

STUDY

FOREIGN MARKETS

for a specific type of product



Entering the EAEU and non-CIS markets · Step-by-step algorithm



Minsk branch of the Belarusian Chamber of Commerce and Industry

SPEECH PROGRAM

1

Product Identification

TN VED code - your passport to the market

2

Selecting a target market

Criteria matrix and evaluation tools

3

Trade barriers

Tariff and non-tariff barriers

4

Certification

Market requirements: EAEU, EU, China, UAE, etc.

5

Competitive analysis

Who supplies and at what prices?

6

Market entry channel

6 models: direct, distributor, marketplace...

7

Research Matrix + Resources

Market Entry Report Template + 25+ Platforms

8

Action plan

15 working days before the first commercial offer



PRODUCT IDENTIFICATION: HS CODE

Why is this the first step?

- ▶ TN VED code = "passport" of goods in international trade trade
- ▶ Without the code it is impossible to find duties, market volumes and barriers
- ▶ Basis for analysis tools: [Trade Map](#) , [MacMap](#) , local bases
- ▶ 10 digits (EAEU) → 6 digits (HS) for international statistics

01

[EEC TN VED EAEU](#)

EAEU TN VED Classifier → Search by product description

02

[Trade Map](#) / [Comtrade](#)

Search online by description → the system will suggest codes

03

Customs broker / State Customs Committee

Consultation in case of ambiguous classification



Common mistake: inaccurate TN VED code → Incorrect data on duties and market volumes. Check the code with your customs broker or the State Customs Committee ([Minsk Central Customs Office](#)).

Record about the product:

✓ Full technical description

✓ Country of origin:
Belarus

✓ Volume and units of measurement

✓ Available certificates

SELECTING A TARGET MARKET: A CRITERIA MATRIX

Market capacity (calculation examples)

According to the consumption rate *windows (5 residential, 5 non-residential, sweat demand, assumptions 10% (replacement of old ones, reconstruction)*

Pareto's rule *industrial gases (80% of required forms, 20% of large comp.)*

Structural method *condensed milk (P-Ek+Im. + change of warehouse reserve)*

By consumption volume *sports shoes (CA*V)*unit cost*

Comparative method *consumer goods (method of extrapolation from the noun and calculated market + introduction of additional criteria)*

Tender bidding *plumbing pipes (>state organization, main procurement channel - tender)*

The EAEU is a priority for first entry.

✓ Zero duties

✓ Unified Customs space

✓ Mutual recognition of certificates, application of uniform requirements established in the EAEU TR

✓ Well-established logistics

7 criteria for selecting markets

Market size (export/import) [Trade Map](#)

Growth dynamics [Trade Map](#) / [Comtrade](#)

Customs duties [MacMap](#) , [EU TARIC Consultation](#)

Barriers (NTB) [UNCTAD TRAINS](#) , [I-TIP](#) , [WITS](#) , [ePing](#) , [Access2Markets](#)

Logistics [FBX](#) , [UNCTAD](#) , [ERAI](#) , [logistics companies \(BY\)](#)

Certification [EEC,WCO,IFC,Belarusian Chamber of Commerce and Industry](#)

Solvency [World Bank](#) , [IMF](#)

RESEARCH ON TRADE BARRIERS

TARIFF BARRIERS

- ▶ A single window combining data from the WTO, UN and ITC - [Global Trade Helpdesk](#)
- ▶ For deep analytical research [WTO Tariff Database](#)
- ▶ Import duties, tariff quotas, trade preferences [macmap.org](#)

Availability check is mandatory
Free trade agreements

Non-tariff barriers (NTB)

Technical regulations

Mandatory requirements for parameters, safety, and labeling

SPS measures

Sanitary/phytosanitary - for food, agricultural raw materials, medical products

Quotas and licenses

Quantitative restrictions or permitting procedure

Anti-dumping

Check for measures against Belarusian products

Packaging/labeling

Language, composition, country of origin, eco-label

⚠ **Important:** NTBs can make a market inaccessible even with zero tariffs. Research them BEFORE deciding to enter.

Additionally: [register of restrictive measures of third parties against the EAEU \(including member states\)](#)

CERTIFICATION REQUIREMENTS

EAEU

EAC sign

Compliance with technical regulations – access to EAEU markets

United [EAEU technical regulations](#)
[Register of certification bodies](#)

Russian Federation

GOST R / TR CU

[Rosstandart](#) - technical regulation
[Rosaccreditation](#) -electronic registers

EU

CE mark

Safety and environmental friendliness are important([REACH](#)) and energy efficiency
[Access2Markets](#) (European Commission) - all requirements
[CEN / CENELEC](#) -European standards

CHINA

CCC and GACC

GB, GB/T standards

[CNCA](#) - rules of mandatory certification [CCC](#)
[CIFER](#) -for the food industry

UAE / MIDDLE EAST

G-Mark / Halal

Compliance with Halal standards and GCC technical regulations

[SASO](#) - Saudi Arabia, [GSO](#) -technical regulations [MoIAT](#) (UAE) -
 ECAS Conformity System, Labeling Requirements

USA

UL/FDA/FCC

Depends on the type of product

[FDA](#) -food products, medicines, cosmetics [NIST](#) -
 technical standards, compliance with regulations

Certificates of origin ([BelCCI -cci.by](#))

- ◆ ST-1 → CIS/EAEU countries
 - ◆ ST-2 → Serbia
 - ◆ ST-3 → Iran
 - ◆ REX → Switzerland, Norway
 - ◆ EAV → Vietnam
 - ◆ General form → other countries
- ◆ Form A → within the framework of the Generalized System of Preferences (GSP)

COMPETITIVE ANALYSIS OF THE TARGET MARKET

5.1

Supplier structure

Trade Map → Bilateral trade → your TN EVD code → list of countries with shares

5.2

Competitors' prices

Average Import Price = $\text{Cost} \div \text{Quantity}$ ([Trade Map](#)) [Monitoring](#)
retail and wholesale platforms in the target country, price
aggregators, online price monitoring services

[Numbeo](#)-consumer price levels for basic goods in different cities around
the world

5.3

Trading platforms

[Alibaba.com](#) , [globalsources](#) , [made-in-china.com](#) - price range, conditions

5.4

Local players

[Kompas.com](#) , [Europages.com](#) - industry databases of the target country,
analytics, industry associations, exhibitions (list of participants)

Competitive Analysis Framework

★ Macro level: who imports and how much ([Trade Map](#))

★ Meso-level: who are the market leaders within the country? (
[Statista](#) , [Compass](#) , [Nielsen](#))

★ Micro-level: current sales
(marketplaces, price aggregators)

CHOOSING A MARKET ENTRY CHANNEL



Direct export

- + Maximum margin
- High operating costs



Distributor/Agent

- + Low entry barrier, quick start
- + Flexible, minimal risk, market knowledge
- Dependence on a partner
- Less control



Franchising/Licensing

- + Scaling, earning royalties, use of local capital
- Risk of brand damage, difficulty of control quality



SP / Branch

- + Deep penetration, separation risks, access to resources
- + Full control, maximum share market
- Potential conflict of interest
- High costs, complexity of registration and administration



Market-place

- + Quick start, global reach
- Price competition, platform commissions



State purchases

- + Large volumes
- Long cycle

MARKET RESEARCH SUMMARY MATRIX

Market Entry Research Report - Template for each target market:

Parameter	Data	Source
Product + HS code (10 characters)	[to be filled in]	State Customs Committee, Eurasian Economic Commission
Target country	[to be filled in]	Your own choice based on analysis
Country's import volume (USD/year)	[to be filled in]	Trade Map
Import dynamics (3 years)	↑ / → / ↓	Trade Map / Comtrade
Duty rate	[to be filled in]	MacMap, local resources
Key NTBs	[to be filled in]	UNCTAD TRAINS, I-TIP
Required certificates	[to be filled in]	EEC, WCO, IEC, BelCCI
Main competitors (countries)	[to be filled in]	Trade Map
Average import price	[to be filled in]	Trade Map, analytical reports
Market entry channel	[to be filled in]	Own analysis
Potential partners	[to be filled in]	Europages, Kompass, Digital VED, B2B platforms, Belarusian Chamber of Commerce and Industry
Final score (1-10)	[to be filled in]	Expert assessment



TRADE STATISTICS AND MARKET ANALYSIS

Trade Map (UN ITC)

trademap.org

Main instrument: import/export volumes according to the TN VED, country shares, average prices

UN Comtrade

comtrade.un.org

Official UN statistics - trade of 200+ countries, detailed by goods down to the 6-digit HS code

Export Potential Map

exportpotential.intracen.org

Recommends priority markets for your product and exporting country

ITC Market Analysis

marketanalysis.intracen.org/en

A set of analytical tools from the ITC: Trade Map, MacMap, Standards Map, public tenders, trade agreements, etc.

Belstat

belstat.gov.by

Statistical services of foreign countries and international organizations. Official statistics – export/import data, etc.

CUSTOMS DUTIES AND STANDARDS / CERTIFICATION

MacMap (UN ITC)macmap.org

Duty rates for any importing country by HS code, all trade agreements - a key tool

WTO Tariff & Trade Datattd.wto.org/en

WTO Tariff Base: Bound Rates, Most-Favored-Nation Treatment

TARIC (EU)ec.europa.eu/taxation_customs/dds2/taric

EU Common Tariff: duties, VAT, excise taxes on imports into EU countries

EEC EAEUeec.eaeunion.org

The Eurasian Economic Union's Common Customs Tariff, technical regulations of the Union, and protective measures

Standards Map (MTC)standardsmap.org

Product standards and specifications for 80+ markets

EU Access2Marketstrade.ec.europa.eu

EU Requirements. By HS Code: Labeling Rules, Sanitary Standards, and Required Certificates

Global Trade Helpdeskglobaltradehelpdesk.org

Joint Platform of the WTO, UN and ITC: information on duties, taxes and procedures

RESOURCES AND PARTNERSHIP SEARCH

RESOURCES. BELARUS

Belarusian Chamber of Commerce and Industry

cci.by

Partner search, business missions,
market research, exhibitions

Ministry of Foreign Affairs of the Republic of Belarus

mfa.gov.by

Embassy contacts, business
conditions

NCPE

export.by

Market reviews

BUTB

butb.by

Sections for trading in
promising goods, industrial
and consumer goods

SEARCH FOR PARTNERS AND BUYERS

Europages

europages.com

European B2B: 2.2+ million
companies, distributor search

Compass

kompass.com

70+ countries, search by
industry and filter

Alibaba (B2B)

alibaba.com

Asian markets, buyers and
partners

Global Sources

globalsources.com

Focus on the Asia-Pacific region

[TradeWheel](#)
[Made in China](#)
[B2BMAP](#)
[DIGITAL VED](#)

Other B2B platforms

MACROECONOMICS AND BUSINESS CLIMATE

World Bank Data

data.worldbank.org

GDP, global reports

IMF (WEO)

imf.org/en

Macroeconomic forecasts, balance of
payments, research

WTO Trade

wto.org → section of interest

Trading profiles, forecasts

UNCTAD Stats

unctadstat.unctad.org

FDI, trade flows UNCTAD



15 WORKING DAYS BEFORE THE FIRST COMMERCIAL OFFER

1-2

TN VED code

Find and confirm the 10-digit code

3-4

Selecting markets

Trade Map → TOP 10 Importers → Select 3 Priority Countries

5-6

Duties

MacMap + local country resources → check rates for 3 markets + trade agreements

7-8

Certification

Global and local country resources → requirements for certifications and standards for 3 markets

9-10

Competitors

Trade Map Bilateral → who supplies, in what volumes (by country), at what prices (by country)

11-12

Matrix + choice

Complete the research matrix. Select 1-2 priority markets.

13-14

Partners

Contact the Minsk branch of the Belarusian Chamber of Commerce and Industry to request assistance in your search.

15

Commercial proposal

Prepare a commercial proposal and presentation for potential partners

KEY CONCLUSIONS

1

Start with the TN VED code - it reveals all the data about the market

Exact 10-digit - State Customs Committee, Eurasian Economic Commission

2

The UN ITC platforms contain basic information for initial analysis

Trade Map MacMap Export Potential Map

3

The EAEU markets are the first step. The far abroad is the next stage.

For the EAEU: zero duties, a single space, circulation of goods without customs declarations, well-established logistics (control of possible restrictions)

4

NTBs are more dangerous than duties. Study them before making a decision.

Certification, standards, labeling - local country resources + EEC EAEU

5

The Research Matrix is your living working document.

1 market = 1 completed matrix = 1 informed decision



A large QR code is centered on the page, intended for users to scan with a mobile device to access the RACAP website.



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