Sources of International Market Information

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Version 1. October 2010

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Introduction

This list of sources on the international market information has been compiled for the course: Applied Market at the 2nd part of HD Marketing Management in Autumn 2010. This is a reworked and updated version of the list published in section 6 and 7 of the chapter "Desk Research and Market Intelligence" in "Marketing Case Collection - information searches, international cases, domestic cases" by Flemming Cumberland (eds) (Publisher: Samfundslitteratur, 2nd ed. 2003).

The list of sources has been produced as a clickable pdf file, but since we intend to maintain the list and regularly add important new resources, we will subsequently present the material on the CBS Library's web pages in a more appropriate manner.

This list identifies relevant sources, in particular with statistical and factual information on countries, markets, companies / competitors and consumers. It only reports sources that are available on the Internet. Sources exclusively available to CBS students are marked with an icon:

In such cases a link to a detailed description of how to get access to the resource is indicated – e.g. via remote access, only on campus option, etc.

Besides the sources mentioned in this source collection, the best place to get started with the information and literature search is at the CBS Library's web pages, via the catalogue (http://libcat.cbs.dk/F?RN=970243499&func=file&file_name=find-b&con_lng=ENG) or e-resources (http://www.cbs.dk/en/Library/Search-the-library/E-resources).

The list has been compiled jointly by Karen Larsen and the CBS Library (Lars Nondal, Erik Sonne and Listelotte Brandstrup).

Thanks to Patrycja Kubacka Dahl for translation, editing and lay-out.

Version 1. October 2010

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1 Sources of international market information

1.1 Country information

In this section we present a number of sources of information about countries with emphasis on sources with quantitative or statistical evidence.

Starting Points:

A quick way to find domestic sources for a particular country is through one of the following services:

- Statistics Denmark (http://www.dst.dk/links) A collection of links to statistical sources from other countries, EU and international organizations.

General country descriptions:

Below follows a description of a few of the relatively large number of resources available on the Internet that contain country descriptions in textual form and in figures.

  EIU, a publisher of the weekly magazine the Economist, has over the years been responsible for the release of a number of publications with country information. Two of these are accessible via the CBS Library e-resources:

  - Country Profiles: contains reports on more than 190 countries. The reports are published once a year.
  - Country Reports: also contains reports on more than 190 countries. These reports are published four times a year – however, they are regularly supplied with minor updates– ("Updater").

Both publications provide a good political and economic overview of individual countries. However, it is not possible to search across the reports and thus compare figures for several countries. Available document formats are html and pdf.
• **Business Source Complete**
  
  [http://www.cbs.dk/bibliotek/soeg_i_biblioteket/e_ressourcer/baser_alphabetisk/business_source_complete](http://www.cbs.dk/bibliotek/soeg_i_biblioteket/e_ressourcer/baser_alphabetisk/business_source_complete)

  This database provides access to country reports from sources such as WEFA, Country Watch, EIU and the ICON Group. Some of these reports include even more comprehensive reports on political and cultural aspects than those of EIU.

• **OECDiLibrary**
  

  Access to the OECD’s extensive collection of publications and statistics. Its menu section “Annuals and Outlook” provides access to well-known publications such as “OECD Economic Outlook” and “OECD Economic Surveys”, which include extensive descriptions of more than 35 countries.

• **Eurostat**
  
  ([http://ec.europa.eu/eurostat](http://ec.europa.eu/eurostat))

  Database and access to publications with comparative figures for all EU and candidate countries.

• **World Bank**
  

  Database with tables and economic and social indicators for the world’s countries and regions.

• **BBC Monitoring Country Profiles**
  
  ([www.monitor.bbc.co.uk](http://www.monitor.bbc.co.uk))

  Fact loaded overview of the countries from around the world. The site includes links to news stories about those countries and an overview of media sources and other relevant sites.

• **CIA World Fact Book**
  

**Country descriptions with focus on business, market and industry conditions:**

• **Market and industry information from The Danish Trade Council**
  
  ([http://www.um.dk/da/menu/Eksportraadgivning/](http://www.um.dk/da/menu/Eksportraadgivning/)

  This site gives access to market information from about 60 of the countries that make up Denmark’s main export markets. It contains information about market conditions and market opportunities in each country. In addition to country profiles, the site provides access to industry-related articles (sector analysis), and news. The sectors are divided into 9 categories: building and construction; food, agriculture and fisheries; industrial machinery, IT and telecommunications, environment and energy;
furniture, textile / apparel and gifts, health, medical and biotech, services, economy and development. Furthermore, there is also access to a wide range of information such as export figures, information on duties, tariffs and trade barriers and addresses of the Trade Council offices overseas. Based on the information available, you can print your own market report.


- **GMID, Global Market Information Database** ([http://www.cbs.dk/Bibliotek/Soeg-i-biblioteket/E-ressourcer/Baser-alfabetisk/Global-Market-Information-Database-GMID](http://www.cbs.dk/Bibliotek/Soeg-i-biblioteket/E-ressourcer/Baser-alfabetisk/Global-Market-Information-Database-GMID)) GMID base is particularly famous for its market analysis within FMCG (Fast Moving Consumer Goods). However, the database also provides access to lifestyle analysis (Consumer Lifestyles) on more than 80 countries. In addition, the section "Country Factfile" provides demographic, economic and consumer data from more than 200 countries. See more about GMID in Section 1.3.


- **Ebusiness Forum / Global Technology Forum** ([http://www.ebusinessforum.com/index.asp?layout=channelid_6&channelid=6&title=Global+Technology+Forum++Doing+ebusiness+in](http://www.ebusinessforum.com/index.asp?layout=channelid_6&channelid=6&title=Global+Technology+Forum++Doing+ebusiness+in)) This site looks at the business-related and legal aspects of e-business in nearly 70 countries. The EIU (Economist Intelligence Unit) is behind the content of macroeconomic data, Internet statistics, news, etc. for individual countries. The service is free, however, it contains links to other EIU’s award-winning resources.

This portal from IPAnet Foreign Direct Investment gives access to country and industry information. The portal provides access to reports, etc. on investment climate and business opportunities in emerging markets.

1.2 The foreign market in figures

Useful, timely and validated figures on the size of the market are generally difficult to find. To determine the size of a foreign market, it is recommended to go to the relevant national statistical agency, through one of the links presented here at the beginning of the section 1.1. For a list of statistical agencies go to: (http://www.dst.dk/library).

It is however not always possible to find equally detailed figures on production, imports and exports as those provided by the Statistics Denmark.

Many statistical agencies publish detailed statements, but often foreign trade and production statistics are compiled according to different classifications (nomenclatures). Furthermore, many international statistical publications are less detailed on the product side than those from Denmark. Thus, calculations of the size of the market through these publications, will typically be based on somewhat less detailed product classifications or at the industry level.

The only database that meets the requirements to use the same nomenclature for both import, export and production of goods that makes it possible to calculate the sale or supply, is Eurostat’s database EUROPROMS. See below.

A few other statistics providers such as FAO also use the same nomenclature for production and foreign trade statistics, but only cover agricultural products.

Product level

To read a description of the nomenclatures used for the statistics, see section 2.

- **External trade detailed data (Comext) / Eurostat**
  (http://epp.eurostat.ec.europa.eu/portal/page/portal/external_trade/data/database)
  Eurostats Comext database with detailed data on the EU countries’ foreign trade by trade partners, and 2,4,6 and 8-digit HS / CN and SITC product group codes. Data are published monthly and for each product there is data on the value (in Euros) and quantity (tonnes).

- **Statistics on the production of manufactured goods (Europroms)/ Eurostat**
  (http://epp.eurostat.ec.europa.eu/portal/page/portal/prodcom/data/database)
  Comaparative data on production in EU countries of approx. 3500 products according to the PRODCOM classification. It also contains data on import and export according to PRODCOM, so it is possible to estimate the market supply.

- **Foreign trade by commodities / OECD**
Here it is possible to obtain data on the fully developed 5-digit SITC product codes. Search tip: Search ‘SITC' in the search box.

- **International trade and tariff data**
  (http://www.wto.org/english/res_e/statis_e/statis_e.htm)
  International trade statistics by commodities and regions.

- **International trade statistics / International Trade Centre (UN og WTO)**
  (http://www.intracen.org/tradstat)
  Here it is possible to run reports that show all countries' trade on a single commodity code or a single country’s trade on all items. Annual data on 2- or 4-digit HS codes.

- **Commodity trade statistics database (Comtrade) / United Nations**
  (http://comtrade.un.org/db)
  Annual data on import/export from around the word in HS- or SITC nomenclatures. Alternatively, a link with data from 1988.

- **UNCTAD Handbook of Statistics On-line**
  (http://unctadstat.unctad.org/ReportFolders/reportFolders.aspx)
  Statistics on international trade in goods and services.

- **Industrial Commodity Statistics Database / United Nations**
  Contains data on industrial production by ISIC industry codes.

- **Food and Agriculture Organization of the United Nations (FAO)**
  (http://faostat.fao.org/default.aspx)
  Here it is possible to search all of FAO’s statistical databases with annual data on trade in agricultural-, fishery- and forest products worldwide, as well as production of crop and animal products.

- **Market access Database / European Commission**
  (http://madb.europa.eu/mkaccdb2/indexPubli.htm)
  Contains a "Statistical database" with tables on the EU’s trade with the rest of the world by HS and CN classifications. The site also contains country profiles covering general aspects of trade policy, trade barriers, applied tariffs, etc.

- **World trade indicators / World Bank**
  This database allows you to compare and rank countries’ trade policies. Approximately 200 countries are assed in respect to trade barriers and incentives.
Industry level

There are following sources on decidedly industry level:

- **Structural business statistics database/ Eurostat**
  Annual data on EU countries’ enterprises, contains tables on the number of enterprises, turnover, employment, etc. according to NACE classification. The publication: “European Business: Facts and figures” provides an overview of the industries.

- **OECD STAN database for industrial analysis**
  Contains figures on production, import and export by ISIC industry codes.

- **INDSTAT / UNIDO**
  A database that contains tables from countries all over the world on the number of enterprises, employees, value added, etc. for various industries by the ISIC industry codes.

Databases (via CBS E-resources)

There are also a few private companies that publish databases with data on total sales / consumption of products and product groups in different countries.

- **GMID, Global Market Information Database**
  In the Global Market Information Database, you can find market statistics and market reports including data on market share. It is possible to search by industry, i.e. Automotive, Clothing, Food, etc. Each branch is subdivided, for example clothing is divided into men's outerwear, women's outerwear, children’s wear, etc. It is also possible to download individual statistics for each subcategory and to compile statistical reports limited to data and years of one’s interest, and to retrieve reports on the size of the market. For a further description of the contents of GMID see Section 1.3

1.3 The foreign market - textual information
It is recommended to search for textual information about foreign markets through the general literature search in the CBS Library's databases and the Internet. However, it can often be hard to find titles on the specific products and markets in other countries, so below follows a presentation of a number of valuable sources.

Various international consultant and analytical agencies publish very expensive market research reports particularly on international markets - and to a lesser extent on the Danish market. As the Danish or for that matter, the Scandinavian market is relatively small in the international context, it is often only possible to find data on the larger European countries, while the information on the Danish or Scandinavian conditions are more difficult to retrieve. Therefore, it is often easier to find information about companies' relative market shares in for example Great Britain or Germany than in Denmark.

Because these publications are often very expensive, the CBS Library has access to only a few bases of this kind.

**Market reports (via CBS e-resources)**


  - **Industries:**
    The contents of GMID primarily comprises the market for consumer goods or the so called fast moving consumer goods (FMCG). However, there are also reports on service industry that cover anything from “Alcoholic drinks” to “Travel & Tourism”. Geographically, the reports are both global, regional and local in their perspective. The data is fairly updated.

  - **Consumers:**
    There are also many reports that more specifically examine consumers. "Consumer Lifestyles Reports" review and analyse elements such as education, purchasing behaviour, eating and clothing habits, etc. in more than 70 individual countries, giving a good overview of consumer lifestyles in each of them.

  - **Companies:**
    It is possible to search for company profiles and access reports on companies’ activities in a particular country. One can search for companies that are national brand owners or global brand owners. The database also allows for searching for specific brands and estimate their market share.

  - **Geographies:**
The database provides access to information on a wide range of countries. It is possible to search for groups of countries such as EU, BRIC, ASEN, etc.

  Market reports on market trends in aerospace and defence, energy, biotechnology, telecommunications, information technology, transportation, electronics, and semiconductors.

  Contains international market reports in the following areas: Consumer goods,
An advantage of this database is that it provides access to complete stockbroker reports from more than 500 brokers around the world. The main focus is on reports about the individual publicly traded companies, but there are also a number of reports on industries and markets.


  This database has a very broad spectrum of content. It ranges from country and company reports to news, market and industry reports. Particularly characteristic for this base is its focus on the so-called emerging markets (emerging economies) such as China, India, Brazil, South Korea etc.

Markeds- og brancheinformation fra Danmarks Eksportråd
(http://www.cbs.dk/bibliotek/soeg_i_biblioteket/e_ressourcer/baser_alfabetisk/markedsoebrancheinformation_fra_danmarks_eksportraad) Access to market information from about 60 of the countries that make up Denmark's main export markets. It contains information on market conditions and market opportunities in individual countries and detailed descriptions of the selected sectors. Also discussed in Section 1.1.

Articles (etc.) containing market information

Encyclopedia of Global Industries (via Gale)
(http://www.cbs.dk/en/Library/Search-the-library/E-resources/Baser-alfabetisk/Encyclopedia-of-Global-Industries) provides an overview of the industrial and service sectors at the global level (see Section 2), chronicles the history, development and current status of the world's most lucrative and high profile industries. Each entry covers size and economic/social impact of the industry; its organization and structure, history and development. In addition, entries cover major countries and companies involved in each industry (including rankings) and contain a brief reference list.

Encyclopedia of American Industries (via Gale)
(http://www.cbs.dk/en/Library/Search-the-library/E-resources/Baser-alfabetisk/Encyclopedia-of-American-Industries) gives an overview of the industrial and service sectors in the U.S. (see Section 2). More specifically, it contains more than 1000 detailed profiles of manufacturing and service industries of American Business. Each industry profile begins with a brief overview of the industry and is
followed by a more detailed description of the industry's current size and status, its structure, history and background information. Furthermore, there are entries on technological developments and trends within the industry and short descriptions of the leading companies. Entries contain a brief reference list for further reading.

- **European business - fact and figures**
  (http://epp.eurostat.ec.europa.eu/portal/page/portal/european_business/publications/facts_figures) Contains and overview of industries in EU-member countries according to NACE classification (see section 2).

- **WARC**
  (http://www.cbs.dk/en/Library/Search-the-library/E-resources/Databaser-forside/Articles-and-e-journals/articles-and-e-journals/World-Advertising-Research-Center-WARC) A database covering the field of marketing, advertising and media. In addition to articles, case studies, working papers and statistics, there are also articles on market trends and development.

- **Factiva**
  (http://www.cbs.dk/en/Library/Search-the-library/E-resources/Baser-alfabetisk/Factiva) A database containing business information from newspapers, academic and trade journals and industry magazines from around the world and in many different languages, as well as financial information, also known as Company Snap Shot, on publicly traded companies. A good place to find the latest news on a specific industry. For a detailed description of Factiva see Section 1.5.

Access to about 9,500 journals in full text covering all areas of business, management, etc. It is possible to find market reports, SWOT analysis and articles on a wide range of business and management topics.

• **Business & Company Resource Center, BCRC** *(http://www.cbs.dk/en/Library/Search-the-library/E-resources/Baser-alfabetisk/Business-Company-Resource-Center)* Database with possibility to search the business or industry by NACE / SIC codes. Here you can among other things retrieve articles from professional economic journals, including industry magazines, as well as obtain business and market information, including rankings, brands and business history.

**Market reports on the Internet**

• **Marketresearch.com** *(www.marketresearch.com)* Internet database that does not require subscription. Here it is possible to buy the whole report or individual chapters / tables from reports compiled by various analytical and consulting firms.

**1.4 Competitors in foreign markets - who are they?**

There are various tools that can be used to identify competitors in foreign markets. The most comprehensive and systematic tools are typically in the form of commercial databases with company information.

There are also a number of national directories and business directories on the Internet. Characteristic of the latter is that they can be difficult to assess in terms of content for example, in relation to their coverage. However, they have the advantage that they typically are freely available on the Internet. A third option is to go to the national industry organizations websites and look for member lists, etc.

**Company databases**

Characteristic of company databases is that they allow for carrying out precise searches based on a wide range of search criteria. Thus, their consistent use of product and industry codes proves very useful when it comes to locating competitors in foreign markets.

Contains information on over 65 million companies from around the world and from all industries. Includes information on individual companies by industry codes on accounting, management and ownership, subsidiaries, etc. This database can be used to extract information about individual companies and to define specific groups of firms based on criteria such as industry, geographical location, number of employees and turnover size. It is possible to define a search by using almost 100 different criteria. As for industry codes, it is possible to search both by a number of national industry codes (or classifications) and supranational codes such as NACE and NAICS (see Section 2).


  Country and company information about 80 countries from Latin America, Central and Eastern Europe, Asia, Australia, Africa and Middle East. This database allows you to identify companies using industry codes (NAICS nomenclature). A major strength of this database is its focus on companies and countries from the non-Western world including the so-called BRIC countries, i.e. Brazil, Russia, India and China.

- **Kompass** (http://www.cbs.dk/en/Library/Search-the-library/E-resources/Baser-alphabetisk/Kompass)

  Company guide with information on more than 2.8 million companies from 64 countries worldwide in the B2B (business to business) sector. The database does not cover retail trade. The information in Kompass is based predominantly on companies' own reports. The database allows search by company name, contact person, brand name and products / services. Thus it is possible to search over 1 million brand names.

  A major strength of the Kompass is its comprehensive classification system that contains more than 53,000 products and services. For comparison, even the most developed industry classification system covers less than 1000 classifications. It is also possible to search for companies using standard industry code systems such as NACE, NAICS and SIC. (see Section 2)


  GMID base is best known for its data, information and analysis within the “fast moving consumer goods (FMCG). In the section Company Profiles, it is also possible to locate companies in specific product groups and industries that correspond to the base´s focus on FMCG sector. For example, it is possible to find information on corporate brands, market shares etc., for a wide range of businesses. Furthermore, there is access to company profiles.

**Company directories**
It is important to emphasize certain reservations in the use of the free business directories. One should not expect that they include all firms within individual industries / activities. Furthermore, these directories are first of all advertising tools for businesses, and are only then to be considered a systematic business register. The advantage is however, that it's fast and free to use them and that they provide a first glimpse of some of the competitors.

- **Europages** ([http://www.europages.co.uk/](http://www.europages.co.uk/))
  Directory with more than 1.5 million European companies. It contains information about address, telephone number, fax number, email, website etc. It is also possible to locate businesses within business sector.


- **Free Directories** ([http://www.freedirectories.com/](http://www.freedirectories.com/))
  Both of these web pages contain references to directories and databases that are freely available on the Internet. It is possible to limit search by industry / activity and geographical location.

- **KellySearch** ([http://www.kellysearch.co.uk/](http://www.kellysearch.co.uk/))
  Contains more than 2 million companies from Britain, Europe, Asia and Africa.

- **China Business World** ([http://www.cbw.com/](http://www.cbw.com/)) An example of a country-specific Internet resource containing numerous links to business directories such as: **China Market** ([http://en.trade2cn.com/index.html](http://en.trade2cn.com/index.html))

- **Official commercial registers** ([http://www.commercial-register.sg.ch/home/worldwide.html](http://www.commercial-register.sg.ch/home/worldwide.html))
  Many countries provide Internet access to information on business registrations. However, the volume of company information, that can be downloaded from these official records vary greatly from country to country.

**Industry Organizations**

As previously mentioned, one can find a great amount of relevant competitor information on the websites of various trade associations and chambers of commerce in the form of member surveys, directories, etc.

- **FITA – Federation of International Trade Associations** ([http://fita.org/index.html](http://fita.org/index.html))
- **World Chambers** ([http://www.worldchambers.com/](http://www.worldchambers.com/))
- **Eurochambers** ([www.eurochambres.eu](www.eurochambres.eu))

These are good places to start to locate trade associations, exporter guides and directories.
Alternatively, you can try one of the search engines on the Internet. A few search examples in Google (http://www.google.com) could be:
- Automobiles directory Germany
- Windmills export directory

1.5 Competitors in foreign markets - textual information.

Books, reports, newspaper articles and other sources of text relating to foreign companies may be found by standard literature and information search using CBS Library’s catalogue (http://www.cbs.dk/en/Library/Search-the-library) and e-resources (http://www.cbs.dk/en/Library/Search-the-library/E-resources).

It is also possible to use sources described in Section 1.3 - The foreign market – textual information. Many of these sources provide - in addition to describing the market in general - information about the key players in the market, including competitors.

There are many different types of sources containing information about the foreign companies, such as for example case studies in books and journal articles, graduate theses, newspaper articles, business portraits (Company Profiles), company reports, articles in industry magazines and corporate websites. On corporate websites, one can find press releases, annual reports, historical data, product descriptions, job advertisements etc.

Below follows a brief presentation of some information resources that include information about foreign companies. The list covers both the electronic resources that require access via CBS Library’s e-resources and free Internet resources.

- **Factiva** (http://www.cbs.dk/en/Library/Search-the-library/E-resources/Baser-alfabetisk/Factiva)
  This database contains information retrieved from approx. 1,200 newspapers, 6,500 magazines, academic and trade journals, and 350 news bureaus. The source covers 118 countries in approx. 22 languages.
  With such a comprehensive content, it is important to define a search either by using multiple keywords (a Boolean search), or chronologically or by searching specifically on the company name (in Company Register) or a specific industry (in Industry Register). You can also limit your search to particular sources (e.g. a specific newspaper or magazine) or groups of sources (e.g. publications specifically on the automotive industry - automobiles).
This database allows for a free text search by using Boolean operators in the "Free text" field. Search delimited to specific period of time is possible in the "Date" box, whereas in the "Source" field it is possible to limit the search to certain sources (newspapers, trade magazines, news agencies, etc.). Via the "Company" - and "Industry" – fields, it is possible to limit the search to information about specific companies and industries.

In the Factiva database, there is furthermore access to financial information, etc. on approx. 23,000 listed companies worldwide via the module "Companies / Markets".


  In this base, it is possible to search for company information from more than 9,000 journals. In addition, there is access to a wide range of the so-called Company Profiles (among others from Datamonitor) that can be found through **Company Profiles** field:
  This e-resource (also referred to in Section 6.4) contains country, market, industry and company information from approx. 80 countries from Latin America, Central and Eastern Europe, Asia, Australia, Africa and Middle East. A major strength of this database is its focus on companies and countries from the non-Western world including the so-called BRIC countries, i.e. Brazil, Russia, India and China. ISI has a search function "Companies" with "Company Profiles" from a variety of providers, "News", accounting information and (if obtainable) the annual reports of individual companies. It is furthermore possible to locate competitors at the industry level.

  It offers investment reports, broker reports and analytical reports on listed companies from around the world.

  Contains description of historical background of approx. 8,500 businesses with reports on mergers and acquisitions, description of changes in the structure and management over time as well as financial results. In addition, it contains the list of main competitors and bibliography.

In several other e-resources available through CBS Library ([http://www.cbs.dk/en/Library/Search-the-library/E-resources/Databaser-forside/Industries-markets](http://www.cbs.dk/en/Library/Search-the-library/E-resources/Databaser-forside/Industries-markets)), it is also possible to find specific company information, e.g. in GMID (Global Market Information Database also referred to in section 1.4), Frost & Sullivan and Business Insights. The three e-resources primarily publish market and industry information, however the individual reports typically contain at least some company information in the form of
descriptions of the leading players in specific industries, estimates of their market share, forecasts, etc.

- **Corporate information** ([http://www.corporateinformation.com/](http://www.corporateinformation.com/)) Contains data on more than 30,000 companies from 55 countries. The basic information is free, whereas the more detailed data requires a subscription.

### 1.6 Competitors in foreign markets - accounting and financial data

Accounting and financial information on listed companies is often found on their own websites. It is also possible to obtain such data from various databases.

**Financial databases:**

  Financial database with information on over 65 million companies worldwide, including banks and insurance companies. There is accounting information dating 5 years back for the individual companies and 10 years for the listed businesses. Besides figures, this database base also contains information on industry codes, industry descriptions, management and ownership information and subsidiaries. In conjunction with Orbis, one can search for information on takeovers, mergers and IPOs via Zephyr database. It is possible to print and download reports on businesses and make “Statistical Analysis” and “Peer Analysis”, i.e. compare a given company with similar companies / competitors.

  There is basic data on each company included in the database, e.g., quarterly reports, annual reports, key financial figures, market data / share prices, fillings/stock exchange announcements, etc. Here too, it is possible to generate a ‘Peer Analysis’, i.e. compare a particular company with similar companies / competitors. This database covers all U.S. publicly traded companies, all foreign companies listed on a U.S. stock exchange and listed companies from the rest of the world. It includes data from such bases as World Alive (12,000 companies), Extel Cards and Edgar. The other business bases with accounting and financial information include ThomsonOneBanker, Investext Data and ISI Emerging Markets. All of these are accessible via CBS Library’s electronic resources.

**Stock Prices (Market Data):**

Stock prices can be found either directly on the stock exchanges' websites or on a variety of financial news services, however it is often only possible to find the most actual rates while the historical data is more difficult to obtain. Here you are better off with financial bases by companies such as ThomsonOneBanker:
• **Yahoo Finance** ([http://uk.finance.yahoo.com/](http://uk.finance.yahoo.com/))
  This is the URL for the UK version of Yahoo Finance, but the site also provides links to similar Yahoo Finance sites worldwide. The British edition covers the major European stock markets. To some extent there is also access to historical data (about 6 years back), annual reports, etc., and it is possible to export data to Excel.

• **Big Charts** ([http://bigcharts.marketwatch.com/](http://bigcharts.marketwatch.com/))
  This free service is not as comprehensive in its coverage as Yahoo Finance, however, for those markets it covers, it contains better historical data. The search function "Global Symbol Lookup" ([http://bigcharts.marketwatch.com/symbollookup/symbollookup.asp](http://bigcharts.marketwatch.com/symbollookup/symbollookup.asp)) provides an overview of the “Big Charts” coverage.

**Financial reports (annual reports, etc.):**

As mentioned, the amount of information available is far greater for listed than for unlisted companies. Similarly, the volume of information available typically shrinks the smaller the company, and when the company is privately held rather than a registered company. An example of this "information logic" is the access to annual reports. With publicly traded companies, the reports will typically be found on their websites or through a series of free Internet resources (see below). With listed companies, one is often recommended to access the information through company databases or - against payment - to buy the annual report from a supplier. Privately held companies usually do not submit annual reports.

• **Corporate Information** ([http://www.corporateinformation.com/](http://www.corporateinformation.com/))
  Contains snapshots of over 31,000 listed companies worldwide. There is also access to various rankings of companies. Free to use, but requires registration.

• **Hugin Online** ([http://www.huginonline.com/hol/homepage.faces](http://www.huginonline.com/hol/homepage.faces))
  Provides access to annual reports, quarterly and interim financial reports, prospectuses, etc. for a number of predominantly European companies.

• **Annual Reports** ([http://www.annualreports.com/](http://www.annualreports.com/)) Provides access to annual reports, etc. from publicly traded U.S. companies.

• **SEC EDGAR Database** ([http://www.sec.gov/edgar.shtml](http://www.sec.gov/edgar.shtml)) All listed companies in the U.S. are required to file financial statements, periodic accounts, etc.

1.7 **Foreign consumers: key figures and textual information**

Background information on the population of other countries can partly be found in international statistics, which are especially useful when comparing several countries. If in
need of more details on each country, it is a good idea to check what the relevant national statistical agency can offer.

- **Eurostat** ([http://ec.europa.eu/eurostat](http://ec.europa.eu/eurostat))
  Database and publications on Europe with comparative figures for all EU member states and candidate countries.

  Annual publication that covers all general aspects of EU's population, economy, consumption, business, etc.

- **International data base** ([http://www.census.gov/ipc/www/idb/informationGateway.php](http://www.census.gov/ipc/www/idb/informationGateway.php))
  Data on the population in countries from all over the world. You can create your own population pyramid using tables of population by age and sex in over 200 countries between 1950-2050.

  Population in all countries worldwide by age and sex.

- **Laborsta database / International Labour Organization** ([http://laborsta.ilo.org](http://laborsta.ilo.org))
  ILO's database contains data from around the world regarding wages, employment and food prices.

  Under the menu “countries and consumers” it is possible find information about consumers, consumer trends and lifestyles in different countries. Reports such as Consumer lifestyles contain information on: Population, Language and Religion, Consumer Segmentation, Health, Urban Development, Home Ownership, Household Habits, Income, Workforce, Consumer and Family Expenditure, Eating Habits, Media, Communications, etc. See more about GMID in subsection 1.3

1.8 Customers on the B2B foreign markets – key figures and textual information

The main statistical sources of information on companies as customers in B2B markets abroad are trade statistics that provide information on number of companies in different industries, their regional / spatial distribution, size etc.
• **Structural business statistics database/ Eurostat**  
  Annual data on EU countries' enterprises, with tables on the number of businesses, turnover, employment, etc., according to NACE classification. The publication “European Business: Facts and figures” gives an overview of the industries.

• **OECD STAN database for industrial analysis**  

• **INDSTAT / UNIDO**  
  Database with tables for countries from all over the world on the number of firms, employees, value-added etc. within industrial sectors by the ISIC industry codes with primary focus on manufacturing sector.

The sources of textual information on corporate behaviour as customers in foreign manufacturer markets are basically the same as the sources on foreign markets in the text (see Section 1.3)
1.9 Media and Advertising

Media directories:

- **BBC Monitoring Country Profiles** ([www.monitor.bbc.co.uk](http://www.monitor.bbc.co.uk))
  Fact saturated list of countries from around the world. This site includes links to news stories about those countries and an overview of media resources and other relevant sites.

  Access to news media, newspapers and magazines from around the globe - choose a relevant country/region in the "Region" menu.

Factual information on Media and Advertising

  Click on 'media' in the horizontal menu bar, with sections such as 'Media Data', 'Media Channels' and 'Media Planning' in the left menu.

- **Nordicom** ([Nordic Information Centre for Media and Communication Research](http://www.nordicom.gu.se/))
  Includes a chapter on "Media Development and Media Statistics in the Nordic region" (Denmark, Norway, Sweden, Finland and Iceland). Access to NCOM database ([Nordicom Database on Nordic Media and Communication Research](http://nordicom.aub.aau.dk/ncom/front.do?AnonymousLoginFilter_language=pr)

- **Advertising Age Datacenter** ([http://adage.com/datacenter/](http://adage.com/datacenter/))
  Note - the CBS Library does not have access to all reports and statistics on this website. There are reports from Advertising Age on "Advertising Spending", "Media" and much more.


  Click on
"advertising" in the horizontal menu bar with options such as ‘Planning’, ‘Channels’ and 'Evaluation’ to the left. Choose "data" menu to access 'World Ad Trends'.

For proper literature search on media and advertising, the following base is recommended:

  A comprehensive periodical database with literature on communication, mass media and other related fields.

2. Statistical classifications (nomenclatures) – an overview

A statistical nomenclature is a classification system constructed hierarchically in categories that can unambiguously describe e.g. industries and products. Thus it serves as a common reference system for both processing and presentation of statistical data. There are many different classifications in the statistics world. Here we concentrate on the classifications used in foreign trade and production statistics.

Further information on classification systems is available on the following websites:

- **Eurostat's Metadata Server Ramon** *(http://ec.europa.eu/eurostat/ramon)*
  A list of international statistical classifications with general descriptions, structure, explanatory notes and correspondence tables between the systems.

- **United Nations Statistics Division - Classifications Registry** *(http://unstats.un.org/unsd/class)*
  International statistical classifications and correspondence tables between the systems.

The following fact box shows the purposes for which the classifications are used and in which countries:

<table>
<thead>
<tr>
<th>Where are the nomenclatures used?</th>
<th>Denmark</th>
<th>International statistics: EU</th>
<th>International statistics: OECD and UN</th>
<th>National statistics: non-EU countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign trade (goods)</td>
<td>CN and SITC</td>
<td>CN and SITC</td>
<td>CN and SITC</td>
<td>HS + national digits and SITC</td>
</tr>
<tr>
<td>Production (goods)</td>
<td>CN + 2 national digits</td>
<td>Prodcom</td>
<td>ISIC + national digits</td>
<td>National &quot;home-made&quot;</td>
</tr>
<tr>
<td>Industries</td>
<td>Danish Industrial Classification (DB07)</td>
<td>NACE</td>
<td>ISIC</td>
<td>National nomenclatures e.g. USA’s NAICS</td>
</tr>
<tr>
<td>------------</td>
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<td>----------------------------------------</td>
</tr>
</tbody>
</table>

Please note that all classifications are changed on a regular basis. Consequently, different versions of nomenclatures can be found in both Danish and international databases. Major revisions in the international classifications with consequent changes in the Danish version take place at approx. 5-year intervals, while e.g. CN undergoes minor changes every year.

2.1 Foreign trade

- **Harmonized Commodity Description and Coding System / World Customs Organization** ([http://www.wcoomd.org/home_hsoverviewboxes.htm](http://www.wcoomd.org/home_hsoverviewboxes.htm)
Abbreviate the Harmonized System or simply HS. A global classification used since 1988 in foreign trade statistics and tariffs. HS nomenclature is mainly based on a classification of commodities according to the material they are produced of and consists of approx. 5000 6-digit product codes.

Within EU, all member countries apply a common tariff and statistical classification, which consists of approx. 10,000 commodity codes with 8 digits. The first 6 digits in the CN system are the same as in the HS nomenclature while the last two digits are a subdivision used only within the EU countries.

- In other parts of the world, e.g. USA, Japan, Switzerland, etc. the first 6 digits in their national foreign trade classifications are the same as in the HS nomenclature, but the following four digits are national additions.

- **E-Vita tarifering / Told og Skat** ([http://vita.toldskat.dk/vita.htm](http://vita.toldskat.dk/vita.htm))
Here one can find the explanatory notes that can determine which item number should be used for a specific item in the Danish foreign trade statistics.

In the international trade statistics the SITC classification is often used. In this nomenclature, the degree of processing of goods (raw materials, semi-finished goods, etc.) determine their position in the classification. SITC includes approx. 3100 5-digit product codes.
2.2 Production and product statistics

- **KN10 / Statistics Denmark** ([http://www.dst.dk/kn10](http://www.dst.dk/kn10))
  The Danish production and trade statistics are published by 10 digits corresponding to the CN + 2 national digits, usually a subdivision by size. These 10-digit part numbers in production can always be aggregated to the 8-digit CN items for comparison with foreign trade statistics.

- **Prodcom / Eurostat** ([http://ec.europa.eu/eurostat/ramon](http://ec.europa.eu/eurostat/ramon))
  An 8-digit product code used in the EU production statistics. The first 4 digits are the same as the EU's NACE industry codes. PRODCOM covers only manufacturers and has approx. 3,500 items. To each PRODCOM code corresponds one or more CN codes.

**Industries**

- **DB07 / Statistics Denmark** ([http://www.dst.dk/db07](http://www.dst.dk/db07))
  Danish Industry Code 2007 is the Danish version of the EU's industry code. The Danish code consists of 6 digits, of which the first 4 are equal to the EU's NACE code and digits 5 and 6 are national additions, adapted to the Danish industry structure.

- **Statistical Classification of Economic Activities in the European Community (NACE) / Eurostat** ([http://ec.europa.eu/eurostat/ramon](http://ec.europa.eu/eurostat/ramon))
  EU 4-digit industry code. The first 2 digits of NACE are equal to the first two digits of the UN ISIC classification.

  4-digit industry code developed by the UN. The first two digits of the ISIC are equal to the first two digits of the EU's NACE.

  NAICS is a North American industry classification jointly developed by the U.S., Canada and Mexico to show comparative data for the entire region.
Litterature:
Statistiknomenklurernes særlige verden (artikel i "Referencen 2/2009")