



**GLOBAL** INSIGHT

## **U.S. INLAND TRADE MONITOR**

Global Insight's U.S. Inland Trade Monitor (USITM) is a comprehensive database of bidirectional freight movement to and from U.S. ports. In an environment where the forces influencing international freight growth differs from domestic freight, the USITM is specifically designed to help port managers, shippers, distributors, and municipal planning organizations to improve operations and better manage expenses. With it, you can balance freight flow, plan for infrastructure enhancements, drive capital investment decisions, and support market and economic development efforts.



**How are exports making their way to the country's coasts and where do they go from there?  
Where are imports coming from, what is their inland destination, and how do they get there?  
How important is international trade to individual states?**

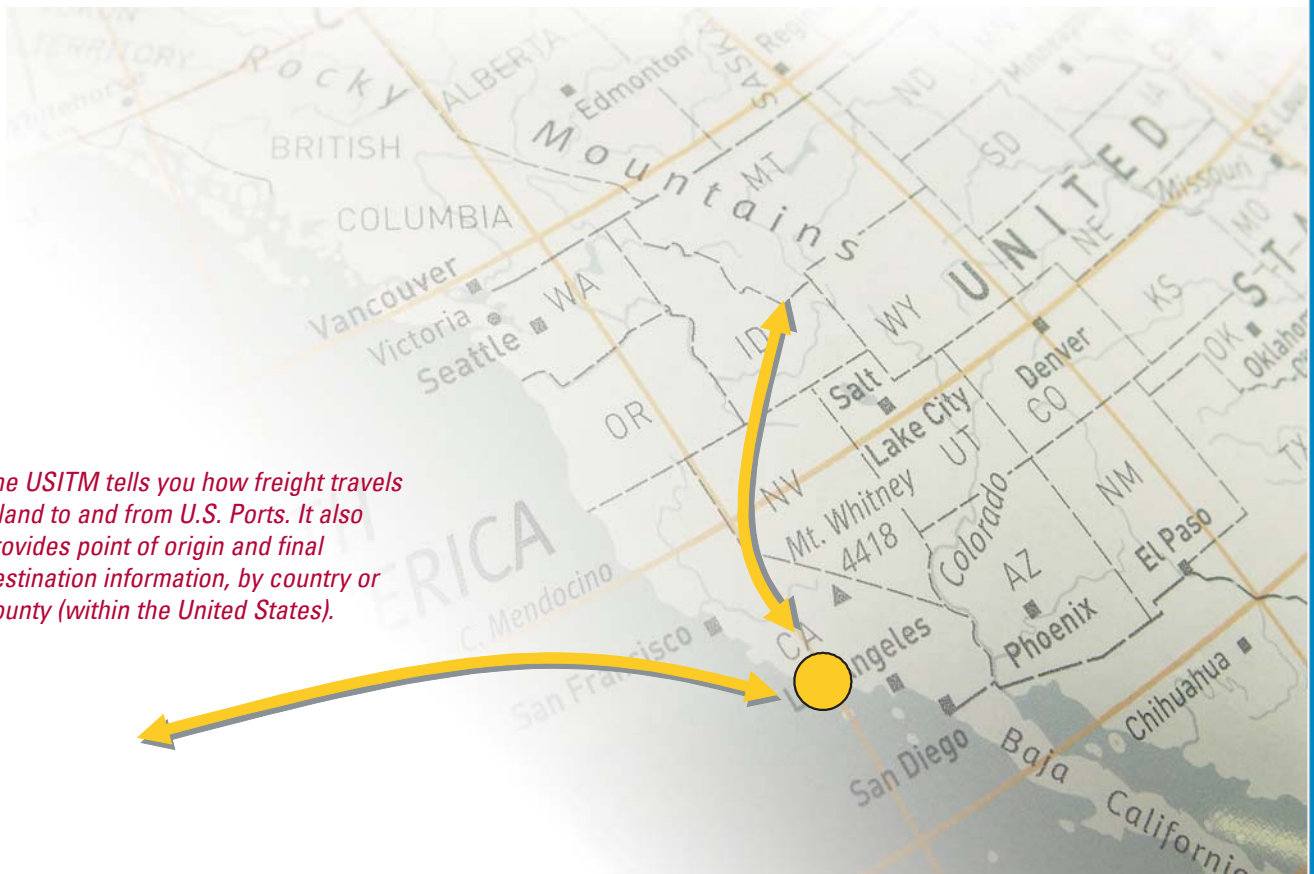
As international trade volumes increase, the country's infrastructure needs are coming under increased pressure. U.S. ports are getting more and more congested leading to delays in loading and unloading freight. Roads, rails, and waterways are nearing gridlock. And freight carriers are juggling assets as they try to anticipate where their equipment will be needed. The USITM can help you to anticipate where, when, how much, and what types of international trade will flow within the United States.

## ► INTRODUCING GLOBAL INSIGHT'S U.S. INLAND TRADE MONITOR (USITM)

**The USITM provides 20-year forecasts of international trade volumes within the United States. Coverage includes:**

- U.S. inland destinations
- All shipping routes
- Modes of transportation: rail, barge, and truck
- Geography by offshore country and U.S. state or business economic area
- Ports of entry or exit
- Commodity detail

*The USITM tells you how freight travels inland to and from U.S. Ports. It also provides point of origin and final destination information, by country or county (within the United States).*



# U.S. INLAND TRADE MONITOR

## ► THE USITM CAN ASSIST WITH A BROAD RANGE OF APPLICATIONS

### Carriers and Global Expeditors

- Assess market share of international freight more effectively
- Adjust ports of call based on projected supply and demand of container and non-containerized commodity volumes
- Expand or adjust specific trade routes based on international shipping forecasts
- Forecast business activity linked to international trade and freight
- Plan freight movement resources



### Shippers/Manufacturers/Distributors/Terminal Operators

- Identify ports with less traffic and leverage this information to negotiate better rates
- Develop efficient routing networks, estimating the cost of shipping from facilities based on shipping routes
- Identify optimal locations to develop/invest in properties with new distribution centers and terminals
- Develop successful marketing programs: identify large supplying countries and trace how best to route their products to final destinations

### Governments:

- Expand trade relationships and economic development opportunities by identifying primary global trading partners for targeted marketing strategies
- Retain and expand operations (thereby preserving jobs and revenue) by measuring volumes, commodities, and global sourcing choices for key industries
- Prioritize trade delegation initiatives by focusing on those countries with the greatest linkage to the local economy
- Identify strategic advantages in globalized supply and distribution activity by isolating and comparing competitive regions
- Determine a local economy's dependence on foreign trade by linking USITM with other Global Insight services



## ▶ DELIVERY PLATFORM

The USITM database is built upon both private and public data sources and is delivered in Global Insight's Navigator software, our proprietary platform that retrieves, analyzes, graphs, and maps data.

The USITM can also be combined with Global Insight's World Trade Service — a service designed to provide a comprehensive view of international trading for 70 countries/regions and 77 commodities — or Transearch Insight — a U.S.-based freight planning tool that tracks the flow of domestic freight traffic.

## ▶ CUSTOMIZATION AND CONSULTING

Global Insight can work with you to deliver customized data, maps, or shapefiles. The data may also be delivered in Access and MS\*SQL. We can then help you apply our data to your particular business process.

## ▶ ABOUT GLOBAL INSIGHT'S TRADE AND TRANSPORTATION GROUP

Global Insight has a 40-year track record of providing the most accurate, comprehensive, and objective economic analyses and forecasts in the industry. With our global trade and transportation databases, forecasting models, and international perspective, we remain the preeminent information provider for international freight markets.

In 2005, Global Insight acquired Reebie Associates, a leader in the U.S. freight transportation and distribution field for more than 35 years. With our thorough coverage of U.S., Mexico, and Canada domestic freight markets, and international trade expertise, Global Insight now offers the most complete picture of commercial freight traffic anywhere.

For more information about Global Insight's Trade and Transportation services, please go to [www.globalinsight.com/tradetransportation](http://www.globalinsight.com/tradetransportation)

## ▶ QUESTIONS/COMMENTS

Please contact:

**Joseph Waldo**

[joseph.waldo@globalinsight.com](mailto:joseph.waldo@globalinsight.com)

+1.610.490.2636

### FREE SAMPLE

For a free sample of an individual commodity, please go to [www.globalinsight.com/USITMsample](http://www.globalinsight.com/USITMsample)

## THE POWER OF PERSPECTIVE

**ABOUT GLOBAL INSIGHT:** Global Insight, Inc. (<http://www.globalinsight.com/>) is a privately held company that brought together the two most respected economic information companies in the world, DRI and WEFA. Global Insight provides the most comprehensive economic and financial information available on countries, regions and industries, using a unique combination of expertise, models, data and software within a common analytical framework to support planning and decision-making. Through the world's first same-day analysis and risk assessment service, Global Insight provides immediate insightful analysis of market conditions and key events around the world, covering economic, political, and operational factors. The company has over 3,800 clients in industry, finance, and government with revenues in excess of \$100 million, 700 employees and 25 offices in 14 countries covering North and South America, Europe, Africa, the Middle East, and Asia.

### CONTACT US

**Web:** [www.globalinsight.com](http://www.globalinsight.com)

**E-mail:** [info@globalinsight.com](mailto:info@globalinsight.com)

#### NORTH AMERICA

**U.S./Canada** 1.800.933.3374

**Mexico** 1.800.687.2565

#### EUROPE

**Frankfurt** +49 (0)69.20973.0

**London** +44 (0)20.7452.5000

+44 (0)20.8544.7800

**Milan** +39 02.86481.1

**Paris** +33 (0)1.55.45.2600

#### AFRICA

**Pretoria** +27 (0)12.665.5420

#### MIDDLE EAST

**London** +44 (0)20.7452.5000

#### ASIA

**Beijing** +86 10.5907.0689

**Gurgaon** +91 (0) 9910452665

**Shanghai** +86 21.5228.1470

**Singapore** +65 6430.6621

**Tokyo** +81 (0)3.5219.1314