

# GAME OF TRADE



a worldwide battle for export dominance

## GLOBAL TRADE GROWTH ESTIMATES



### VOLUME

+4.3%

2017

+3.9%

2018

### VALUE

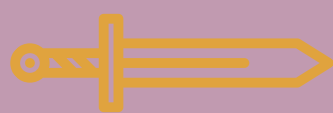
+7.5%

+6.3%

## THE CONQUERORS

To plot export dynamics we analyzed VOLUME GROWTH and changes in EXPORTS MARKET SHARE. Regionally, the Eurozone leads with estimated gains of \$USD +956 bn in 2017-18. Winners are grouped into 3 categories:

### FAST NIGHT WATCH



Advanced Asian economies (Singapore, Taiwan) enjoy robust growth in exports through innovation and improved competitiveness. Yet, competition from China dents exports sales.

### WEALTHY WILDLINGS

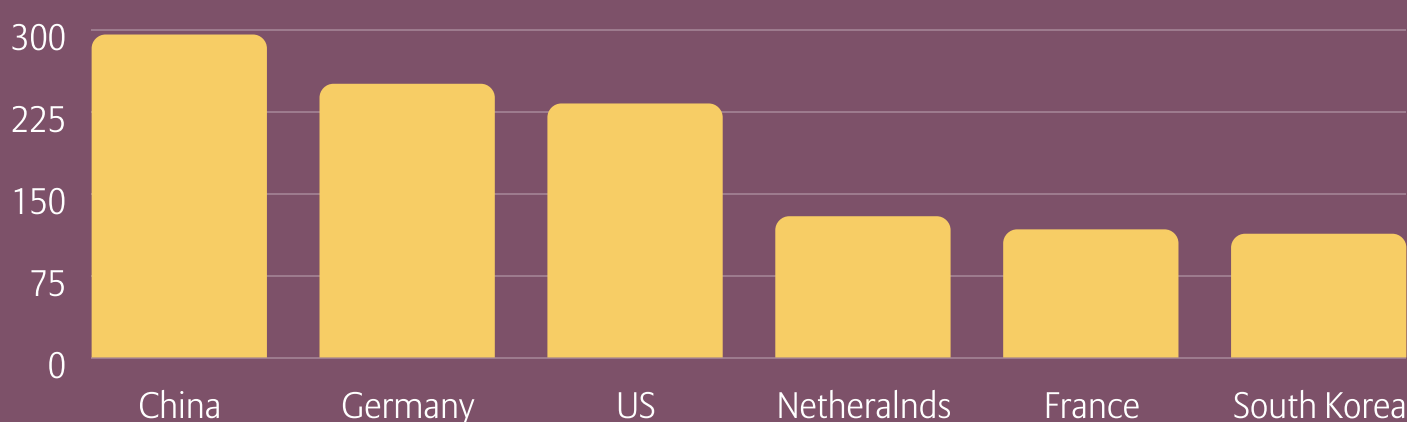
Historically rich economies with export performance below global average. China loses market share to new hubs. The US could pay for tense trade relations. The UK faces Brexit.



### STRONG MAESTERS

Competitive primary commodity exporters such as Russia, Indonesia and South Africa and production hubs like Malaysia and Vietnam are supported by demand in China and rising prices. Manufacturing hubs in Eastern Europe benefit from the Eurozone growth. European economies specialized in high-end goods such as Germany and France are boosted by new orders and solid pricing power.

## THE EXPORTS THRONE



Potential export gains by country (2017-2018 estimates in USD bn)

[Read the full report](#)