

WEBINARS GRATUITOS



Entre recuerdos y **revoluciones,**
dale vida a tus **operaciones**
de comercio exterior



27

MIÉRCOLES

**METODOLOGÍAS DE
INTELIGENCIA COMERCIAL PARA
SELECCIONAR MERCADOS
INTERNACIONALES**



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SERVYTUR MÉXICO).

TODAS LAS PLÁTICAS
SE TRANSMITEN A LAS:

6:00 PM
Hora Centro

4:00 PM
Hora Noroeste



YouTube Live

f LIVE

in Live

t LIVE



Información y Datos

LOS NIVELES DE ANÁLISIS			
1 Descriptivo	2 Diagnóstico	3 Predictivo	4 Prescriptivo
¿Qué pasó? Análisis descriptivo de los hechos pasados a través de los datos que generaron. Es la foto del pasado.	¿Por qué pasó? Análisis crítico de lo descriptivo para encontrar causalidades. Es la explicación del pasado.	¿Qué sucederá? Análisis predictivo: dados los resultados pasados: qué sucederá en el futuro. Es la bola de cristal.	¿Qué hay que hacer? Uso de los modelos predictivos para probar estrategias posibles y sus resultados estimados.
Tablas dinámicas, medidas de tendencia central, histogramas, SQL básico.	Correlaciones, regresiones, business intelligence. BI y SQL avanzados.	Modelos predictivos, machine learning, clasificación, regresión. Python y R.	Clusterización, machine learning, A/B testing, aprendizaje no supervisado.
Pasado. Análisis descriptivo. Data Analytics.		Futuro. Análisis predictivo. Data Science.	



Determinantes de acceso a mercados

1. Aranceles y medidas compensatorias para comprender el costo total para el importador.
2. Requisitos reglamentarios como certificados y documentos necesarios para que el producto ingrese al mercado.
3. Análisis del panorama competitivo donde la competencia podría estar sujeta a tipos arancelarios más bajos.
4. Costo del transporte y la distancia.
5. Analizar el entorno económico y jurídico en conjunto con los aspectos culturales.



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Metodología

De lo macro a lo micro



Inteligencia Comercial

Investigación de mercados

Recursos: macro y micro

- gravity model, trade indexes, descriptive statistics, regulations.

Fuentes de información:

<http://wits.worldbank.org>
<https://www.trademap.org/>
<https://data.wto.org/>
<https://comtrade.un.org/>
<https://www.macmap.org/>
<https://panjiva.com/>
<https://www.mintel.com/>
<https://ghemawat.com/cage>



Gravity Model

Macro

Exportaciones son directamente proporcionales a la “masa” económica del país exportador e importador. (Masa económica = PIB)

Exportaciones son inversamente proporcionales a la distancia entre los dos socios comerciales. (Distancia entre las ciudades más grandes ponderado por su población)

Se espera un mayor comercio entre países grandes, pero también se espera que los países más alejados tengan un comercio limitado.

Gravity Model

Macro





TRATADOS DE LIBRE COMERCIO

FIRMA RECIENTE DE TLC



SIN ACCESO AL MAR



MISMO IDIOMA

COMPARTIR FRONTERA



Índices de Comercio



RCA

VENTAJA COMPARATIVA REVELADA compara la importancia de un sector o bien específico dentro de las exportaciones totales de un país, en relación con el peso de dicho sector o bien en el comercio global.

In the following we present some major RCA indices reported in the literature. For additional variants and other RCA indices, Memedovic (1994) and Vollrath (1991) provide more thorough reviews.

- Standard Balassa's RCA index

$$RCA_{ij}^1 = \frac{\sum_i X_{ij}}{\sum_j X_{ij} / \sum_i \sum_j X_{ij}}$$

where X_{ij} represents country i 's export of product j . $RCA_{ij}^1 > 1$ indicates country i has a comparative advantage in production of j ; the greater the index, the stronger the advantage. $RCA_{ij}^1 < 1$ indicates that country i has a comparative disadvantage in production of j ; the smaller the index, the greater the disadvantage.


Each country exports (FOB) to the world by category or product
ALL TO WORLD 2018

	Afghanistan	Argentina	Chile	China	...	Germany	United State	Zimbabwe	Total general
0 -- Food and live animals	1096475.33	27218085.5	15793195.5	66278449.8	...	68849639.9	104043566	141045.532	1262641374
1 -- Beverages and tobacco	751.993	1125113.53	2118422.55	3711429.83	...	10660004	6448613.49	896182.166	195061893.4
2 -- Crude materials, inedible, except fuels	369691.603	2501688.6	27695804.5	17243021.6	...	23661654.5	77026681.8	1298913.34	733555684.3
3 -- Mineral fuels, lubricants and related materials	178779.963	2535819.36	665168.586	46628370.4	...	32252166	191213128	40799.472	2070163037
4 -- Animal and vegetable oils, fats and waxes	3.984	3490414.27	300939.312	1065102.56	...	2615241.3	2534894.1	684.347	89900275.1
5 -- Chemicals and related products, n.e.s.	813.11	4357381.66	3899081.48	167747062	...	243808294	209067776	17182.267	2551607848
6 -- Manufactured goods classified chiefly by material	57951.401	1748167.85	21428651.1	408734509	...	188614723	110900897	345576.164	2501260687
7 -- Machinery and transport equipment	640.099	5795162.38	1906490.81	1209060235	...	752789192	402175014	41413.083	7600783992
8 -- Miscellaneous manufactured articles	349.495	394661.972	928208.896	567651744	...	176391162	126583569	113440.844	2424379918
9 -- Commodities and transactions not classified elsewhere	45025.822	12391862.3	745751.059	6110270.64	...	62776740	183259449	1142029.85	1170398990
Total general	1750482.8	61558357.4	75481713.8	2494230195	...	1562418816	1413253590	4037267.07	20599753699

RCA by country 2018

	Afghanistan	Argentina	Chile	China	Colombia	Germany	United State	Zimbabwe
0 -- Food and live animals	10.2193442	7.21360841	3.41358145	0.43352867	1.97207037	0.71892937	1.2010944	0.56997245
1 -- Beverages and tobacco	0.04536757	1.93018492	2.96387873	0.15714274	0.18744288	0.72052574	0.48187661	23.4422023
2 -- Crude materials, inedible, except fuels	5.93076451	1.14123522	10.3038891	0.19413587	1.34671059	0.4252816	1.53055885	9.03486442
3 -- Mineral fuels, lubricants and related materials	1.01629192	0.40991024	0.08768947	0.18602494	5.75939603	0.20540873	1.34634105	0.10055983
4 -- Animal and vegetable oils, fats and waxes	0.00052151	12.9924472	0.91356232	0.09784889	3.20144765	0.38354411	0.41099897	0.03884095
5 -- Chemicals and related products, n.e.s.	0.00375007	0.57146111	0.41703131	0.54295832	0.61981639	1.25979278	1.19430459	0.03435904
6 -- Manufactured goods classified chiefly by material	0.2726523	0.23388328	2.33806269	1.34960862	0.48077336	0.99421704	0.64627601	0.70495171
7 -- Machinery and transport equipment	0.00099104	0.25514216	0.06845365	1.313757	0.10035327	1.30580868	0.77125612	0.02780057
8 -- Miscellaneous manufactured articles	0.00169646	0.0544753	0.10448774	1.9337788	0.24980993	0.95926966	0.76105946	0.23874997
9 -- Commodities and transactions not classified elsewhere	0.45272231	3.54305296	0.17389225	0.04311734	0.61698664	0.70717905	2.28230861	4.97872417

MAX	10.2193442	12.9924472	10.3038891	1.9337788	5.75939603	1.30580868	2.28230861	23.4422023
MIN	0.00052151	0.0544753	0.06845365	0.04311734	0.10035327	0.20540873	0.41099897	0.02780057



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Estadística Descriptiva



Hipótesis

Investigación de mercados

COSTA RICA EXPORTER

- Costa Rica is competitive in Korean BANANA's market despite Philipines' competition because both pay 30% tariff.

KOREAN IMPORTER

- Because of the time and distance, Costa Rica is not competitive in Korean market for fresh fruits.



Estructura de un análisis de competitividad mercado – producto

COSTA RICA (A), ECUADOR (B), MEXICO (C)
KOREA (D) – PRODUCT (X)

- Country A all exports to the world
- Country D all imports from the world
- Country A all exports *to country D*
- Country D all imports *from country A*
- Country A exports of product X to the world and *to country D*
- Country D imports of product X from the world and *from country A*

VARIABLES: Exportaciones FOB (valor y volumen x fracción arancelaria), Importaciones CIF, Participación en total, variación anual, arancel...

TOP 20 Ecuador Exports (FOB) to the world by product

2018 - 2019

HS CODE	DESCRIPTION	VALUE 2018 (USD 1.000)	SHARE IN TOTAL EXPORTS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL EXPORTS 2019	2018 - 2019 VALUE VARIATION %
	TOTAL		100%		100%	

TOP 20 Ecuador Exports (FOB) to the world by country

2018 - 2019

RANK	COUNTRY	VALUE 2018 (USD 1.000)	SHARE IN TOTAL EXPORTS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL EXPORTS 2019	2017 - 2018 VALUE VARIATION %
	TOTAL		100%		100%	

TOP 20 Korea Imports (CIF) from the world by product

2018 - 2019

HS CODE	DESCRIPTION	VALUE 2018 (USD 1.000)	SHARE IN TOTAL IMPORTS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL IMPORTS 2019	2018 - 2019 VALUE VARIATION %
	TOTAL		100%		100%	

TOP 20 Ecuador Imports (CIF)) from to the world by country

2018 - 2019

RANK	COUNTRY	VALUE 2018 (USD 1.000)	SHARE IN TOTAL IMPORTS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL IMPORTS 2019	2017 - 2018 VALUE VARIATION %
	TOTAL		100%		100%	

**Ecuador Total Exports (FOB) to South Korea
2018 - 2019**

HS CODE	DESCRIPTION	VALUE 2018 (USD 1.000)	SHARE IN TOTAL EXPORTS 2018	WEIGHT OR UNITS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL EXPORTS 2019	WEIGHT OR UNITS 2019	2018 - 2019 VALUE VARIATION %	2018 - 2019 WEIGHT VARIATION %
	TOTAL					100%			

**South Korea Total Imports (CIF) from Ecuador
2018 - 2019**

HS CODE	DESCRIPTION	VALUE 2018 (USD 1.000)	SHARE IN TOTAL IMPORTS 2018	WEIGHT OR UNITS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL IMPORTS 2019	WEIGHT OR UNITS 2019	2018 - 2019 VALUE VARIATION %	2018 - 2019 WEIGHT VARIATION %
	TOTAL					100%			

**Ecuador BANANA (HS _____) Exports (FOB) to the world by country
2018 - 2019**

RANK	COUNTRY	VALUE 2018 (USD 1.000)	SHARE IN TOTAL EXPORTS 2018	WEIGHT OR UNITS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL EXPORTS 2019	WEIGHT OR UNITS 2019	2018 - 2019 VALUE VARIATION %	2018 - 2019 WEIGHT VARIATION %	TARIFF	NON TARIFF	CIF PRICE	RETAIL PRICE
	TOTAL					100%							

**South Korea Banana (HS _____) Imports (CIF) from the world by country
2018 - 2019**

RANK	COUNTRY	VALUE 2018 (USD 1.000)	SHARE IN TOTAL IMPORTS 2018	WEIGHT OR UNITS 2018	VALUE 2019 (USD 1.000)	SHARE IN TOTAL IMPORTS 2019	WEIGHT OR UNITS 2019	2018 - 2019 VALUE VARIATION %	2018 - 2019 WEIGHT VARIATION %	TARIFF	NON TARIFF	CIF PRICE	RETAIL PRICE
	TOTAL					100%							

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