Welcome to the Library
www.gtc.edu/library

International Market Research
Learn about and evaluate markets abroad

Government Websites:

**EXPORT.GOV**
http://www.export.gov
“The United States government portal to exporting and trade services. Provides online trade resources and one-on-one assistance for your international business.”

Search by “Country”

Country: Japan
Report Type: Country Commercial Guides
Date [Range]: 2008 through 2009

Country Commercial Guides are free. No registration is required to view or print. Other sections of EXPORT.GOV require registration, but no fees are charged.

Result:

Look for the 2008 (or later) edition of the Country Commercial Guide.

Look for the “Entire CCG,” not the individual chapters.
Search by “Market”

Market Research

Access the U.S. Commercial Service Market Research Library containing more than 100,000 industry and country-specific market reports, authored by our specialists working in overseas posts.

*These market research reports are available only to U.S. companies and students/researchers that are registered with Export.gov. Registration is free.

Choose an Industry Report Type: Market Research Reports
Date [Range]: 2008 through 2009

Websites for Country Facts & Statistics:

U.S. Central Intelligence Agency World Factbook at www.cia.gov
Reporting on country-specific demographics, government, economy, infrastructure.

Country Background Notes

These publications include facts about the land, people, history, government, political conditions, economy, and foreign relations of almost 200 countries and dependencies.

U. S. Department of State Country Background Notes at www.state.gov
Click on Travel, then Countries and Regions, then Country Background Notes and choose a country to view.
The Wisconsin Department of Commerce provides a variety of services to firms seeking to expand their sales into new markets around the world.

Using Library Databases: **Global Road Warrior**

On the Gateway Technical College home page ([www.gtc.edu](http://www.gtc.edu)) click the LIBRARY tab.

Now, on the Library web page, under Databases, click on **Global Road Warrior**.

**LOGIN** using gtc with your 7 digit Gateway ID number:

![Login form]

Enter your login ID: gtc0000000

Choose a country.

You will find information about travel to that country, (legal and medical), financial information (and a currency converter!) and even business customs and strategies, including ways to avoid offending locals.

There will also be a Security Briefing and you will get a breakdown of ethnic groups, religions, occupations, literacy, & languages.

Under Society & Culture, you will find a summary of many aspects of social practices and beliefs.
Using Library Databases: Gale Business & Company Resource Center

Available as a link from the Library's home page. Up-to-date business, company, and industry information. After logging in click on Business and Company Resource Center

### Additional Products

<table>
<thead>
<tr>
<th>Business &amp; Company Resource Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Company Resource Center is a fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Search this database to find detailed company and industry news and information.</td>
</tr>
</tbody>
</table>

### Begin with an **Industry Search**

For more information about Industry Codes (aka SIC or NAIC codes, see the US Census Bureau website at http://www.census.gov/eos/www/naics/)

### Other Library Databases for Articles about International Marketing


Begin at the Library Home Page – [http://www.gtc.edu/library](http://www.gtc.edu/library)
EBSCOHost - choose Business Source Premier, Corporate ResourceNet
WilsonWeb – no need to choose, just begin your search.

**Sample searches:**

- market share AND [your product]
- market research AND [your product]
- international trade AND [your product]