

# EXPORTPLANNING CATALOG

## DATA AND TOOLS FOR SUCCESS IN INTERNATIONAL MARKETS



YEAR 2025



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# ExportPlanning In Brief

Nowadays, looking at international markets means operating in competitive environments characterized by increasing **uncertainty** for businesses.

The best response to this uncertainty is **planning**. This is why, now more than ever, information serves as a highly strategic guide in business decision-making.

StudiaBo's mission is to transform public-source economic data into knowledge and information to support strategic business decisions.

In particular, to aid strategic planning for internationalization, StudiaBo has developed the ExportPlanning Information System, one of the most comprehensive information systems on international trade currently available.

It includes for over 150 countries:

- Macroeconomic information from various public and authoritative sources, such as IMF, World Bank, FAO, UN, and international and national rating agencies (etc.);
- For over 5500 customs codes (Harmonized System):
  - Annual international trade data segmented by price ranges, sourced from Eurostat, the US Census Bureau, and UN Comtrade;
  - ExportPlanning forecasts of annual international trade data up to 4 years ahead;
  - Quarterly international trade data sourced from Eurostat, the US Census Bureau, and UN Comtrade;
  - Quarterly foreign trade data for U.S. states, sourced from the US Census Bureau;
  - ExportPlanning estimates of production and country's total demand;

ExportPlanning Information System aim to enhance the most relevant information for defining international strategies, leveraging a distinctive blend of expertise in data mining, data analysis, data visualization, and the development of IT tools to support corporate decision-making processes.

The Information System is continuously updated by the team, which ensures the quality of the underlying public data and processes it using data mining techniques and statistical-econometric models. These processes include estimating missing data, segmenting by price/quality ranges, generating forecasts, and more—turning raw data into valuable information for business decision-making.

# ExportPlanning: different distribution solutions for every business need

The distribution methods of the ExportPlanning Information System include:

## 1. On-demand Market Insights

This mode allowing data extraction on a pay-per-use basis to meet specific requests regarding markets and customs codes of interest, available in PDF and/or spreadsheet format (Excel, CSV, etc.);

### ON DEMAND

#### Market Insights

Our data/reporting solutions designed to meet the needs of companies looking abroad.  
Objective information for winning decisions.

## 2. Annual Subscription to ExportPlanning Software as a Service Platform (SaaS)

This mode is available through a 12-month subscription that grants unlimited access to the platform via client-specific credentials.

### SOFTWARE AS A SERVICE PLATFORM – DATA AND TOOLS

#### Data Hub

Discover Trade insights through interactive Dashboards or tap directly into the ExportPlanning Information System

#### Reporting Tool

Automatically generate insight report on products, markets and country competitors

#### Market Selection

Identify the markets that offer the greatest potential for the reference products and services

#### Other Tools

Discover all the ExportPlanning tools to support the different phases of strategic planning

# On-demand: Market Insights

The Market Insights reports from ExportPlanning provide companies with the information they need to successfully tackle each stage of business internationalization, from identifying new target geographies to monitoring and forecasting served markets.

Market Insights offers precise data on markets and relevant customs codes (HS), available in PDF and/or data sheets (Excel, CSV, etc.), for winning strategic decisions.

Our solutions are designed to meet various business needs, addressing different stages of the internationalization process:

- > **To discover new markets**
- > **To monitor and forecast already served markets**
- > **Statistical Analysis**

## TO DISCOVER NEW MARKETS

### MARKET RESEARCH BOOK



*Everything you need to know about global trade dynamics, markets, and product exporters (or a business area).*

A comprehensive analysis book that combines the World Trade Overview, Market Overview, and Competitor Overview reports.

Alternatively, individual reports of interest can be selected.

[World Trade Overview](#) [Market Overview](#) [Competitor Overview](#)

**2000 € + VAT**

[View the sample](#)

### WORLD TRADE OVERVIEW



An overview of the **global trade** of a product, with insights on major markets and key international exporters.

**450 € + VAT**

[View the sample](#)

### MARKET OVERVIEW



An analysis of the **imports** of a product market, with historical and forecast trends, segmented by price ranges and exporting countries.

**300 € + VAT**

[View the sample](#)

### COMPETITOR OVERVIEW



A focus on the exports of a product from a **competing country**, with historical and forecast trends, segmented by price ranges and served markets.

**250 € + VAT**

[View the sample](#)

### MARKET POTENTIAL



*Which markets should I export to?*

Given a specific product, the Market Potential Report identifies priority markets, taking into account the competitive strategy adopted by the company and its level of experience in foreign markets.

**700 € + IVA**

[View the sample](#)

### INTERNATIONAL MARKET ACCESSIBILITY REPORT



*What requirements are necessary to sell my product in a given market?*

A document on the specific requirements (e.g., tariffs, protection measures, etc.) requested by a market for a certain product.

**1050 € + VAT**

[View the sample](#)

## TO MONITOR AND FORECAST ALREADY SERVED MARKETS

### INFORMATION SYSTEM INTEGRATION



*To integrate business information and monitor all market players*

Gain a 360° view of a market or area of interest, enabling the analysis of dynamics and market shares of all competing countries active in it.

**400 € + VAT**

[View the sample](#)

### MARKET MONITOR



*How are my target sales markets and competitors performing in recent months?*

A real-time barometer of the performance of the company's key foreign markets — in both value and volume — to strategically guide commercial decisions.

**500 € + VAT**

[View the sample](#)

### BUDGET SUPPORT



*How much will the import of my product grow in my sales markets next year?*

Informative support for the drafting of the company sales budget, through import forecasts for a given customs code (or business area).

**750 € + VAT**

[View the sample](#)

## STATISTICAL ANALYSIS

### COMPETITOR PRICES



*How are my foreign competitors' prices changing?*

The report allows companies to check the alignment of their price lists with the pricing dynamics of major exporting countries in a given market.

**875 € + VAT**

[View the sample](#)

### MIRROR FLOW



*The peculiarities of double customs declarations.*

The report highlights the peculiarities of double customs declarations for a specific market, providing the maximum level of information for specialists.

**950 € + VAT**

[View the sample](#)

See the presentation on the dedicated page:

[www.exportplanning.com/pages/market-insights](http://www.exportplanning.com/pages/market-insights)

## Promotions

All prices listed are subject to ExportPlanning promotions, outlined below:

### **Size discount for manufacturing companies\*** (\*does not apply to service companies)

Discount based on turnover value in 2023 or 2024 according to the following thresholds:

- Turnover < € 10 M: 40% discount on the base price
- Turnover < € 30 M: 35% discount on the base price
- Turnover < € 50 M: 30% discount on the base price
- Turnover < € 75 M: 25% discount on the base price
- Turnover < € 100 M: 20% discount on the base price
- Turnover < € 200 M: 15% discount on the base price
- Turnover < € 300 M: 10% discount on the base price
- Turnover < €500 M: 5% discount on the base price

### **Time-limited discount:**

- 30% discount valid for requests received by February 2025
- 25% discount valid for requests received by April 2025
- 20% discount valid for requests received by June 2025
- 15% discount valid for requests received by August 2025
- 10% discount valid for requests received by October 2025
- 5% discount valid for requests received by December 2025

**Note:** Promotions are cumulative up to a maximum of 50%.

# Annual Subscription to ExportPlanning Software as a Service Platform (SaaS)

## SOFTWARE AS A SERVICE PLATFORM – DATA AND TOOLS



The ExportPlanning platform ([www.exportplanning.com](http://www.exportplanning.com)) delivers its Information System in the form of data, analytics, and reports through dedicated digital modules.

The ExportPlanning platform has been recognized by the European Commission as a "best practice" for Business Support Organisations that provide services to support the internationalization of European Small and Medium Enterprises (SMEs). [For reference, see the white paper titled *"HOW TO ASSIST EUROPEAN SMEs IN THEIR INTERNATIONALISATION PROCESS - A Guidebook for the European Business Support Organisations - May 2019"*, pp. 21-22].

In the **DataHub** section of the platform, users can directly access the extensive ExportPlanning Information System, through ready-made analyses in the Dashboard environment or by creating their own queries from the Datamarts.

Through the **Reporting Tool**, it is possible to access "ready-to-use" reports at the country-product-market-competitor level;

*[This tool can be excluded upon request]*

With **Market Selection**, users can build a ranking of the highest-potential markets based on sectoral and macroeconomic indicators.

In the **Other Tools** section, users can also access a set of planning and data-visualization tools, such as:

- **Assessment Tools:** to support the evaluation of a company's readiness for international expansion;
- **International Business Plan:** to produce a single, integrated document compiling all results generated by the platform's Assessment, Market Selection, and Reporting Tool;

*[This tool can be excluded upon request]*

- ExportPedia: an environment to create your own queries using the various available databases;
- Market Barometer: for quarterly monitoring of export markets and providing companies with market benchmarks;
- Exchange Rates: for daily monitoring of over 120 international currencies.

## Pricing

The platform price, including optional tools, is defined as follows:

BASIC SUBSCRIPTION	PREMIUM MEMBERSHIP	PREMIUM PLUS SUBSCRIPTION
Access Historical Trade Data	Basic subscription plus unlimited use of Tools and the DataViz environment	Premium Subscription plus Trade Data Forecasts
<b>4700 € + IVA</b>	<b>7900 € + IVA</b>	<b>9000 € + IVA</b>
Duration: 1 year from activation	Duration: 1 year from activation	Duration: 1 year from activation

- BASIC: Access to DataHub + Reporting Tool
- PREMIUM: BASIC + Market Selection and Other Tools
- PREMIUM PLUS: PREMIUM + Full access to ExportPlanning Forecasts

The prices are intended for **businesses and consulting firms**.

A dedicated pricing list is reserved for **business networks, business aggregations, and financial institutions**, considering the number of companies and their geographic coverage.

ExportPlanning subscriptions are now more **flexible**.

It is possible to customize the plan based on specific needs by removing optional tools, providing a more tailored and cost-effective experience:

- Reporting Tool - value 1200 €
- International Business Plan - value 800 €

For all price combinations, please refer to the dedicated page at the following link:

[https://www.exportplanning.com/pages/modalita\\_accesso/](https://www.exportplanning.com/pages/modalita_accesso/)

## Promotions

### Size discount for manufacturing companies

Discount based on turnover in 2023 or 2024 according to the following thresholds:

- Turnover < € 10 M: 40% discount on the base price
- Turnover < € 30 M: 35% discount on the base price
- Turnover < € 50 M: 30% discount on the base price
- Turnover < € 75 M: 25% discount on the base price
- Turnover < € 100 M: 20% discount on the base price
- Turnover < € 200 M: 15% discount on the base price
- Turnover < € 300 M: 10% discount on the base price
- Turnover < €500 M: 5% discount on the base price

### Size discount for service companies

Discount based on turnover in 2023 or 2024 according to the following thresholds:

- Self-employed consultants: 50% discount on the base price
- Turnover < € 200 000: 40% discount on the base price
- Turnover < € 300 000: 35% discount on the base price
- Turnover < € 400 000: 30% discount on the base price
- Turnover < € 500 000: 25% discount on the base price
- Turnover < € 650 000: 20% discount on the base price
- Turnover < € 800 000: 15% discount on the base price
- Turnover < € 1 M: 10% discount on the base price
- Turnover < € 1.5 M: 5% discount on the base price

### Time-limited discount:

- 30% discount valid for requests received by February 2025
- 25% discount valid for requests received by April 2025
- 20% discount valid for requests received by June 2025
- 15% discount valid for requests received by August 2025
- 10% discount valid for requests received by October 2025
- 5% discount valid for requests received by December 2025

**Note:** Promotions are cumulative up to a maximum of 50%.

## Guaranteed Prices initiative

Under the Guaranteed Prices initiative, the subscription price will remain unchanged for all subsequent renewals made before the expiration date.

To learn more, visit the website [ExportPlanning](https://ExportPlanning.com)  
and contact us [info@exportplanning.com](mailto:info@exportplanning.com)

