

Success Story - Saudi Export Development Authority

Trade Foresight™ makes a mark in the Kingdom of Saudi Arabia - The Saudi Export Development Authority (SEDA) is the premier trade monitoring authority in KSA that seeks to develop Saudi non-oil based exports as per Saudi Arabia's Vision 2030. SEDA supports exporters to increase their competitiveness, promote their goods and services to expand internationally, and remove barriers that hinder them. The aim is opening up to global markets and employing all its economic capabilities to encourage Saudi products in international markets and create market penetration for new products.

Trade Foresight™ is successfully deployed at SEDA as a comprehensive one stop solution that would incorporate the needs of various business stake holders, providing them with timely and meaningful Export and Import related analytics for various countries, industries and products, improving the quality and transparency of trade-related information, and strengthening public-private dialogue. Built on the data pulled from various credible sources including but not limited to WORLD BANK, WITS, SAMA, UN COMTRADE to name a few, along with SEDA's local data sources added as part of the overall Data Warehouse, Trade Foresight™ supports SEDA by:

- providing a unique entry point to existing trade-related information;
- translating trade-related information into trade intelligence;
- helping SEDA explore market for potential export of non-oil based products, as per Saudi Arabia's vision for 2030;
- Raising awareness and capacity of SMEs on the use of trade information.



Solution

Previously, SEDA used to rely on manual tools to consolidate and analyze the huge quantum of data extracted from internal and external sources. Today, Trade Foresight™ serves as a centralized data accumulation platform for SEDA that would bring in required data from authentic data sources. The platform further provides relevant information for the final users via advance visualizations both on web portal and dashboards, enabling smart decision- making capabilities and up-to date trade related information to SEDA.

Trade Foresight™ equipped SEDA with an Interactive Portal where they can answer the four golden questions:

Where to Trade? | What to Trade? | How to Trade? | When to Trade?

It does this by providing Holistic Global Trade Information for all globally traded products, market analysis and an economic overview thus contributing with relevant information to the user.

