



**The Center for Export Readiness  
Training and Services**

*Developing export readiness in small businesses*

*Information Sheet:*

# **National Trade Data Bank**

## **Overview of National Trade Data Bank (NTDB)**

Success in the competitive and global marketplace requires relevant marketing information for strategic decision-making. To assist American businesses and industry to expand into international markets, President Reagan signed legislation in 1988 creating the National Trade Data Bank.

NTDB is a database designed to produce easy, “one-stop” access to a wide variety of government information on international trade. Included are reports geared to the foreign prospects for specific American goods and services, material designed to help in the promotion and distribution processes, and “macro” information on a given country’s social, economic and political conditions.

Now in its eighth year, NTDB has unquestionably become an invaluable tool for businesses seeking to expand into global markets. Each month, sixteen government agencies, including the Departments of Commerce, Labor, Agriculture, the State Department, and the Central Intelligence Agency, provide NTDB with updated material and data relevant to the market to the needs of American exporters. These monthly updates are then made available to the public on CD-ROM (Compact Disc-Read Only Memory) computer discs and distributed via the government documents depository system.

Users can access the information with a computer that has a CD-ROM player. The CD-ROM’s used for the NTDB are identical to audio CD’s except that they contain data rather than music. One plastic disc can hold 280,00 pages of single-spaced text. NTDB currently contains more than 100,000 different documents (the equivalent of three complete sets of *Encyclopedia Britannica!*), and is available monthly on two discs.

# International Market Research Reports

The U.S. Department of Commerce employs Industry Analysts to access and forecast the prospects of the world's major industries. They work in conjunction with the U.S. embassy personnel located in more than 120 foreign locations to publish International Markets Research material. These reports provide information on market opportunities for American goods and services. They emphasize marketing information such as the best selling products in a nation, end-user (market) characteristics, trade barriers, government regulations, national cultural aspects, and overseas contacts to assist in the distribution of goods and services.

## Marketing Report

### *Country Commercial Guide*

## Features of Report

Prepared annually by the U.S. Department of Commerce's Commercial Service and covering 90 individual countries and the European Union. Includes:

- A profile of the host country and how to conduct business there
- Analysis of commercial, financial and investment environment of the host nation, review of proposed market research over the next 12 months
- Lists of 20 or so products considered to be the best market prospects for U.S. Exports
- Upcoming trade promotion events
- Background statistics, trade regulations, taxation policies, etc.

### *Industry Sector Analysis*

15-20 page of profiles on selected products and industries for a given nation. Includes:

- assessments on access to markets and market competition to be encountered
- trade promotion and in-country contacts.