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Presentation

This guide describes how to use the MarketSelection portal which is designed as a Decision Support System (DSS) for International Market Selection (IMS).

Decision Support System

A Decision Support System (DSS) is a software system designed to increase the effectiveness of the analysis it provides to those making strategic and operational decisions. The main function of a DSS is to extract information useful to the decision-making processes from a large amount of data, in a versatile manner and a short time period.

International Market Selection

The decision-making process to determine International Market Selection (IMS) should be considered as one of the most important parts of the internationalisation process for any company. Literature [Papadopoulos-Denis:1988] looks at two approaches to IMS:

- A structured approach

- A non-structured approach

If a company uses a structured approach, it would adopt a formal decision-making process that involves various statistical methods to estimate the potential of its target markets.

Often a company will combine its IMS decision with that of its Market Entry Strategy (MES) ¹.

The MarketSelection tool

MarketSelection is a tool developed by StudiaBo to support enterprises in a structured process of selecting high-potential foreign markets.

This document is aimed at guiding users through the features provided by the tool and is structured in the following chapters:

Summary: contains an overview of tool functions.

Indicators Choice: describes the actions taken to select indicators to be considered in the calculation of the market potential.

Weights Attribution: describes the rationale for giving a weighting to selected indicators.

Display of Results: describes ways in which users can analyse results.

Export of Results: describes ways in which users can store results.

¹Please refer to the **Market Entry Strategy** module at [ExportPlanning.com](https://www.exportplanning.com).

Information System: describes the information system content underlying the tool.

Summary

Browser compatibility

The MarketSelection tool is optimised for the following browsers:

- Firefox version 20 (and newer);
- Google Chrome version 20 (and newer);
- Internet Explorer version 9 (and newer).

It is therefore recommended to use these versions.

Single-Page-Application

The MarketSelection tool allows:

Indicators :

- a selection of potential indicators
- allocation of a weighting to the selected indicators

Display As - Table: displays results obtained for various countries in the form of a table

Display As - Map: displays results obtained for various countries in the form of a geo-map

Export As - CSV: saves data (indicators used and scores obtained for the various countries) in a CSV-format file

Export As - PDF: saves a pdf document describing the results obtained ²;

Documents - Product Classification:

browse the Ulisse Products Classification (see Appendix A);

Documents - Combined Nomenclature:

refer to Combined Nomenclature codes and their correlation to the Ulisse Products Classification.


Session Saving Features


The following functions are available to the user in the horizontal menu bar:

Save Session : saves the current work session and resumes it at a later time

Manage Sessions : resumes a previously saved work session

Reset Session : starts a new work session

 Save Session

 Manage Sessions

 Reset Session

²The results in csv and pdf format can only be downloaded after selecting indicators, and allocating the desired weighting.

Search Product

The system presents a new menu from which the user selects the mode for product searching.

The possible modes are as follows:

Category: navigate to the following classification levels:

industries-UL20: the aggregate level of the Ulisse Product classification;

sectors-UL200: the first level of disaggregation of industries

products-UL3000: the level at which sectors are broken down

NC8: is the most disaggregated level and refers to codes at 8 digits of **Combined Nomenclature**³

Combined Nomenclature Code: select a product by entering a Combined Nomenclature code

HS10digit code: select a product by inserting a custom code according to Harmonized System classification at 10digits, valid for US operators⁴

SITC4 code: select a product by inserting a code according to the Standard International Trade Classification (rev. 4) by UN⁵

NAICS code: select a product by inserting an economic activity code according to North American Industry Classification System⁶

NACE code: select a product by inserting an economic activity code according to the Statistical Classification of Economic Activities in the European Community⁷

Keyword: select a product by entering a keyword

³The Combined Nomenclature is the EU classification with which products are registered for customs declaration. Please refer to <http://www.exportplanning.com/pages/classification/>.

⁴Please refer to the HS10 classification at http://www.exportplanning.com/media/filecaricati/csv_analytics/ClassHSUSA.csv.

⁵Please refer to the SITC4 classification at http://www.exportplanning.com/media/filecaricati/csv_analytics/DASITC4_AHS17.csv.

⁶Please refer to the NAICS classification at http://www.exportplanning.com/media/filecaricati/csv_analytics/DANAICS_AHSUSA.csv.

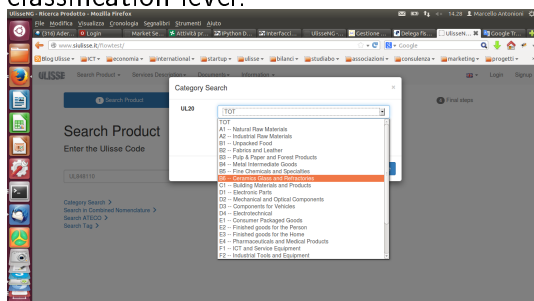
⁷Please refer to the NACE classification at http://www.exportplanning.com/media/filecaricati/csv_analytics/ClassATECO.csv.

History: select a product from previous user selections in the current ExportPlanning session

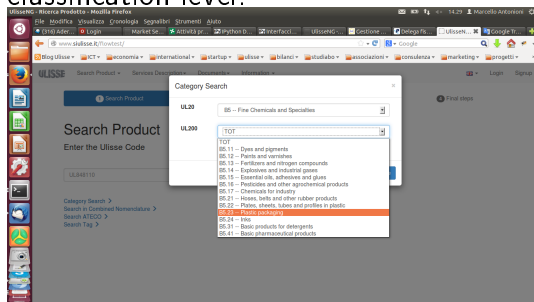
Search by Category

The most effective search mode which consists of progressively restricting selection criterion for the product. The search steps are as follows:

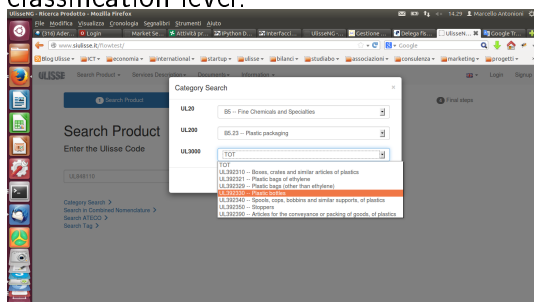
1. select within the UL20 Ulisse products classification level:



2. select within the UL200 Ulisse products classification level:



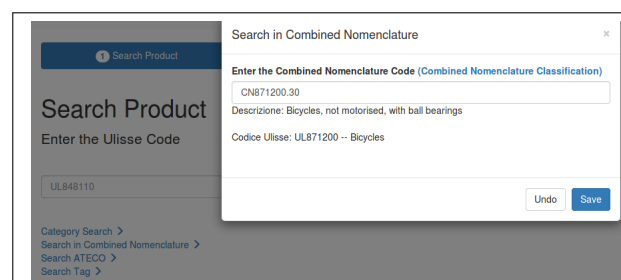
3. select within the UL3000 Ulisse products classification level:



NB: It is possible to select an intermediate level of Ulisse classification, by choosing the lower level of the TOT.

Search by Combined Nomenclature

This search involves inserting an 8-digit Combined Nomenclature code. The system will return the code of the UL3000 Ulisse Products Classification associated to the Combined Nomenclature code. For example, if we type code NC871200.30 (Bicycles, not motorised, with ball bearings), the system will respond with *Ulisse Product Code UL871200*.

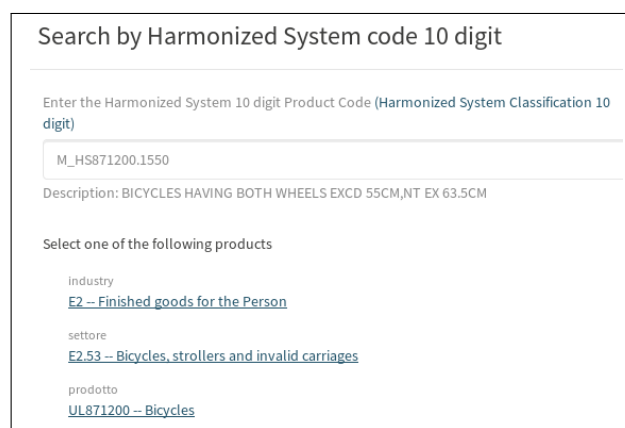



By clicking the **Save** button, the system will search flows related to product UL871200.

Search by HS10digit

This search involves inserting a 10-digit Harmonized System (HS) code. That will return the code of the UL3000 Ulisse Products Classification associated to the HS 10-digit code⁸. For example, if we type code HS871200.1550 (BICYCLES HAVING BOTH WHEELS EXCD 55CM,NT EX 63.5CM), the system will respond with *Ulisse Product Code UL871200*.

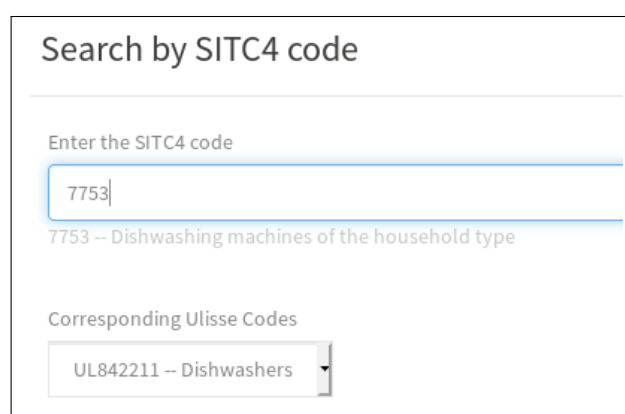
⁸Please note that any HS 10-digit code is preceded by a suffix ("M" or "X") that qualifies whether the code is for an US Import declaration ("M") or an US Export declaration ("X").



By clicking the  button, the system will search flows related to product UL871200.

Search by SITC4

This search-mode involves inserting a code according to the UN **Standard International Trade Classification (SITC) revision 4**. That will return the different UL3000 classification codes associated with the SITC4 code. For example, if we type code 7753 (Dishwashing machines of the household type), the system will respond by presenting the list of *Ulisse Product codes* associated with it, as shown in the following figure.

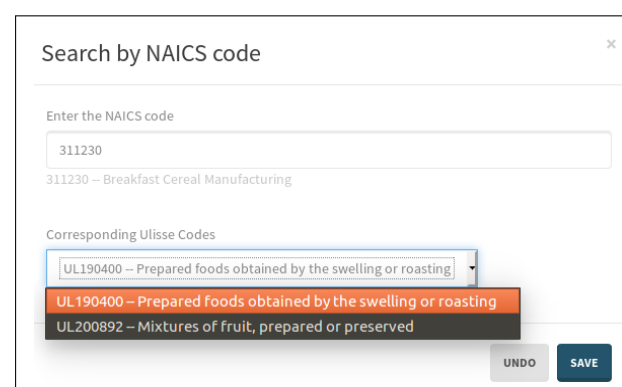


After selecting the *Ulisse Product Code* (UL842211-Dishwashers) and clicking the Sa-

ve button, the system will search using it as a reference.

Search by NAICS

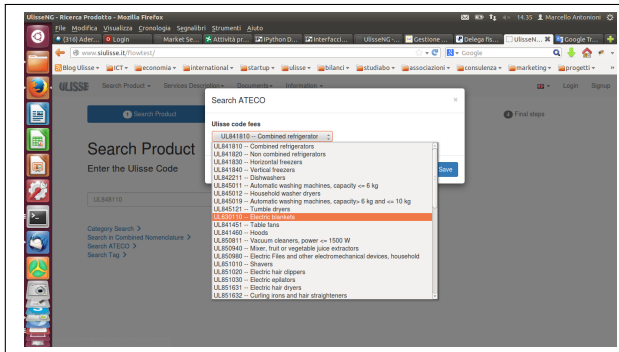
This search-mode involves inserting a code according to the **North American Industry Classification System (NAICS)**. That will return the different UL3000 classification codes associated with the NAICS code. For example, if we type code 311230 (Breakfast Cereal Manufacturing), the system will respond by presenting the list of *Ulisse Product codes* associated with it, as shown in the following figure.



After selecting the *Ulisse Product Code* and clicking the Save button, the system will search using it as a reference.

Search by NACE

This search-mode involves inserting an economic activity code according to **EU statistic classification (NACE 4-digit, ATECO in Italian)**. The system returns the different UL3000 classification codes associated with the NACE code. For example, if we type code 2751 (Manufacture of household appliances), the system will respond by presenting the list of *Ulisse Product codes* associated with it, as shown in the following figure.



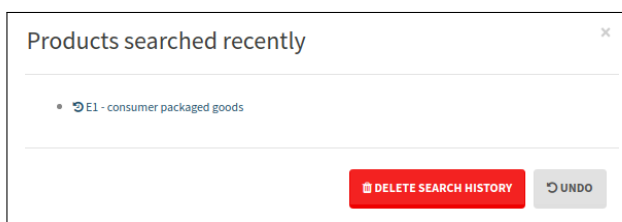
After selecting the *Ulisse Product Code* and clicking the Save button, the system will search using it as a reference.

Search by Keyword

The function enables the user to consider only product codes associated with the word typed in the search window.

Search History

The function enables the user to consider product items from previous searches in the current ExportPlanning working session. The user can subsequently delete the search history.



Search by Navigation Tree

It is possible to search for indicators of interest with the following menu:




Search by Key-words

It is possible to search for indicators by a key-word, using the search menu positioned at the top right.



Save Indicators

Using the  button, the user can save the selected indicators.

Weights Attribution

The mask *Markets Potential* presents a table with columns for indicators used in the previous phase. Above each indicator the system has a slider that allows the user to assign a weighting

⁹To get a useful indication of markets with the greatest potential for the company in question, the weights attached to each indicator should reflect two orders of evaluation:

1. a greater or lesser relationship is assumed to exist between the indicator and market potential, related to the specific business in which the company operates;
2. the existence of strengths (or weaknesses) of the enterprise, which could either reward or penalise markets with the greatest opportunities, or, conversely, minimize (or emphasize) accessibility and reliability aspects.

between zero and ten ⁹ to obtain a synthetic score for each market.

Display of Results

Countries are sorted in descending order based on the average of the scores of the various indicators considered¹⁰.

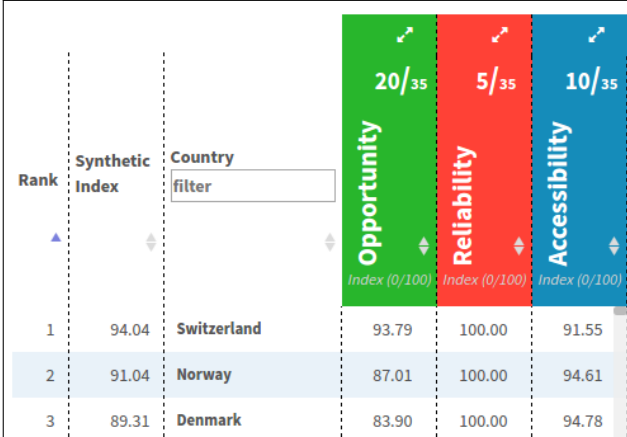
Composite Scores

Market potential is expressed in terms of **composite scores** related to:

OPPORTUNITY : given by the weighted average of selected indicators relating to **Product-related opportunities**¹¹ or **Service-related opportunities**, **Economic Forecasts**, **State of the Economy**, **Demand Characteristics**;

RELIABILITY : given by the weighted average of selected indicators relating to **Risk Factors**, **Institutional Quality**;

ACCESSIBILITY : given by the weighted average of selected indicators relating to **Tariffs**, **Average cost of competitors**, **Exports**, **Geographic Distance**, **Business Distance**, **Infrastructure Levels**.




Rank	Synthetic Index	Country filter	Opportunity Index (0/100)	Reliability Index (0/100)	Accessibility Index (0/100)
1	94.04	Switzerland	93.79	100.00	91.55
2	91.04	Norway	87.01	100.00	94.61
3	89.31	Denmark	83.90	100.00	94.78

Through the above rankings, users can evaluate the following types of potential¹²:

¹⁰MarketSelection uses, as an aggregation method, the weighted average of the logistics transforming the different indicators. The transformed logistics limits the range of an indicator within the range 0-100. It also allows limiting the effect in the final results for extreme values that some indicators can take.


¹¹Product-related opportunities refer to the following indicators:

- Imports in value
- Per-capita imports
- Production in values (estimates)
- Imports + estimates of domestic sales
- Premium-price imports (when available)
- Forecast imports
- Import Development Stage. 


¹²Please note that if the user has high levels of *export readiness* or *export performance*, the most important rank is **OPPORTUNITY**.

If the user has less favorable levels of export readiness and (or) export performance, **RELIABILITY** and **ACCESSIBILITY** rankings are more useful.

- which countries present the highest **opportunities** ?
- which countries present the highest **reliability** ?
- which countries present the highest **accessibility** ?



For each composite score, the user can view the underlying indicators using the  button.

Rank	Synthetic Index	Country	Opportunity			Reliability			Accessibility		
			Trade Import Value, 2018	Trade Export Value, 2018	Incidence of High And Medium High Price	Incidence of High And Medium High Price	Incidence of High And Medium High Price	Incidence of High And Medium High Price	Average Cost Of Importation & Delivery, 2018	Average Cost Of Importation & Delivery, 2018	Average Cost Of Importation & Delivery, 2018
1	94.04	Switzerland	64.4	7.7	88.89	20.68	0	31.8	0	31.8	0
2	91.04	Norway	67.4	12.8	99.58	5.76	0	31.3	0	31.3	0
3	89.31	Denmark	72.1	12.7	85.22	4.43	0	32.6	0	32.6	0

Conversely, the user can hide the underlying indicators through the  button.

View as Table

Results can be displayed using the functions present in the column header:

- *filter* selects a specific country
- *sort* (represented by the icon ) sorts all table items on the basis of the selected column
- *delete* (represented by the icon ) removes from possible indicators.


Show Values

By default, the system displays results in their original values. It is possible to return to this display via the **VALUES** button from table results.

Show Scores

With the **SCORE** button the user can display results in the form of scores, represented by the transformed logistics of the various indicators.

Filters

With the  button, the user can filter results according to the following criteria:

Clusters of Countries : filtering with the **Country** variable presents specific clusters of countries, both in terms of geographic areas (for example: Europe, North America, Latin America, etc.) and commercial or intergovernmental areas (e.g. European Monetary Union, WTO, OECD, etc.); the filter can also exclude *Maximum War Risk* countries¹³;

Manage Filter

Country

Geographic Areas

☒ Europe ☒ Nord America ☒ Latin America ☒ Middle East And North Africa

☒ Sub-Saharan Africa ☒ Asia ☒ South Africa And Oceania

Commercial And Intergovernmental Areas

☐ European Monetary Union ☐ WTO ☐ OECD ☐ Commonwealth ☐ ASEAN

APPLY RESET FILTER CLOSE

Thresholds : filtering on any indicator selects specific thresholds (through the > / = / < operators) on the indicator level (**values** (or **scores**) (e.g. Import Value > 10 Million US Dollars).

ADD FILTER +

Operator Origin Condition Value

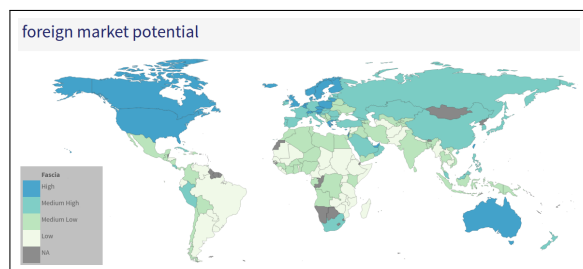
VALUE =

APPLY RESET FILTER CLOSE

¹³Countries are considered at *maximum war risk* having a SACE's specific risk ratings above 90/100.

View as GeoMap

The results can also be shown in the form of geo-map.



Export of Results

Results can be exported via the [Export](#) menu, in the form of csv files or as a pdf summary report. These files will be produced at run-time and be downloaded - in the case of CSV files - or sent to the user via email within a few seconds, in the case of PDF reports.

CSV File

MarketSelection allows downloading of selected indicators, the weightings used and the results obtained in a CSV file.

A	B	C	D	E	F	G
Country	Year 2017					
Country	Market Potential					
Market	Weightings					
Product code	Product description					
Indicator	Weight	Factor of potential				
1	Market Share (MKT)	0.25				
2	Market Share (MKT)	0.25				
3	Market Share (MKT)	0.25				
4	Market Share (MKT)	0.25				
5	Market Share (MKT)	0.25				
6	Market Share (MKT)	0.25				
7	Market Share (MKT)	0.25				
8	Market Share (MKT)	0.25				
9	Market Share (MKT)	0.25				
10	Market Share (MKT)	0.25				
11	Market Share (MKT)	0.25				
12	Market Share (MKT)	0.25				
13	Market Share (MKT)	0.25				
14	Market Share (MKT)	0.25				
15	Market Share (MKT)	0.25				
16	Market Share (MKT)	0.25				
17	Market Share (MKT)	0.25				
18	Market Share (MKT)	0.25				
19	Market Share (MKT)	0.25				
20	Market Share (MKT)	0.25				
21	Market Share (MKT)	0.25				
22	Market Share (MKT)	0.25				
23	Market Share (MKT)	0.25				
24	Market Share (MKT)	0.25				
25	Market Share (MKT)	0.25				
26	Market Share (MKT)	0.25				
27	Market Share (MKT)	0.25				
28	Market Share (MKT)	0.25				
29	Market Share (MKT)	0.25				
30	Market Share (MKT)	0.25				
31	Market Share (MKT)	0.25				
32	Market Share (MKT)	0.25				
33	Market Share (MKT)	0.25				
34	Market Share (MKT)	0.25				
35	Market Share (MKT)	0.25				
36	Market Share (MKT)	0.25				
37	Market Share (MKT)	0.25				
38	Market Share (MKT)	0.25				
39	Market Share (MKT)	0.25				
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41	Market Share (MKT)	0.25				
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50	Market Share (MKT)	0.25				
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56	Market Share (MKT)	0.25				
57	Market Share (MKT)	0.25				
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64	Market Share (MKT)	0.25				
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74	Market Share (MKT)	0.25				
75	Market Share (MKT)	0.25				
76	Market Share (MKT)	0.25				
77	Market Share (MKT)	0.25				
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94	Market Share (MKT)	0.25				
95	Market Share (MKT)	0.25				
96	Market Share (MKT)	0.25				
97	Market Share (MKT)	0.25				
98	Market Share (MKT)	0.25				
99	Market Share (MKT)	0.25				
100	Market Share (MKT)	0.25				

PDF Report

MarketSelection provides the automatic creation of a descriptive analysis report of the indicators

examined and their values, both in their original levels and in transformed logistics. The report contains a summary of the methodology used to enable assessment of the *robustness* of the output results.



Information System

The information system used by MarketSelection consists of the following areas of indicators:

Product: brings together all information obtained from the Ulisse Information System¹⁴ that provide an estimate of the potential of an industry-specific market level, with increasing granularity down to the individual *product* level or *strategic business area*.

Macroeconomic : provides all information of transverse potential for the different business areas, with reference to the following factors:

- Economic Forecasts
- Risk Factors
- Level of Development
- Demand Characteristics
- State of the Economy
- Market Accessibility

Potential for Services : it includes potential indicators for service companies, on the basis of international trade information available for specific categories of services.

Industry-specific Indicators

The choice of industry-specific indicators through the selection of a *Product*¹⁵. When a Product is selected, the system presents a list of indicators referring to that Product which can be used as the basis for calculating a potential market.

Items of ExportPlanning Classification

Indicators related to a Product different to the CN8 classification are shown in the following figure.

¹⁴See the following references for more details:

Data Warehouse Ulisse :

exportplanning.com/media/filecaricati/pdf_analytics_en/NotaDWUlisse.pdf;

Data Warehouse Forecasts :

exportplanning.com/media/filecaricati/pdf_analytics_en/NotaDWPrevisioni.pdf.

¹⁵In this part of the text we use the generic word *product* to indicate either an industry, a sector, a product or a CN8 code.



By selecting the associated square for an indicator the user can select the information base to be used for the calculation of market potential.

Items of Combined Nomenclature

Indicators related to a Product belonging to the CN8 classification are shown in the following figure:



The square associated with certain indicators has a grey background and is not selectable because, at this level, information contained in the Ulisse Information System is minimal.

Estimates of extra-EU flows

As part of the Ulisse Information System, foreign trade data at NC8 level is only available in the EU 28 statements published by Eurostat, while

non-EU data are based on the 6-digits Harmonized System classification (HS6).

In order to provide a consistent measure of NC8 capability at the 152 Ulisse countries, Studia-Bo has developed a procedure that provides a reliable estimate¹⁶ of foreign exchange flows at NC8 level also for Non-EU countries. The estimation uses the *mirror flow* method: the existence of a double statement for each foreign trade flow allows information at NC8 level to be derived for non-EU countries by using the "mirror" statements.

Selection of Competitor country

Among the potential indicators at sectoral level, it is possible to select the following:

Market Shares

of a specific competitor country (e.g. Italy, Germany, Netherlands, United Kingdom, United States), selected by the user as a competitive benchmark, that indicates potential in a given market. The indicator represents the market share held by the given competitor for the selected product.

Macroeconomic indicators

The choice of macroeconomic indicators is made through the appropriate search menu

MACROECONOMIC

¹⁶This estimation methodology is based on the **perfect correlation between HS6 and NC8 product classifications** and the possibility of calculating, at the level of EU28 declarations, the share of each NC8 code (both for values and quantities) for its HS6 aggregate.

The system presents a menu in which the user selects indicators of interest from the following categories:

Forecast Scenario related to the latest World Economic Outlook (WEO) by the International Monetary Fund

Risk Factors : groups information that contributes to understanding risk factors related to the country

Development Factors : groups information about the factors that contribute to support or hinder the economic development of a country

Demand Characteristics : groups information that contributes to understanding characteristics of cross demand in different business areas

State of the Economy : groups information that contributes understanding the economic situation of the country

Market Accessibility : groups information that contributes understanding the level of accessibility of a country.

Forecast Scenario

Economic Forecasts

Refers to the latest International Monetary Fund scenario, with regard to average annual changes in GDP at constant prices.

Risk Factors

Includes indicators related to Country Risk, Credit Risk, Political and Regulatory Risk of different countries ¹⁷.

Country Risk

- COFACE Business Climate Assessment
- COFACE Country Risk Assessment
- OECD Country Risk
- SACE Expropriation Risk
- SACE Transfer and Convertibility Risk
- SACE War and Civil Disturbance Risk

Credit Risk

- DAGONG Rating
- Fitch's Rating
- Moody's Rating
- SACE Bank Credit Risk
- SACE Corporate Credit Risk
- SACE Sovereign Credit Risk
- Standard & Poor's Rating

¹⁷See list in Appendix A of this document.

Exchange Rate Risk

- StudiaBo's **Exchange rate risk** index, which is aimed at measuring the depreciation risk of the currency of all the 152 countries considered.

Level of Development

Sustainable Development Indicators



It groups the following UN-sourced indicators relating to the measurement of the degree of achievement of the 17 Sustainable Development Goals (SDGs) to which countries have committed to achieve by 2030:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean water and sanitation
7. Affordable and clean Energy
8. Decent work and Economic growth
9. Industry, innovation and infrastructure
10. Reduced Inequalities
11. Sustainable cities and Communities
12. Responsible consumption and production
13. Climate Action
14. Life below water
15. Life on land

16. Peace, Justice and strong Institutions

17. Partnerships for the goals.

Doing Business

Refers to the latest World Bank publication for Doing Business indicators, measuring the business-friendliness of administrative rules.

Human Capital

Includes the following indicators:

- Public expenditure on education as a percentage of GDP
- Public expenditure on research and development as a percentage of GDP
- Rate of upper secondary education
- Number of registered patents per 100,000 inhabitants
- Number of researchers per 100,000 inhabitants

Institutional Quality

Includes the following indicators:

- Corruption Perception Index (administrative honesty)
- Index of Economic Freedom
- Institutional Quality Index

Infrastructure Level

Includes the following indicators

- Access to Communications
- Logistic Performance Index

Demand Characteristics

Population

Includes indicators on population ¹⁸ Broken down by:

- gender
- age range

Employment

Includes indicators related to the number of employed in the population.

Agricultural production

Includes indicators for various crops¹⁹.

Business opportunities

It includes indicators for the following categories:

- Rich population
- Import share of Premium-price consumer goods
- Import of Premium-price consumer goods per capita
- GDP forecasts

Consumption expenditure

Includes indicators related to different household consumption entries²⁰.

State of the Economy

Includes indicators for the following categories ²¹:

- National Accounts
- Foreign Trade
- Labour Market

Market Accessibility

Distance indicators

Includes indicators related to the following measures of distance:

- Geographical distance
- Business distance

Service Opportunities

This section groups indicators related to annual imports of the following types of services (source: International Monetary Fund):

Financial services :

- Miscellaneous financial services
- Intermediation financial services

Insurance and pension services :

- Auxiliary insurance services
- Direct insurance services
- Reinsurance services
- Pension services

¹⁸See list in Appendix A of this document.

¹⁹See list in Appendix A of this document.

²⁰See list in Appendix A of this document.

²¹See list in Appendix A of this document.

Public services :

- Tourism-related public services

Repair Services :**Manufacturing Services :**

- Productive services performed abroad
- Production services performed in the reporting country

Professional business services :

- Consultancy services
- R&D services
- Technical and commercial services

Other Services :

- Cultural services

Audiovisual Cultural Services :

- Other cultural services

Technology services :

- Computer services
- Information services
- Telecommunication services

Transportation :


- Air transport: cargo
- Air Freight: Passengers
- Air Freight: Other
- Marine transport: freight
- Marine transport: passengers
- Ship transport: other

- Other transport: freight
- Other transport modes: passengers
- Transport by other modes: other
- Freight Transport: freight
- Transport: other
- Transport: passenger
- Transport: Postal

Travel :

- Business travel: purchase of goods and services
- Business travel: other
- Private trips for study
- Private trips for medical treatment
- Private travel for tourism
- Travel: accommodation services
- Travel: refreshment services
- Travel: purchase of goods
- Travel: Local Transportation
- Travel: Other Services
- Travel: Educational Services
- Travel: Medical Services

Updates

Recently updated indicators are indicated with a special label ().

ExportPlanning Products' Classification

The ExportPlanning Products' Classification has been developed using different levels of aggregation:

UL20 : is the most aggregated level, corresponding to the concept of System

UL200 : is a first intermediate level of aggregation, which corresponds to the concept of Industry / Sector

UL3000 : is the most disaggregated level of Ulisse Product Classification, corresponding to the concept of Homogeneous Product

The UL20 level consists of the following items:

A1: Natural Raw Materials

A2: Industrial Raw Materials

B1: Unpackaged Food

B2: Fabrics and Leather

B3: Pulp and Paper and Forest Products

B4: Metal Intermediate Goods

B5: Fine Chemicals and Specialities

B6: Ceramics Glass and Refractors

C1: Building Materials and Products

D1: Electronic Parts

D2: Mechanical and Optical Components

D3: Components for Vehicles

D4: Electrotechnical

E0: Packaged Food and Beverage

E1: Consumer Packaged Goods

E2: Fashion Products

E3: Furniture, Appliances and Home décor

E4: Pharmaceuticals and Medical Products

F1: ICT and Service Equipment

F2: Industrial Tools and Equipment

F3: Cars, Transport and Agriculture equipment

F4: Machinery

F5: Industrial Plants

G1: Weapons and Ammunition

Z9: Confidential data

For each of these *systems*, the corresponding items of the UL200 Level (*Industries / Sectors*) are shown in the following pages.

For information about the more disaggregated levels of Ulisse Product Classification, see the ExportPlanning **PRODUCT/INDUSTRY CLASSIFICATION** section.

Raw Materials

A1-Natural Raw Materials

- A1.11: Energy raw materials
- A1.21: Metal ores
- A1.22: Minerals for the chemical industry
- A1.23: Precious stones, Rough diamonds, Pearls and Corals
- A1.24: Non-metallic mineral
- A1.31: Rough wood
- A1.33: Natural rubber and Other non-wood products
- A1.41: Cereals, Brown Rice and Oilseeds
- A1.42: Live plants, sSeeds and Flowers
- A1.45: Colonial raw materials
- A1.46: Cane and Beet sugar
- A1.51: Farm animals and their products
- A1.61: Raw hides and Skins
- A1.62: Unprocessed textile fibres
- A1.91: Waste and Scrap

A2-Industrial Raw Materials

- A2.10: Electricity
- A2.11: Steel
- A2.12: Copper
- A2.13: Aluminium
- A2.14: Lead, Zinc and Tin

A2.15: Nickel and Other non-ferrous metals

A2.16: Precious metals

A2.21: Petroleum products and derivatives of coal

A2.22: Organic basic chemicals

A2.23: Inorganic basic chemicals

A2.31: Plastics in primary forms

A2.32: Synthetic rubber in primary forms

A2.33: Man-made fibres

A2.41: Pulp

Intermediate Goods

B1-Unpackaged Food

- B1.11: Fresh and Frozen meat
- B1.13: Fish (fresh, frozen, dried and smoked)
- B1.15: Feed
- B1.21: Fresh fruit
- B1.31: Vegetables (fresh and preserved)
- B1.41: Rice, Flour and Starches
- B1.43: Sugar, Cocoa and Spices
- B1.51: Vegetable oil and Animal fats
- B1.52: Dairy products
- B1.61: Yeast, Malt and Extracts

B2-Fabrics and Leather

B2.11: Hair, Bristles, Feathers, Bone and Ivory

B2.12: Lamb skin and treated leather

B2.21: Yarn

B2.31: Knitted fabrics

B2.32: Woven fabrics

B2.33: Embroidery and felts

B2.34: Non-woven fabrics and fabrics for technical use

B2.35: Twine, Cordage, Rope and Fabric packaging

B3-Pulp and Paper and Forest Products

B3.11: Cut wood

B3.12: Carpentry and wood packaging

B3.13: Sheets and wood-based panels

B3.14: Semi-finished products of wood, Cork and Plaiting materials

B3.21: Paper and cardboard for packaging

B3.22: Paper for home and various applications

B3.23: Paper and cardboard packaging

B3.24: Paper and paper-board for graphic purposes

B4-Metal Intermediate Goods

B4.11: Products of iron and steel, cold-worked

B4.15: Bridges, towers and other metal structures

B4.16: Steel pipes

B4.21: Bearings, Gears, Gearing and Driving

B4.22: Screws and Bolts

B4.23: Grids, Chains, Metal mesh fencing

B4.24: Locks and Hinges

B4.81: Components and metal parts

B4.82: Metal packaging

B4.83: Foundry castings

B5-Fine Chemicals and Specialties

B5.11: Dyes and Pigments

B5.12: Paints and Varnishes

B5.13: Fertilizers and Nitrogen compounds

B5.14: Explosives and industrial gases

B5.15: Essential oils, Adhesives and Glues

B5.16: Pesticides and Other agrochemical products

B5.17: Chemicals for industry

B5.21: Hoses, Belts and Other rubber products

B5.22: Plates, Sheets, Tubes and Profiles in plastic

B5.23: Plastic packaging

B5.24: Inks

B5.31: Basic products for detergents

B5.41: Basic pharmaceutical products

B6-Ceramics Glass and Refractors

B6.21: Flat glass and derivative products

B6.22: Hollow glass products for packaging

B6.23: Glass products for technical uses

B6.24: Glass fibres and fabrics

B6.31: Works and products in Asbestos, Asphalt and Graphite

B6.35: Ceramic products and abrasives for various uses

B6.36: Refractory materials

B6.37: Decorative stone works

Construction products

C1-Building Materials and Products

C1.11: Cement, Lime and Plaster products

C1.12: Concrete and Plaster products for construction

C1.13: Bricks

C1.21: Doors and Windows

C1.22: Plastic products for the building industry

C1.23: Floors

C1.24: Sanitary-ware and Other Bathroom fittings

C1.25: Doors and safe deposit boxes

C1.26: Plumbing

Components

D1-Electronic Parts

D1.11: Valves, tubes, diodes and electronic boards

D1.12: Computers parts and other office machines

D1.13: Capacitors (fixed and adjustable)

D1.21: Audio accessories and parts, video and telephony

D1.23: Measuring instrument accessories and parts

D1.41: Magnetic and optical media storage

D2-Mechanical and Optical Components

D2.21: Agricultural and earth moving machines parts

D2.22: Machinery parts for the metalworking industry

D2.23: Machinery parts for light industry

D2.24: Pumps parts and other components of industrial plants

D2.61: Bicycles, typewriters and musical instruments parts

D2.68: Photo-optical device parts

D2.73: Household appliances parts

D2.74: Watches parts and components

D2.75: Engines parts

D2.76: Electromechanical tools parts, manuals

D3-Components for Vehicles

D3.11: Engines and chassis for motor vehicles

D3.12: Batteries and accumulators

D3.13: Trailer bodies and parts

D3.14: batteries and accumulators parts

D3.21: Motor vehicles parts and accessories

D3.22: Non-electric parts and accessories for motor vehicles

D3.23: Radio, watches and other tools for carS

D3.31: Ship engines and parts

D3.32: Engines and other aircraft components

D3.33: Tramway locomotives and rolling stock parts

D3.41: Motorcycles parts

D3.51: Tires and Inner tubes

D4-Electrotechnical

D4.11: Electric motors, Generators and Transformers

D4.12: Electricity distribution and control apparatus

D4.13: Switchboards

D4.14: Other electrical equipment n.c.a.

D4.20: High voltage cables

D4.31: Wires and Cables, Switches, Plugs, Sockets and Electrical panels

D4.32: Lamps and parts, Lighting

D4.41: Electrical equipment parts

Consumer Goods

E0-Packaged Food and Beverage

E0.12: Oil, Condiments and Spices

E0.14: Milk, Yoghurt, Butter and Cheese

E0.15: Rice, Pasta and Flour (packaged)

E0.22: Meat and Fish (processed and packaged)

E0.24: Vegetables and Fruit (processed and packaged)

E0.31: Cookies and Other baked goods

E0.32: Sugar, Chocolate, Sweets and Ice cream

E0.33: Tea and Coffee (packaged)

E0.41: Water and Soft drinks

E0.42: Alcoholic beverages

E1-Consumer Packaged Goods

- E1.51: Detergents and Other washing, cleaning, polishing products
- E1.52: Household paper products
- E1.61: Pet food
- E1.71: Cigarettes, Matches, Salt
- E1.72: Stationery and Electric batteries
- E1.81: Personal Care

E2-Fashion Products

- E2.11: Underwear and Hosiery
- E2.13: Outerwear
- E2.14: Clothing Accessories
- E2.15: Yarn of textile materials, for retail sale
- E2.21: Bags, Suitcases and Wallets
- E2.22: Footwear
- E2.31: Perfumes and cosmetics
- E2.41: Lenses and Spectacles
- E2.46: Photo-Optical
- E2.51: Sporting goods and Musical instruments
- E2.53: Bicycles, Strollers and Invalid carriages
- E2.55: Personal items
- E2.56: Small personal appliances
- E2.61: Books and other creative activity products
- E2.71: Jewellery, Watches and Jewellery
- E2.81: Work-wear

E3-Furniture, Appliances and Home décor

- E3.11: Carpets, Rugs and wallpaper
- E3.22: Furniture, mattresses and Home furniture
- E3.24: Chandeliers and Lighting fixtures
- E3.25: Home appliances
- E3.26: Consumer electronics
- E3.32: Glasses and Tableware
- E3.33: Cutlery
- E3.34: Pots and Pans
- E3.35: Home textiles
- E3.41: General home items

E4-Pharmaceuticals and Medical Products

- E4.11: Drugs, Medicants
- E4.21: Syringes, Prostheses and Other health-care products
- E4.22: Medical and Dental instruments and equipment
- E4.23: Electro-medical equipment
- E4.51: Microscopes

Investment Goods

F1-ICT and Service Equipment

F1.32: Furniture and office, school and shop objects

F1.33: Machinery and equipment for offices and shops

F1.41: Computer and peripheral equipment

F1.42: Communication equipment

F1.43: Burglar and Fire alarms

F2-Industrial Tools and Equipment

F2.11: Lifting and handling

F2.12: Tanks, Reservoirs and Metal containers

F2.16: Pumps and Filters

F2.17: Signalling equipment

F2.18: Boilers and Furnaces

F2.19: Electromechanical tools

F2.23: Tools and Molds

F2.24: Fire extinguishers, Spray guns and machines for liquids and powders

F2.51: Measuring instruments

F3-Cars, transport and agriculture equipment

F3.11: Cars, Buses and Caravans

F3.12: Motor vehicles for goods transport

F3.14: Special vehicles

F3.21: Agricultural machinery

F3.22: Earth-moving machinery

F3.23: Ships and Yachts

F3.24: Aircraft

F3.25: Trains and Rolling stock

F3.30: Motorcycles

F3.31: Forklifts and Handling equipment

F4-Machinery

F4.23: Paper-making machinery

F4.31: Machines for metal processing

F4.32: Metalworking machine tools

F4.33: Machine tools for hard materials

F4.34: Extrusion machinery

F4.35: Textile machinery

F4.36: Food machinery

F4.37: Other special purpose machinery

F4.38: Packaging machines

F4.39: Printing machines

F5-Industrial Plants

F5.12: Apparatus for automatic control

F5.21: Valves and pressure reducing valves

F5.23: Boilers, Turbines and Motors

F5.25: Pumps and Compressors

F5.26: Heat exchangers

F5.31: Iron and Steel plants

F5.32: Chemical and mineral processing plants

ExportPlanning Countries' Classification

The ExportPlanning Countries' Classification is reported below:

E3 : EU Countries

AUT: Austria
BEL: Belgium
BGR: Bulgaria
CYP: Cyprus
CZE: Czech Republic
DEU: Germany
DNK: Denmark
ESP: Spain
EST: Estonia
FIN: Finland
FRA: France
GBR: United Kingdom
GRC: Greece
HRV: Croatia
HUN: Hungary
IRL: Ireland
ITA: Italy
LTU: Lithuania

LUX: Luxembourg
LVA: Latvia
MLT: Malta
NLD: Netherlands
POL: Poland
PRT: Portugal
ROU: Romania
SVK: Slovakia
SVN: Slovenia
SWE: Sweden

E4 : Non-EU Europe

ALB: Albania
BIH: Bosnia Herzegovina
BLR: Belarus
CHE: Switzerland
ISL: Iceland
MDA: Moldova (Republic of)
MKD: Macedonia (Republic of)
MNE: Montenegro
NOR: Norway
RUS: Russian Federation
SRB: Serbia
TUR: Turkey
UKR: Ukraine

M1 : North Am. Free Trade Agreement (NAFTA)

CAN: Canada
MEX: Mexico
USA: United States

M2 : Latin America

ARG: Argentina**BHS:** Bahamas**BOL:** Bolivia**BRA:** Brazil**CHL:** Chile**COL:** Colombia**CRI:** Costa Rica**CUB:** Cuba**DOM:** Dominican Republic**ECU:** Ecuador**GTM:** Guatemala**HND:** Honduras**HTI:** Haiti**JAM:** Jamaica**NIC:** Nicaragua**PAN:** Panama**PER:** Peru**PRY:** Paraguay**SLV:** El Salvador**TTO:** Trinidad and Tobago**URY:** Uruguay**VEN:** Venezuela**R1 : Middle East and North Africa (MENA)****ARE:** United Arab Emirates**ARM:** Armenia**AZE:** Azerbaijan**BHR:** Bahrain**DZA:** Algeria**EGY:** Egypt**GEO:** Georgia**IRN:** Iran**IRQ:** Iraq**ISR:** Israel**JOR:** Jordan**KWT:** Kuwait**LBN:** Lebanon**LBY:** Libya**MAR:** Morocco**OMN:** Oman**QAT:** Qatar**SAU:** Saudi Arabia**SDN:** Sudan**SYR:** Syria**TUN:** Tunisia**YEM:** Yemen**R2 : Sub-Saharan Africa****AGO:** Angola**BDI:** Burundi**BEN:** Benin**BFA:** Burkina Faso**CAF:** Central African Republic**CIV:** Cote d'Ivoire**CMR:** Cameroon**COD:** Democratic Republic of the Congo**ERI:** Eritrea**ETH:** Ethiopia**GAB:** Gabon**GHA:** Ghana

GIN: Guinea

GNQ: Equatorial Guinea

KEN: Kenya

LBR: Liberia

MDG: Madagascar

MLI: Mali

MOZ: Mozambique

MRT: Mauritania

MUS: Mauritius

MWI: Malawi

NER: Niger

NGA: Nigeria

RWA: Rwanda

SEN: Senegal

SLE: Sierra Leone

SOM: Somalia

SSD: South Sudan

TCD: Chad

TGO: Togo

TZA: Tanzania (United Republic of)

UGA: Uganda

ZMB: Zambia

ZWE: Zimbabwe

S1 : Asia

AFG: Afghanistan

BGD: Bangladesh

CHN: China

HKG: Hong Kong

IDN: Indonesia

IND: India

JPN: Japan

KAZ: Kazakhstan

KGZ: Kyrgyz

KHM: Cambodia

KOR: Korea (Republic of)

LAO: Lao People's Dem. Rep.

LKA: Sri Lanka

MMR: Myanmar

MYS: Malaysia

NPL: Nepal

PAK: Pakistan

PHL: Philippines

SGP: Singapore

THA: Thailand

TJK: Tajikistan

TKM: Turkmenistan

TWN: Taiwan

UZB: Uzbekistan

VNM: Vietnam

S2 : Oceania and South-Africa

AUS: Australia

NZL: New Zealand

PNG: Papua New Guinea

ZAF: South Africa

ROW : Rest of the World.

Appendix A: List of Macroeconomic indicators

Below is a list of Macroeconomic indicators available in Market Selection, with reference to the following categories:

Economic Forecasts ;

Risk Factors ;

Level of Development ;

Demand Characteristics ;

State of the Economy ;

Market Accessibility .

Economic Forecasts

Refers to the latest International Monetary Fund scenario (World Economic Outlook October 2019), with regards to the average annual change in GDP at constant prices.

Risk Factors

This category consists of the following sub-categories:

Country Risk ;

Credit Risk ;

Political-Regulatory Risk .

Country Risk

- COFACE Business Climate Assessment
- COFACE Country Risk Assessment
- OECD Country Risk
- SACE Expropriation Risk
- SACE Transfer and Convertibility Risk
- SACE War and Civil Disturbance Risk

Credit Risk

- DAGONG Rating
- Fitch's Rating
- Moody's Rating
- SACE Bank Credit Risk
- SACE Corporate Credit Risk
- SACE Sovereign Credit Risk
- Standard Poor's Rating

Level of Development

This category consists of the following sub-categories:

Doing Business ;

Human Capital ;

Infrastructure Levels ;

Institutional Quality .

Doing Business

Refers to the latest World Bank publication for Doing Business indicators (2019²²), measuring the business-friendliness of administrative rules.

Human Capital

- Public expenditure on education as a percentage of GDP
- Public expenditure on research and development as a percentage of GDP
- Rate of upper secondary education
- Number of registered patents per 100,000 inhabitants
- Number of researchers per 100,000 inhabitants

Infrastructure Levels

- Access to Communications
- Logistic Performance Index

Institutional Quality

- Corruption Perception Index (administrative honesty)
- Index of Economic Freedom
- Institutional Quality Index

Demand Characteristics

This category consists of the following sub-categories:

Business Opportunities

Population by Sex and Age groups

Agricultural Production

Expenditure per capita consumption

Business Opportunities

- Rich population;
- Import share of Premium-price consumer goods;
- Import of Premium-price consumer goods per capita;
- GDP forecasts.

Population by Sex and Age groups

Women :

- Thousands of women between 0 and 9 years
- Thousands of women between 10 and 19 years
- Thousands of women between 20 and 29 years
- Thousands of women between 30 and 39 years

²²World Bank published Doing Business 2020, the 17th of a series of annual reports on the administrative legal system of 190 countries around the world, highlighting the rules that facilitate business and those that, on the other hand, hinder it.

- Thousands of women between 40 and 49 years
- Thousands of women between 50 and 59 years
- Thousands of women between 60 and 69 years
- Thousands of women between 70 and 79 years
- Thousands of women between 80 and 89 years
- Thousands of women between 90 and 99 years
- Thousands of women with more than 100 years

Men :

- Thousands of men between 0 and 9 years
- Thousands of men between 10 and 19 years
- Thousands of men between 20 and 29 years
- Thousands of men between 30 and 39 years
- Thousands of men between 40 and 49 years
- Thousands of men between 50 and 59 years
- Thousands of men between 60 and 69 years
- Thousands of men between 70 and 79 years

- Thousands of men between 80 and 89 years
- Thousands of men between 90 and 99 years
- Thousands of men with more than 100 years

Agricultural Production**Garlic and onions :**

- Garlic Production, tons
- Asparagus Production, tons
- Onions, Shallots, Green production, tons
- Onions, dry production, tons
- Leeks, other Alliaceous vegetables production, tons

Citrus :

- Fruit, citrus production, tons
- Oranges production, tons
- Lemons and Limes production, tons
- Tangerines, Mandarins, Clementines, Satsumas production, tons
- Grapefruit (inc. Pomelos) production, tons

Aromatic :

- Cocoa, beans production, tons
- Coffee, green production, tons
- Okra production, tons
- Hops production, tons
- Matè production, tons
- Peppermint production, tons

- Kola nuts production, tons
- Pyrethrum, dried production, tons
- Mustard seed production, tons
- Tobacco, unmanufactured production, tons
- Tea production, tons

Persimmon :

- Persimmons production, tons

Chestnuts :

- Chestnut production, tons

Cereals :

- Cereals, nes production, tons
- Oats production, tons
- Fonio production, tons
- Wheat production, tons
- Buckwheat production, tons
- Grain, mixed production, tons
- Maize production, tons
- Millet production, tons
- Barley production, tons
- Quinoa production, tons
- Rice, paddy production, tons
- Canary seed production, tons
- Rye production, tons
- Sorghum production, tons

Rape :

- Rapeseed production, tons

Cotton :

- Seed cotton production, tons

Natural fibres :

- Manila fibre (abaca) production, tons
- Agave fibres production, tons
- Bastfibres, other production, tons
- Fibre crops production, tons
- Hemp tow waste production, tons
- Coir production, tons
- Jute Jute-like fibres + (Total) production, tons
- Kapok fibre production, tons
- Flax fibre and tow production, tons
- Ramie production, tons
- Hempseed production, tons
- Sisal production, tons

Figs, Dates, Carob :

- Carobs production, tons
- Dates production, tons
- Figs production, tons

Tropical fruit :

- Fruit, tropical fresh production, tons
- Cashewapple production, tons
- Pineapples production, tons
- Avocados production, tons
- Bananas production, tons
- Mangoes, Mangosteens, Guavas production, tons
- Papayas Production, tons

- Plantains Production, tons

Fruits: stone fruits :

- Apricots Production, tons
- Fruit, stone production, tons
- Cherries production, tons
- Cherries, sour production, tons
- Peaches and nectarines production, tons
- Plums and Sloes production, tons

Fruit: Pome :

- Fruit, Pome production, tons
- Apples production, tons
- Quinces production, tons
- Pears production, tons

Berries :

- Berries production, tons
- Strawberries production, tons
- Raspberries production, tons
- Blueberries production, tons
- Cranberries production, tons
- Currants production, tons
- Gooseberries production, tons

Mushrooms and Truffles :

- Mushrooms and Truffles Production, tons

Natural rubber :

- Gums, natural production, tons

- Rubber, natural production, tons

Kiwis :

- Kiwi fruit production, tons

Legumes :

- Pulses, production, tons
- Chick peas production, tons
- Bambara beans production, tons
- Beans, dry production, tons
- Broad beans, Horse beans, dry production, tons
- Lentils production, tons
- Lupins Production, tons
- Cow peas, dry production, tons
- Pigeon peas production, tons
- Peas, dry production, tons
- Vetches production, tons

Melons :

- Melons, other (inc. Cantaloupes) production, tons
- Watermelons production, tons

Nuts and oily fruits :

- Nuts, production, tons
- Cashew nuts, with shell production, tons
- Groundnuts, with shell production, tons
- Oil, Palm fruit production, tons
- Kapok fruit production, tons
- Almonds, with shell production, tons

- Hazelnuts, with shell production, tons
- Areca nuts Production, tons
- Brazil nuts, with shell production, tons
- Coconuts production, tons
- Karite nuts (sheanuts) production, tons
- Tung nuts production, tons
- Walnuts, with shell production, tons
- Pistachios Production, tons

Olives :

- Olives production, tons

Vegetables :

- Vegetables, fresh production, tons
- Artichokes production, tons
- Carrots and turnips production, tons
- Cauliflowers and broccoli production, tons
- Cabbages and other brassicas production, tons
- Cucumbers and gherkins production, tons
- Lettuce and chicory production, tons
- Eggplants (Aubergines) production, tons
- Chillies and peppers, dry production, tons
- Chillies and peppers, green production, tons

- Tomatoes production, tons
- Chicory roots production, tons
- Spinach production, tons
- Yautia (cocoyam) production, tons
- Pumpkins, Squash and Gourds production, tons

Leguminous vegetables :

- Vegetables, leguminous production, tons
- Beans, green production, tons
- String beans production, tons
- Peas, green production, tons

Roots and Tubers :

- Roots and Tubers, production, tons
- Yams production, tons
- Cassava production, tons
- Potatoes production, tons
- Sweet potatoes production, tons
- Taro (Cocoyam) production, tons

Oilseeds :

- Oilseeds production, tons
- Melonseed production, tons
- Oil, palm production, tons
- Oilcakes equivalent + (Total) production, tons
- Linseed production, tons
- Tallowtree seed production, tons
- Safflower seed production, tons
- Sunflower seed production, tons

- Jojoba seed production, tons
- Kapokseed in shell production, tons
- Palm kernels production, tons
- Poppy seed production, tons
- Sesame seed production, tons
- Castor oil seed production, tons

Soy :

- Soybeans production, tons

Spices :

- Spices, production, tons
- Anise, Badian, Fennel, Coriander production, tons
- Cinnamon (canella) production, tons
- Cloves production, tons
- Nutmeg, Mace and Cardamoms production, tons
- Pepper (piper spp.) production, tons
- Vanilla production, tons
- Ginger production, tons

Grapes :

- Grapes production, tons

Sugar :

- Sugar crops, production, tons
- Sugar beet production, tons
- Sugar cane production, tons

Consumption Expenditure

- Per capita consumer expenditure on clothes and shoes
- Per capita consumer expenditure on furnishings and white goods
- Per capita consumer expenditure on alcoholic drinks, tobacco and narcotics
- Per capita consumer expenditure on food and non-alcoholic drinks
- Per capita consumer expenditure on communications
- Per capita consumer expenditure on electricity, gas, and water
- Per capita consumer expenditure on restaurants and hotels
- Per capita consumer expenditure on health care
- Per capita consumer expenditure on transport
- Total per capita consumer expenditure

State of the Economy

This category consists of the following sub-categories:

Foreign Trade ;

National Accounts ;

Labour Market .

Foreign trade

Exports :

- Total Exports
- Exports per capita
- Exports of goods
- Exports of goods per capita
- Exports of services per capita
- Exports of services

Imports :

- Total Imports
- Imports per capita
- Imports of goods
- Imports of goods per capita
- Imports of services per capita
- Imports of services

National accounts

- Current account, billions of dollars
- Public Debt as a percentage of GDP
- Gross fixed capital formation
- Gross domestic product current prices, billions of dollars

- Gross Domestic Product per capita at current prices, USD
- Total private expenditure
- Public expenditure, total
- Public expenditure, per capita
- Rate of GDP growth
- Change in stocks

Labour market

- Cost of labour
- Number of employees:
 - Agriculture
 - Construction
 - Industry
 - Services
 - Total

Market Accessibility

This category consists of the following sub-categories:

- Geographical distance
- Business distance