GTA Forecasting

Extensive coverage, forecasts, and analysis of international trade and commercial freight traffic.
The GTA Forecasting provides market and business planners with in-depth analysis, historical data, and forecasts of bilateral trade between 248 countries and regions across 270 commodities and 16 key indicators (Trade Concepts).

It is an annual database with historical data from 2005, and forecast until 2030. The database is updated quarterly.

Source of data – Global Trade Atlas (GTA)

GTA is part of IHS Markit, the market-leading database for trade data includes monthly data from nearly 100 reporting countries and annual data for over 180 countries.

Get the information and insight you need to size international markets, identify global business risks and opportunities, conduct strategic planning, make confident trade and transportation investment decisions, and secure long-term competitiveness.

- Plan competitive strategies by identifying when specific country and commodity trade will rebound
- Uncover risks and opportunities by analysing and comparing target markets
- Understand market trends and the economic factors driving them
- Understand factors that could impact economic development and infrastructure plans
- Conduct product line forecasting and benchmark performance
Empower Your Decision Making!

How can the GTA Forecasting help you?

**Investment Assessment**
Determine capital investments to make in order to meet future demand

**Competitive Analysis**
Check what share of the market are you not controlling yet

**Marketing and Sales Management**
Define where and how to target your sales efforts - by geography and by commodity
  - Segment your market better and identify new opportunities

**Planning/Strategic Planning**
Find opportunities for service expansion and new revenue
  - Spot areas of recovery or strong growth
  - Determine supply/demand imbalances that impact rates
  - Estimate future budgets and revenues
  - Plan fleet or infrastructure investments

**Demand Forecasting**
Test if the demand is strong enough to yield a strong return on your investment

**Service Deployment Analysis**
Find out in which route and commodity combinations are existing and potential customers seeing growth
  - Determine how to optimize vessel allocation and fleet makeup
GTA Forecasting supports your business needs across industries and around the world
GTA Forecasting Features

Extensive historical database and forecasts
- Historical Database sourced in Global Trade Atlas
- Quarterly updated annual historical data and forecasts ranging from 2005 to 2030
- Bilateral trade between 248 countries and regions, across 270 commodities and 16 key indicators
- Data are carefully cleaned, processed and standardised to consistently cover all countries across all commodity categories and indicators
- Missing data for Tonnage are estimated
- Forecast is produced by commodity-specific and country-specific export and import global trade models
- Historical real values and a set of macroeconomic indicators from IHS Markit’s Economics & Country Risk division are input into the forecasting model
- An ARIMAX model with Principle Components
Analysis is used to perform the forecast

Easy access to data, analysis and visualizations
- Access GTA Forecasting data via Data Browser on Connect platform, our user-friendly, web-based interface
- Select countries, commodities and indicators; create your own customized regional and commodity aggregates and download your data in Excel format
- Use our GTA Forecasting dashboard with trade visualizations, methodology documents, service bulletins and macroeconomic drivers

Analysis and commentary
- Trends in the World Economy and Trade is a quarterly report that provides an overview of trade and transportation trends and outlooks focusing on the world economy, commodity prices, trade demand, seaborne trade, containerized trade, quarterly trade forecasts, and historical data and forecast revisions
- Headline Analysis cover important trade and transportation events that occurred recently with a focus on international trade relations, along with trade regulatory issues
# Trade Concepts in GTA Forecasting

<table>
<thead>
<tr>
<th>Nominal Value</th>
<th>Value of trade in US dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Value</td>
<td>Value of trade in prices form year 2010</td>
</tr>
<tr>
<td>Total Trade Tons</td>
<td>Value of trade</td>
</tr>
<tr>
<td>Airborne Trade Nominal Value</td>
<td>Value of trade that is via air</td>
</tr>
<tr>
<td>Seaborne Trade Nominal Value</td>
<td>Value of trade that is via sea</td>
</tr>
<tr>
<td>Overland/Other Trade Nominal Value</td>
<td>Value of overland trade and special cases of self-propelled vehicles</td>
</tr>
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</tr>
</tbody>
</table>

| Dry Bulk | Loose/dry cargo tonnage. Seaborne trade only |
| Liquid Bulk | Liquid cargo tonnage. Seaborne trade only |
| General Cargo | Cargo transported not in bulk or containers. Seaborne only |
| Containerized Tons | Tons of cargo transported in Containers |
| 20 ft. Containers | Number of 20 ft. Containers. Seaborne trade only |
| 40 ft. Containers | Number of 40 ft. Containers. Seaborne trade only |
| TEUs | Twenty-foot equivalent units. Empty TEUs are not included. Seaborne trade only |
GTA Forecasting was formerly known as World Trade Service

About IHS Markit

IHS Markit (NYSE: INFO) is a world leader in critical information, analytics and expertise to forge solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 business and government customers, including 80 percent of the Fortune Global 500 and the world’s leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

For more information visit ihsmarkit.com/GTAForecasting