TRADE MAP
Trade statistics database

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Trade Map

In a nutshell:

• Online application to produce reports on international trade flows
  • Every product (from HS-2 to tariff line levels) to and from (almost) every country
• User-friendly interface
• Tables can be exported to Excel
• Graphic presentation of outputs to facilitate analysis
• Information on companies
Overview of Data

• **Sources: where does data come from?**
  - COMTRADE produced by the United Nations Statistics Division database
  - National Authorities (e.g. US Census Bureau, Eurostat)

• **Geographical Coverage**
  - Information on 227 countries and territories using data reported by ~160 countries and territories
  - *Mirror statistics* used for non-reporting countries and territories

• **Product Coverage**
  - For the Harmonized System: over 5,200 products at the HS-6 digit level
  - Trade flows available at tariff line level for up to 136 countries

• **Service Coverage**
  - 180 countries for the 11 sectors of Balance of Payment Manual (BPM5) and the Extended Balance of Payment on (EBOPS 2002)
Company Contact Data

Trade Map users can identify potential trading partners through **550,000 detailed company profiles in 64 countries** for nearly all products available in Trade Map.

Important information in this module includes:

- Company name
- City and country
- List of traded products
- Number of employees
- Annual turnover
- Contact persons
- Website address Phone numbers

Source: **Kompass – company database**
Trade Map Updates

All year round
- Annual data at 6-digit level of the HS
- Annual data at the tariff line level
- Monthly and Quarterly data

Three times a year (May / August / October)
- Indicators (Trends)
- Trade in services
- Tariffs (AVEs)
Data classification

- The **Harmonized System (HS)**
  - Is a numerical classification system of products used as a basis for international trade statistics by almost all countries.
  - The HS is an internationally recognized hierarchical product classification for trading purposes overseen by the **World Customs Organization (WCO)**.
  - Is harmonized up to six digits (**HS-6**) – You can compare HS data between countries.
  - There are around 5,000 product groups at the 6-digit level.
The Harmonized System (HS)

- Is broken down into 3 clusters:
  - **HS-2**: the chapter of the good (sector)
    - E.g. 09 = Coffee, Tea, Mate and Spices
  - **HS-4**: groupings within the chapter (sub-sector)
    - E.g. 0902 = Tea, whether or not flavoured
  - **HS-6**: product(s) within the grouping (product level)
    - E.g. 090210 = Green tea (not fermented) in packages up to 3 kg
Identify your product code
Identify your product code

National Tariff Lines (NTL) codes are more detailed than the HS

⇒ The NTL classification is not standardised internationally.

Chapter
08 Edible fruits and nuts

Heading
0804
Dates, figs, mangoes, mangosteens, fresh or dried

Sub-heading
080410
Fresh or dried dates

Sub-heading
080420
Fresh or dried figs

Sub-heading
080450
Guavas, mangoes, mangosteens

Country specific product codes
8 - 12 digits

More and more detailed
Identify your product code

Australia

Sub-heading
080450
Guavas,
Mangoes,
Mangosteens

08.04.50.00
..., mangoes and mangosteens, fresh or dried
Identify your product code

Japan

Sub-heading
080450
Guavas,
Mangoes,
Mangosteens

080450011
..., mangoes and mangosteens: 
**Fresh**: Mangoes

080450090
..., mangoes and mangosteens: 
**Dried**
Identify your product code

United States

To determine your product code at NTL level, you need to know to which country you are exporting

- **08045040**
  ..., mangoes and mangosteens, fresh, if entered during the period from September 1 through May 31, inclusive

- **08045060**
  ..., mangoes and mangosteens, fresh, if entered during the period from June 1 through August 31, inclusive

- **08045080**
  Guavas, mangoes and mangosteens, dried
Which HS revision is used in Trade Map?

• For calculating **trade indicators** the HS revision 3 (2007) is used.

• In each revision, product codes may be created, removed or reallocated
  – Quantity of trade changed
  – New products were invented
  – Products have become marginal
  – Product is produced differently etc.

• The analysis of such products codes should be approached with caution!

• For **time series**, the current revision applied by every reporting country is used.
The product group HS-010594 that was created in HS revision 2007 covers both HS-010592 and HS-010593 product groups.
Where do I get data about product codes created in later revisions?

Code HS-010594 was created in 2007 and covers products classified under Codes HS-010592 and HS-010593 in other HS revisions.

<table>
<thead>
<tr>
<th>Code</th>
<th>Label</th>
<th>Code</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>010519</td>
<td>Poultry, live except domestic fowls, weighing not more than 185 g</td>
<td>010514</td>
<td>Live Geese Weighing not more than 185 g</td>
</tr>
<tr>
<td>010519</td>
<td>Poultry, live except domestic fowls, weighing not more than 185 g</td>
<td>010515</td>
<td>Live Guinea fowls Weighing not more than 185 g</td>
</tr>
<tr>
<td>010519</td>
<td>Poultry, live except domestic fowls, weighing not more than 185 g</td>
<td>010519</td>
<td>Poultry, live except domestic fowls, weighing not more than 185 g</td>
</tr>
<tr>
<td>010594</td>
<td>Live fowls of the species Gallus domesticus, weighing &gt; 185</td>
<td>010592</td>
<td>Live fowl (gallus domesticus) weighing 0.185-2kg</td>
</tr>
<tr>
<td>010594</td>
<td>Live fowls of the species Gallus domesticus, weighing &gt; 185</td>
<td>010593</td>
<td>Live fowl (gallus domesticus) &gt;2kg</td>
</tr>
<tr>
<td>010594</td>
<td>Live fowls of the species Gallus domesticus, weighing &gt; 185</td>
<td>010594</td>
<td>Live fowls of the species Gallus domesticus, weighing &gt; 185</td>
</tr>
<tr>
<td>010599</td>
<td>Poultry, live except domestic fowls, weighing more than 185 g</td>
<td>010599</td>
<td>Poultry, live except domestic fowls, weighing more than 185 g</td>
</tr>
</tbody>
</table>
Check the **Correspondence** table to obtain trade data for years before 2012 about selected product code.

### List of importers for the selected product

**Product : 030271 Fresh or chilled Tilapias**

The product code selected above has been created in the 2012 HS revision.

<table>
<thead>
<tr>
<th>HS8</th>
<th>Importers</th>
<th>Imported value in 2008</th>
<th>Imported value in 2009</th>
<th>Imported value in 2010</th>
<th>Imported value in 2011</th>
<th>Imported value in 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Australia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>36</td>
</tr>
<tr>
<td>00</td>
<td>Canada</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4,496</td>
</tr>
<tr>
<td>01</td>
<td>Costa Rica</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>322</td>
</tr>
<tr>
<td>04</td>
<td>El Salvador</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>05</td>
<td>France</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>393</td>
</tr>
<tr>
<td>06</td>
<td>Honduras</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,910</td>
</tr>
</tbody>
</table>
Problems with international trade statistics
Example: mirror statistics

- Australia (reporting country)
  - Australia Ex – direct data

- Vietnam
  - Im – mirror data
  - (non-reporting country)
  - In Trade Map mirror data is presented in yellow colour
  - Impossible to get data

- North Korea (non-reporting country)
Example: direct vs. mirror data for Sri Lanka

Countries Importing from Sri Lanka (Direct data)
Sri Lanka’s exports

<table>
<thead>
<tr>
<th>Importers</th>
<th>Exported value 2011 (USD thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>10,011,282</td>
</tr>
<tr>
<td>United States of America</td>
<td>2,143,901</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1,110,297</td>
</tr>
<tr>
<td>Italy</td>
<td>609,584</td>
</tr>
<tr>
<td>Belgium</td>
<td>545,793</td>
</tr>
<tr>
<td>India</td>
<td>521,264</td>
</tr>
<tr>
<td>Germany</td>
<td>508,341</td>
</tr>
<tr>
<td>Singapore</td>
<td>406,427</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>297,001</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>281,231</td>
</tr>
<tr>
<td>Japan</td>
<td>223,492</td>
</tr>
<tr>
<td>Netherlands</td>
<td>197,550</td>
</tr>
<tr>
<td>France</td>
<td>184,157</td>
</tr>
<tr>
<td>Iran (Islamic Republic of)</td>
<td>180,264</td>
</tr>
<tr>
<td>Turkey</td>
<td>150,891</td>
</tr>
<tr>
<td>Syrian Arab Republic</td>
<td>129,174</td>
</tr>
<tr>
<td>Australia</td>
<td>126,586</td>
</tr>
</tbody>
</table>

Countries Importing From Sri Lanka (Mirror)
Data Reported by Partner Countries

<table>
<thead>
<tr>
<th>Importers</th>
<th>Exported value 2011 (USD thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>9,636,174</td>
</tr>
<tr>
<td>United States of America</td>
<td>2,183,708</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1,166,818</td>
</tr>
<tr>
<td>India</td>
<td>717,983</td>
</tr>
<tr>
<td>Germany</td>
<td>656,705</td>
</tr>
<tr>
<td>Italy</td>
<td>555,233</td>
</tr>
<tr>
<td>Belgium</td>
<td>503,122</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>389,530</td>
</tr>
<tr>
<td>France</td>
<td>274,724</td>
</tr>
<tr>
<td>Japan</td>
<td>271,498</td>
</tr>
<tr>
<td>Malaysia</td>
<td>176,649</td>
</tr>
<tr>
<td>Canada</td>
<td>163,705</td>
</tr>
<tr>
<td>China</td>
<td>152,888</td>
</tr>
<tr>
<td>Singapore</td>
<td>142,073</td>
</tr>
<tr>
<td>Netherlands</td>
<td>139,582</td>
</tr>
<tr>
<td>Mexico</td>
<td>129,323</td>
</tr>
<tr>
<td>Turkey</td>
<td>128,971</td>
</tr>
</tbody>
</table>

Neither Iran nor Syria appear in this list as they do not report their trade data to the UN.
What are the reasons for a difference between direct and mirror data?

• Most countries report their export trade statistics in FOB terms (Free On Board) and their imports in CIF terms (Cost Insurance Freight). Thus the mirror export values of Country X will be in CIF terms and will be usually larger than the reported export values of Country X.

• Time lag: exports may be registered in one year while the actual corresponding import of the product takes place only in the following year.

• Some countries report gross weights and some others report net weights (for quantities).

• Problem of trans-shipments, which may hide the actual source of supply.
Mirror data – Be aware

Export

FOB: Free On Board

Price of the product

Imports

CIF: Cost Insurance Freight

Transportation and insurance costs
Mirror data – Example*

Exports of Vietnam

- Invoice Value: $920
- FOB value: $920

Imports reported by the United States from Vietnam

- Invoice Value: $920
- Insurance Paid: $20
- Freight Paid: $60
- Total CIF Value: $1000

*Note the values above are only examples and no real world numbers
What are the Trade indicators you can find in Trade Map?

- Value of exports and imports
- Quantity of exports and imports
- Unit Values
- Trends
- Market Share
- Average distance of supplier countries (km)
- Concentration of supplier countries

**Static:** based on the last year data available

**Dynamics**

**Additional indicators**

...
Trade indicators example: coffee (090111)
More about trade indicators:

Click *i* for notes

The computation formula of the growth rate over five years is the following:

\[
\exp \left( \frac{\sum_{i=1}^{5} \ln(v_i) - 3 \sum_{i=1}^{3} \ln(v_i)}{10} \right) \times 100
\]

where \(v_i\) is the value of the \(i\)-th year in current US dollar.

Indeed:

\[
\text{sum} = 1 + 2 + 3 + 4 + 5 = 15
\]

\[
\text{av} = \ln(v_1) + 2\ln(v_2) + 3\ln(v_3) + 4\ln(v_4) + 5\ln(v_5)
\]
What else can you do with Trade Map?

1. Define your own product and country groups that suit your needs
What else can you do with Trade Map?

2. Check out data on trade in services
3. Use graphs to visualize your analysis

What else can you do with Trade Map?

List of exporters for the selected product in 2014
Product: 0802 Nuts nes

Prospects for market diversification
Product

Annual growth of partner countries’ imports from the world

Share of partner countries in world imports of the selected product

Exported value, USD thousand

Zimbabwe export growth to partner > Partner import growth from the world

Zimbabwe export growth to partner < Partner import growth from the world

N.A.

Reference bubble

The bubble size is proportional to the share in world imports of partner countries for the selected product

Countries

Germany
Hong Kong, China
Italy
Spain
India

Imported value, USD thousand

Annual growth in value, %

ITC
What else can you do with Trade Map?

4. Downloading data

<table>
<thead>
<tr>
<th>Product</th>
<th>Import Value in 2010</th>
<th>Import Value in 2011</th>
<th>Import Value in 2012</th>
<th>Import Value in 2013</th>
<th>Import Value in 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>29,825,195</td>
<td>28,330,797</td>
<td>20,682,859</td>
<td>14,319,950</td>
<td>13,647,578</td>
</tr>
<tr>
<td>United States of America</td>
<td>3,628,465</td>
<td>3,507,858</td>
<td>2,797,846</td>
<td>2,082,534</td>
<td>1,447,262</td>
</tr>
<tr>
<td>Germany</td>
<td>3,158,522</td>
<td>4,306,832</td>
<td>3,696,272</td>
<td>2,688,799</td>
<td>2,312,631</td>
</tr>
<tr>
<td>Italy</td>
<td>1,156,812</td>
<td>1,258,562</td>
<td>1,666,905</td>
<td>1,413,123</td>
<td>1,447,262</td>
</tr>
<tr>
<td>Japan</td>
<td>3,213,054</td>
<td>1,853,013</td>
<td>1,564,724</td>
<td>1,476,057</td>
<td>1,332,057</td>
</tr>
<tr>
<td>Belgium</td>
<td>967,556</td>
<td>1,194,273</td>
<td>1,134,281</td>
<td>684,676</td>
<td>790,239</td>
</tr>
<tr>
<td>Spain</td>
<td>602,334</td>
<td>799,021</td>
<td>791,777</td>
<td>653,158</td>
<td>605,516</td>
</tr>
<tr>
<td>France</td>
<td>720,244</td>
<td>1,052,280</td>
<td>887,872</td>
<td>667,461</td>
<td>600,379</td>
</tr>
<tr>
<td>Canada</td>
<td>586,741</td>
<td>795,109</td>
<td>672,493</td>
<td>512,736</td>
<td>645,523</td>
</tr>
</tbody>
</table>
What else can you do with Trade Map?
Demo – www.TradeMap.org

The following institutions support free access to Trade Map through the North-South partnership programme:

- Ithraa
- QDB
- UBIFRANCE
- NEW ZEALAND TRADE & ENTERPRISE
- ADVANTAGE AUSTRIA

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Already have an account?

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Password: ______________________

Remember me.

Forgot your password? Log In >>

Create an account

Create an account for ITC's market analysis tools.

Register now

Click here to create your account
Product example: Black tea

1. Type product name
2. Select by HS code
### Importers of black tea: HS 090240

<table>
<thead>
<tr>
<th>Countries</th>
<th>Quantity</th>
<th>Value</th>
<th>Unit Value</th>
<th>Growth Rates</th>
<th>Tariff Barriers</th>
<th>Global Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>1,175,431</td>
<td>3,446,081</td>
<td>2,932</td>
<td>11</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>144,037</td>
<td>438,161</td>
<td>3,042</td>
<td>14</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>144,031</td>
<td>400,208</td>
<td>2,779</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Pakistan</td>
<td>114,856</td>
<td>341,500</td>
<td>2,973</td>
<td>15</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>Egypt</td>
<td>102,690</td>
<td>277,287</td>
<td>2,700</td>
<td>6</td>
<td>26</td>
<td>30</td>
</tr>
<tr>
<td>United States of America</td>
<td>94,426</td>
<td>204,466</td>
<td>2,156</td>
<td>8</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>46,613</td>
<td>157,456</td>
<td>3,378</td>
<td>48</td>
<td>5</td>
<td>4.6</td>
</tr>
<tr>
<td>Iran (Islamic Republic of)</td>
<td>31,636</td>
<td>146,256</td>
<td>4,623</td>
<td>9</td>
<td>0</td>
<td>32</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>39,486</td>
<td>123,740</td>
<td>3,452</td>
<td>2</td>
<td>4</td>
<td>-18</td>
</tr>
<tr>
<td>Japan</td>
<td>32,397</td>
<td>133,622</td>
<td>4,138</td>
<td>4</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Germany</td>
<td>34,446</td>
<td>114,143</td>
<td>3,314</td>
<td>37</td>
<td>8</td>
<td>38</td>
</tr>
<tr>
<td>Poland</td>
<td>39,895</td>
<td>96,024</td>
<td>2,407</td>
<td>2.8</td>
<td>0</td>
<td>110</td>
</tr>
<tr>
<td>Ukraine</td>
<td>14,132</td>
<td>80,586</td>
<td>5,702</td>
<td>37</td>
<td>8</td>
<td>38</td>
</tr>
</tbody>
</table>

**Note:** The table above displays the list of importers for the selected product (black tea) in 2011, including the value imported, quantity, unit value, growth rates, and global market share. The data is categorized by country, showing the number of importing companies available in the Trade Map.
## World exporters of black tea: HS 090240

<table>
<thead>
<tr>
<th>H8</th>
<th>Exporters</th>
<th>Value exported in 2011 (USD thousand)</th>
<th>Trade balance in 2011 (USD thousand)</th>
<th>Quantity exported in 2011</th>
<th>Quantity Unit</th>
<th>Unit value (USD/unit)</th>
<th>Annual growth in value between 2007-2011 (%)</th>
<th>Annual growth in quantity between 2007-2011 (%)</th>
<th>Annual growth in value between 2010-2011 (%)</th>
<th>Annual growth in quantity between 2010-2011 (%)</th>
<th>Share in world exports (%)</th>
<th>Number of exporting companies available in Trade Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td></td>
<td>3,339,688</td>
<td>-106,393</td>
<td>1,178,216</td>
<td>Tons</td>
<td>2,835</td>
<td>9</td>
<td>1</td>
<td>6</td>
<td>100</td>
<td>1805</td>
<td></td>
</tr>
<tr>
<td>Kenya</td>
<td></td>
<td>1,164,253</td>
<td>1,152,621</td>
<td>385,969</td>
<td>Tons</td>
<td>3,016</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td>10</td>
<td>34.9</td>
<td></td>
</tr>
<tr>
<td>Sri Lanka</td>
<td></td>
<td>743,538</td>
<td>713,003</td>
<td>186,531</td>
<td>Tons</td>
<td>3,886</td>
<td>3</td>
<td>-3</td>
<td>6</td>
<td>6</td>
<td>22.3</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td></td>
<td>425,846</td>
<td>410,137</td>
<td>132,985</td>
<td>Tons</td>
<td>3,202</td>
<td>11</td>
<td>4</td>
<td>11</td>
<td>11</td>
<td>12.8</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
<td>144,320</td>
<td>111,356</td>
<td>49,492</td>
<td>Tons</td>
<td>2,916</td>
<td>8</td>
<td>-2</td>
<td>12</td>
<td>12</td>
<td>4.3</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td></td>
<td>128,452</td>
<td>107,844</td>
<td>64,308</td>
<td>Tons</td>
<td>1,997</td>
<td>-8</td>
<td>-8</td>
<td>-8</td>
<td>-8</td>
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Current markets of one exporter:

List of importing markets for the product exported by Sri Lanka in 2011:

Product: 090240 Black tea (fermented) & partly fermented tea in packages exceeding 3 kg

Sri Lanka's exports represent 22.26% of world exports for this product, its ranking in world exports is 2.

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## Time series data

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Customize your own country group

Taper le nom du groupe

New group name:
SAARC

Change existing groups:
Sub-Saharan Africa

Select from Standard Country Groups
Select from your own Country Groups
Select from Individual Countries

Afghanistan
Africa not elsewhere specified
Albania
Algeria
America not elsewhere specified
American Samoa
Andorra
Angola
Anguilla
Antigua and Barbuda
Area Nes
Argentina
Armenia
Customized country group

Select and add countries to your group

Groups:

Select from Standard Country Groups
Select from your own Country Groups
Select from Individual Countries

Selected Countries / Groups:

Afghanistan
Bangladesh
Bhutan

Countries:

India

Save
Modify
Delete
Intra-trregional trade analysis

Select product and country to analyse