

COUNTRY REPORT

USERS GUIDE

ULISSE

**EXPORT
PLANNING**

WHAT IS IT FOR?

Ulisse Country Report can help you to know the **macro potential** of a given country in terms of development factors, economic situation, risk factors, and demand characteristics.

Ulisse Country Report is available for **over 150 countries**.



DISTINCTIVE FEATURES



OPEN DATA, which are made available by international institutions, systematically collected, organized and homogenized



ARCHITECTURE of information, specifically designed to support the planning and control phases of internationalization paths

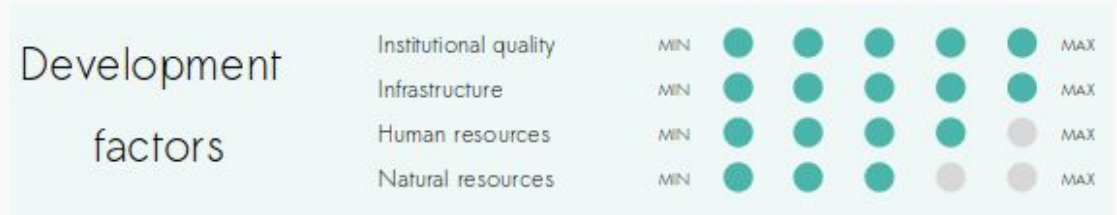


INFOGRAPHIC designed to allow immediate and as intuitive use of information as possible

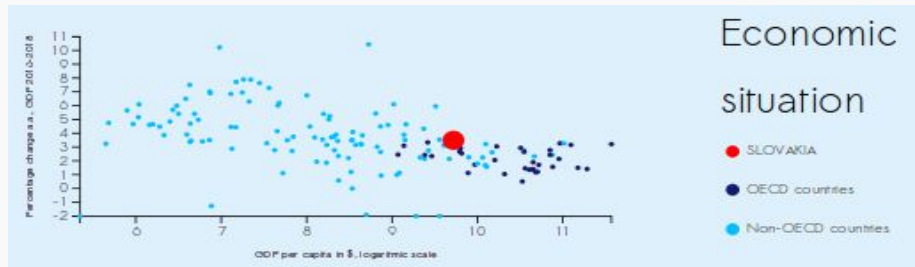
SECTIONS 1 - Development factors

This section is aimed at highlighting the factors that can positively or negatively affect the development of the country. To represent them, we also use some indexes (eg Index of Economic Freedom).

Institutional quality, infrastructure, human capital and natural resources are the main factors considered.

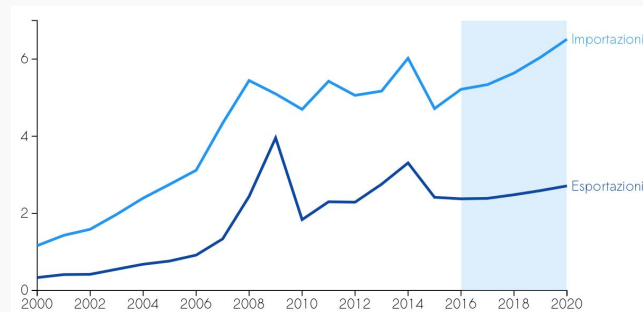


SECTION 2 - Economic outlook



This section collects all the elements that have been periodically surveyed that allow economic analysis of the country's dynamics.

Particular attention is paid to foreign trade where the analysis focuses on the identification of the main trading partners of the country concerned and the evolution of their trade flows.



SECTION 3 - Risk factors

This sections includes those characteristics of a country whose evolution is subject to high uncertainty so as to constitute a risk element.

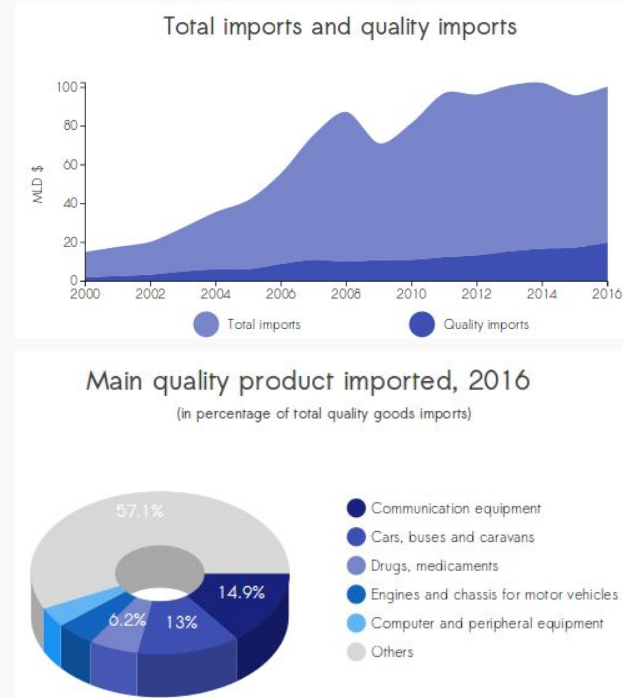
This section contains also information on the level of protectionism, taxation and stability of the banking system.



SECTION 4 -Demand side characteristics

This section includes information on the characteristics of demand for goods and services in the country.

In particular, thanks to the analysis contained in the Ulisse Information System as regards market segmentation in terms of price-bands, it is possible to document in which business areas the country offers the highest sales opportunities on premium-price segments.



Main Data Sources

- Bureau of Labor Statistics
- Centre d'Etudes Prospectives et d'Informations Internationales (CEPII)
- Coface (COmpagnie Française d'Assurance pour le Commerce Extérieur)
- FAO
- Fitch Group
- International Monetary Fund (IMF)
- Moody's Corporation
- OECD
- Standard & Poor's Corporation
- Transparency International
- Ulisse Information System
- Unesco
- United Nations
- World Bank