

INTRODUCTION TO CBI'S MARKET INFORMATION

CBI provides a wide range of documents containing EU market information. All CBI market information is targeted at developing countries.

Sector specific market information

CBI publishes market information for about 40 market sectors.

For each market sector, the following kind of information is available:

- **CBI sector surveys on the EU market in general**, focusing on developments and trends in the field of market size (consumption, production and trade), distribution and prices in the EU. Example: 'The fresh fruit and vegetables market in the EU'.
- **CBI sector surveys on the market in specific EU countries**, focusing on developments and trends in the field of market size, distribution, prices and business practices in the EU country concerned. Example: 'The fresh fruit and vegetables market in Spain'. On average, about 20 documents per market sector are available.
- **CBI product surveys on a specific product(group)** within the market sector concerned, focusing on developments and trends in the field of market size, distribution, prices and business practices in the EU and a number of specific EU countries as well as on business practices. Example: 'The EU market for papaya'.
- **EU export guidelines 'From survey to success'**, containing practical suggestions which will help to evaluate whether or not to get involved in the EU market(s) or how to improve your approach of the EU market(s).
- Information on **market access requirements**, focusing on legislative and non-legislative requirements based on environmental, consumer health and safety and social concerns in the EU and in specific EU countries.

General trade related information

Besides information on specific market sectors, CBI also publishes more general trade related information, the so-called Export manuals. At the moment, the following Export manuals are available:

- Exporting to the EU – trends, developments and doing business in the EU
- Export planner - how to plan your export process
- Your guide to market research - practical and low cost research methods
- Your image builder - how to present yourself on the EU market
- Your expo coach - selection, preparation and participation in trade fairs
- Digging for gold on the Internet - Internet as a source for market information
- Website promotion - how to promote your website in the EU

www.cbi.eu/marketinfo

All CBI market information can be downloaded from the CBI website at

<http://www.cbi.eu/marketinfo>.

How to use the different CBI market information tools

If you are new on the EU market, you are advised to start by consulting the more general Export manuals like 'Exporting to the EU' and 'Export planner', before consulting sector-specific information. If you are a more experienced exporter, you can use these manuals as reference material while focusing on the specific information for your market sector.

Concerning the sector-specific information, you are advised to start with the information on the EU market in general and the export guidelines. After consulting this information, you should have gained a better idea on which surveys on the market in specific EU countries are most interesting to consult. You are advised also to check if a survey on your specific product(group) is available. And you are strongly advised always to check the documents on market access requirements for your product.

Finally, it is stressed that CBI market information serves as a basis for further research, meaning that you should - after consulting the CBI information - further research your EU target markets for more detailed and specific information related to your specific situation.