

Global Trade Tracker

a Zen Innovations Product

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- ✓ In today's fast paced economy, you need to:
 - Assess and monitor your market share quickly
 - Identify new markets for your goods
 - Identify new or cheaper sources for your raw materials

Defining the problem

- ✓ Simple example: BBB AG based in Germany
 - Exporting Beer to Thailand
 - Understand their market share in Thailand
 - Sold 95,000 EUR in first 6 months of 2008

How Global Trade Tracker can help



New Search

Report type mirror reporting

Reporting Country

Partner Countries - predefined regions -

Date Range -

include year to date columns in report

Currently Selected Commodities

[+ Select Commodities...](#)[x Remove Selected Commodity\(jes\)](#) | [x Remove All!](#)

Code	Description	Date Range	Countries	Quantity
220300	BEER MADE FROM MALT	2002-todate		

 multiple commodity reports

Options

Quantity quantity conversion factor

Currency currency conversion factor

Value/Price

% Value/Quantity

Ranking

[Show Units Available](#)[Generate Report](#)[Create Alert...](#)[Save Search As...](#)[Advanced Options...](#)[Clear Form](#)



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Report name: 20080827115158169260

Reporting Country Thailand
 Date range January 2008 - June 2008
 Frequency Monthly

	Harmonized Code	Commodity description	Valid from
Commodity	TH 220300	BEER MADE FROM MALT	2007 onwards

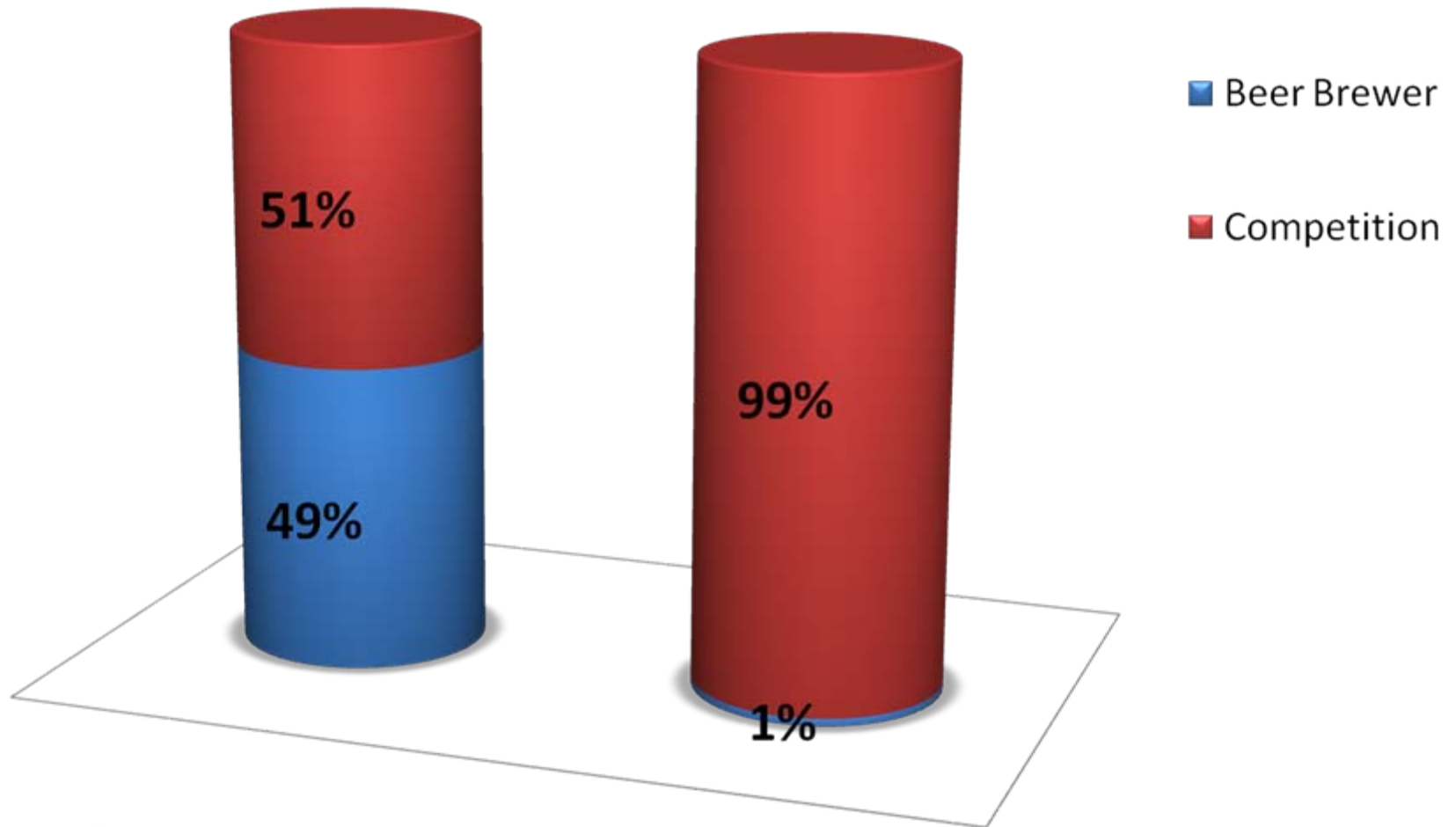
Quantity #1 as supplied LTR
 Currency Euro (EUR)
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 Report created on Wednesday, August 27, 2008 11:51:00 AM

Report data

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Partner countries	Import value Jan 2008	Import quantity 1 Jan 2008	Export value Jan 2008	Export quantity 1 Jan 2008	Import price for quantity 1 Jan 2008	Export price for quantity 1 Jan 2008	Import value Feb 2008	Import quantity 1 Feb 2008	Export value Feb 2008	Export quantity 1 Feb 2008	Import price for quantity 1 Feb 2008	Export price for quantity 1 Feb 2008	Import value Mar 2008	Import quantity 1 Mar 2008	Export value Mar 2008	Export quantity 1 Mar 2008	Import price for quantity 1 Mar 2008	Export price for quantity 1 Mar 2008	Import value Apr 2008	Import quantity 1 Apr 2008	Export value Apr 2008	Export quantity 1 Apr 2008	Import price for quantity 1 Apr 2008	Export price for quantity 1 Apr 2008
China (People's Republic of)	592,150	1,086,240	24,778	34,848	0.54	0.71	204,317	369,120	8,707	11,520	0.55	0.76	1,667,133	3,238,188	0	0	0.52	0	798,657	1,643,840	19,086	26,096		
Malaysia	381,698	574,279	159,865	215,688	0.66	0.74	324,241	504,405	238,163	281,489	0.64	0.85	400,827	486,901	111,025	252,040	0.82	0.44	226,556	374,595	92,947	178,050		
Singapore	0	0	776,499	913,490	0	0.85	33,108	37,164	1,491,816	1,393,748	0.89	1.07	26,777	41,064	1,508,824	1,345,181	0.65	1.12	338,441	627,264	1,885,541	1,852,408		
Mexico	52,786	68,428	0	0	0.77	0	30,577	41,057	0	0	0.74	0	30,875	41,057	0	0	0.75	0	29,325	40,392	0	0		
Germany	18,895	85,913	17,310	17,424	0.22	0.99	17,151	67,496	8,415	8,711	0.25	0.97	28,979	72,873	23,581	26,136	0.4	0.9	56,383	154,248	7,839	8,712		
Japan	0	0	123,122	253,079	0	0.49	152,591	274,755	131,739	262,712	0.56	0.5	3,448	3,360	151,687	287,568	1.03	0.53	0	0	76,879	146,571		
Indonesia	66,685	147,825	0	0	0.45	0	0	0	0	0	0	0	0	0	0	0	0	0	72,167	196,416	0	0		
Hong Kong	0	0	41,368	63,084	0	0.66	0	0	25,134	43,530	0	0.58	17,278	57,288	36,675	61,302	0.3	0.6	51,789	157,500	9,193	21,349		
Ireland	31,470	33,176	0	0	0.95	0	7,898	11,520	0	0	0.69	0	18,220	22,348	0	0	0.82	0	0	0	0	0		
Netherlands	18,972	36,979	0	0	0.51	0	53	7	9,204	18,928	7.51	0.49	61	8	13,776	27,911	7.58	0.49	5,965	2,772	39,710	68,751		
United States	0	0	177,045	229,372	0	0.77	41,604	1	178,160	218,747	41,603.89	0.81	0	0	192,925	205,904	0	0.94	0	0	85,842	139,737		
Belgium	20,143	32,302	453	997	0.62	0.46	1,761	960	9,181	9,186	1.83	1	0	0	8,021	8,712	0	0.92	7,274	18,396	7,999	8,712		
Myanmar	0	0	451,780	661,398	0	0.68	0	0	540,756	861,449	0	0.63	2,814	5,876	1,342,109	2,114,790	0.48	0.64	0	0	501,042	793,093		
Bulgaria	437	236	0	0	1.85	0	0	0	0	0	0	0	0	0	0	0	0	0	27,002	30,294	0	0		
India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,923	2,772		
Egypt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13,669	37,128	0	0		
United Kingdom	6,643	14,267	10,343	12,600	0.47	0.82	2,662	12,600	214,385	291,591	0.21	0.74	1,954	7,022	503,200	499,087	0.28	1.01	31	2	101,658	158,869		
Australia	0	0	300,506	414,608	0	0.72	9,538	9,266	343,623	450,167	1.03	0.76	1,191	3,150	123,542	184,325	0.38	0.67	0	0	153,470	235,381		
France	14,192	7,317	7,654	8,712	1.94	0.88	1,472	5,940	4,780	8,712	0.74	0.55	561	28	0	0	20.05	0	2,008	8,000	15,440	25,106		

Market Share for Beer Brewer in Thailand



Compared to German competition

Compared to all competition

- ✓ Flexible pricing adapted to what you need
 - Subscription pricing
 - PAYGO
 - Mixed
 - Capped commitment
- ✓ The fastest data availability in the market
- ✓ Will add further trade information and countries
- ✓ Future developments:
 - Global Carbon Tracker
 - Global Water Tracker

Our business model

- ✓ Swiss shareholding company registered in September 2007
- ✓ We seek
 - New customers
 - Potential alliance partners in the domain of trade
 - Potential resellers of trade information

Zen Innovations highlights

- ✓ More than 120 years of combined experience in software development out of which 70 years in the Online Industry
- ✓ Develops, maintains and sells Global Trade Tracker
- ✓ Provides software consultancy services for web based applications

- ✓ **Contact:**
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Zen Innovations highlights