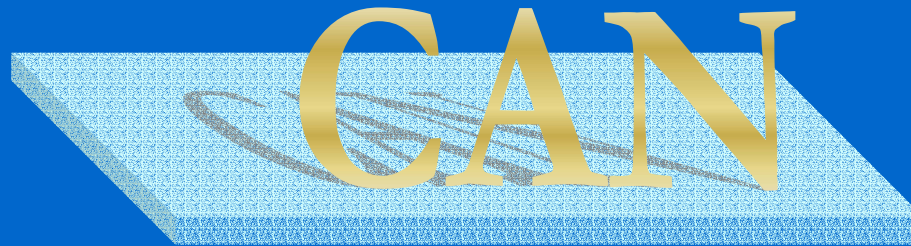




THE WORLD BANK



# Competitive Analysis of Nations



CD-ROM drive: e:\



# Competitive Analysis of Nations

## Contents

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- **What is TradeCAN?**
- **Type of questions and queries the programme answers**
- **Trade indicators**
- **Structure and organization of the programme**
- **Case examples**

## What is CAN2002?

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- **TradeCAN is a global trade database with value added in the form of a toolbox analysis.**
- **The source of TradeCAN data is COMTRADE, the official trade database maintained by the United Nations Statistical Office.**
- **The raw data extracted from COMTRADE are the current dollar value of imports per year, per commodity and country of origin as reported by each importing country, in the Standard International Trade Classification 2 (SITC rev 2).**

## What is CAN2002?

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- **The number of reporting countries is 82. They report on all countries of origin of their imports.**
- **They provide information on imports from 193 countries.**
- **TradeCAN incorporates over 90% of world trade.**
- **TradeCAN also provides information on regional country groupings.**
- **Imports are expressed in current dollars for each year, in most cases, using the Cost, Insurance and Freight value.**
- **The import values may differ from those concerning the same trade flow as registered by the exporting country which are measured using the Free on Board (FOB) definition.**

## What is CAN2002?

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- **Original COMTRADE data is processed in two ways before entering TradeCAN databases.**
- **Regional aggregates are calculated. TradeCAN offers two broad aggregates: the industrialized world's imports and the developing world's imports. Each of these is then decomposed in several subregional country groups.**
- **Calculation of three-year moving averages. The data point for 1990 is in fact the average annual imports of the period 1989-1991.**

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- **Regional aggregates are calculated. TradeCAN offers two broad aggregates: the industrialized world's imports and the developing world's imports. Each of these is then decomposed in several subregional country groups.**
- **Calculation of three-year moving averages. The data point for 1990 is in fact the average annual imports of the period 1989-1991.**
- **Import series time domain 1985-2000.**

# What is CAN2002?

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- **TradeCAN shows world imports as an aggregate:**
  - **Imports are subdivided in industrialized countries and the developing world.**
  - **Each of these categories is divided in turn into three groups:**
    - **Imports of the industrialized world are divided into North America (Canada and the United States), Europe (17 countries) and other industrialized countries (Australia, Israel, Japan and New Zealand).**



# What is CAN2002?

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• **Developing country imports are divided into Africa (12 countries), Developing Asia (23 countries), Developing America (32 countries).**

➤ **Developing country imports are also grouped by regional integration schemes:**

➤ **Andean Community (5 countries)**

➤ **CARICOM (10 countries)**

➤ **MERCOSUR (4 countries)**

➤ **CACM (5 countries)**

➤ **Other developing America (6 countries)**

# Reporter countries by market

## Países en Desarrollo (61)

Norway  
Netherlands  
Portugal  
United Kingdom  
Sweden  
Switzerland

### *Other Industrialized (17)*

Australia  
Israel  
Japan  
New Zealand

### *North America (2)*

Canada  
United States

### *América en Desarrollo (26)*

Argentina  
Barbados  
Bolivia  
Brasil  
Chile  
Colombia  
Costa Rica  
Ecuador  
El Salvador  
Granada  
Guadalupe  
Guatemala  
Guyana Francesa  
Honduras  
Jamaica  
Martinica  
México  
Nicaragua  
Panamá  
Paraguay  
Perú  
República Dominicana  
Santa Lucía  
Trinidad/Tobago  
Uruguay  
Venezuela

### *Asia en Desarrollo (22)*

Arabia Saudita  
Bangladesh  
China  
Chipre  
Emiratos Arabes Unidos  
Filipinas  
Hong-Kong  
India  
Indonesia  
Jordán  
Macao  
Malasia  
Muscat Oman  
Nepal  
Paquistán  
Rep. De Corea  
Rep. Siria Arabe  
Singapur  
Sri Lanka  
Tailandia  
Turquía  
Zona Neutral

### *Africa (13)*

Africa del Sur  
Argelia  
Egipto  
Kenya  
Madagascar  
Malawi  
Marruecos  
Mauritania  
Reunión  
Senegal  
Seychelles  
Túnez  
Zimbabwe

# CAN2002

## Competitiveness Analysis of Nations

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- **Market share analysis and trends of key products**
- **Analysis of export and import composition**
- **Trade specialization analysis**
- **Comparisons between “trade rivals”**
- **Competitiveness matrices**

## Relevant questions to which CAN2002 provides answers

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How important are Jamaica's exports to the European Union?

What are the country origins of Caribbean Imports?

Which are the countries that are losing and gaining in manufacturing exports to the United States?

What is the share and composition of intraregional Caribbean imports?

Are St. Lucia's exports growing in dynamic or stagnant markets?

What are the products in which Belize increased its market share in the 1990's?

What is the technological content of Caribbean exports to the Western Developed World?

# What type of information does CAN provide?

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TradeCAN provides the main trade indicators by country, product and importer:

- **C<sub>m</sub>** (market share): the value of exports of commodity *i* from country *A* to import market *B* as a percentage of total value imports of commodity *i* on import market *B*.

- **P<sub>e</sub>** (percentage of exports): the value of exports of commodity *i* from country *A* to import market *B* as a percentage of total value of exports of country *A* to import market *B*.

- **P<sub>i</sub>** (percentage of imports): the value of imports *i* on import market *B* expressed as a percentage of total value of imports on import market *B*.

- **Specialization** compares the market share of country *A* for commodity *i* to the overall market share of country *A*.

# Definition of variables in CAN

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The definitions are calculated as follows:

**Assume:** “j” represents a given country.  
“i” represents a given product.  
“M” represents the imports of a given country in a given market.

<b>Market share (Cm):</b>	$\frac{\text{Imports of country j of commodity i}}{\text{Total imports of commodity i}} = \frac{M_{ij}}{M_i}$
<b>Percentage of exports (Pe):</b>	$\frac{\text{Exports of country j of commodity i}}{\text{Total country exports}} = \frac{M_{ij}}{M_j}$
<b>Percentage of imports (Pi):</b>	$\frac{\text{Total imports of commodity i}}{\text{Total global imports}} = \frac{M_i}{M}$

## Definition of variables in CAN

---

**Specialization:**

$$\frac{\frac{M_{ij}}{M_i}}{\frac{M_j}{M}} = \frac{\frac{M_{ij}}{M_j}}{\frac{M_i}{M}} = \frac{P_e}{P_i}$$

It provides a relative comparison between a country's export structure and the import composition of a market. It compares the relative weight of a commodity in the export basket of a country with the relative weight of that good in the total imports of a market.

Values greater than 1 indicate that the country exports a greater proportion of a given product relative to that which is imported in a given market. Thus the country is specialized in that product. In other words, the weight of exports in a product for a country, is greater than the average weight of exports of that product for all other countries.

# The competitiveness matrix

It refers to a double entry quadrant.

The axes represent relevant information regarding exports.

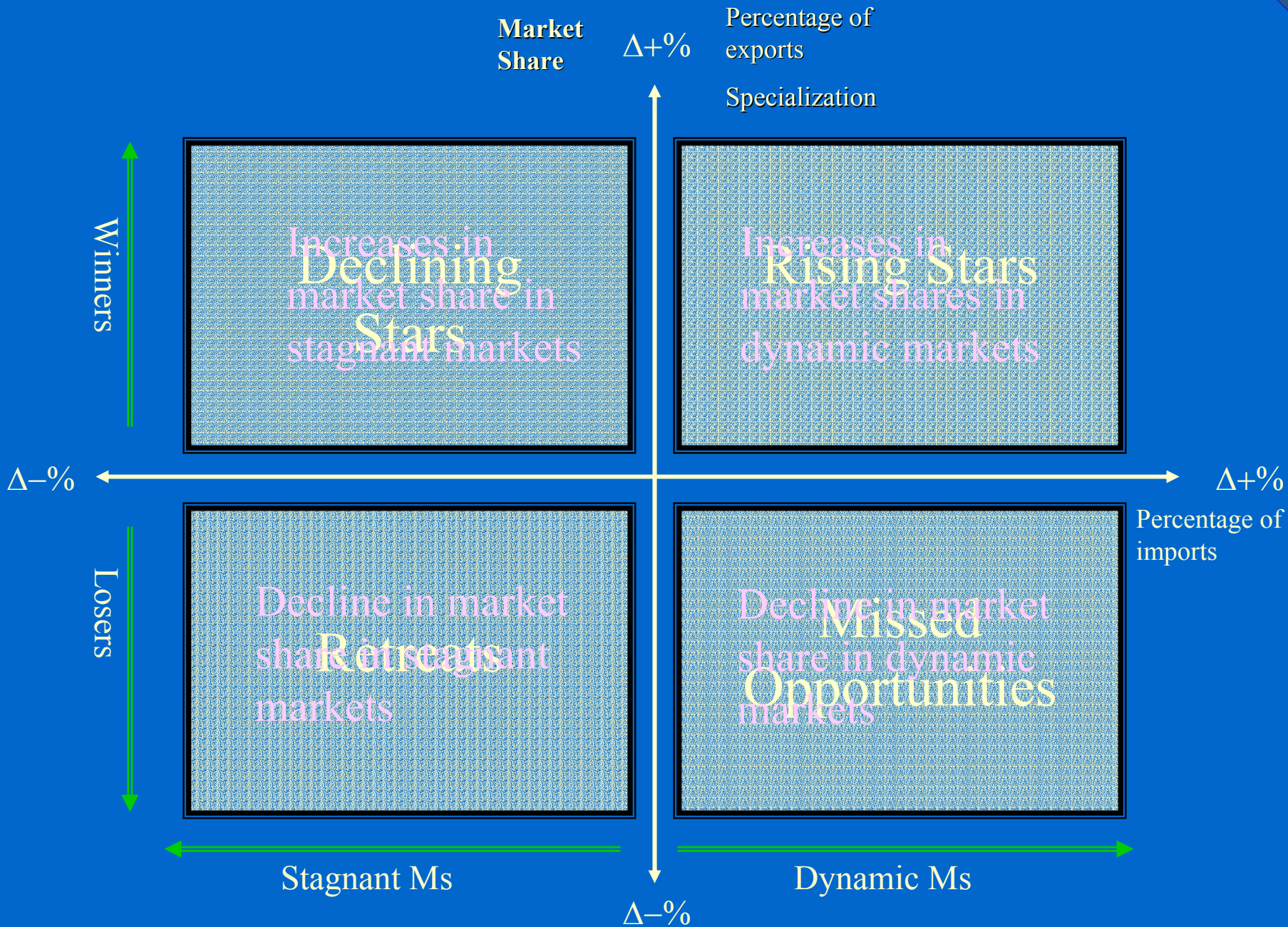
The horizontal axis will show the percentage variation of imports. This indicates whether the imports of a given good are dynamic or stagnant.

The vertical axis will show the capacity of a country to adapt its export structure to the conditions of the market.

- ✓ Market share
- ✓ Export percentage
- ✓ Specialization

Three matrices: dynamic-stagnant combined in turn with market share, export percentage and specialization.



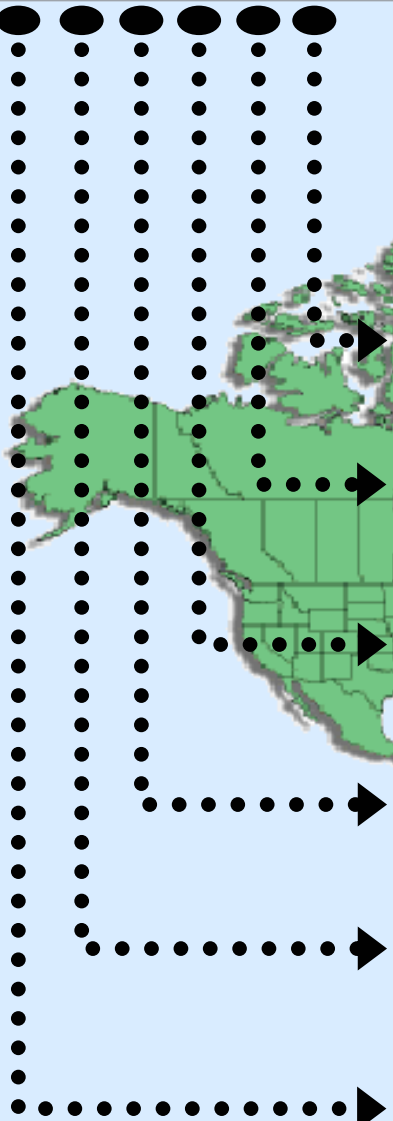


# Competitiveness Matrix

Measuring competitiveness of different countries and regional groupings by analysing their capacity to recognize opportunities in dynamic markets and increase their share.

Evolution of rising stars through time

- Other ways to understand competitiveness
  - Missed opportunities
  - Declining stars



**Edition and information on software**

**Help and search**

**Exit**

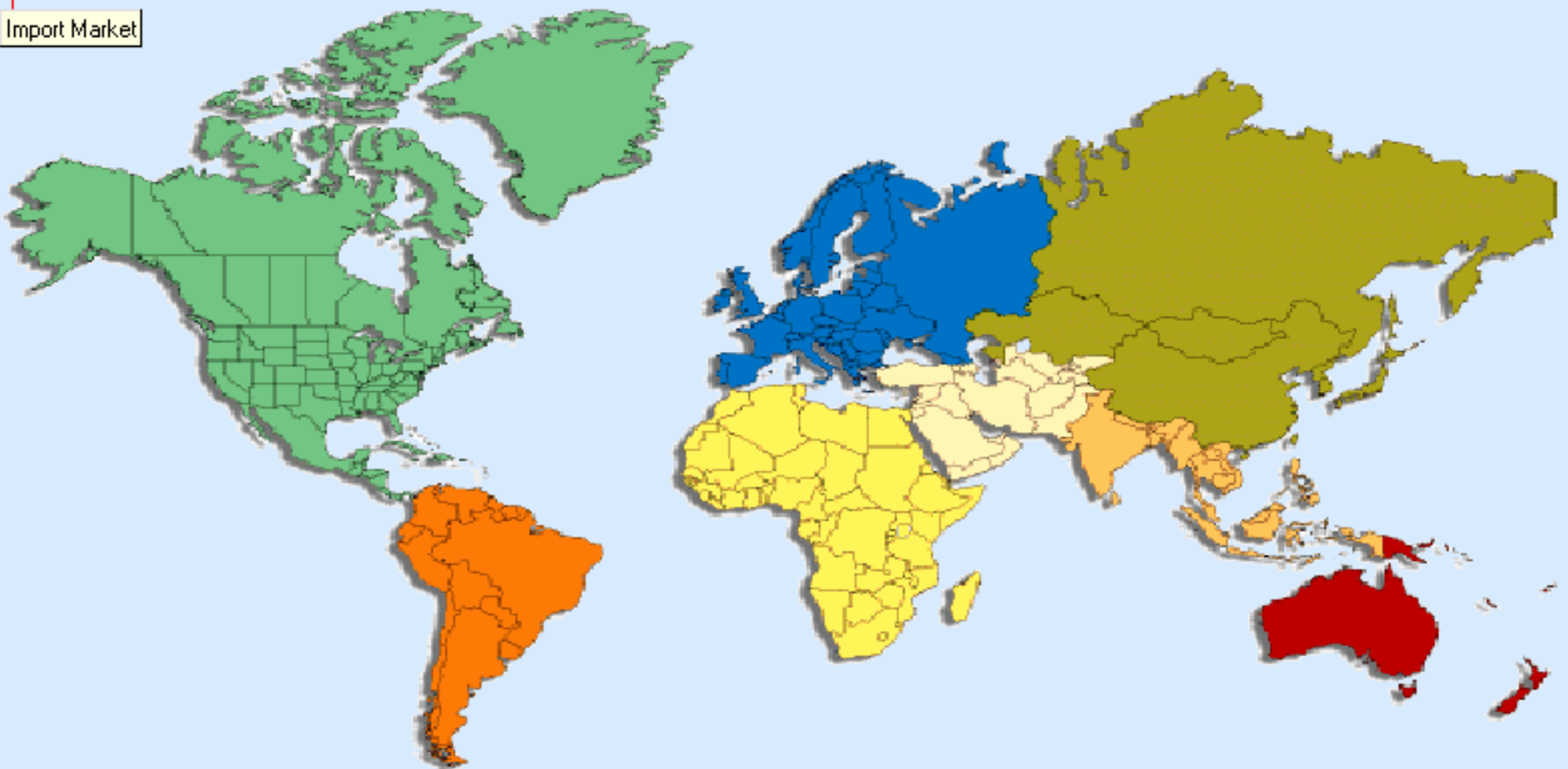
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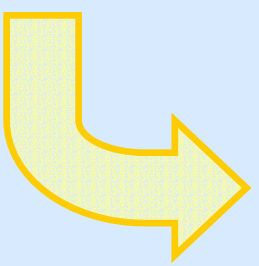
**Language (English - Spanish)**

**Access to query form**



Time Period  
Commodity  
Exporter Country  
Import Market



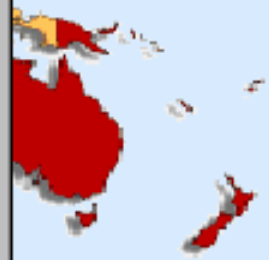
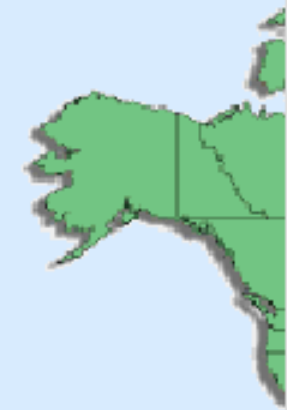


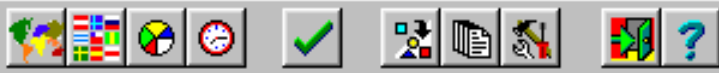
Import Market Selection

- World
- Industrialized Countries ✓
- Developing Countries

11711 S.Afr.Cus.Un
13012 Algeria
13504 Morocco
13788 Tunisia
13818 Egypt
16404 Kenya
16450 Madagascar
16454 Malawi
16480 Mauritius
16638 Reunion
16686 Senegal
16690 Seychelles
16716 Zimbabwe
21124 Canada
21842 USA,PR,USVI
33032 Argentina
33068 Bolivia
33076 Brazil
33152 Chile
33170 Colombia
33218 Ecuador
33484 Mexico
33600 Paraguay
33604 Peru
33858 Uruguay

OK Cancel Help





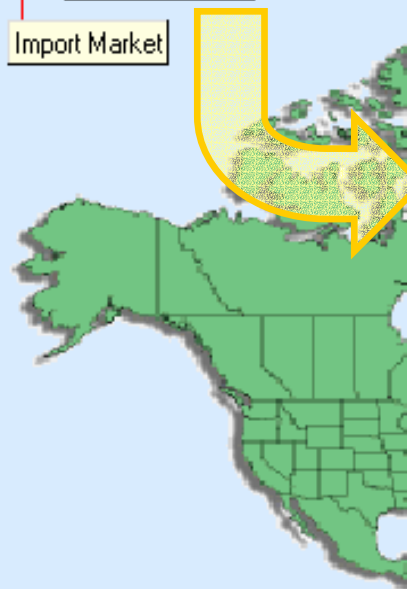
Import Market Selection

<ul style="list-style-type: none"><li><input checked="" type="radio"/> World</li><li><input checked="" type="radio"/> Industrialized Countries<ul style="list-style-type: none"><li><input checked="" type="radio"/> North America</li><li><input checked="" type="radio"/> Western Europe</li><li><input checked="" type="radio"/> Other Industrialized</li></ul></li><li><input checked="" type="radio"/> Developing Countries</li></ul>	<ul style="list-style-type: none"><li>53040 Austria</li><li>53058 Belgium-Lux</li><li>53208 Denmark</li><li>53246 Finland</li><li>53251 France,Monac</li><li>53276 Germany</li><li>53300 Greece</li><li>53372 Ireland</li><li>53381 Italy</li><li>53528 Netherlands</li><li>53620 Portugal</li><li>53724 Spain</li><li>53752 Sweden</li><li>53826 UK</li><li>55352 Iceland</li><li>55579 Norway,Sb,JM</li><li>55757 Switz.Liecht</li></ul>
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OK Cancel Help



Time Period  
Commodity  
Exporter Country  
Import Market



### Exporter countries selection

Countries		Selected
Afghanistan	>	
Albania	>>	
Algeria	<	
Andorra	<<	
Angola		
Anguilla		
Antigua, Barb		
Areas NES		
Argentina		

Modify Import market by exporter

Countries

Groups		Selected
Africa	>	
All countries	>>	
Andean Community	<	
APEC	<<	
ASEAN		
Asia		
CACM		
CARICOM		
European Union		

Customize country groups

Groups

OK Cancel Help



**Commodity** [Close]

Commodity [Input field]

- 0 Food and live animals chiefly for food
- 1 Beverages and tobacco
- 2 Crude materials, inedible, except fuels
- 3 Minerals fuels, lubricants and related mate
- 4 Animal and vegetable oils and fats, proce
- 5 Chemicals and related products, n.e.s.
- 6 Manufactured goods classified chiefly by
- 7 Machinery and transport equipment
- 8 Miscellaneous manufactured articles
- 9 Commodities and transactions not classifi
- TOD All sectors

Selected

TOD All sectors

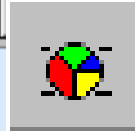
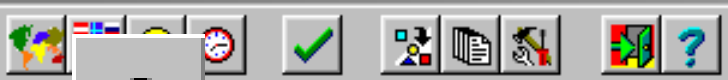
Selected

Modify Imports Market by commodity

Customize commodity aggregation

OK Cancel Help





### Commodity

Commodity

- 0 Food and live animals chiefly for food
  - 00 Live animals chiefly for food
  - 01 Meat and meat preparations
  - 02 Dairy products and birds' eggs
  - 03 Fish, crustaceans and molluscs, ...
  - 04 Cereals and cereal preparations
  - 05 Vegetables and fruit
  - 06 Sugar, sugar preparations and h...
  - 07 Coffee, tea, cocoa, spices, and r...
    - 071 Coffee and coffee substitute
    - 072 Cocoa
    - 073 Chocolate, other food prepa...
    - 074 Tea and maté
    - 075 Spices
  - 08 Feeding stuff for animals (excl. ur...
  - 09 Miscellaneous edible products ar...

Selected

0721 Cocoa beans, whole or broken, raw or roasted  
0722 Cocoa powder, unsweetened  
0723 Cocoa butter and cocoa paste

Selected

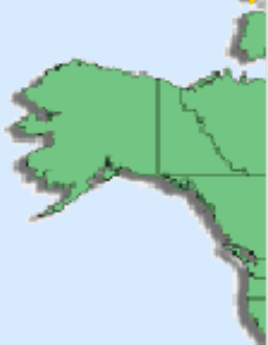
Buttons: >, >>, <, <<

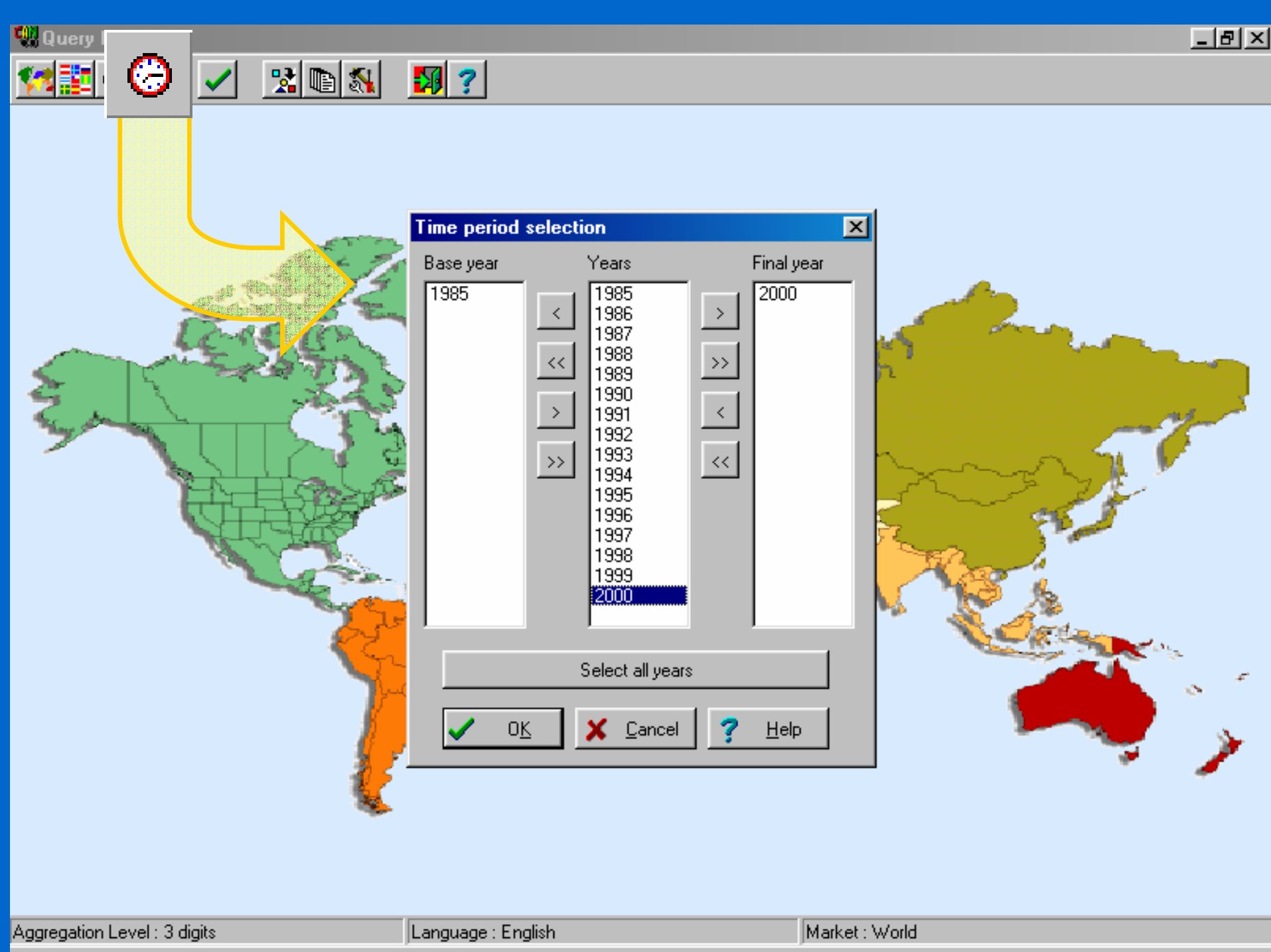
Buttons: >, >>, <, <<

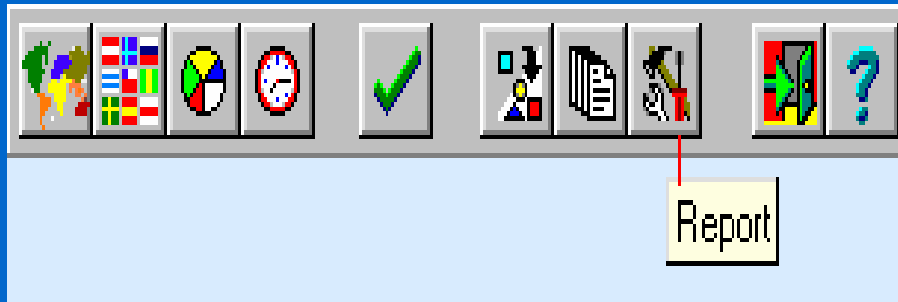
Buttons: OK, Cancel, Help

Modify Imports Market by commodity

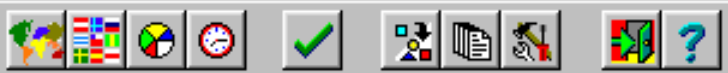
Customize commodity aggregation







- Sort option
- The sort variable
- Minimum variable
- Maximum number of commodities
- Report destination
- Detailed or consolidated report



**Output**

Report Specification: SITC classification; Minimum value: Base year 0; Final year 0; Results: Detailed;

Import market: Western Europe

	1985	2000	Variation
16288 Ghana	9.45	17.68	87.05
Percentage of exports		30.18	-40.50
Specialization	50.72	30.18	82.24
0721 Cocoa beans, whole or broken, raw or roasted			
Percentage of imports	0.21	0.07	-67.35
16384 Cote Divoire	0.28	0.31	9.46

Market share

Increasing     Decreasing

Minimum value in final year:

Market share relative to rival

Bigger

Smaller

Percentage of exports

Increasing     Decreasing

Minimum value in final year:

Market share relative to rival

Faster growth

Slower growth

Specialization

Increasing     Decreasing

Minimum value in final year:

Specialization

Specialized in Final Year

Not Specialized in Final Year

Percentage of imports

Increasing     Decreasing

Minimum value in final year:

Clear all filters

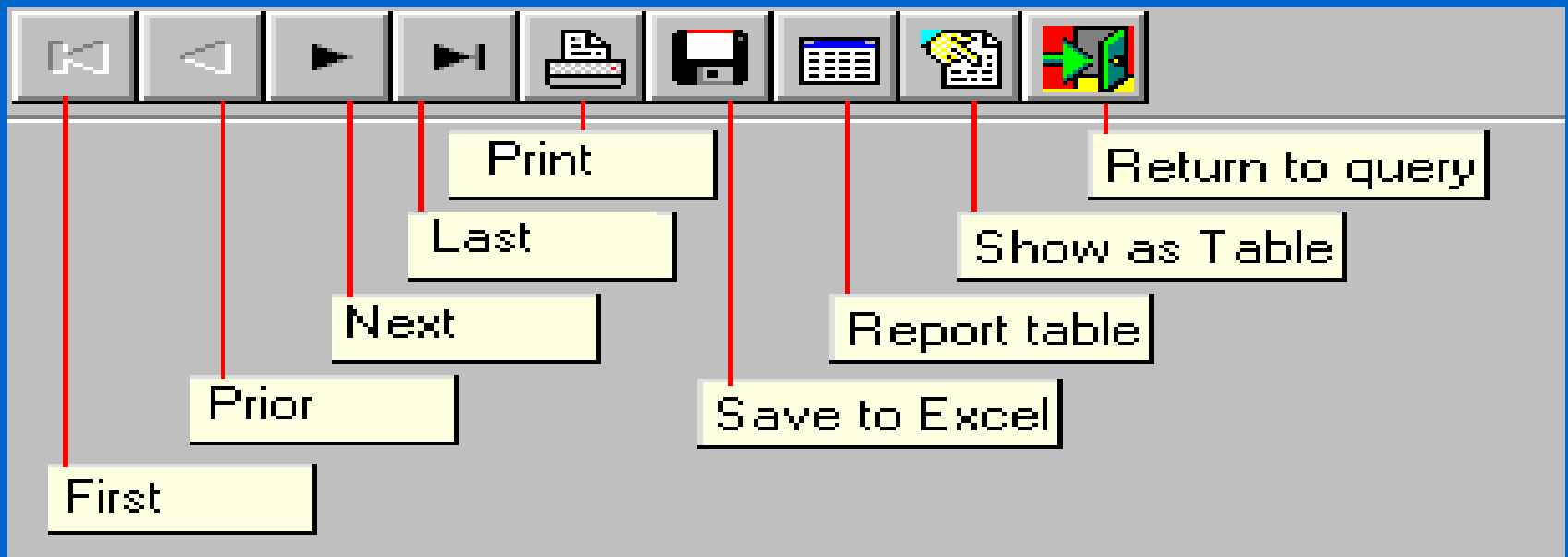
 OK

 Cancel

 Help

# The report panel

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# Competitive Analysis of Nations

## Case study

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- **What are CARICOM's main exports to Central America?**
- **What are Jamaica's fastest growing exports to Western Europe?**
- **What is Belize's global specialization pattern?**
- **Caribbean export performance and NAFTA**