

# TRADE ATLAS

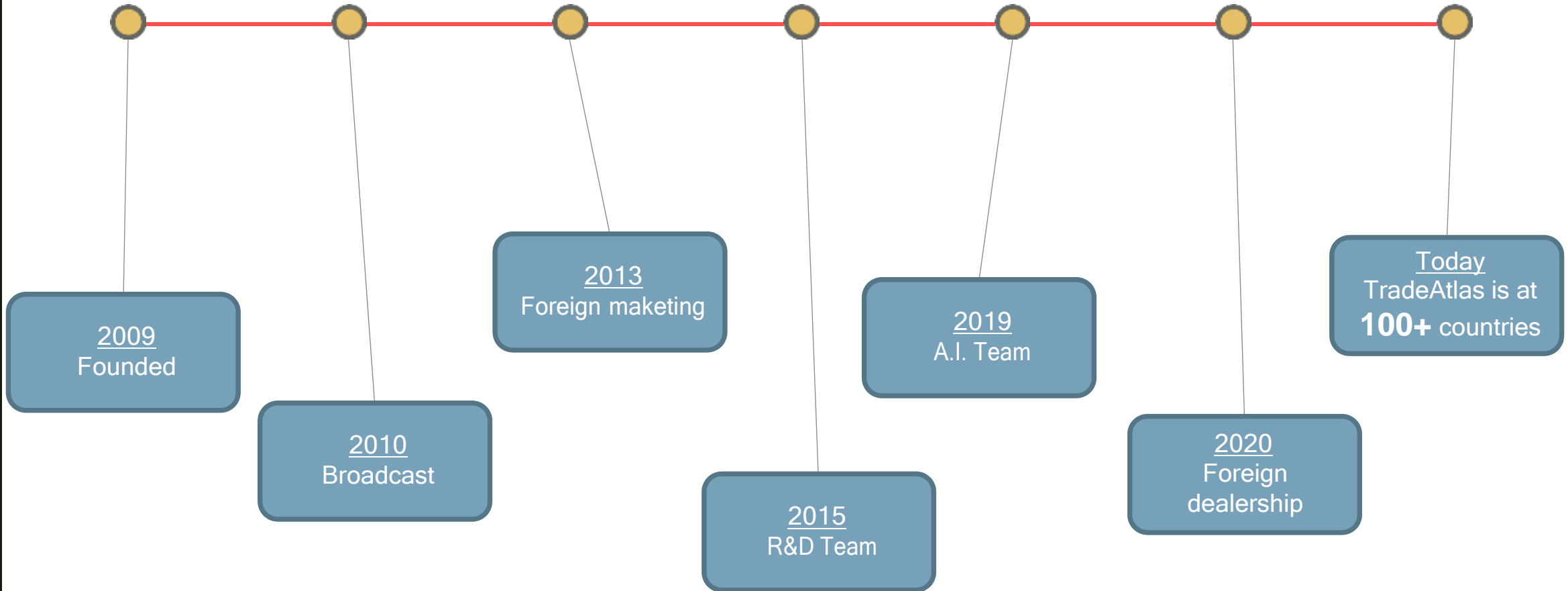
**Company-level** International Trade Data

*based on*

Official Customs Records

# About Us

# History



Ticaretatlası Bilgi Sistemleri Co. (with TradeAtlas brand) is founded in 2009, and broadcasting since 2010.  
We are serving to customers in **100+ countries worldwide.**

# Services at a glance



## Data

TradeAtlas, having the world's most comprehensive importer and exporter search engine with 2,4+ billion lines of transactions, offers yearly subscriptions to access raw shipments data online.



## A.I.

TradeAtlas, with the help of Artificial Intelligence analysis, identifies companies with a high potential to import a specific product in the selected target market, and presents a ready-to-use importers list to the subscribers.



## Report

TradeAtlas' unique coverage, offering transactions between 25+ million importers and 21+ million exporters, could also be ordered via reporting feature (offline Excel/CSV files).



## API

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# International Trade

# International Trade

- International trade is the key factor for producers to promote their products worldwide
- International trade helps companies to increase their sales, stabilize income and decrease country-level economic risks
- International trade has a number of processes: shipping / payments / taxes / accounting / delivery / exhibitions / certification / documentation etc....
- However, the most critical part of International trade is TO FIND IMPORTERS...

# How to find international buyers?

- There are a number of methods to find importers for your products
- These methods could be categorized by the following variables:
  - *Whether you are actively searching importers, or passively waiting for them to find you*
  - *Pricing of the method*
  - *Whether you are online or on the site*
  - *How trustable the method is*
  - *How effective the method is*
  - *How time-consuming the method is*

# Methods

## 1. Search engines (ex: Google)

### ■ PROS

- *It is free to search anything on Google*

### ■ CONS

- *Content is created by companies (not officially approved)*
- *Although exporters are more likely to be visible on internet, importers are less likely to do the same*
- *Records may be outdated*



# Methods

## 2. B2B sites (ex: Alibaba)

### ■ PROS

- *You can be reached a number of importers from different countries*

### ■ CONS

- *It is a passive way to find importers, you just create a page and wait till someone finds you*
- *This industry lost its power during the last 5-6 years*
- *Ranking is very important, and you need to spend a budget not only to be listed, but also to be ranked in a good position*

# Methods

## 3. Direct customer visits

### ■ PROS

- *Direct communication is the easiest way to finalize a sales agreement*
- *You can demonstrate your products beside visuals and presentations*

### ■ CONS

- *It requires a great budget to arrange visits, as there are 200+ countries on the world*
- *It still requires another method to detect the companies you can visit*

# Methods

## 4. Exhibitions

### ■ PROS

- *Direct communication and demonstration is possible*
- *A good exhibition attracts greatest importers to the organization*

### ■ CONS

- *It is generally expensive to attend*
- *Your success depends on the success of the exhibition (and the exhibition organizer's efforts to invite importers)*
- *Even the location of your booth is critical to attract visitors*

# Methods

## 5. Trade delegations

### ■ PROS

- *A well-organized event with limited budget requirement (generally financed by official authorities)*
- *Direct contact with the buyers in a country or region*

### ■ CONS

- *Importers' management team are less likely to visit you for the organization, as they generally expect to be visited*
- *Success is again dependent to the success of the event (and the organizer)*
- *Generally, you'll have chance to meet with a very limited number of buyers*

# Methods

## 6. Opening a store abroad

### ■ PROS

- *Opportunity to directly sell to final users*

### ■ CONS

- *It is generally very expensive*
- *Addresses to a single city in a single country, so effect area is limited even in the country you are located*
- *Highly complicated: requires external staff, company establishment, accounting and legal advisers, shipments and customs jobs...*

# Methods

## 7. Websites listing purchase requests

### ■ PROS

- *Opportunity to contact with relevant person*
- *Understand and react according to technical specs in advance*

### ■ CONS

- *Rarely used by most companies*
- *Success rate is limited, and competition is very high which finally converts to price competition (as any request is announced both to you and also your competitors)*

# Methods

## 8. Trade missions abroad (trade attachés)

### ■ PROS

- *Free to contact and ask for information*

### ■ CONS

- *Generally. lists are outdated*
- *Information could be very general (not for your specific machinery but for all machinery importers)*

# Methods

## 9. Chambers and trade promotion organizations

### ■ PROS

- *Free listings with contact details generally*

### ■ CONS

- *Categorized in very broad product classifications (for ex, companies in car parts industry, however there are 10,000 different parts in a car, whose importers are generally different)*
- *Tend to list exporters mainly instead of importers*



# Methods

## 10. TRADE INTELLIGENCE

- Trade Intelligence is one of the most effective ways to find importers for your products since:
  - Data is based on official documents, so no need to investigate and confirm it again
  - Offers not only the company names but also suppliers, prices, quantities, product specs; a whole list of shipment details so you can analyze every detail in competition
  - Comparatively a cheap way to go global
  - Detailed searching and filtering options; search by products, companies and HS codes, filter by country or origin and destination, select shipment dates, analyze unit prices...
  - Covers almost all countries and regions on the world with only 1 click

# Trade Intelligence

# Main criterias in provider selection

## 1. Data coverage

- The more countries' data is listed in a database, the easier for the exporter to find customers all over the world
- **TradeAtlas** collects data from 50+ countries customs, offering 2,4+ billion lines of shipments details
- You can find 1000s of importers from USA to Madagascar, from Germany to Cambodia, from Russia to Paraguay for any product
- Please see the example in the next slides

# HS Code: 720230 - Ferro-silico-manganese

- India is the greatest exporter of «Ferro-silico-manganese» on the world, having 25% global share in 2021
- Only for January 2022 (1 month's time), [TradeAtlas](#) offers 1300+ shipments for this product.
- Here are some numbers about the shipments in our database:
  - *5 countries having 50+ shipments (including India)*
  - *6 countries having 10 to 50 shipments*
  - *19 countries having 1 to 10 shipments*

# HS Code: 720230 - Ferro-silico-manganese

- **Japan** is the greatest market for Indian Ferro-silico-manganese, but Indian exporters are under competition with Vietnamese exporters.
- The list shows that, some companies in Japan are importing the same products from both countries while there are a number of importers who only prefers Vietnamese product, who are potential importers for Indian Ferro-silico-manganese exporters

JAPANESE IMPORTER	IMPORTING FROM INDIA	IMPORTING FROM VIETNAM
AML JAPAN LTD.	+	
DAITOKU KOGYO CO LTD.		+
HANWA CO ,LTD	+	
ITOCHU CORP. TOKKR	+	
JFE SHOJI CORP.	+	+
MARUBENI TETSUGEN CO	+	
mitsui & CO LTD.	+	
NIHON SANSYO CO LTD.		+

# Main criterias in provider selection

## 2. Single / multiple database

- The greatest challenge in the industry is to standardize the data collected from 50+ sources
- If you offer separate databases for different countries' data, users must, unfortunately, visit all databases 1 by 1 to collect importers, which is time-consuming
- **TradeAtlas** has 10+ years expertise in analyzing, controlling and uploading the data to a SINGLE SEARCHABLE database, so any user could find importers from 200+ countries with only 1 search in seconds

# Main criterias in provider selection

## 3. Search and download limits

- Most companies in the industry are strictly limiting the users in terms of number of searches and downloads.
- Just the opposite, [TradeAtlas](#) users are almost free to search and download as much shipment details as they like within their industry
- Subscribers are encouraged to search, download and use the data to promote their international sales, which simply defines our services' key outputs
- The more you download and work on the data, the better you understand the competition and developments in your industry, so [TradeAtlas](#) never hides the data which would be useful for the exporter

# Main criterias in provider selection

## 4. Update speed

- Users of trade intelligence data always concerns about accessing most recent data about their products and competitors
- For most of the countries we cover, TradeAtlas updates the data every month, where the gap between today and latest data is 1-3 months.
- TradeAtlas already uploaded March data for some countries, and for most of them, 2023 data are already accessible to all our users



# Main criterias in provider selection

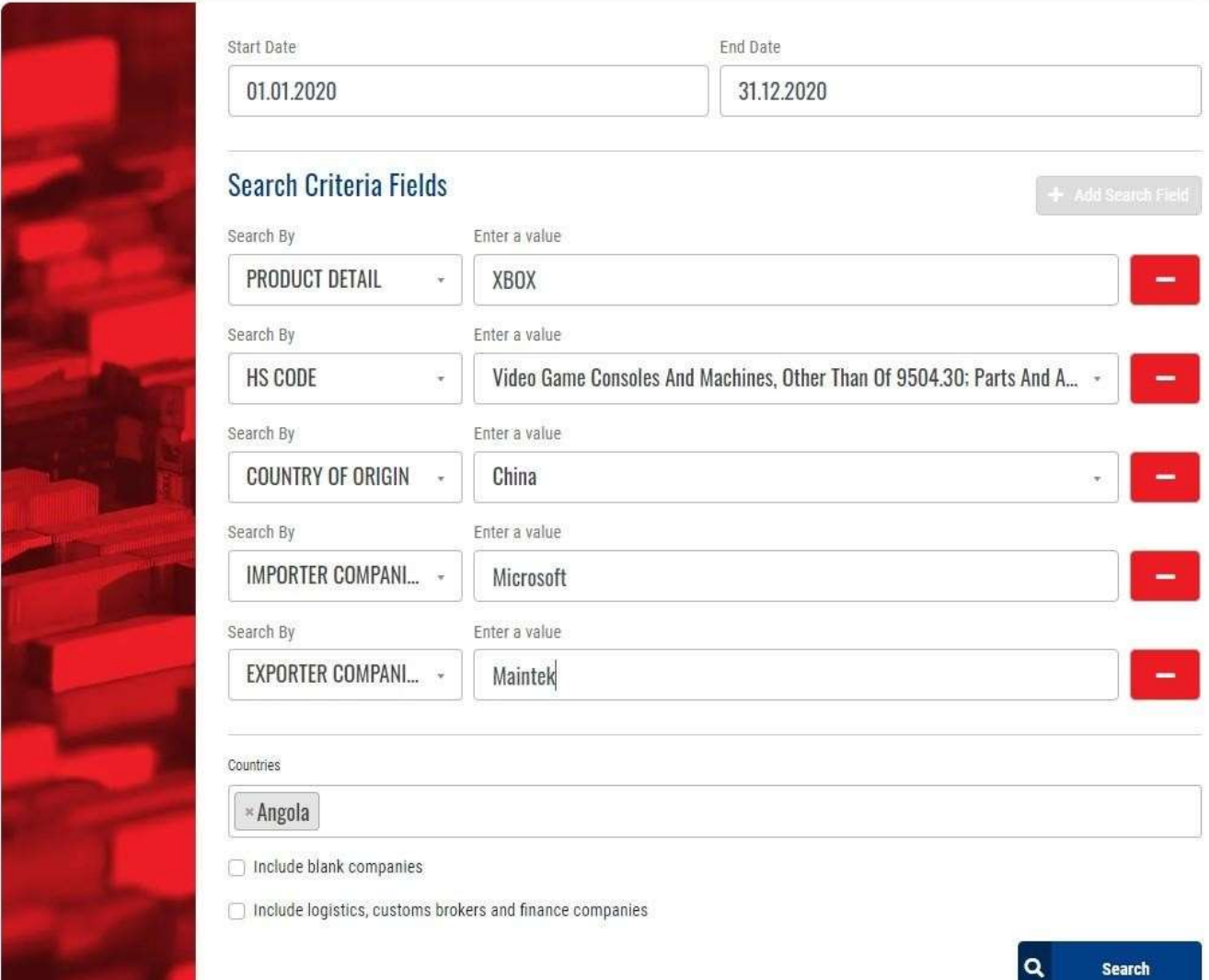
## 5. Pricing

- Pricing is surely an important point for companies and organizations to access Trade Intelligence data.
- **TradeAtlas** offers a competitive pricing strategy, which allows all types of users from any industry and any size to utilize the data.
- Main pricing idea is to charge the user what they need to use instead of pricing all the shipments such as;
  - A fruit exporter is not happy to pay for auto parts shipments
  - Or a medicine exporter shouldn't pay for furniture shipments
- So, **TradeAtlas** users just pay for the data they can use! No additional costs, no hidden costs!

# Additional Features of TradeAtlas Search

# Multi-variable search

- You can use more than 1 variable to access the most relevant data you need to find.
- For ex; this search result will show you
  - *all XBOX shipments*
  - *under 950450 HS code*
  - *from Maintek, China*
  - *to Microsoft, Angola*
  - *during 2020*



The screenshot displays the TradeAtlas search interface with the following configuration:

- Start Date:** 01.01.2020
- End Date:** 31.12.2020
- Search Criteria Fields:**
  - Search By:** PRODUCT DETAIL, **Enter a value:** XBOX
  - Search By:** HS CODE, **Enter a value:** Video Game Consoles And Machines, Other Than Of 9504.30; Parts And A...
  - Search By:** COUNTRY OF ORIGIN, **Enter a value:** China
  - Search By:** IMPORTER COMPANI..., **Enter a value:** Microsoft
  - Search By:** EXPORTER COMPANI..., **Enter a value:** Maintek
- Countries:** \*Angola
- Include blank companies
- Include logistics, customs brokers and finance companies

A red-tinted image of shipping containers is visible on the left side of the interface.

# Exporters search

- Beside searching importers, you can also search for exporters to find best suppliers.
- For ex; this search result will show you
  - *all chocolate shipments*
  - *from Germany*
  - *to whole world*
  - *during 2020*



The screenshot shows the TradeAtlas search interface. On the left is a vertical red-tinted image of stacked boxes. The main search area includes:

- Start Date:** 01.01.2020
- End Date:** 31.12.2020
- Search Criteria Fields:** A section with a "+ Add Search Field" button.
- Search By:** Two rows of criteria:
  - Row 1: "PRODUCT DETAIL" dropdown, "Chocolate" text input, and a red minus button.
  - Row 2: "COUNTRY OF ORIGIN" dropdown, "Germany" text input, and a red minus button.
- Countries:** A dropdown menu currently showing "All Countries".
- Filters:** Two checkboxes:
  - Include blank companies
  - Include logistics, customs brokers and finance companies
- Search:** A blue button with a magnifying glass icon and the text "Search".

# Filtering importer names

- You can exclude logistics companies, banks, customs agents, or even empty / meaningless names from your search results.
- For ex, you can exclude all red importers in your results page to access green ones only in the chart



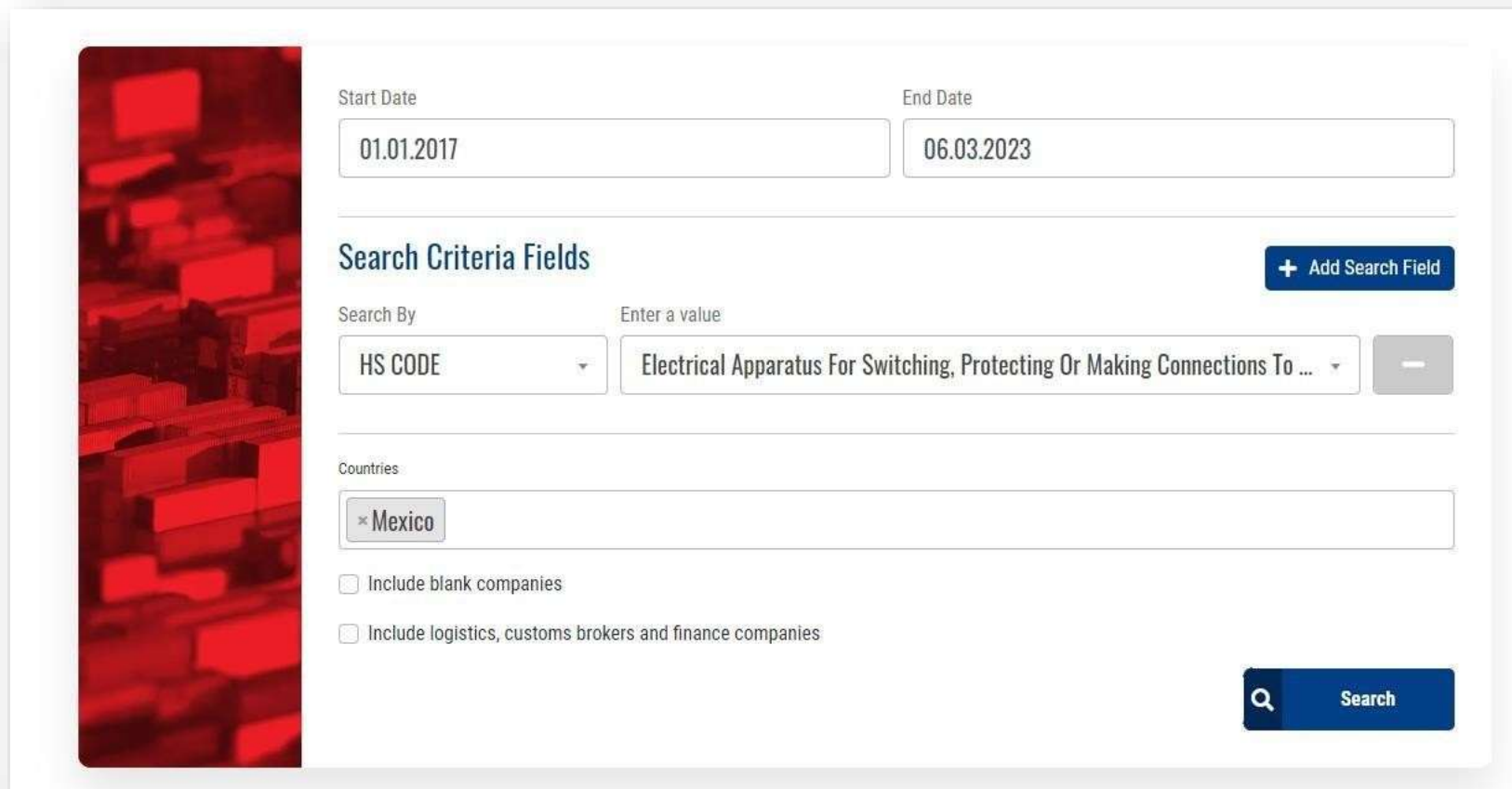
SEARCH RESULTS	DO NOT INCLUDE BLANK COMPANIES	DO NOT INCLUDE LOGISTICS BANKS	CLEAN LIST
Mercedes	Mercedes	Mercedes	Mercedes
Renault	Renault	Renault	Renault
FEDEX	FEDEX	FEDEX	FEDEX
Ford	Ford	Ford	Ford
Citibank	Citibank	Citibank	Citibank
N/A	N/A	N/A	N/A
To the order	To the order	To the order	To the order
Toyota	Toyota	Toyota	Toyota
#	#	#	#
BMW	BMW	BMW	BMW

# Google-like search features

- A company importing both «Banana» AND «Apple»
  - Search query: **Banana +Apple**
- A company importing both «Banana» OR «Apple»
  - Search query: **Banana |Apple**
- A company importing both «Banana» but NOT «Apple»
  - Search query: **Banana -Apple**
- Exact phrase search
  - Search query: **"Donald Trump tshirt"**
- Keywords starting with a phrase
  - Search query: **Para\*** (finds **Paracetamol** / **Parachute** / **Paraffin** ...)

# Sample Search Results

# Search Area



The screenshot displays the search interface of the TradeAtlas system. It features a sidebar with a red background image of stacked boxes. The main search area includes the following elements:











- Start Date:** 01.01.2017
- End Date:** 06.03.2023
- Search Criteria Fields:** A section with a "+ Add Search Field" button.
- Search By:** A dropdown menu set to "HS CODE".
- Enter a value:** A text input field containing "Electrical Apparatus For Switching, Protecting Or Making Connections To ...".
- Countries:** A list of countries with "Mexico" selected.
- Include blank companies:** An unchecked checkbox.
- Include logistics, customs brokers and finance companies:** An unchecked checkbox.
- Search:** A blue button with a magnifying glass icon and the text "Search".

Subscribers can search the system via 4 different variables:

- (1) Search by importer company to find their suppliers /
- (2) search by an exporter company to find their customers
- (3) Product definition and
- (4) HS code search to find shipments accordingly



# Results Area

IMPORTER NAME	NUMBER OF DELIVERY	WEBSITE	LAST SHIPMENT DETAILS				
			PRODUCT DETAIL	EXPORTER	EXPORTER COUNTRY	NET WEIGHT	FOB / CIF
 MAQUILAS TETA KAWI S.A. DE C.V.	14936	<a href="https://tetakawi.mx">https://tetakawi.mx</a>	TERMINAL ELECTRICA		United States		7 (USD)
 ARROW COMPONENTS MEXICO S.A. DE C.V.	14088	<a href="https://www.arrow.com">https://www.arrow.com</a>	TERMINAL		Germany		5295.46 (USD)
 AMERICAN CAR EQUIPMENT S.A. DE C.V.	10151		CONECTORES	YAZAKI NORTH AMERICA INC	China		1750 (USD)
 KROMBERG & SCHUBERT MEXICO S EN C	9886	<a href="http://www.kromberg-schubert.com">http://www.kromberg-schubert.com</a>	TERMINALES ELECTRICAS	AMPHENOL-TUCHEL ELECTRONICS-US	Germany		3550.02 (USD)
 TYCO ELECTRONICS MEXICO S. DE R.L. DE C.V.	9340		TERMINAL ELECTRICA	TYCO ELECTRONICS SINGAPORE PTE LTD	United States		1449.6 (USD)
 MANUFACTURAS ZAPALINAME S.A. DE C.V.	8717		CONECTOR		Mexico		1178.4 (USD)
 ABB MEXICO S.A. DE C.V.	8435	<a href="http://www.abb.com.mx">www.abb.com.mx</a>	CONECTOR ELECTRICO	ABB ELEKTRIK SANAYI A.S.	United States		4292.28 (USD)
 SONITRONIES S. DE R.L. DE C.V. DEPTO (ARROW)	8196		TERMINAL ELECTRICA		United States		313.64 (USD)
 Sin Razon Social	7187	<a href="https://www.businessinsider.es">https://www.businessinsider.es</a>	CONECTOR PARA CIRCUITO IMPRESO		China		1170 (USD)
 AMPHENOL OPTIMIZE MEXICO S.A. DE C.V.	7161	<a href="http://www.amphenol-optimize.com">http://www.amphenol-optimize.com</a>	TERMINALES ELECTRICAS	AMPHENOL OPTIMIZE MFG. CO.	United States		487.5 (USD)

Search results are listed below the search area as above, including importer and exporter company names, last traded products, website of the importer, number of shipments and price/quantity information if any.

# Sample Importers



TradeAtlas can offer importers from 230+ countries / territories on the world. Above examples are importers from some countries who regularly imports "HS:440719 - Coniferous wood sawn or chipped lengthwise"

# Sample Exporters



TradeAtlas can offer exporters from 230+ countries / territories on the world. Above examples are exporters from some countries who regularly exports "HS:281820 - Aluminium oxide"

# Promoting Indian Trade

TradeAtlas data could help **Indian exporters** to

- ✓ **find** importers all over the world,
- ✓ **track** their competitors' customers,
- ✓ **analyze** prices in the market and
- ✓ **investigate** developments in their industry

TradeAtlas data could help **Indian importers** to

- ✓ **find** exporters all over the world,
- ✓ **track** their suppliers' other customers,
- ✓ **analyze** prices and find best products in the market and
  - **investigate** developments in their industry

**For any queries, Contact:**



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