Identify market risks and opportunities in 95 industries in each of 75 countries. Compare, rank, and evaluate sector markets by country and region. With in-depth analysis of local markets, and comparable forecasts of key market metrics, the World Industry Service is an essential resource for corporations and financial institutions doing business or investing in multiple industries and geographies.

ADDITIONAL OFFERINGS
IHS Global Insight offers two additional optional components to the World Industry Service. Each component requires a supplementary subscription.

- **Sector Risk Ratings**
  Sector Risk Ratings allows loan officers, credit analysts, and portfolio managers to measure the risks that arise from the sector composition of corporate loan books and bond portfolios. Our unique data indicators and risk scores help you actively manage risk and monitor changes to sector risk profiles. Composite sector risk ratings are globally comparable over time, across countries, and across sectors. [www.ihsglobalinsight.com/wis-risk](http://www.ihsglobalinsight.com/wis-risk)

- **Stock Sector Benchmarks**
  Stock Sector Benchmarks provide industry benchmarks that are tailored specifically for financial analysis and market intelligence. With the same comprehensive coverage as the World Industry Service, we employ our proprietary and state-of-the-art methods for converting the WIS industry data from their original ISIC terms into Stock Sector Benchmarks that use the Global Industry Classification Standard (GICS®), the most popular stock market classification scheme (managed by MSCI and Standard & Poor’s). With Stock Sector Benchmarks, financial analysts gain access to fundamental indicators of sector performance on a country, regional, and global basis. Stock Sector Benchmarks is ideal for use in market intelligence, “peer group” comparisons, asset allocation, security valuation, and sector rotation and risk management. [www.ihsglobalinsight.com/wis-financial](http://www.ihsglobalinsight.com/wis-financial)

MORE INFORMATION
For more information, including country and sector coverage, free samples, and our latest analysis, please go to: [www.ihsglobalinsight.com/wis](http://www.ihsglobalinsight.com/wis)

THE POWER OF PERSPECTIVE
ABOUT IHS GLOBAL INSIGHT: IHS Global Insight ([www.ihsglobalinsight.com](http://www.ihsglobalinsight.com)) provides the most comprehensive economic and financial information on countries, regions, and industries available from any source. IHS Global Insight’s immediate and insightful analysis of market conditions and key events enables innovative and successful decision making for clients around the world. IHS Global Insight employs approximately 700 employees in 13 countries.

CONTACT US
Web: [www.ihsglobalinsight.com](http://www.ihsglobalinsight.com)  E-mail: info@ihsglobalinsight.com

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WORLD INDUSTRY SERVICE

Compare sector performance across countries

Unique in its scope, detail, and analytical capabilities, the World Industry Service (WIS) harmonizes sector data from reliable sources to a common set of 95 industries for each country. The service employs sophisticated economic techniques to provide benchmarks and forecasts that quantify the impact of changing demographics, market demands, supply considerations, and key risk factors on these industries. The WIS enables corporations and financial institutions to anticipate and quantify the effect of market changes on sector performance, investment opportunities, and overall market risk.

At the core of the service is a powerful, cross-sector forecast database that provides:

- Comprehensive, comparable coverage of 95 industries in 75 countries
- Key performance measures by sector including: sales, profits, capital expenditures, exports, and imports
- A 20-year forecast with accompanying historical data back to 1980
- Consistent aggregations and comparisons across sectors, geographies, and over time
- In-depth sector reports and timely, event-driven analysis
- Quantification of industry exposure to changing economic conditions

View data by concept in both real (inflation adjusted) and nominal terms

View all industries within one country

View one industry across multiple countries

View performance over time

View multiple concepts, industries, geographies, and time series

ACCESS ONLINE ANALYSIS AND COMMENTARY

Get the story behind the data. The World Industry Service provides in-depth industry analysis for sectors and countries. Our online coverage includes:

- Industry Reports Covering Forecasts on a Global Basis
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WORLD INDUSTRY SERVICE
A COMPREHENSIVE ASSESSMENT OF 95 INDUSTRIES IN 75 COUNTRIES

Financial institutions use the World Industry Service to:
 Analyze trends and prospects for their investment potential
 Benchmark fundamental performances to sector-peer groups
 Quantify industry risks, stress test portfolios
 Measure and rank sector attractiveness
 Identify/assign sector weights in an investment portfolio
 Actively manage exposures to fixed income and equity

Features — Essential market evaluation tool
The World Industry Service combines and harmonizes information from numerous sources into a single platform, allowing easy comparisons and rankings of industries and countries, over time. The service includes access to:
 Online written and graphic analysis of industries and countries
 Industry rankings by size, growth, and profitability
 DataInsight-Web, a browser-based application that features:
   A 20-year forecast with accompanying historical data back to 1980
   Key indicators, including: sales, profits, costs, margins, and capital expenditures
   Interactive country and sector rankings by various criteria, including compound annual growth over arbitrary date ranges
   Selection of nominal or real (inflation-adjusted) values, as well as base year specification for real values and indices
   Choice of nine major currencies for display of monetary values, with support for local currency display and multiple currency selection
   User-defined country and sector aggregates
   User-defined ratios and custom formulas

Benefits — Quantify market potential and risks
The service’s unique combination of data, functionality, and analysis provides clients the resources they need to make more informed capital and portfolio investment decisions. Diversified manufacturers and service organizations use the World Industry Service to:
 Size and forecast market characteristics — know what drives each market
 Identify risks and growth opportunities — anticipate vulnerabilities and opportunities
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DataInsight-Web’s Ranking Wizard enables clients to build rankings to compare concepts across sectors and geographies.

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Both reports and rankings can be downloaded to Excel or saved as Smart Workbooks for future use. Smart Workbooks are automatically refreshed as new data become available.
FREQUENTLY UPDATED, WEB-BASED ANALYSIS AND DATA
Analysis on key market developments from the IHS Global Insight team of country and industry analysts is available through MyInsight, IHS Global Insight’s client Web site. Navigate online commentary and analysis, browse scorecards and ranking tables, or access data and forecasts using DataInsight-Web.

FEATURE:
Custom aggregates can be created for any combination of countries or industries. New concepts can be created using the formula builder.

MyInsight is your portal to the World Industry Service.

DataInsight-Web provides online access to all the World Industry Service’s forecast and historical data.

MyInsight provides access to our online analysis and commentary, including: special reports, industry rankings, and scorecards.

CREATE CUSTOMIZED MARKET INDICES — BENCHMARK PERFORMANCE BY SECTOR AND REGION
DataInsight-Web’s Report Wizard lets you create reports for the concepts critical to your business.

The Report Wizard walks you through the process of selecting criteria.

Results can be grouped within a worksheet (shown: by geography) and across multiple sheets (shown: by concept).

Options allow you to:
- Select a date range
- View data in local currencies or convert to one or more of nine major currencies
- Apply functions

Industries are available in GICS and ISIC (Revision 3)

Concepts include sales, profits, trade, capital expenditures, price indexes, and more

Geographies are available as pre-defined regions or countries, or create your own custom geographies

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