

## COUNTRY PROFILES – PATHFINDER

Keywords: Country profiles, country information

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The listed resources will help you to identify a wide variety of information for the country you wish to export to. They cover demographic, labour market and political information, as well as more detailed statistical material. These resources will help new exporters as well those who are already experienced in using information to develop market intelligence. Legal information is not usually covered.

Although they have been grouped according to a number of headings, the information they contain is not restricted to that category.

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### GENERAL COUNTRY INFORMATION



*Country profiles.* London: Foreign and Commonwealth Office.

<http://www.fco.gov.uk/>

Country Profiles have been prepared by FCO staff and aim to provide a general overview of the country concerned. They include information on the country's recent history, recent political developments, relations with the international community and bilateral political and commercial relations with the UK, as well as links to other relevant pages on the FCO website



*The World factbook.* Washington, D.C.: Central Intelligence Agency.

<https://www.cia.gov/cia/publications/factbook/>

This is the most comprehensive source of country information. Exporters should consult the Guide to Country Information to view the categories of information provided about each country. Included in the Appendixes are lists of abbreviations and internet country codes (see under Cross Reference List of Country Data Codes).



*Country profiles.* Reston, VA.: The Federation of International Trade Associations.

<http://fita.org/>

Country profiles can be searched by entering the country name in the search box under that heading. Each profile focuses on Economic trends, International Trade and Industry with information on these being updated annually. Other information is available with the exception of legal information. Users should check the date of information on other pages. Other sources are better for Country Risk – see under Export Markets at <http://www.export.ac.nz/findinginformation.html> or on the New Zealand Export Credit office website <http://www.nzeco.govt.nz/country>.

## **POLITICAL, LEGAL AND BUSINESS ENVIRONMENT**



*Explore Export Markets.* Wellington: New Zealand Trade and Enterprise.

<http://www.nzte.govt.nz/explore-export-markets/Pages/Explore-Export-Markets.aspx>

NZTE has brought together a range of sources highlighting selected individual export destinations e.g. China and Hong Kong. They include *Doing business in...*, *Country briefs* and *Market research*.



*Country and Territory Information Papers.* Wellington: Ministry of Foreign Affairs and Trade.

[http://www.mfat.govt.nz/Countries/0-country\\_list.php](http://www.mfat.govt.nz/Countries/0-country_list.php)

Compiled from a foreign relations viewpoint, these papers focus first on the bilateral relationship which New Zealand has with an individual country. In addition they list New Zealand ministerial visits to that nation. Key facts relating the geography, demography, political system and trade are also given. Outlines for wider regions such as Latin America are also available.



*Country information.* New Zealand Export Credit Office

<http://www.nzeco.govt.nz/country>

Focuses on risk rating and cover status for both individual countries and regions.



*Doing business in.....*

If you want to locate information about doing business in a certain country, type in the search '*doing business in [name of country]*' into your search engine. You will receive a number of hits for most countries. A common site among the results will be: [www.doingbusiness.org](http://www.doingbusiness.org). It is hosted by the World Bank and International Finance Corporation and includes a number of useful pages: economy rankings, exploring individual economies and trading across borders. Trading across borders outlines the procedural requirements for exporting.



*Websites on trade.* OECD.

[http://www.oecd.org/document/23/0,3343,en\\_2649\\_37431\\_41177047\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/23/0,3343,en_2649_37431_41177047_1_1_1_1,00.html)

or <http://tinyurl.com/y92r7zl>

The OECD have brought together by country, organisations both government and non-governmental, from which you can source trade information. Thirty (30) countries are covered plus the European Commission and a group of international organisations.

## **GEOGRAPHY, COMMUNICATIONS AND SERVICES**



This kind of information is often located on the websites of government organizations for specific countries. By using the domain name 'gov' or 'govt' with the internet country code you will retrieve the main government site as well as other governmental organizations. Try this in your search engine: **gov.af** for information on Afghanistan.



*Country profiles.* London: BBC.

[http://news.bbc.co.uk/2/hi/country\\_profiles/](http://news.bbc.co.uk/2/hi/country_profiles/)

While providing general information about individual countries this site also has useful lists of the media organisations in each country. As well as countries, international organisations such as WTO are covered.

## DEMOGRAPHICS, ECONOMY AND SOCIETY



*Country FactFiles.* Euromonitor International.

<http://www.euromonitor.com/countryfolders.aspx>

Factual summaries covering Area, Population, Demographic and economic indicators, Lifestyle indicators, and Market Sizes. Each FactFile contains current statistics and where possible give a list of Business Information Sources with website URLs.



*Countries and Regions.* New York: The World Bank.

<http://web.worldbank.org/>

Under its Countries & Regions section, the World Bank provides a wide range of information. The site focuses on countries which receive assistance from the Bank and those which actively support its work and programmes. As well as Data & Statistics, there are materials on Projects and Programs and In-Depth Analysis which often includes a Doing Business section. The Bank offers an updating service which may be useful to exporters moving into a new market.



*ANZ Country Briefings & International Commentary*

<http://www.anz.com/aus/corporate/EcoComm/IntResearch/IntCountryBrief.asp>

Economic commentary and analysis on countries as well as on international developments and issues. The focus is on the Asian region with many of the reports being written after visits to countries in the region.

## **COUNTRY PROFILES WITH NEWS AND FORECASTS**



*Country Briefings.* London: Economist Intelligence Unit.

<http://www.economist.com/countries/>

The information on this site is updated regularly with news articles. As well as factsheets, there are outlook assessments and lists of economic indicators. Has printable pages.

The Head of Library & Information Services would appreciate any feedback on this pathfinder. Please email: [library@export.ac.nz](mailto:library@export.ac.nz)

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