

A photograph of two women in a modern office environment. One woman, with long brown hair, is seated and working on a silver laptop. She is wearing a dark blue blazer over a brown top. The other woman, with long dark hair, is standing and looking at the laptop screen with a smile. She is wearing a bright orange long-sleeved shirt. The background shows office desks, chairs, and large windows with blue-tinted glass.

MARKET RANKING for Sample Kompass

15.02.2021

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YOUR COMPANY AND OBJECTIVE

Company Name

Sample Kompass

Industry

Plastics

Company Country

Korea, Rep.

Number of Employees

10 - 49

International Development team

4

Languages spoken in the company

English

Objective

Find a distributor

Turnover

Less than 1 M USD

Export Turnover

10-50%

Your top 3 export countries

Germany, Philippines, Vietnam

Website

<http://www.samplereport.kompass>

International Presence

Philippines, Turkey, Vietnam

PRODUCT

Product Name

Industrial Elastomer Sealing & Packing

HS code

401693 Rubber; vulcanised (other than hard rubber), gaskets, washers and other seals, of non-cellular rubber

Production country

Korea, Rep.

Distribution mode

Direct, Distributors

Positioning

Not Applicable

Business Model

BtoB

Description

Diaphragm, Gasket, O-ring, Rubber seal

5 keywords related to your products or services

#industrial induction heater, #industrial glass crusher

5 keywords related to your competitors' brands or products

#Caterpillar, #Deere industrial, #ferguson industrial

Your clients industries

Chemicals, Oil & Energy

Transportation mode

Maritime

CHOSEN COUNTRIES FOR COMPARISON

•GERMANY

•INDONESIA

•MALAYSIA

•POLAND

•RUSSIAN FEDERATION

•SINGAPORE

•TURKEY

•UNITED STATES

•UZBEKISTAN

•VIETNAM

United States, Germany and Poland are the top three current priority markets for Sample Kompass for chemical and oil and gas industries followed by Singapore and Turkey. We have taken into consideration your current export experience and expertise and we have analysed the industry data in 10 countries requested. A particular attention was paid to lower risk countries in our recommendations.

USA is by far the largest market for chemicals, oil and gas industries and it is the largest importer for the category products exported by Sample Kompass. Data shows that this market still holds potential for this category. Germany is the second market for chemical industry among countries analysed but as well it is strongly present in oil and gas industries. Poland is one of the largest European hubs for chemical industry, however is less developed in oil and gas.

These three recommended countries present by far the highest potential for the company. In terms of the market access, these countries have a Free Trade agreement in place with South Korea. Furthermore Singapore and Turkey hold a very attractive ranking. Under today conditions, Turkey, Russia, Vietnam and Uzbekistan are seen a riskier investments for international development.

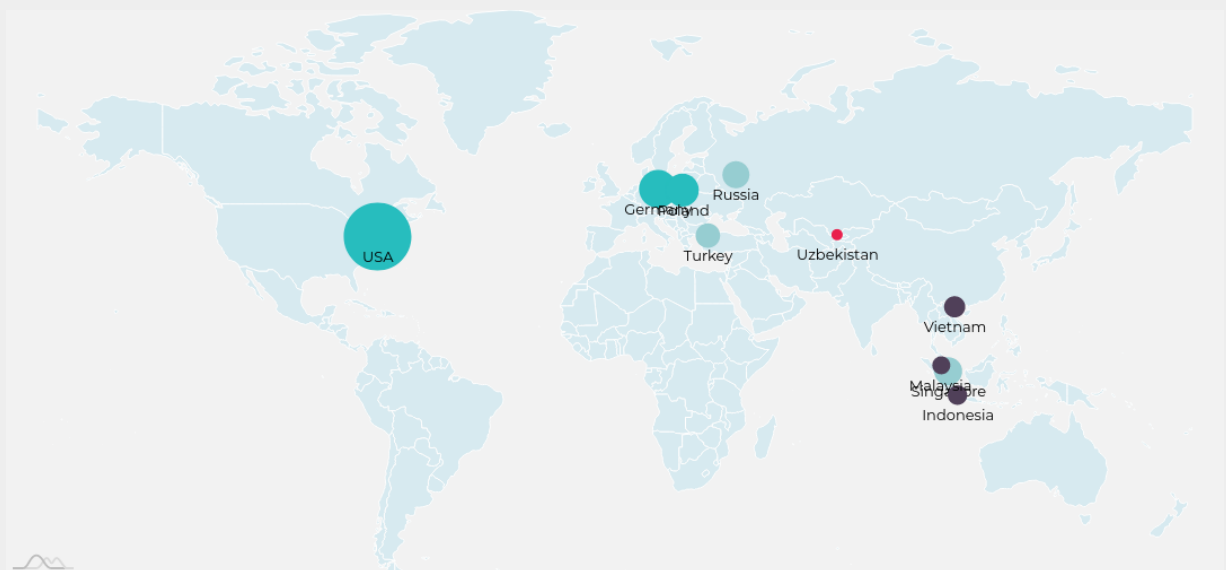
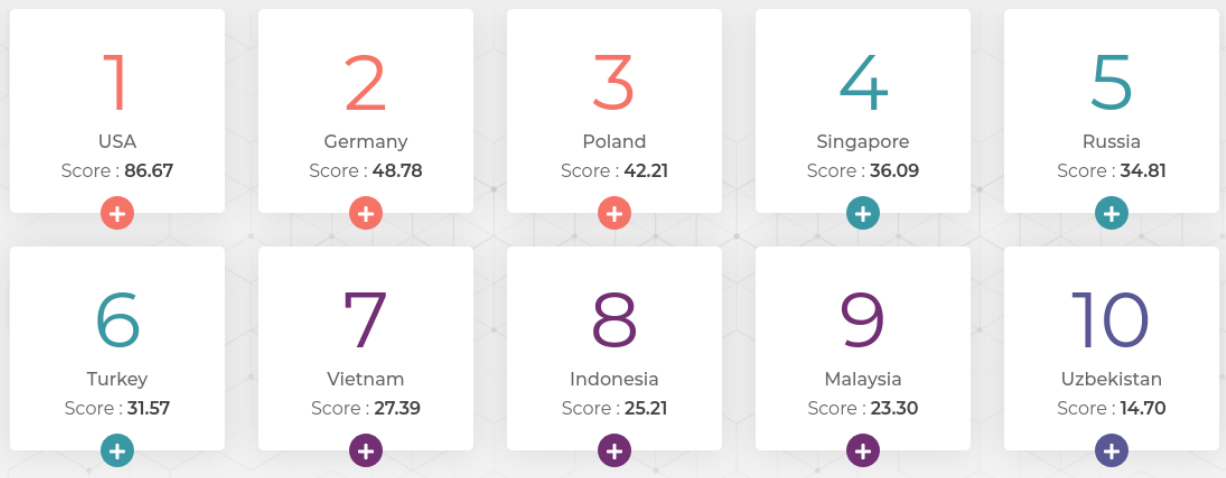
This Market Ranking report is individually developed for Sample Kompass by our experts. The purpose of this report is to help you in your strategic export marketing choices and help you increase your effectiveness in your global growth.

Period: 2021

Source: Kompass

Market Ranking • Your Ranking

Period: 2021/02/15



● Forerunner ● High potential ● Observe ● Abstain

Source: Kompas

Our Recommendations

Prime Target recommends Sample Kompas to pursue its international development in one or all of the three countries: United States, Germany and Poland. They present by far the highest potential and faster returns on the investments compared the other seven countries.

Research has shown that an SME can efficiently develop one or two export markets per year. The company is an experienced company in exports but still rather small and it is important to focus global development process to highest potential markets.

The most important indicators used by our experts to estimate highest demand for your services are size of revenue for chemical industry, oil refinery throughput and natural gas production gas sectors.

Market Ranking • Ranking Weights

Period: 2021/02/15



● Forerunner ● High potential ● Observe ● Abstain

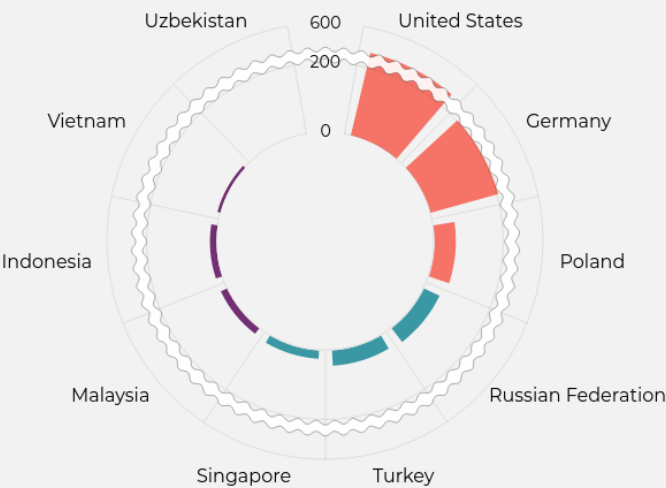
Source: Kompas

Our Recommendations

On this slide we present the main categories of indicators considered for our ranking. You can see how the general ranking has been calculated. For Sample Kompas, we have given more weights to potential customer pool or market size (45%) followed by country risk ratings (15%). Real economy, market access, growth of market size and geographical and cultural differences weights have been attributed equally 10%. For market size, we have considered revenue for chemical industry, oil refinery throughput and natural gas production gas sectors. Chemical industry presents more attractiveness as it has less volatility and less risks and we have given it more than 50% in the market size weights.

Period: 2018

Turnover chemical industry by country



Country	2017	2018
United States	522.0	530.0
Germany	184.0	203.0
Poland	51.0	62.0
Russian Federation	49.0	50.0
Turkey	44.0	44.0

● Forerunner ● High potential ● Observe ● Abstain

Source: Statista, CEFIC (EU, USA, Turkey), Marketline, US Census

Units: in billion Euros

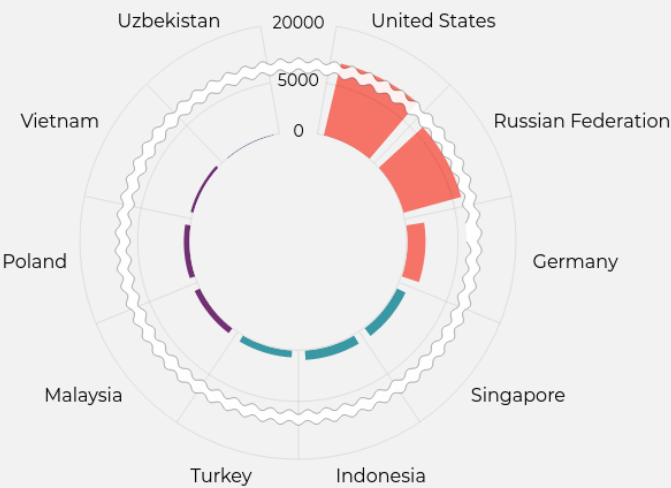
Our Recommendations

According to Cefic (European Chemical Industry Council), the European chemical industry ranks second by sales, slightly ahead of the United States. Including non-EU countries, total European chemicals sales reached EUR 694 billion in 2018, or 20.7% of world output. China has passed Europe to top the global sales ranking. In terms of revenue for chemical industry by country United States, Germany and Poland are the forerunners among the ten countries analysed for Sample Kompas. We can as well witness growth in these countries with highest growth in Poland (+21,6%), Germany (+10,3%).

Market Ranking • Market Attractiveness 2

Period: 2019

Oil: Refinery throughput



Country	2018	2019
United States	16962.0	16562.0
Russian Federation	5864.0	5829.0
Germany	1761.0	1761.0
Singapore	974.0	930.0
Indonesia	916.0	918.0

● Forerunner ● High potential ● Observe ● Abstain

Source: World Energy by BP and data from ICIS(Independent Commodity Intelligen

Units: Thousand barrels daily* (atmospheric distillation capacity on a calend

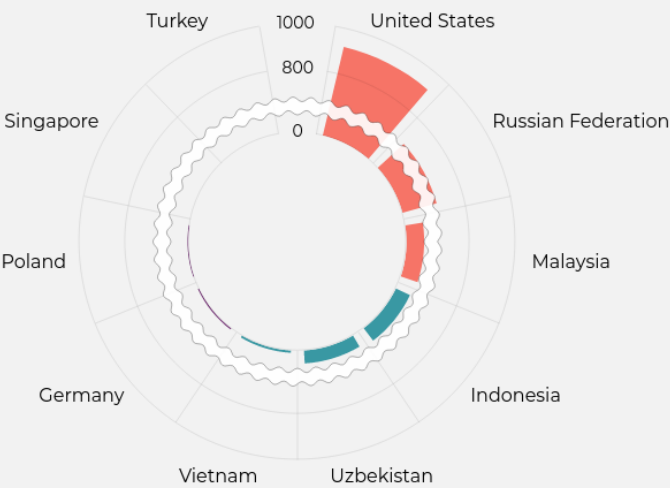
Our Recommendations

Oil and gas sector shows high volatility and unstable performance. Refinery throughput barely grew at the global level. Among 10 countries compared for Sample Kompas, United States and Russian Federation are biggest countries measured in thousand barrels daily. Germany holds the third position and Poland is the 8th market in terms of size. In the majority of the countries we do not see growth with the exception of Turkey and Vietnam. In Asia, the largest performers are Singapore and Indonesia.

Market Ranking • Market Attractiveness 3

Period: 2019

Natural gas: Production in billion cubic metres



Country	2018	2019
United States	835.9	920.9
Russian Federation	669.1	679.0
Malaysia	78.5	77.3
Indonesia	72.8	67.5
Uzbekistan	57.2	56.3

● Forerunner ● High potential ● Observe ● Abstain

Source: bp World Energy 2020 (incl. data from Cedigaz, FGE MENAgas)

Units: Billion cubic meters (Excl. gas flared or recycl., incl. natural gas)

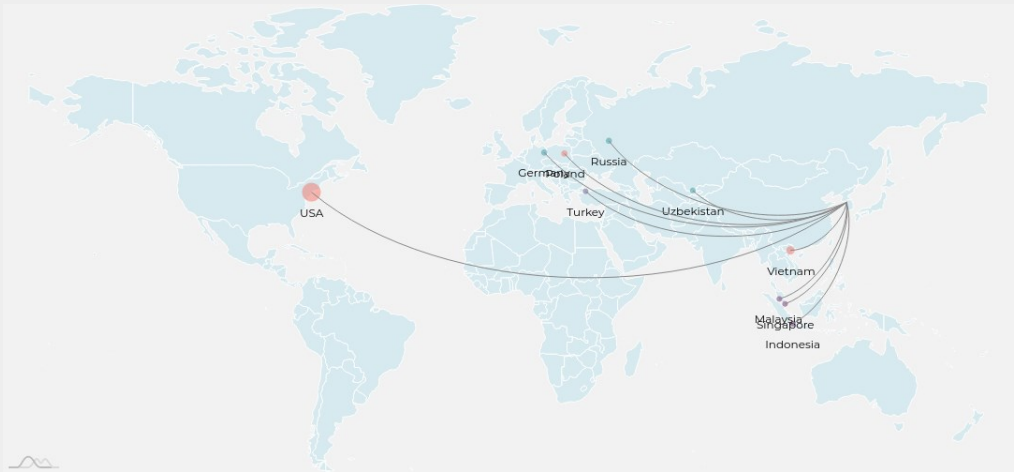
Our Recommendations

Oil and gas sector shows high volatility and unstable performance. According to BP Statistical review 2020, global natural gas consumption growth averaged 2% in 2019, below its 10-year average and down sharply from the exceptional growth seen in 2018 (5.3%). As stated on the previous slide, oil and gas industry are facing the biggest challenges in 2020 and with the current economic crisis it would face weakening economic growth, intensifying trade tensions, and global political risks.

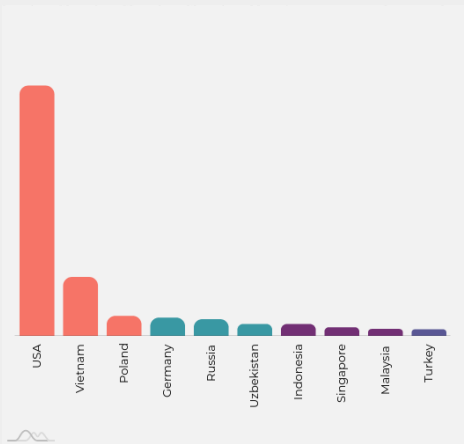
Market Ranking • Market Access Map

Period: 2019

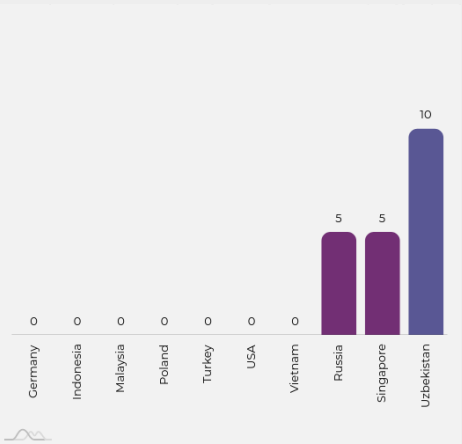
Current Export Flows



Export values



Custom duties



● Forerunner ● High potential ● Observe ● Abstain

Source: UN Comtrade, International Trade Center

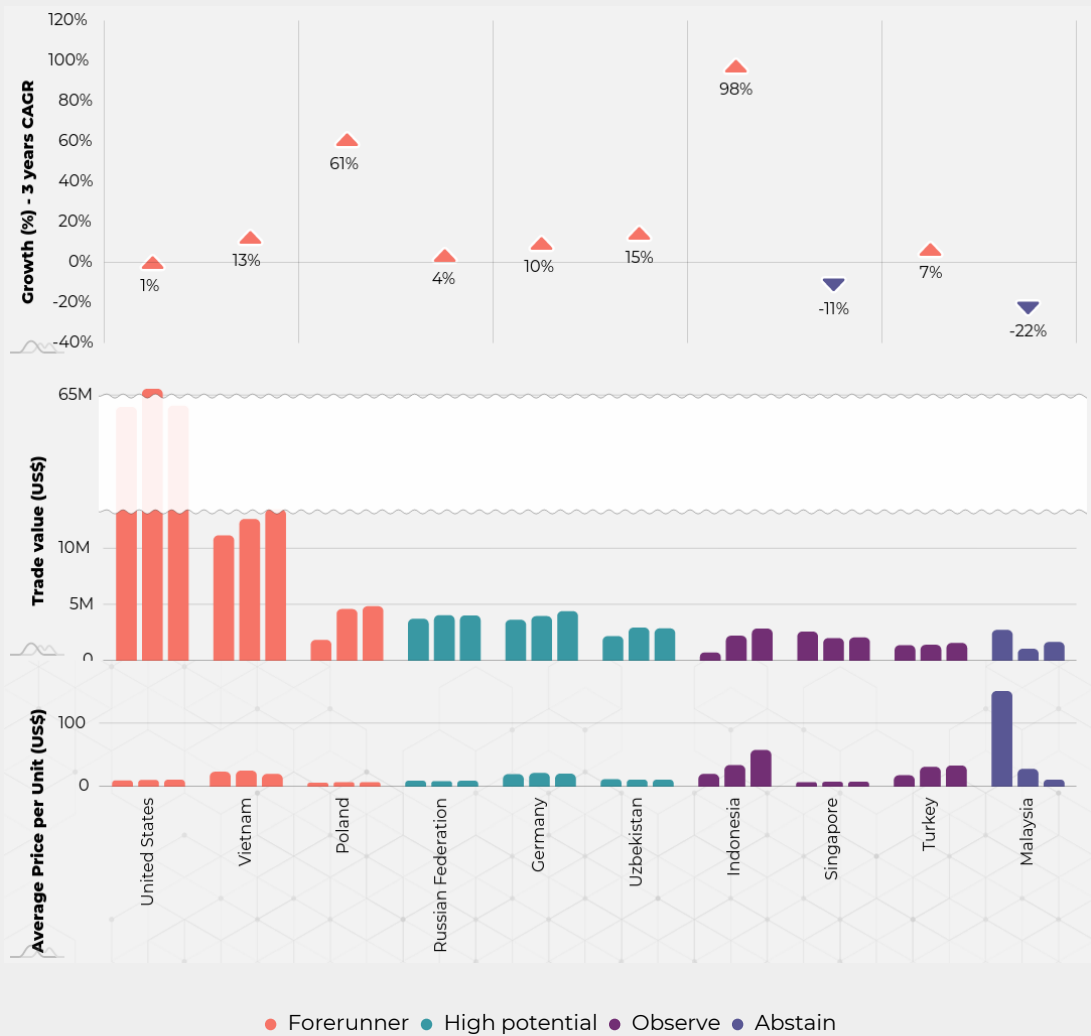
Our Recommendations

Market access in international trade describes the possibility of an enterprise or a country to sell their goods and services across borders and enter a foreign market. On this part of the report you will see the export value for your HS code (401693) and the level of customs duties applied by countries. The largest partner for Korean exports is the USA followed by Vietnam, Poland and Germany. Uzbekistan, Singapore and Russia apply customs duties for imported products for HS code (820770) respectively 10 %, 5 % and 5%.

Market Ranking • Export Performance

Period: 2017-2019

Export trends, 3 years



Source: UN Comtrade

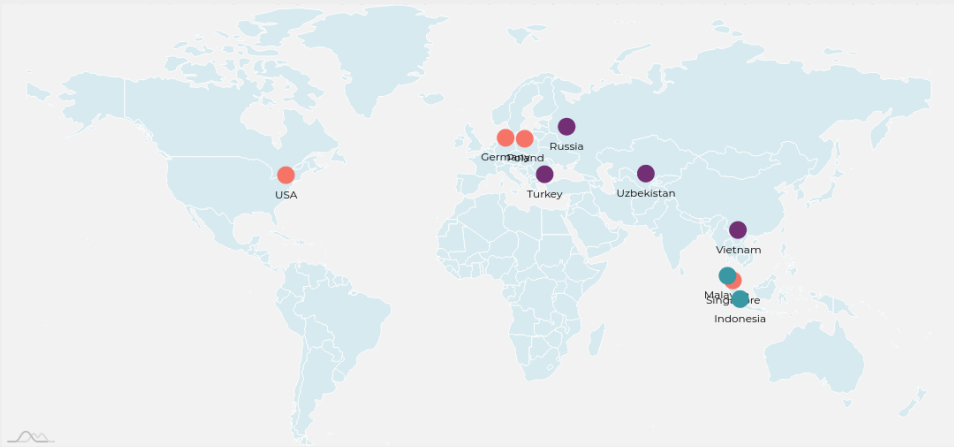
Our Recommendations

On this page of the report, we see the evolution of the exports of Korean products following under the HS code 401693. The largest partner is United States with more than 65 Millions US Dollars. Exports from Korea to United States have seen very small growth between 2017 and 2019 (+1%). Vietnam is the second partner followed by Poland, Russia and Germany. Exports from Korea to Poland have seen the highest growth between 2017 to 2019 (+61%).

Market Ranking • Country Risk Analysis

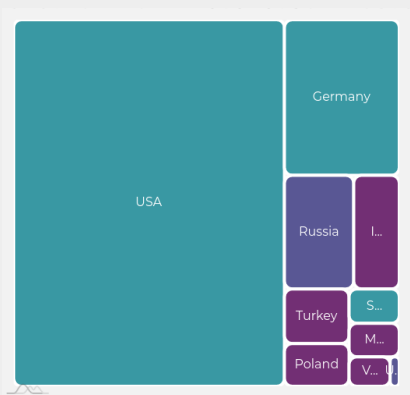
Period: 16 October 2020

Risk Map



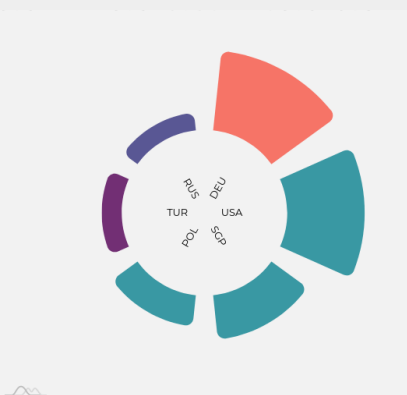
Corruption perception vs GDP

Period: 2019



Soft Power 30

Period: 2019



● Forerunner ● High potential ● Observe ● Abstain

Source: OECD, World Bank, Transparency International, softpower30.com

Our Recommendations

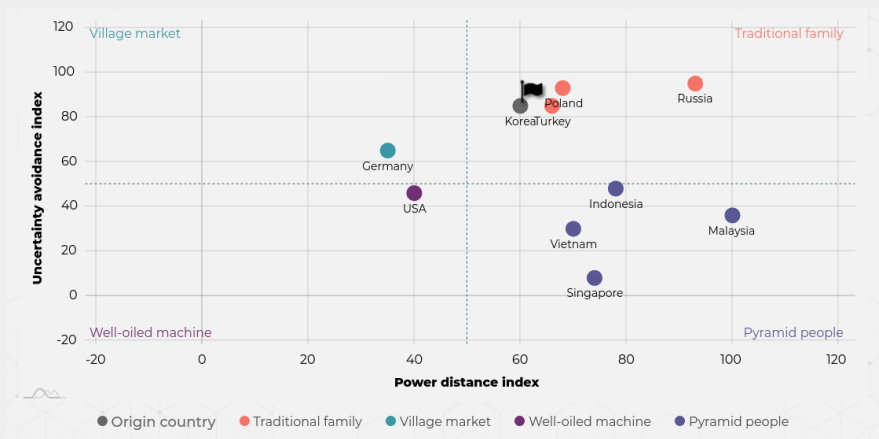
A country risk assessment can help Sample Kompass identify and evaluate country-specific risks. In doing so, Sample Kompass can determine how much those risks might impact their business.

This dashboard provides a country risk analysis. The information we use are: OECD country risk classification and corruption index by Transparency International. Soft Power index shows us the countries with stronger soft power to manage these risks. USA and Germany come as stronger and less risk destinations for Sample Kompass, followed by Poland. In Asia, Singapore, Malaysia and Indonesia present less risk for Sample Kompass.

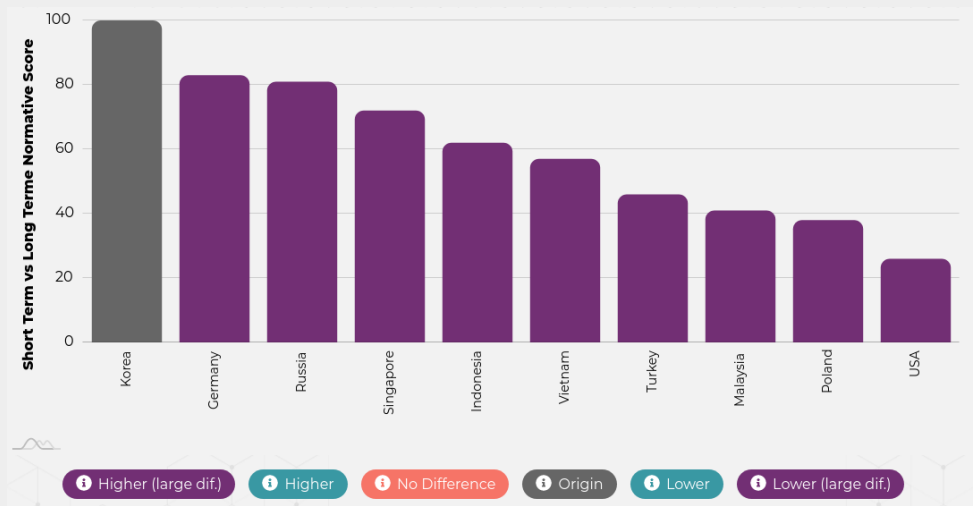
Market Ranking • Cultural Fit

Period: not specified

Power Distance and Uncertainty Avoidance



Short term vs long term orientation



● Forerunner ● High potential ● Observe ● Abstain

Source : Hofstede Insights Culture Compass

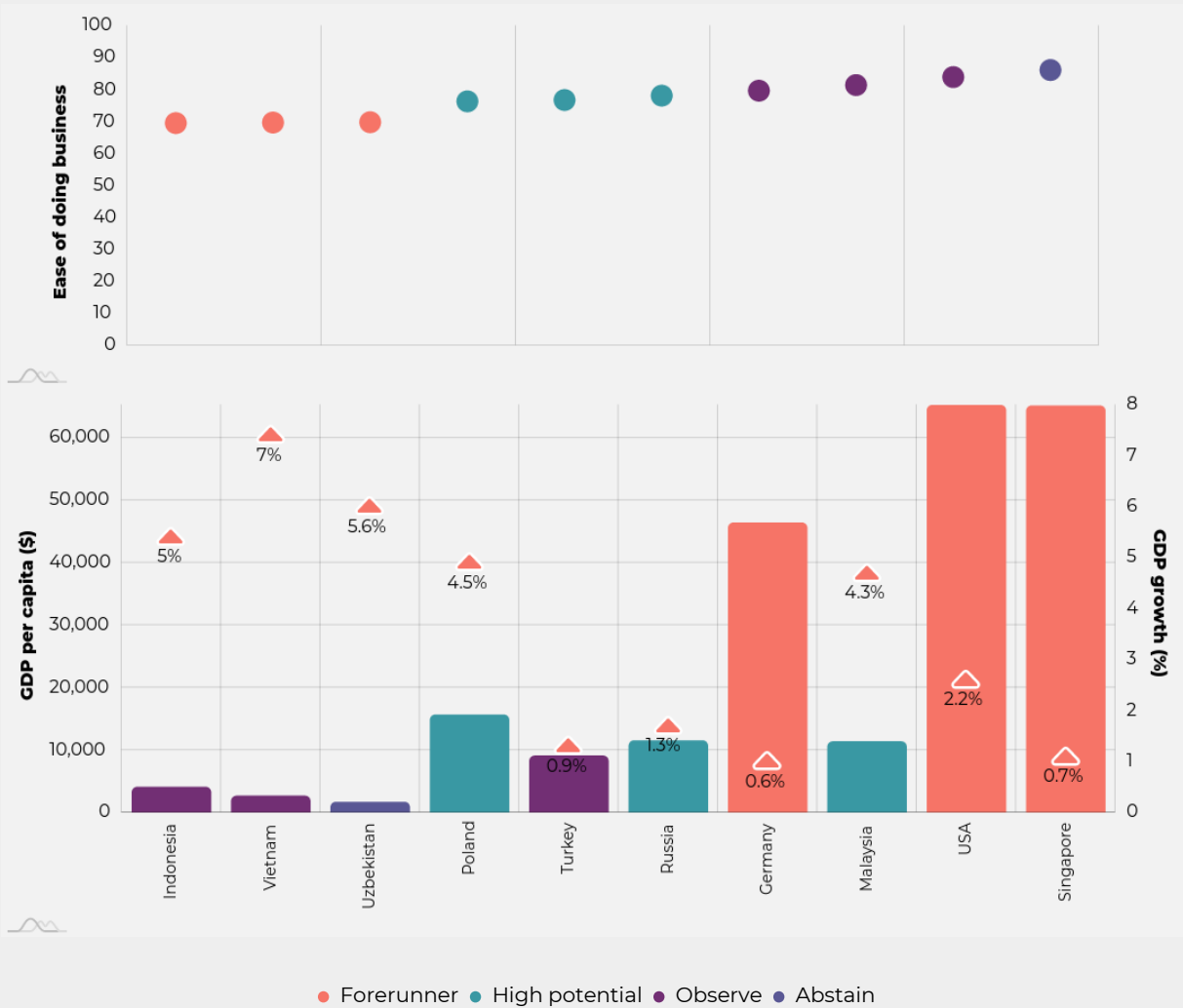
Our Recommendations

Cross cultural factors should not be underestimated by Sample Kompass. We apply in our model Hofstede culture compass which is based on the most comprehensive studies of how values in the workplace are influenced by culture. The application of this research is used worldwide in international management settings. For Sample Kompass, the closer « culturally » countries by this model and especially for Power distance and uncertainty avoidance are Poland, Turkey and Russia. Germany is very close in terms of long term orientation.

Market Ranking • Ease Of Doing Business Vs Gdp

Period: 2019

Ease of doing business, GDP per capita and growth



Source: World Bank

Our Recommendations

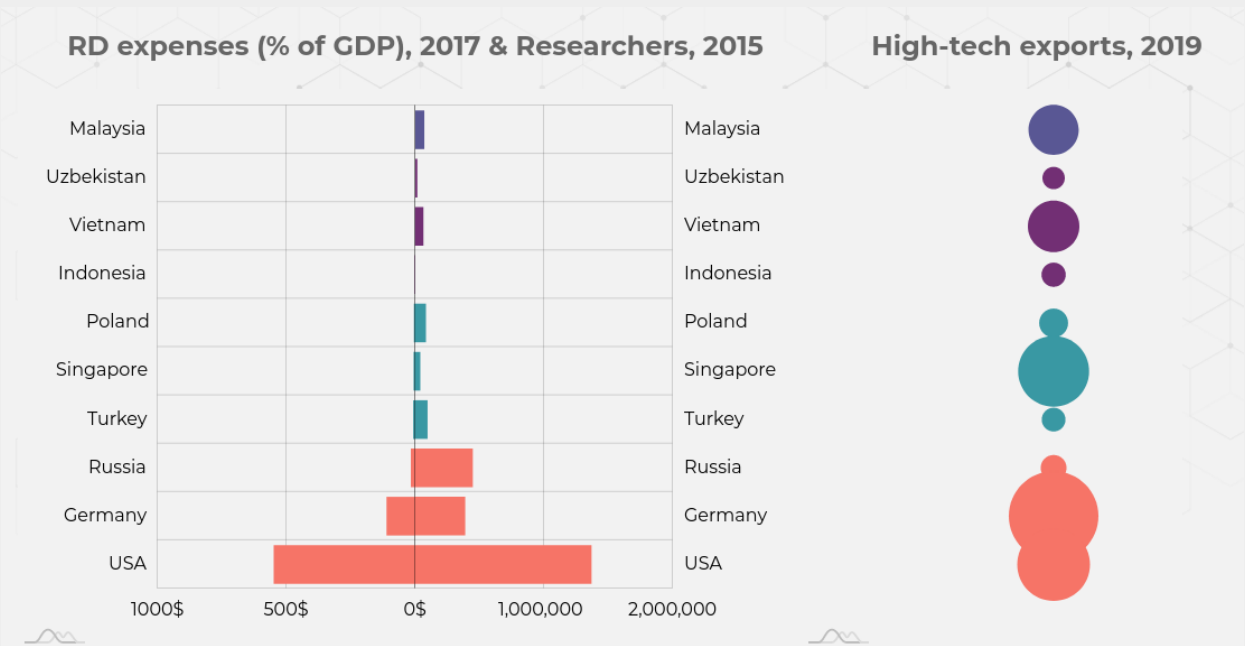
Ease of doing Business measures aspects of business regulation for small and medium-size companies and presents quantitative indicators on the regulations that apply to firms at different stages of their life cycle. The results for each economy can be compared and for Sample Kompas this indicator helps understand the ease to work and develop in these countries.

Singapore, United States, Malaysia and Germany are the countries best ranked for this indicator. Uzbekistan, Indonesia and Vietnam however will require much more work, more time and more investment in order to establish your trading relationship.

Market Ranking • Research Expenditures

Period: 2015 - 2019

R&D expenses, number of researchers vs high-tech exports



● Forerunner ● High potential ● Observe ● Abstain

Source: World Bank

Our Recommendations

The last and relevant for the decision making on market selection is as well such indicator as gross domestic expenditures on research and development (R&D). R&D covers basic research, applied research, and experimental development. These indicators are used to evaluate a country's commitment to R&D. We apply this indicator as a forward looking and long term decision in terms of market selection for Sample Kompas. It has been found that under conditions of the financial crisis, investment in research and development has a positive effect on the real economic growth rate. USA, Germany and Russia are the biggest investors in terms of R&D expenditure.



<https://solutions.kompass.com>

Because today, capturing business opportunities has never been more challenging, Kompass provides innovative B2B information services to reach the right targets, based on its unique data expertise in over 60 countries.