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The 2007 Import and Export Market for Tools for Rock Drilling or Earth Boring in South Africa

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On the demand side, exporters and strategic planners focusing on tools for rock drilling or earth boring in South Africa face a number of questions. Which countries are supplying tools for rock drilling or earth boring to South Africa? How important is South Africa compared to others in terms of the entire global and regional market? How much do the imports of tools for rock drilling or earth boring vary from one country of origin to another in South Africa? On the supply side, South Africa also exports tools for rock drilling or earth boring. Which countries receive the most exports from South Africa? How are these exports concentrated across buyers? What is the value of these exports and which countries are the largest buyers? This report was created for strategic planners, international marketing executives and import/export managers who are concerned with the market for tools for rock drilling or earth boring in South Africa. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics which appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for tools for rock drilling or earth boring for those countries serving South Africa via exports, or supplying from South Africa via imports. It does so for the current year based on a variety of key historical indicators and econometric models. In what follows, Chapter 2 begins by summarizing where South Africa fits into the world market for imported and exported tools for rock drilling or earth boring. The total level of imports and exports on a worldwide basis, and those for South Africa in particular, is estimated using a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the share that South Africa is likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize South Africa compared to other major country markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information sources for strategic planning purposes.

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