

OCTOBER 2021

# GLOBAL INSIGHTS

RESOURCES & VARIABLES



## THE GLOBAL MARKETPLACE IS OPEN!

BROUGHT TO YOU BY THE OHIO SBDC EXPORT ASSISTANCE  
NETWORK AT YOUNGSTOWN STATE UNIVERSITY



# INTRODUCTION

Dear clients and business community,

We are proud to bring you this bimonthly publication which contains very important data to help you navigate the global marketplace, and to help your company prosper from additional international sales.

We selected the top 15 global trading partners with the State of Ohio, and listed them in alphabetical order. In each country, we selected the same economic indicators and included the explanation and the resources at the end of this publication for your quick reference. It's worth to note that most numbers are updated monthly, some numbers are updated on a quarterly or annual basis.

The indicators include national currency, population, quarterly GDP, interest rate, inflation rate, consumer spending, and purchasing manager index for manufacturing. In addition, we couldn't ignore a few very important global indicators such as Chile Copper Export which is an accurate indicator of global manufacturing trends, Germany IFO which indicates Euro Zone economic health/weakness trends, China Producer Price Index (PPI) which indicates global inflationary trends, and US Consumption since US spends about 25% of total global consumption.

Our Williamson College of Business Administration (WCBA) Beeghly Fellows at the Ohio SBDC Export Assistance Network at YSU are frequent contributors to this publication.

We wish you a successful exporting journey!

A handwritten signature in black ink, appearing to read 'Mousa Kassis'.

Mousa Kassis  
Director Ohio SBDC Export Assistance Network at YSU

# KEY TAKEAWAYS

Takeaways from our 4th issue of Global Insights (comparing data from August to October, 2021) highlighting the top 15 trading partners with the State of Ohio:

1. **Currency:** The US dollar staged a slight increase against all trading partner's currencies, with a noticeable increase against the EURO (1.17%) and British GBP (2.7%).
2. **Gross Domestic Product (GDP) 3rd Qt:** Four trading partners reported a drop in their 3rd q/q; Brazil (0.1%), Canada (0.3%), Singapore (1.8%), and Taiwan (1.07%). While the rest showed an increase in their reporting (3rd q/q) with the most notable; UK (5.5%), Netherlands (3.8%) Italy (2.7%), Belgium (1.7%) and Mexico (1.5%). This shows the uneven recovery around the world, mainly with Ohio's trading partners.
3. **Interest Rates:** Interest rates were very stable and consistent (to accommodate for the economic recovery) except for a big jump for Brazil (from 4.25% to 6.25%). Mexico inched up to 4.75% from 4.25%.
4. **Inflation Rates:** Except for Japan (0%) all countries reported an increase in inflation from the previous report, ranging from (0.2% to 0.38%) with a notable increase for Brazil (0.87%), Australia (0.76%), UK (0.72%), South Korea (0.63%) Singapore (0.55%) and Belgium (0.52%).
5. **Purchasing Manager Index (PMI):** Only 3 trading partners reported an increase from the previous report; Australia (57.3 from 56.8), Canada (57.2 from 56.5), and Taiwan (58.5 from 57.6). All the rest reported a slight drop, however, the most was reported from Brazil (53.6 from 56.4), China (49.2 from 51.3)\*, and Germany (58.5 from 65.6).

Other important Indicators:\*\*

1. **Chile Copper Sales:** For the month of August, Chile Copper Sales was \$4.38B, a drop from \$4.58B in July.
2. **German IFO:** The German IFO was 98.8, a drop from 100.8.
3. **China PPI:** China PPI jumped to 9.5% in August from 9% in July.
4. **US Consumption:** US Consumption increased by 0.8% in August.

\*China (49.2 from 51.3): Figures above (50+) points to business expansion, were numbers below (50-) points to business contraction.

\*\* Other important Indicators: Please see our section (Indicators Explained).



# COUNTRIES



01

Australia



02

Belgium



03

Brazil



04

Canada



05

China



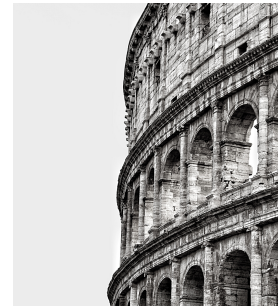
06

France



07

Germany



08

Italy



09

Japan



10

Mexico



11

Netherlands



12

Singapore



13

South Korea



14

Taiwan



15

United Kingdom



# AUSTRALIA

Currency: Australia Dollar (AUD)

Exchange Rate: \$1 USD = \$1.37 AUD

Population: 25,809,973

Quarterly GDP: 0.7

Interest Rate: 0.1%

Inflation: 0.76

Purchasing Manager Index: 57.30

Consumer Spending: 271,490 AUD Million

US Total Exports to Australia: \$23,381,501,025

US Total Imports from Australia: \$14,427,907,379

Ohio Exports to Australia: \$684,970,156

Ohio Imports from Australia: \$77,985,666

Ohio's Top 10 Exports to Australia:

1. Industrial Machinery (84)
2. Electrical Machinery (85)
3. Vehicles and Parts (87)
4. Optic, Photo, Medic, or Surgical Instruments (90)
5. Essential Oils, Perfumery, Cosmetics (33)
6. Plastics and Articles Thereof (39)
7. Pharmaceutical Products (30)
8. Articles of Iron or Steel (73)
9. Tanning & Dye, Paints (32)
10. Soap, Waxes, Polish, Candles, Etc. (34)



# BELGIUM

Currency: Euro (EUR)

Exchange Rate: \$1 USD = €0.86 EUR

Population: 11,778,842

Quarterly GDP: 1.7

Interest Rate: 0%

Inflation: 0.52

Purchasing Manager Index: -

Consumer Spending: 54,276 EUR Million

US Total Exports to Belgium: \$27,568,079,429

US Total Imports from Belgium: \$20,809,681,693

Ohio Exports to Belgium: \$558,339,074

Ohio Imports from Belgium: \$174,951,905

Ohio's Top 10 Exports to Belgium:

1. Plastics and Articles Thereof (39)
2. Electric Machinery (85)
3. Industrial Machinery (84)
4. Pharmaceutical Products (30)
5. Miscellaneous Chemical Products (38)
6. Inorganic Chemical, Precious & Rare-Earth Metals (28)
7. Vehicles and Parts (87)
8. Organic Chemicals (29)
9. Optic, Photo, Medic, or Surgical Instruments (90)
10. Copper and Articles Thereof (74)



# BRAZIL

Currency: Brazilian Real (BRL)

Exchange Rate: \$1 USD = \$5.39 BRL

Population: 213,445,417

Quarterly GDP: -0.1

Interest Rate: 6.25%

Inflation: 0.87

Purchasing Manager Index: 53.60

Consumer Spending: 1,253,218 BRL Million

US Total Exports to Brazil: \$34,594,964,479

US Total Imports from Brazil: \$23,396,864,165

Ohio Exports to Brazil: \$1,898,951,120

Ohio Imports from Brazil: \$532,225,824

Ohio's Top 10 Exports to Brazil:

1. Aircraft, Spacecraft, and Parts Thereof (88)
2. Industrial Machinery (84)
3. Electric Machinery (85)
4. Optic, Photo, Medic, or Surgical Instruments (90)
5. Vehicles and Parts Thereof (87)
6. Special Classification Provisions (98)
7. Plastics and Articles Thereof (39)
8. Miscellaneous Chemical Products (38)
9. Oil Seeds & Miscellaneous Grain, Seed, Etc. (12)
10. Organic Chemicals (29)



# CANADA

Currency: Canadian Dollar (CAD)

Exchange Rate: \$1 USD = \$1.26 CAD

Population: 37,943,231

Quarterly GDP: -0.3

Interest Rate: 0.25%

Inflation: 0.42

Purchasing Manager Index: 57.20

Consumer Spending: 1,148.842 CAD Million

US Total Exports to Canada: \$255,392,344,733

US Total Imports from Canada: \$270,313,435,346

Ohio Exports to Canada: \$17,481,123,937

Ohio Imports from Canada: \$10,615,380,792

Ohio's Top 10 Exports to Canada:

1. Industrial Machinery (84)
2. Vehicles and Parts Thereof (87)
3. Electric Machinery (85)
4. Plastics and Articles Thereof (39)
5. Soap, Waxes, Polish, Candles, Etc. (34)
6. Essential Oils, Perfumery, Cosmetics (33)
7. Aircraft, Spacecraft, and Parts Thereof (88)
8. Articles of Iron or Steel (73)
9. Iron and Steel (72)
10. Paper, Paperboard, and Articles Thereof (48)



# CHINA

Currency: Chinese Yuan (RMB)

Exchange Rate: \$1 USD = ¥6.45 RMB

Population: 1,397,897,720

Quarterly GDP: 1.3

Interest Rate: 3.85%

Inflation: 0.20

Purchasing Manager Index: 49.20

Consumer Spending: 387,176 CNY HML

US Total Exports to China: \$124,485,430,684

US Total Imports from China: \$434,748,956,664

Ohio Exports to China: \$3,633,227,322

Ohio Imports from China: \$10,198,103,112

Ohio's Top 10 Exports to China:

- 1.Oil Seeds & Miscellaneous Grain, Seed, Etc. (12)
- 2.Plastics and Articles Thereof (39)
- 3.Aircraft, Spacecraft, and Parts Thereof (88)
- 4.Industrial Machinery (84)
- 5.Vehicles and Parts Thereof (87)
- 6.Optic, Photo, Medic, or Surgical Instruments (90)
- 7.Electric Machinery (85)
- 8.Miscellaneous Chemical Products (38)
9. Cereals (10)
- 10.Inorganic Chemical, Precious & Rare-Earth Metals (28)



# FRANCE

Currency: Euro (EUR)

Exchange Rate: \$1 USD = €0.86 EUR

Population: 68,084,217

Quarterly GDP: 1.1%

Interest Rate: 0%

Inflation: 0.36

Purchasing Manager Index: 55.20

Consumer Spending: 297,700 EUR Million

US Total Exports to France: \$27,303,057,990

US Total Imports from France: \$42,938,154,193

Ohio Exports to France: \$1,013,305,868

Ohio Imports from France: \$955,179,499

Ohio's Top 10 Exports to France:

1. Aircraft, Spacecraft, and Parts Thereof (88)
2. Industrial Machinery (84)
3. Electrical Machinery (85)
4. Miscellaneous Chemical Products (38)
5. Essential Oils, Perfumery, Cosmetics (33)
6. Optic, Photo, Medic, or Surgical Instruments (90)
7. Base Metals and Articles Thereof (81)
8. Special Classification Provisions (98)
9. Plastics and Articles Thereof (39)
10. Glass and Glassware (70)



# GERMANY

Currency: Euro (EUR)

Exchange Rate: \$1 USD = €0.86 EUR

Population: 79,903,481

Quarterly GDP: 1.6

Interest Rate: 0%

Inflation: 0.09

Purchasing Manager Index: 58.50

Consumer Spending: 395 EUR Billion

US Total Exports to Germany: \$57,432,849,887

US Total Imports from Germany: \$115,068,936,086

Ohio Exports to Germany: \$1,071,378,672

Ohio Imports from Germany: \$4,074,991,443

Ohio's Top 10 Exports to Germany:

1. Industrial Machinery (84)
2. Aircraft, Spacecraft, and Parts Thereof (88)
3. Vehicles and Parts Thereof (87)
4. Optic, Photo, Medic, or Surgical Instruments (90)
5. Electric Machinery (85)
6. Organic Chemicals (29)
7. Plastics and Parts Thereof (39)
8. Tools, Cutlery of Base Metals and Parts Thereof (82)
9. Pharmaceutical Products (30)
10. Special Classification Provisions (98)



# ITALY

Currency: Euro (EUR)

Exchange Rate: \$1 USD = €0.86 EUR

Population: 62,390,364

Quarterly GDP: 2.6

Interest Rate: 0%

Inflation: 0.38

Purchasing Manager Index: 60.90

Consumer Spending: 244,528 EUR Million

US Total Exports to Italy: \$19,884,729,451

US Total Imports from Italy: \$49,413,619,518

Ohio Exports to Italy: \$545,157,029

Ohio Imports from Italy: \$2,170,416,856

Ohio's Top 10 Exports to Italy:

1. Industrial Machinery (84)
2. Optic, Photo, Medic, or Surgical Instruments (90)
3. Aircraft, Spacecraft, and Parts Thereof (88)
4. Plastics and Articles Thereof (39)
5. Electric Machinery (85)
6. Vehicles and Parts Thereof (87)
7. Miscellaneous Chemical Products (38)
8. Pharmaceutical Products (30)
9. Iron and Steel (72)
10. Articles of Iron or Steel (73)



# JAPAN

Currency: Japanese Yen (JPY)

Exchange Rate: \$1 USD = ¥110.10 JPY

Population: 124,687,293

Quarterly GDP: 0.5

Interest Rate: -0.1%

Inflation: 0.10

Purchasing Manager Index: 51.20

Consumer Spending: 288,940 JPY Billion

US Total Exports to Japan: \$63,756,411,577

US Total Imports from Japan: \$119,499,263,358

Ohio Exports to Japan: \$1,539,659,416

Ohio Imports from Japan: \$4,176,767,450

Ohio's Top 10 Exports to Japan:

1. Vehicles and Parts Thereof (87)
2. Industrial Machinery (84)
3. Aircraft, Spacecraft, and Parts Thereof (88)
4. Glass and Glassware (70)
5. Electric Machinery (85)
6. Optic, Photo, Medic, or Surgical Instruments (90)
7. Articles of Iron or Steel (73)
8. Plastics and Articles Thereof (39)
9. Miscellaneous Chemical Products (38)
10. Oil Seeds & Miscellaneous Grain, Seed, Etc. (12)



# MEXICO

Currency: Mexican Peso (MXN)

Exchange Rate: \$1 USD = \$20.54 MXN

Population: 130,207,371

Quarterly GDP: 1.5

Interest Rate: 4.75%

Inflation: 0.19

Purchasing Manager Index: 47.10

Consumer Spending: 11,964,791 MXN Million

US Total Exports to Mexico: \$211,481,020,747

US Total Imports from Mexico: \$325,211,885,956

Ohio Exports to Mexico: \$5,070,590,150

Ohio Imports from Mexico: \$8,197,998,982

Ohio's Top 10 Exports to Mexico:

1. Industrial Machinery (84)
2. Vehicles and Parts Thereof (87)
3. Plastics and Articles Thereof (39)
4. Electric Machinery (85)
5. Oil Seeds & Miscellaneous Grain, Seed, Etc. (12)
6. Articles of Iron or Steel (73)
7. Rubber and Articles Thereof (40)
8. Tanning & Dye, Paints (32)
9. Aircraft, Spacecraft, and Parts Thereof (88)
10. Iron and Steel (72)



# NETHERLANDS

Currency: Euro (EUR)

Exchange Rate: \$1 USD = €0.86 EUR

Population: 17,337,403

Quarterly GDP: 3.8

Interest Rate: 0%

Inflation: 0.44

Purchasing Manager Index: 65.80

Consumer Spending: 78,825 EUR Million

US Total Exports to Netherlands: \$45,304,855,886

US Total Imports from Netherlands: \$27,407,431,133

Ohio Exports to Netherlands: \$744,497,470

Ohio Imports from Netherlands: \$508,244,992

Ohio's Top 10 Exports to Netherlands:

1. Electric Machinery (85)
2. Pharmaceutical Products (30)
3. Industrial Machinery (84)
4. Optic, Photo, Medic, or Surgical Instruments (90)
5. Articles of Iron or Steel (73)
6. Plastics and Articles Thereof (39)
7. Soap, Waxes, Polish, Candles, Etc. (34)
8. Organic Chemicals (29)
9. Special Classification Provisions (98)
10. Miscellaneous Chemical Products (38)



# SINGAPORE

Currency: Singapore Dollar (SGD)

Exchange Rate: \$1 USD = \$1.36 SGD

Population: 5,866,139

Quarterly GDP: -1.8

Interest Rate: 0.22%

Inflation: 0.55

Purchasing Manager Index: 50.90

Consumer Spending: 39,168 SGD Million

US Total Exports to Singapore: \$26,929,229,828

US Total Imports from Singapore: \$30,825,432,046

Ohio Exports to Singapore: \$563,518,545

Ohio Imports from Singapore: \$1,784,638,158

Ohio's Top 10 Exports to Singapore:

1. Industrial Machinery (84)
2. Essential Oils, Perfumery, Cosmetics (33)
3. Electric Machinery (85)
4. Plastics and Articles Thereof (39)
5. Soap, Waxes, Polish, Candles, Etc. (34)
6. Aircraft, Spacecraft, and Parts Thereof (88)
7. Articles of Iron or Steel (73)
8. Optic, Photo, Medic, or Surgical Instruments (90)
9. Nickel and Articles Thereof (75)
10. Miscellaneous Chemical Products (38)



# SOUTH KOREA

Currency: South Korean Won (KRW)

Exchange Rate: \$1 USD = ₩1,179.48 KRW

Population: 51,715,162

Quarterly GDP: 0.8

Interest Rate: 0.75%

Inflation: 0.63

Purchasing Manager Index: 51.20

Consumer Spending: 221,146 KRW Billion

US Total Exports to South Korea: \$50,965,213,141

US Total Imports from South Korea: \$76,056,998,287

Ohio Exports to South Korea: \$883,591,153

Ohio Imports from South Korea: \$1,108,661,313

Ohio's Top 10 Exports to South Korea:

1. Industrial Machinery (84)
2. Vehicles and Parts Thereof (87)
3. Electric Machinery (85)
4. Plastics and Articles Thereof (39)
5. Optic, Photo, Medic, or Surgical Instruments (90)
6. Glass and Glassware (70)
7. Miscellaneous Chemical Products (38)
8. Rubber and Articles Thereof (40)
9. Articles of Iron or Steel (73)
10. Pharmaceutical Products (30)



# TAIWAN

Currency: New Taiwan Dollar (TWD)

Exchange Rate: \$1 USD = \$27.28 TWD

Population: 23,572,052

Quarterly GDP: -1.07

Interest Rate: 1.13%

Inflation: 0.31

Purchasing Manager Index: 58.50

Consumer Spending: 2,328,266 TWD Million

US Total Exports to Taiwan: \$30,219,093,154

US Total Imports from Taiwan: \$60,427,753,381

Ohio Exports to Taiwan: \$613,823,230

Ohio Imports from Taiwan: \$1,446,916,794

Ohio's Top 10 Exports to Taiwan:

1. Plastics and Articles Thereof (39)
2. Special Classification Provisions (98)
3. Oil Seeds & Miscellaneous Grain, Seed, Etc (12)
4. Industrial Machinery (84)
5. Electric Machinery (85)
6. Optic, Photo, Medic, or Surgical Instruments (90)
7. Articles of Iron or Steel (73)
8. Soap, Waxes, Polish, Candles, Etc. (34)
9. Glass and Glassware (70)
10. Food Industry Residues and Waste, Animal Feed (23)



# UNITED KINGDOM

Currency: Pound Sterling (GBP)

Exchange Rate: \$1 USD = £0.74 GBP

Population: 67,081,000

Quarterly GDP: 5.5

Interest Rate: 0.1%

Inflation: 0.72

Purchasing Manager Index: 56.30

Consumer Spending: 336,063 GBP Million

US Total Exports to United Kingdom: \$58,429,779,119

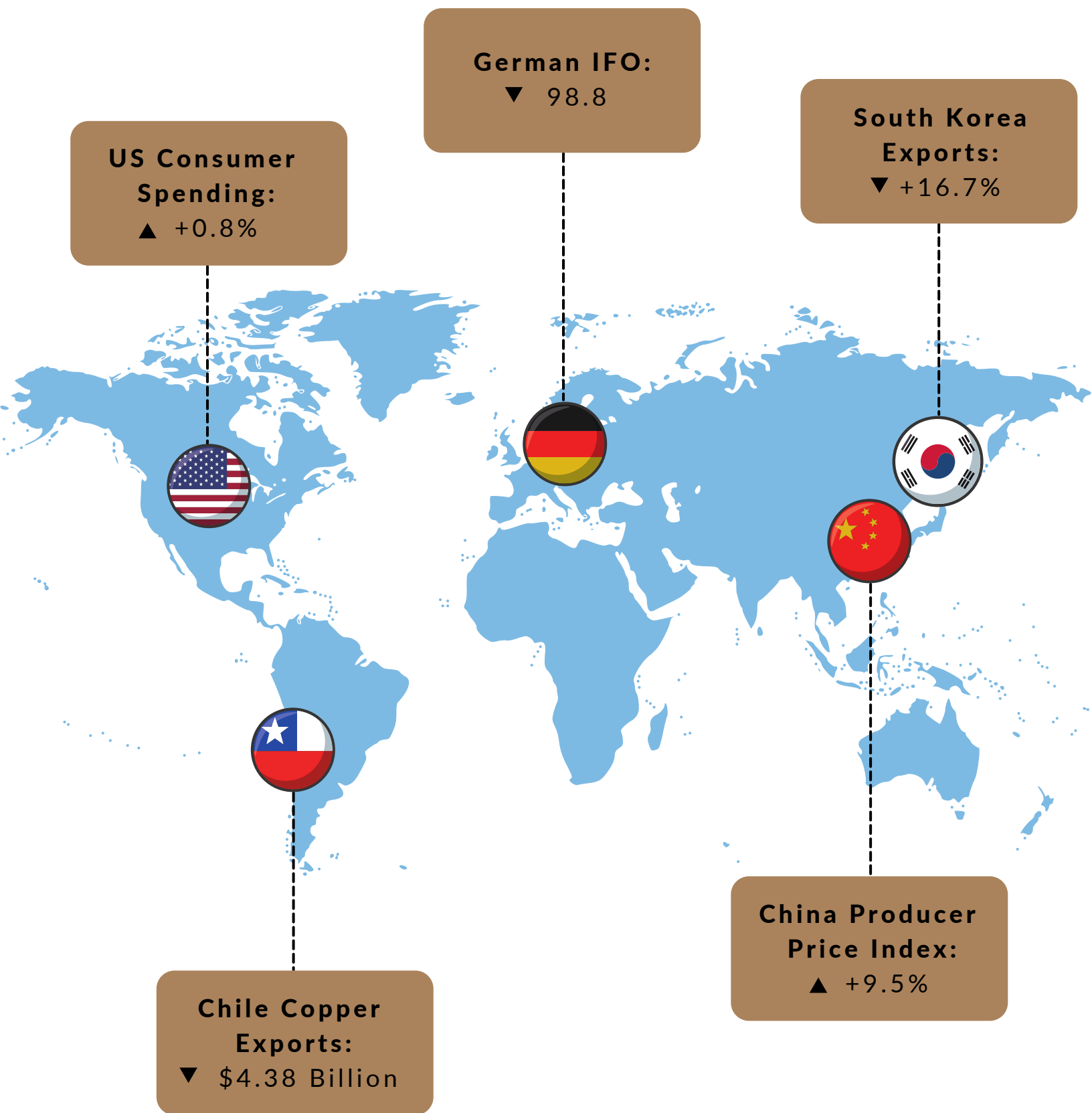
US Total Imports from United Kingdom: \$50,305,224,721

Ohio Exports to United Kingdom: \$1,485,373,406

Ohio Imports from United Kingdom: \$1,048,276,186

Ohio's Top 10 Exports to United Kingdom:

1. Aircraft, Spacecraft, and Parts Thereof (88)
2. Industrial Machinery (84)
3. Vehicles and Parts Thereof (87)
4. Electric Machinery (85)
5. Special Classification Provisions (98)
6. Base Metals and Articles Thereof (81)
7. Nickel and Articles Thereof (75)
8. Optic, Photo, Medic, or Surgical Instruments (90)
9. Plastics and Articles Thereof (39)
10. Articles of Iron or Steel (73)



# INDICATORS EXPLAINED

1. **Purchasing Manager Index (PMI):** Considered one of the most watched indicators worldwide. It is a snapshot of the performance of the manufacturing sector in each economy that the State of Ohio has as a trading partner. It is conducted monthly by each country's government agencies or some other authorities on their behalf. It usually is a survey that covers: output, new orders, inventory, employment, export, input prices, and manager's business expectations. Figures above 50+ are a business expansion, where numbers below 50- are business contraction. [Source \(quarterly\)](#)
2. **Interest Rates (The cost of Money):** Interest rates are a very important indicator especially when the trade deal requires financing by the exporter, or even if delayed payment terms are considered in the deal (i.e., 30 days, 90 days). This indicator becomes very instrumental when interest rates at the foreign buyer's country are much higher than the USA interest rate which gives the American exporter a definite advantage. [Source \(quarterly\)](#)
3. **Inflation:** Inflation monitoring is important, which indicates the expected changes in prices especially from high exporting countries to USA (i.e., China). China Producer Price Index (PPI) would be listed by itself as a separate indicator. [Source \(monthly\)](#)
4. **National Currency vs. US Dollar:** Exporters need to know the value, strength, fluctuation, and the stability of the importer's currency against the US Dollar in order to hedge against any movements in that currency. Exporters might experience a request from the foreign buyer to pay in their own currency and not with the US dollar especially when they are paying with a Letter of Credit or they were given extended payment terms by the exporter. This would require knowledge of the foreign currency and hedging by the exporter's bank to protect any fluctuations. [Source \(daily\)](#)
5. **Consumer Spending:** The larger the consumer spending share of each country's Gross Domestic Product the higher the prospect of purchasing more goods and services from their national market as well as international markets. Please note: The US Consumer Spending is the most watched indicator in the world since the US spend amounts for 25% of global consumption annually. [Source \(annually\)](#)
6. **Population:** This indicator is to give an idea of the size of the market in general. We realize that some products and services might sell to certain markets regardless of the population size especially if the product or service is highly specialized or just targets certain segments of the population. [Source \(annually\)](#)

## Other Important Indicators:

1. **Chile Copper Export:** Very highly monitored indicator, and Chile is the largest producer in the world of copper output. Copper is used across many industries such as autos, TV, high tech, and so much more. [Source \(monthly\)](#)
2. **German IFO:** It is conducted by surveying more than 7,000 manufacturing managers, service providers, retail, wholesale, and construction companies. Since Germany is the largest economy in Europe, this indicator reflects on healthy/weak economy in the eurozone. [Source \(monthly\)](#)
3. **China Producer Price Index (PPI):** By knowing how much Chinese companies are charging at the factory gates, it will give an idea about the global inflation trends. [Source \(monthly\)](#)
4. **South Korea Exports:** Indicates the trend of global demand for mainly technology products. [Source \(monthly\)](#) [Source](#)



Reach out to the Ohio SBDC  
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Youngstown State University if you  
are interested in exploring the  
global marketplace!

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