

# Assess Country Risk to improve worldwide business processes with EIU Country Risk Service and Country Report



Business processes in a worldwide environment are now more and more complex. This is why a good level of awareness related to country where business relationship are already established or under evaluation is necessary to prevent risks and exploit at best opportunities. To obtain an overall picture, this procedure must be combined to the assessment on partner, customer or supplier.

Evaluate a country risk means analyze economic crucial information able to understand the level of performance of a specific nation. Historical macroeconomic indicators can underline the performance and identify area in which results are good as well as weak ones. Based on this data, it's also possible to have an outlook and forecast future results and achievements. This is the right way to approach a country. It's important, of course with different purposes, both in case that business relationship are already in place in a specific nation or if it's under evaluation a new country due to new business partners' assessment.

Considering commercial needs and let aside purposes linked to economic studies, evaluate a country means get a set of information to better understand the economic environment in which a business partners, supplier or customer, is operating and identify risks and opportunities.

If business relationship are already in place, a country risk analysis is important for several reasons. A company risk can be linked not to performances themselves but to an unfavorable economic environment and this is something to be aware. On the opposite side, if a country is particularly supporting foreign companies, maybe there are some hidden opportunities to be better explored. Legislations, labor policies, bank sector or political approach can determine how a company is required to conduct business. There are countries more flexible in supporting relationship and investments coming from cross border countries and others with more restrictive and protectionists rules. Be aware of such information is mandatory in take the appropriate actions and be in position to change them quickly if required. If environment is favorable, allows to evaluate is it's possible to expand business with new customers or find additional suppliers.

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If it's clear that economic policies are strongly affecting business companies, it's necessary to do not underestimate unstable political environment that can put at risk current relationship with apparently well-known business partners.



From one side, with a country risk analysis showing a positive economic and political scenario, is possible to better exploit business relationship already in place focusing also on future development. On the opposite side, hidden political turmoil or changes in approach versus cross border partners, can underline a situation could negatively change in a very near future, so it's important to decide how to proceed to protect business.

In case of relationship already in place, maybe no risk analysis was done when business started but now it's time to do it. Covid-19 pandemic in 2020 is affecting more or less all economies in the world: each country is adopting a set of actions to face decrease in GDP so it' important to know how countries where business partners are located are facing this period.

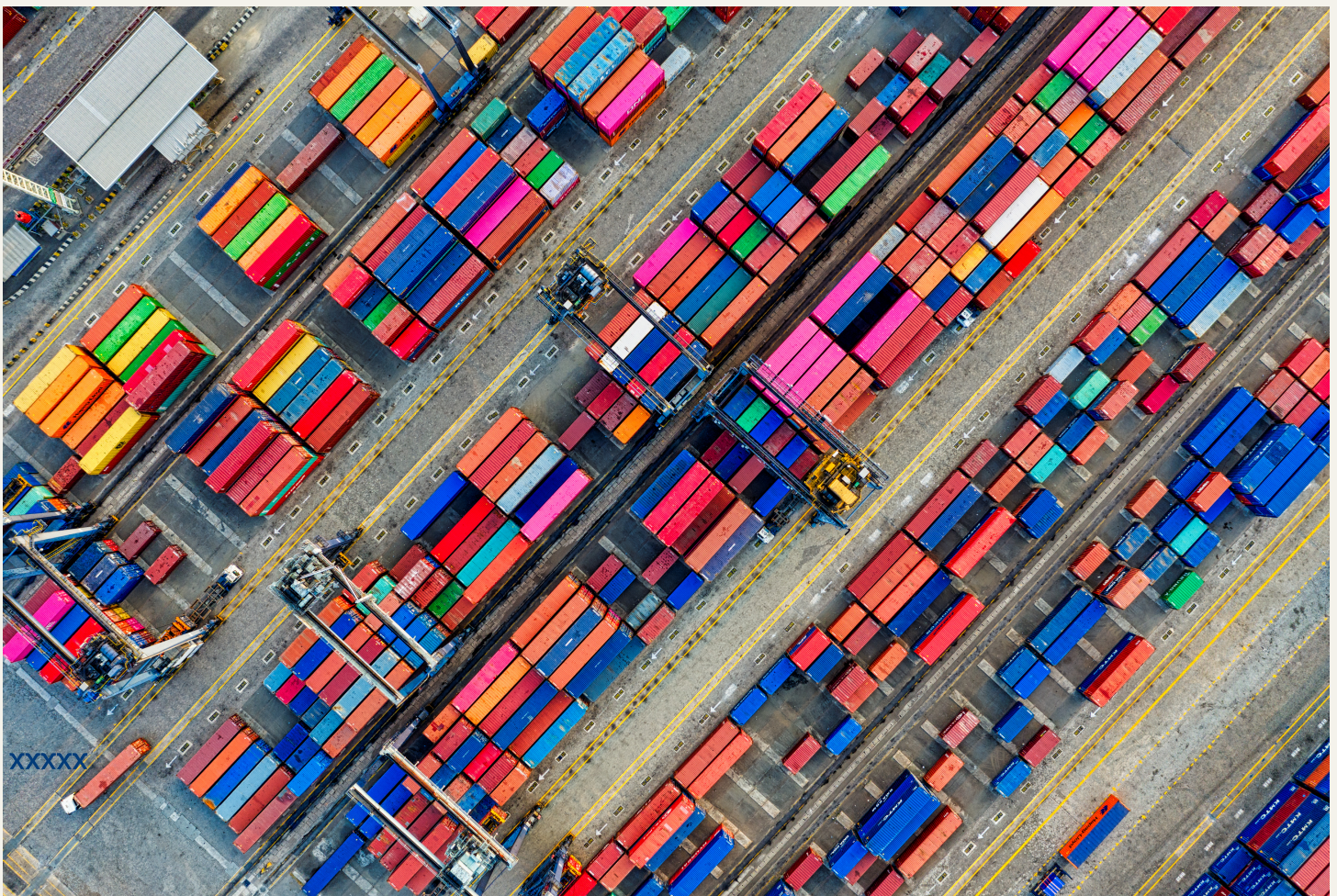


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In such scenario, evaluate new customers or suppliers in new countries is now a priority, not a nice to have, otherwise risks can be very high with tough impacts. Know in advance for example if a country is adopting rules to support non-domestic companies is the starting point. Then, how labor policy is build, how flexible it is and finally but not less important how finance sector is structured. These evaluations have to be conducted very carefully and consider at the same time benefits that can be generated.

Analyze country risks means also be able to compare countries and focus on business partners located where economic, financial, political conditions are more favorable to international players.





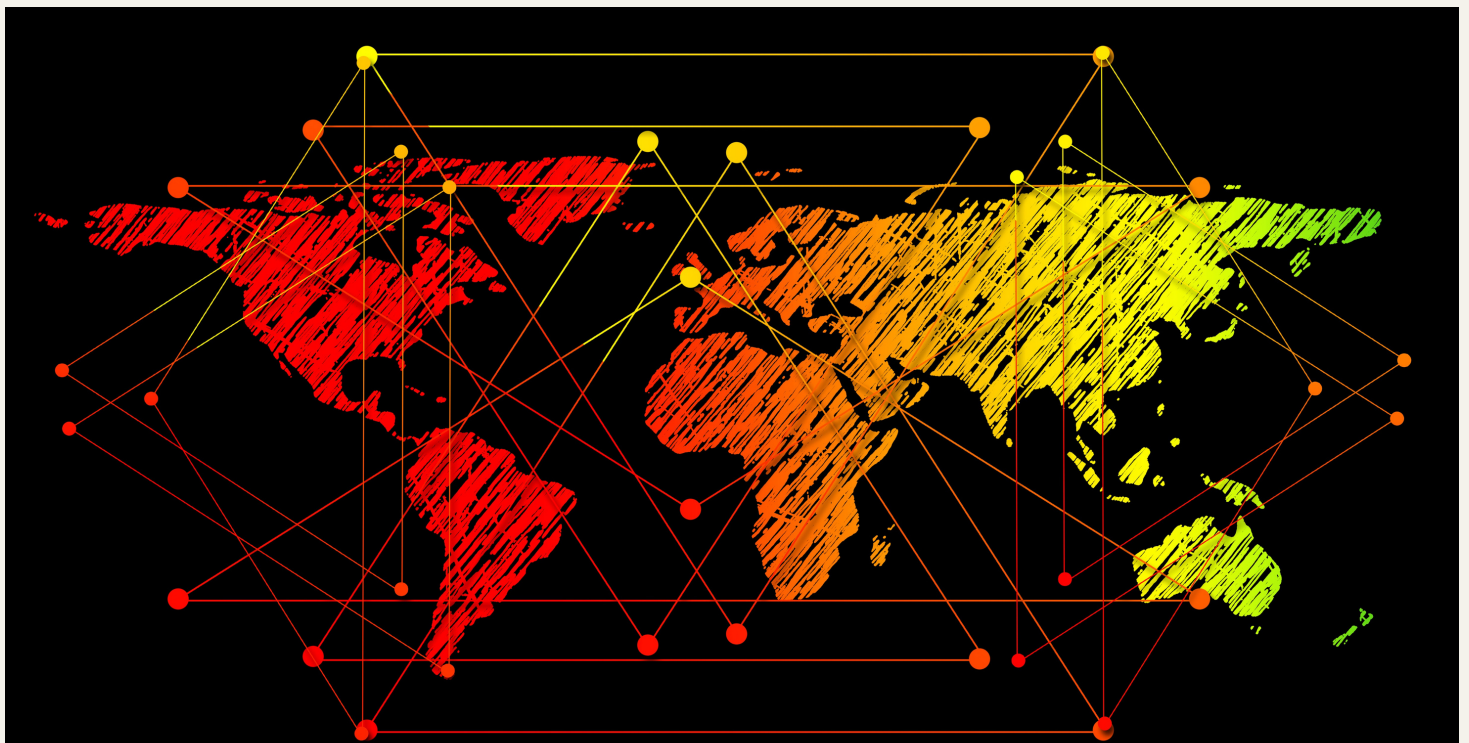
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Work with customers in countries with adverse conditions can negatively affect results with decrease in sales or delayed payments, for example. A supplier affected by a weak economic environment or in a country with political turmoil can suddenly cease supply or country itself could impose a very high taxation. It means difficulties in supply chain management or a stop in production.

Country Risk awareness isn't a way to limit cross-border commercial relationship but it's the right way to build more conscious and strong relationship with partners as risk and opportunities are carefully analyzed and proper actions are taken focusing on the areas presenting more development opportunities.

At the same time, countries economic and political environment aren't always stable. It means also being in the position to constantly monitor countries and act as soon as changes occur. Changes aren't always negatives, can be also positives and this is the case to redefine strategies to maximize sales or purchase. Time is a critical point. Have a view on country economic outlook is a good way to define in strategies and actions if required.





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Evaluate a foreign business partners, considering current worldwide environment, is based on two steps, strictly linked each other. First of all an analysis related to country where company is located. Then, the assessment of the firm itself. After having a clear view related to all of them, it's possible decide how to proceed, how to exploit opportunities, but also how to deal with potential risks.



Thanks to SkyMinder, CRIF portal of business information, it's possible to perform a 360° degree process from country risk to company risk evaluation.

## Evaluate country risks

Thanks to an agreement with The Economist Intelligence Unit is possible to request via SkyMinder Country Risk Service and Country Report produced by The Economist Intelligence Unit.

Country Risk Service: monitors credit risk in 131 developed and emerging markets on a continuous basis, combining The Economist Intelligence Unit's market-leading data capability and country expertise in a rigorous risk modelling framework. Analysis and forecast focus on several dimensions of cross-border credit risk posed by a country, including sovereign, currency and banking sector risk. And then Overall Country Risk. Every month per 12 months a new edition is available including changes impacting a country, if applicable.



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Country Report: political and economic analysis and forecasts for 201 countries. It examines and explains the important political and economic trends in each country. Each Country Report subscription contains in-depth and ongoing analysis and forecasts of political, policy and economic conditions to help you understand what is happening now and to gain a picture of how a country will look in the future.. Every month per 12 months a new edition of Country Risk Services and Country Report is available including changes impacting a country, if applicable.

## Evaluate company risks

SkyMinder can be considered as an international trade enabler, giving access to in-depth credit and financial data on companies all over the world with a set of solutions able to cover different risk assessment needs, thanks to CRIF operations in Europe, Middle East and Far East Countries and very well established relationship with more than 30 local information providers. SkyMinder solutions to evaluate a business partner are:

- Credit Report and Slim Report: complete overview of a company, from firmographic data, to risk assessment and credit appraisal, to negative information, management and financials.
- Monitoring Solutions: different solutions to be updated when a change affects a company
- KYC Report: it helps to understand the ownership of a company with Beneficial Owner and Shareholders
- Extended Check Report and Compliance Check Report: to know involvement in money laundering, fraud, corruption, bribery or other criminal activities.
- Cyber Risk Report: evaluates how a company is exposed to a cyber attack