

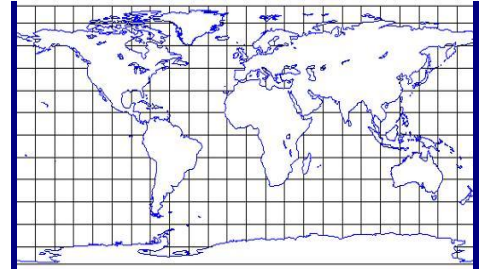


Research Wizard Business Intelligence Brief

"Finding Good Information and Making it Better"

Navigating a Flat World

The explosion of global trade has made the world flat, according to Thomas L. Friedman. (*The World is Flat*, Farrar, Straus and Giroux, 2005) Now your customers and competitors are anywhere and everywhere on the planet and all the old barriers between trading partners are gone. One of the greatest challenges in this new environment is finding contacts — suppliers, buyers, trade brokers, shippers, and foreign trade experts. Two great sources for finding your way are KOMPASS and PIERS.



KOMPASS is an online directory of companies and products around the globe. You'll find both suppliers and buyers here. It is very easy to use because it lets you simply select countries and products and what kind of trading partners you want — exporters, importers, distributors or manufacturers.

KOMPASS is an excellent trade tool because it has highly detailed descriptions about the products and services that companies want to buy and sell. This means you can look for suppliers of very specific kinds of goods. Suppose you are looking for a certain kind of valve. Just type in the exact description and KOMPASS does the searching for you. You won't need to scan hundreds of company listings to find exactly what you want!

KOMPASS has these great features

- Searching by both broad and narrow geography (country, city, zip or other code), tradenames, product description words and codes and company types of operation, such as whether they export, import, wholesale, do business over the Internet, etc.
- Full contact information, including cell and fax phones, email addresses and company contacts.
- Links to company websites and email exchange.

KOMPASS gives you access to

- 1.9 million companies in over 70 countries
- 54,000 product & service codes
- 23 million product references
- 757,000 trade and brand names
- 3.5 million executives' names

PIERS is an electronic record of shipment activity, both exports and imports, at all the major sea ports of the United States. Each record in the database is an individual shipment record which includes the name of the U.S. exporter or importer, the type of commodity, the cargo weight, and the estimated value of shipment.

PIERS also identifies the trading partners. For each individual U.S. export record, the name of the U.S. exporting company is given, as well as the receiving country. However, names of the receiving companies are not given due to confidentiality. For imports into the U.S., both the foreign exporters and the U.S. receivers are identified along with details on each shipment made.

PIERS has many applications for foreign market intelligence gathering. Here are a few.

- Find Oklahoma companies that are exporting/importing and what kinds of products they handle.
- Find the strongest foreign markets for Oklahoma products by country.
- Find foreign suppliers of Oklahoma companies.
- Find the dollar values and amount of individual kinds of products being shipped between the U.S. and other countries.

PIERS also has a separate directory of exporters/importers as well as its shipping records. The library has the Oklahoma portion of PIERS available at no charge for customers to come in and search. Records for the other states are available through Research Wizard for a fee.

KOMPASS and **PIERS** are designed to make your search for trading partners easy and productive.

KOMPASS is available at any of the library system's 25 locations.

PIERS is available only at the Central Library, 4th & Denver. Call 596-7977 for more information.

Research Wizard will search **KOMPASS** and **PIERS** for you. Call us today for details.

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to Meet
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