

# International Trade

## A world of opportunities taking risks under control



Starting from FMI macroeconomic forecast for 2019, global economy will continue to growth but slowly as previously estimated. Also 2018 last quarter results were partially negative due to tariff increased by US and China and Germany performance.

Even if trade tensions could remain in worldwide scenario and affecting the overall outlook, international market remains a very important business opportunity for companies' growth (Source:FMI)

Global expansion will continue even if with a lower rate than previously estimated. 2019 growth projection (International Monetary Fund source) is showing an increase slower if compared to 2018 who reported +3.7%: Advanced Economies with +2.3% and Emerging Markets/Developing Economies with 4.5%.

In 2019 overall growth forecast is 3.5%, confirming Emerging Markets/ Developing Economies at higher rate with 4.5% and Advanced Economies at 2.0%. Both cluster are showing a decrease versus previous year, even if Advanced Economies with -0,3% and Emerging Markets/ Developing Economies with -0,1%. 2020 will show an improvement of overall growth even if not achieving 2018 results.

Forecast is showing an increase on 2020 of 3.6% (+3.7% in 2018 vs 2017 and +3.5 in 2019 vs 2018) with an important results coming from Emerging Markets/ Developing Economies, reporting +4.9% versus 2019 (+4.6% in 2018 vs 2017 and +4.5% in 2019 vs 2018). On the other hand, Advanced Economies are showing again a decrease in growth, achieving in 2020 + 1.7% vs 2019 (+2.3% in 2018 vs 2017, + 2.0% in 2019 vs 2018).

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.In this particular outlook, it is clear that Emerging Markets/Developing Economies are confirming their crucial role in international outlook with stronger and stronger role in manufacturing, infrastructure or services. Relationship with worldwide companies are becoming closer, as both suppliers and customers.

Company risk evaluation assumes a focus role and have information useful to get decisions about partners located in every country is the right way to take decisions with strong level of confidence

Obtain information related to companies in Emerging Markets is in general very challenging, due to a high data friction . Every country is different regarding how to collect information related to companies, like registration, negative events, structure, financials etc. and it could represent a friction. Data availability, updating, processing automatization, IT infrastructure are representing items to compare different countries.

Data friction shows the level of business data availability, accessing and updating. It means that bodies filing data related to companies are very often not centralized and acting at local level not connected each other In addition, if the process to update a company profile, for example after a change in number of employees, address and so on, is manual, becomes more complicated and time consuming having a new company overview taking care of the new data.

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Obtaining Risk, Credit, Financial or Compliance information is a complex process, with different level of difficulty, higher in Emerging Countries but everywhere is something that requires high skill, high quality standards and connection with the most reliable data sources and providers.

SkyMinder, the CRIF platform for International Business Information, is acting as a hub where B2B trade risks are evaluated for the all companies across global markets. All countries and jurisdictions are available, regardless data friction level, complexity in obtain information, political and economic conditions. This is possible thanks to an ecosystem created by SkyMinder in which all countries members of CRIF group are integrated with the best local B2B information providers worldwide. It means to have a direct link with the territory, have a clear and in depth knowledge of the issues related to data potentially to face. highest quality standard is guaranteed, combining to official sources, negative data or company structure also value added information like and credit limit.

Never forget specific information related to a company can assume different level of importance if connected to a specific country. Negative events are a good example as linked to payments methods, legislation and economic environment. This is the reason why through SkyMinder local information is always available. But also standardize global information is available too helping companies, dealing with more countries, to compare different firms in different countries and assess globally risk .



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Thanks to SkyMinder, is possible to request Credit Report with a different level of details on companies worldwide with the guarantee to avoid issues due to data friction thanks to fresh on demand investigations, a process allowing to collect facts related to companies and elaborate information with the highest of quality accordingly to local legislation, availability and government structure. In addition, using different approaches is possible also to be updated if a change affect a company and redefine in advance strategies.



When business targets requires to deal with company all over the world, compliance requirements must be meet in order to understand in advance company structure or level of risk connected to financial crimes, like bribery, corruption or money laundering. D

Do not also underestimate risk connected to cyber attacks, not to be considered from IT point of view only but actually as risk that could negatively influence company performance and reputation.

International trade is growing countries like Emerging Markets that require in advance a good knowledge of companies that are currently business partners or potentially business partners. At the same time, those countries are definitely facing issues in term of companies' data availability and updating. In this complex scenario, have a partner like SkyMinder able to cover with information related to company risk all the world, it isn't something recommended but a real business need and the right path to success.

By SkyMinder Marketing, April 12th 2019