TRADEATLAS

www.tradeatlas.com

User Manual

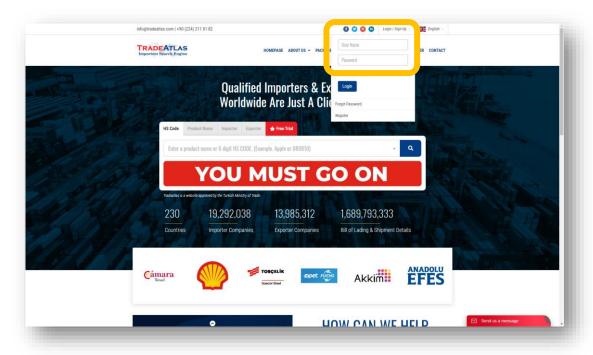
for

Subscribers

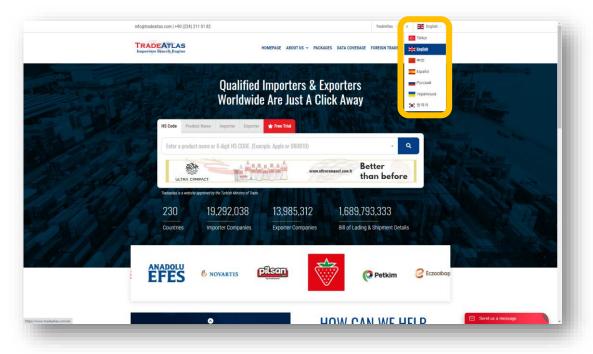
Version: 1.6 / Date: 23.11.2021

1. Logging in to your TradeAtlas account

➤ Go to https://www.tradeatlas.com/en and login with your username and password

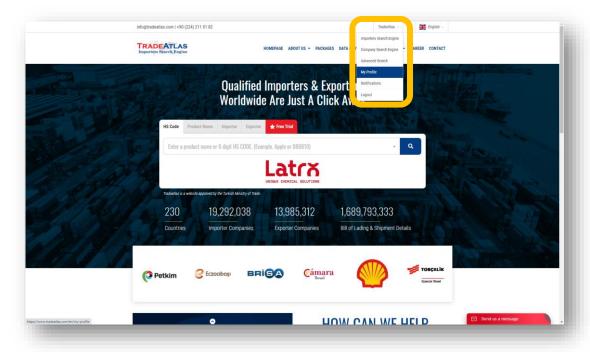


> TradeAtlas.com is available in Turkish, English, Chinese, Spanish, Russian, Ukrainian and Korean, select your preferred language

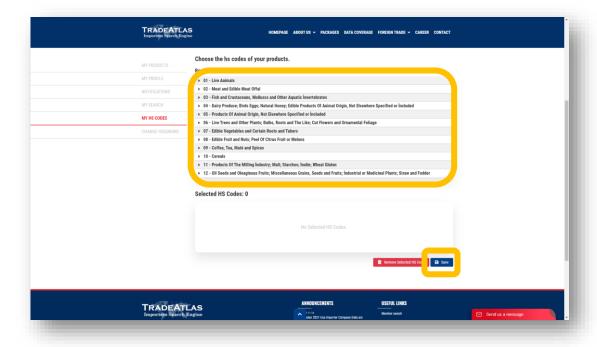


2. Defining your HS codes

➤ Click on your account name and follow My Profile → My HS Codes

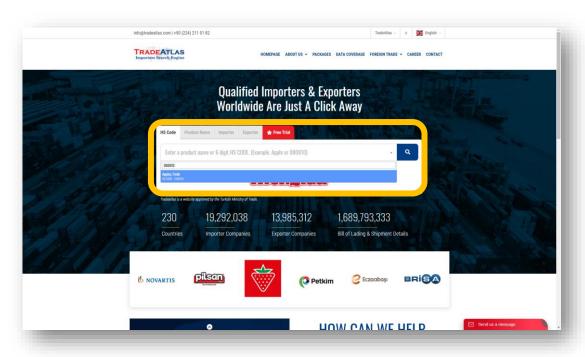


➤ Select your 6-digit HS codes and click SAVE button to add the number of codes your plan allows you to add

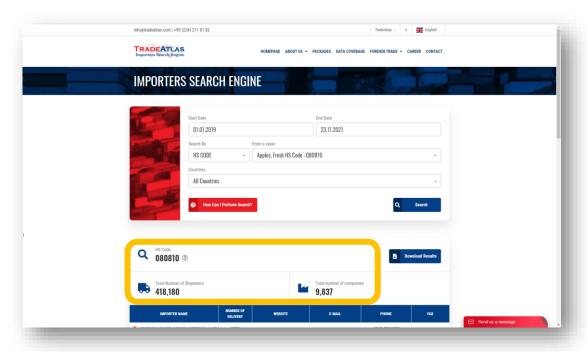


3. Making single-variable searches on the system

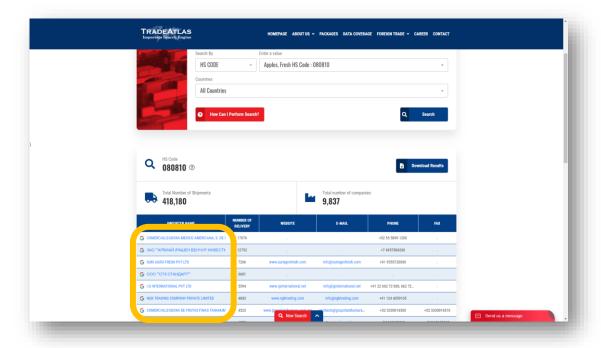
➤ Go to Homepage, and start typing your HS code or definition of your code (such as 080810 or Apple for the code: "080810 – Apples, Fresh", click on the code from dropdown menu and click search



➤ You will see the results page for the code you searched. From 01.01.2019 till the latest data, our database has 9.837 importers with 418.180 shipments (as of 23.11.2021)

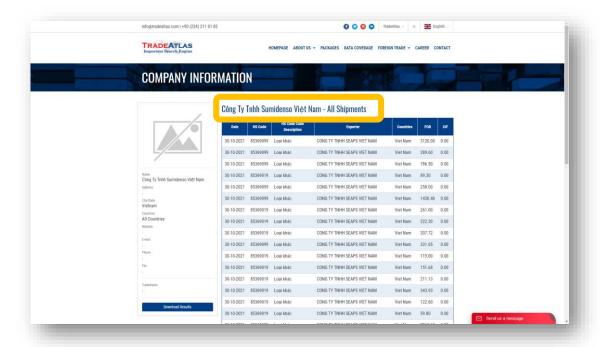


➤ When you scroll down, you will see importers sorted by the number of shipments in the code you selected (fresh apple shipments in the example)



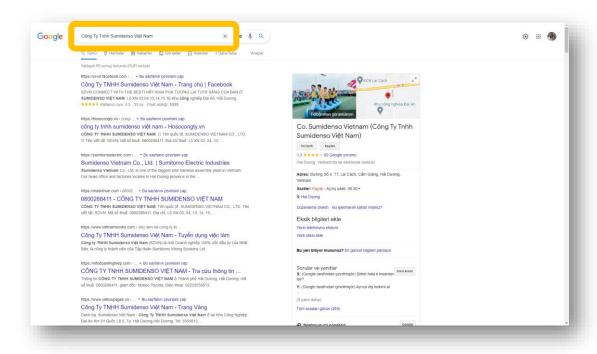
> You can click any company name to see shipments of this company



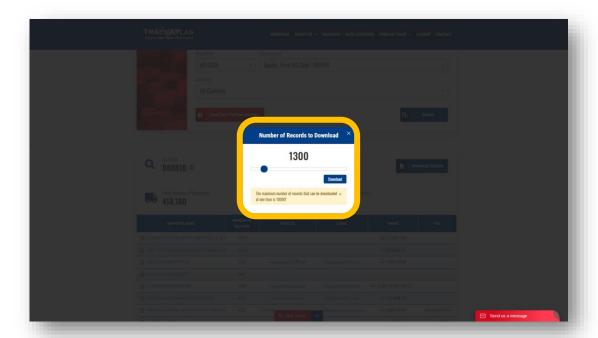


> You can click on Google icon to search the company name on Google

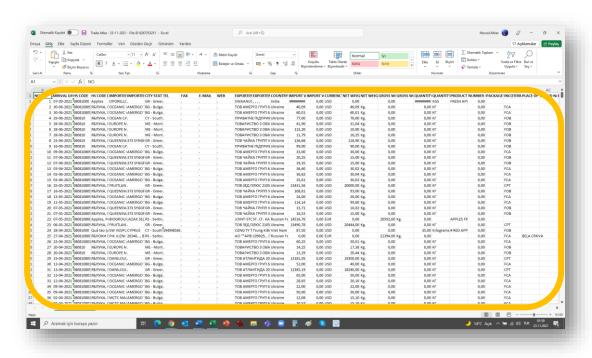




➤ You can click on Download button to download details of the shipments. Please note that you can download 10.000 records at once, so if you want to download more, you can limit dates of importing country. System will ask your preferred number of lines to be downloaded, and automatically download the latest record when you download any number of transactions.



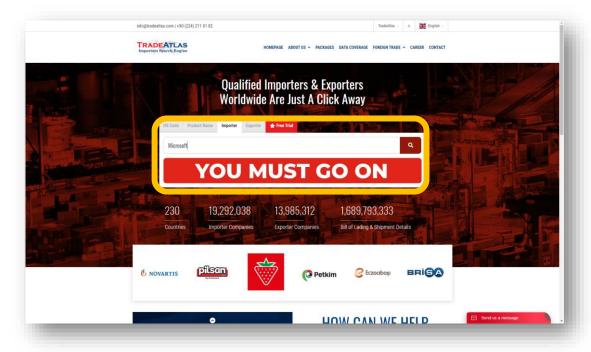
➤ When you open the excel file, you will see every detail an import/export declaration form includes depending on availability of data, such as dates, HS codes, importer and exporter companies, product definitions, and for some countries, even prices, quantities, notify parties, ports...



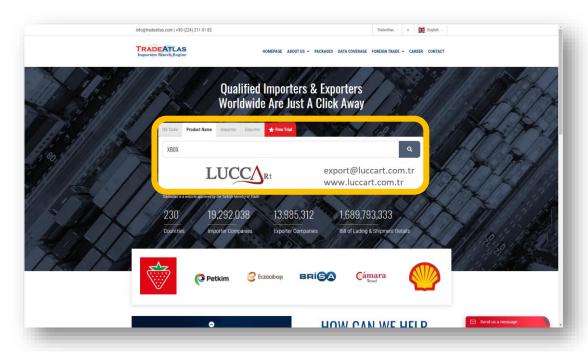
➤ If you want to search an exporter company to see their customers, type the company name on the home page at Exporter area, and click search (for ex, finding Microsoft's customers)



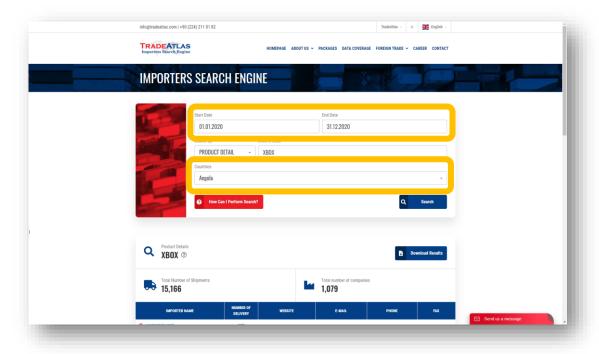
➤ If you want to search an importer company to see their suppliers, type the company name on the home page at Importer area, and click search (for ex, finding Microsoft's suppliers)



➤ If you want to search product definitions, type the product name on the home page at Product Name area, and click search (for ex, finding buyers and sellers of XBOX)

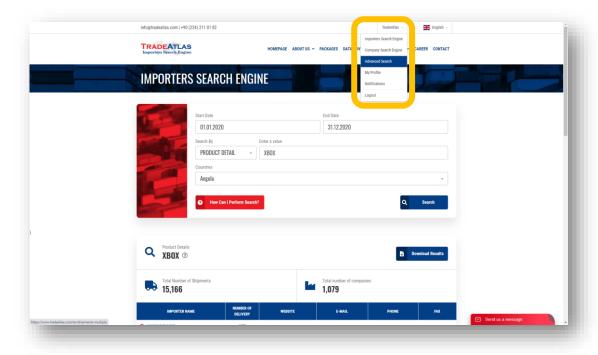


➤ When you are in search page (as below), you can select the dates and the importing country you want search (for ex, XBOX importers in Angola in 2020)

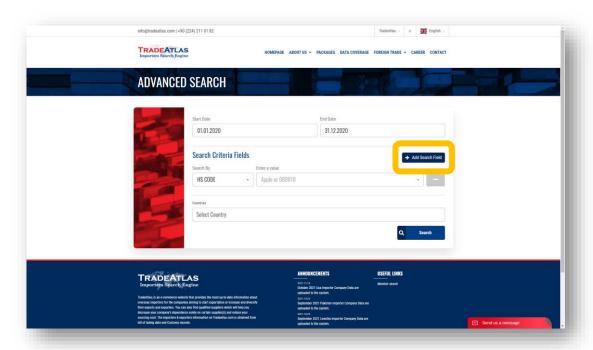


4. Making multi-variable searches on the system

➤ For all searches, date and importing country are mandatory variables while you have to choose whether to search by HS Code, Company name of Product detail. However, if you want to search the system with more that 1 variable, you can go to Advanced Search Area



➤ You can select dates and importing country for your search which are mandatory, and then add the variables you like to search from Add Search Field button



- ➤ You can add variables as exemplified below. This search result will show you all XBOX shipments under 950450 HS code from Maintek, China to Microsoft, Angola during 2020:
 - Mandatory variables

■ Dates : 01.01.2020 / 31.12.2020

Importing country: Angola

Elective variables

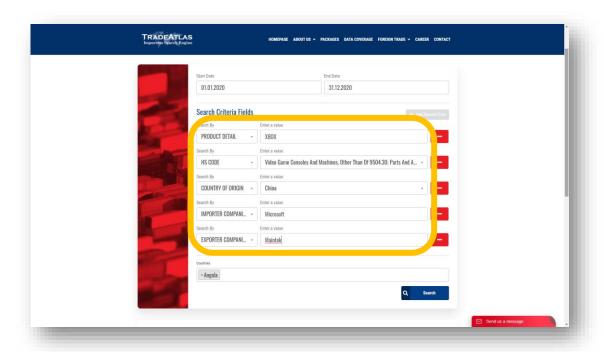
Product detail : XBOX

■ HS Code : 950450 – Video game consoles

Country of origin : China

Importer company: Microsoft

Exporter company : Maintek



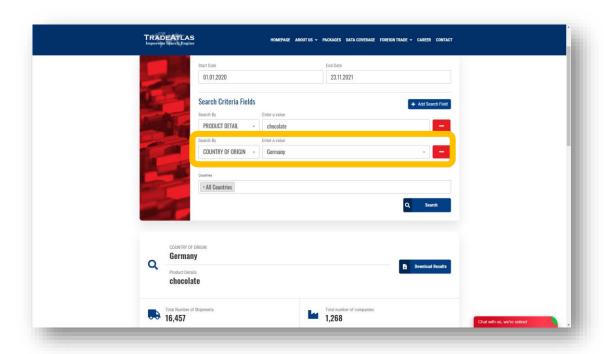
- ➤ If you want to learn export transactions of a country, you can apply the following criteria (which will demonstrate German chocolate exports to the world. There are 1.268 companies on the world importing chocolate from Germany since 2020)
 - Mandatory variables

Dates : 01.01.2020 / 23.11.2021

Importing country : All countries

Elective variables

Product detail : ChocolateCountry of origin : Germany



5. What to care when searching elective variables

HS CODE SEARCHES

As known, the first 6 digits of HS codes are common all over the world representing the same product, and millions of products are categorized under six thousand 6-digit HS codes. That's why some HS codes directly represent a commercial product clearly while others include a great number of different products. If you are searching a non-clear 6-digit code, care to add another variable to get more effective and accurate results. Examples of code types in terms of clearance;

Clear codes

■ 07 02 00 : Tomatoes

■ 15 09 10 : Olive oil, virgin

■ 85 16 31 : Hair dryers

Non-clear codes

• 01 06 90 : Other live animals

• 55 12 99 : Other woven fabrics of synthetic fibres

■ 84 26 19 : Cranes

COMPANY NAME SEARCHES

- Company names are not internationally standardized all over the world, mainly due to additions at the end
 - o Microsoft Inc / Microsoft Corporation / Microsoft Corp
- ➤ There are several different companies having common phrases
 - Apple Inc / Apple Film / Apple Fashion / Apple Fasteners
- ➤ Official company name is the data shown on the official customs forms, and some companies own a separate foreign trade company for international trading
- > Brand names are not visible as a company name on official forms
 - Milka is the brand name while official trader is Mondelez International
- > Shippers, banks, customs agents are sometimes seen as importer since they either conducted the import transaction on behalf of final user of their name appears due to some financial reasons

PRODUCT DETAIL SEARCHES

- ➤ Searching product details is not typical to searching a query on Google, this data is the definition area filled by exporters/importers on the customs declaration forms, so please consider what an exporter would write to the definition on the official forms when exporting / importing
 - You don't write "fruit" when exporting Apples, you write "Apple", even you generally write more details defining the product traded such as "fresh apples" or "premium green apples, size 125/138"
- Some common words used in different industries could bring very unconnected results, so use as unique definitions as possible in your industry to find best results;
 - If you search "mouse", you will get results of computer pointing devices, live animal trade, even some textile products such as "Mickey Mouse t-shirt" etc.
- ➤ Similar with company names, product definitions for a single product is also not standardized. For ex, if you export an iPhone, you can write "cell phone" or "smart phone" or even only "iPhone 13S". All these searches will generate different results
- ➤ Since data is collected from 55 countries customs where official languages are different, all the data is not in English. Irregular languages are listed below, so when searching company names and product definitions, please consider translation or local language spelling of your search criteria. If you search Apple (fruit);
 - Russia and CIS countries' data is in Russian (яблоко)
 - о Ukraine data is in Ukrainian (яблуко)
 - o Vietnam data is in Vietnamese (qua tao)
 - South American data is mainly in Spanish and some in Portuguese (manzana / maçã)
 - Some African countries' data is in French (pomme)

SOME GENERAL NOTES

➤ The data we have, namely 1.6 billion lines of transactions collected from 55 countries, is mainly in the following format:

EXPORTER	IMPORTER	HS CODE	DEFINITION
HON HAI SHENZEN	SOLTRAP ENERGY	853390 <mark>0025</mark>	MINI CIRCUIT BREAKER
*	*	*	*
*	*	*	*
*	*	*	*
*	*	*	*
*	*	*	*
*	*	*	*
*	*	*	*

- ➤ However, there are some countries who do not share HS codes, or definitions, even for some data, importer or exporter name is missing. So, use all alternatives searches to get every single result which would help you find what you are looking for.
- ➤ If you can not find enough results for a specific product in a country, you can also consider searching
 - Similar products (such as apple, pear, quince, etc.., which are believed to be traded by the same company at the same time)
 - Complementary products (such as cell phone camera and cell phone battery, which are both required to produce a cell phone)
 - Input and output analysis (such as search furniture exporters to sell wood glue, which is required to produce furniture)

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