

Saudi Export Development Authority

The Saudi Export Development Authority (SEDA) is the premier trade monitoring authority in KSA that seeks to develop Saudi non-oil based exports as per Saudi Arabia's Vision 2030 which requires non-oil revenue to improve from current 13% to 50% over the next decade. SEDA supports 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 to create market penetration for new products.

Problem Statement

SEDA was using manual tools to consolidate and analyze the huge quantum of data extract from internal and external sources, therefore they needed to build a centralized data accumulation platform that would bring in required data from authentic data sources. The platform should further provide relevant information for the final users via advance visualizations both on web portal and dashboards, helping them achieve their vision for 2030.

Solution

Trade Foresight is successfully deployed at SEDA as a comprehensive one stop 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, improving the quality and transparency of trade-related information, and strengthening public-private dialogue.



Built on the data pulled from various credible sources including but not limited to WORLD BANK, WITS, SAMA, UN COMTRADE to name a few, along with SEDA's local data sources added as part of the overall Data Warehouse, Trade Foresight supports SEDA by:

- Translating trade-related information into trade intelligence;
- Supporting Saudi Export Development Authority in meeting their Government's vision for 2030;
- Helping SEDA explore potential markets for export of non-oil based products, in an effort to move from an oil-based to a more balanced economy.
- Raising awareness and capacity of SMEs on the use of trade information.
- Enabling Saudi SMEs and Traders to understand the global trading environment and take data driven decisions such as what to export, where, and when!

The platform further provides relevant information for the final users via advance visualizations both on web portal and dashboards, enabling smart decision- making capabilities and up-to date trade related information to SEDA. It does this by providing Holistic Global Trade Information for all globally traded products, market analysis and economic overview.

Where to Trade? | What to Trade? | How to Trade? | When to Trade?

It does this by providing Holistic Global Trade Information for all globally traded products, market analysis and an economic overview thus contributing with relevant information to the user.

