
HOW TO LEVERAGE IMPORT/EXPORT DATA

FEATURING OUR *NEW* IMPORTGENIUS DATA



PRESENTED BY:



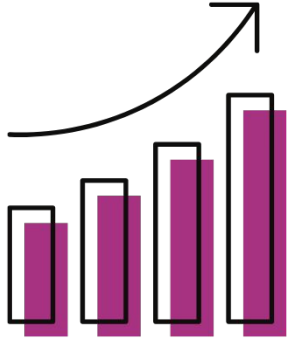
Janelle Mansfield
VP Customer Success &
Customer Experience



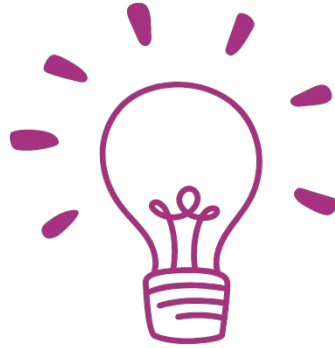
Mark Condon
Account Executive
ImportGenius



AGENDA



Get an overview and breakdown of the high quality ImportGenius and the import/export data you'll find within Gazelle.ai



Best practise strategies when it comes to conducting import/export searches and building lists within Gazelle.ai



Interactive Q&A with actionable use case examples specific to B2B, Trade and Economic Development organizations





Mark Condon
Account Executive
ImportGenius

Mark Condon is an Account Executive for Government and Ports with ImportGenius

Mark has over 20 years of experience in international trade and is responsible for developing new business relationships, promoting ImportGenius products, and ensuring client satisfaction

Mr. Condon was executive director of the South Carolina World Trade Center-Charleston (1997-2007) and served on the Board of Directors of the World Trade Centers Association in New York

Since 2007 he has helped trade data firms grow and develop new global trade data products



WHAT IS



ImportGenius

- Founded by Michael Kanko and David Petersen in 2006
- World leader in collecting, organizing and making sense of Big Trade Data--covering global US imports from 2006 to today and US exports from 2014 to today along with the global imports and exports of 17 additional countries.
- Through advanced data management technologies, ImportGenius helps its clients make sense of hundreds of millions of shipping manifests and customs records from government agencies and private companies worldwide.

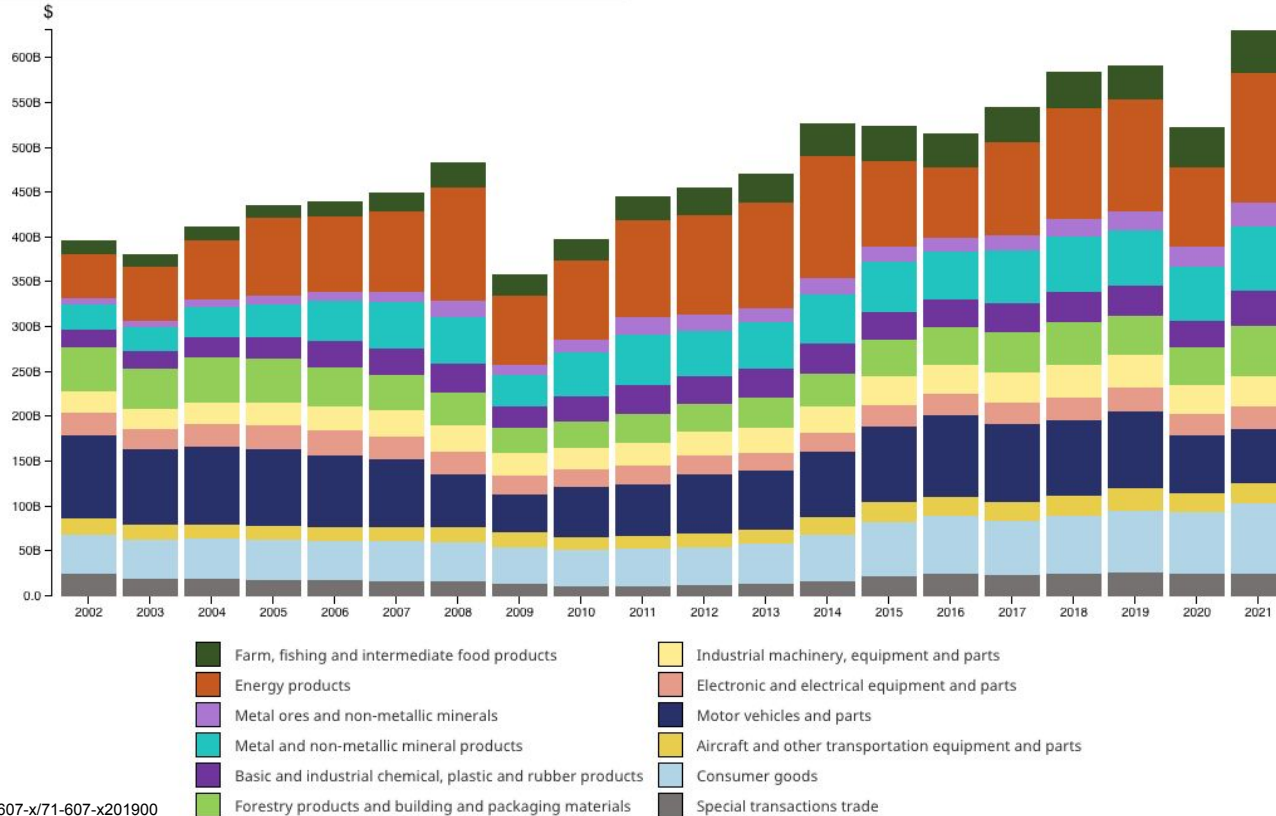


HIGH-QUALITY IMPORT/EXPORT DATA

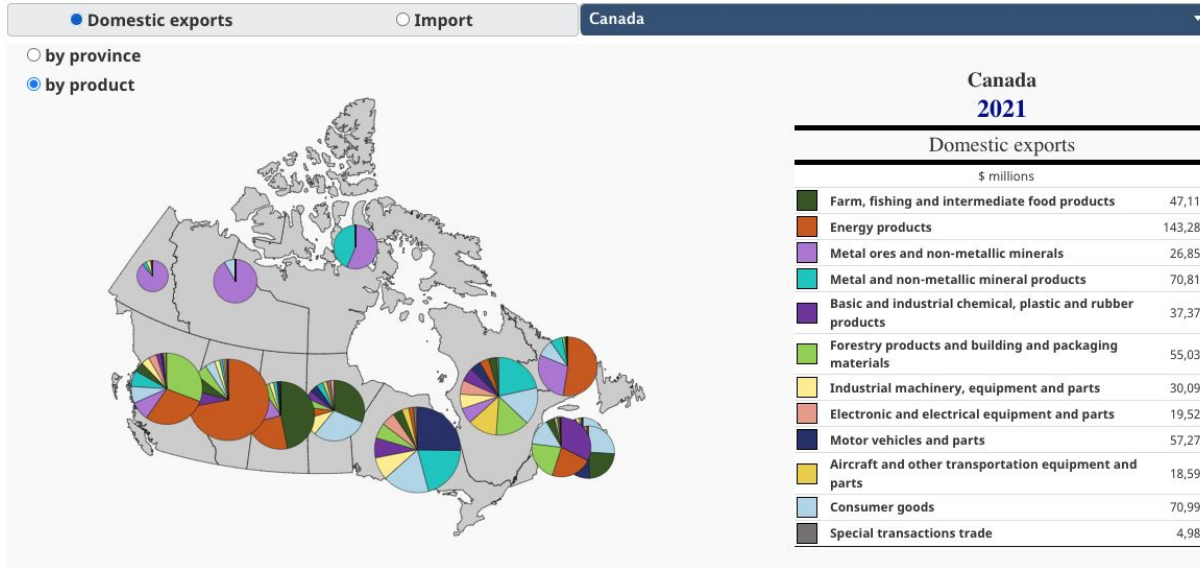
- ImportGenius provides access to shipping manifests for all ocean freight entering and exiting the United States
- The data provided is sourced from the United States Customs and Border Protection and similar agencies from other countries. The United States data is obtained through the FOIA (Freedom of Information Act) and is considered public record, while data from other countries is legally obtained proprietary data
- Our data contains import information from the Bill of Lading for shipments entering or leaving 18 countries. For the U.S., we get this shipping manifest data for shipments entering the country by ocean from the U.S. Department of Homeland Security
- We license our data from a variety of sources including records from the U.S. Department of Homeland Security, other government agencies, non-profit organizations and partnerships with private data services



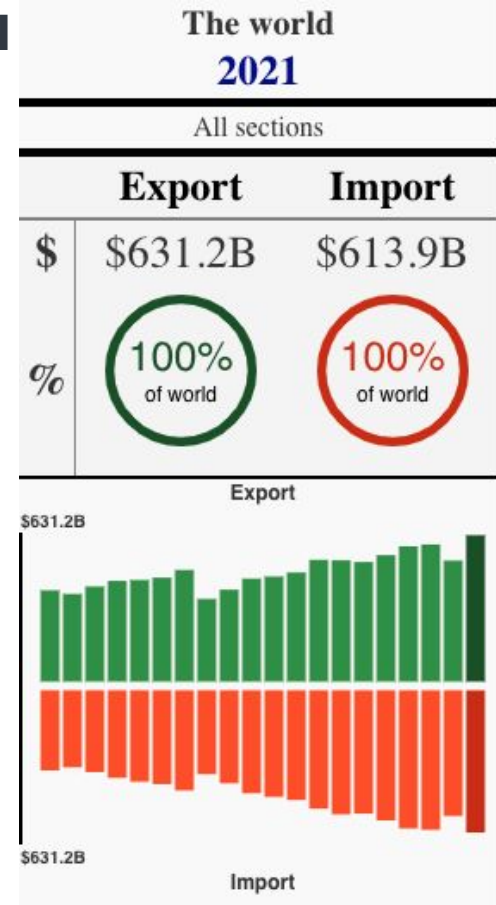
INTERNATIONAL IMPORT/EXPORT BREAKDOWN



INTERNATIONAL IMPORT/EXPORT BREAKDOWN



<https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2019005-eng.htm>



HOW CAN YOU LEVERAGE OUR



ImportGenius

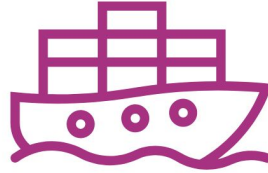
**IMPORT/EXPORT
DATA?**



6 WAYS YOU CAN USE THIS DATA



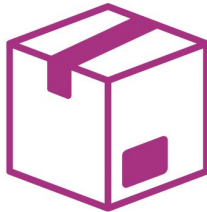
Identify companies with increasing shipments to the US



Review 5-year historical shipment volumes per importer



Estimate gaps in local supply chains and industry clusters



BR&E: anticipate the growth of local manufacturers based on volume of shipments of manufacturing inputs



Better understand complex supply chains and the web of international suppliers feeding domestic manufacturing



Promote nearshoring by discovering new suppliers



WHAT IS A TEU AND WHY IT'S IMPORTANT

- Find every US international importers with a minimum of 3 annual TEUs
- **What is a TEU?**
 - The twenty-foot equivalent unit (abbreviated TEU or teu) is a calculation of the various container sizes into a standard unit of containers
 - Containers are 20, 40 or 45 feet so the TEU allows for ports and the maritime community to measure shipment volumes accurately
- As a Gazelle.ai user you have access to Canadian Exporters and Canadian Importers are only via US seaports

Import TEUs		2020
2020 Rank	Port	TEUs
1	Los Angeles, CA	4,999,403
2	Newark, NJ	4,599,961
3	Long Beach, CA	4,288,103
4	Savannah, GA	2,430,789
5	Houston, TX	1,995,734
6	Seattle, WA	1,428,567
7	Tacoma, WA	1,315,826
8	Norfolk, VA	1,284,567
9	Charleston, SC	1,173,536
10	Oakland, CA	1,102,037



HOW CAN ECONOMIC DEVELOPMENT ORGANIZATIONS LEVERAGE THIS DATA



HOW CAN YOU (EDO PROFESSIONAL) LEVERAGE THIS DATA

- **Identify your regions top importers** and monitor the growth of companies in your region
 - You can look for historical TEUs volume in Gazelle.ai and identify companies with increase in imports volume
- **Identify who are their suppliers:**
 - Find patterns within US manufacturing, distribution, and foreign supply chains
 - International firms are seeking to garner US market shares by initially selling into the US market, then expanding into distribution and ultimately the assembly of imported components
 - Flourishing domestic manufacturing companies rely on Just-In-Time (JIT) delivery as essential in modern supply chain management - TIER 1 & 2 suppliers dominate this landscape and suppliers must be in close proximity to to their customers representing an ideal candidate for FDI



HOW CAN B2B/TRADE PROFESSIONALS LEVERAGE THIS DATA



HOW CAN YOU (B2B OR TRADE PROFESSIONAL) LEVERAGE THIS DATA

- **Identify your region's** top importers and exporters and get data on their specific suppliers and countries of origin
- **Supplier recruitment** – suppliers are more apt to invest and locate near their top customers
- **Help your clients find new potential suppliers/clients**
- **Monitor competitors** including shipping records which can help you keep an eye on your current competitors and identify new companies in the market.
 - Find out how much they're shipping and who they're sourcing from
- **Business Development**
 - Based on products imported, track your current customers to ensure you're winning their full business
 - Identify potential customers that are importing from your competitors



TAKEAWAYS

- ➔ A clear understand of ImportGenius's global trade data within Gazelle.ai
- ➔ How to effectively build import/export lists and search companies within Gazelle.ai
- ➔ How to leverage import/export data for your organization as a B2B or EDO and how to apply it with an effective outreach strategy


















**WHERE CAN YOU FIND THIS
DATA IN GAZELLE.AI**

The background image is a composite of several elements: an aerial view of a port with a large cargo ship docked at a pier, several blue gantry cranes, and stacks of colorful shipping containers; a semi-transparent financial candlestick chart with green and red bars and several colored trend lines (yellow, red, blue) overlaid on the top half; and various percentage values in different colors (green, red, purple) scattered across the bottom half, such as 1.54%, 3.31%, 3.23%, -3.11%, -1.58%, -3.75%, -2.89%, -3.21%, -2.58%, -1.67%, and 2.23%. A purple horizontal bar is located in the top left corner, and a purple stylized logo is in the bottom right corner.

LET'S SEARCH IMPORT/EXPORT COMPANIES IN GAZELLE.AI

Search              Welcome Katie Vilaranda ▼

COMPANY FINDER ?
















NAICS **KEYWORDS** **CLUSTERS** **MAP** **FEATURED LISTS** **TRADE SHOWS**

Revenue ▼ Employees ▼ G. Score ▼ Year Founded ▼ Funding Date ▼ Funding Stage ▼ Role ▼ Status ▼ Locations ▼ Intl. Presence ▼

Featured Trade Shows Importer Exporter New Companies 129,462 found

Search Results Recent Profiles Saved Searches

[Download](#) / [Save Companies](#) « FIRST < 1 2 3 >

<input type="checkbox"/>	COMPANIES	G. SCORE ▼	RELATED INDUSTRY	LOCATION	COUNTRY	REVENUE	EMPLOYEES
<input type="checkbox"/>	 BORGWARNER 	 6	541330 Engineering Services	Auburn Hills, MI	United States	1B+	10k+
<input type="checkbox"/>	 ALARM.COM 	 6	332510 Hardware Manufacturing	Tysons, VA	United States	500M - 1B	1,001 - 5,000
<input type="checkbox"/>	 THE BOEING COMPANY 	 6	333249 Other Industrial Machinery Manufacturing	Chicago, IL	United States	1B+	10k+
<input type="checkbox"/>	 AVERY DENNISON 	 6	561910 Packaging and Labeling Services	Glendale, CA	United States	1B+	10k+
<input type="checkbox"/>	 ECLIPSE AUTOMATION 	 6	212319 Other Crushed and Broken Stone Mining and Quarr.	Cambridge, ON	Canada	100M - 500M	101 - 500



WHERE TO FIND THIS DATA IN



CONTAINER VOLUME (TEU) BETA ?



TOP SUPPLIERS BETA ?

[Download](#)

SUPPLIER NAME	ORIGIN OF SHIPMENT	NUMBER OF TEUS
Leonardo	ITALY	537
Commercial Airplane	JAPAN	356
Amag Rolling Gmbh	AUSTRIA	153
Eads Airbus Defence & Space	SPAIN	124
Avic Xian Aircraft Industry Group C	CHINA	106
Kumz Jsc	RUSSIAN FEDERATION	91
Avic Chengfei Commercial Aircraft C	CHINA	90
Yantai Jintai International Trade C	CHINA	89
Boeing Tianjin Composite	CHINA	88
Safran Seats Gb	UNITED KINGDOM	77

« FIRST < 1 2 3 >



HOW TO DOWNLOAD AND EXTRACT DATA FROM COMPANY PROFILES

- You can download the results of any search of TEUs in Gazelle.ai to a Microsoft Excel (XLS and XLSX) or CSV format to your desktop or laptop computer to filter and extract data for your analysis

THE BOEING COMPANY_supplier_teus (1)

Company Gid	Company Name	Supplier Name	Origin of Shipment	Number of TEUs
57abb52d6890a345831dc7de	THE BOEING COMPANY	LEONARDO	Italy	537
57abb52d6890a345831dc7de	THE BOEING COMPANY	COMMERCIAL AIRPLANE	Japan	356
57abb52d6890a345831dc7de	THE BOEING COMPANY	AMAG ROLLING GMBH	Austria	153
57abb52d6890a345831dc7de	THE BOEING COMPANY	EADS AIRBUS DEFENCE & SPACE	Spain	124
57abb52d6890a345831dc7de	THE BOEING COMPANY	AVIC XIAN AIRCRAFT INDUSTRY GROUP C	China	106
57abb52d6890a345831dc7de	THE BOEING COMPANY	KUMZ JSC	Russian federation	91
57abb52d6890a345831dc7de	THE BOEING COMPANY	AVIC CHENGFEI COMMERCIAL AIRCRAFT C	China	90
57abb52d6890a345831dc7de	THE BOEING COMPANY	YANTAI JINTAI INTERNATIONAL TRADE C	China	89
57abb52d6890a345831dc7de	THE BOEING COMPANY	BOEING TIANJIN COMPOSITE	China	88
57abb52d6890a345831dc7de	THE BOEING COMPANY	SAFRAN SEATS GB	United kingdom	77
57abb52d6890a345831dc7de	THE BOEING COMPANY	AVIC SAC COMMERCIAL AIRCRAFT COMPAN	China	75
57abb52d6890a345831dc7de	THE BOEING COMPANY	YANTAI JINTAI INTERNATIONAL TR	China	72
57abb52d6890a345831dc7de	THE BOEING COMPANY	SHANGHAI AIRCRAFT MANUFACTURING COR	China	71



SAVE THE DATE

DATE: JUNE 22nd, 2022

TIME: 8:30AM / 11:30AM EST

**TOPIC: HOW TO USE EXCEL TO EXTRACT IMPORTANT GAZELLE.AI
COMPANY AND CONTACT DATA**



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QUESTIONS?

THANK YOU!



Janelle Mansfield
VP Customer Success &
Customer Experience



Mark Condon
Account Executive
ImportGenius

