

GLOBAL TRADE

Recipes for successful exports



Global trade: what's on the menu for 2015-2016?

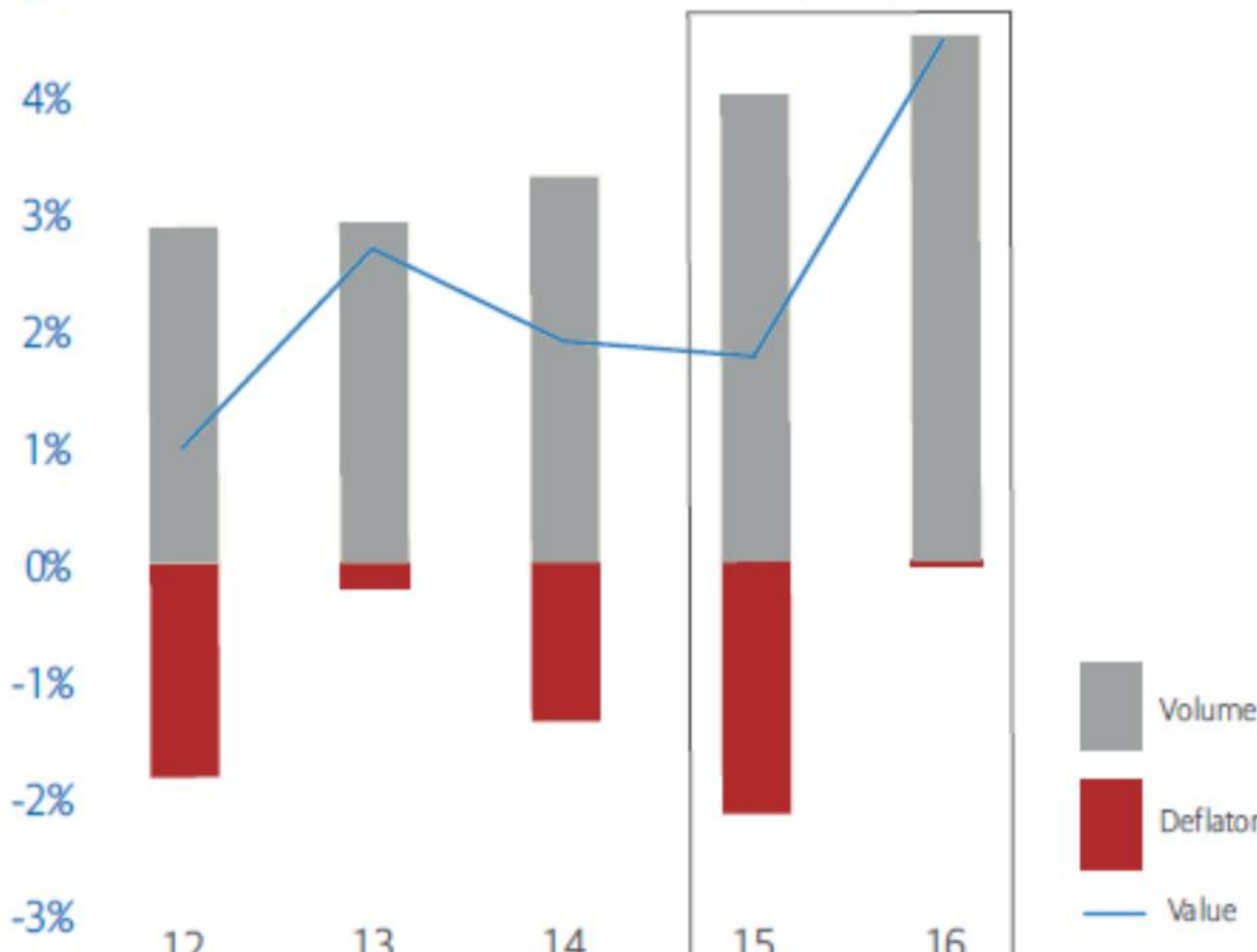
Global Trade is in Trade-gnation

Deflationary pressures



Weak trade growth

World trade growth



The 3 causes of Trade-gnation



Global austerity measures

Slower private consumption & investment

Highly interrelated global trade amplifies the slowdown

The ingredients for successful exports

The basics of exports



Find new clients



Adapt to their needs



Fight red tape (regulations & bureaucracy)

Targeting the right markets



Imports above global average



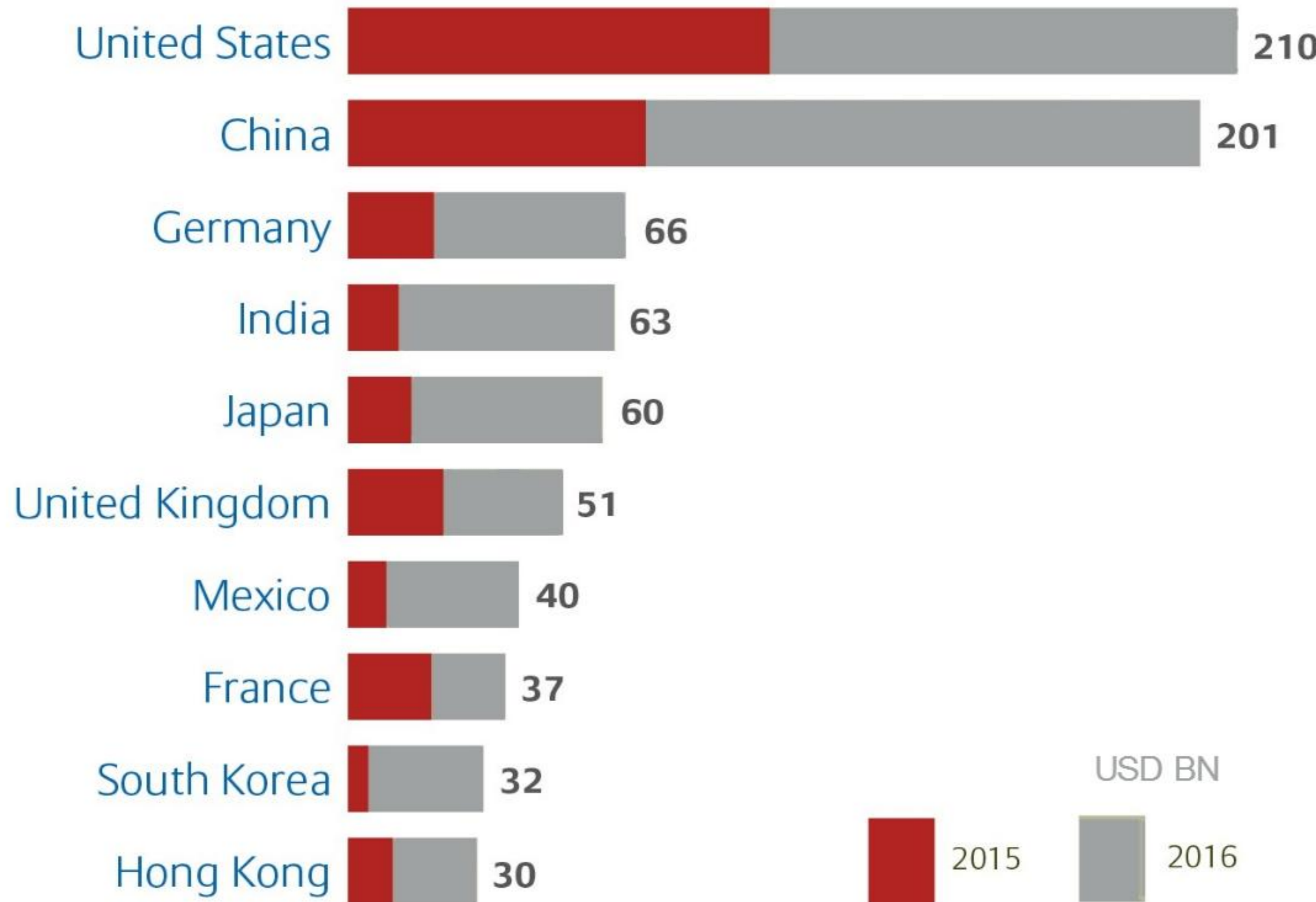
Lower country risk

Key markets: 15 delicacies combining high import growth and lower risk



Who will be the next Export Master Chef?

Top export winners



Some recipes for success

Innovation in Electronic Industry



Taiwan



Singapore

Multiplying free trade agreements

Wage moderation



Spain



Flexibility in the labor market

Beware of the risk menu: the 3 Ps!



Price war



Politics and Protectionism



Non Payments

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Read the full report on Global Trade

Watch the video The Economic Talk



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