

The TFG Guide: Top Countries to Export from

Your quick guide to understanding
local markets when planning and
exporting from abroad.



BRAZIL



EXPORT HISTORY



Brazil is an export hotspot, with the largest population in South America. Having invested heavily in infrastructure for the 2014 World Cup and the 2016 Olympic Games, Brazil is a world power in the global economy. Brazil has great opportunities in many sectors, particularly IT products and services, as well as agricultural equipment.

DID YOU KNOW?

Brazil's motto is "Ordem e Progresso", meaning "order and progress".



KEY FACTS



- Brazil has been the world's largest exporter of coffee for 150 years. In 2010 it exported the equivalent of 285 bn cups worth!
- Traffic jams cost Sao Paolo \$2.3 billion a year.
- The economy surpassed that of the UK in 2012, between 2000-2012, it grew by around 5% each year.

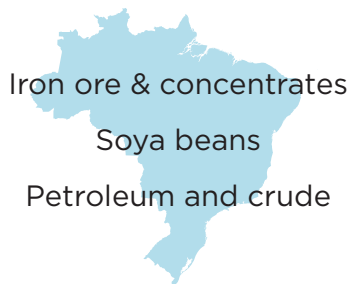
TFG EXPORT TRENDS



Iron ore & concentrates

Soya beans

Petroleum and crude



INDIA



EXPORT HISTORY



India has the fourth largest population in the world, with half of the population under 30. The regulatory environment remains the blocker in progression and development, making it expensive and risky to do business, however we have seen a deregulation trend and a rise of young entrepreneurs who are eager to trade overseas.

DID YOU KNOW?

India has the most Whatsapp users of any country, and a lot of business is done via these messaging apps!



KEY FACTS



- India's economy is growing faster than Chinas, with an average 7% growth rate in the last 20 years.
- Has the fourth largest startup hub in the world with 3000 tech startups in 2014.
- The outsourcing and consulting industry is estimated at \$86.4 bn in 2014, accounting for almost 20% of global consulting industry revenue, and is projected to reach \$99.0 bn in 2015.

TFG EXPORT TRENDS



Educational services
Textiles and garments
Engineering and technological goods



MOROCCO



EXPORT HISTORY



Morocco is described as a growing nation, one of the 'African Lions'. The country reached a free-trade agreement with the United States; the first in Africa, and also negotiated agreements with the Gulf and Mediterranean nations, and Europe. Having invested billions of dollars in infrastructure in the last 5 years, Morocco has become a business hub with European counterparts and the rest of the world.

DID YOU KNOW?

Almost all bids for big business & government tenders must be done in French.



KEY FACTS



- It is considered impolite to handle food with the left hand and to say no to meat if it is offered at a meal.
- Morocco is the largest processor and exporter of sardines in the world (600000 tonnes a year!)
- Agriculture employs around 40% of the workforce and represents 20% of GDP, although it's highly dependent on rainfall, which is sparse.

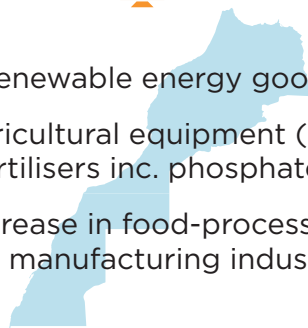
TFG EXPORT TRENDS



Renewable energy goods

Agricultural equipment (also fertilisers inc. phosphates)

Increase in food-processing and manufacturing industries



VIETNAM



EXPORT HISTORY



Vietnam is a dark (but promising) horse in the global economy. Its economy grew a modest 5.8% last year, despite regulatory challenges and corruption. Vietnam has a young, dynamic population of growing wealth, investment and financial, legal and transport infrastructure. Vietnam has risen as a leading exporter in agriculture, crude oil and textiles.

DID YOU KNOW?

65% of Vietnam's population is under 40 – making it one of the top retail markets in the world



KEY FACTS



- Vietnam may be the fastest-growing of the world's emerging economies by 2020, with a potential annual growth rate of about 10% in real terms.
- The Vietnamese love their karaoke and it is probably the most common pastime after a business dinner.
- Negotiations in Vietnam can be protracted as there is often a lot to go through.

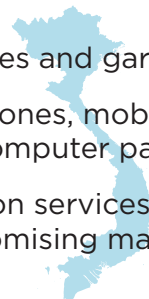
TFG EXPORT TRENDS



Textiles and garments

Telephones, mobiles and computer parts

Education services remain a promising market



TURKEY

EXPORT HISTORY



Due to Turkey's U.S. partnership through NATO, strong growth continues in Turkey each year, growing around 4.6% last year. Despite not being part of the EU, Turkey continues negotiations which remain promising. Turkey is often considered a gateway to Asian and Middle Eastern markets. Many UK FTSE 100 companies operate in Turkey such as BP, Shell and Diageo.

DID YOU KNOW?

Starting a business in Turkey takes an average of 6 days, compared to the world average of 30.6 days!



KEY FACTS



- Turkey has over 700,000 graduates per year; it's the fastest growing young population in Europe.
- 112bn Turkish Lira (\$60bn USD) have been invested in infrastructure and comms in the last 10 years, with plans to spend \$140bn in the next 4 years.
- The Turkish ministry have recently committed to building a third airport in Istanbul to boost its economy.

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Machinery and mechanical appliances

Vehicles

Pharmaceuticals and drugs (healthcare is one of the big opportunities in Turkey!)

MEXICO



EXPORT HISTORY



Mexico is part of the North American Free Trade Agreement (NAFTA) and is the third largest trading partner of the U.S., and with close proximity to the U.S. It is predicted that the Mexican economy will be larger than the UK's by 2050

DID YOU KNOW?

Mexican telecommunications guru Carlos Slim Helu is in the world's richest man, worth \$72.9bn USD (shortly followed by Bill Gates and Warren Buffet).



KEY FACTS



- Trade between the U.S. and Mexico averages around \$850m per day.
- Mexico's economy is the seventh largest in the world with stable economic growth.
- Mexico has free trade agreements with more countries than any other in the world - 12 agreements with 44 countries.

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COLOMBIA



EXPORT HISTORY



As the third largest South American economy, Colombia is a relatively free market with a growing middle class and year on year growth. Traditionally a huge global exporter of tobacco and sugar, Colombia is now seen as a Latin American powerhouse.

DID YOU KNOW?

Colombia's greatest challenge right now is underdeveloped infrastructure, making it expensive to transport goods around the country, but the change the country is experiencing shows that this is being addressed.



KEY FACTS



- Business is often about building relationships rather than 'doing deals' and trading. Meetings often run late.
- The economy grew by 4.8% in 2014, and is predicted to grow above 4% this year, despite the fall in oil prices.
- Visit Colombia launched a marketing campaign in 2008, entitled: Colombia, el riesgo es que te quieras quedar – which means "Colombia, the only risk is wanting to stay"

TFG EXPORT TRENDS



USEFUL LINKS

What is Trade Finance?

All you need to know about exporting

What are the risks of stock finance?

Everything you need to know about a Letter of Credit

The business funding quiz

The killer guide to SME finance