

Market Research Resources

Tips For Researching Export Markets

1. Use as many different resources as possible when you are conducting your research. Don't assume that you can find all the information you need on the internet: visit your school or public library to locate relevant information in books, journals, reports, news articles and online subscription databases. There is a lot of valuable, quality information that isn't available for free on the web.
2. When you are using the internet for research, don't just use Google! Remember that only about 4 billion of the 550 billion documents that are estimated to be on the web can be found using Google. Use other search engines, portals and directories to access a wider range of resources. Whatever search tool you are using, read the search tips for and learn how to use the advanced features and commands to make your searching more precise.
3. Select the most appropriate search tool for the job at hand. For very specific searches, a search engine is often best, but to browse a subject area, try a specialised directory, gateway or subject portal first. These resources are usually compiled by subject experts and can save you a lot of time by directing you to the most relevant and useful websites for a particular market or topic (some suggestions are listed in the website guide).
4. Explore websites thoroughly to look for the information you are seeking:
 - Use "Links" pages, membership directories and website guides to help point you to other useful sources of information
 - Look through key articles and reports to pick up new leads to follow up on
 - Don't expect every useful report or article to be on an organisation's website: contact organisations by phone, fax or email to request additional information
5. Make sure you evaluate websites critically to avoid using outdated, inaccurate or unreliable information. It is always preferable to use information from well-recognised, authoritative sources, such as international organisations (e.g. World Bank, United Nations, World Trade Organisation, APEC, OECD, IMF), official government sources, industry associations, educational institutions and publications that have been reviewed and edited.
6. Make sure you cite the source of the information you use to demonstrate that you have researched your export plan thoroughly and have used quality resources. It is also important to remember that most information (even if it's free on the internet) is protected by copyright and should not be used in ways not expressly permitted by the author or copyright owner.

Website Guide For Export Market Research

Country Information And Statistics

When selecting an export market, it is important to research key factors such as population, income, demographic information and the business environment. These resources should help you get started:

Asian Development Bank (ADB) – Key Indicators

Features statistical profiles of the 40 ADB member countries in the Asia-Pacific region

<http://www.adb.org/Statistics/ki.asp>

EU – Market Access Sectoral and Trade Barriers Database

Reports on trade regulations, intellectual property laws, tariff and non-tariff barriers for 55 countries around the world

<http://mkaccdb.eu.int/cgi-bin/stb/mkstb.pl?action=search>

CIA World Factbook

Over 200 country profiles are available. They provide information and statistics covering the major economic, political and social aspects of each country

<http://www.cia.gov/cia/publications/factbook/index.html>

Department of Foreign Affairs and Trade (DFAT)

This is a very useful site for gaining a broad overview of Australia's trade with the rest of the world.

Provides country economic briefs, fact sheets, information on trade agreements with other countries and publications on various trade and export-related topics. The TradeWatch section details the latest trade and economic developments affecting Australia's trade with major trading partners

<http://www.dfat.gov.au/geo/> - Country index

<http://tradewatch.dfat.gov.au/> - TradeWatch

Global Edge

This subject gateway provides access to a wide range of country information, including business guides, statistics and links to trade portals and global news sources

<http://globaledge.msu.edu/ibrd/ibrd.asp>

Governments on the WWW

Useful for finding websites for government departments and agencies worldwide. These sites provide reports and statistical information that can assist with market selection and export planning

<http://www.gksoft.com/govt/en/>

IPAnet (MIGA / World Bank)

A portal providing access to a range of country and industry-specific websites with useful information for companies that are establishing or entering into overseas markets

<http://www.ipanet.net/>

OFFSTATS: Official Statistics on the Web

This resource has been put together by the University of Auckland and provides links to official statistical sources by country, region or topic

<http://www.library.auckland.ac.nz/subjects/stats/offstats/OFFSTATSmain.htm>

World Bank – Data Query

Offers free access to a segment of the World Development Indicators (WDI) database, including 54 time series indicators for 208 countries and 18 groups, spanning 5 years

<http://www.worldbank.org/data/dataquery.html>

Merchandise Trade Statistics

Merchandise trade statistics provide useful information on the movement of goods around the world. For export planning purposes, it can be useful to obtain statistics showing Australia's major export markets for a specific product or product category, as well as figures showing global imports by country. Some statistics are generally available through national statistical agencies (such as the Australian Bureau of Statistics), but it can be more useful in the initial planning stages to use a source that provides more detailed statistics across a number of markets at once. Some examples are:

FAOSTAT

Provides access to the statistical databases of the Food and Agriculture Organization of the United Nations, including extensive data on agricultural and fisheries production and trade by country
http://www.fao.org/waicent/portal/statistics_en.asp

UN Comtrade database

This is the most comprehensive, free website for trade statistics, providing import and export data for over 200 countries. A
<http://unstats.un.org/unsd/comtrade/>

UNCTAD TRAINS database

Online tariff & imports database covering approx. 100 markets (one year available only)
<http://www.unctad.org/trains/index.htm>

UNCTAD/WTO International Trade Centre: International Trade Statistics

Trade statistics reports can be quickly and easily generated for a specific country or product category
<http://www.intracen.org/tradstat/welcome.htm>

Market, Industry and Company Information

There are many sources of information for researching overseas markets, including commercial market research reports, newspapers, industry journals, international organisations, government departments and industry associations. Some useful starting points for your research are listed below:

Australian Trade Commission (Austrade)

Provides extensive information and resources for Australian businesses seeking to export, including over 450 market and country profiles written from an Australian perspective.
<http://www.austrade.gov.au/>

About.com

The About network consists of guides and internet links compiled by subject and industry specialists. A useful place to start researching an industry
<http://about.com/>

Business.Com

This portal is organised by industry and is particularly useful for finding news articles and identifying relevant research on the web
<http://www.business.com/>

Corporate Information

Provides a useful starting point for researching markets, industries and companies worldwide. Registration is required for some features (free).
<http://www.corporateinformation.com/>

Export61

This is an example of an Australian export portal, which has been put together to help Australian exporters investigate overseas markets and find suitable service providers. Contains a lot of practical information on topics such as transportation & logistics, testing & certification, quarantine regulations and links to other export-related sites

<http://www.export61.com.au/>

Federation of International Trade Associations (FITA) - Web Resources for International Trade

Extensive searchable database of international trade web resources. More than 7000 annotated and indexed links to international trade websites

<http://www.fita.org/webindex/index.html>

Find Articles

A free source (sponsored by Gale Group) providing full-text articles from over 300 magazines & journals. Main focus is US consumer goods market

<http://www.findarticles.com>

Google News

Don't forget that Google also has a great news search engine that covers 4,500 global news sources. This can help you up-to-the-minute articles on just about any topic you're researching

<http://news.google.com/>

Internet Public Library - Newspapers on the Internet

Many newspapers offer searchable archives of their content, which can be very useful for finding current information on a country's industry and the market for products and services

<http://www.ipl.org/div/news/>

JETRO

Provides Japanese industry and product profiles in areas such as food, clothing, sporting goods, household goods, machinery and equipment, biotechnology and more. Also has useful market and regulatory information for exporters to Japan.

http://www.jetro.go.jp/cgi-bin/se/export_to_japan/index.cgi - Regulations & Procedures

<http://www.jetro.go.jp/ec/e/market/index.html> – Market Information Database

Monash/Austrade Business Case Studies and Surveys

Find case studies of successful exporters, profiles of overseas markets and industries, ecommerce information and much more.

<http://www.monash.edu.au/casestudies>

Rural Industries Research & Development Corporation (RIRDC)

Provides useful reports on established and emerging Australian rural industries, including some information on export markets

<http://www.rirdc.gov.au>

Trade Promotion Agencies and Other Trade Support Institutions

Many countries have a central trade promotion agency, such as Austrade in Australia. These organisations often provide very useful sources of information on exporting basics, market entry strategies and profiles of overseas markets. This website provides a worldwide directory of trade promotion organisations

<http://www.intracen.org/tpo/>

USDA Foreign Agricultural Service

Attaché reports provide extensive information on markets for specific agricultural and food products and also have more general country guides for food exporters. Most major markets have reports available (except the USA, as the information is designed for US exporters)

<http://www.fas.usda.gov/>

<http://www.fas.usda.gov/scriptsw/attacherep/default.asp> - Attaché reports