



**Export  
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SINCE 1999

# The new Client Search frontier

## White Paper

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# 1 The new Client Search frontier

Customer research has always been one of the main challenges for companies wishing to expand internationally.

With increasing global competition and the need to adapt to changing markets, finding new potential customers has become an activity that requires specialised tools and up-to-date skills. In this white paper, we explore how **Customs Intelligence** can become an irreplaceable ally in the **search for customers and suppliers**. An agile and accessible tool to help companies identify new opportunities and gain a solid competitive advantage.



## 2 What is Customs Intelligence?

Customs Intelligence is a service that collects and processes **customs transaction data** cleared, to date, from **43 countries around the world**, including major emerging markets.

The data is available **since 2013** and can be **updated every 3 months**. The number of 'transparent customs' is continuously increasing. Using advanced software and data analysis technologies, Customs Intelligence allows companies to gain a detailed view of global trade flows, identifying market trends and opportunities.

# 3 On what data is this service based?

The data vary from country to country but generally include:

- IMPORTER'S NAME AND ADDRESS
- NAME AND ADDRESS OF THE EXPORTER
- HS PRODUCT CODE
- PRODUCT DESCRIPTION
- FOB/CIF VALUE OF TRANSACTION
- TRANSACTION DATE
- CURRENCY
- WEIGHT AND QUANTITY OF GOODS
- COUNTRY OF ORIGIN
- PORT OF ARRIVAL

# 4 What do I get out of this service?

- ✓ Lists of potential customers by country and product
- ✓ Lists of potential suppliers by country and product
- ✓ Lists of competitors' customers and suppliers
- ✓ Competitor trends, prices and purchase and sales volumes





# 5 In what countries is this data available?

As part of the Transparent Administration, starting in 2013, Customs in 43 countries around the world have liberalised data on customs operations of goods in transit in both import and export. This means that not only information from the countries that have joined the initiative is collected, but also mirror data on trade transactions with all other markets. Therefore, Customs Intelligence data are **available for all countries of the world** but are complete and exhaustive only for the following '43 countries':

Angola, Argentina, Bangladesh, Bolivia, Botswana, Brazil, Cameroon, Canada, Central African Republic, Chad, Chile, Colombia, Congo, Costa Rica, Ecuador, Ethiopia, Fiji, Philippines, Ghana, Guatemala, India, Indonesia, Ivory Coast, Kazakhstan, Kenya, Lesotho, Liberia, Mexico, Moldova, Mozambique, Namibia, Nigeria, Pakistan, Panama, Paraguay, Peru, Russia, Sri Lanka, Tanzania, Turkey, Ukraine, Uganda, Uruguay, USA, Uzbekistan, Venezuela, Vietnam, Zimbabwe.



# 6 Advantages of Custom Intelligence:



## **Identifying new markets**

By analysing customs flows, companies can identify emerging markets with growing demand for their products



## **Monitoring competitors**

Customs Intelligence allows monitoring of competitors' activities, understanding which markets they are serving, with what volumes and at what prices



## **Market trend analysis**

Market trends can be identified and marketing and sales strategies adjusted accordingly



## **Supply chain optimisation**

With a better understanding of trade flows, you can optimise procurement operations, reducing costs and delivery times



# Case Study 1:

## Expanding into a new market

An Italian SME manufacturer of agricultural machinery wanted to expand its presence in Latin America.

Using Customs Intelligence, the company analysed import data to identify the countries with the highest demand for this product. The results identified Brazil and Argentina as key markets with high import volumes and growing demand. With this information, the company developed an entry strategy for the two markets, adapting the products to local needs and, taking advantage of the names that emerged from the research, selected and made contacts with the best distributors and business partners.



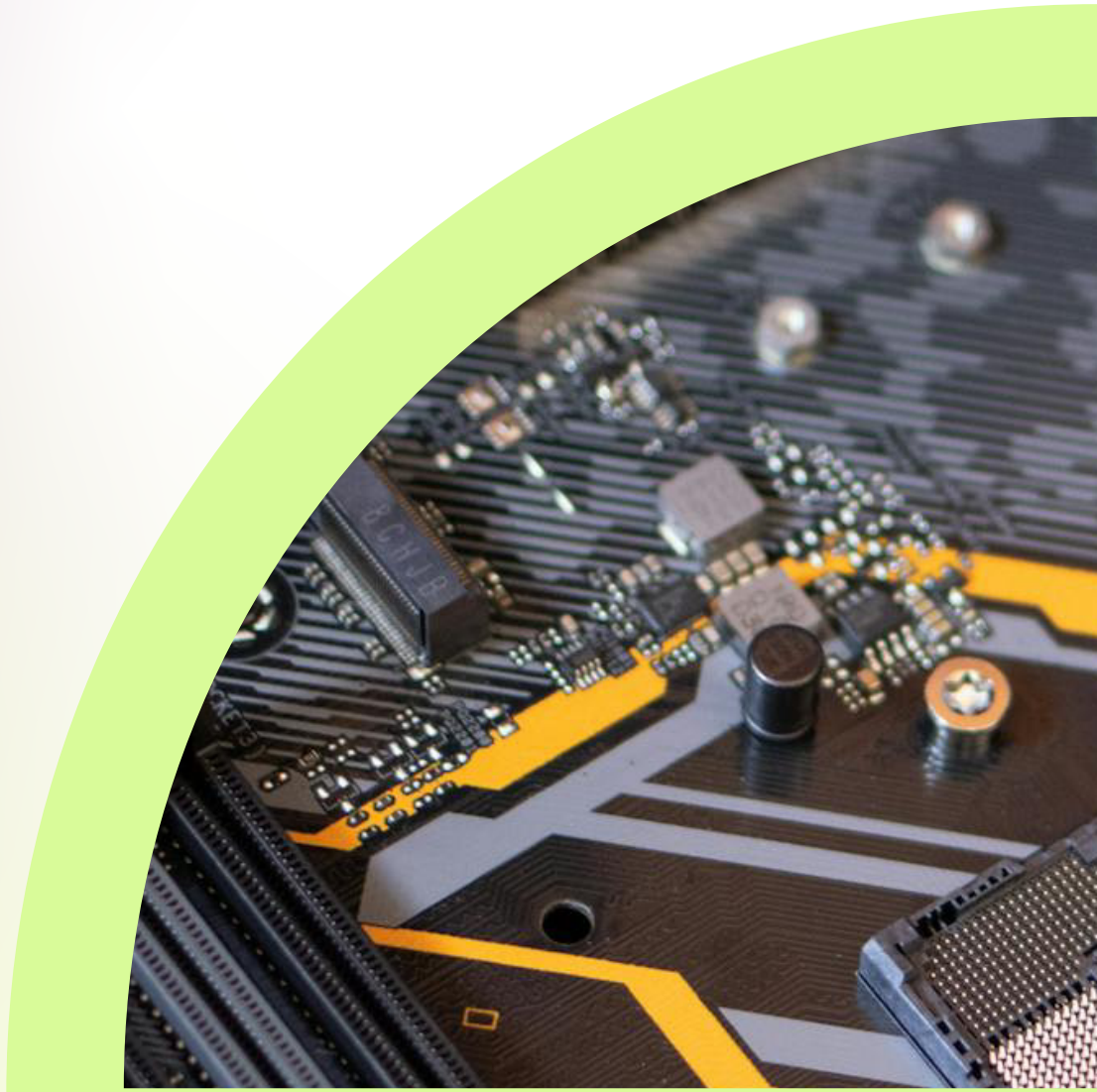


# Case Study 2:

## Monitoring competition

A European company specialising in the production of electronic components wanted to improve its competitiveness.

Using Customs Intelligence, the company monitored the activities of its main competitors by analysing export and import data. This made it possible to identify the markets served by the main competitors and their sales volumes. With this information, the company was able to develop more competitive pricing strategies and improve its offerings, which enabled it to gain significant market share and strengthen its position in the industry.





# Case Study 3:

## Optimising the supply chain

An SME in the food sector used Customs Intelligence to optimise its supply flow. By analysing customs data, it was able to identify competitor suppliers and the main countries of origin of raw materials.

This made it possible to identify inefficiencies and areas for improvement in the supply chain, and to choose more cost-effective suppliers. By implementing data-driven changes, the company was able to reduce production and transport costs, increasing customer satisfaction and competitiveness in the global market.



# 6 How we can assist you

Export Consulting offers two specific customs intelligence services for customer and supplier research and market and competition analysis:



## Competition Focus

This service allows you to investigate the import/export flows of any national and international competitor. The information obtained is detailed and up-to-date, including B2B buying and selling prices, as well as the names of customers and suppliers and descriptions of the individual products involved in the transactions.



## Country focus

Starting with a specific country and product of interest, this Export Consulting service provides data on the relevant import and export trade flows. Using HS product codes, it is possible to obtain the names of importers and exporters, prices and transaction volumes for the chosen market.

## Interested in this service?

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## 7 Conclusions

Customs Intelligence is an irreplaceable customer and supplier search tool for companies that want to strengthen their presence in international markets and quickly obtain customer and supplier lists. The ability to access detailed data on customs operations enables informed decision-making, improved market strategies and increased competitiveness.

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## Contacts

For more information on the Customs Intelligence service and how Export Consulting can support your company in finding customers, please visit our website: [www.exportconsulting.it](http://www.exportconsulting.it).

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