

TradeData International Pty Ltd.

Using International Trade Information to gain Market Intelligence.

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TRADEDATA INTERNATIONAL
Better business decisions.

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Questions to Ask with respect to International Trade Data Analysis

- Where is a possible export market for my product?
 - How large is that market?
 - Is the market seasonal?
 - Which markets are growing or declining?
- Is the market segmented by price and or shipment size?
- At what price point would I consider entering the market?
- What countries would I be competing against and at what price?
- What are the typical transport costs to ship my product to the selected country?
 - What tariff rates apply from Australia compared with competitors

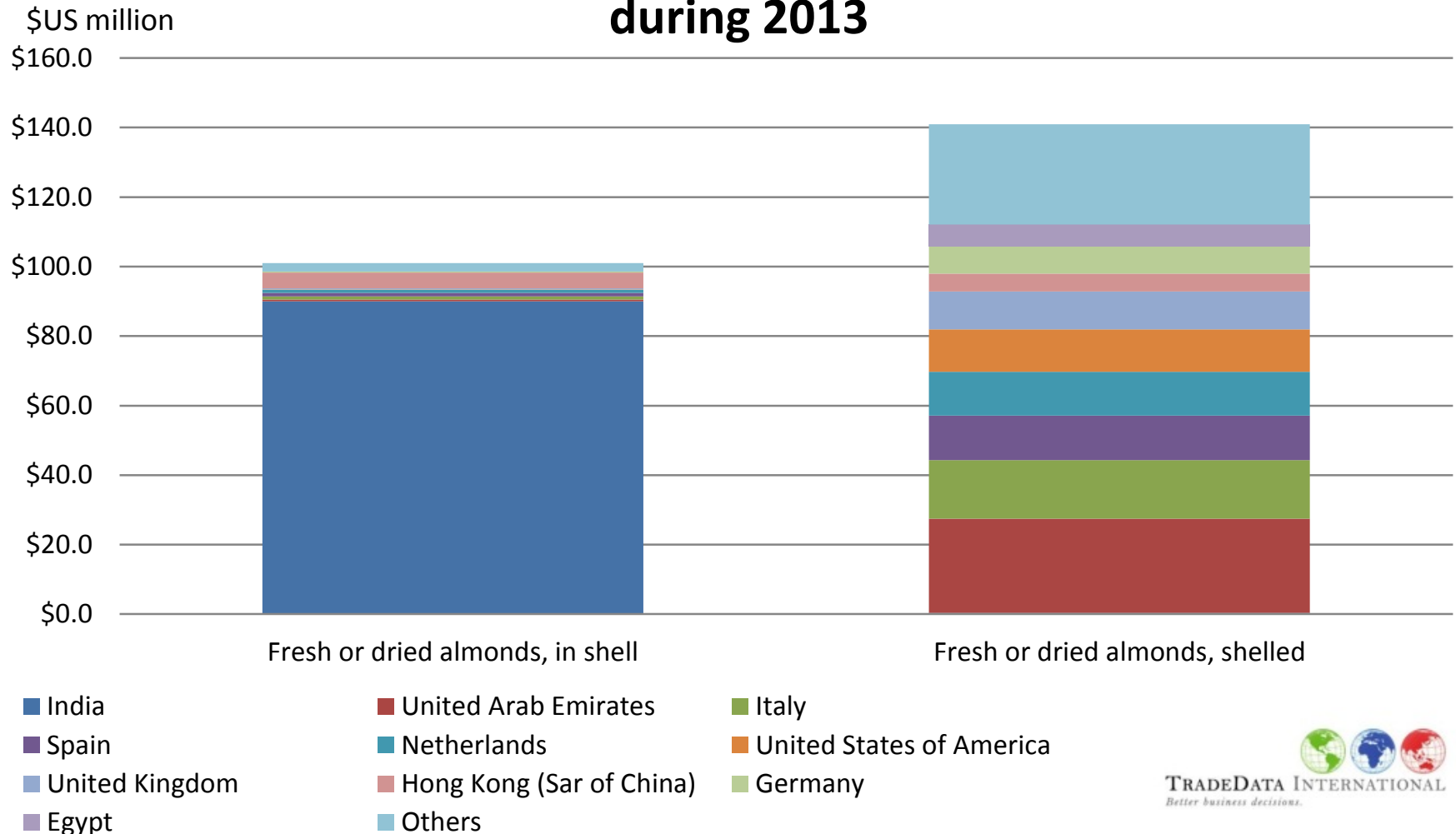
For China and a few other select countries:

- Name, address and contact details of importers
- Import values, volumes and price for individual transactions associated with individual import companies
- China does not but some countries can provide data down to individual brand descriptions

Decided to analyse two products produced locally

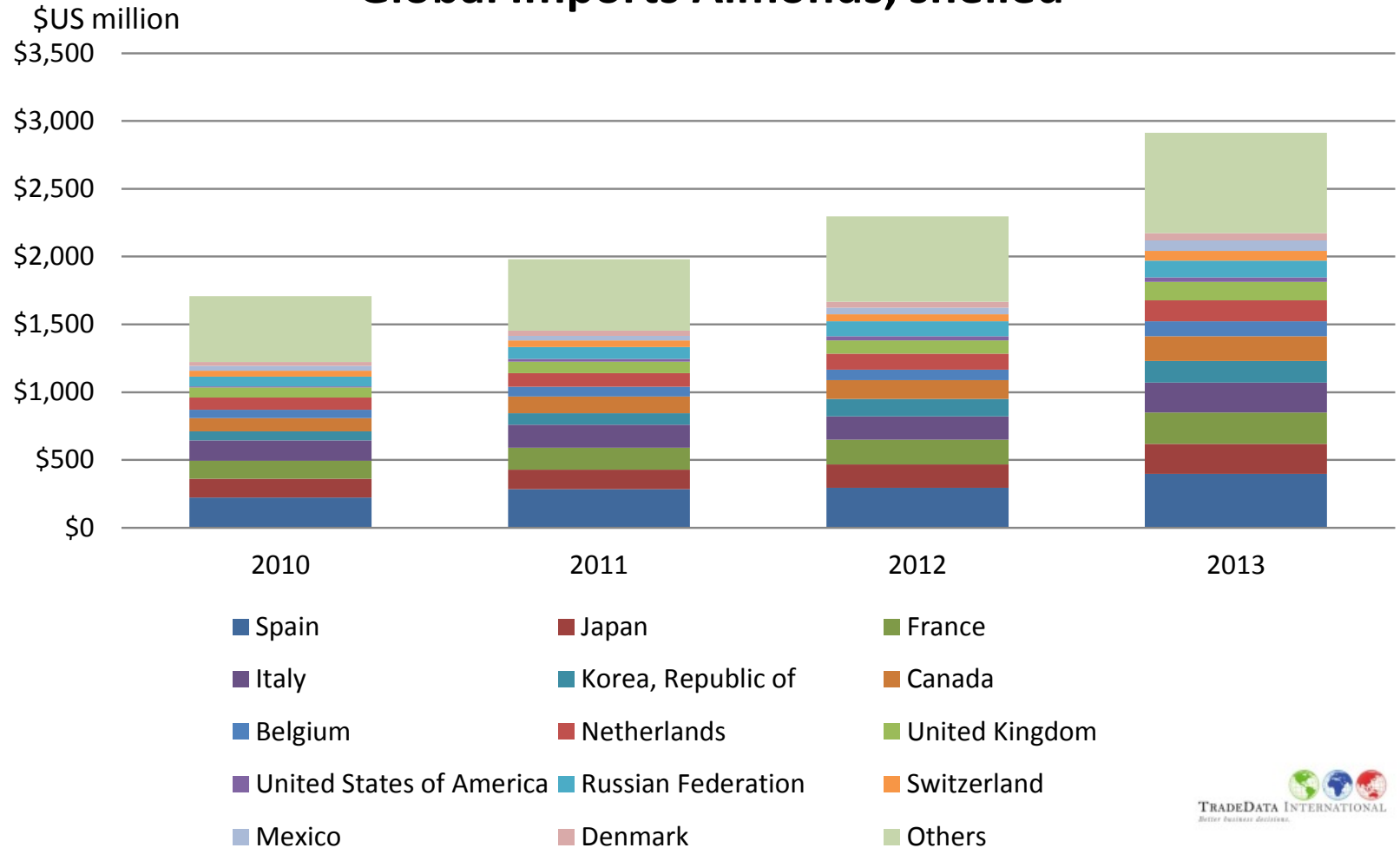
1. Almonds – these are divided into almonds exported with shells on and shelled almonds. I selected shelled almonds
2. Virgin Olive Oil

Victorian Exports of Almond, In Shell and Shelled during 2013



Victorian exports of almonds in shell are exported mostly to India whereas exports of almonds that are shelled are exported to a wide range countries. **Note:** Current export markets are not nearby countries and China is not a major market for the Victorian product

Global Imports Almonds, shelled

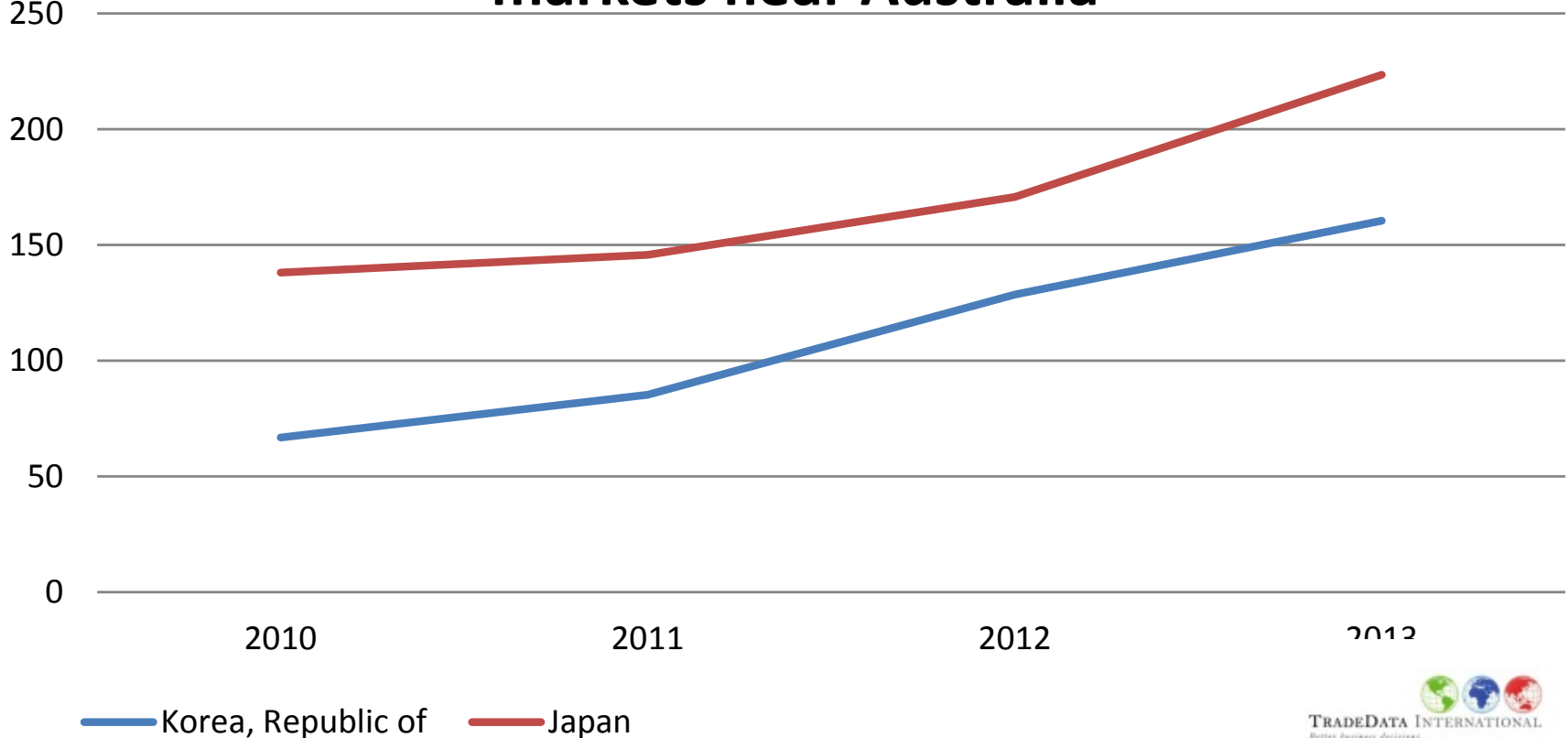


- Victorian exports of shelled almonds of \$US 140 million is very small relative to the size of the global market at near \$US 3 billion in 2013
- Developed countries are the major import markets and this **does not** include China
- Global trade is growing very strongly
- Globally this is a dispersed market with many countries active in importing shelled almonds

Total Imports

Almonds Shelled, Two Large fast growing markets near Australia

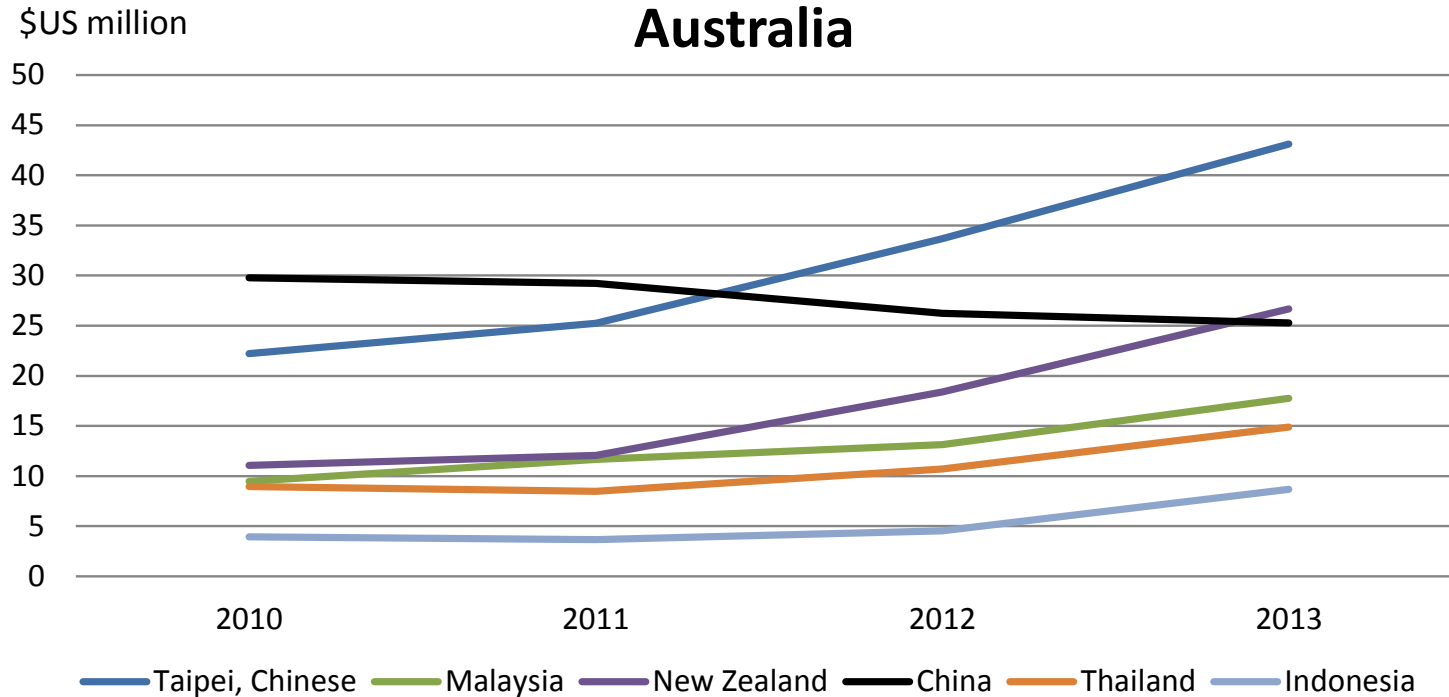
\$US million



- Such strong growth for Imports into Japan is unusual – for most products Japan is a stagnant market
- Imports into South Korea have more than doubled in 3 years

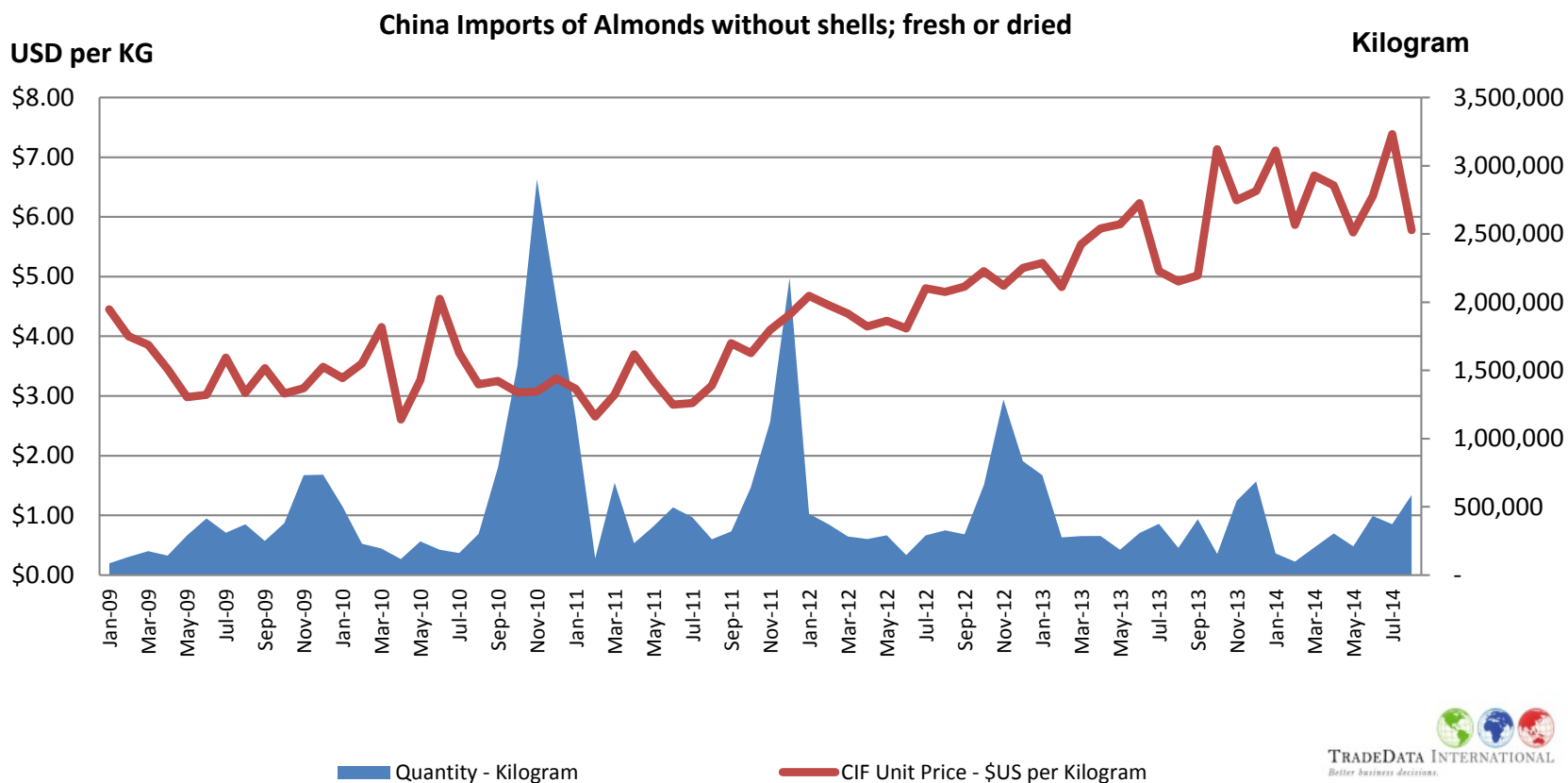
Total Imports

Almonds Shelled, Smaller Markets Near Australia



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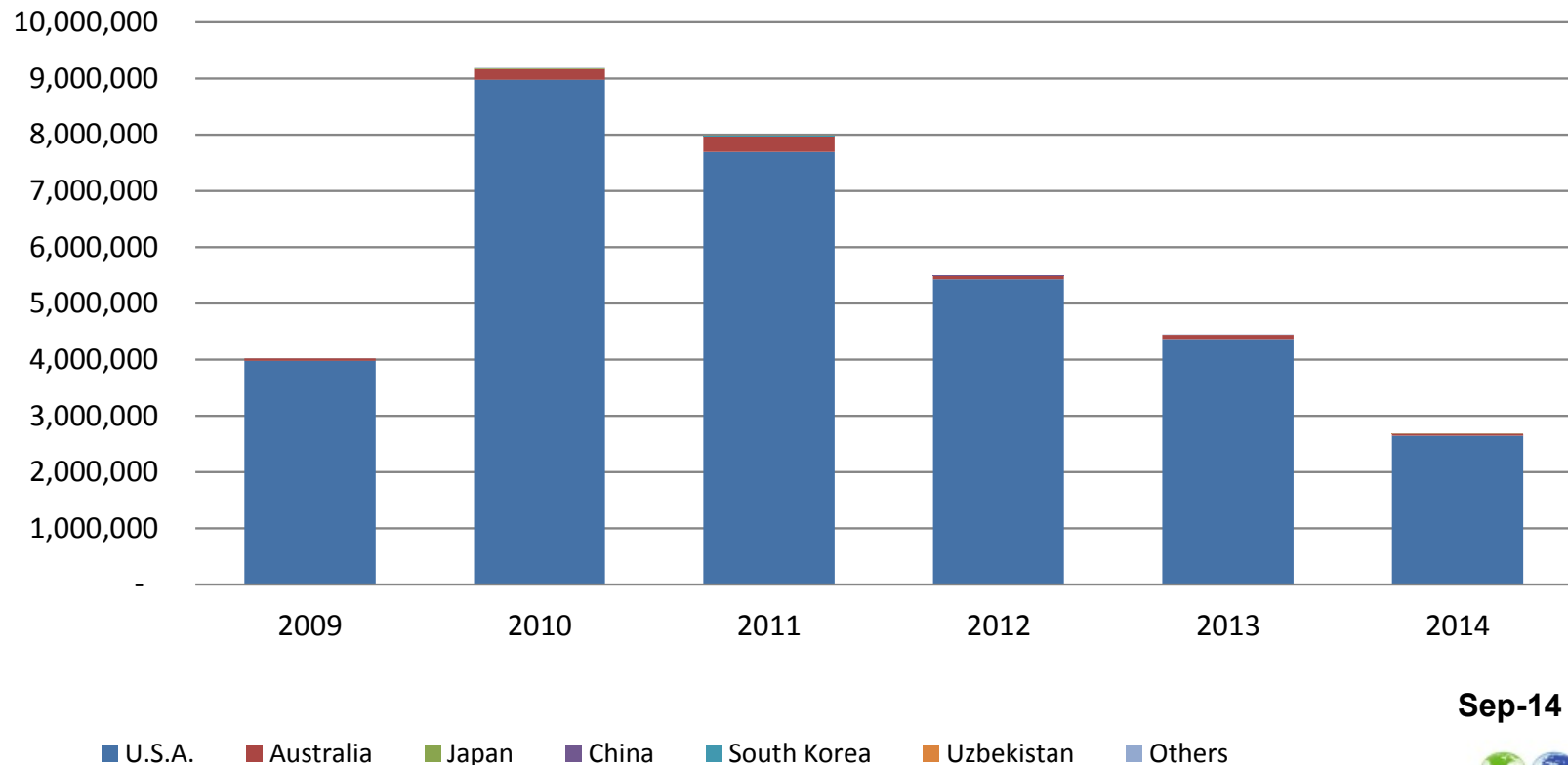
Some nearby markets are growing from small initial levels. China is the exception.



- Imports are very seasonal with a major peak around the end of each year
- Since 2010 the seasonal peaks have fallen substantially
- Between seasonal peaks volumes are reasonably steady – thus the decline in import volumes is essentially a decline in peak season imports
- Average import prices have more than doubled from near \$US 3 per KG in early 2011 to over \$US 6 in 2014
- If you were considering exporting to China you would want to understand what is causing these seasonal declines

China Imports of Almonds without shells; fresh or dried by Quantity

Kilogram



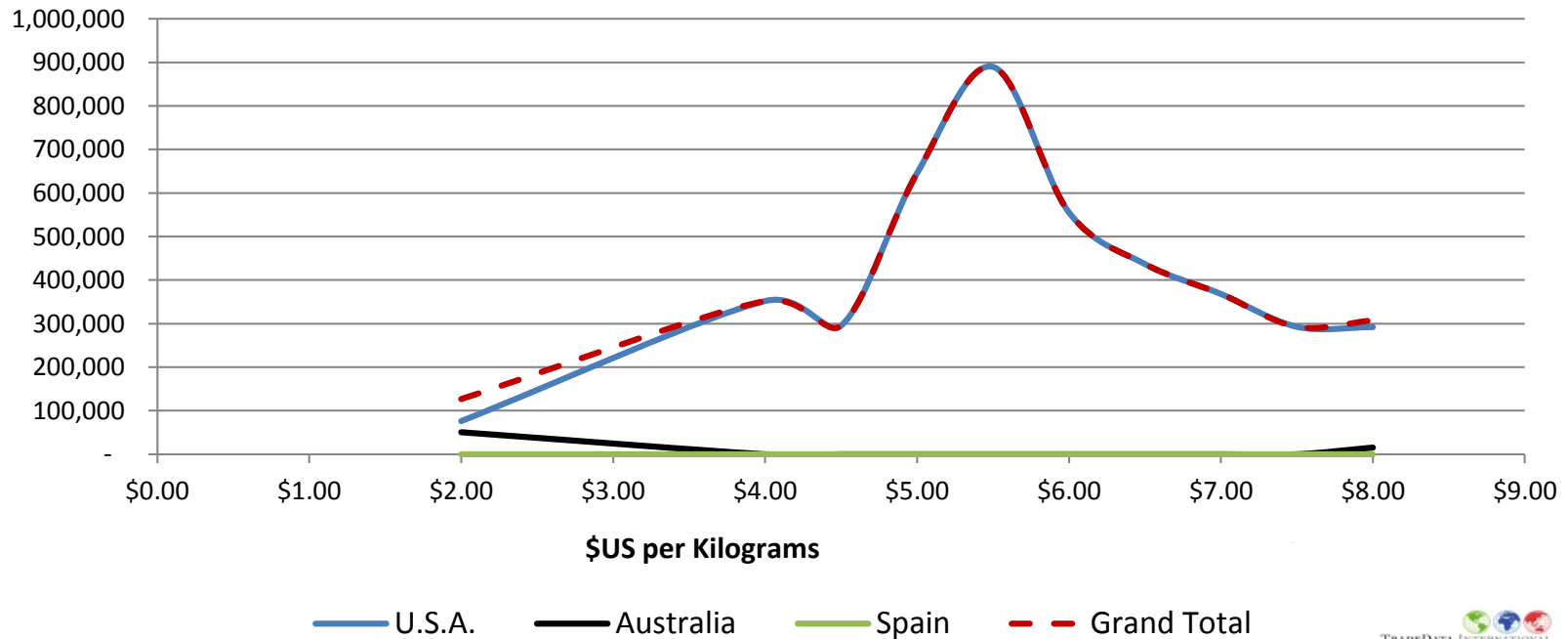
Sep-14

- Nearly all imports into China come from the USA
- Australia is a small supplier and its exports to China have fallen in recent years
- In 2013 China recorded imports of 77 tonnes from Australia and total imports of 4,438 tonnes

Price Histogram - China Import of Almonds without shells; fresh or dried

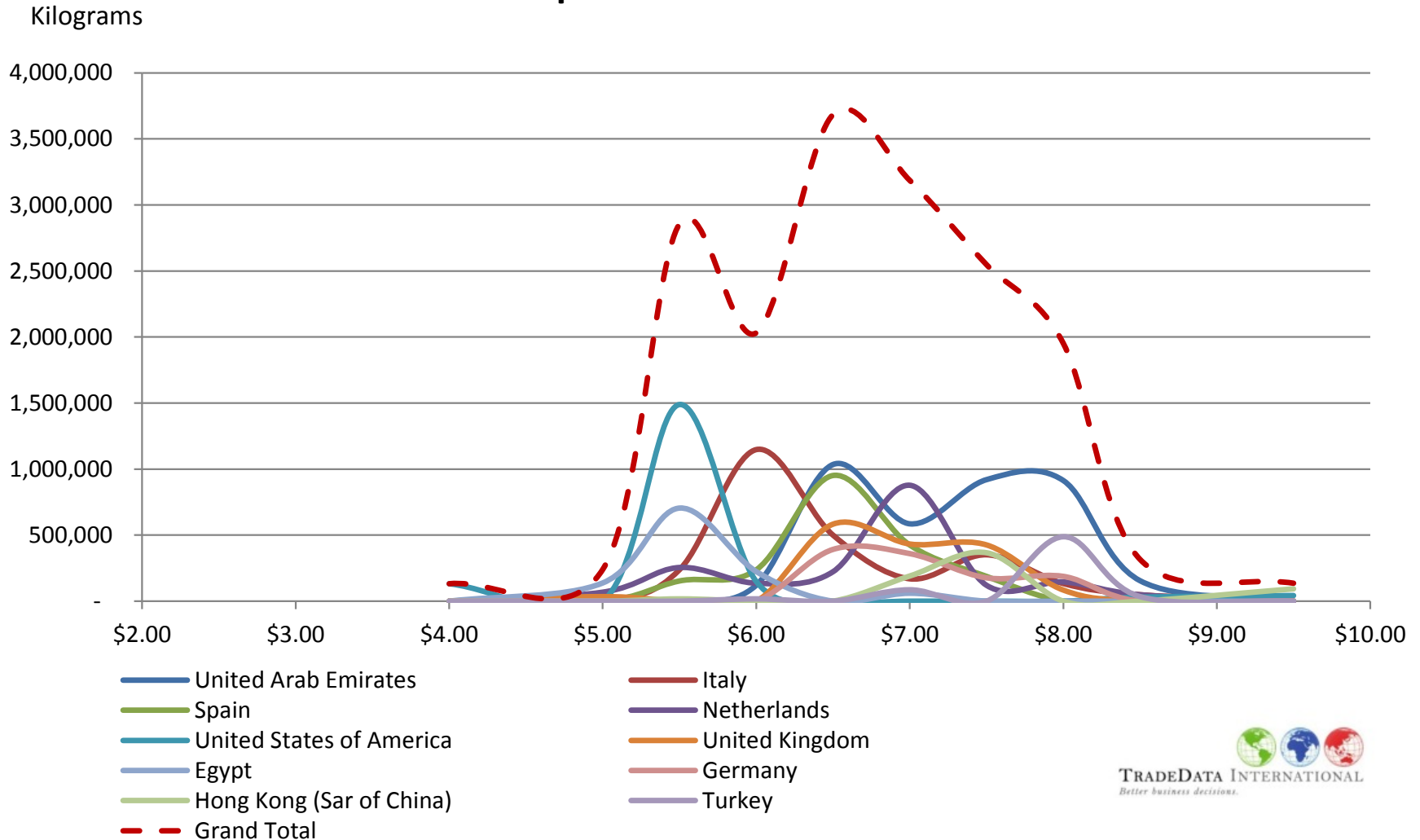
Kilogram

2013



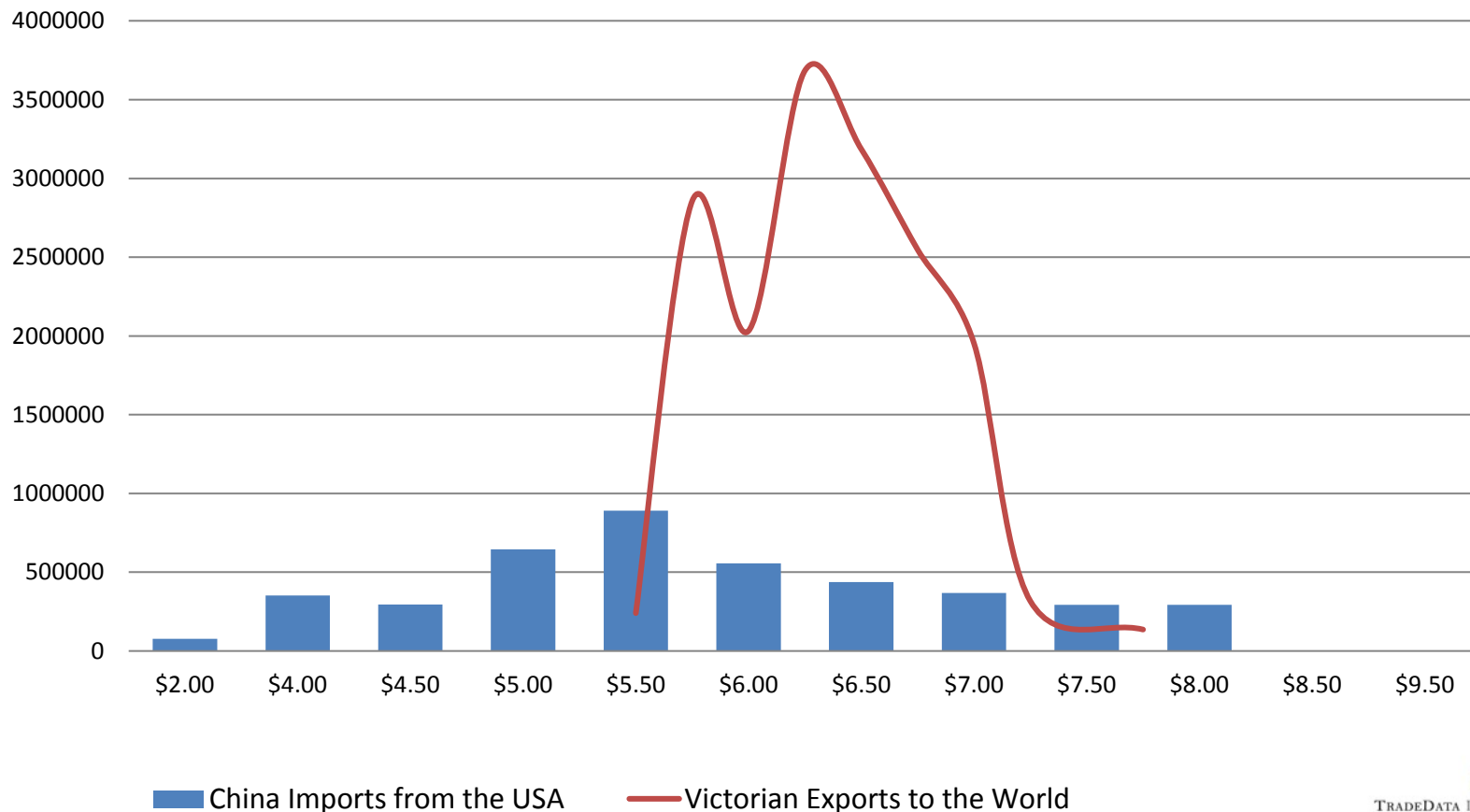
- In 2013 Australia is selling low volumes at low prices around \$US 2 per KG
- The USA is exporting much larger volumes mostly at prices between \$US 4.00 and \$US8.00. The largest volumes is sold at \$US 5.50 per KG

Victorian Exports of Shelled Almonds in 2013



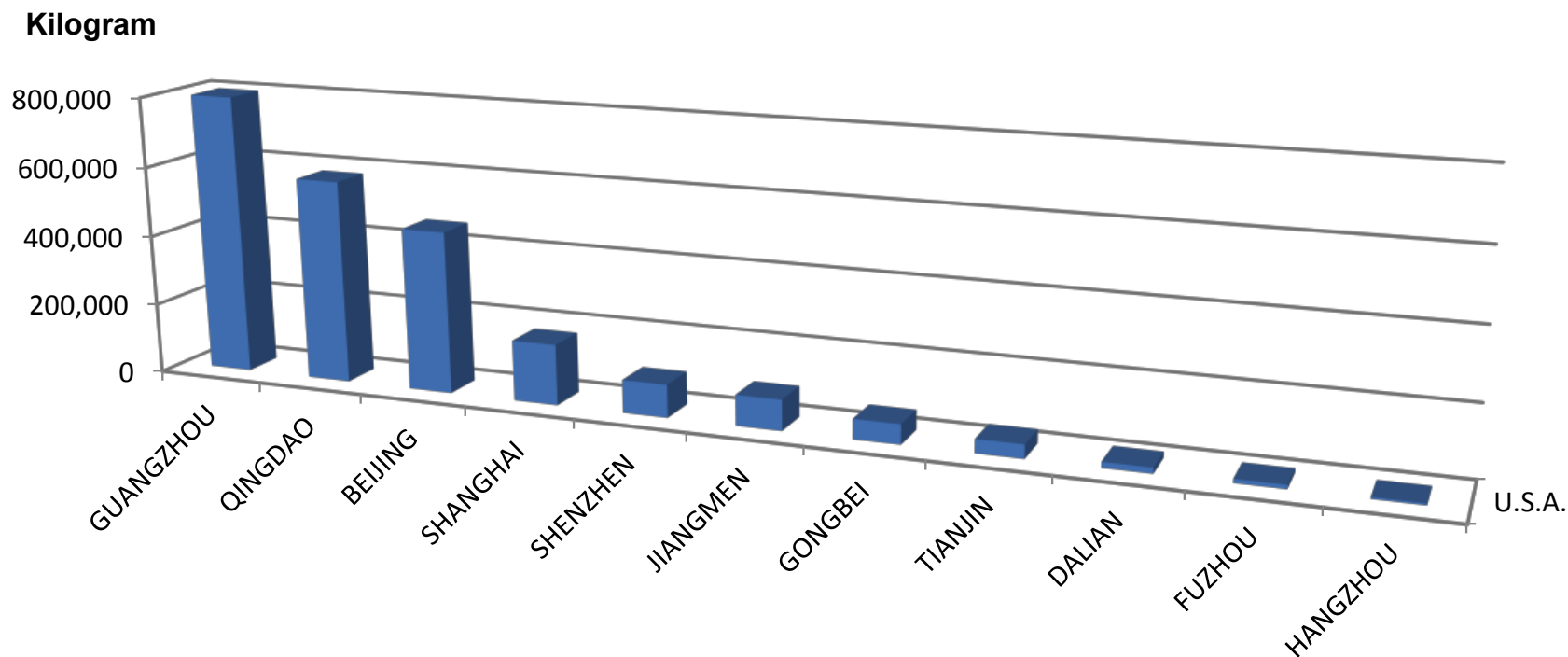
Victoria exports a high priced product to a wide range of countries at prices between \$US 5.00 and \$US 8.50 per KG. Victoria does not export this product to China

Shelled Almonds - Comparing China Imports against Victorian Exports



- Relative to Victoria's current exports China is a relatively small market
- The potential opportunity appears to be at the higher priced end of the China market at prices between \$US 5.50 and \$US 7.00 per KG

Shelled Almonds - China Imports in 2013 - Segment Almonds Priced between \$US 5.50 and \$US 7.50



This chart shows regionally where across China Shelled Almonds arrive – but only those almonds that are priced between \$US 5.50 and \$US 7.50

Shelled Almonds - Summary

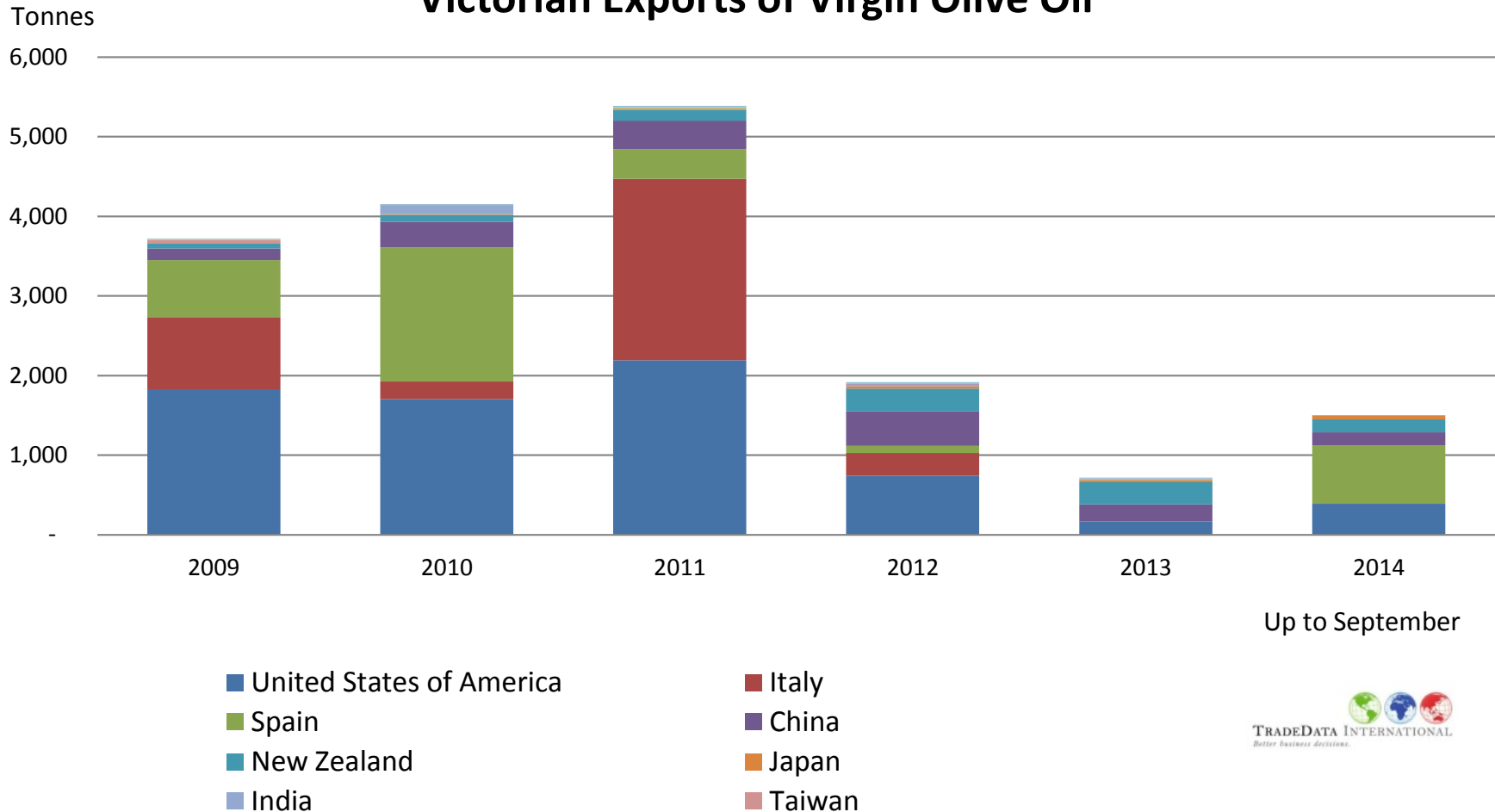
Global Market

- The global market for shelled almonds is fast growing and large at \$US 3.5 billion in 2013
- Victoria exports to a wide range of countries a high priced/quality product
- Victorian exports of \$US 140 in 2013 account for only 4% of global trade
- Many markets near Australia

China Import Market

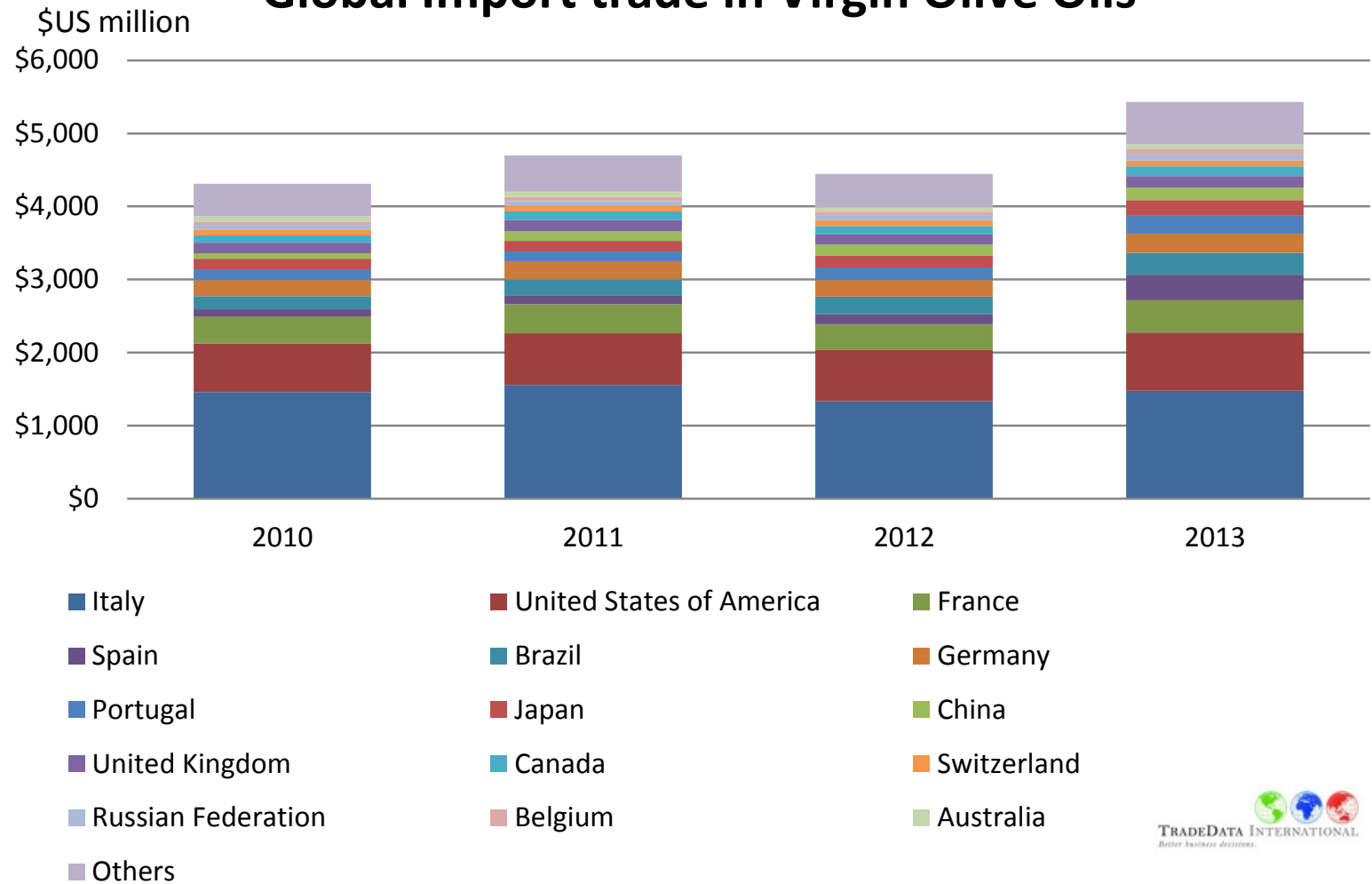
- China imports are very seasonal but with the seasonality falling in recent years
- Average prices into China have doubled since 2011
- Nearly all imports come from the USA
- Opportunity for Victoria is for exports between \$US 5.50 and \$US 7.50 per kilogram – this is at the high end of the current China import market

Victorian Exports of Virgin Olive Oil



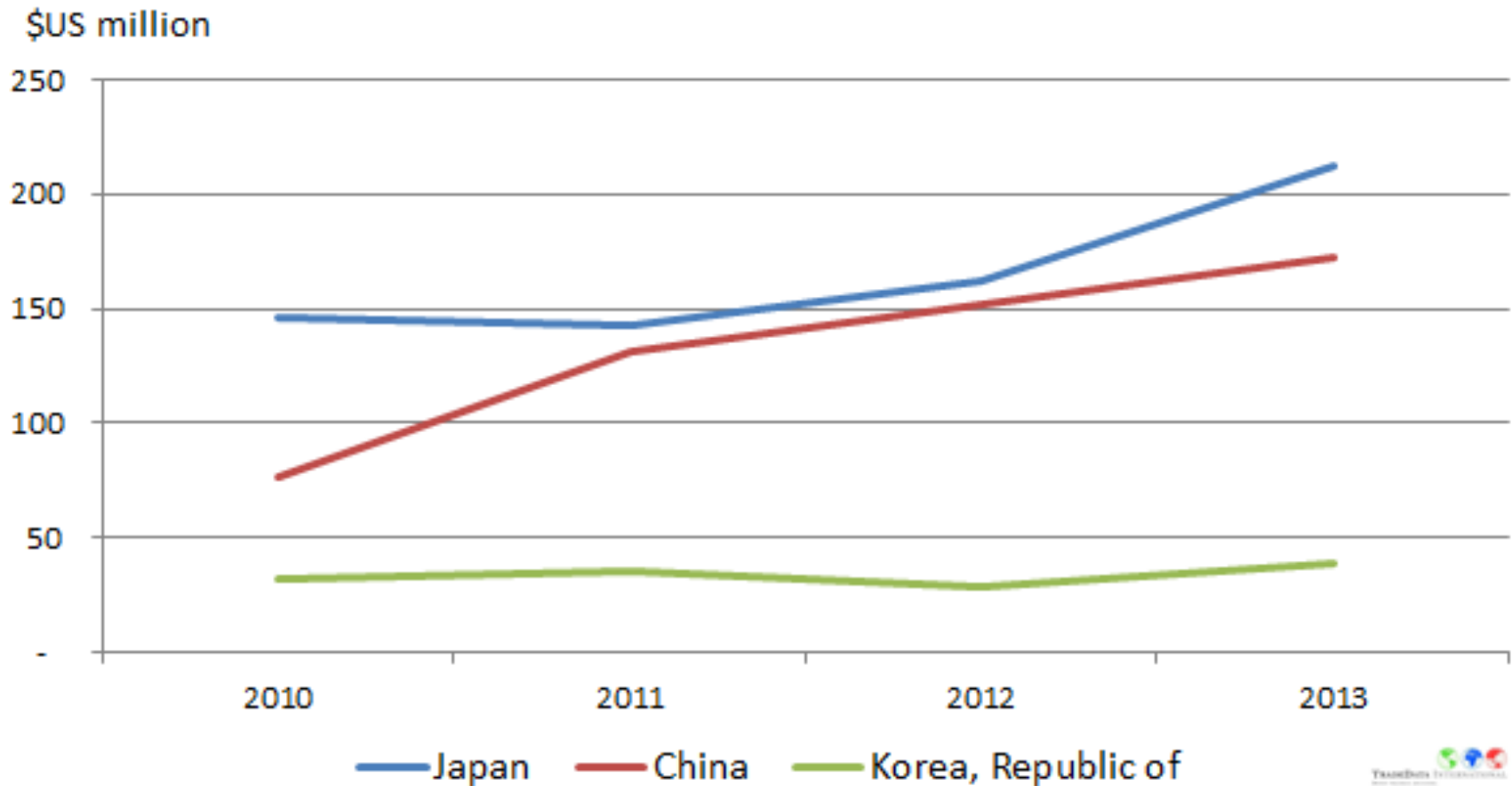
- Victorian exports are highly volatile
- Export volumes peak in 2011 at near 5,400 tonnes (\$US 17 million) and fall away to only 718 tonnes (\$US 4.3 million) in 2013. Exports in the first three quarters in 2014 have started to grow again with increased exports of to Spain

Global Import trade in Virgin Olive Oils



- Victorian exports of virgin olive oil of \$US 4.3 million is very small relative to the size of the global market at near \$US 5.5 billion in 2013
- Developed countries are the major import markets
- Global trade increased strongly in 2013
- Globally this is a dispersed market with many countries active in importing

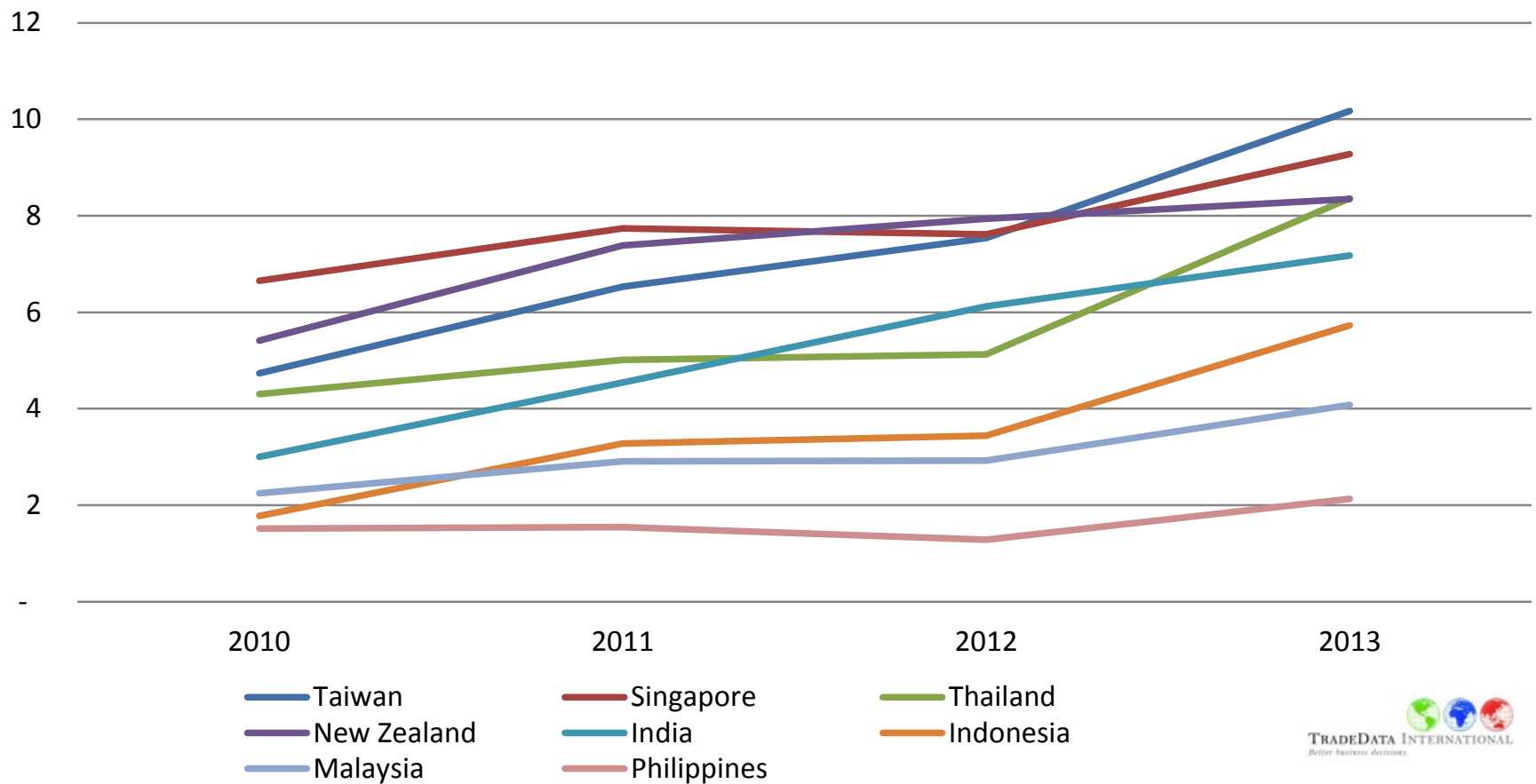
Virgin Olive Oil - Large Import Markets nearby



Japan and China are two large markets growing strongly. China imports have more than doubled in the last three years

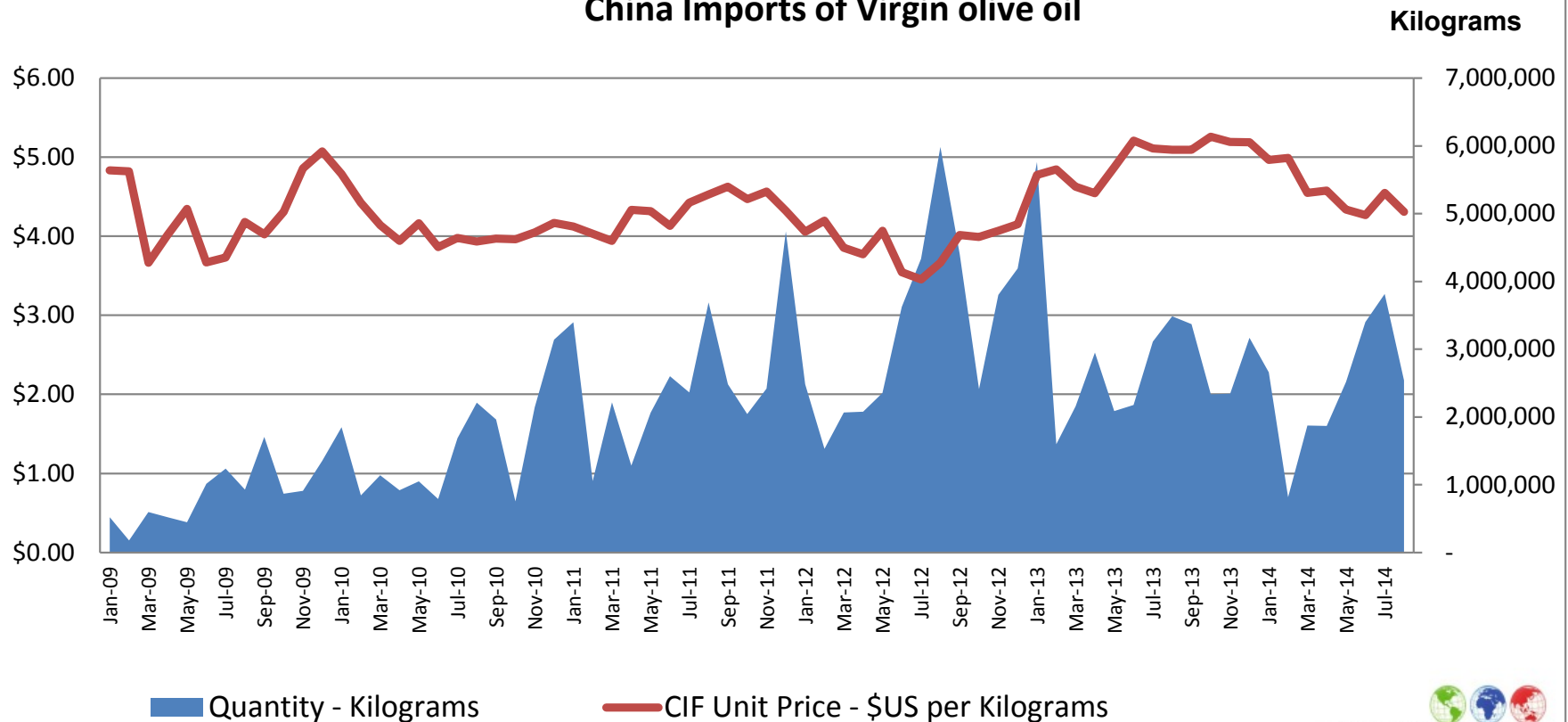
\$US million

Smaller nearby markets - all growing



There are a number of smaller markets nearby – all are growing strongly

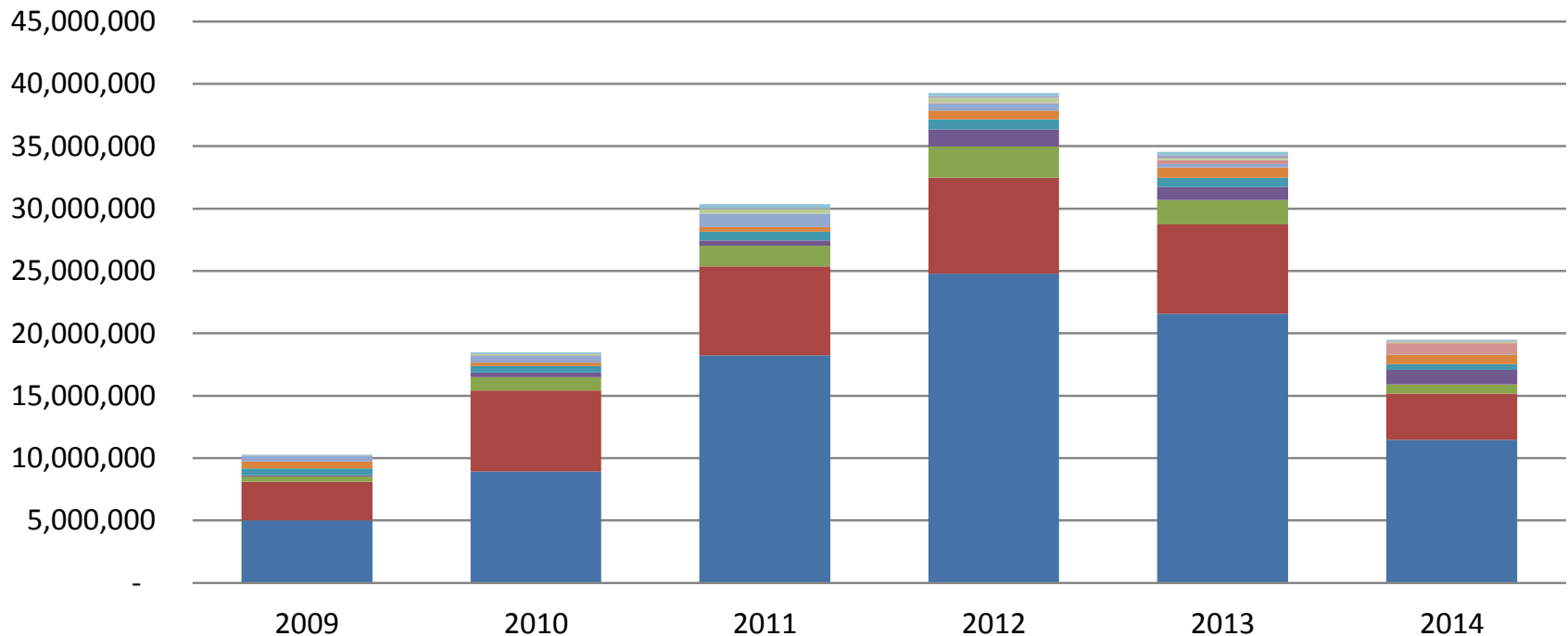
China Imports of Virgin olive oil



- China imports increased strongly over the 2009 to early 2013 period associated with stable and sometimes declining average prices
- Average prices increased throughout 2012 and into 2013 from a low of \$US 3.50 per kilogram to over \$US 5.00 per kilogram in late 2013. Associated with this was a decline in import volumes throughout 2013
- Average prices have started to decline again in the middle of 2014 and import volumes have started to increase again
- THUS China import volumes seem to be highly responsive to prices with a 3 to 6 month lag

China Imports of Virgin olive oil by Quantity

Kilograms



Aug-14

Spain Italy Greece Tunisia Australia Turkey
Syria Morocco Portugal Argentina Others

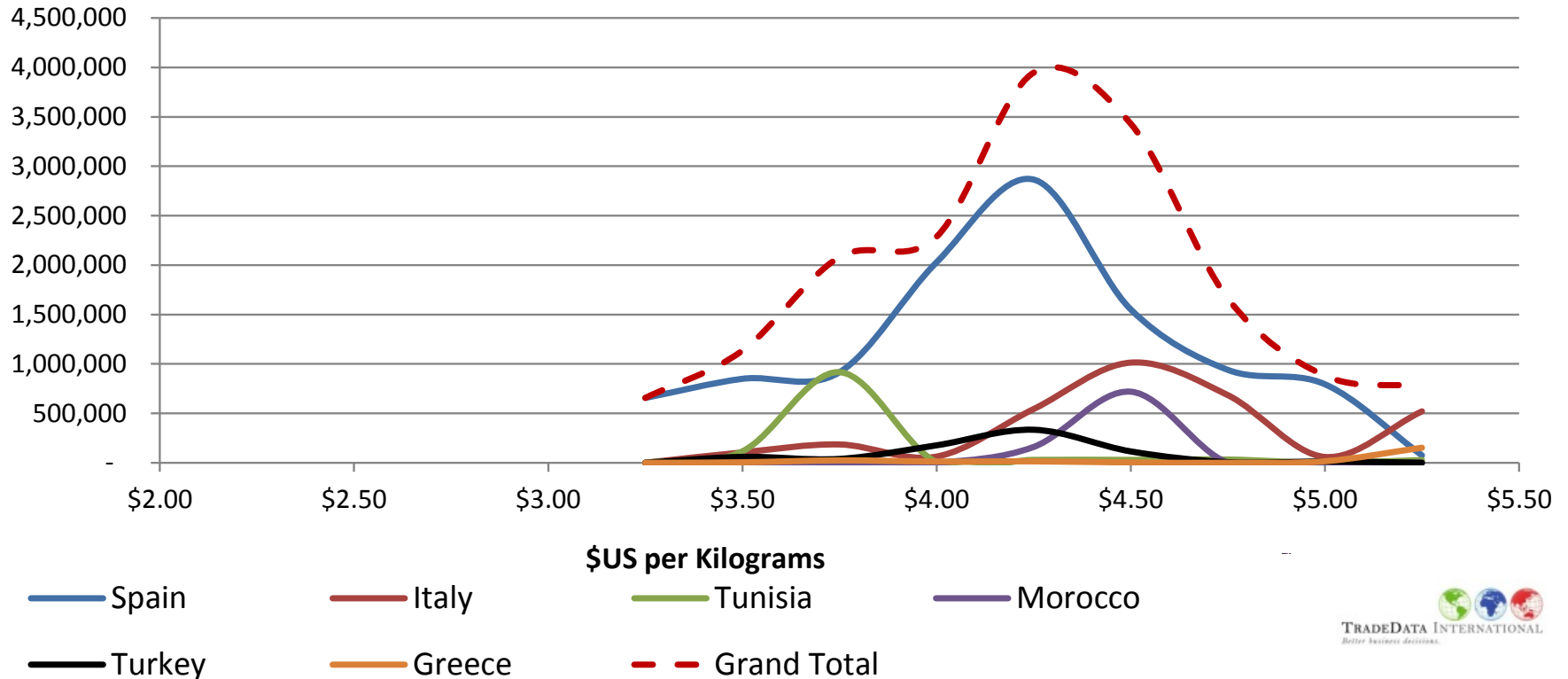


- Spain and to a lesser extent Italy are the principal suppliers of Virgin Olive Oil to China
- Imports peaked in 2012 at just under 40,000 tonnes and were just under 35,000 tonnes in 2013
- Victoria is a tiny supplier to the market and the size of the market is many times the current level of Victorian exports

Price Histogram - China Import of Virgin olive oil

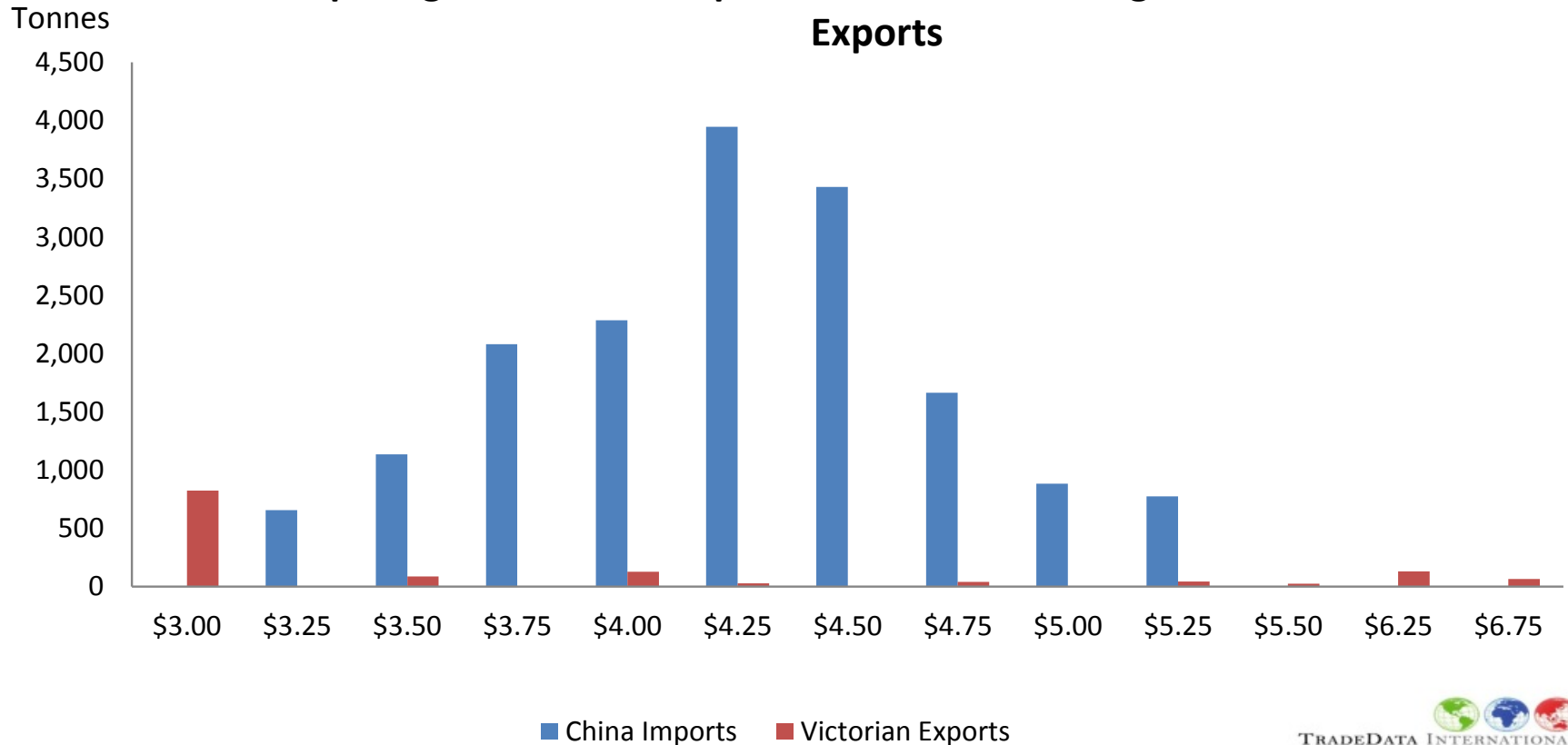
2014

Kilograms



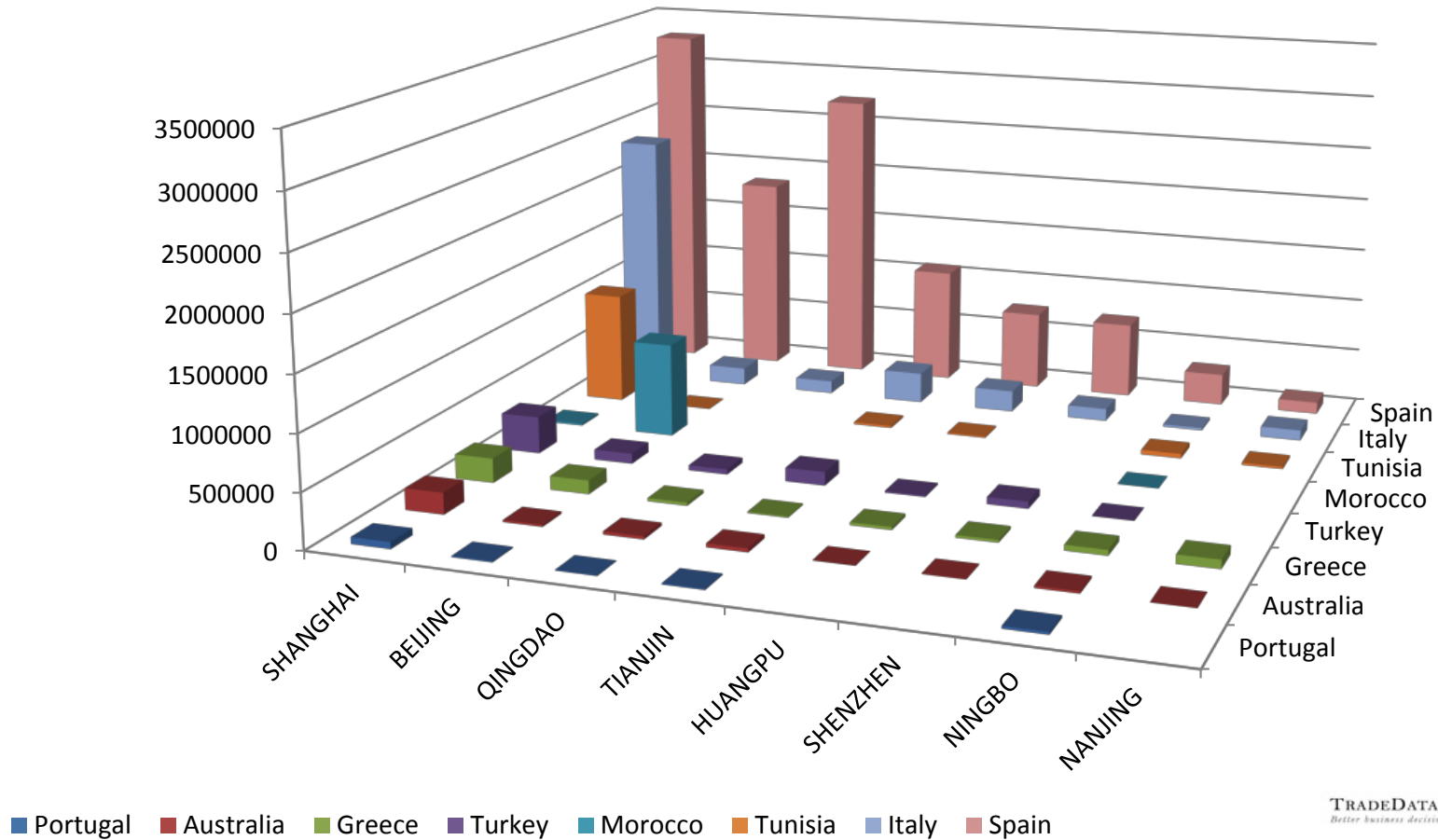
- Spain the largest supplier to China is the largest supplier at all price points
- Italy tends to be a higher priced supplier around \$US 4.40 and over \$US 5.00 per kilogram
- Tunisia has a market presence with lower priced oils around \$US 3.75 per kilogram and Morocco at around \$US 4.50 per kilogram

Comparing Total China Imports thus far in 2014 against Total Victorian Exports



- Victoria is a tiny supplier relative to the current size of the Chinese market
- Victoria's exports are concentrated in low priced exports around \$US 3.00 per kilogram and these mostly go the USA and to a lesser extent New Zealand
- China tends to purchase at prices between \$US 3.25 and \$US 5.25 per kilogram
- Victoria exports only tiny volumes at these prices to anywhere around the world

China Imports of Virgin Olive Oils thus far in 2014



Different countries concentrate their exports into different regions cross China

Virgin Olive Oil- Summary

Global Market

- The global market for Virgin Olive Oil is large at around \$US 5.5 billion in 2013 and growing
- Victoria exports are tiny and amounted to only \$US 4.3 million in 2013
- Most nearby countries in South East Asia and North Asia have growing markets for the import of Virgin Olive Oil

China Import Market

- China imports are growing but import volumes are highly responsive to changes in price. During periods of higher prices imports volumes decline and visa versa during periods of lower prices
- China imports large volumes relative to current Victorian exports
- Opportunity for Australia is for exports between \$US 3.25 and \$US 5.25 per kilogram – Victoria currently has low export volumes at these prices to anywhere

HSCode	04012000	04012000	04012000
ProductName	Milk & cream of>1% but<=6% fat, not concentrated or sweetened	Milk & cream of>1% but<=6% fat, not concentrated or sweetened	Milk & cream of>1% but<=6% fat, not concentrated or sweetened
Month	201311	201305	201311
TraderCode	3116660017	3122267076	3122267076
ChineseTraderName (English)	Shanghai Tonghua Storage and Transportation Co., Ltd	Shanghai Changgu International Trade Co., Ltd.	Shanghai Changgu International Trade Co., Ltd.
Address	Nanhui District Lu Gang Town, No. 77 Ye Sheng Road, B District, No. 4 warehouse	Room 208, No. 130 to 134 Linyi Road, Pudong New Area, Shanghai city	Room 208, No. 130 to 134 Linyi Road, Pudong New Area, Shanghai city
City	Bonded port area, Yangshan City	Pudong New Area, Shanghai City	Pudong New Area, Shanghai City
Quantity	2, 552, 965. 00	2, 123, 443. 00	1, 486, 539. 00
Value	\$2, 371, 565	\$2, 102, 830	\$1, 896, 454
Price	\$0. 93	\$0. 99	\$1. 28
QuantityUnit	KG	KG	KG
OriginCountry	Germany	Germany	New Zealand
Customs	Shanghai	Shanghai	Shanghai
TradeMethod	Ordinary Trade	Ordinary Trade	Ordinary Trade
Shipment	Water	Water	Water
RoutingCountry	Belgium	Germany	New Zealand
CompanyType	Private	Private	Private
Email	NULL	NULL	NULL
Tel	021-33751391	021-62415366	021-62415366
Fax	021-33751391	021-62415366	021-62415366
Zip	201209	200125	200125
Linkman	NULL	Xiaolan Wang	Xiaolan Wang

Transaction details on shipments associated with Individual companies are available. Details cover name, address, contact details, values, volumes, prices, company types and shipment details.

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