

# Country Insight

Expert country analysis for business

Country Insight is a brand new internet service from Euromonitor International. It provides in-depth analysis of the economic, political, social and demographic trends that affect countries and regions worldwide.

From population change and household structure through to income distribution, external trade and the structure of the economy this database offers users unique and invaluable insight into the factors affecting the future of their markets.

## Real and useful insight to countries

- Enables non-experts to analyse markets and understand their dynamics
- Helps you make sense of underlying socio-economic trends and their impact on countries around the world
- Explains why trends are changing and what their future impact and implications will be
- Offers insight into differences and similarities between countries

Euromonitor International has more than 30 years' experience of collecting, standardising and modelling country information. Our regional and country experts analyse data as it becomes available from official and semi-official sources around the world. Our expert knowledge of which data points to compare and what statistical techniques to use, combined with our jargon-free style and graphical presentation of data, offers the non-expert business user real and useful insight into countries around the world. Now you can benefit from this expert commentary.

**Country Insight for American Libraries Association**

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## Country Insight allows you to understand country markets There is analysis of changing trends and their implications

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- What is behind the changes in household profiles in Morocco?
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- What are the benefits of FDI (foreign direct investment) for Malaysia?
- How does China's success impact on Western European economies?

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**20 May 2005**

**Foreign trade up in Latvia**

The latest figures from Latvia Statistics are showing the increase in foreign trade in March 2005 with the value of exports increased by 40.1% and imports by 21.8% compared with March 2004. According to the Latvian Central Statistical Bureau, exports were valued at 237.4 million lats and imports were valued at 388.9 million lats. Foreign trade account for 80% of the country's total GDP making an international trade extremely important for Latvia's economy.

**Summary**

- The most important commodities exported from Latvia in January-March of 2005 were wood and articles of wood, which accounted for 26% of the total export value;
- Compared to the same period of the previous year, the steepest increases in exports and imports were of base metals, and mineral products with 76.5% and 98.4% respectively;
- Trade in agricultural and food products had a slower growth at 10% for exports and imports in the first quarter of 2005. Imports of food and drinks actually saw a 1% decrease from the previous year.

**Exports and imports: 1995-2004**

Million lats

Exports (blue bars), Imports (yellow bars)

Year	Exports (Million lats)	Imports (Million lats)
1995	1000	1200
1996	1100	1300
1997	1200	1400
1998	1300	1500
1999	1400	1600
2000	1500	1700
2001	1600	1800
2002	1700	1900
2003	1800	2000
2004	1900	2100
2005	237.4	388.9

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- Latvia Economic Datafile
- Latvia Population Datafile

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- Latvia: Country Profile

## Get to the heart of the issues with jargon-free analysis and clearly presented data

It is often difficult to analyse large statistical datasets without some expert knowledge of where to look for trends or without knowing which trends are significant. More than this, having identified relevant data, where do you go to find out what is driving change and what the implications for that change are? Country Insight is written by experts with extensive experience of working with these large country datasets. Analysis is written in plain, non-technical and jargon-free English. Emphasis is placed on explaining the issues clearly but always with a focus on the future implications. Data trends are presented in clear and simple charts to give 'at-a-glance' insight for the non-expert.

## Structured content to aid understanding

The content of Country Insight is highly structured to make it easy to use.

**Articles** are short and to the point, typically a couple of pages. They explore topical issues and interesting socio-economic trends. They are easy to understand because they follow a set structure – Issue; Importance; Implications; Future challenges.

**Features** examine issues in more depth, usually over several pages. Extensive use of graphics helps to illustrate trends and patterns in data. Comparisons with trends in other countries help to put issues in context.

**Datafiles** contain graphs, charts and rankings that link relevant data in interesting and revealing ways. They often provide backup to articles and features but always provide an excellent graphical overview of a topic. Datafiles are standardised to make cross-country comparisons easy.

**Country profiles** are standardised country reports that provide background economic and political data and analysis. Updated on a rolling basis, they are always current.

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## Country Insight examines the relationships between different macroeconomic indicators to offer new perspectives

**Country Insight**  
21st February 2005  
**Femme Fatale**  
The EU has agreed to begin accession talks with Turkey in October 2005 but the recent violence at a women's demonstration has led many to worry about how far Turkey is from fulfilling the necessary criteria to join the EU, especially those regarding women's rights.

**Key Points**

- Turkey's economy has been improving: real GDP growth was at 7% in 2004 compared to -7.5% in 2001 and is forecast to continue growing;
- The 2000 national census showed the illiteracy rate of the population aged 6+ had dropped from 19.5% in the previous decade to 12.7%;
- Inflation is under control at 8.6% in 2004 compared to 64.9% in 1999;
- Tourism receipts have been increasing, rising to \$14,267 million in 2004 from \$5,203 million in 1999;
- It has the youngest population in Europe with 29% of its 2004 population aged 0-14;

**Turkey economic indicators: 1984-2004**

The EU made the decision in December to begin accession talks with Turkey in October 2005. Source: Euromonitor from International Monetary Fund (IMF), International Financial Statistics and World Economic Outlook/UN/national statistics

## Global Coverage

**Africa:** Algeria, Egypt, Morocco, Nigeria, South Africa, Tunisia

**Asia Pacific:** Azerbaijan, China, Hong Kong, China, India, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand, Turkmenistan, Vietnam

**Australasia:** Australia, New Zealand

**Eastern Europe:** Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russia, Slovakia, Slovenia, Ukraine

**Latin America:** Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, Venezuela

**Middle East:** Israel, Jordan, Kuwait, Saudi Arabia, United Arab Emirates

**North America:** Canada, USA

**Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, United Kingdom

## Datafiles illustrate key country data graphically, allowing you to make easy cross-country comparisons

**Source:** Euromonitor International from International Labour Organisation/national statistics  
**Note:** chart displays the productivity of each sector over time

**Rankings of Current account deficit as a percentage of GDP in Asia Pacific by latest year**

Rankings	Current account deficit as a % of GDP
1. Singapore	6.55
2. Hong Kong, China	2.12
3. Thailand	0.28
4. Taiwan	0.24
5. Kazakhstan	-1.03