

The Saudi Export Development Authority is an independent national authority that seeks to support 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 in order to meet the current stage requirements.

Problem Statement

Saudi Export Development Authority required a comprehensive BI 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.

The data needs to be extracted from various credible sources and presented on a single platform for the end users.



Solution

Inseyab proposed its in-house Product Trade Foresight as a one-stop solution to enable smart decision-making capabilities and up-to-date trade related information. Trade Foresight aims to provide analytical information from various globally recognized data sources including WORLD BANK, IMF, UNCOMTRADE to name a few, that empowers an organization with a complete horizon of econometrics which aid to make better, informed and certain business and trade decisions.

Trade Foresight incorporated all the needs for Saudi Export Development authority and ticked all the boxes when it came to core capabilities required by the client. It provided the client with insightful dashboards, alerts and reports based on the data pulled from various credible sources.

Trade Foresight equips users 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 listed products, market analysis and an economic overview thus contributing with relevant information to the user to make informed decisions.

