400,439	54,604
Argentina		9,829				17,099
Aruba		1,051,284	1,624,373	1,428,717	1,539,223	1,072,231
Australia		1,395,136	1,535,414	716,800	1,052,982	762,410
Austria		8,971,393	12,340,146	1,919,049	489,270	206,901
Bahamas		4,263,562	3,609,994	2,975,336	3,244,916	3,184,679
Bahrain		111,662	48,550	113,507	50,275	42,055
Barbados		876,393	684,990	685,489	1,003,340	656,019
Belgium		3,401,039	5,338,241	9,018,361	17,724,857	11,218,399
Belize		269,065	156,175	152,400	124,672	77,116
Bermuda		2,879,893	1,753,575	1,913,721	1,656,050	1,620,888
Bolivia			3,594			50,400
Brazil		300,440	612,348	192,910	906,686	1,440,215
British Virgin Islands		100,737	207,191	234,094	171,492	251,001
Burma (Myanmar)		3,900				
Cambodia		26,360	21,680			
Cameroon			46,428	90,130	9,450	182,220
Canada		105,325,448	120,635,282	106,804,629	138,928,130	120,660,593
Cape Verde			9,560			
Cayman Islands		191,588	398,252	672,352	915,072	1,093,514
Chile		196,451	138,222	42,201	126,845	
China		10,589,476	12,690,497	16,194,174	24,587,386	28,389,138
Colombia		401,551	232,160	401,240	416,185	528,716
Congo (Kinshasa)			30,912	130,846	120,152	
Costa Rica		240,140	329,735	259,224	232,378	92,811



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US exports emphasizing on destination market "prices".

The screenshot displays the Veritrade Analytic web application. The main content area shows a data table with the following structure:

	Oct 07	Oct 08	Oct 09	Oct 10	Oct 11
Country Destination (2)					
Angola	3.05	3.10	3.09	3.87	4.64
Anguilla	4.14	4.35	4.04	4.59	10.23
Antigua and Barbuda	3.32	2.99	3.31	3.20	4.66
Argentina	4.92				27.36
Aruba	2.93	3.35	3.22	3.72	3.78
Australia	2.84	3.55	2.87	5.78	7.85
Austria	2.07	2.01	2.18	4.05	6.60
Bahamas	3.72	3.18	2.97	3.81	5.31
Bahrain	5.13	2.75	4.48	4.43	4.79
Barbados	3.53	3.98	3.64	4.44	4.07
Belgium	3.54	2.99	2.92	3.73	4.83
Belize	3.07	3.41	3.95	4.22	3.30
Bermuda	4.45	3.95	3.58	4.23	4.45
Bolivia		2.75			5.56
Brazil	3.18	2.98	3.47	3.72	3.80
British Virgin Islands	5.79	3.04	3.61	7.70	3.93
Burma (Myanmar)	14.94				
Cambodia	4.44	4.44			
Cameroon		1.89	1.98	1.00	4.32
Canada	4.24	4.33	4.26	6.21	7.35
Cape Verde		4.44			
Cayman Islands	3.28	3.72	3.44	6.37	7.37
Chile	2.75	3.99	2.57	3.06	
China	3.14	2.91	2.60	3.04	3.83
Colombia	2.07	1.41	2.16	2.65	2.87
Congo (Kinshasa)		3.83	4.47	1.69	
Costa Rica	3.32	2.30	2.36	3.20	3.24



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How deep can we go in our research?

With a classified product and a selected market we shall switch to **Veritrade Business** and get deeper our analysis where we will be able to disclose and do the following tasks.

- Disclose the buyers.
- What they are exactly buying, their volumes and their prices.
- Know with whom we compete in terms of countries or specific companies.
- Make rankings by origin, buyers or sellers.
- Se all import details as declared to customs.



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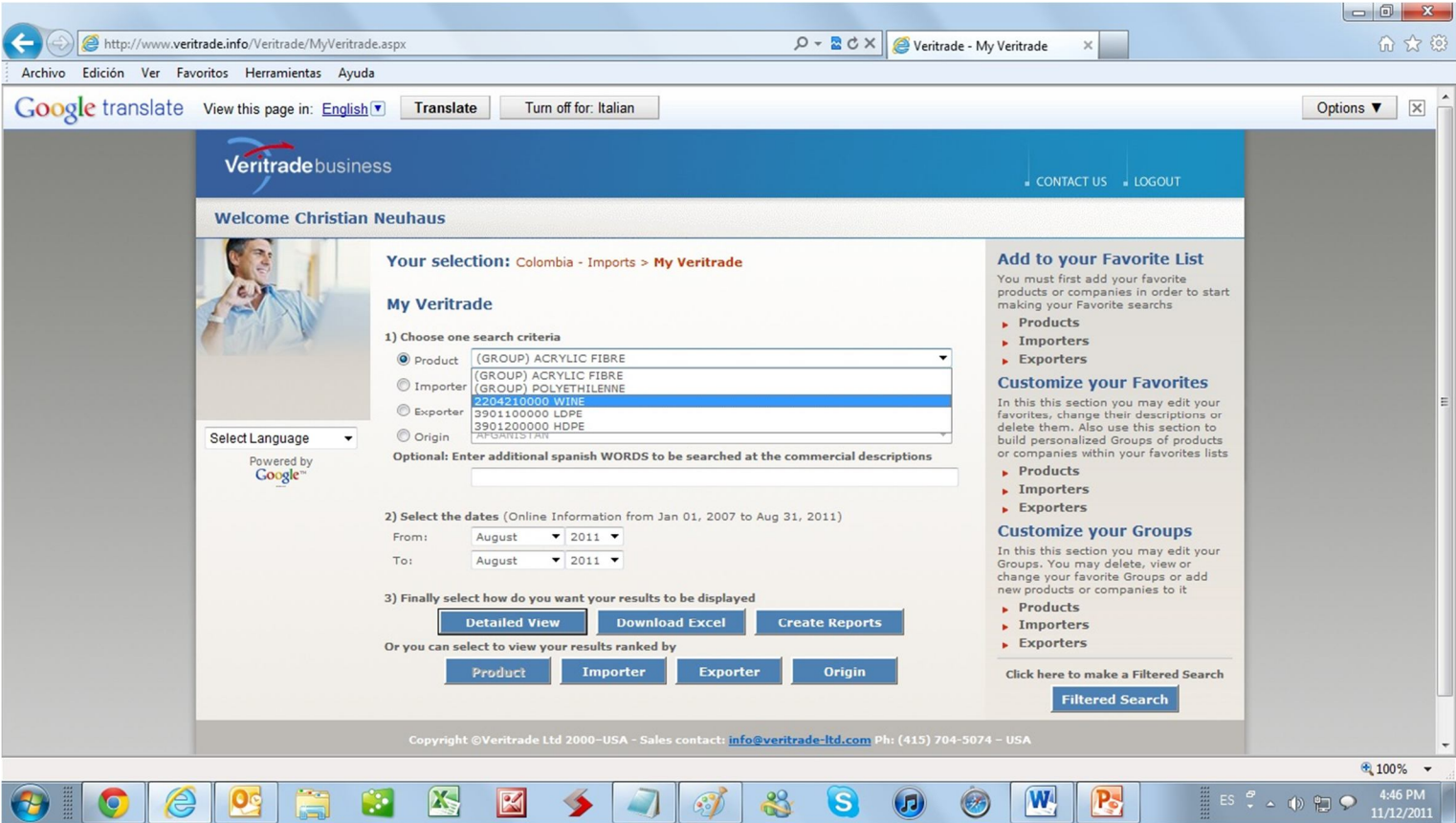
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The screenshot shows a web browser window displaying the Veritrade Business website. The browser's address bar shows the URL <http://www.veritrade.info/Veritrade/Main.aspx>. The page features a blue header with the Veritrade Business logo and navigation links for "CONTACT US" and "LOGOUT". A personalized greeting "Welcome Christian Neuhaus" is displayed. The main content area is titled "Veritrade Business - Strategic International Trade Market Tools" and contains a form with three steps: 1) Select the country (with radio buttons for Argentina, Chile, China, Colombia, Ecuador, and Perú), 2) Choose the operation type (with radio buttons for Imports and Exports), and 3) Select searching at "My Veritrade" or the "Filtered Search" area (with buttons for "My Veritrade" and "Filtered Search"). A sidebar on the right includes a "Renew your subscription" button. The footer contains copyright information: "Copyright ©Veritrade Ltd 2000—USA - Sales contact: info@veritrade-ltd.com Ph: (415) 704-5074 - USA". The Windows taskbar at the bottom shows the system tray with the date and time: 4:35 PM, 11/12/2011.



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See all import details as declared to customs.

The screenshot displays the Veritrade website interface. At the top, there is a navigation bar with 'CONTACT US' and 'LOGOUT' links. Below this, a welcome message reads 'Welcome Christian Neuhaus'. The main content area is titled 'Your selection: Colombia - Imports > My Veritrade > Imports'. It features a 'Select Language' dropdown menu and a 'Powered by Google' logo. The primary section is 'Imports', which includes the following details: Product: 2204210000 VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L; Importer: DISTRIBUIDORA DE VINOS Y LICORES SA; From Aug-10 to Aug-11; Total Records: 268. There are 'Download Excel' and 'Back' buttons. Below this information is a table with the following columns: No., Date, Importer, Exporter, Quantity, Units, U\$ FOB Unit, U\$ CIF Unit, Origin Country, and Product Description. The table contains five rows of data, each with a magnifying glass icon in the Importer and Exporter columns.

No.	Date	Importer	Exporter	Quantity	Units	U\$ FOB Unit	U\$ CIF Unit	Origin Country	Product Description
1	20100806	DISTRIBUIDORA DE VINOS Y LICORES SA	VINA SAN PEDRO - TARAPACA S.A.	5,850.00	L	3.37	3.58	CHILE	VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L] DO. CO02740114722010 11 50525 2110 VINA SAN PEDRO TARAPACARESERVA CABE
2	20100809	DISTRIBUIDORA DE VINOS Y LICORES SA	BODEGAS DEL MARQUES DE VARGAS S.L.U.	315.00	L	18.33	19.60	ESPAÑA	VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L] CO02740142082010. 12. 1E00000024 06072010.MARQUES DE VARGAS... VINO TINTO RESERVA MARCA: MARQUES
3	20100809	DISTRIBUIDORA DE VINOS Y LICORES SA	BODEGAS DEL MARQUES DE VARGAS S.L.U.	31.50	L	2.19	2.35	ESPAÑA	VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L] CO02740142082010. 12. 1E00000024 06072010.MARQUES DE VARGAS... VINO TINTO RESERVA MARCA: MARQUES
4	20100810	DISTRIBUIDORA DE VINOS Y LICORES SA	J.GARCIA CARRION, S.A.	4.50	L	0.44	0.83	ESPAÑA	VINO TINTO MARCA: ANTANO
5	20100812	DISTRIBUIDORA DE VINOS Y LICORES SA	PENA FLOR S.A.	9,675.00	L	2.74	2.89	ARGENTINA	VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L] DO. CO02740142072010 11 025400000454 0210FLOR VINO TINTO CABERNET SAUVIGNON MAR



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See all import details as declared to customs.

The screenshot shows a web browser window displaying the Veritrade website. The browser's address bar shows the URL: <http://www.veritrade.info/Veritrade/ImportDetails.aspx?IdImportacion=8359582>. The website header includes the Veritrade logo and navigation links for 'CONTACT US' and 'LOGOUT'. A personalized welcome message reads 'Welcome Christian Neuhaus'. Below this, the user's selection path is shown: 'Colombia - Imports > My Veritrade > Imports > Import Details'. A 'My Veritrade' button is also visible.

The main content area displays 'Import Details' for a specific shipment. The details are organized into several sections:

- HTS Code:** 2204210000
- Customs:** CARTAGENA
- Import Date (yyyymmdd):** 20100809
- Commercial Description:** VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L] CO02740142082010.12.1E0000024 06072010.MARQUES DE VARGAS... VINO TINTO RESERVA MARCA: MARQUES
- Importer:** DISTRIBUIDORA DE VINOS Y LICORES SA
- Exporter:** BODEGAS DEL MARQUES DE VARGAS S.L.U.

A summary table provides financial and quantity information:

Gross kg	Net kg	Quantity	Unit
63.00	36.70	31.50	L

	U\$ Total	U\$ Unit
FOB	69.09	2.193
Freight	0.08	0.002
Insurance	1.94	0.061
CIF	73.89	2.345
CIF + Taxes (IVA not inc.)		

Additional details include:

- Origin Country:** ESPAÑA
- Loading Country:** N/A
- Loading Port:**
- VIA:** MARITIMO
- Transport:** CSAV GROUP AGENCY COLOMBIA LTDA
- Customs Agent:**

A 'Back' button is located at the bottom of the details section. The footer contains copyright information: 'Copyright ©Veritrade Ltd 2000–USA - Sales contact: info@veritrade-ltd.com Ph: (415) 704-5074 – USA'. The Windows taskbar at the bottom shows the system clock as 4:57 PM on 11/12/2011.



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Or make the ranking you need to work with.

Veritradebusiness

Welcome Christian Neuhaus

Your selection: Colombia - Imports > My Veritrade > Executive Summary

Executive Summary - By Importers

Product: 2204210000 VINOS EN RECIPIENTES CON CAPACIDAD INFERIOR O IGUAL A 2 L
From Aug-10 to Aug-11

No.	Importer	Total Records	Total Quantity & Units	Total US\$ CFR	View Summary	Select
	Total	3,036		35,954,358		
1	DISTRIBUIDORA DE VINOS Y LICORES SA	268	2,100,506 L	5,994,047	By Exporter By Origin	<input type="checkbox"/>
2	GLOBAL WINE & SPIRITS LTDA	490	1,449,821 L	4,877,639	By Exporter By Origin	<input type="checkbox"/>
3	DIAGEO COLOMBIA S.A.	254	660,900 L	2,631,752	By Exporter By Origin	<input type="checkbox"/>
4	MARPICO S.A.	75	536,451 L	2,144,567	By Exporter By Origin	<input type="checkbox"/>
5	ALMACENES EXITO S A	76	474,009 L	1,769,611	By Exporter By Origin	<input type="checkbox"/>
6	COMERCIALIZADORA INTERNACIONAL CASA IBANEZ ESPANA S.A	112	462,529 L 1,350 U	1,590,030	By Exporter By Origin	<input type="checkbox"/>
7	PDC VINOS Y LICORES LTDA	38	397,907 L	1,404,135	By Exporter By Origin	<input type="checkbox"/>



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Many thanks for your time.

Christian Neuhaus Wiese
C.E.O.
Veritrade Corp.



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