



Knowledge Matrix New International Market Data

We are pleased to announce a new product line that adds detailed research on International Markets to our ever- increasing market intelligence suite.

The product is unique in that it includes highly detailed, current and updatable “new-to-market” intelligence using innovatory and interactive publishing software. This enables the client to read, visualise, present, analyse, model, extract, share and disseminate data to meet their own needs.

The research represents a major step change from our previous analysis of international markets and exports. We now assemble, calculate and analyse data on sales, imports, exports and growth for all of the major global economies at a product/ service level for each sector. Using several hundred different sources per sector we focus on national market size, historical and future growth trends, volume of imports/ exports and national market share of imports/ exports.

This product allows users to identify, assess and quantify current and future international market opportunities and will be of value in:

- Quantifying current international markets for specific regional/ national economic strengths
- Benchmarking export/ import performance (by country) based upon value and market share
- Planning multi sector export initiatives by country based upon current market opportunity
- Identifying and targeting inward investment based upon import/ domestic market/ growth data
- Monitoring and forecasting trends in international market growth
- Providing up to date market intelligence to existing and potential exporting companies
- Providing overseas representatives with intelligence about their local and home market

The new data is available for the most recent completed year (2009/ 10), with a two year history and a five year forecast for the UK and 50 global economies. Annual updates will be available.

The product can be easily customised and branded for different uses and users and can be shared via email, website, intranet, portal or even via laptop as a consulting/ advisory tool.

Data products for each sector can be purchased in a variety of secure online formats (ranging from less to more detailed), by country or as a suite, with multiple user licenses and with a publishing license for membership organisations.

The first available sectors are the Environmental Sector (including environmental, renewable energy and low carbon products and services), Digital Media, ICT and Security. Healthcare & Life Sciences, Advanced Materials, Aerospace, Marine and the Built Environment will follow in 2011 and other sectors are available by request. Current UK clients include BIS, UKTI and DSO.

Why Knowledge Matrix?

Our process for evaluating sources and then producing validated figures with published confidence levels is proprietary and has been developed over 20 years. We possess one of the largest privately assembled sources of competitive information in Europe and it is currently used by government agencies, investors, universities and businesses on three continents.

We are experienced providers of economic development research and data to most of the UK at a Local Authority, regional or national level and we also directly support the international sales of new and rapidly growing high technology companies on three continents.

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