eexpand.

Llywodraeth Cymru
Welsh Government

Export Hub

User Guide

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Introduction

The Export Hub is a dedicated and comprehensive resource, bringing together under one portal the latest export data and information from key sources such as UN Comtrade.

Whether you're a well-established exporter, someone in the early stages of their export journey or just interested in the opportunities from exporting, this tool has an array of information that can assist you.

From exploring markets to trade compliance, from identifying potential clients to shipping documentation the Export Hub will be able to support you on your export journey. Below are just a few of the features:

- 190 detailed country profiles
- 25,000 market reports
- 12,000 trade shows
- Databases containing more than 500,000 importers and suppliers.
- Guidelines, tools and tips checklists on finding counterparts, complying with trade regulations, calculating export costs.

Wondering which markets are the best fit for your product?

Want help finding international counterparts?

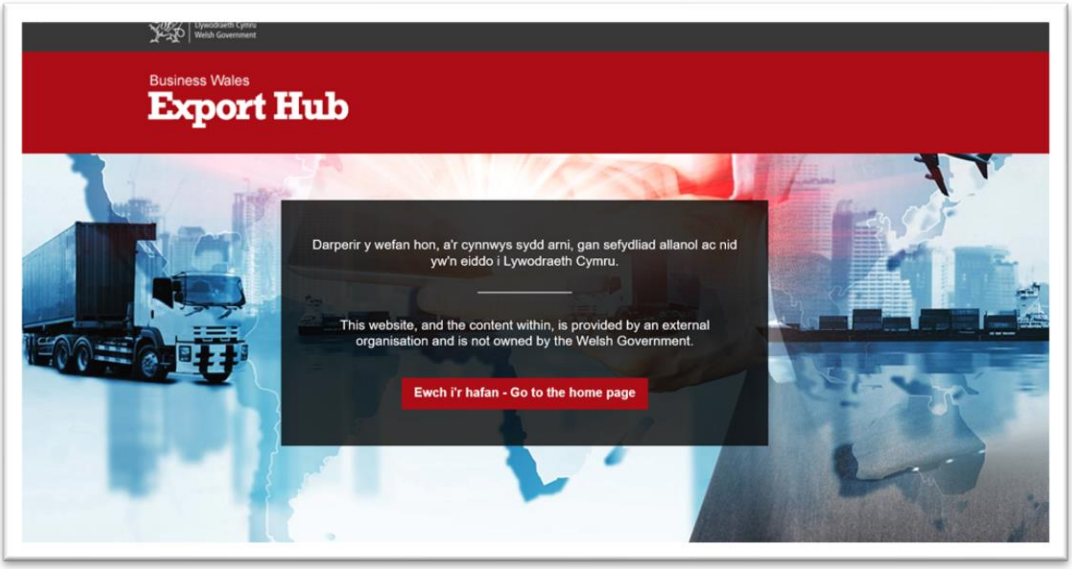
How do you manage trade operations?

What will the risks be?

The above are just some of the questions that the Export Hub can help answer. Whether your business deals in products or services the Export Hub has a wealth of information on offer.

Getting started

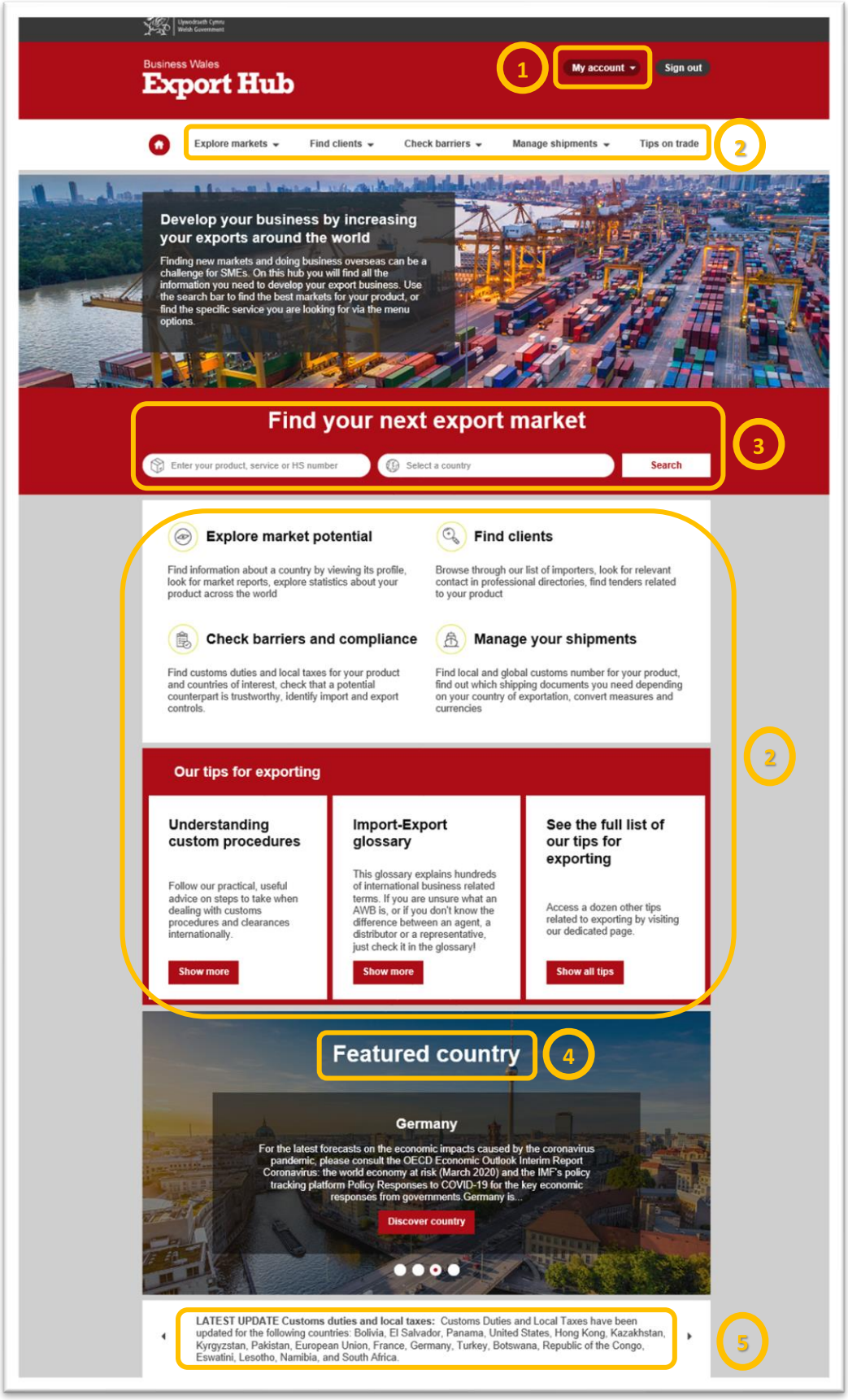
The first time you access the Export Hub you'll be taken to the disclaimer page advising that the following content is not the property of the Welsh Government. Click the link to be taken to the Home Page.



Home Page

From the Home Page you can access all elements of the Hub (diagram below):

1. Account profile - create and access your account profile
2. Main menus - the four menus plus the 'Tips on trade' menu (two ways of access)
3. Quick search function - a simple search function for market data against a given product / service
4. Featured country profiles – changes weekly
5. Latest updates – alerts to information updates on the Hub.


Business Wales
Export Hub
1
My account
Sign out
Explore markets
Find clients
Check barriers
Manage shipments
Tips on trade
2
Develop your business by increasing your exports around the world
Finding new markets and doing business overseas can be a challenge for SMEs. On this hub you will find all the information you need to develop your export business. Use the search bar to find the best markets for your product, or find the specific service you are looking for via the menu options.
Find your next export market
Enter your product, service or HS number
Select a country
Search
3
Explore market potential
Find information about a country by viewing its profile, look for market reports, explore statistics about your product across the world
Find clients
Browse through our list of importers, look for relevant contact in professional directories, find tenders related to your product
Check barriers and compliance
Find customs duties and local taxes for your product and countries of interest, check that a potential counterpart is trustworthy, identify import and export controls.
Manage your shipments
Find local and global customs number for your product, find out which shipping documents you need depending on your country of exportation, convert measures and currencies
2
Our tips for exporting
Understanding custom procedures
Follow our practical, useful advice on steps to take when dealing with customs procedures and clearances internationally.
Show more
Import-Export glossary
This glossary explains hundreds of international business related terms. If you are unsure what an AWB is, or if you don't know the difference between an agent, a distributor or a representative, just check it in the glossary!
Show more
See the full list of our tips for exporting
Access a dozen other tips related to exporting by visiting our dedicated page.
Show all tips
Featured country
4
Germany
For the latest forecasts on the economic impacts caused by the coronavirus pandemic, please consult the OECD Economic Outlook Interim Report Coronavirus: the world economy at risk (March 2020) and the IMF's policy tracking platform Policy Responses to COVID-19 for the key economic responses from governments.Germany is...
Discover country
LATEST UPDATE Customs duties and local taxes: Customs Duties and Local Taxes have been updated for the following countries: Bolivia, El Salvador, Panama, United States, Hong Kong, Kazakhstan, Kyrgyzstan, Pakistan, European Union, France, Germany, Turkey, Botswana, Republic of the Congo, Eswatini, Lesotho, Namibia, and South Africa.
5

Creating an account

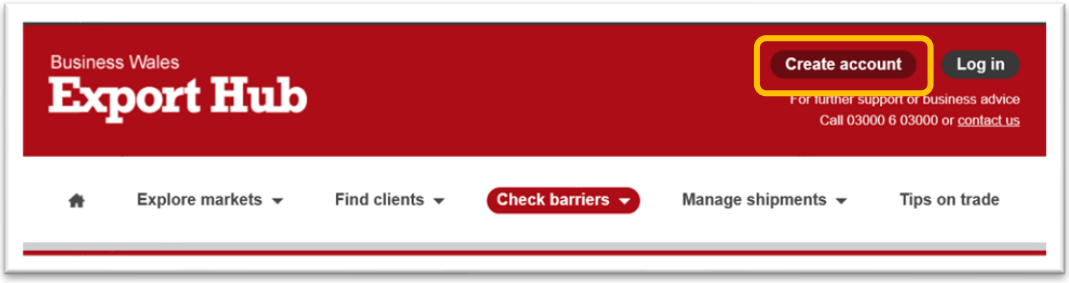
If you're a business in Wales that currently exports or is looking to export then you're eligible to use the system. There are three levels:

<u>Demo</u> – Lets you look around the site and provides limited access to some of the tools available.

<u>Full</u> – Available once you have created an account. Users can access all the tools and information bar those reserved for the premium level.

<u>Premium</u> – Access to all of the tools and features across the site.

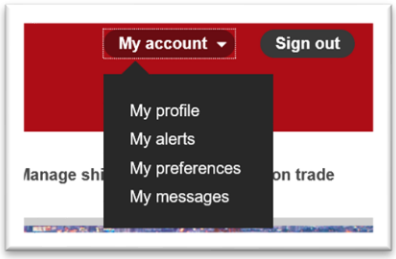
Use of the Export Hub is completely free. To gain access you just need to complete the short sign-up form by clicking on the 'create account' button in the upper right section of the page:



Simply complete the form and submit. You'll then receive a verification email which will contain a link you'll need to click to activate your account. Once you've done that your account will be live.

User preferences

Once your account is set-up you can access 'My account' to manage your alerts, modify your preferences and view messages between you and the administrator:



Sections

Below is a list of all the tools available within the four main menus, plus the Tips on trade menu, along with a short description of each:

Explore Markets

Lets you discover more about the countries and industries/products that are of interest to you.

- *Country profiles*: Find comprehensive information on 190 countries.
- *Market reports*: Search 25,000+ reports describing market trends across all industries and countries.
- *Business alerts*: Receive news updates and the latest reports on countries and industries of interest.
- *Best countries for trade*: A quick and simple wizard to identify the best countries for exporting or importing a given product.
- *Search import and export data*: Identify the value of goods between 200 countries.
- *Professional associations*: Search a database of more than 4,600 organisations across various business sectors.
- *Market trends**: Receive personalised reports related to market statistics and data on your countries and industries of interest.

Find Clients

Browse the Export Hub databases to find trade shows, importers, market places and tenders for your products / markets of interest.

- *Find counterparts*: Find counterparts in your countries of interest based on the products you buy or sell. Search over 1 million companies across 190 countries.
- *Find verified potential clients**: Find a list of verified potential counterparts using your target country, products and preferred counterpart type.
- *Trade shows*: Find upcoming international events in the sector and market of your choice.
- *Public and private tenders*: Find new business opportunities from public and private entities worldwide in a database of published public and private tenders.

- *Tender alerts*: Search a database of more than 4,600 organisations via industry and market.

- *Online marketplaces*: Find relevant online marketplaces by location and / or industry.

- *Business directories*: Identify counterparts using an extensive database of business and trade directories.

- *Professional magazines**: Ask us to identify professional magazines related to your product(s) in your target market.

Check Barriers

Get comprehensive information about taxes, customs duties, import and export controls. Check whether a potential counterpart is blacklisted. Calculate your landed cost and selling price.

- *Customs duties and local taxes*: A valuable tool to find the duties and taxes payable to the country of import when shipping a product.

- *Import controls*: Identify product specific barriers to importing into a given market.

- *Export controls*: Identify licence requirements for goods, including 'dual-use' goods that are exported from one market to any other customs territory.

- *Blacklisted companies*: Find out if a company, a vessel or an individual has been sanctioned and placed on an official restricted party list.

- *Selling price calculator – Export*: Calculation tool to help you identify the export price in your own currency. Also, build estimates of your distributors' margins and determine the approximate export selling price.

- *Landed cost calculator – Import*: Calculate a DDP (Delivered Duty Paid) price including duties, import taxes, transportation and insurance.

- *National standards**: Search for any national standard related to your product in markets of interest.

Manage Shipments

Prepare your transactions by checking compliance rules and standards for your shipments. Find your local and HS customs classification numbers, and convert your measurements to any unit.

- *Shipping documents*: Easily identify all necessary documents required to authorise the departure of goods from one country and their entry into another.

- *Labelling rules**: The Export Hub team can help you to identify any labelling rule specific to a product and country of destination.

- *Local customs classification number*: Determine a local customs classification number for any product to be imported from / exported to any country.

- *HS Customs classification number*: Identify the HS customs classification number associated with your products and services for customs around the world.

- *Currency converter*: Find currency exchange rates between 165 global currencies. This service is provided by XE and updated daily.

- *Measurement converter*: Convert units between various measurement systems.

** NB - these items are only available to users with the premium-level access.*

Tips on Trade

Export regulations and commercial customs can differ widely from country to country. The following guides will help you to better understand the international "rules of the game". The most common issues are covered here to help you to approach new markets with confidence.

- *Sustainability:* Provides information on how to integrate sustainability into export strategies and explains the actions a business needs to take to help tackle environmental and social issues relating to export activity.

- *Import-Export glossary*: This glossary explains hundreds of international business related terms. If you don't know the difference between an agent, a distributor or a representative, you'll find the answers here.

- *International marketing communications*: There are many ways to advertise your products across export markets. This guide will help you better understand the do's and don'ts and create a strong marketing strategy.

- *Business trips*: Organise your business travel; the steps to take in order to prepare yourself, how to make the most of your time away and how to follow up afterwards.

- *Online marketplaces*: The automatic service within the Export Hub offers a list of 650 marketplaces classified by continent and activity sector. The best way to launch a marketing campaign on the web!

- *Incoterms®*: How do you select the right Incoterm for a sales contract? How do you get to grips with allocating logistics costs, depending on the Incoterm chosen? Use our practical guide to improve your understanding of the principles behind Incoterms.

- *Understanding customs procedures*: Follow our practical advice on steps to take when dealing with customs procedures / clearances within the EU and internationally.

- *Preparing for a trade show*: Tips to help you optimise your presence at a trade show.

- *Preparing for an international trade contract*: A practical guide to understanding the legal framework, clauses that have to be complied with, key information to be provided, and the rules and regulations that govern international sales agreements.

- *Exporting to emerging markets*: This guide will help you to reduce the most relevant risks of exporting to emerging markets.

- *EU Import Control System (ICS)*: A description of the European ICS with compliance procedures and specific timeframes, depending on the transportation method.

- *Packing your products*: Find key information needed for packing your products, including legal and technical aspects, palettes and containers.

- *Principles of standardisation*: An overview of standardisation and how standards can be utilised as a tool to help access other markets.

- *International transport*: Find detailed information on air, sea, road and rail modes of transport.

- *Transport insurance*: Learn about the different types of transport insurance.

- *Protecting a trademark*: How to register a trademark internationally.

- *Protecting a patent*: How to register a patent internationally.

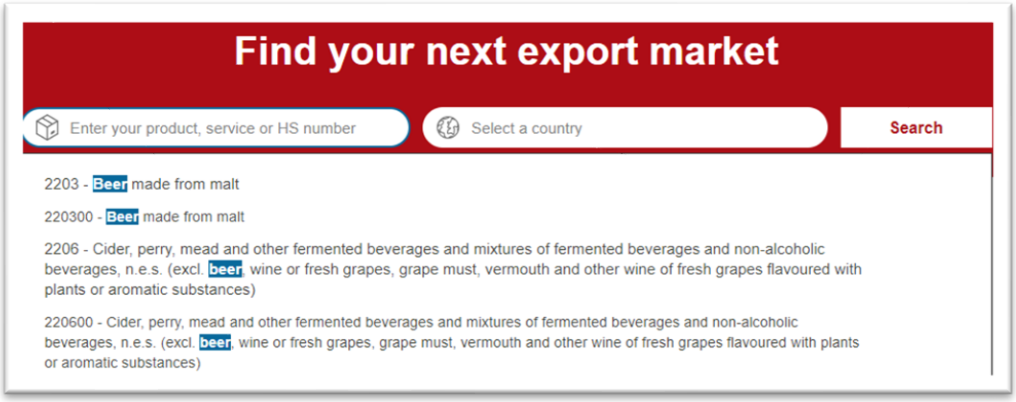
Example Scenarios

Below are a few scenarios to demonstrate some of the Hub's tools in practice. Please note – the Hub uses HS customs classification numbers (aka commodity codes) to identify products/industries.

Scenario 1: A Welsh brewer is looking to export their beer products and wants to find the most suitable market.

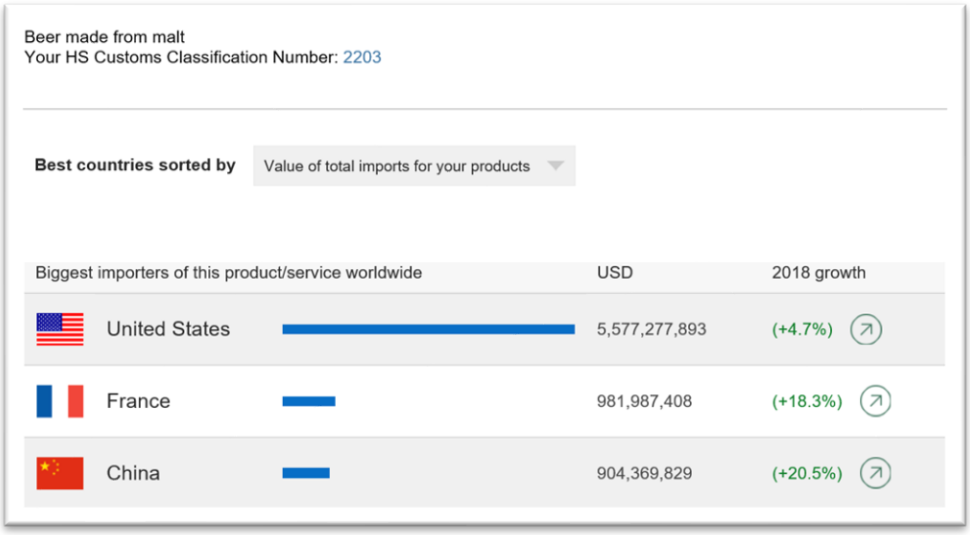
There are two ways to do this – 1) using the quick search on the home page and, 2) using the 'Best countries for trade' from the Explore Markets menu.

1. In the 'Find your next export market' quick search, the company enters their product details (they can enter the HS number if they know it (2203 in this instance) or, if not, simply type in 'beer' which then runs a search on that word).

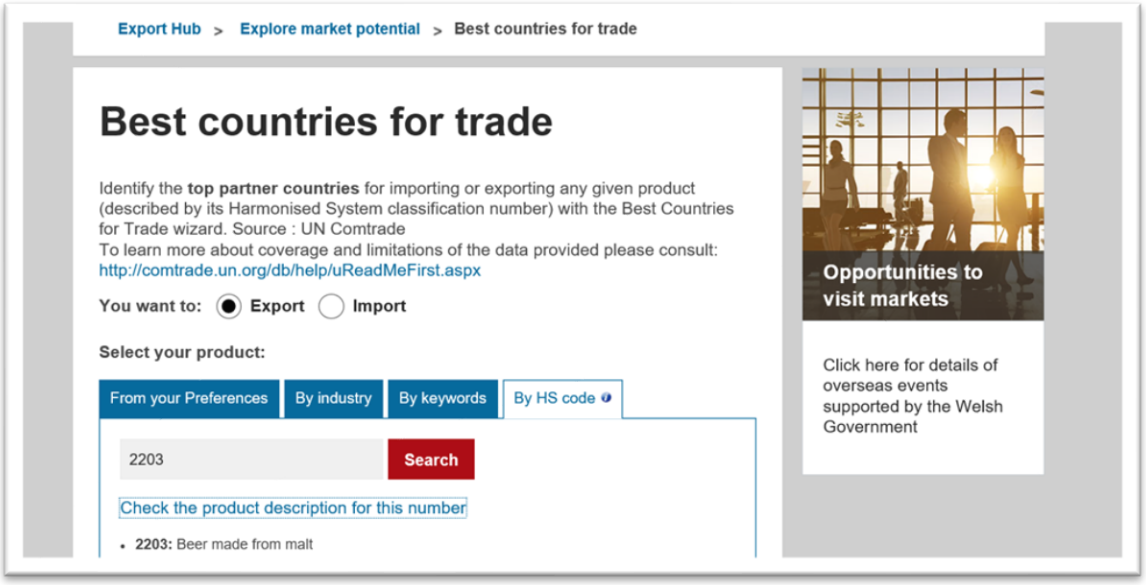


They then select 'Best countries for my product / service':

The results show that the U.S. is the clear largest global importer of beer made from malt:



2. Using the more detailed search function – Explore markets > Best countries for trade:



The company receives a more detailed response that also shows the main importers of beer from the UK as well as the top countries by import growth:

Top countries importing from the world in 2018

1. United States	5,577 million USD
2. France	982 million USD
3. China	904 million USD
4. United Kingdom	728 million USD
5. Italy	676 million USD

See More Countries

Total imports: 15,516.57 million USD

Top countries importing from the United Kingdom in 2018 Modify

1. United States	143 million USD
2. Ireland	102 million USD
3. China	68 million USD
4. France	60 million USD
5. Canada	45 million USD

See More Countries

Total imports: 645.79 million USD

Top countries by import growth* from the world

1. United States	+251 million USD
2. China	+154 million USD
3. France	+152 million USD
4. United Kingdom	+100 million USD
5. Russia	+92 million USD

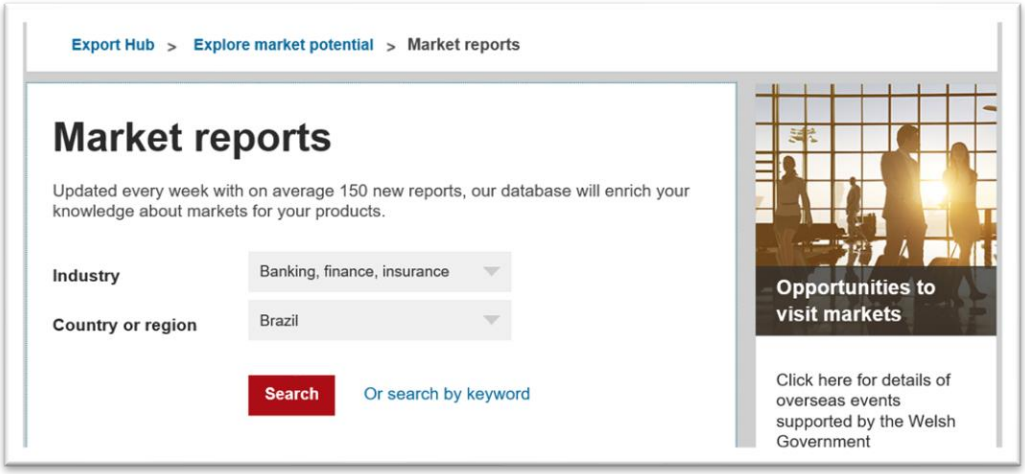
Top countries by import growth* from the United Kingdom Modify

1. Ireland	+22 million USD
2. Russia	+9 million USD
3. China	+9 million USD
4. Israel	+5 million USD
5. Spain	+5 million USD

It is clear for the company that the most favourable export market, by size, for beer imported from the UK is the U.S. followed by Ireland and China.

Scenario 2: A Welsh finance firm is looking to export its services to Brazil and wants to find out more information about the target market.

First they check out available market reports – Explore Markets > Market Reports.



Export Hub > Explore market potential > Market reports

Market reports

Updated every week with on average 150 new reports, our database will enrich your knowledge about markets for your products.

Industry: Banking, finance, insurance

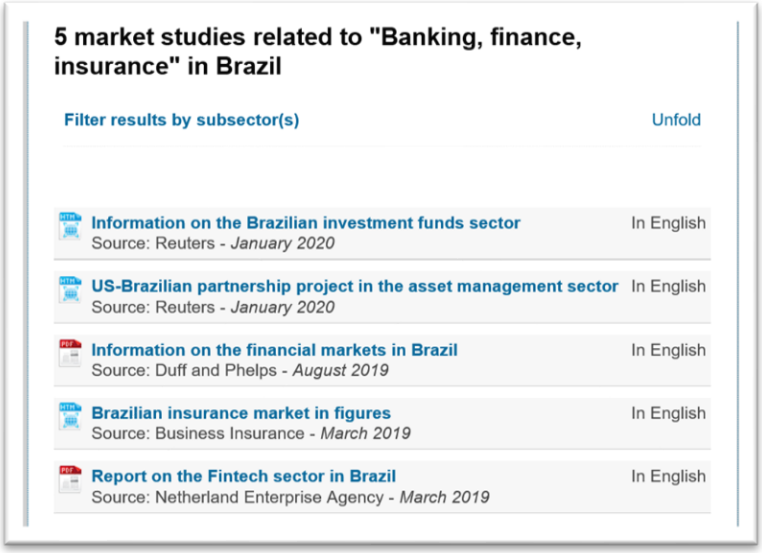
Country or region: Brazil

Search Or search by keyword

Opportunities to visit markets

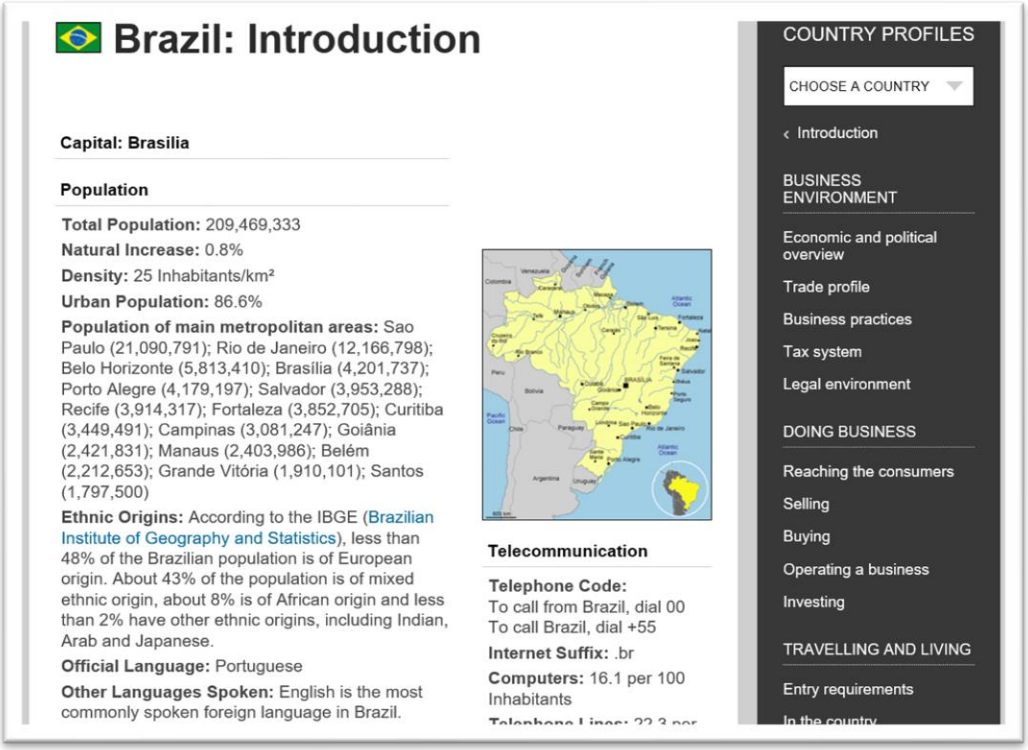
Click here for details of overseas events supported by the Welsh Government

The results show there are five market reports available on banking, finance and insurance for Brazil (the company can also create alerts to receive the latest information on the sector for Brazil – Explore Markets > Business Alerts):



(NB – some market reports will only be available in the native language of the chosen market)

Secondly, the company takes a detailed look at the market itself – Explore Markets > Country Profiles > Brazil



The sub-menus provide a wealth of information on the market of interest including a trade profile, business practices, consumer behaviour etc.

The company can also search for further information within Brazil such as available trade shows, importers and tender notices. These are all located within the Find clients menu.

Scenario 3: Company A designs and manufactures electronic aid devices for the blind. They've targeted the UAE as their next market but want to know more about exporting costs, any potential barriers and the required documentation.

The company firstly checks out the customs duties and local taxes – Check barriers > Customs duties and local taxes entering the importing country, mode of transport and customs product number (searchable on the page). The following results are provided:

Customs duties and local taxes Back to your search

Product:	9021.90.20
Description:	Optical, photographic, cinematographic, measuring, checking, precision, medical (...) es thereof Orthopaedic appliances, including crutches, surgical belts and trusses; splints (...) isability: - - - Electronic appliances for the blind

Knowledge Dirham Fee:	10 AED (PER CUSTOMS TRANSACTION OR SERVICE) Note: A Knowledge Dirham Fee of AED 10 shall be collected and added to the basic charge of every customs transaction or service whose basic charge will not be less than AED 50, including customs fines.
Innovation Dirham Fee:	10 AED (PER CUSTOMS TRANSACTION OR SERVICE) Note: An innovation Dirham Fee of AED 10 shall be collected and added to the basic charge of every customs transaction or service whose basic charge will not be less than AED 50, including customs fines.
Customs duties:	5% OF CIF VALUE
VAT:	0% OF (CIF + DUTY + EXCISE)

The company then checks whether there are any import controls in the UAE for electronic devises for the blind – Check barriers > Import controls

The results show there is one potential import control:

1 import control(s) for your product in the United Arab Emirates

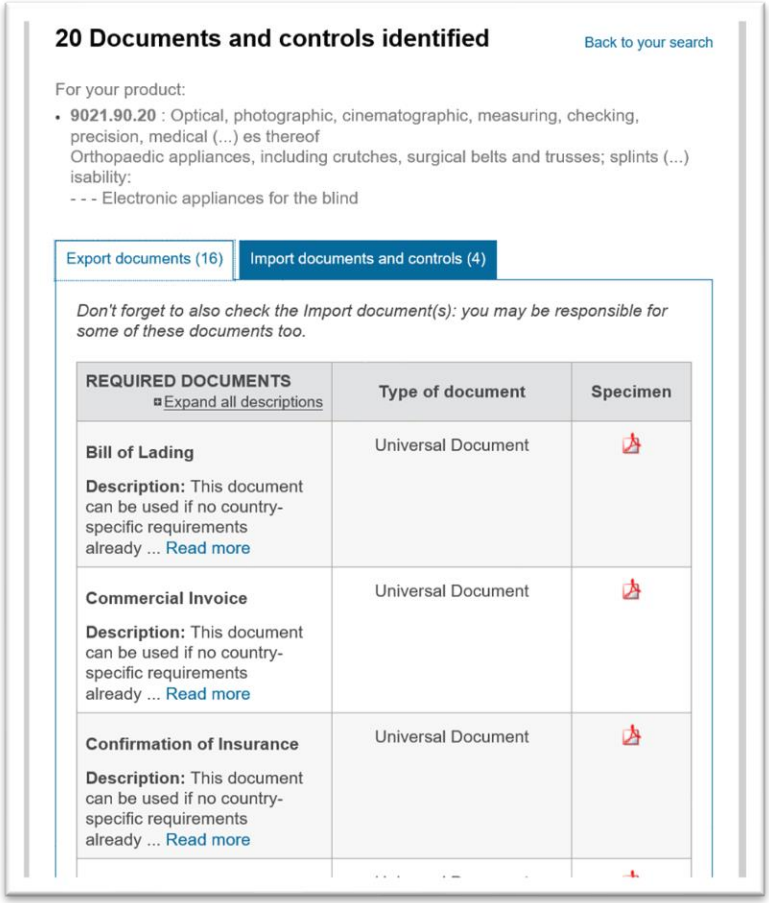
Back to your search

- **9021.90.20** : Optical, photographic, cinematographic, measuring, checking, precision, medical (...) es thereof
  Orthopaedic appliances, including crutches, surgical belts and trusses; splints (...) isability:
  - - - Electronic appliances for the blind

APPLIED CONTROLS	1 Import Control
Absolute Quotas • Based on available information no Absolute Quota applies	No control
Tariff Rate Quota • Based on available information no Tariff Rate Quota applies	No control
ADD/CVD • Based on available information no ADD/CVD applies	No control
License Requirements • Import Approval may be required Controlling Authority: Ministry of Environment and Water Scope: Diagnostic materials, equipments and veterinary requirements *Source: Abu Dhabi Customs (Restricted List)*	Controls may apply

Finally, the company wants to double check it has the necessary documentation ready for shipping of their products by sea – Manage shipments > Shipping documents

20 documents and controls are identified in total; 16 for the UK as country of export, 4 for the UAE:



20 Documents and controls identified Back to your search

For your product:

- **9021.90.20** : Optical, photographic, cinematographic, measuring, checking, precision, medical (...) es thereof
  Orthopaedic appliances, including crutches, surgical belts and trusses; splints (...) isability:
  - - - Electronic appliances for the blind

Export documents (16) | Import documents and controls (4)

Don't forget to also check the Import document(s): you may be responsible for some of these documents too.

REQUIRED DOCUMENTS Expand all descriptions	Type of document	Specimen
Bill of Lading **Description:** This document can be used if no country-specific requirements already ... Read more	Universal Document	
Commercial Invoice **Description:** This document can be used if no country-specific requirements already ... Read more	Universal Document	
Confirmation of Insurance **Description:** This document can be used if no country-specific requirements already ... Read more	Universal Document	

Scenario 4: A Welsh manufacturer designs and produces componentry for the oil and gas industry. A number of markets in the Middle East are of interest to them but they're seeking further information to help narrow down the market choice.

Using the import and export data search tool – Explore Markets > Search import and export data, the company can find out how much business each selected country is doing with the UK for their product sector:

Exports of 84 from United Kingdom to Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, United Arab Emirates

New Search

- **84** : Chapter 84 – Machinery and mechanical appliances, boilers, nuclear reactors; parts thereof

Country	Flows in USD			Evolution
	Year 2016	Year 2017	Year 2018	2018/2016
Bahrain	173,656,400	150,780,765	230,063,162	+32.5%
Iraq	43,498,247	56,092,905	55,388,420	+27.3%
Jordan	86,408,603	68,600,827	61,022,841	-29.4%
Kuwait	100,380,241	141,032,882	78,870,778	-21.4%
Oman	185,740,146	293,595,052	189,841,001	+2.2%
Qatar	1,122,784,159	1,148,410,643	1,271,445,292	+13.2%
U.A.E	3,505,796,741	3,813,534,483	3,568,514,193	+1.8%

Excel version

Source: United Nations Commodity Trade Statistics Database (UN Comtrade)
Last update: 2020

The data allowed the company to see which market is the biggest and also recent growth. They decide to focus on Qatar. As part of a three-pronged approach, they look to see:

- what business directories they can view – Find clients > Business directories
- what trade shows are planned – Find clients > Trade shows
- what tenders are currently available – Find clients > Public and private tenders (NB – the company can also register to receive tender alerts – Find clients > Tender alerts)

In Business Directories, searching for the industry, 'mechanics, machines, tools, precision' for Qatar brings up 54 directories for the company to scruitnise: (NB – the language of the publication can vary)

54 directories for: Qatar - Mechanics, machines, tools, precision

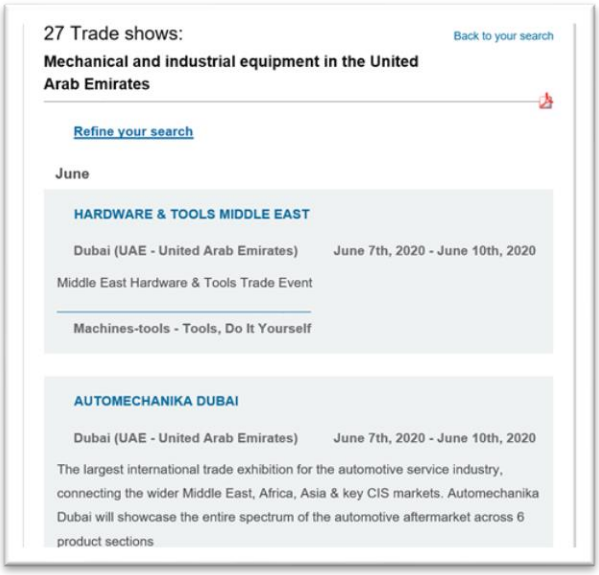
Back to your search

We have not been able to identify any directory that matches exactly with your search. However, we have compiled a list of Directories that may be relevant to your search:

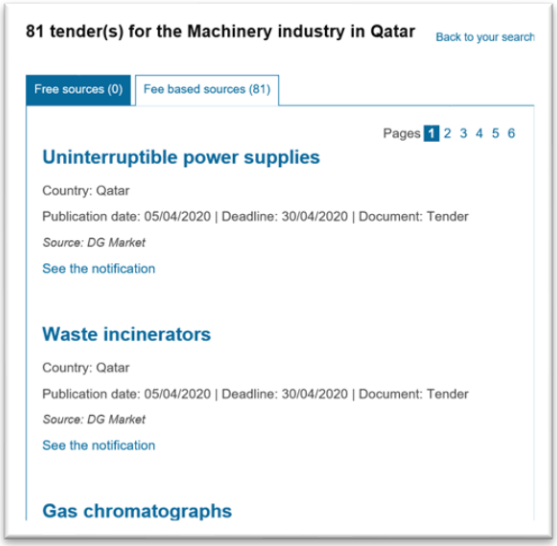
Pages 1 2 3

Directory	Zone	Industry	Language (s)
Eyoon Business directory for several countries in Africa and in the Middle East.	Qatar	All Industries	
Qatar Online Directory Database of Qatari companies.	Qatar	All Industries	
World port links - Middle East Links to major ports in the Middle East provided by Overseasmaritime.com.	Middle East	Mechanics, machines, tools, precision	
2ABP Directory of business companies in the Arab-African nations.	Middle East	All Industries	

A trade show search for the industry sector, 'mechanical and industrial equipment' doesn't bring up anything for Qatar. However, the same search for the UAE displays 27 upcoming trade shows:



The public and private tender search brings up 81 tenders currently available for their industry in Qatar:



A tender for the '*Supply Of Miscellaneous Pump Spares On Long Term Agreement Basis*' is of the most interest to the company; they decide to submit a bid.

To help the company with the pricing element of its bid, they utilise the Hub's Selling price calculator – Check barriers > Selling price calculator – Export. This tool helps a company to calculate the total export price in its own currency, based on the agreed Incoterm to be used:

Type of expenses	Values		Incoterm
Value of the goods (loaded on leaving the factory)		0	From the factory (EXW)
Cost of handling carriage before (from the factory to the port or to the airport)		0	
Fixed cost of export Customs formalities		0	
Handling costs (loading onto the airplane, the vessel or the truck in the case of groupage) in originating terminal		0	
Free on board / Free Carrier		0	FOB / FCA
Total cost of the main transport (by air, sea or land)		0	
Cost of insurance for the main transport*		0	
Cost of the Insurance and Freight		0	CIF
Cost of handling on arrival at the (air)port or bulk-breaking platform		0	
Customs duties	0 %	0	
Import taxes	0 %	0	
Cost of import Customs formalities (flat rate)		0	
Cost of carriage after (from the port (airport) to the buyer)		0	
Delivered Duty Paid		0	DDP

** based on the CIF value*

calculate

FAQs

Answers to the most commonly asked questions.

- **Do I have to be based in Wales to create an account?**

  Yes, your business, or a branch of your business, must be located in Wales.

- **I am not currently an exporter but am looking to expand my business into exporting; am I eligible for an account?**

  Yes, if you have a product / service, or are developing a product / service, that can be exported, you can create an account. Export advisors, consultants are not eligible.

- **How many levels of access are there?**

  There are three levels of access:

  Demo – Lets you look around the site and provides limited access to some of the tools available.

  Full – Available once you have created an account. Users can access all the tools and information bar those reserved for the premium level.

  Premium – Access to all of the tools and features across the site.

- **How do I get access to the premium level?**

  You will need to speak to your Welsh Government Business Development Manager and ask to be upgraded.

- **I have forgotten my username and/or password. What do I do?**

  If you cannot remember your log on details, please use the Forgotten Password option on the login page to reset. If you continue to experience problems logging in, please contact us here.

- **The link I require is broken. What can I do?**

  Whilst every effort is made to monitor the validity of any links we provide to external websites, very occasionally you may encounter a website that no longer exists. If you come across this, please notify us using our contact form.

- **How do I de-register my account?**

  Although we do not provide an option to de-register from the Portal, if you wish to cease using the portal prior at any point, please contact us using this short form.

- **How up to date is the information within the Hub?**

The content is updated once it has been received from the source provider (i.e. UN Comtrade). This is done on either a weekly, monthly, bi-annual or annual basis.

- **Who supplies the data to the Export Hub?**

  The data found on this portal is provided by a wide range of contributors. The source of data is referenced at the end of each report.

- **Who will have access to my personal and business information?**

  Your personal and business information will only be used in accordance with our privacy notice that you agreed to when creating an account. The notice can be viewed here.

- **Is the Export Hub available in Welsh?**

  The Export Hub is owned and managed by eexpand, and is not available in Welsh.

- **About eexpand**

  The Export Hub is licenced to the Welsh Government from eexpand who own and manage the Hub. The company works with organisations across the globe, helping them support companies in their region to facilitate business management, accelerate export / import operations, promote their products online and originate new business within business communities.

Help and advice

Should you have any technical issues with the Export Hub or queries regarding the content within, please use the 'contact us' form found in the top right hand corner of the page.

The phone number listed is the Business Wales helpline (NB – Business Wales will not be able to answer any questions in relation to the Export Hub).