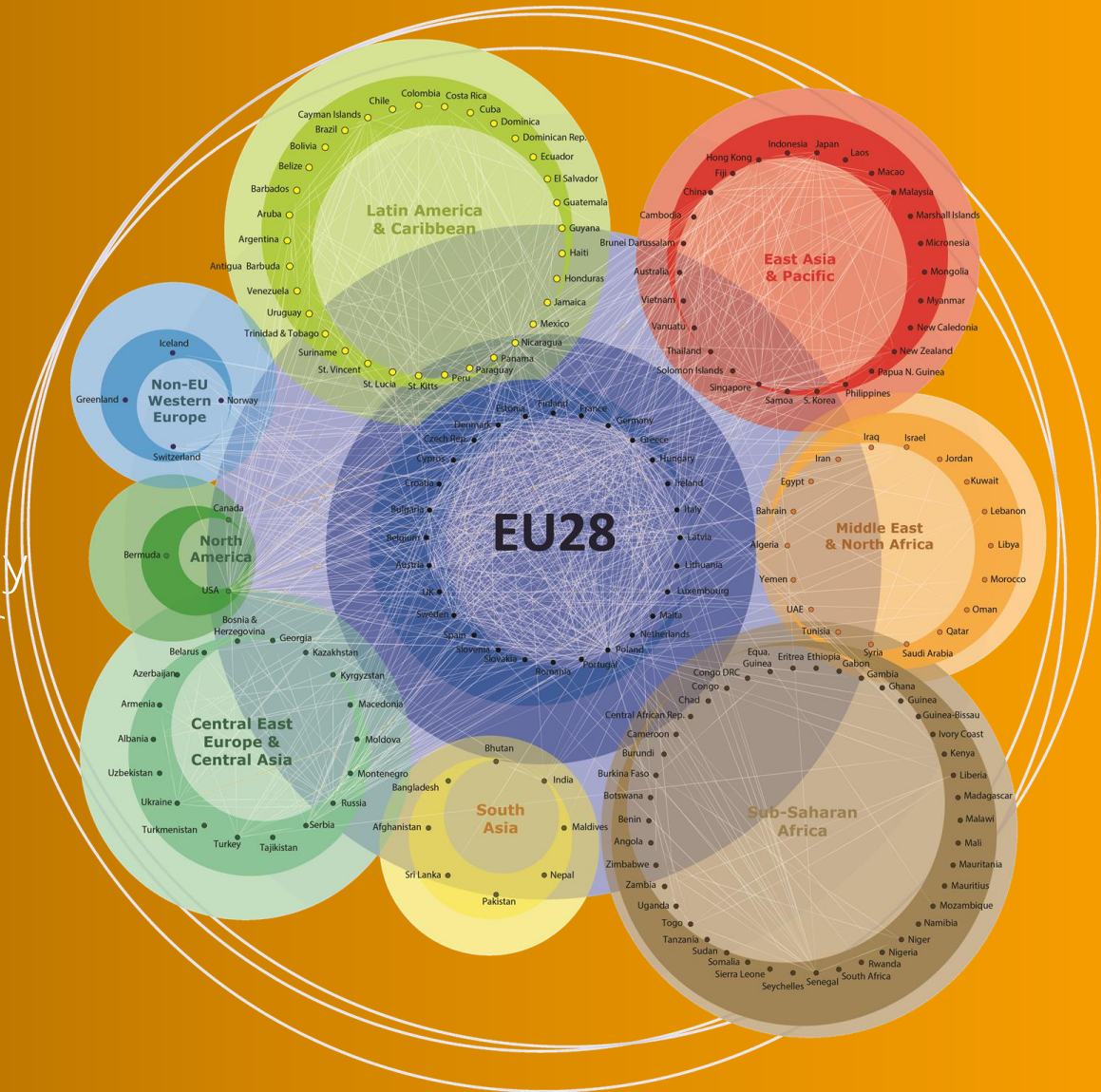


# Beer Connects Europe with the World

Global Significance of  
Trade and Investment by  
the EU Brewing Sector  
(1993-2012)



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# **Global Significance of Trade and Investment by the EU Brewing Sector (1993 – 2012)**

Author: Tiffany S.W. Tsui

Supported by  
Graphical Design Alexandra Tsatsou  
Industry Advisor Wil Duivenvoorden

A Report commissioned by The Brewers of Europe and conducted by  
Royal HaskoningDHV

2016



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# Purposes of the Study

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This study was commissioned by The Brewers of Europe. The purposes of the study are the following:

- “ research and analyse the trend and significance of global trade and investment patterns by the EU sector since the 1990s, when the formation of EU contributed significantly to liberalisation in the global trade system
- “ identify and establish important contributing factors to the past and emerging trends such as trade liberalisation agreements, urbanisation, logistics and communications, supply chains efficiencies, consumption patterns and so on;
- “ provide strategic insights on the future of the EU brewing sector in identifying trade strategies, global competitiveness and to open new markets.

# Approach " ) GIS, Network and Econometric Analysis

## Geographical Scope

180 countries representing the complete world system

Comprehensive database developed to harmonize data from several international organizations (FAO, World Bank, WTO, World Economic Forum, EUROSTAT)

9 geographical groupings

## Trade Data

FAOSTAT (Global trade data) from 1993 to 2012 (20 years)

EUROSTAT (Regional trade and investment data) (Supplemental Data)

## Investment Data

ORBIS (includes global information on firms including ownership as of 2014)

fDiMarkets (covers global greenfield investments and includes information on firm, destination city, firm activity, year of investment from 2003 to 2012)

## The Brewers of Europe Statistics and Interviews

Additional insights from 115 industry experts, academics, large and small brewing firms to verify findings

Additional statistics provided by The Brewers of Europe and members

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## Facts at a Glance

- “ There are now around **7,500** breweries in the EU, double the number in 2010 and with over 1500 brewery openings since 2013
- “ Over the 20 years between 1993 to 2012 the trading ties of EU28 countries extend to **123** countries outside of the EU.
- “ EU28 member countries are among the **top 3 import partners** of **97** countries outside of the EU.
- “ Between 1993 and 2012 a total of 830 million hectoliters of beer, with an equivalent value of about 80 billion US dollars was traded around the world excluding intra EU trade<sup>1</sup>. Trading between the world and EU28 accounted for **40%** thereof representing around **330 million** hectoliters or **30 billion** US dollars
- “ Annual traded quantity around the world has more than **tripled** in 20 years, from 17 million hectoliters in 1993 to close to 70 million hectoliters in 2012 with an average annual growth of **8%**.

<sup>1</sup> Between 1993 and 2012, the total intra EU trade in Beer totalled 600 million hectolitres.

# Beer Connects Europe with the World



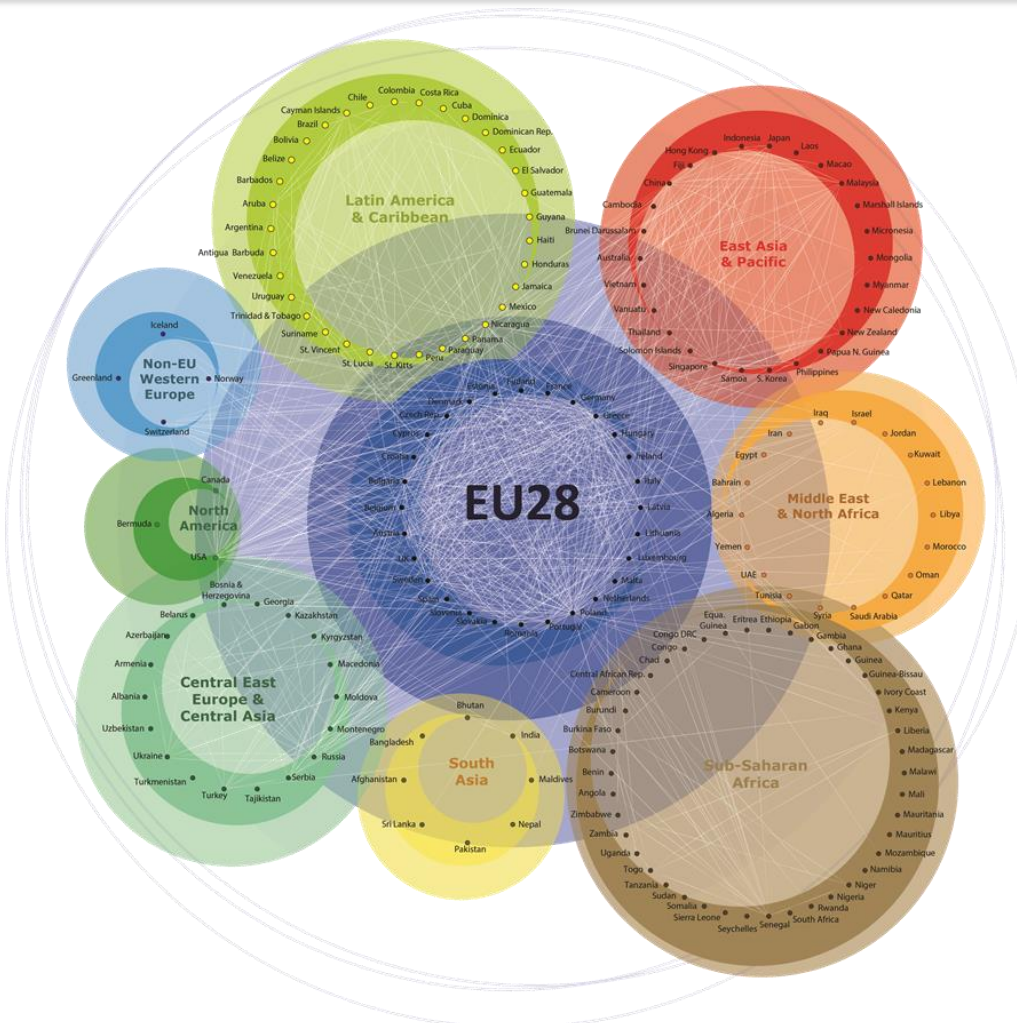
Figure: Geographical layout of the global trade network of beer. The sizes of the circles represent the total import/export quantity (summed from 1993 to 2012) of a given country, and the thickness of the lines represent the trade linkage value as expressed in hectoliters traded between two countries. Only trade linkages with values greater than 10,000 hectoliters are shown. EU28 trade values and linkages are NOT included in this map for clarity.

Source: GIS mapping by author, based on FAOSTAT 1993 to 2012

The trading ties of EU28 members extend to countries in the world and EU28 member countries are among the top three import partners of more than 97 countries outside of EU.



# Beer Connects Europe with the World



The importance of the European brewing sector in European trade with the rest of the world is demonstrated by the central position and structural connectedness of European brewers for both trade and investment<sup>1</sup>

Beer-related trade and investment do not only represent an economic exchange but more importantly an exchange of culture and prestige. Therefore, the global beer network can be a good indicator of the openness of countries in facilitating knowledge, people and investment flows<sup>2</sup>. The European brewers are powerful world players leading the way in investing into emerging markets, contributing to growth and prosperity for both Europe and the third countries.

<sup>1</sup> Source: Pajek Network Visualisation by author with graphical design enhancements, based on FAOSTAT Database 1993 to 2012

<sup>2</sup> Source: Tsui, T. S. W., & Wall, R. S. (2015). A Beer Index for International Food Security? A Dynamic Evolution Study of Global Geographical Networks. Presented at the Academy of International Business (AIB) Annual Conference 2015, Bangalore. Submitted for peer reviewed academic journal.

Figure: Topological layout of the global trade network of beer grouped by region. EU28 member countries are highly connected with the rest of the world through trading ties. The lines represent the traded quantity in hectoliters between two countries. Only trade linkages with values greater than 50,000 hectoliters (summed from 1993 to 2012) are shown. Intra-EU28 trade linkages ARE included here to give a full picture.

# European Brewers are Global Brewers

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## Beer connects Europe with the World

As of 2016, the EU is home to around 7500 breweries accounting for almost half of the world total and boasts a history of brewing culture and heritage that dates back thousands of years.

Over the 20 years between 1993 to 2012, the trading ties of EU brewers have grown to 123 countries outside of EU. Furthermore, the EU countries are among the top three import partners of no less than 97 countries outside of the EU.

The EU is also home to the headquarters of the largest brewing companies. These Europe-based multinationals play a leading role in European investment in emerging markets in Africa, Asia Pacific as well as Latin America.

## Importance of third countries

Over the past two decades, there have been major global transformations with significant impact on the consumption patterns of beer.

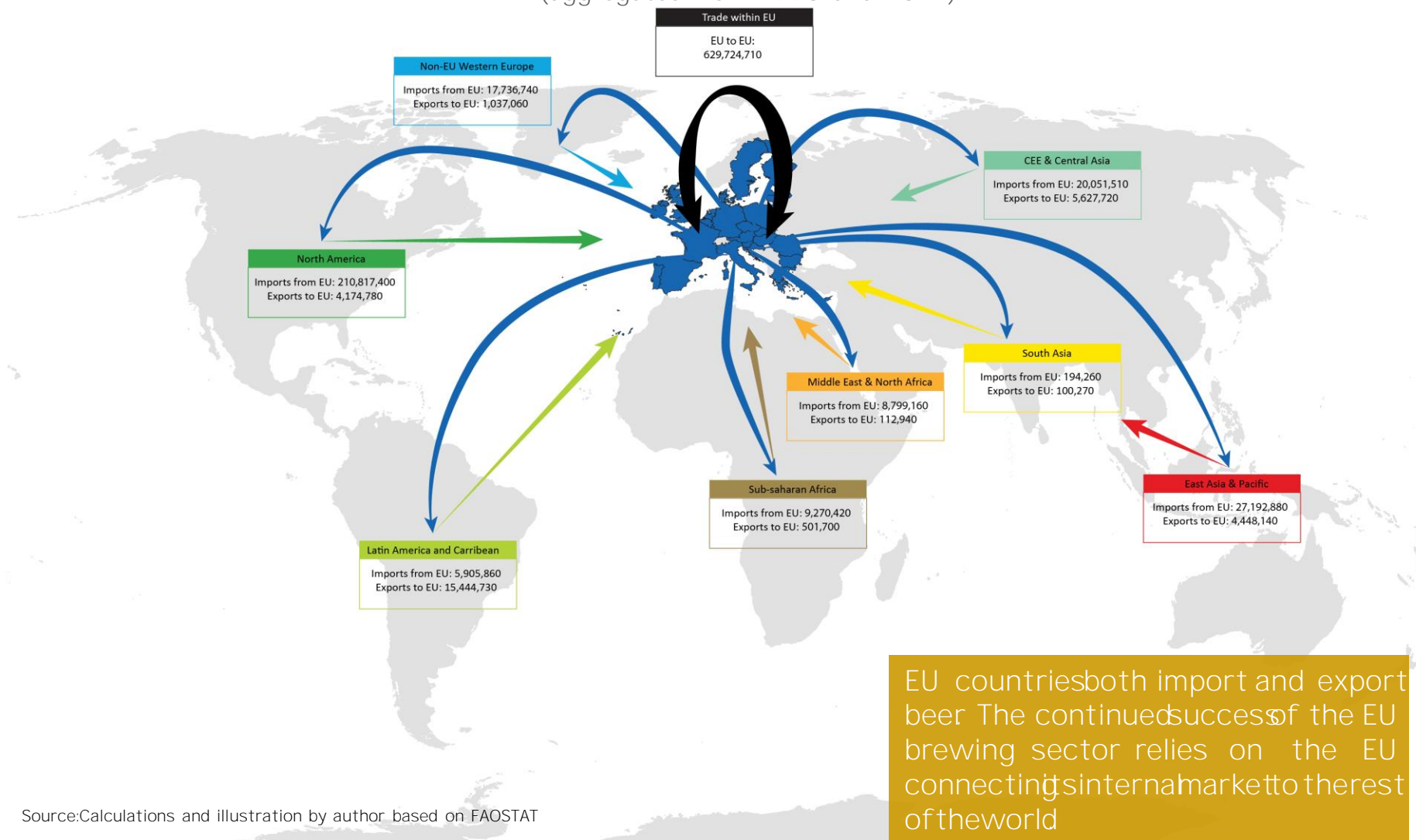
Europe-based brewers are now focusing on trends in the emerging markets: income growth, positive demographics and urbanisation.

As the European brewers demonstrate, the continued prosperity of the EU depends on connecting to the growth of developing countries and therefore it is ever more important for policymakers and business leaders to understand the dynamics and interplay of the global changes.



# European Brewers are Global Brewers

Beer Traded (hectolitres) between EU and the Rest of the World  
(aggregated from 1993 and 2012)



Source: Calculations and illustration by author based on FAOSTAT

# EU Brewing Sector Contributes to Europe 2020 Growth Strategy

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## Importance of an open and transparent global trading system

The EU brewing sector has grown exponentially with the EU internal market and supports the EU's commitment to further developing the internal market.

Going forward, the continued success of the EU brewing sector relies on the EU connecting its internal market to the rest of the world.

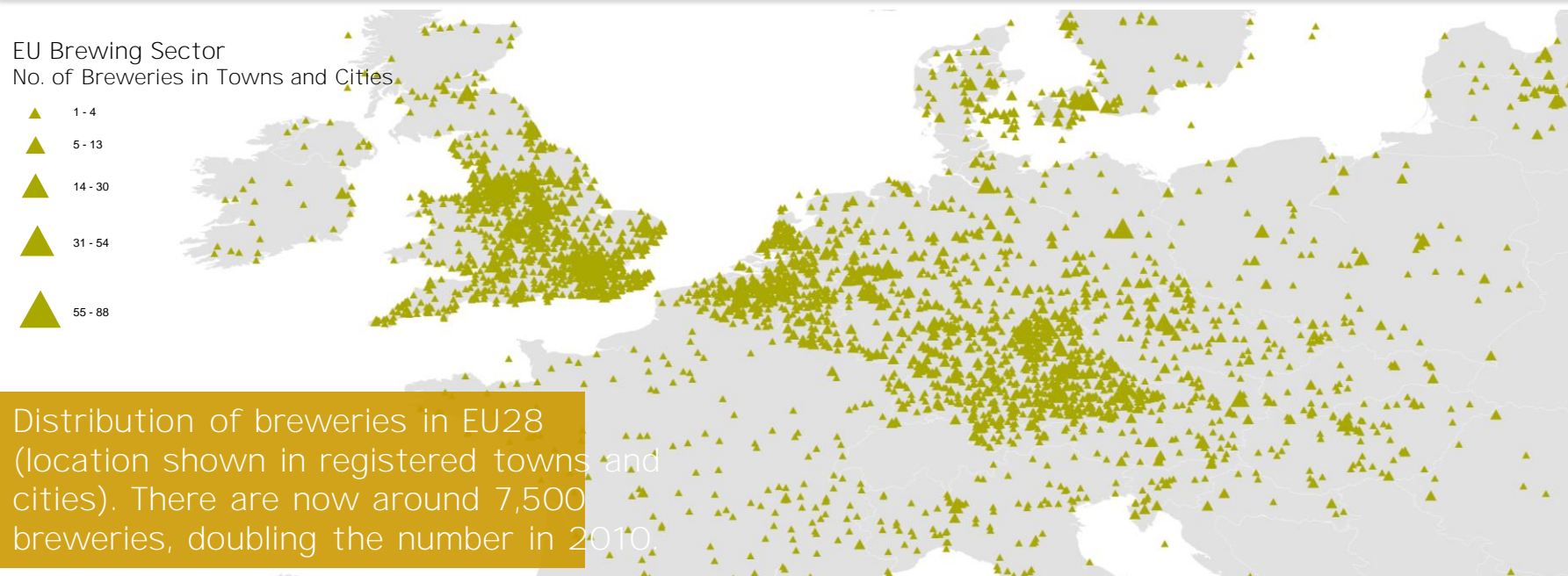
The EU brewing sector has benefitted from the EU trade policy of liberalisation and opening new markets and vice versa, the open and global nature of the EU brewing sector contributes to the EU policy agenda of remaining an open and transparent economy.

## Focus on sustainable development for future growth strategies

European brewers are major investors in emerging countries. Beer is not just traded. European brewers commonly invest in local production with locally sourced raw materials for local brands. This contributes directly to development and prosperity in emerging countries through employment, investment in infrastructure, improving supply chain management, and commitment to sustainability through supplier and human rights codes adhering to global standards.

Further growth both within and outside of EU will very much rely on continued trade liberalisation measures, strengthening economic relations as well as supportive legislative and governance frameworks that enable the sustainable development of the whole supply chain covering issues ranging from employment, taxation, sustainable production and consumption, to environmental policy, food safety and food security.

# Breweries in Every EU28 Country Resilience and Entrepreneurship



The European brewing sector is increasingly vibrant. This is reflected in the growth of small and medium sized brewers in the EU as well as innovation within the category by small and big brewers alike.

The European brewing sector has demonstrated its resilience, entrepreneurship and global leadership and will continue to innovate and lead the global beer development in the future.

New styles of beer and flavours are constantly introduced. Low and zero % alcohol beers is also a growing trend, allowing consumers to enjoy beer at different moments.

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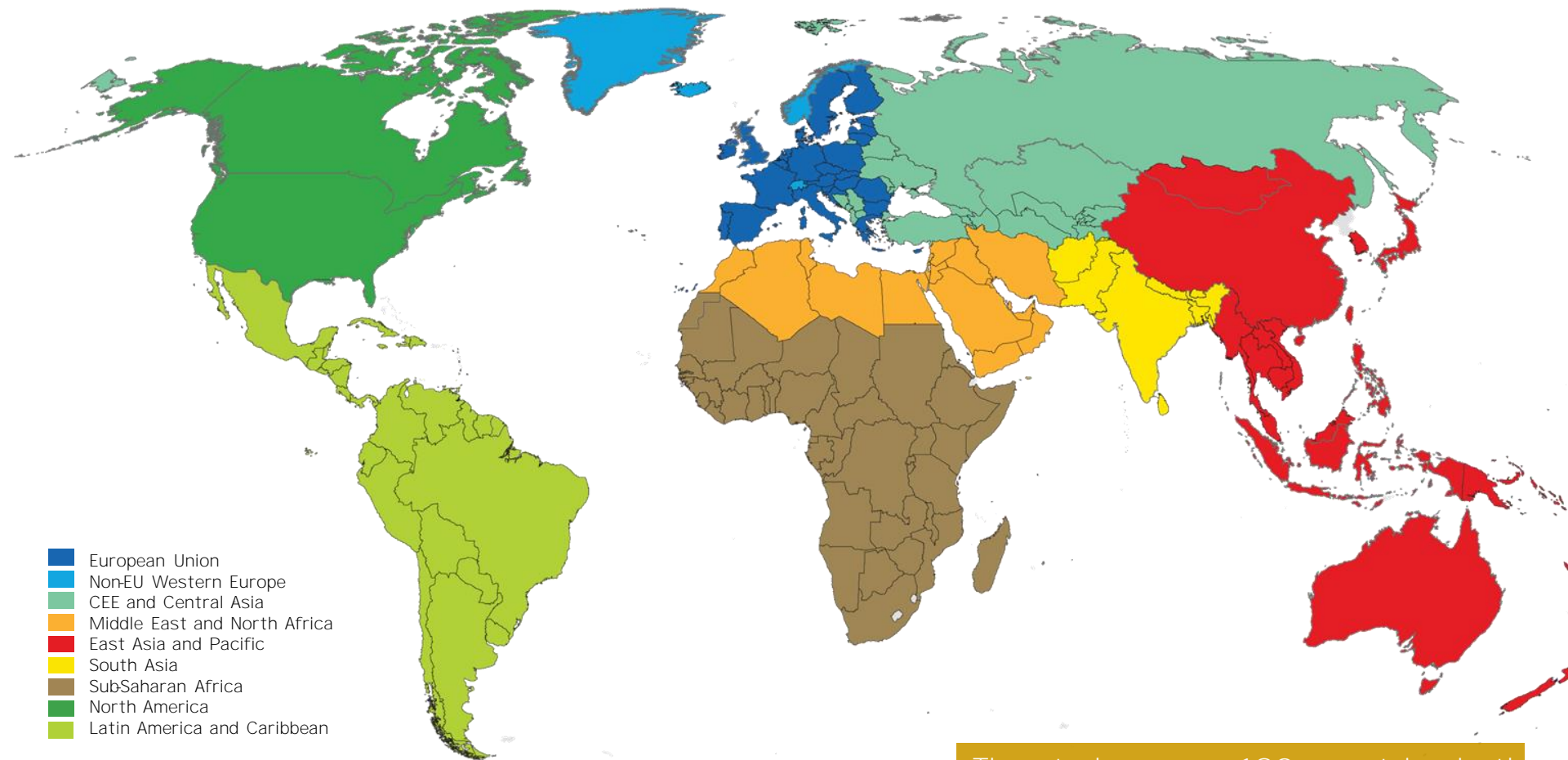
Beer Contribution to a Sustainable World

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# Global Beer Market Overview

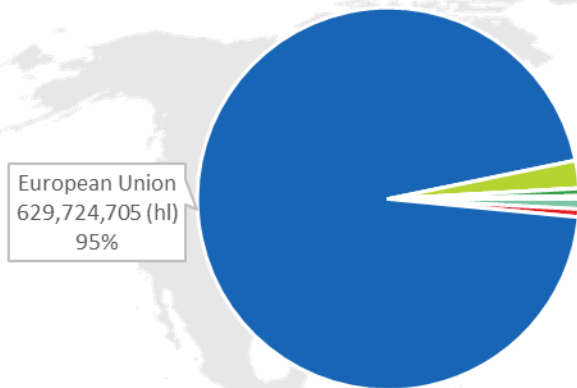


The study covers 180 countries in the world, grouped under 9 geographical regions.

# Global Beer Market Overview

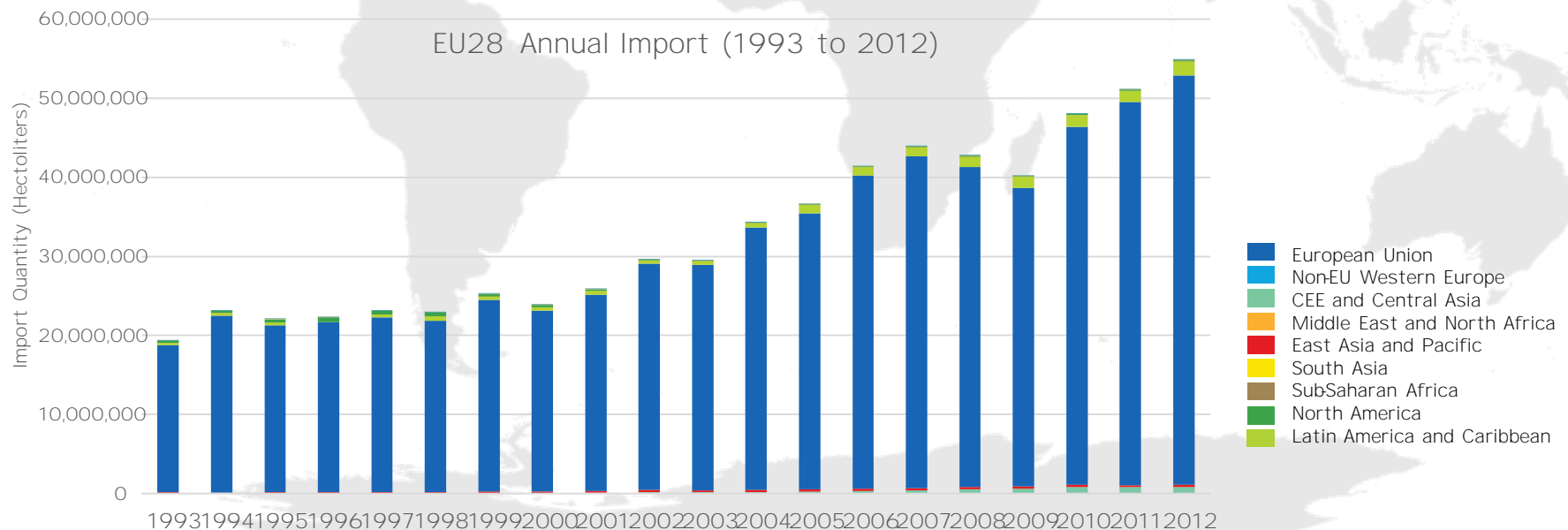
## EU28 Overview of Beer Import by Regions from 1993 to 2012

EU28 - Total Import (1993 to 2012)



5% of the total imported beer of EU28 countries between 1993 and 2012 was from third countries.

EU28 Annual Import (1993 to 2012)









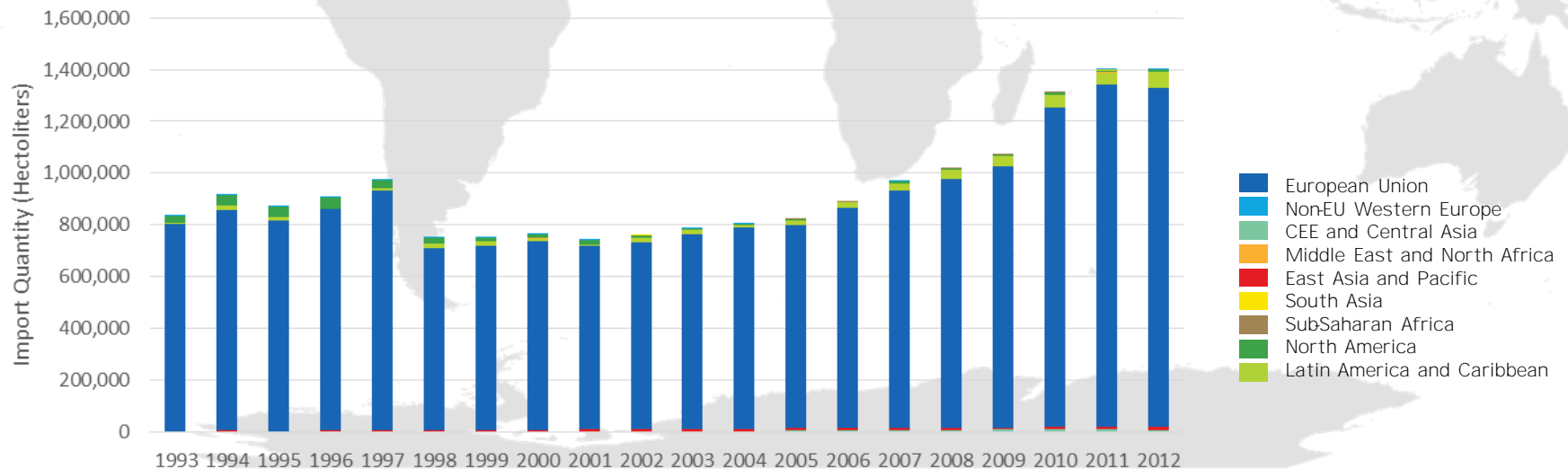
# Global Beer Market Overview

## Non-EU Western Europe Overview of Beer Import by Regions from 1993 to 2012

Non-EU Western Europe - Total Import (1993 to 2012)



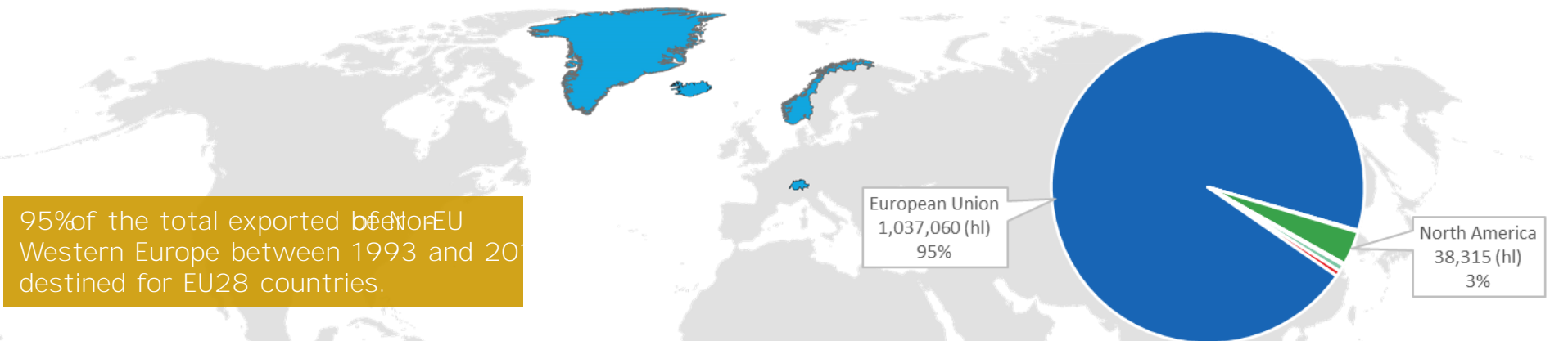
Non-EU Western Europe - Annual Import (1993 to 2012)



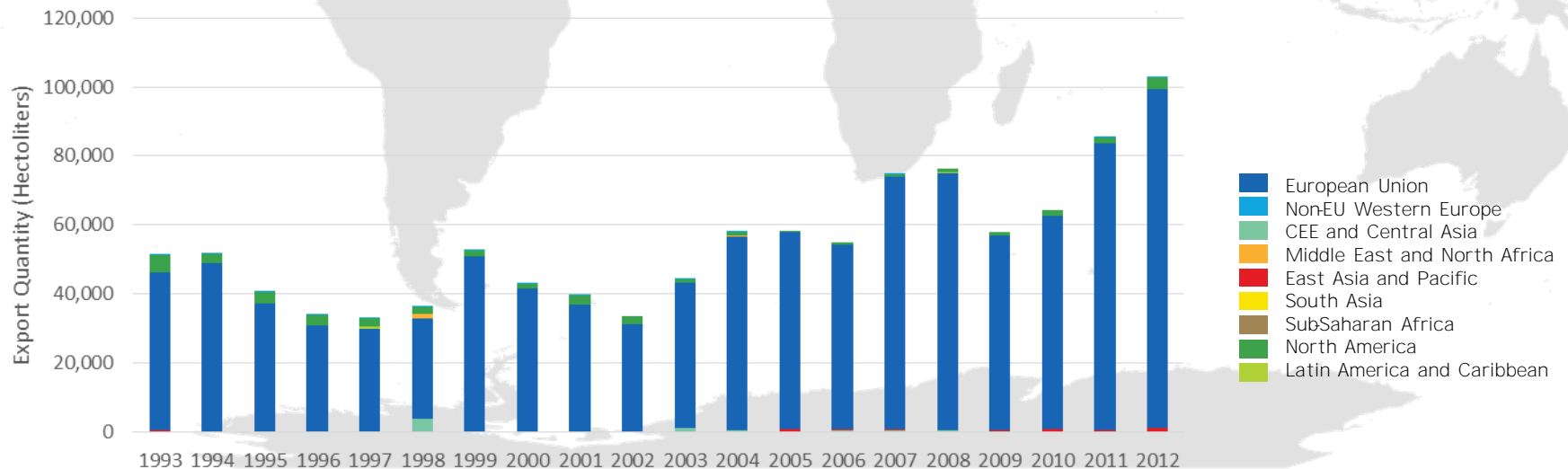
# Global Beer Market Overview

## Non-EU Western Europe Overview of Beer Export by Regions from 1993 to 2012

Non-EU Western Europe - Total Export (1993 to 2012)



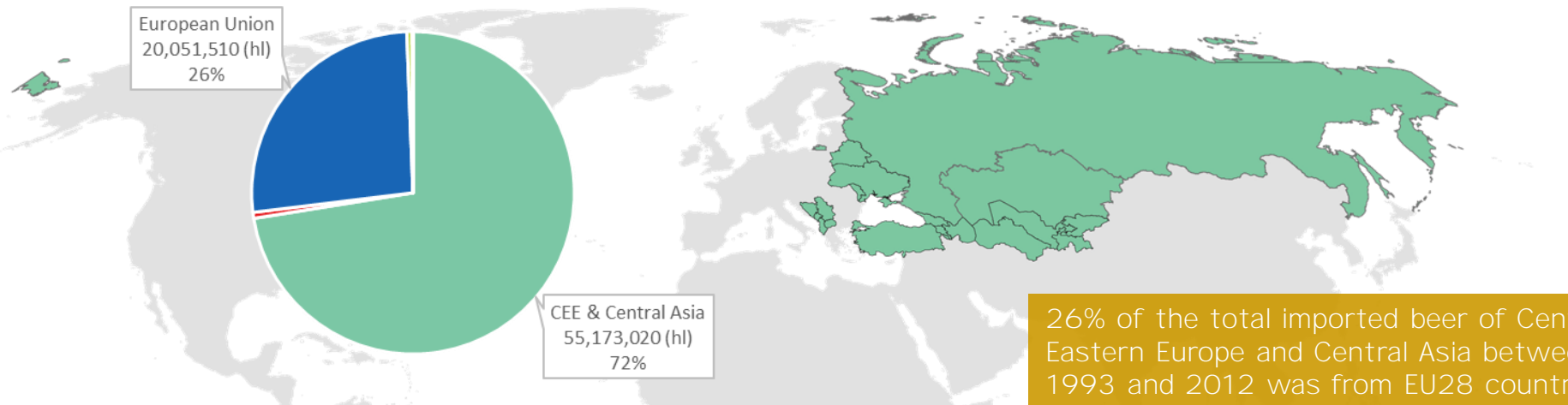
Non-EU Western Europe - Annual Export (1993 to 2012)



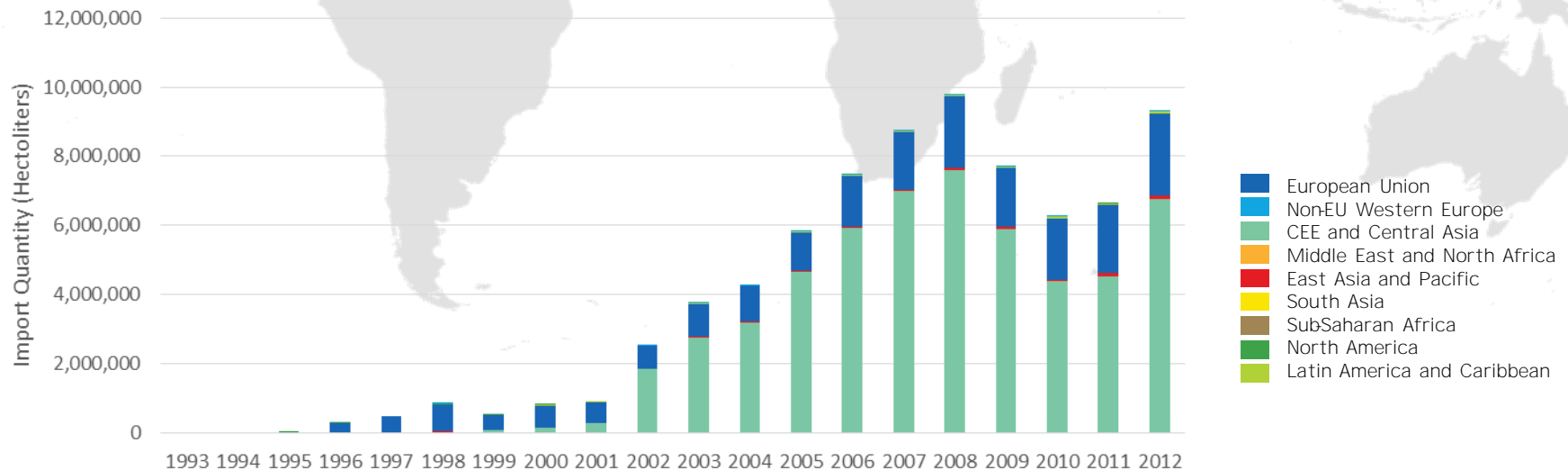
# Global Beer Market Overview

## CEE & Central Asia Overview of Beer Import by Regions from 1993 to 2012

CEE & Central Asia - Import (1993 to 2012)



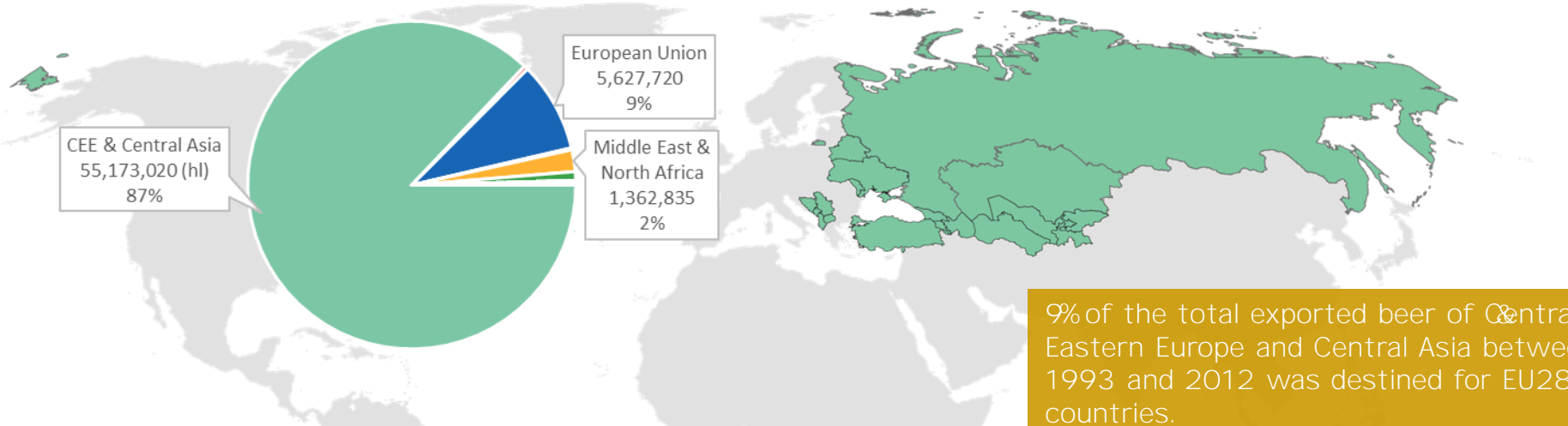
CEE & Central Asia - Annual Import (1993 to 2012)



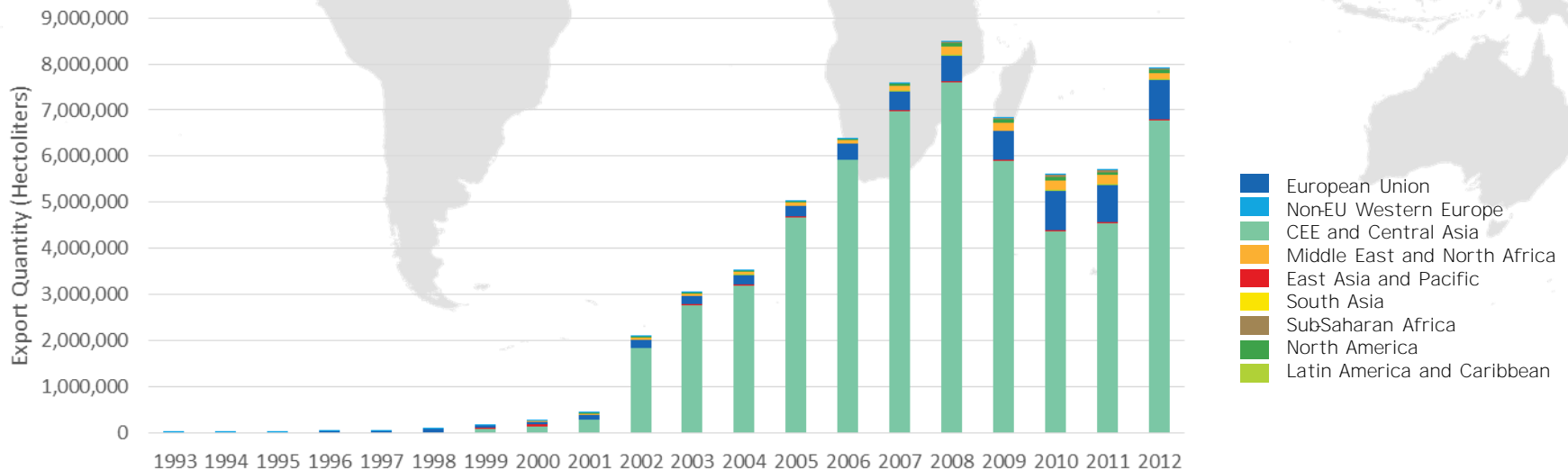
# Global Beer Market Overview

## CEE & Central Asia Overview of Beer Export Regions from 1993 to 2012

CEE & Central Asia - Total Export (1993 to 2012)



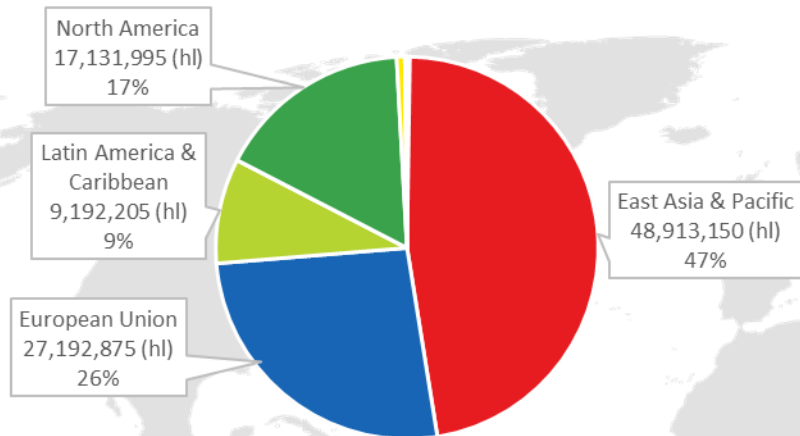
CEE & Central Asia - Annual Export (1993 to 2012)



# Global Beer Market Overview

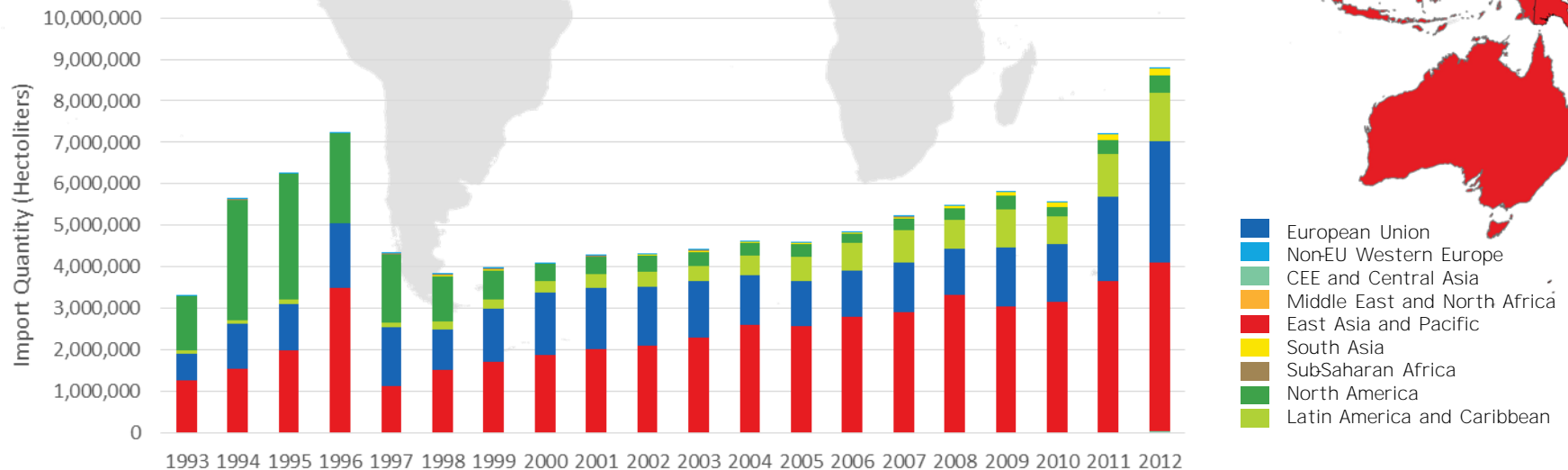
## East Asia & Pacific Overview of Beer Import Regions from 1993 to 2012

East Asia & Pacific - Total Import (1993 to 2012)



26% of the total imported beer of East Asia & Pacific between 1993 and 2012 was from EU28 countries.

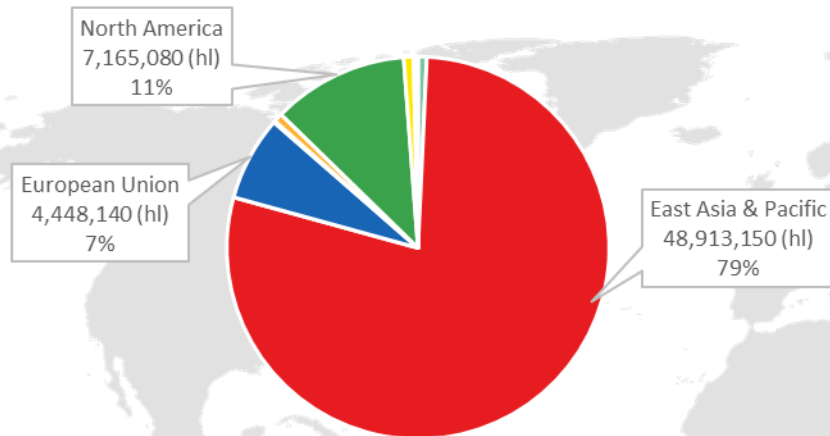
East Asia & Pacific - Annual Import (1993 to 2012)



# Global Beer Market Overview

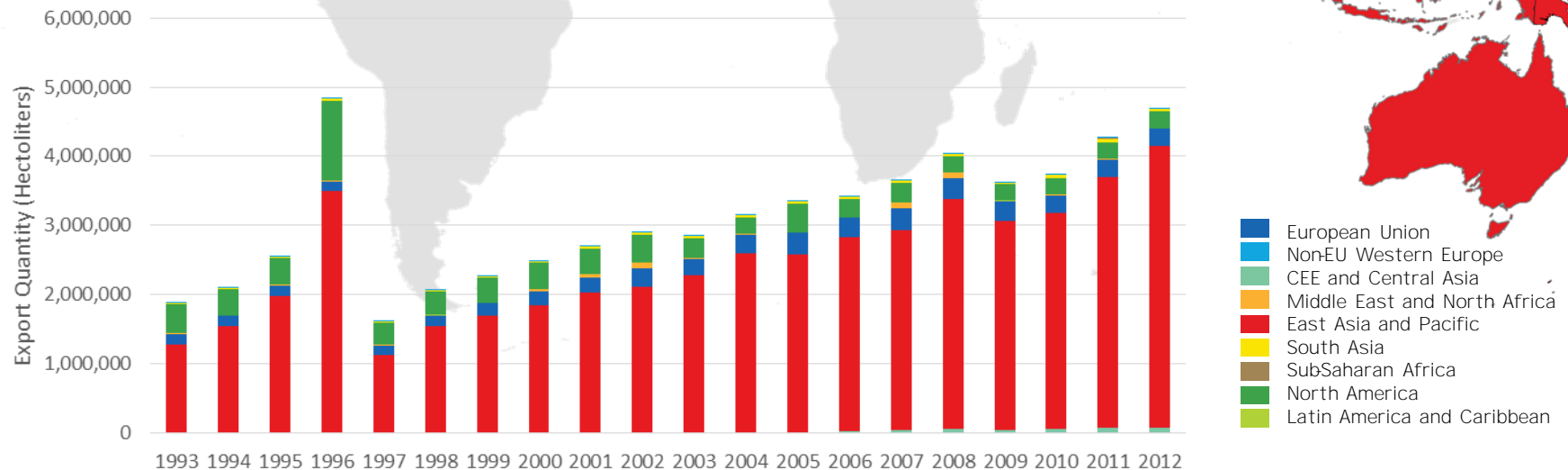
## East Asia & Pacific Overview of Beer Export Regions from 1993 to 2012

East Asia & Pacific - Total Export(1993 to 2012)



7% of the total exported beer of Asia & Pacific between 1993 and 2012 was destined for EU28 countries.

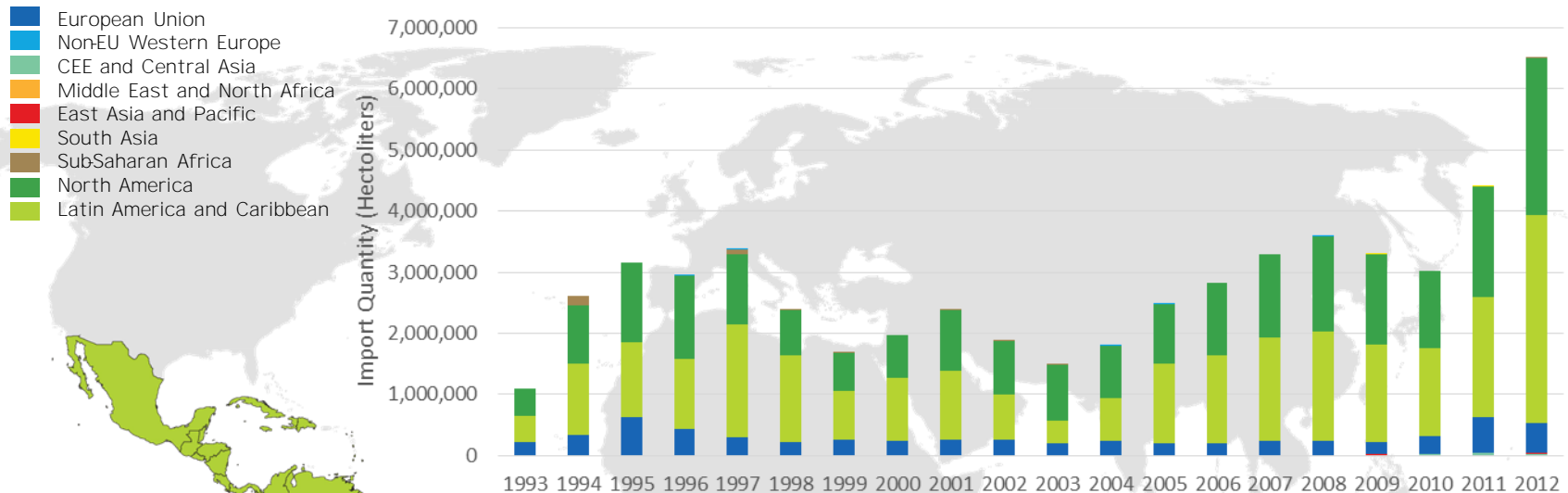
East Asia & Pacific - Annual Export(1993 to 2012)



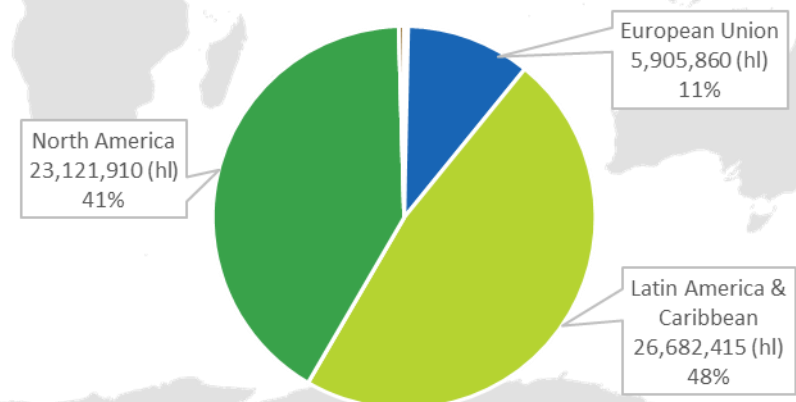
# Global Beer Market Overview

## Latin America & Caribbean Overview of Beer Import Regions from 1993 to 2012

Latin America & Caribbean - Annual Import (1993 to 2012)



Latin America & Caribbean - Total Import (1993 to 2012)



11% of the total imported beer of Latin America & Caribbean between 1993 and 2012 was from EU28 countries.

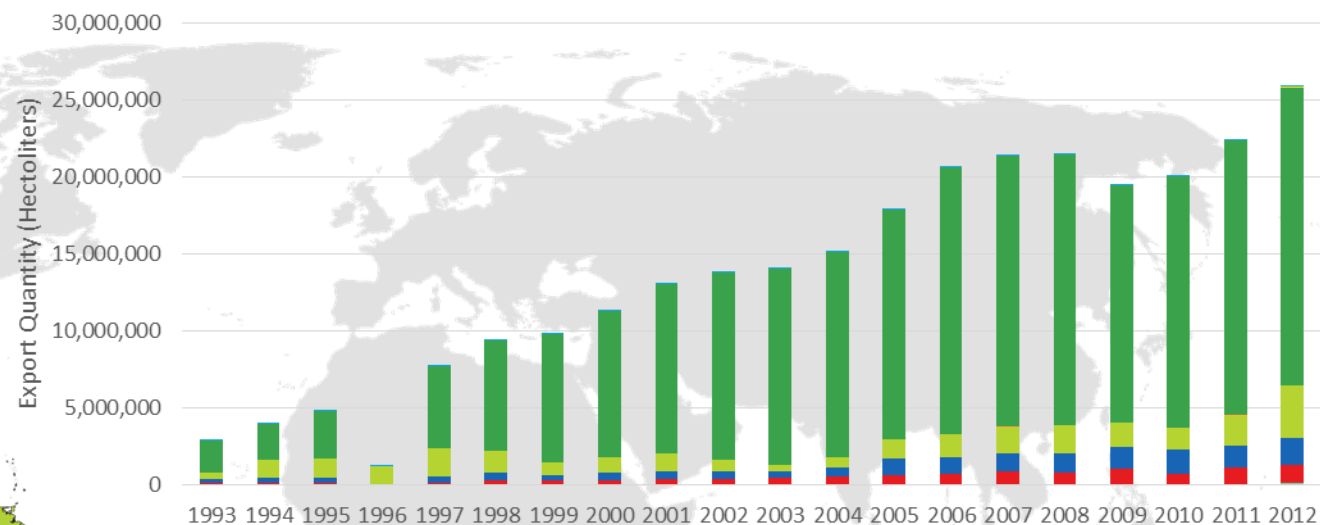


# GlobalBeer Market Overview

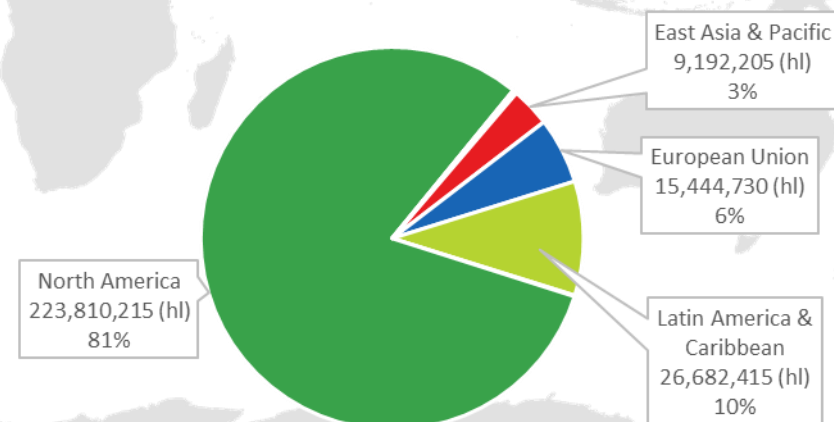
## Latin America & Caribbean Overview of Beer Export Regions from 1993 to 2012

- European Union
- Non-EU Western Europe
- CEE and Central Asia
- Middle East and North Africa
- East Asia and Pacific
- South Asia
- SubSaharan Africa
- North America
- Latin America and Caribbean

Latin America & Caribbean - Annual Export (1993 to 2012)



Latin America & Caribbean - Total Export (1993 to 2012)

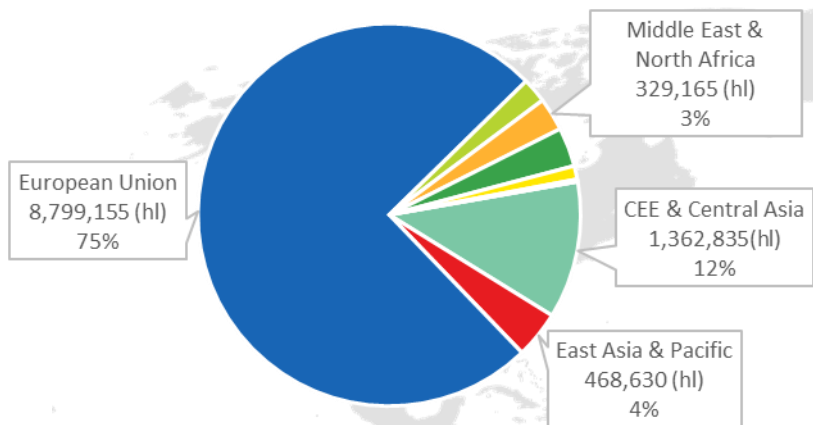


6% of the total exported beer of Latin America & Caribbean between 1993 and 2012 was destined for EU28 countries.

# Global Beer Market Overview

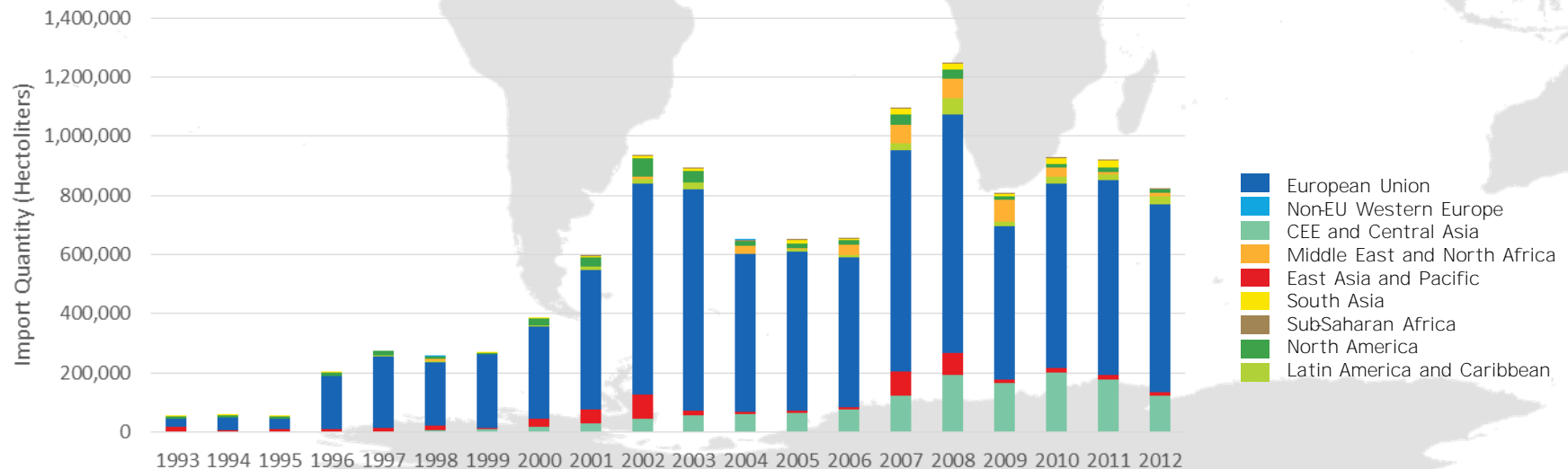
## Middle East & North Africa Overview of Beer Import Regions from 1993 to 2012

Middle East & North Africa - Total Import (1993 to 2012)



75% of the total imported beer of Middle East & North Africa between 1993 and 2012 was from EU28 countries.

Middle East & North Africa - Annual Import (1993 to 2012)

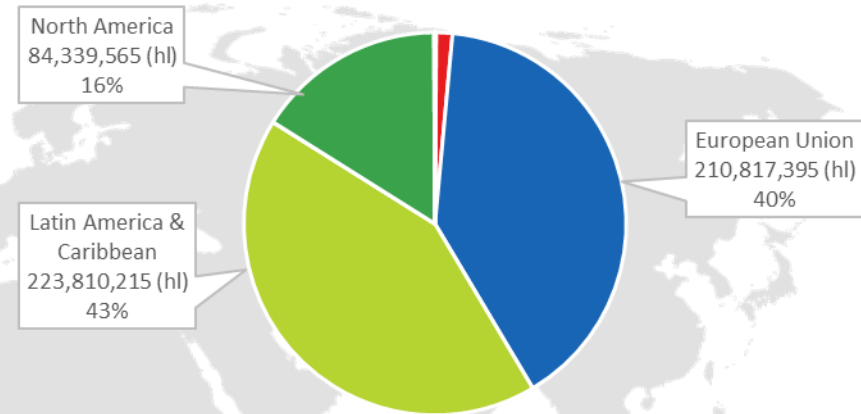




# GlobalBeer Market Overview

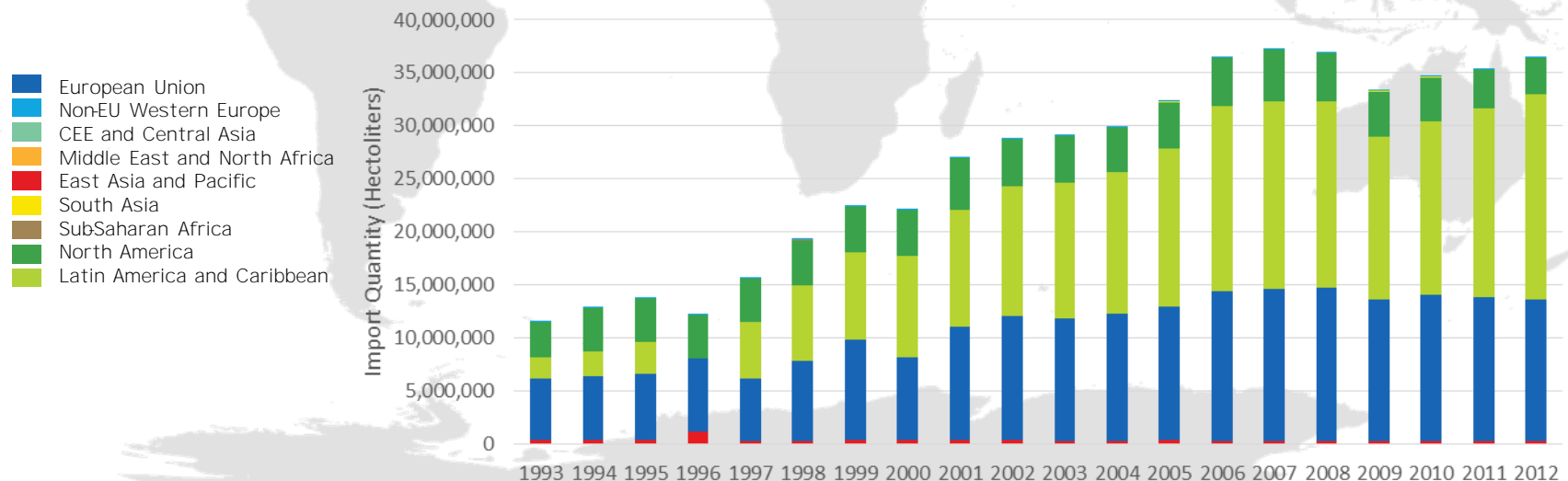
## North America Overview of Beer Import by Regions from 1993 to 2012

North America - Total Import (1993 to 2012)



40% of the total imported beer of North America between 1993 and 2012 was EU28 countries.

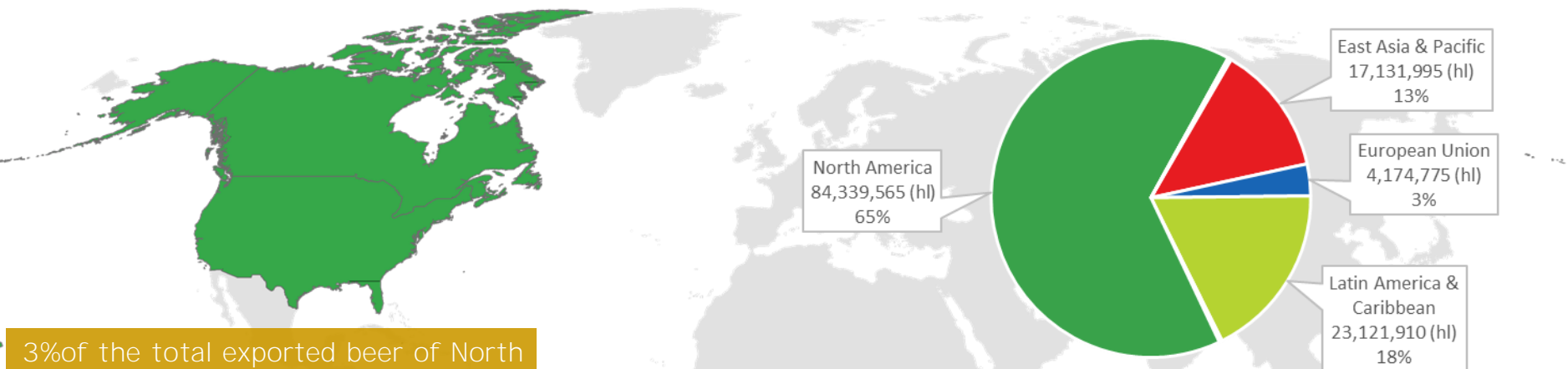
North America - Annual Import (1993 to 2012)



# GlobalBeer Market Overview

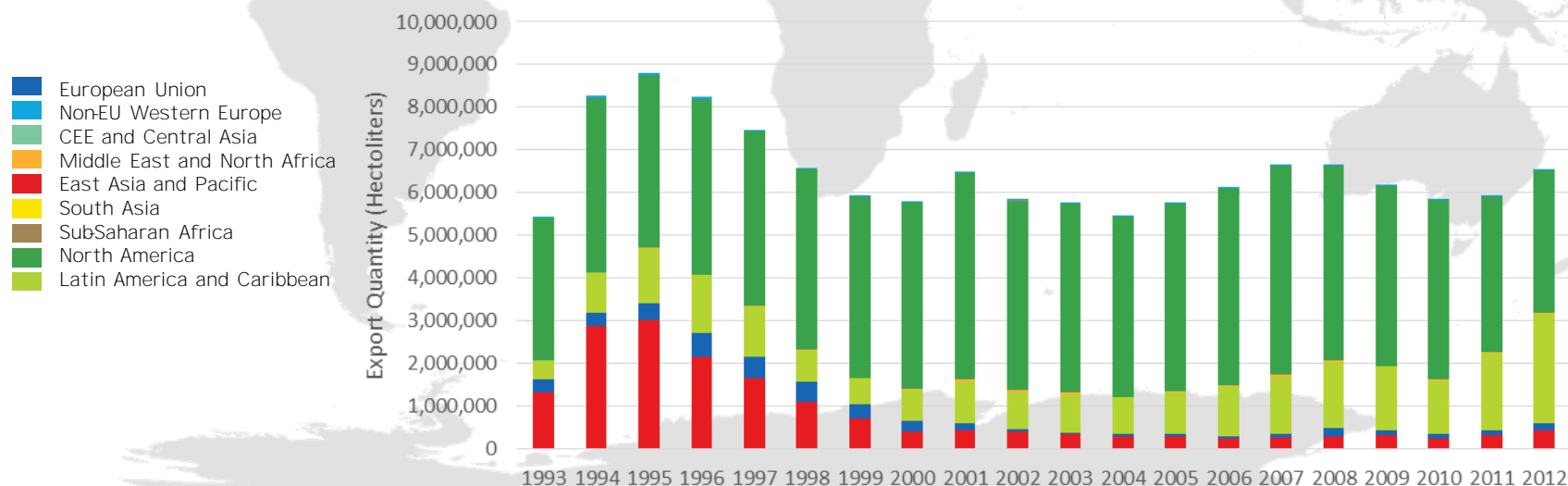
## North America Overview of Beer Export Regions from 1993 to 2012

North America - Total Export (1993 to 2012)



3% of the total exported beer of North America between 1993 and 2012 was destined for EU28 countries.

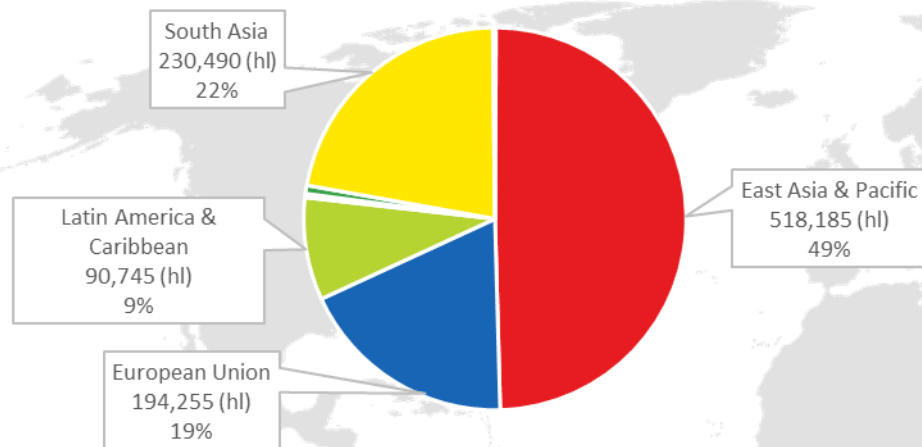
North America - Annual Export (1993 to 2012)



# Global Beer Market Overview

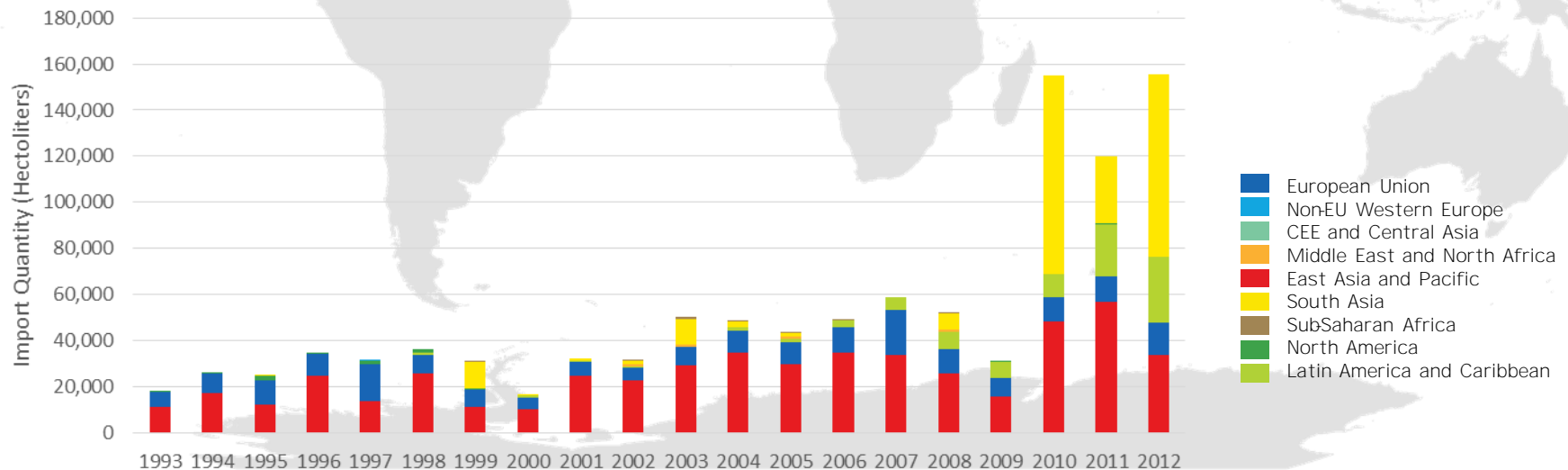
## South Asia Overview of Beer Import by Regions from 1993 to 2012

South Asia - Total Import (1993 to 2012)



19% of the total imported beer of South Asia between 1993 and 2012 was from EU2 countries.

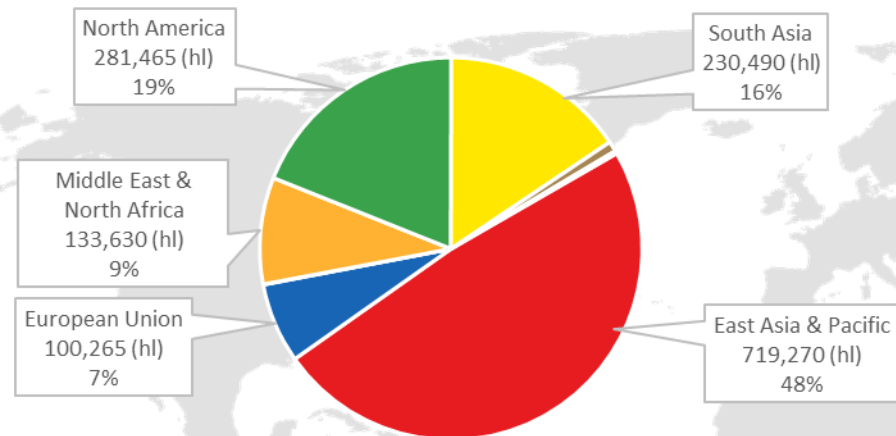
South Asia - Annual Import (1993 to 2012)



# Global Beer Market Overview

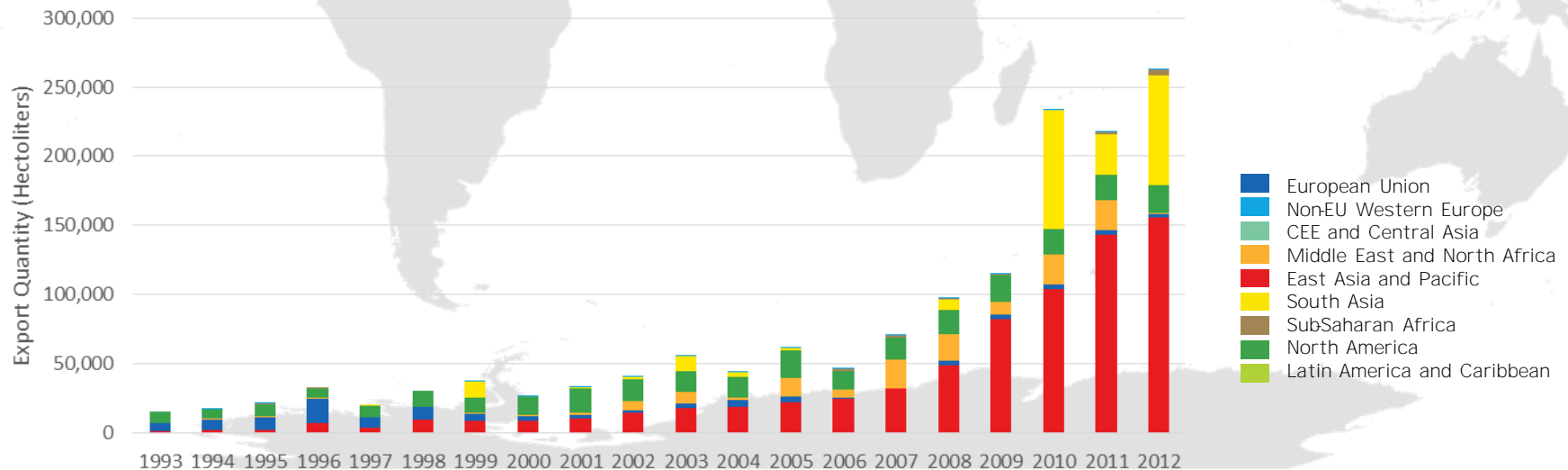
## South Asia Overview of Beer Export Regions from 1993 to 2012

South Asia - Total Export (1993 to 2012)



7% of the total exported beer of South Asia between 1993 and 2012 was destined EU28 countries.

South Asia - Annual Export (1993 to 2012)

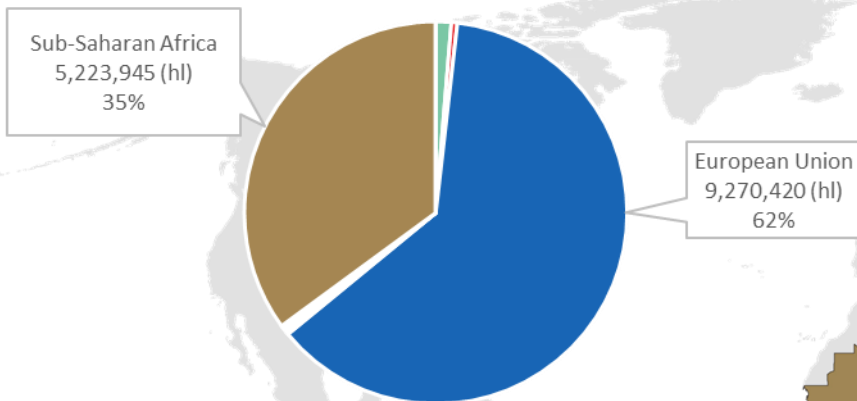




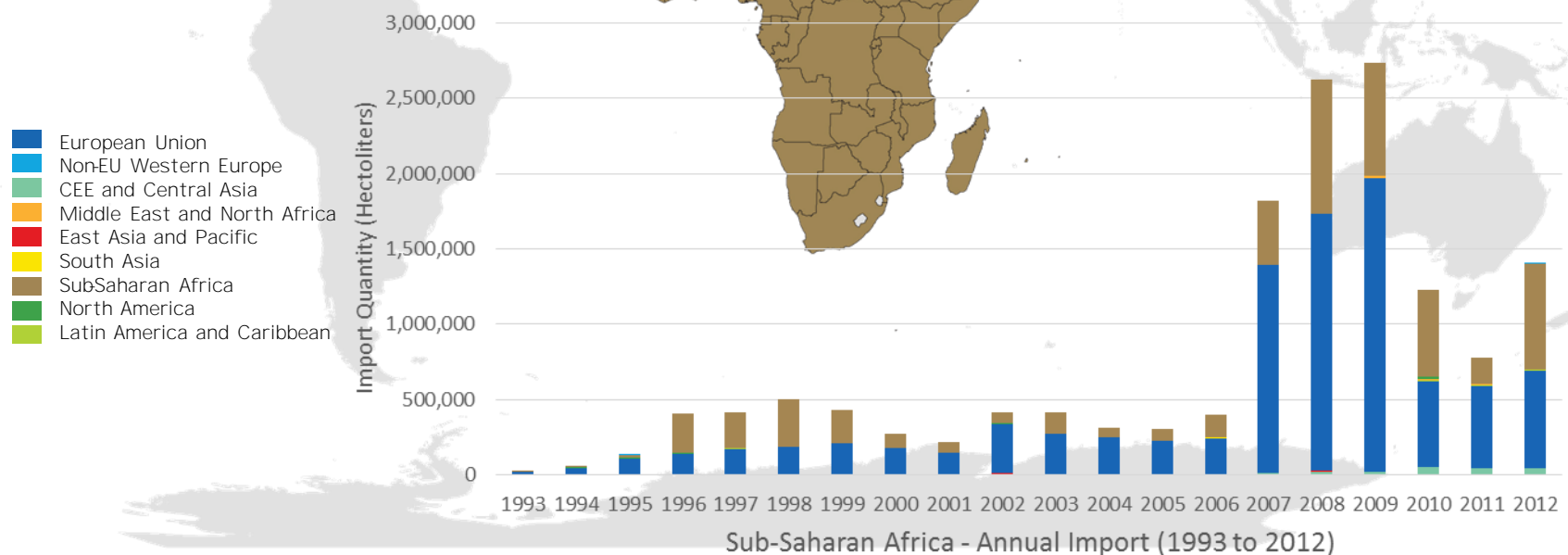
# GlobalBeer Market Overview

## Sub-Saharan Africa Overview of Beer Import by Regions from 1993 to 2012

Sub-Saharan Africa - Total Import (1993 to 2012)



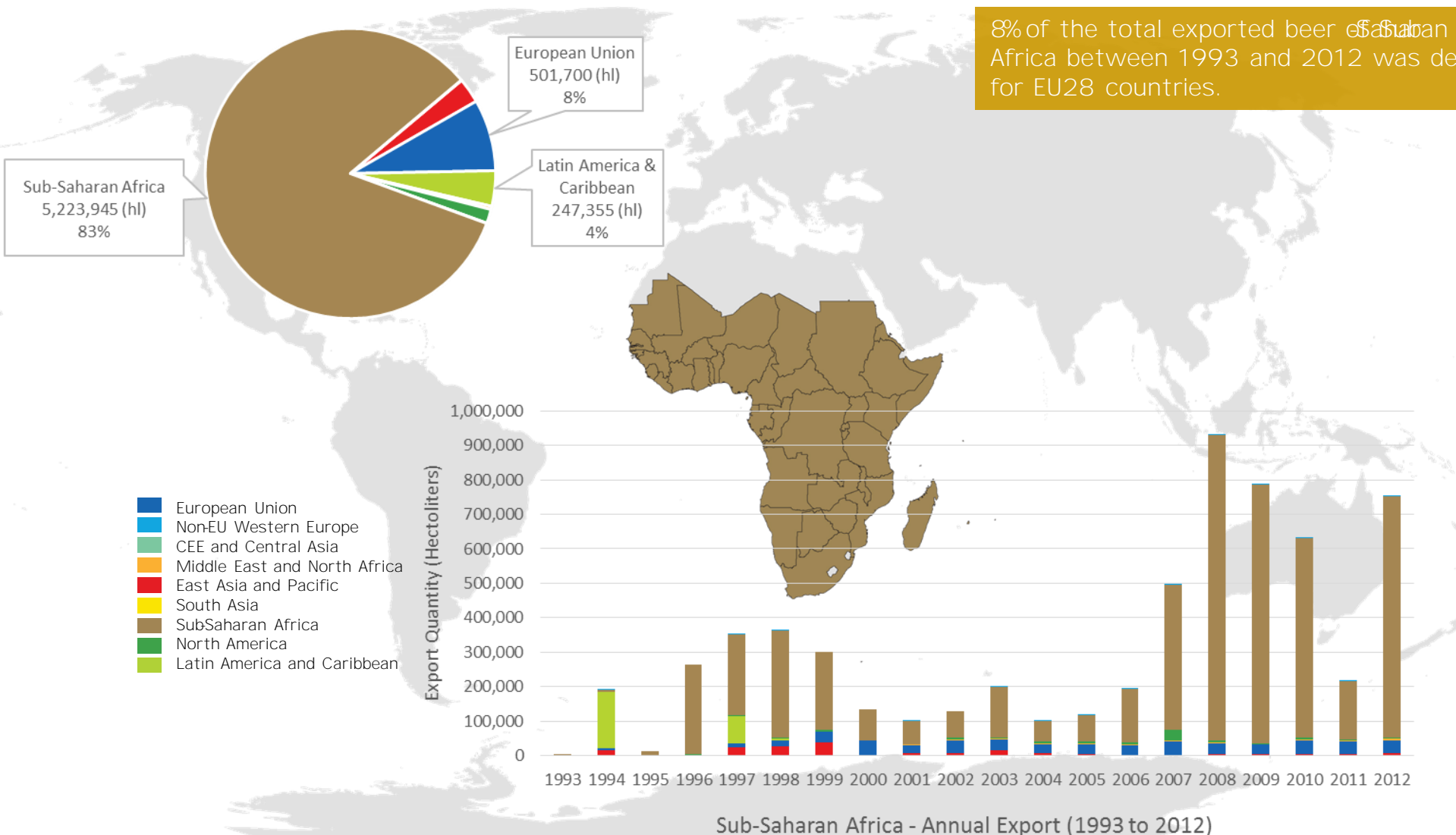
62% of the total imported beer of Sub-Saharan Africa between 1993 and 2012 from EU28 countries.



# GlobalBeer Market Overview

## Sub-Saharan Africa Overview of Beer Export Regions from 1993 to 2012

Sub-Saharan Africa - Total Export (1993 to 2012)



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## Global Development and Trends

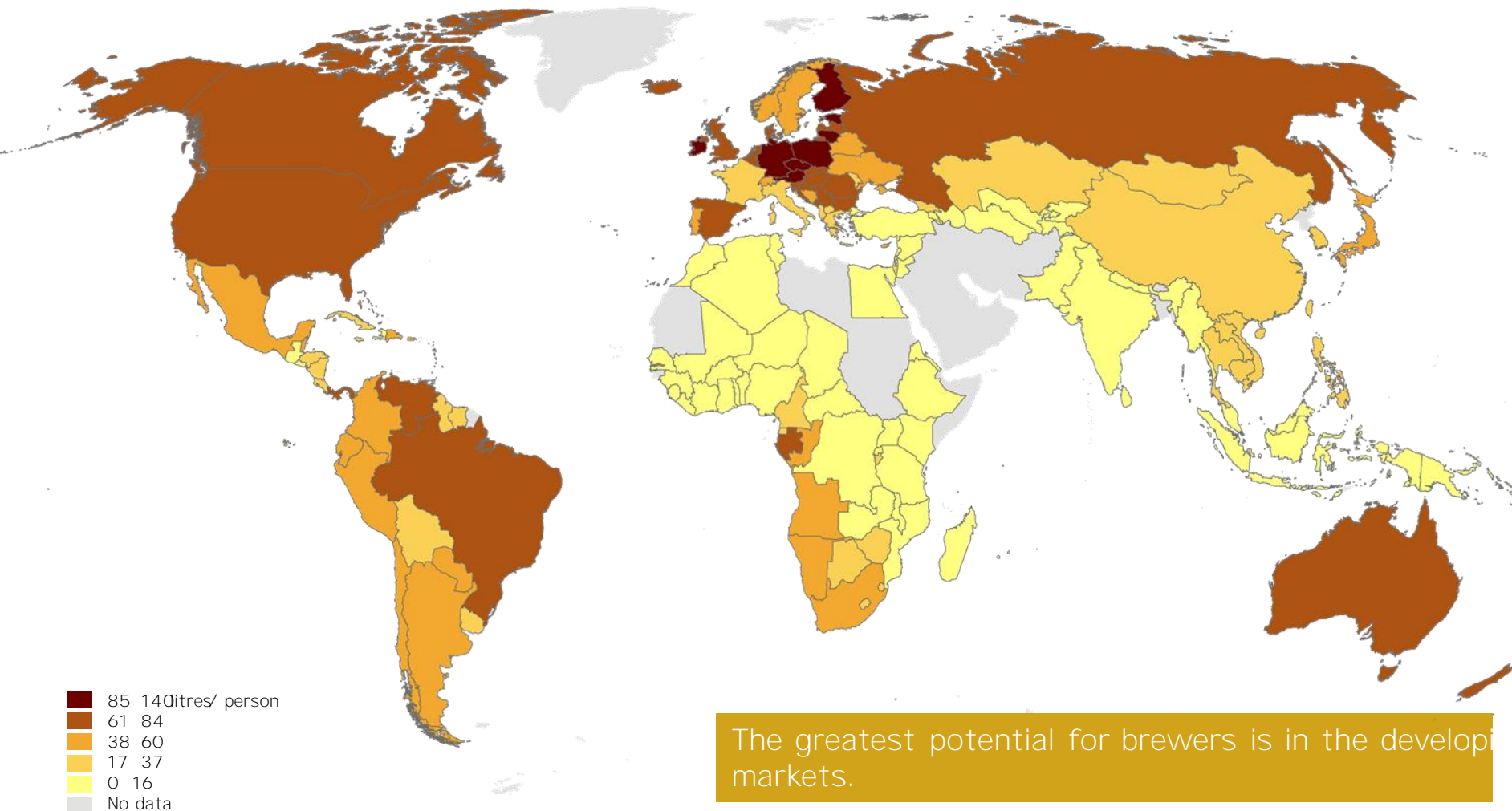


The European Commission believes that in the future, 90% of economic growth will take place outside Europe. The continued prosperity of the EU block depends on connecting to that growth and therefore it is ever more important for business and policy makers to understand the dynamics and interplay of the global changes.

Over recent decades, there have been major changes in beer consumption around the world. The important global dynamics that impact on the consumption trends and patterns of beer include income growth, demographics, urbanisation, trade, migration and international mobility, foreign investments, and regulatory and other constraints. Driven by the changing global demand, trade has grown substantially in volume and value, which in turn has significant effects on the global beer consumption trends and patterns.

# Beer Consumption Trends Per Capita Level

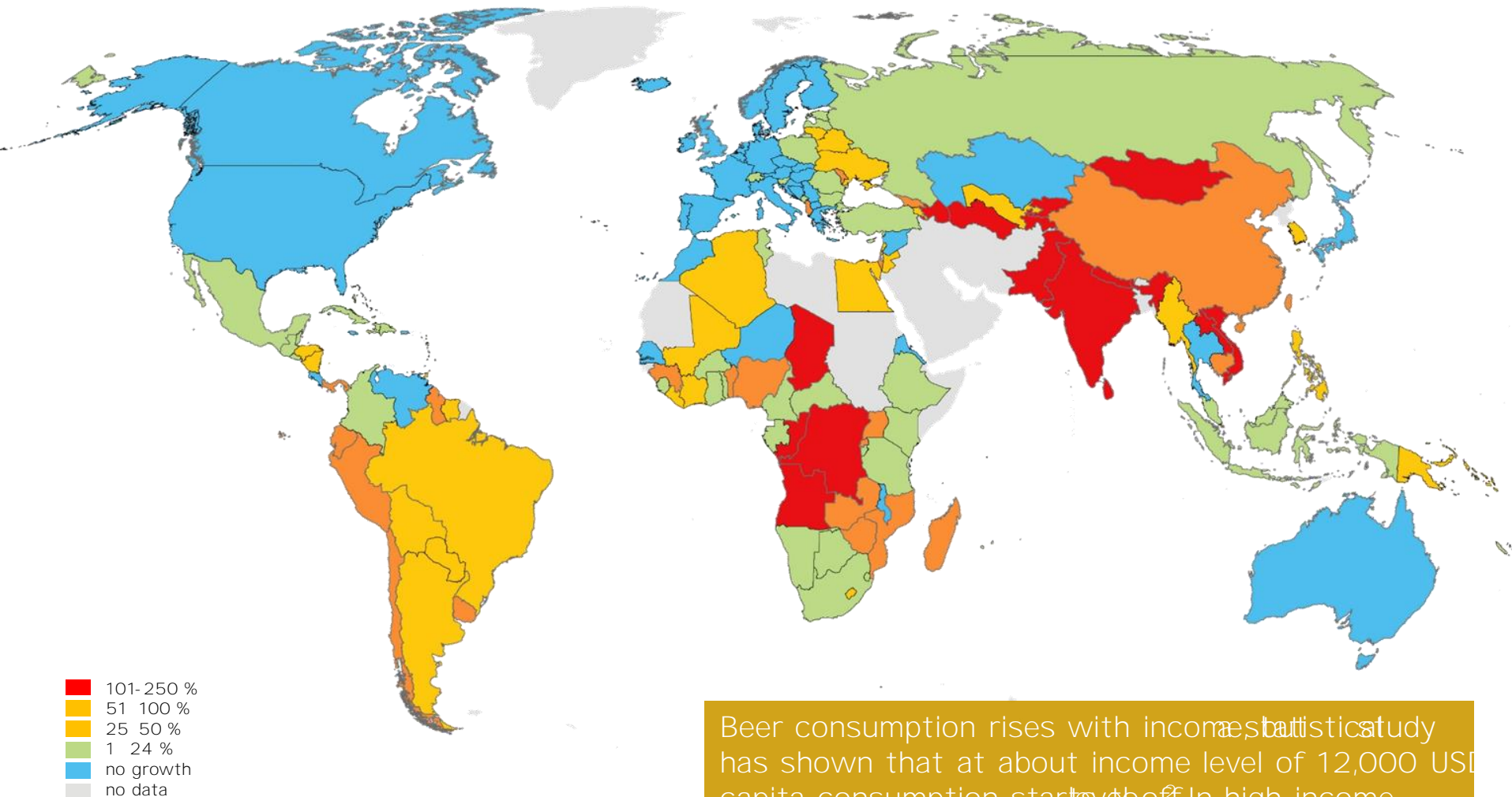
Beer consumption per capita 2011



The greatest potential for brewers is in the developing markets.

# Beer Consumption Trends & Projected Changes

Beer consumption per capita projected changes 2012-2017



1 Source: GIS mapping by author, based on Canadian 2012 data

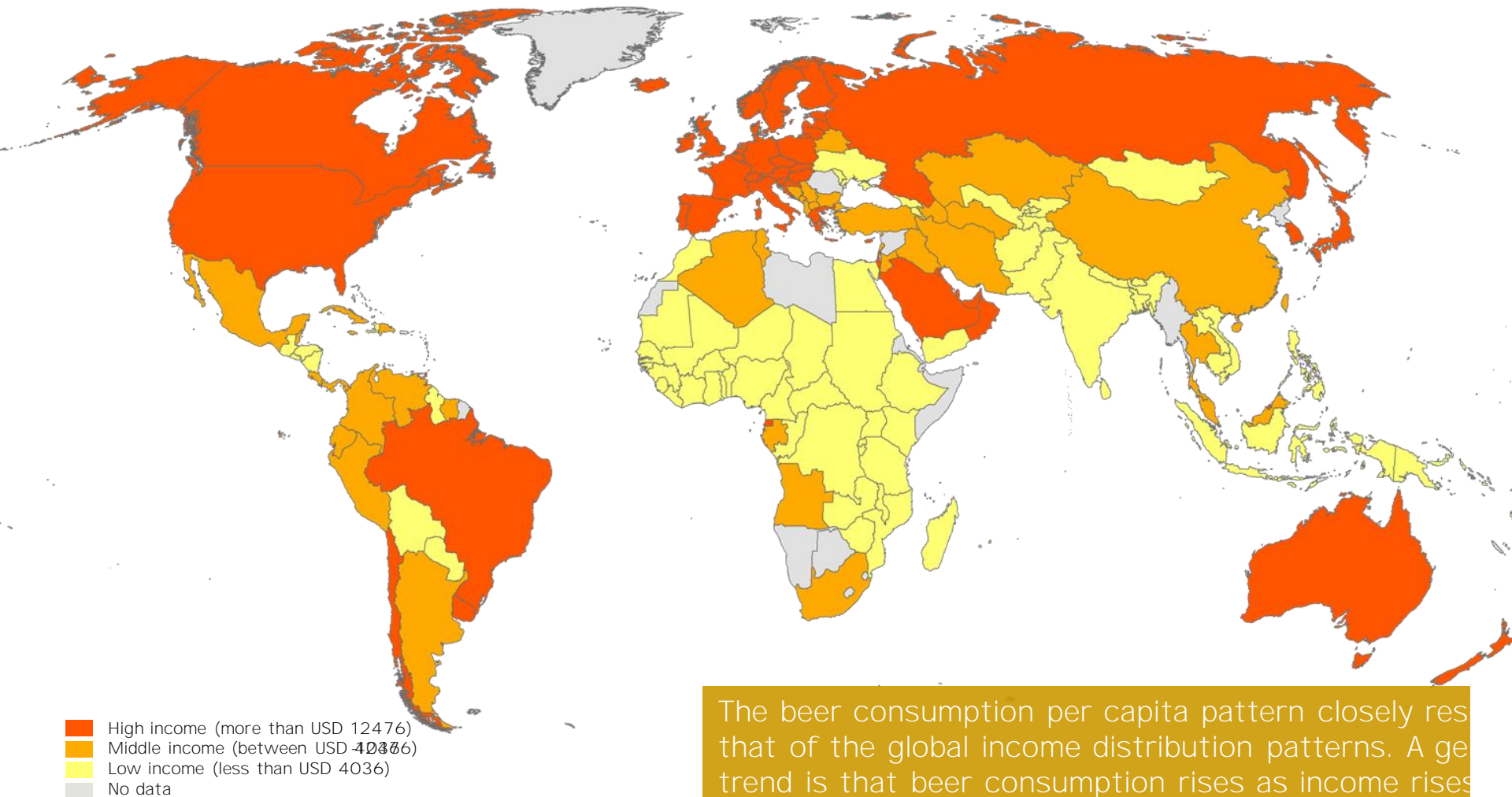
2 Source: Swinnen, J. F. M. (2011). *The Economics of Beer*. Oxford: Oxford University Press.

Beer consumption rises with income, a statistical study has shown that at about income level of 12,000 USD per capita consumption starts to level off. In high income countries, competition from wine and spirits increases.



# Income Effects & Global Income Distribution

World Income Distribution (2012)

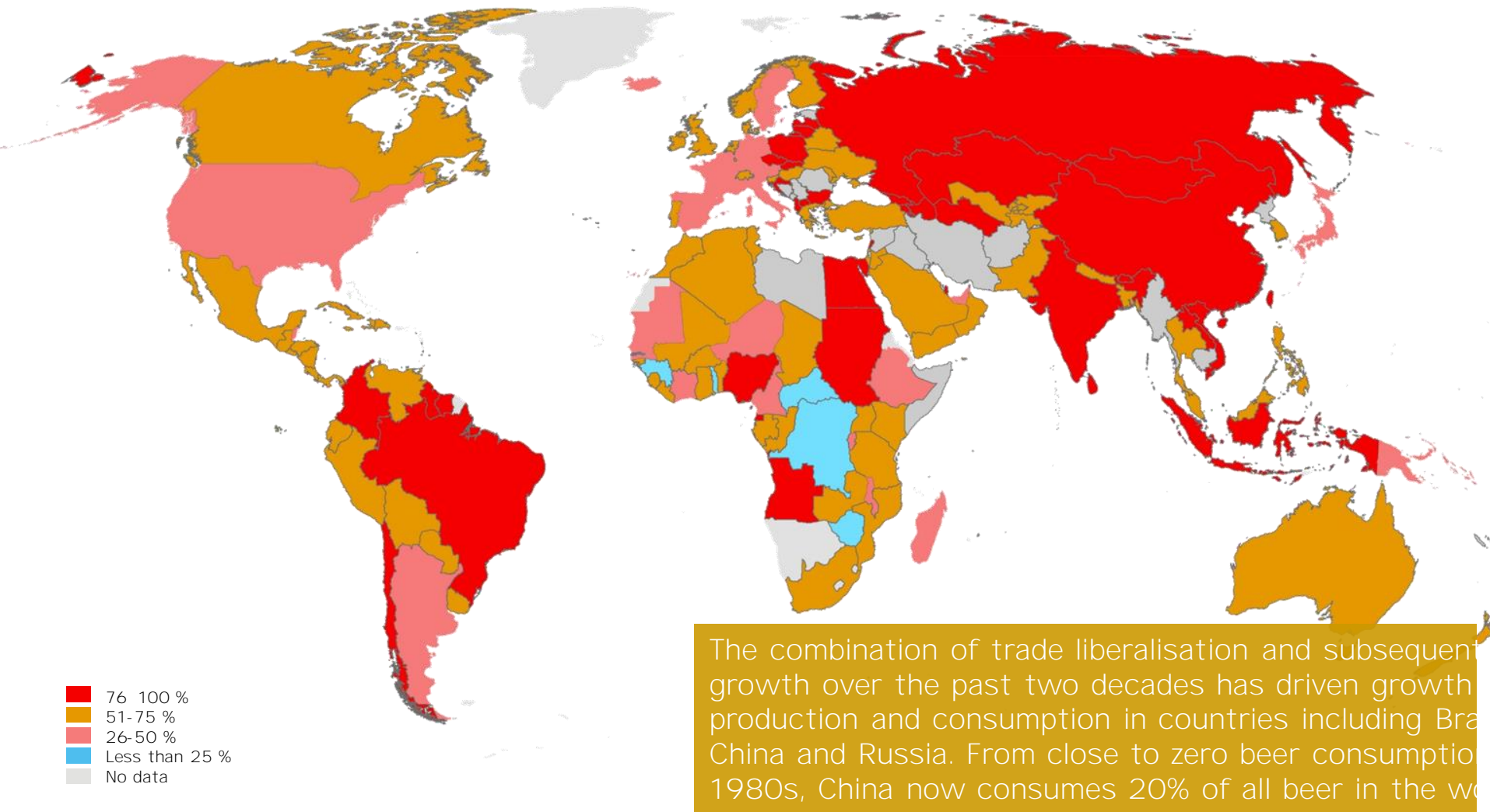


The beer consumption per capita pattern closely resembles that of the global income distribution patterns. A general trend is that beer consumption rises as income rises.



# Income Effects & Global Income Growth

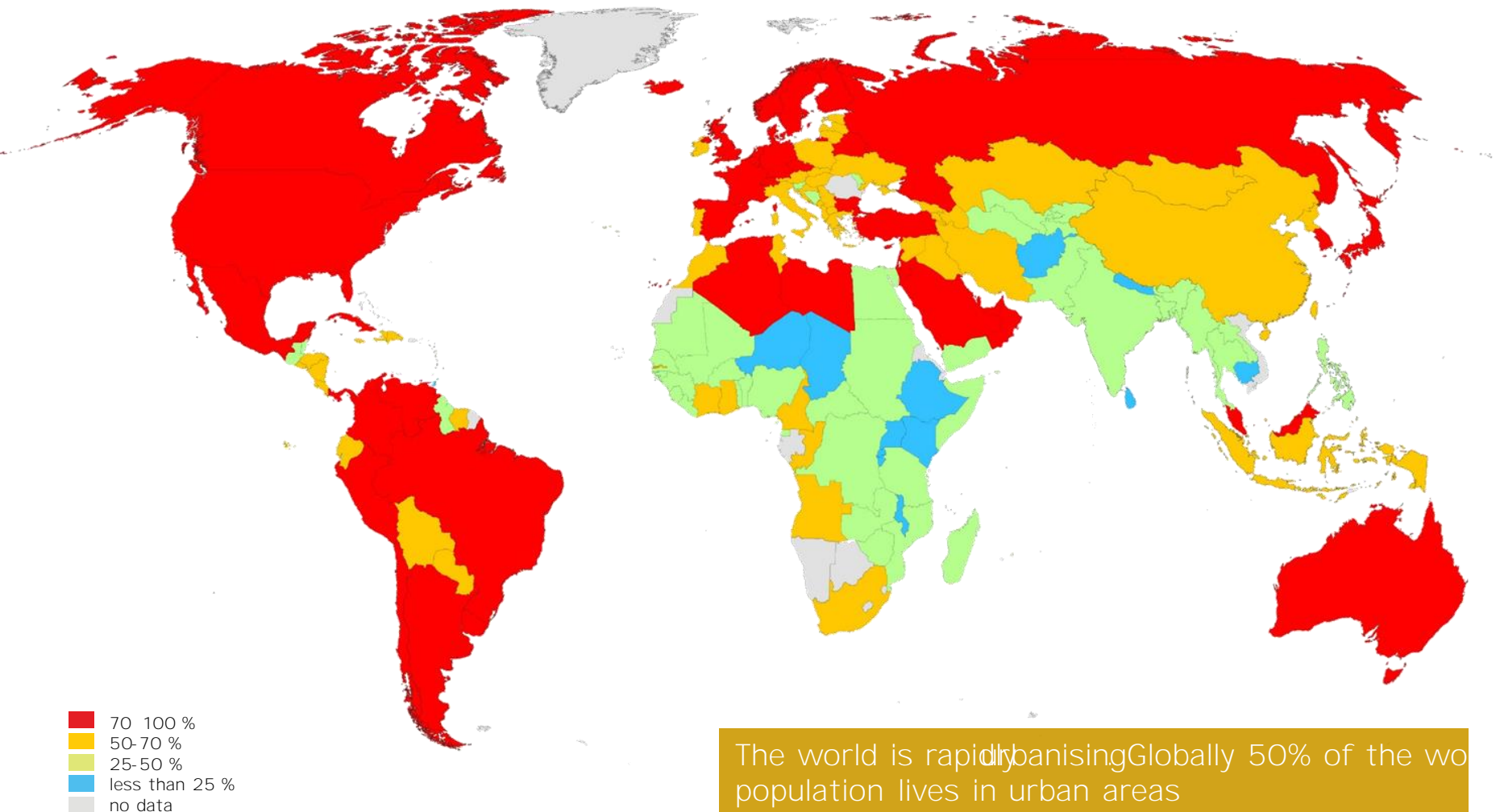
Income growth of world countries 2002



Source: GIS Mapping by author, based on World Bank 2012 Data

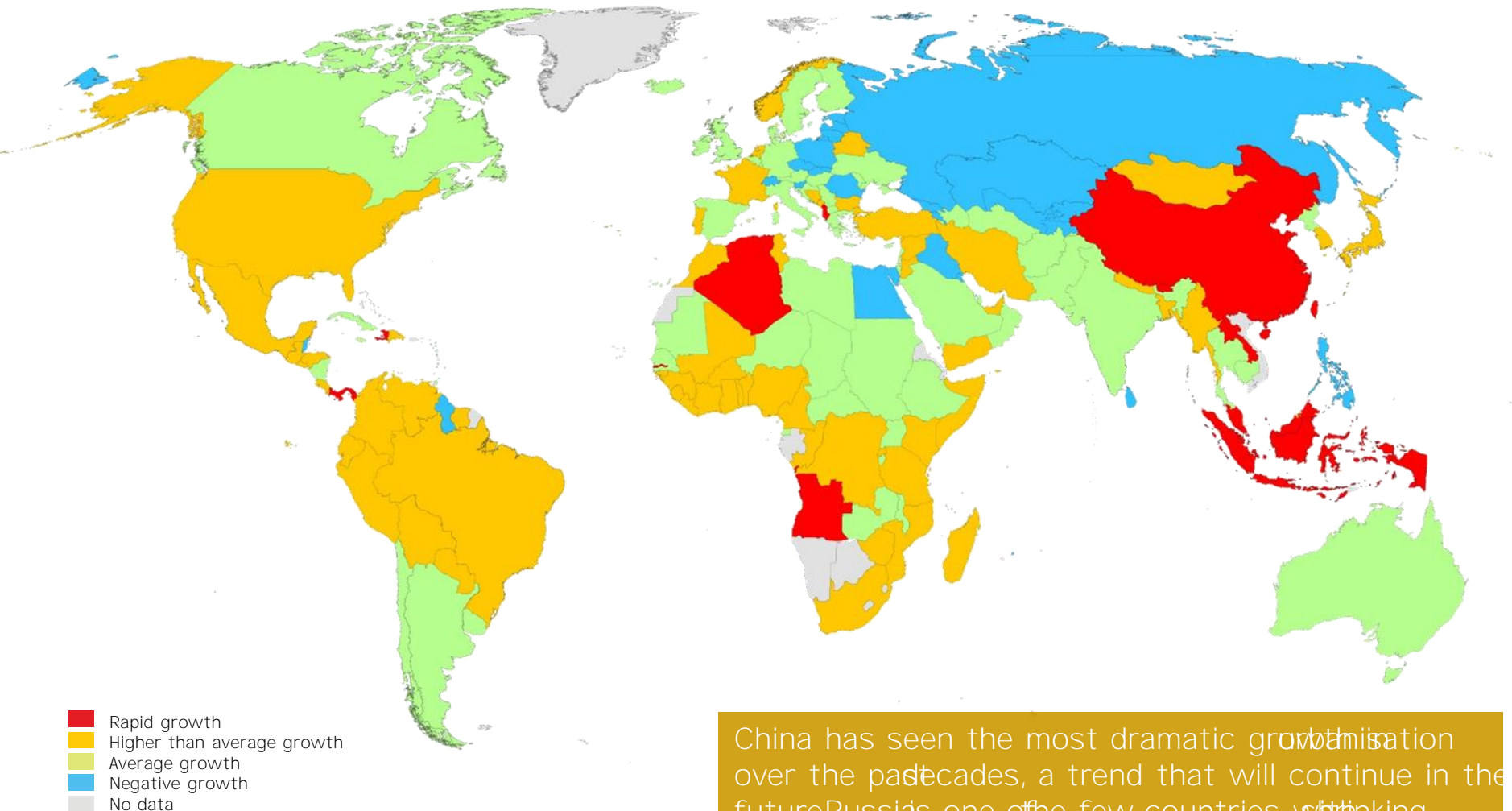
# Urbanisation Effects an Urbanising World

World Urbanisation Rates (2012)



# Urbanisation Effects Urbanisation Rates

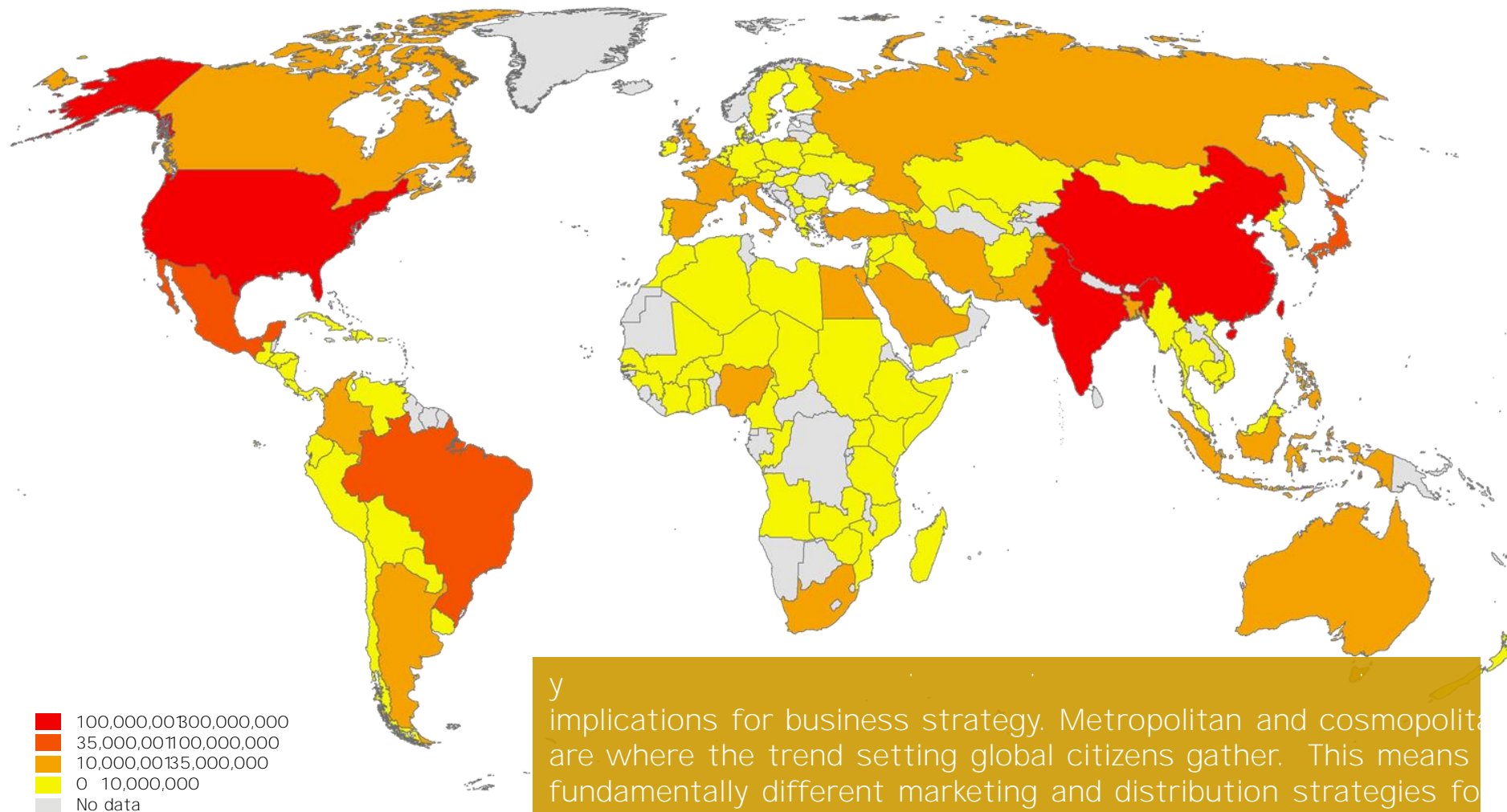
Urbanisation rate changes 1990-2012



China has seen the most dramatic growth in urbanisation over the past decades, a trend that will continue in the future. Russia is one of the few countries with shrinking urban developments.

# Urbanisation Effects Rise of Global Cities

Population in urban areas with more than 1 million inhabitants

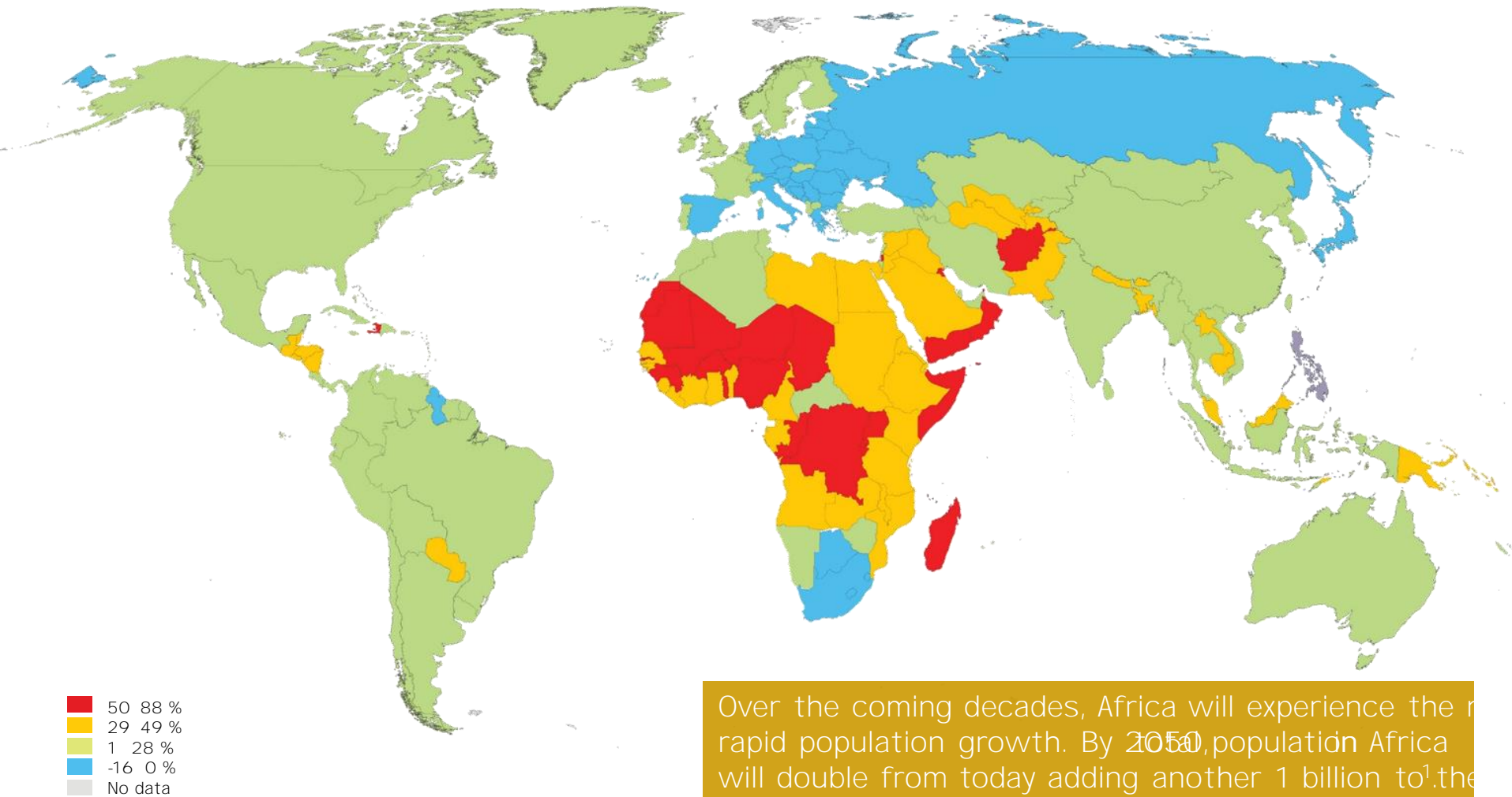


y implications for business strategy. Metropolitan and cosmopolitan are where the trend setting global citizens gather. This means fundamentally different marketing and distribution strategies for premium products targeted at urban centres with more persons appealing marketing channels and distribution channels.



# Demographic Effect Growing Population

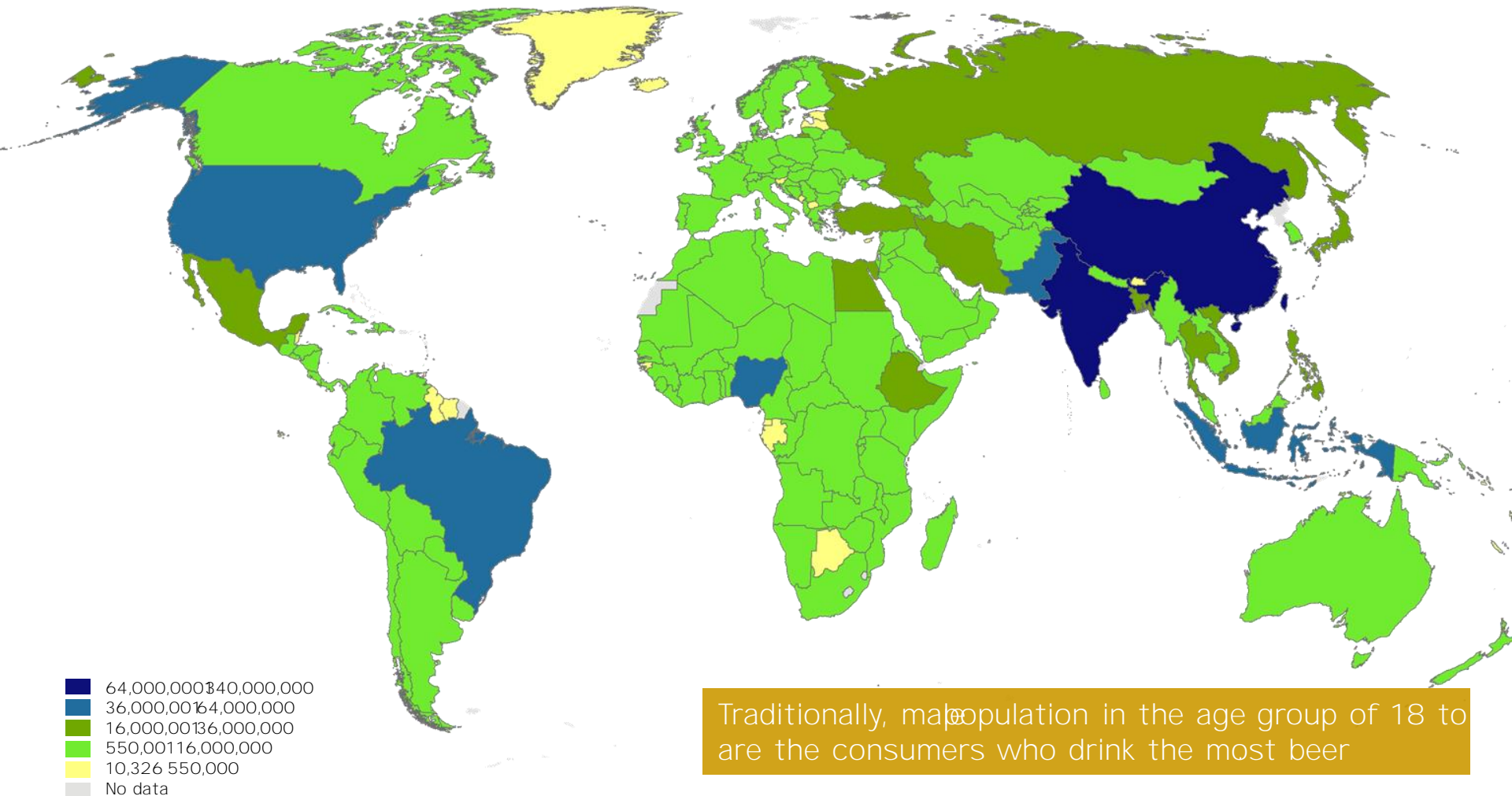
Projected total population changes 2011-2025



<sup>1</sup> Source: United Nations, Department of Economic and Social Affairs, Population Division (2015). World Population Prospects: The 2015 Revision. New York: United Nations

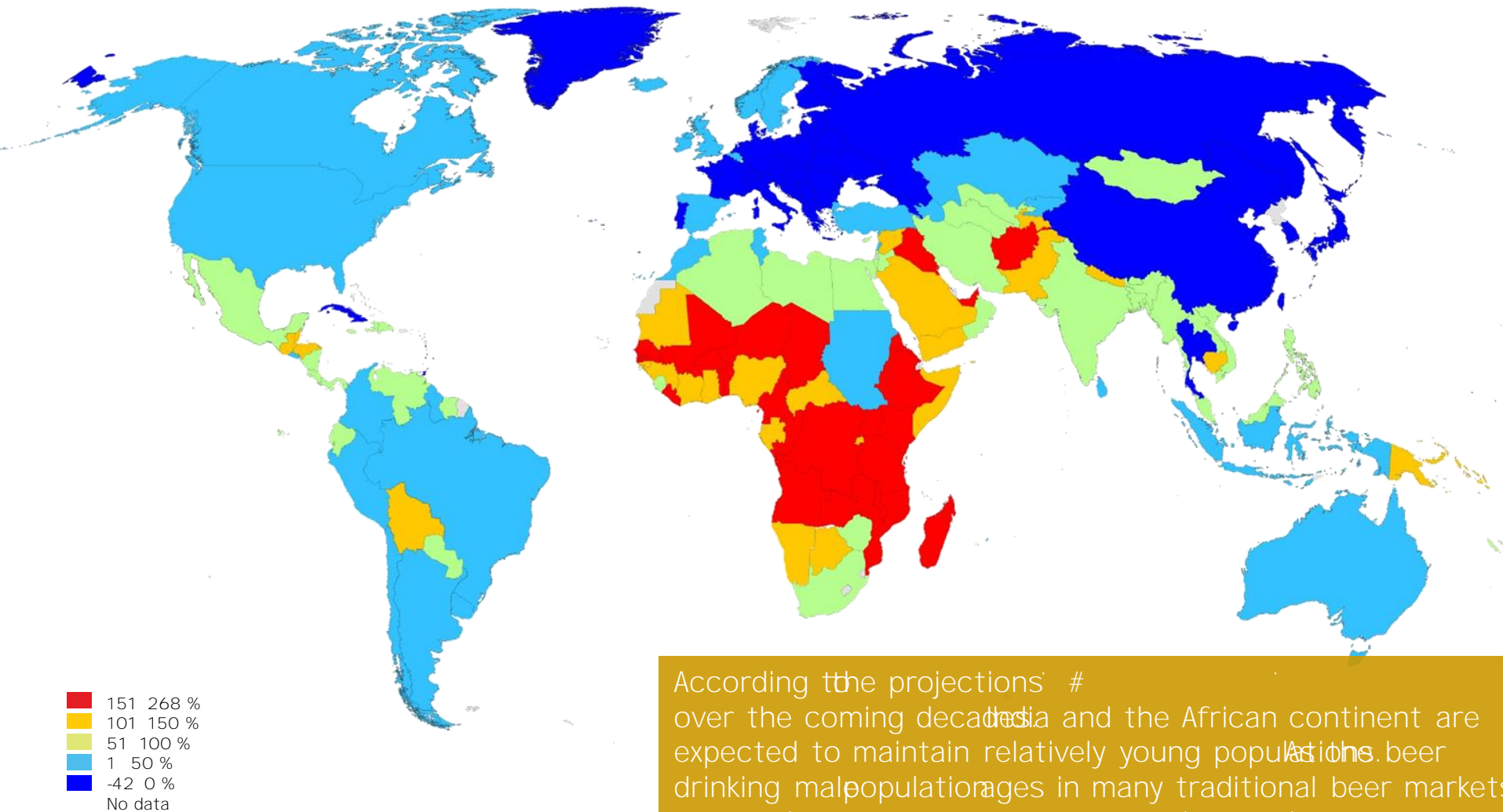
# Demographic Effect on Consumer Base

Male population aged between 18-44 (2012)



# Demographic Effect on Consumer Base

Male population aged between 18-44 projected change 2011-2025



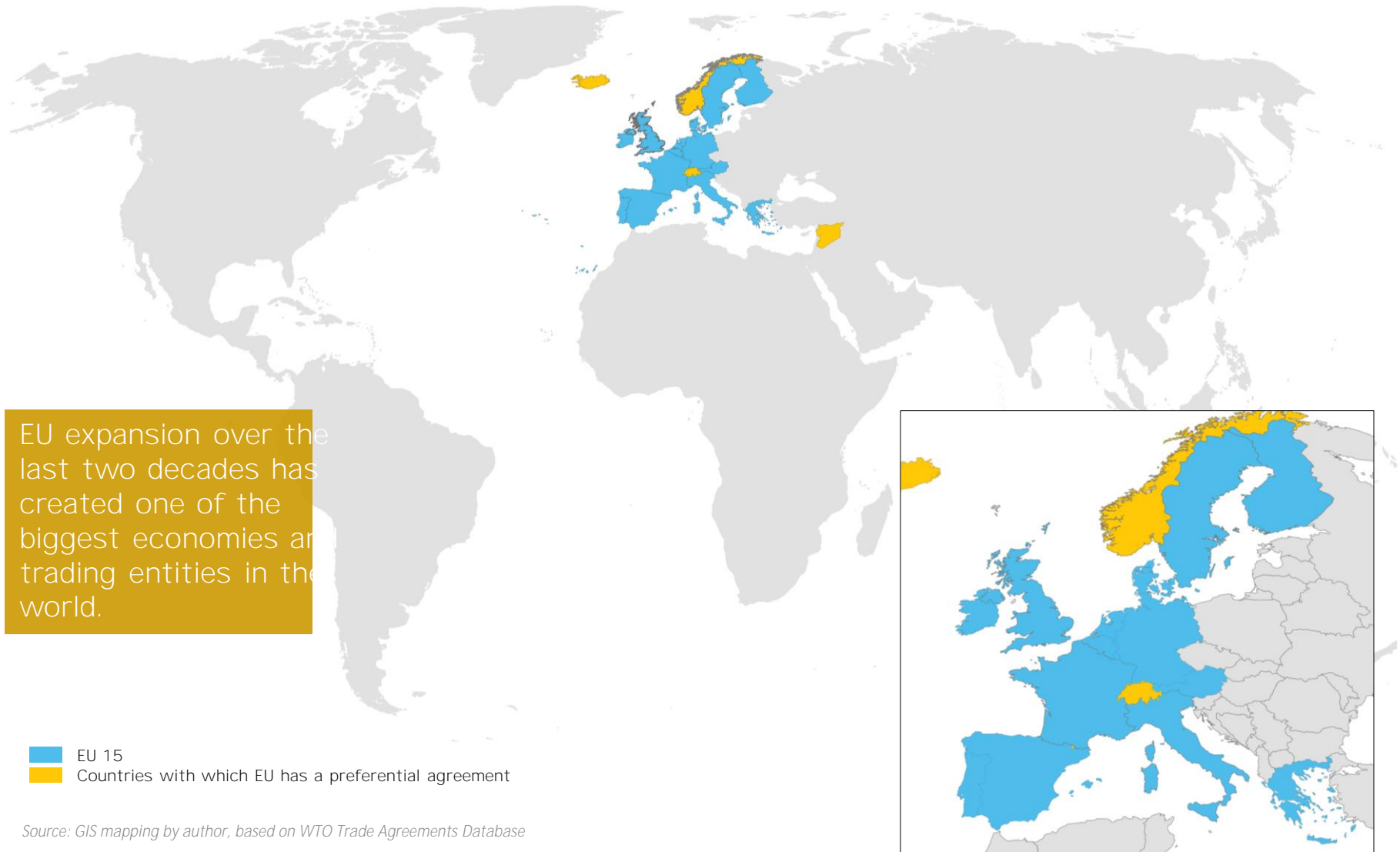
Source: GIS mapping by author, based on World Bank 2012 Data

According to the projections, # over the coming decades, Asia and the African continent are expected to maintain relatively young populations. Beer drinking male population ages in many traditional beer markets women beer consumer represents a growing market segment and more tailored beer products are developed.



# Trade Policy EU Expansion & Trade Agreements in 1995

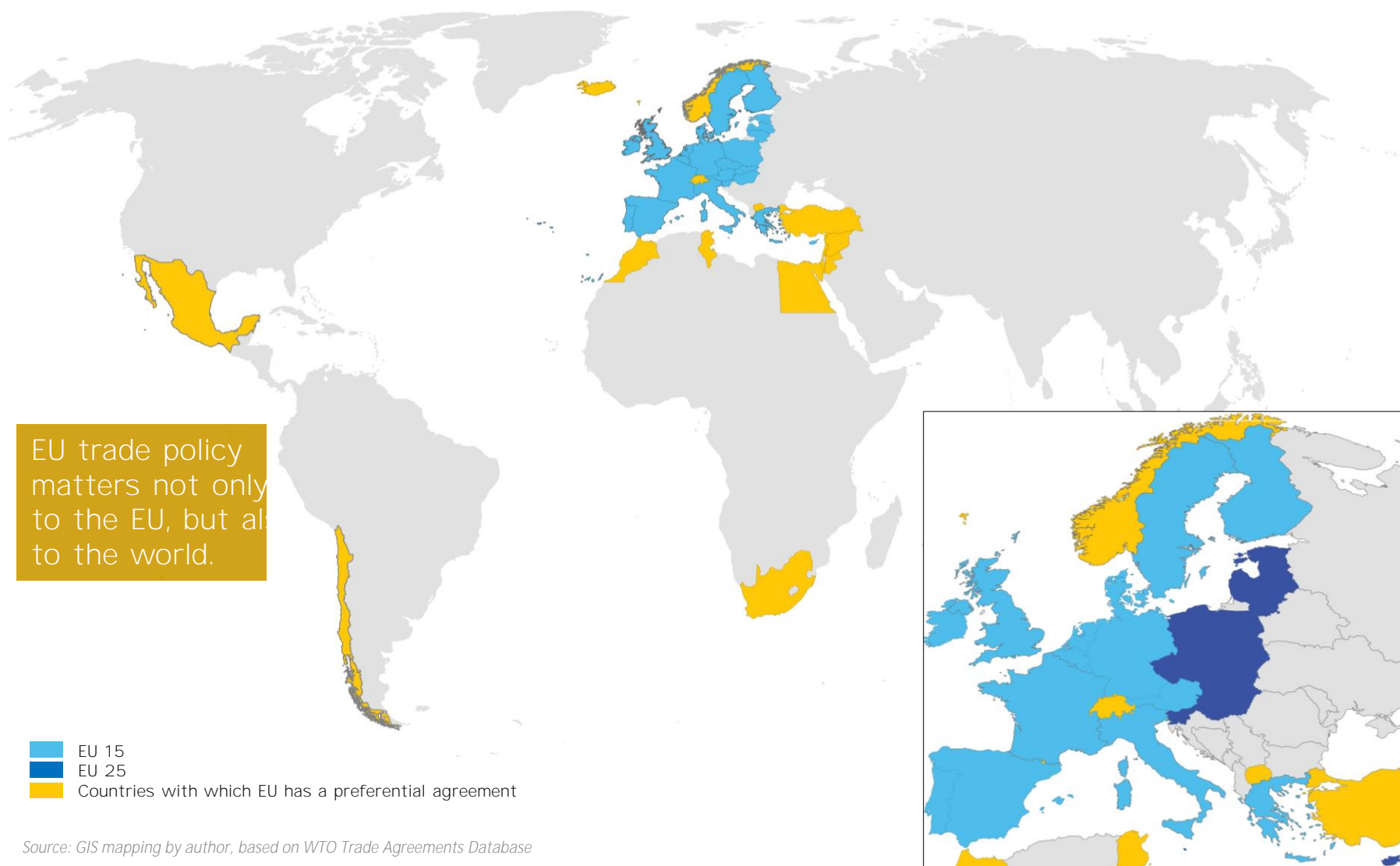
EU and preferential trade agreement partners (1995)



Source: GIS mapping by author, based on WTO Trade Agreements Database

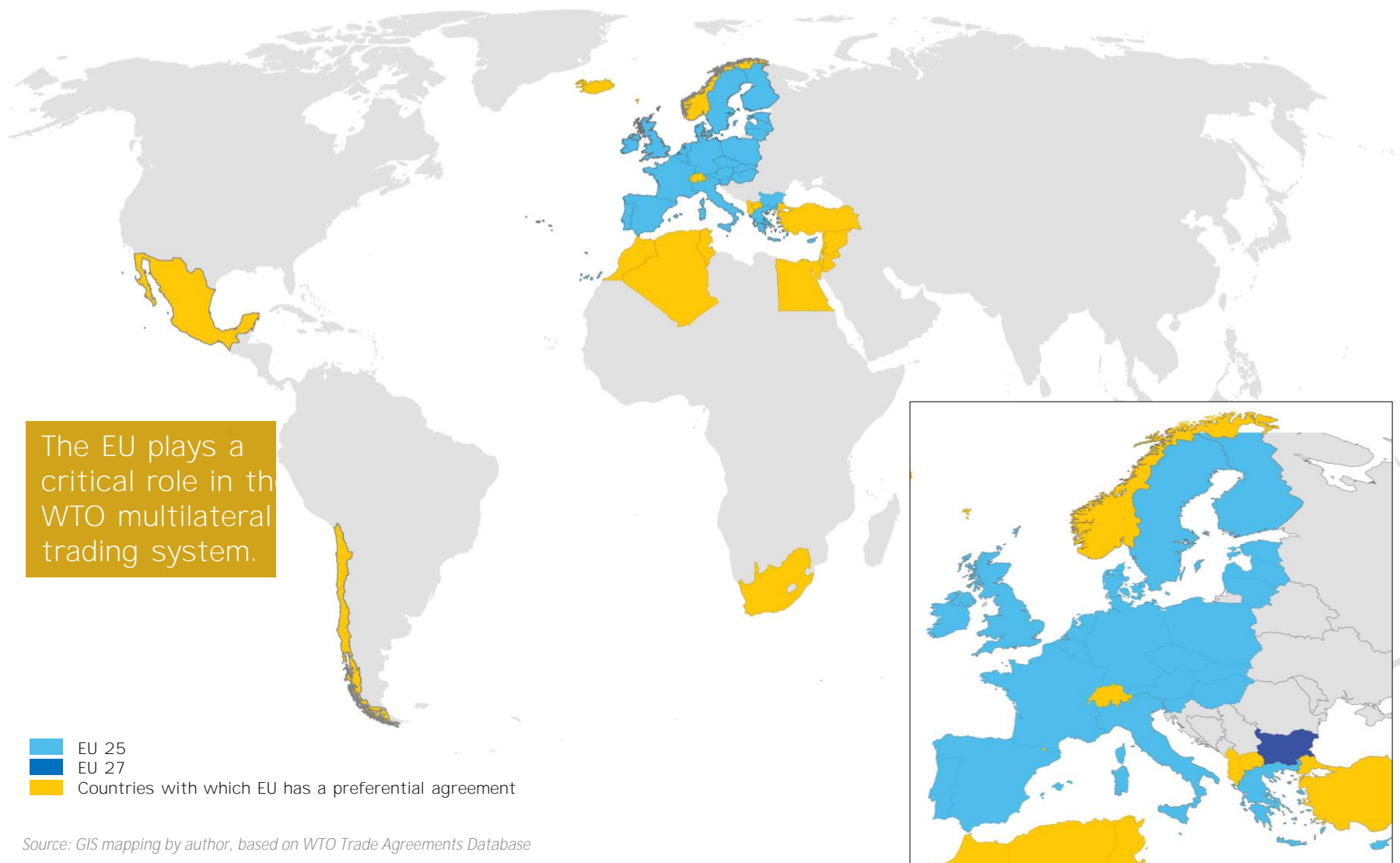
# Trade Policy EU Expansion & Trade Agreements 2004

EU and preferential trade agreement partners (2004)



# Trade Policy EU Expansion & Trade Agreements 2007

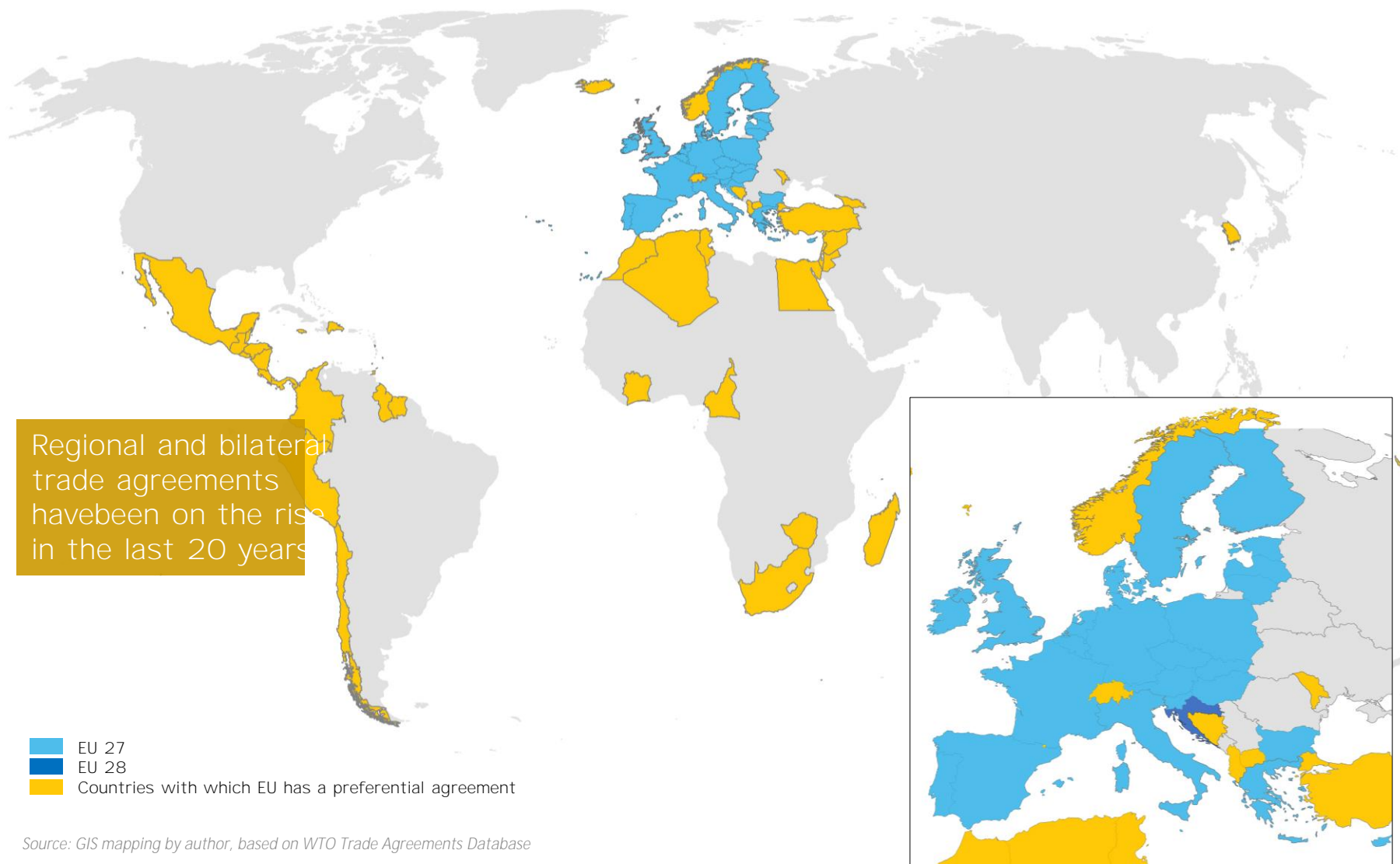
EU and preferential trade agreement partners (2007)



Source: GIS mapping by author, based on WTO Trade Agreements Database

# Trade Policy EU Expansion & Trade Agreements 2013

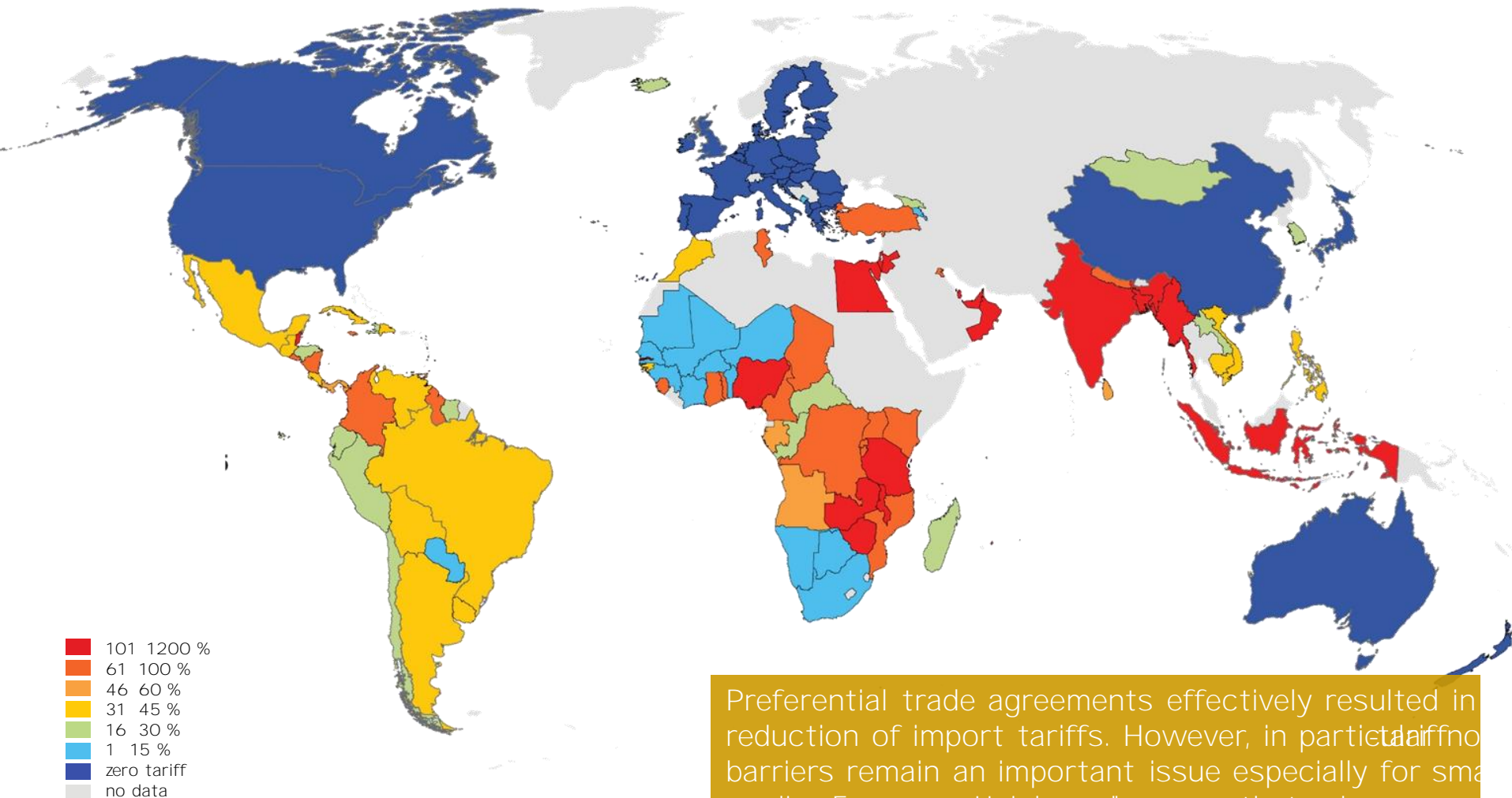
EU and preferential trade agreement partners (2013)



Source: GIS mapping by author, based on WTO Trade Agreements Database

# Trade Policy Import Tariff

Bound Tariff on Beer Imports (2015)



Source: GIS mapping by author, based on WTO Trade Agreements Database

Preferential trade agreements effectively resulted in reduction of import tariffs. However, in particular, tariff barriers remain an important issue especially for small and medium European Union-based brewers that rely on exports for international expansions.

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## European Brewers are Global Brewers



Historically, beer has always played a strong role in facilitating interaction between societies. Various studies argue that the history of beer has co-evolved with the history of agriculture, proliferation of technology, innovation and urbanisation.

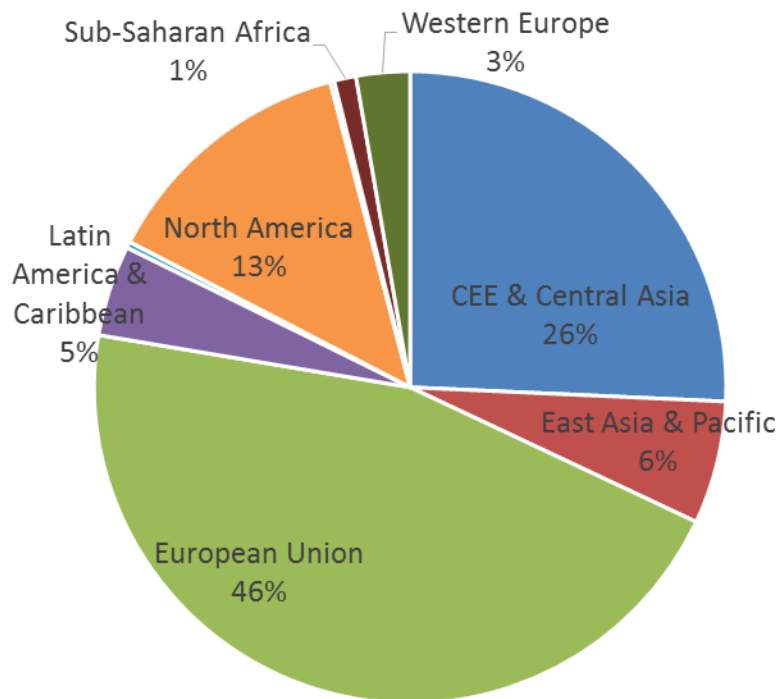
Over the recent decades, the trading ties of EU brewers have extended to 123 countries in the world outside of the EU. EU28 member countries are among the top three import partners of no less than 97 countries outside of EU.

The EU is also home to headquarters of the world's largest brewing companies. These multinationals are global front-runners in terms of investment in emerging markets across the African continent, Asia-Pacific and South America.

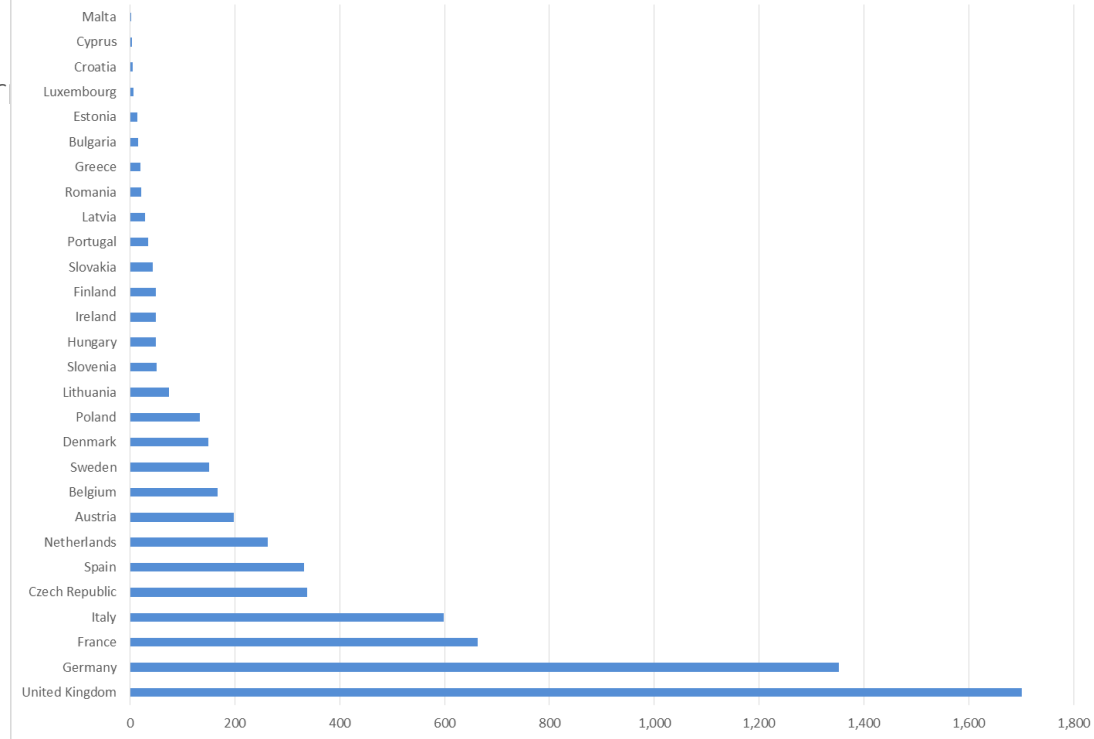


# EU Brewing Firm Distribution

Worldwide Distribution of Brewing Firms



Number of Active Breweries in EU28 (2014)

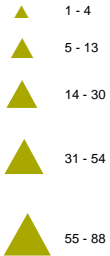


There are now around 7,500 breweries in the EU28 accounting for 46% of the total worldwide. This total doubles from the number in 2010 with around 650 more openings in 2014 alone, representing an 11% increase from 2013.

# Every EU28 Country has its breweries of 2015

## EU Brewing Sector

No. of Breweries in Towns and Cities



There is a growing number of small and medium brewers in EU. Consumers are increasingly interested in products with characteristics such as local culture, craft, sustainable and ethical product history and heritage. Beer serves this interest well. With its long tradition and heritage, the European brewing sector continues its leadership role in the global beer market.

# Global Beer Trade Network (Aggregated 1993 to 2012)

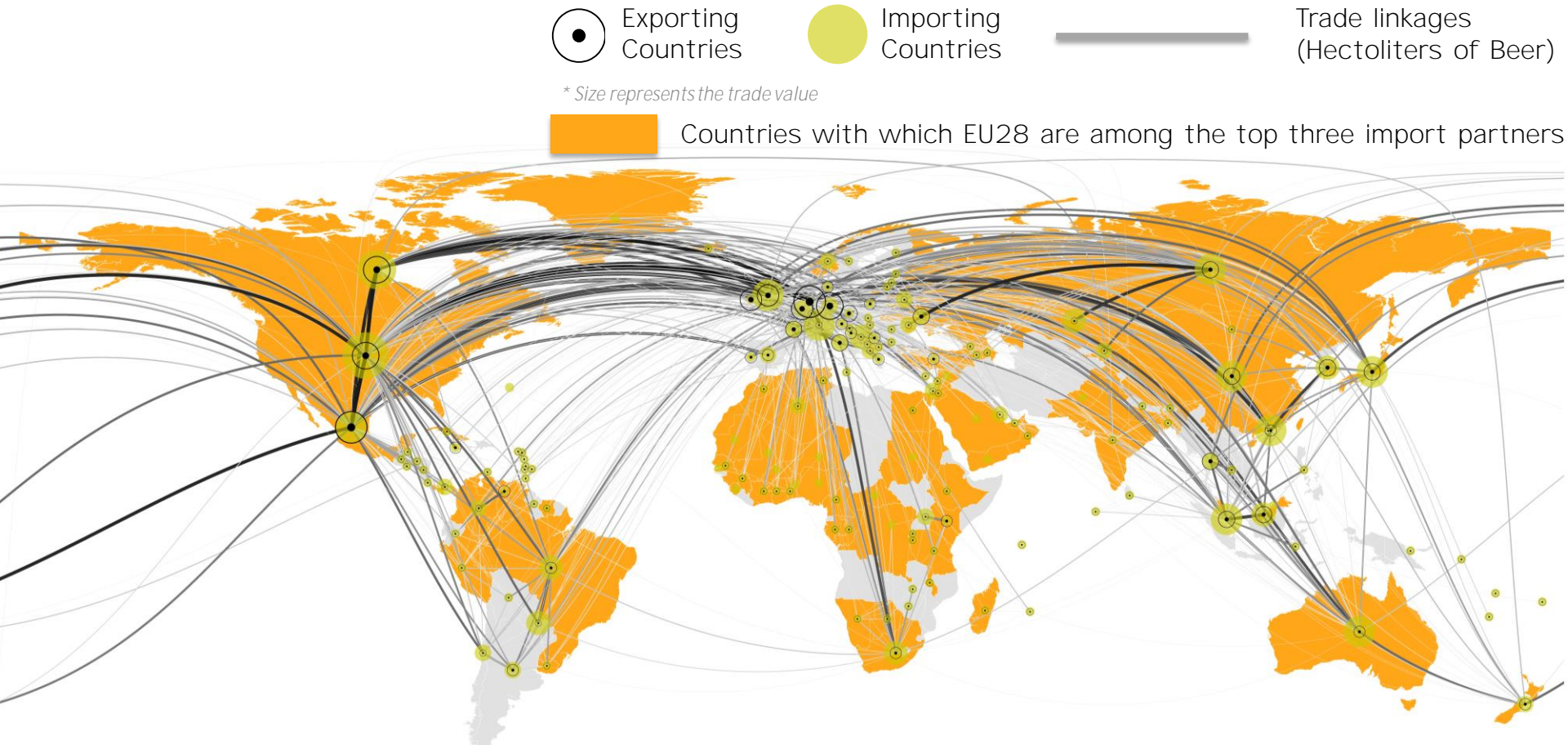


Figure: Geographical layout of the global trade network of beer. The sizes of the circles represent the total import/export values (summed from 1993 to 2012) of a given country, and the thickness of the lines represent the trade linkage value between two countries. Only trade linkages with a value greater than 10,000 hectoliters are shown. EU28 trade values and linkages are NOT included.

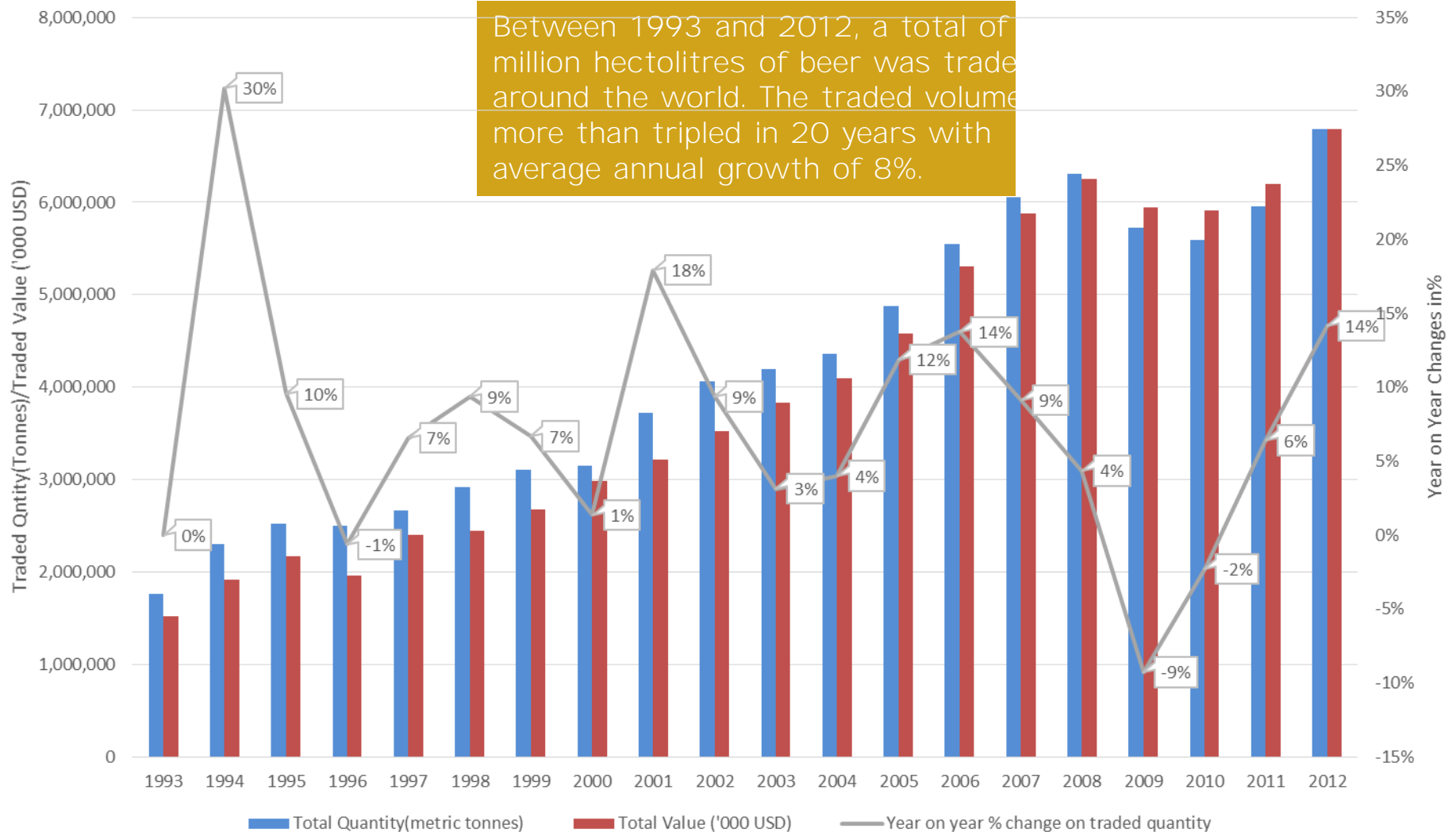
The trading ties of EU28 members extend to countries in the world and EU28 member countries are among the top three import partners of more than 97 countries outside of EU.

Source: GIS mapping by author, based on FAOSTAT database 1993 to 2012

# Global Beer Trade Network (1993-2012)

## Trade patterns & growth

Total Beer Traded Worldwide Between 1993 and 2012 (excluding intra EU Trade)

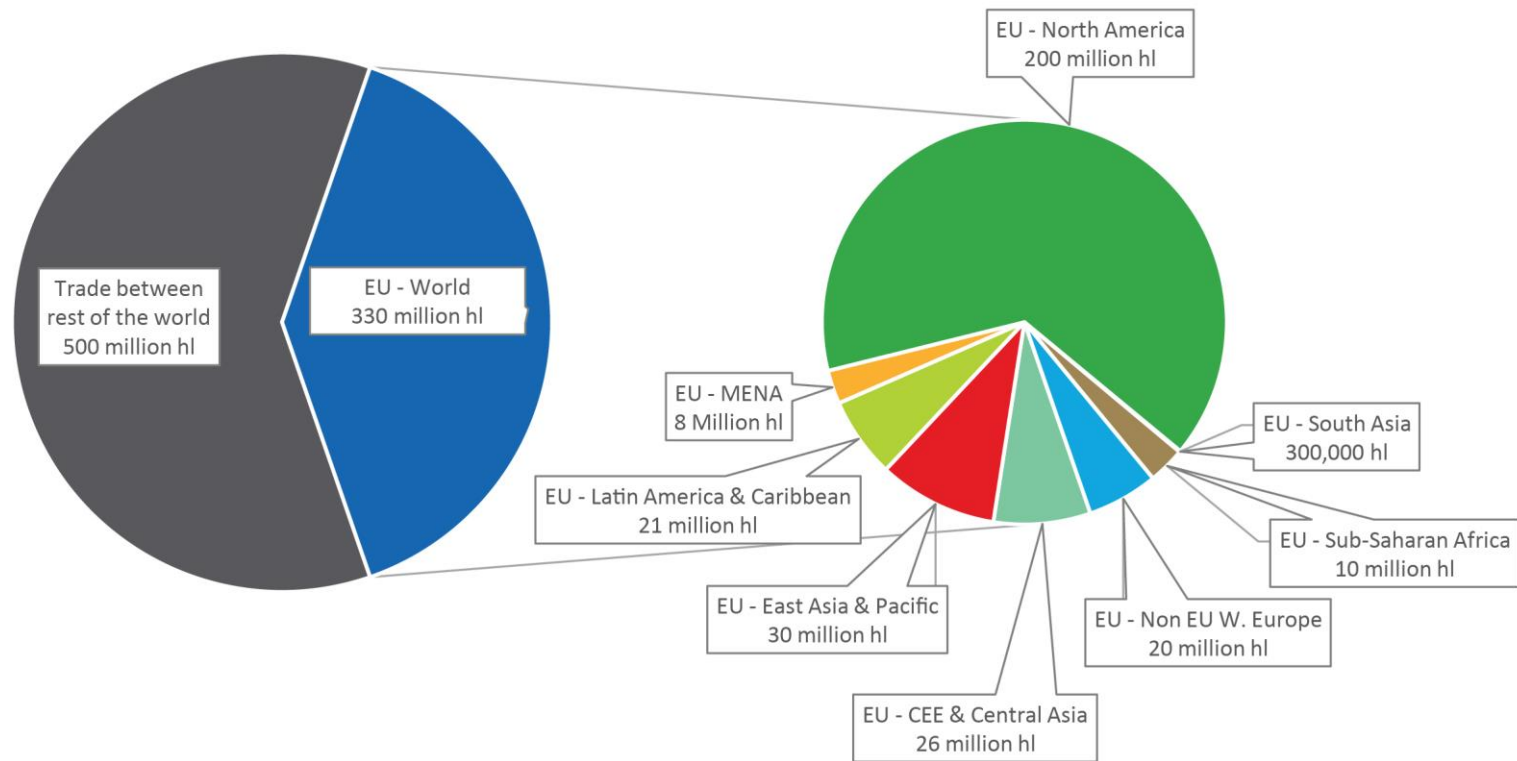


\* For side by side comparison of traded quantity and traded value, metric tonnes and 1000 USD are used respectively. 1 metric ton = 10 hectolitres

# Global Beer Trade Network (1993-2012)

## World Traded Quantity in Beer Breakdown by Region

World Traded Quantity in Beer between 1993 and 2012  
(excluding intra EU trade)



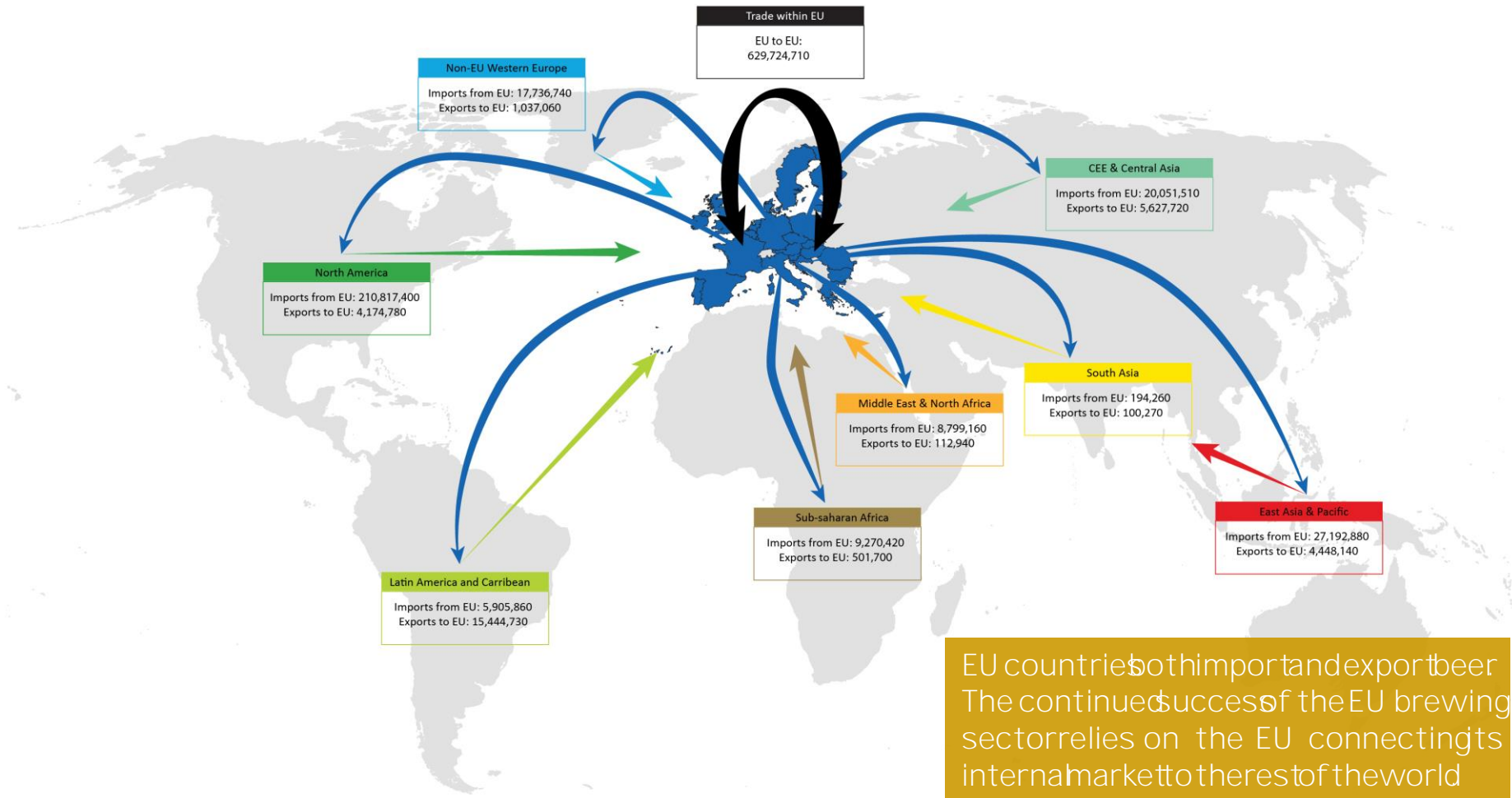
Between 1993 and 2012, a total of 830 million hectoliters of beer was traded around the world (excluding intra EU trade). Trading between the world and EU28 accounts for 40 % of the world total, or 330 million hectoliters.



# Global Beer Trade Network (1993 to 2012)

## Beer Traded between EU and the Rest of the World

Beer Traded (hectoliters) between EU and the Rest of the World  
(aggregated from 1993 to 2012)



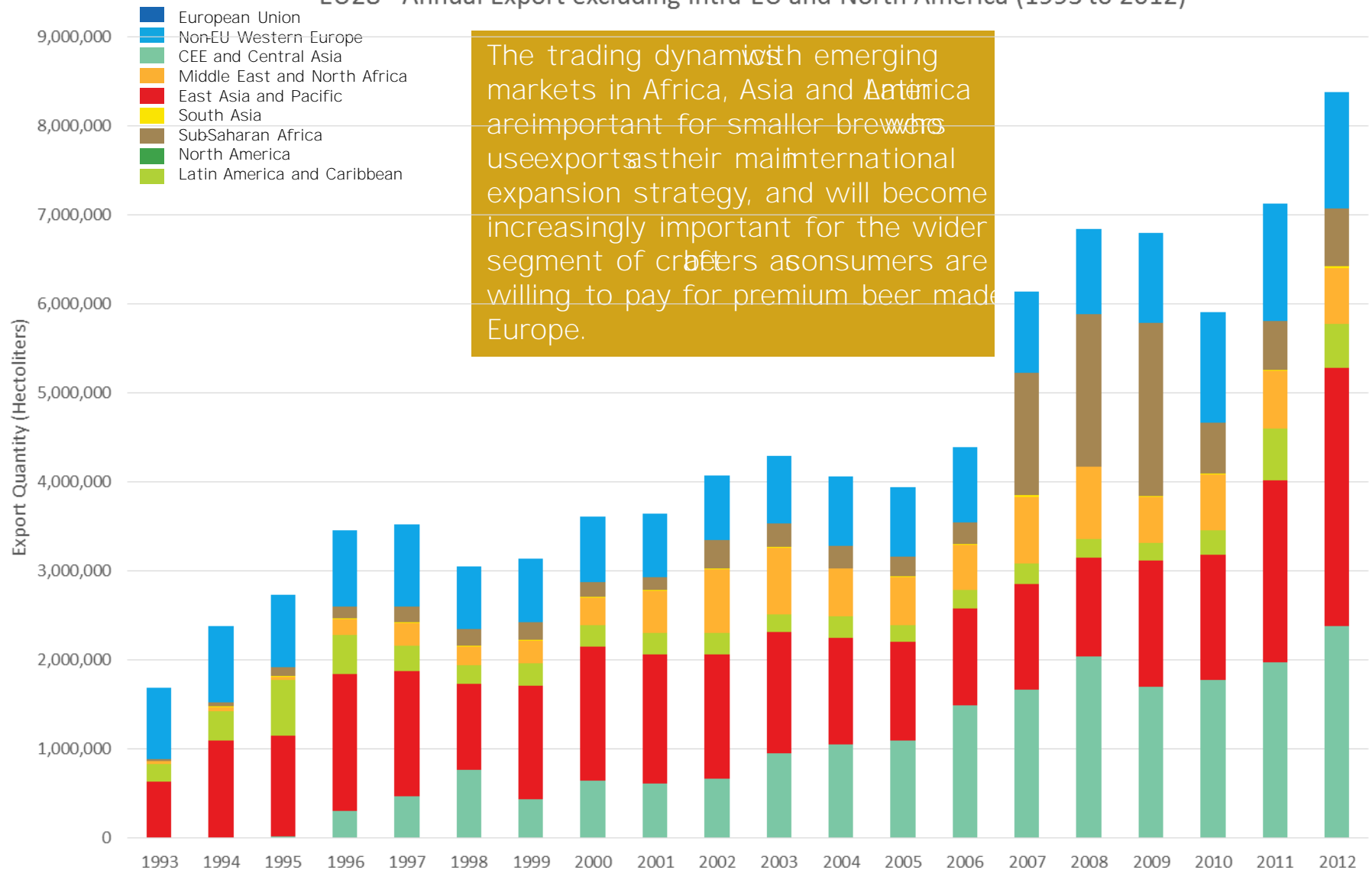




# Global Beer Trade (1993 to 2012)

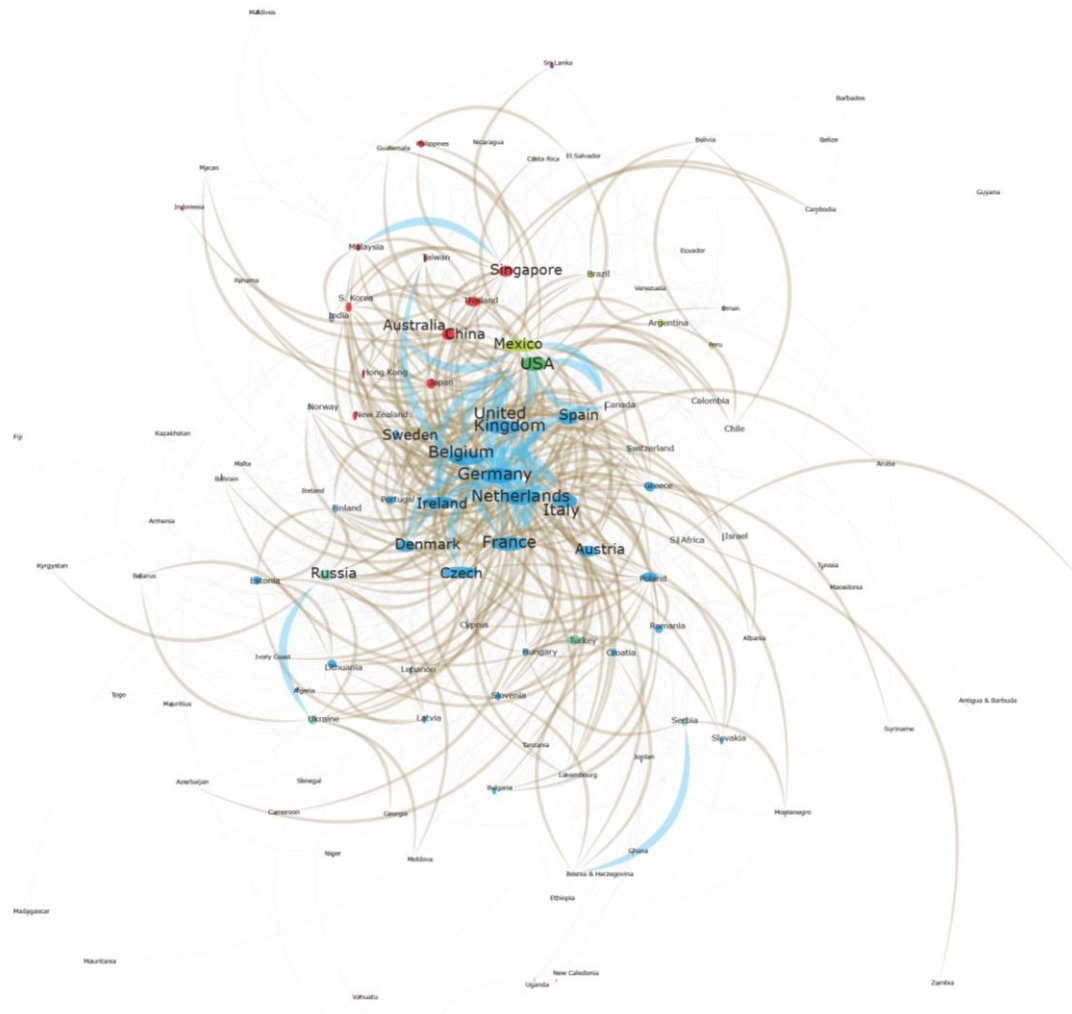
## EU Export Market Trends Excluding Intra EU and North America

EU28 - Annual Export excluding intra-EU and North America (1993 to 2012)



# Structural Position of EU within the Global Trade System

## Topological Representation of Beer Trade Network

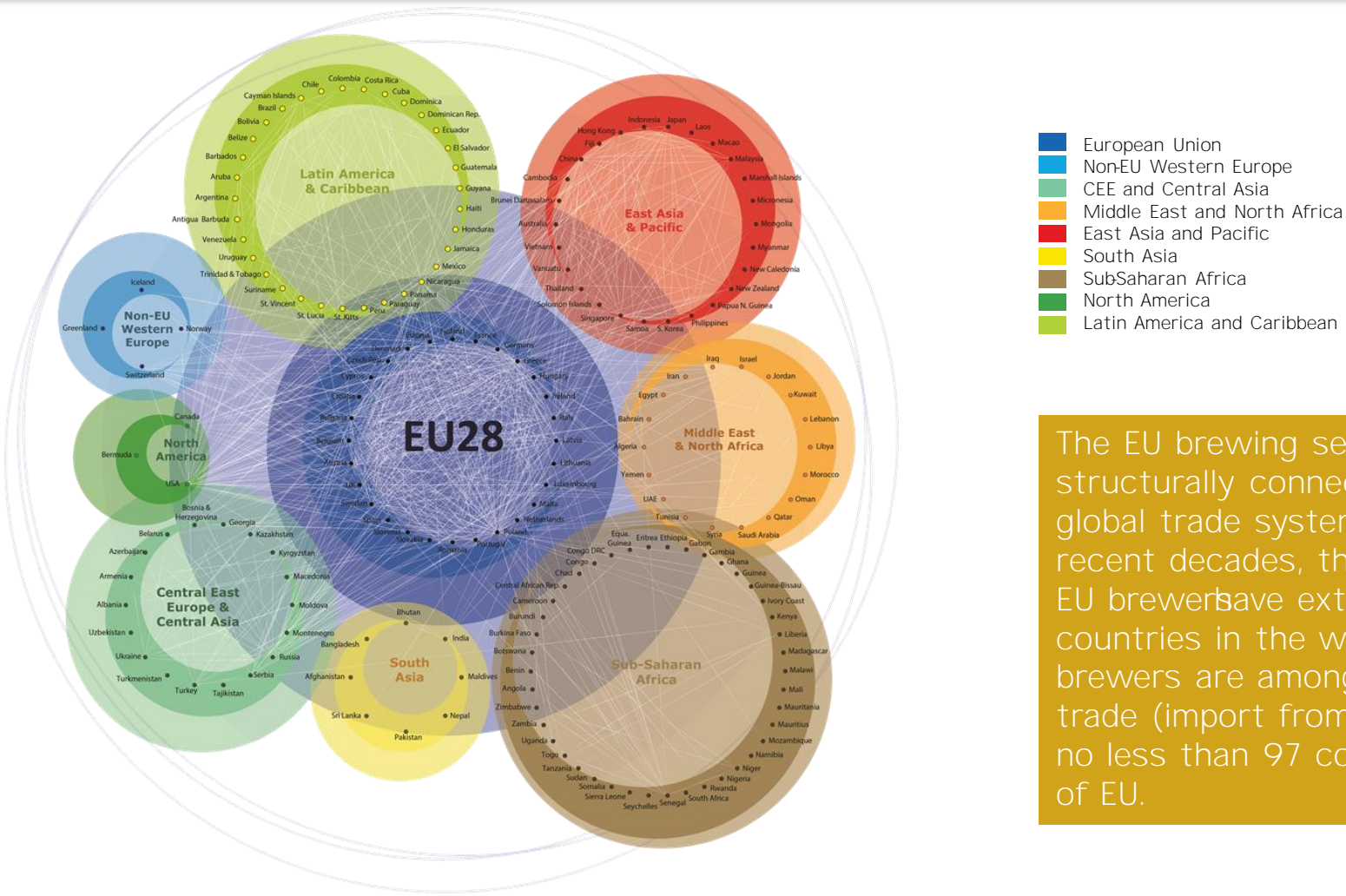


The topological layout of the global trade network of beer is obtained by applying what is called the force-directed algorithm. The algorithm acts as a balanced spring system that minimises the energy in the system. As a result, highly connected countries are generally placed at the center of the network (i.e. West European countries, China and USA), while less connected countries are placed at the edges of the figure. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system.

Source: Visone Network Visualisation by author with graphic design enhancements, based on FAOSTAT Database 1993 to 2012. Intra-EU trade linkages and values are included.

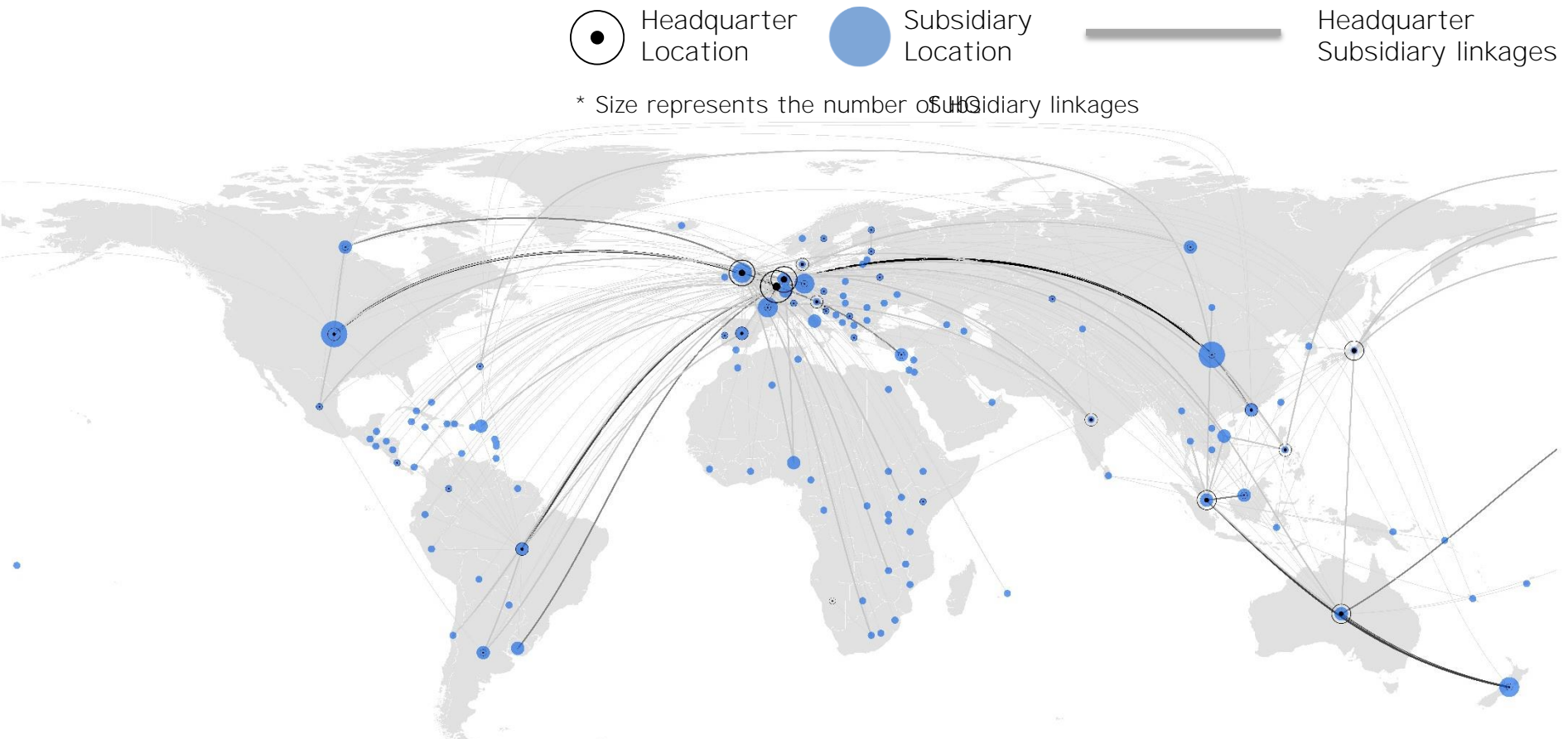
# Structural Position of EU within the Global Trade System

## Topological Representation of the Network Regional View



The EU brewing sector is the most structurally connected in the global trade system. Over the recent decades, the trading ties of EU brewers have extended to 123 countries in the world and the EU brewers are among the top third in trade (import from EU) partner countries, no less than 97 countries outside of EU.

# Global Beer Investment Network (As of 2014)



The EU is some the global command centers. Only a few global cities are in the powerful position sending out global investment ties. The EU brewer is the global frontrunners in terms of investments in emerging markets such as China and various African nations. The shows the global headquarters and subsidiary linkages (greenfield investment and

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## Trade and Investment as a Force for Sustainable Development



The EU brewing companies are not only important for the EU economy, but also contribute to the development of emerging economies, including developing countries. By setting up production locally in emerging markets, investments by the brewing sector contribute to the prosperity of the third countries by generating a high level of local employment, enforcing solid standards in terms of sustainable development and human rights for both itself and suppliers.

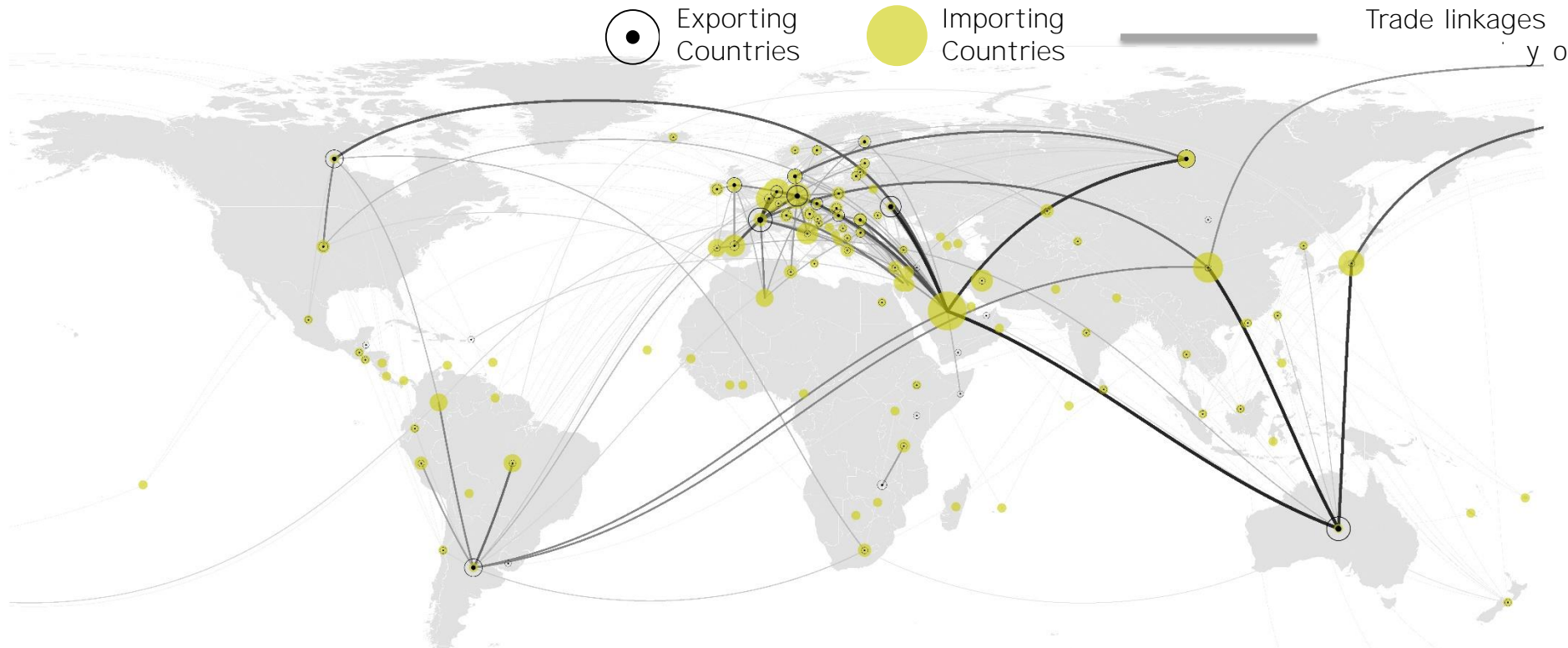
With the still huge and growing demand in third countries both for investments and exports, there are untapped potential for sustained growth of the European brewing sector. However, further growth both within and outside of the EU will very much rely on continued trade liberalisation measures, strengthening economic relations as well as supportive legislative and governance frameworks that enable the sustainable development of the whole supply chain covering issues from employment, taxation, sustainable production and consumption, to environmental policy, food safety and food security. The focus on sustainable development is at the centre for future growth strategies.



# Supply Chain Security

## Local Sourcing and Vertical Integration

World Trade Flows in Barley (2012)

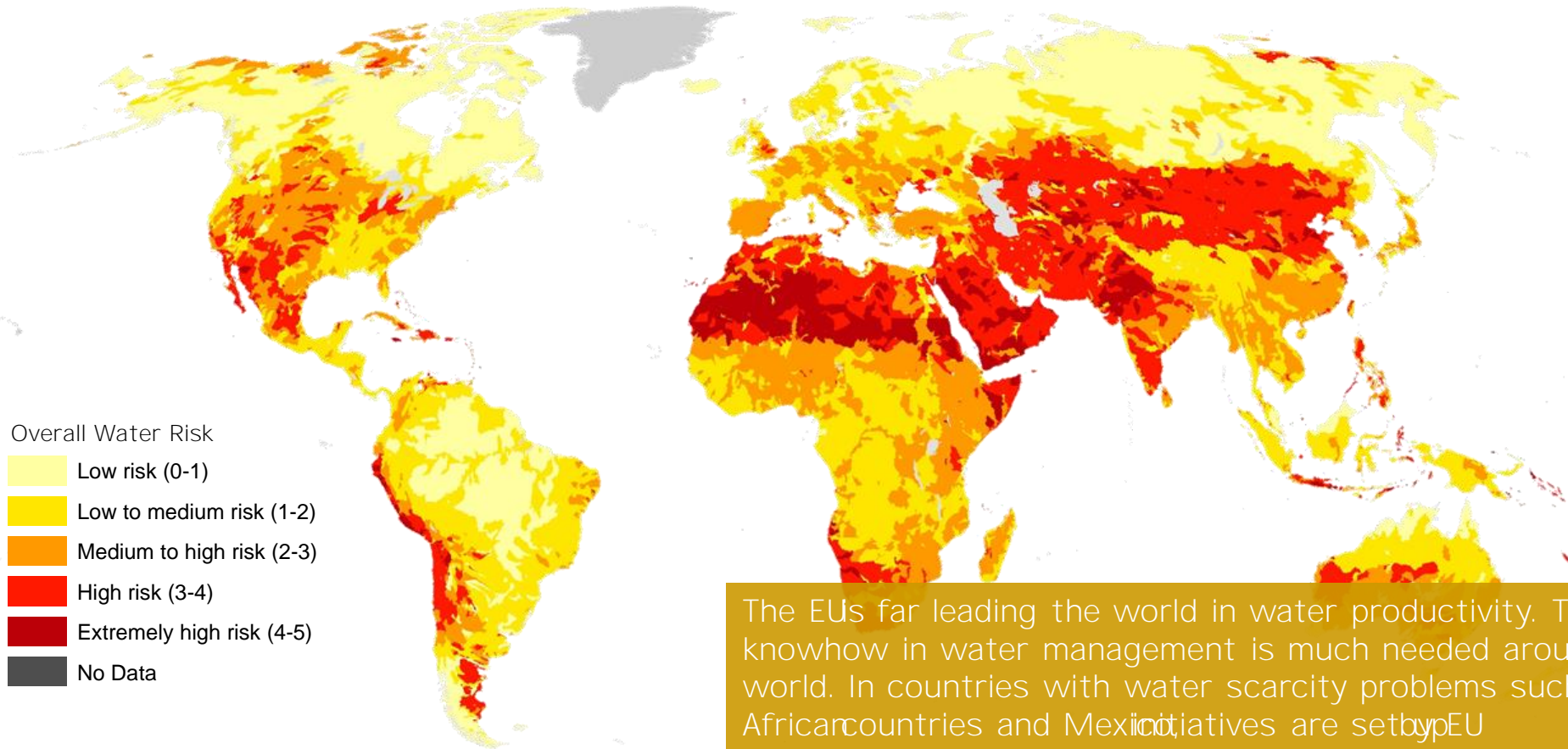


High quality barley suitable for beer malting is only grown in a few places on earth. To ensure supply for the global brewing operations, both trade policy to facilitate agricultural trade and the emphasis on local sourcing are important. The emphasis on local sourcing has translated into important shifts in backward integration in the brewery sector: contract farming schemes are being set up by the major brewers in countries like Ethiopia, India and Vietnam and significantly benefit local rural development.

# Supply Chain Security

## Water Management

### Global Overall Water Risk

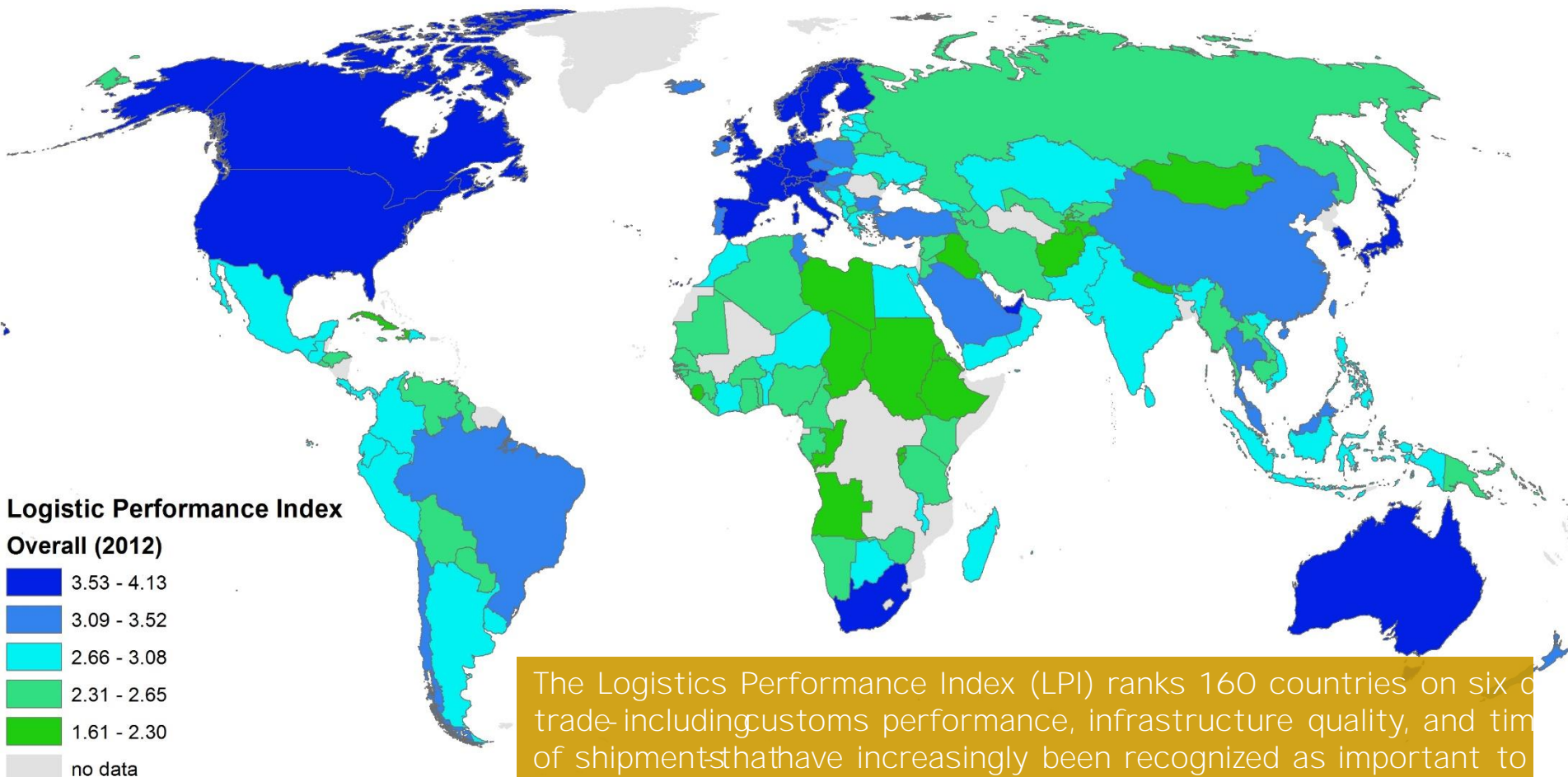


Source: WRI (World Resources Institute) Aqueduct 2014. Overall water risk identifies areas with higher exposure to water-related risks and is an aggregated measure of all selected indicators from the Physical Quantity, Quality and Regulatory & Reputational Risk categories.

The EU is far leading the world in water productivity. The knowhow in water management is much needed around the world. In countries with water scarcity problems such as African countries and Mexico, initiatives are set up by EU brewers involving NGOs, local communities, governments and businesses to improve water management practices. These public private partnerships are examples of how private companies can contribute to the wider development of the emerging and developing nations.

# Supply Chain Security

## Logistics and Trade Services



The Logistics Performance Index (LPI) ranks 160 countries on six criteria: trade logistics performance, infrastructure quality, and time of shipments. These factors have increasingly been recognized as important to development.

A lack of investment in urban infrastructure and logistics services poses a bottleneck to the development of additional market opportunities for EU exporters.

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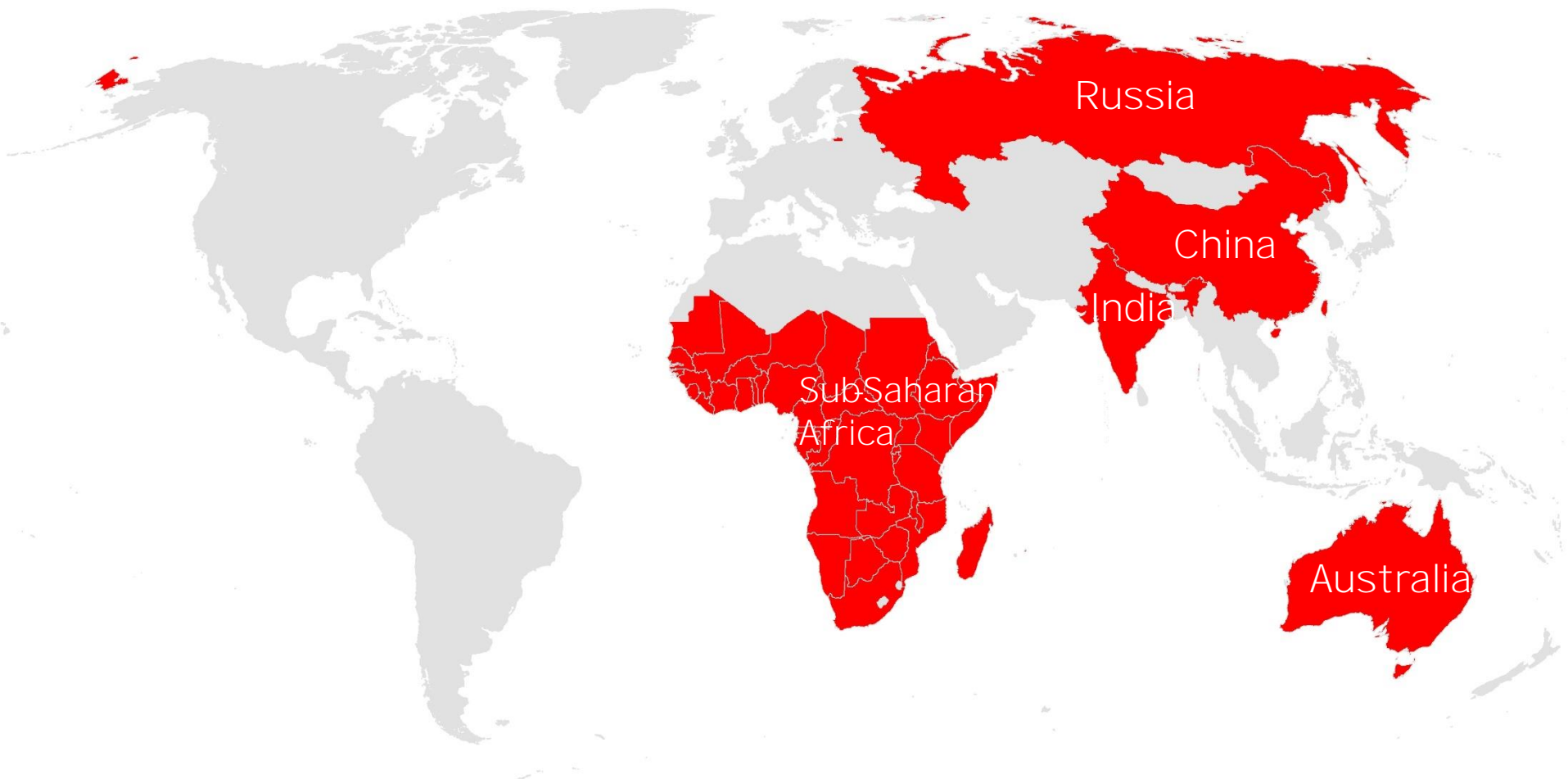
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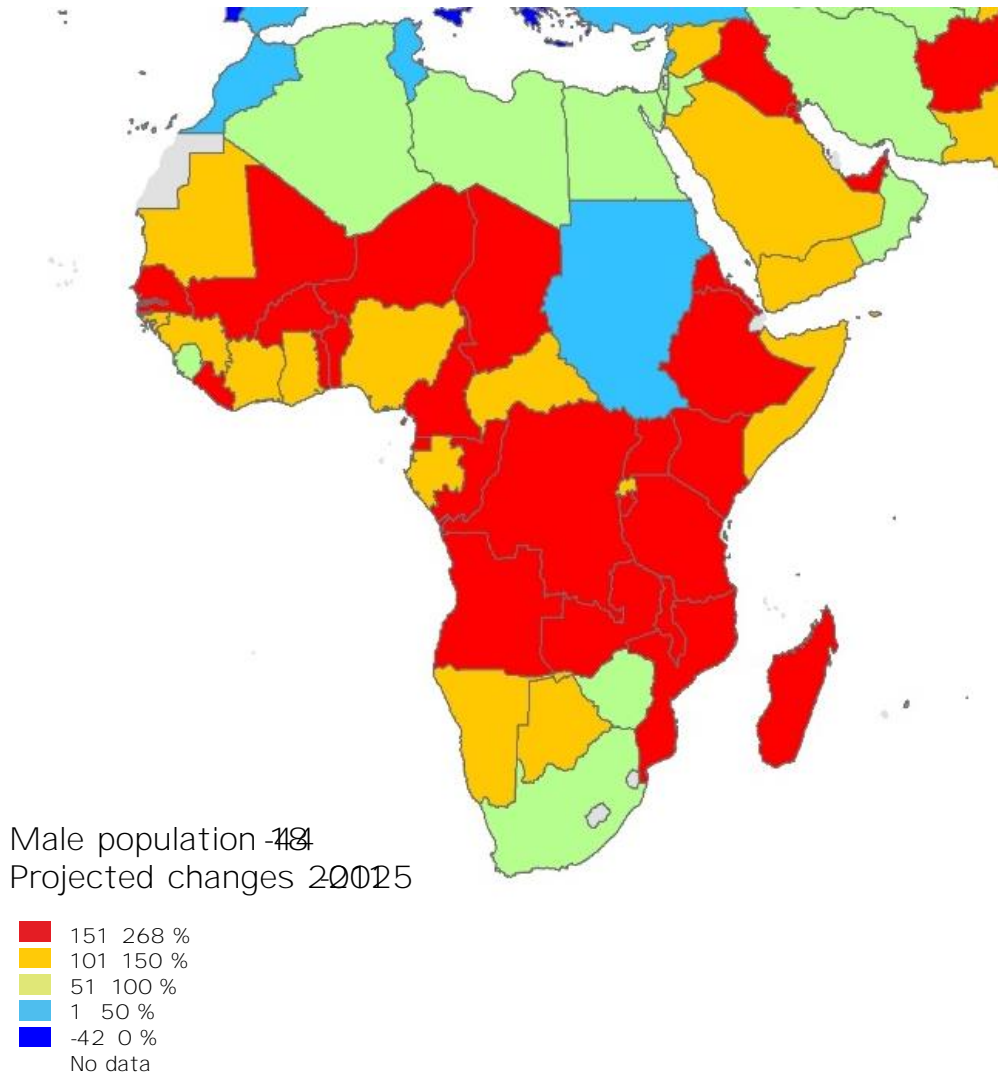
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## Focal Countries/Regions





# Sub-Saharan Africa



The combination of future economic development, demographic changes, increasing urbanisation and consumption patterns point to Sub-Saharan Africa to be crucial to future growth for the global brewing industry, especially in terms of investment targeting the mid to long

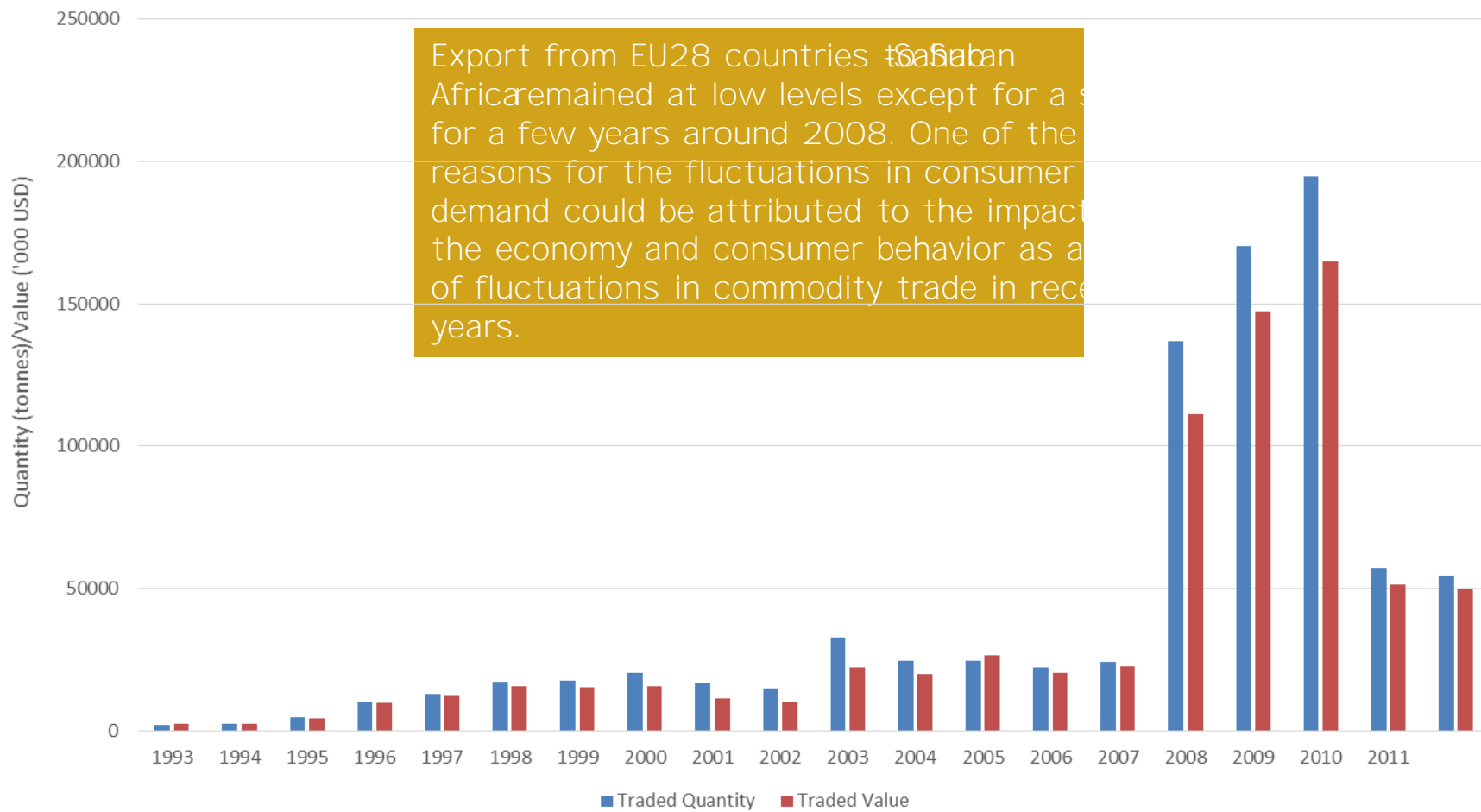
The African market is not homogenous. Local brands are a significant cultural. Further, the dependence of the economy on natural resources export means economic vulnerability. Other structural vulnerabilities include business and investment climate, logistics and supply chain management, as well as legislative and governance frameworks.

European brewers are leading investors in many African markets and make important contributions to the development of the countries.



# Sub-Saharan Africa

## EU Beer Exports to Sub-Saharan Africa (1993 to 2012)



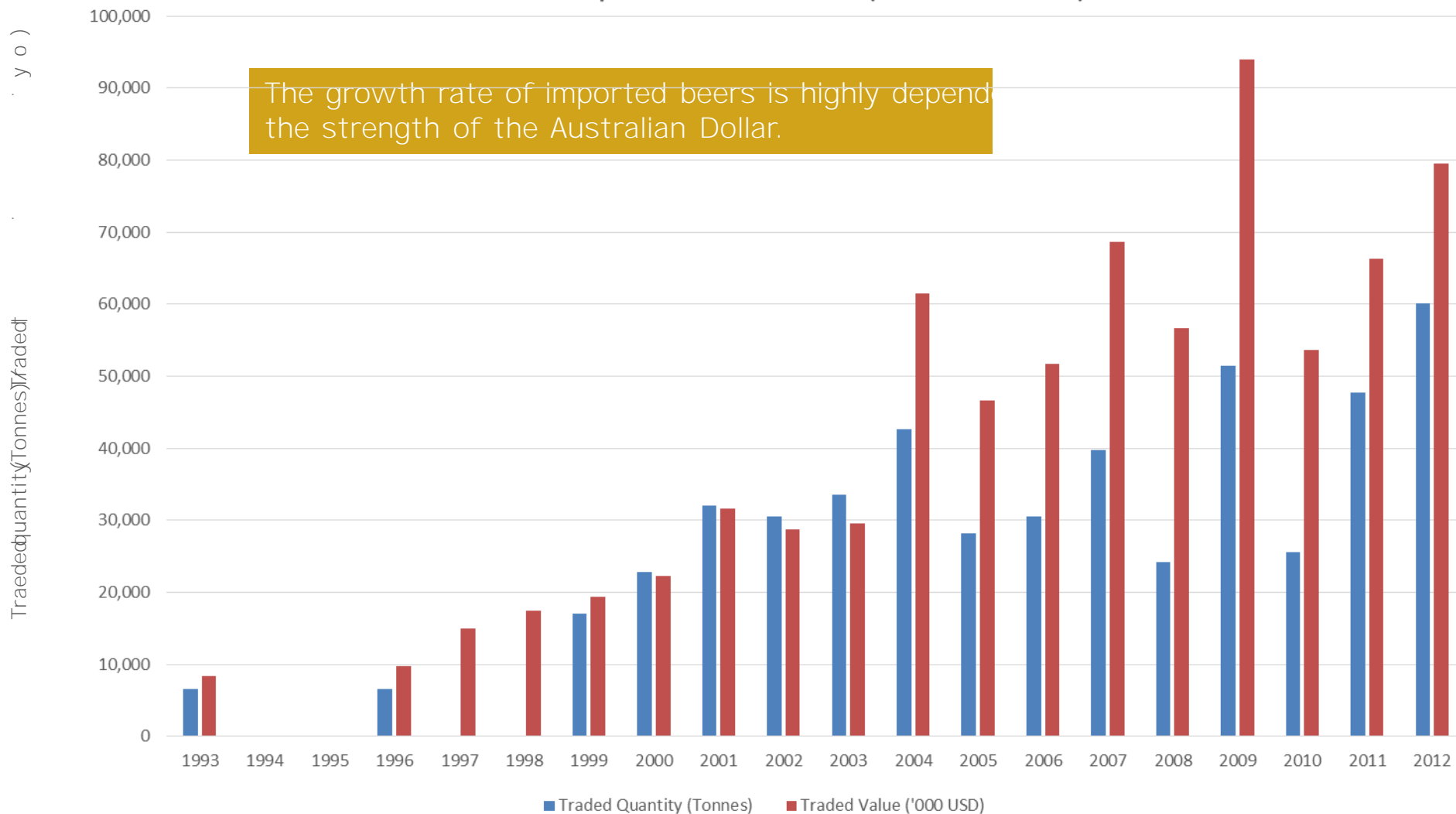
\* For side by side comparison of traded quantity and traded value, metric tonnes and 1000 USD are used respectively. 1 metric ton = 10 hectoliters

## Sub-Saharan Africa - Annual Beer Import (1993 to 2012)

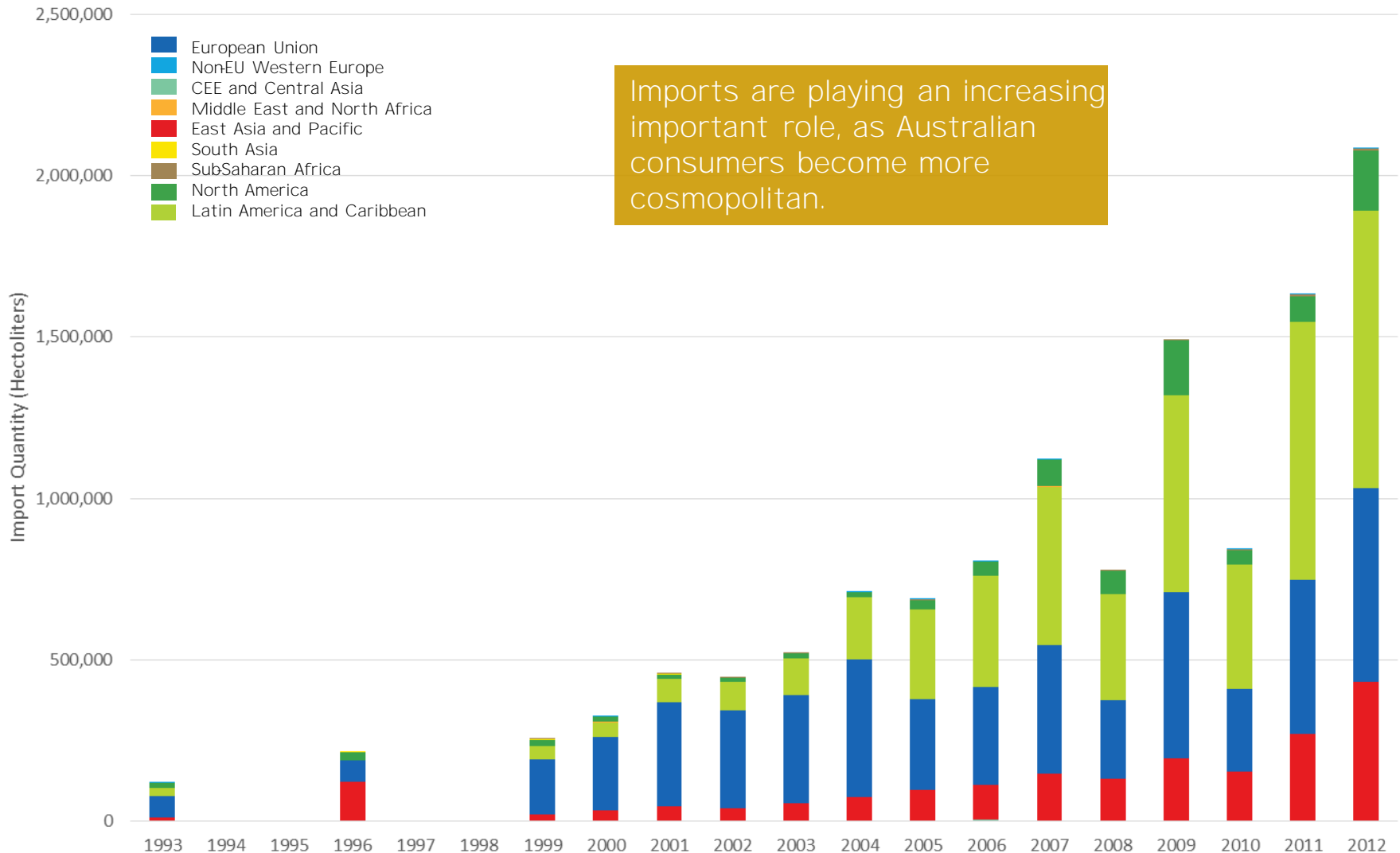


# Australia

## EU Beer Exports to Australia (1993 to 2012)

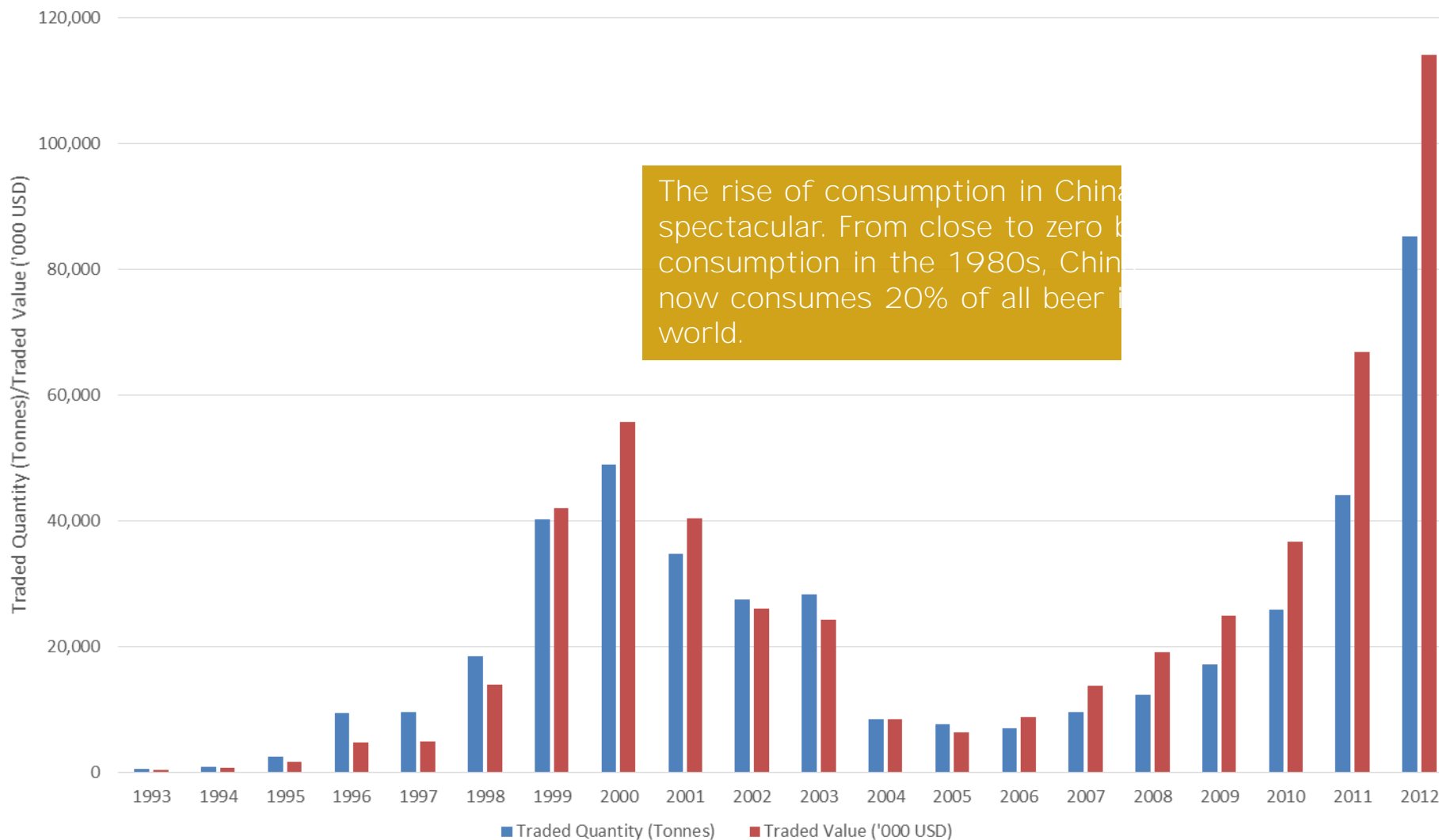


\* For side by side comparison of traded quantity and traded value, metric tonnes and 1000 USD are used respectively. 1 metric ton = 10 hectoliters



# China

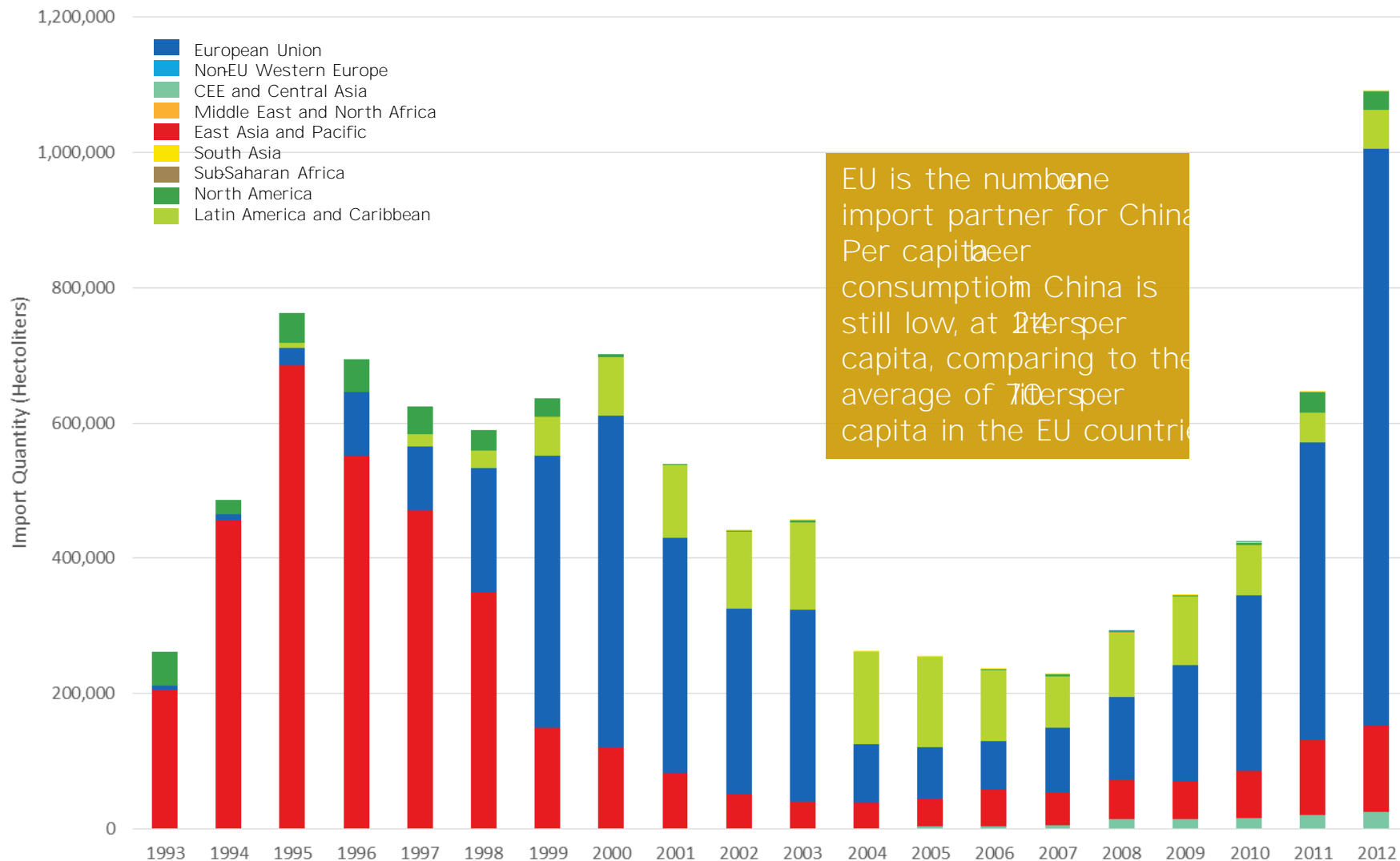
## EU Beer Exports to China (1993 to 2012)



\* For side by side comparison of traded quantity and traded value, metric tonnes and 1000 USD are used respectively. 1 metric ton = 10 hectoliters

# China

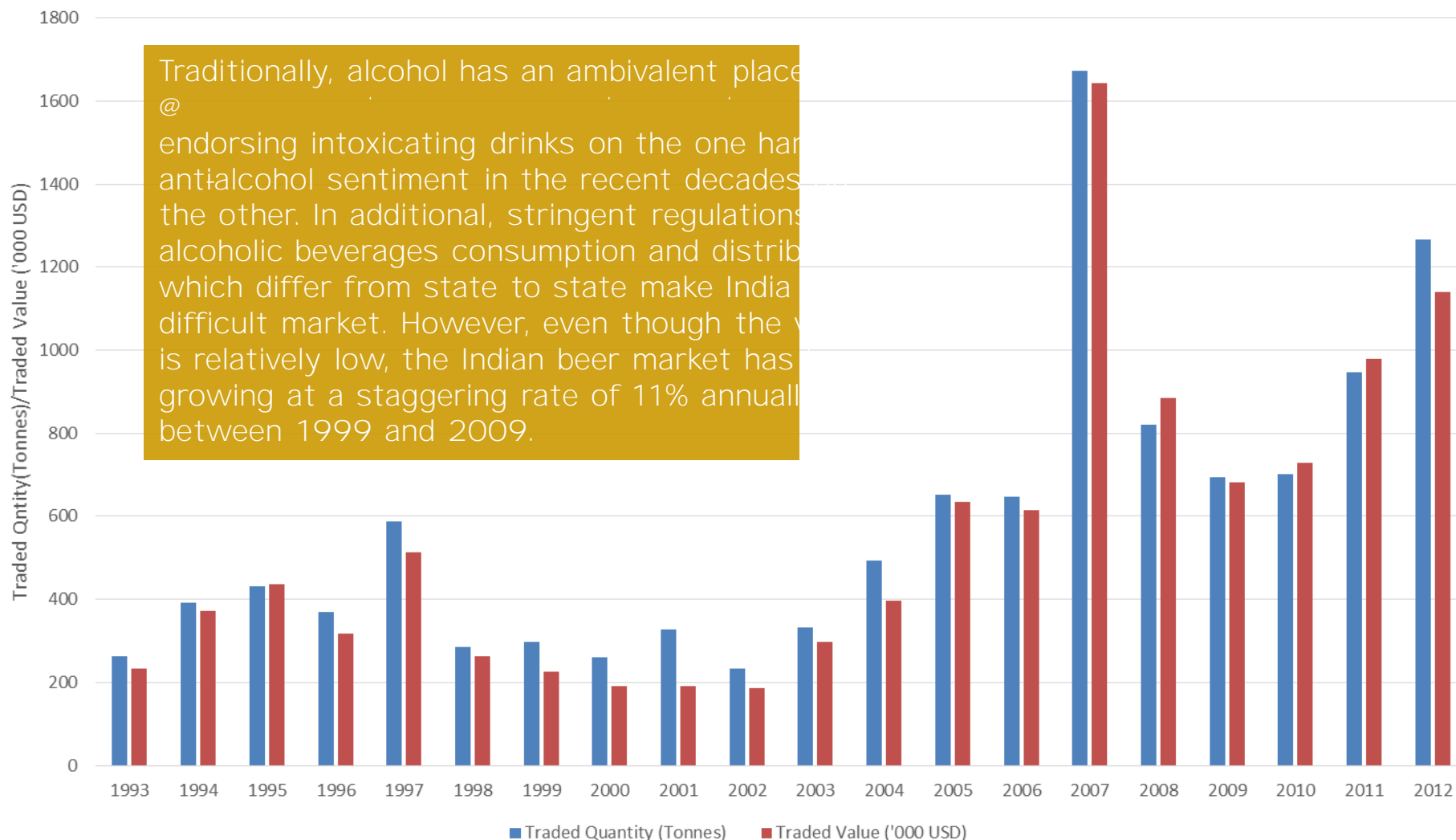
## China - Annual Beer Import (1993 to 2012)





# India

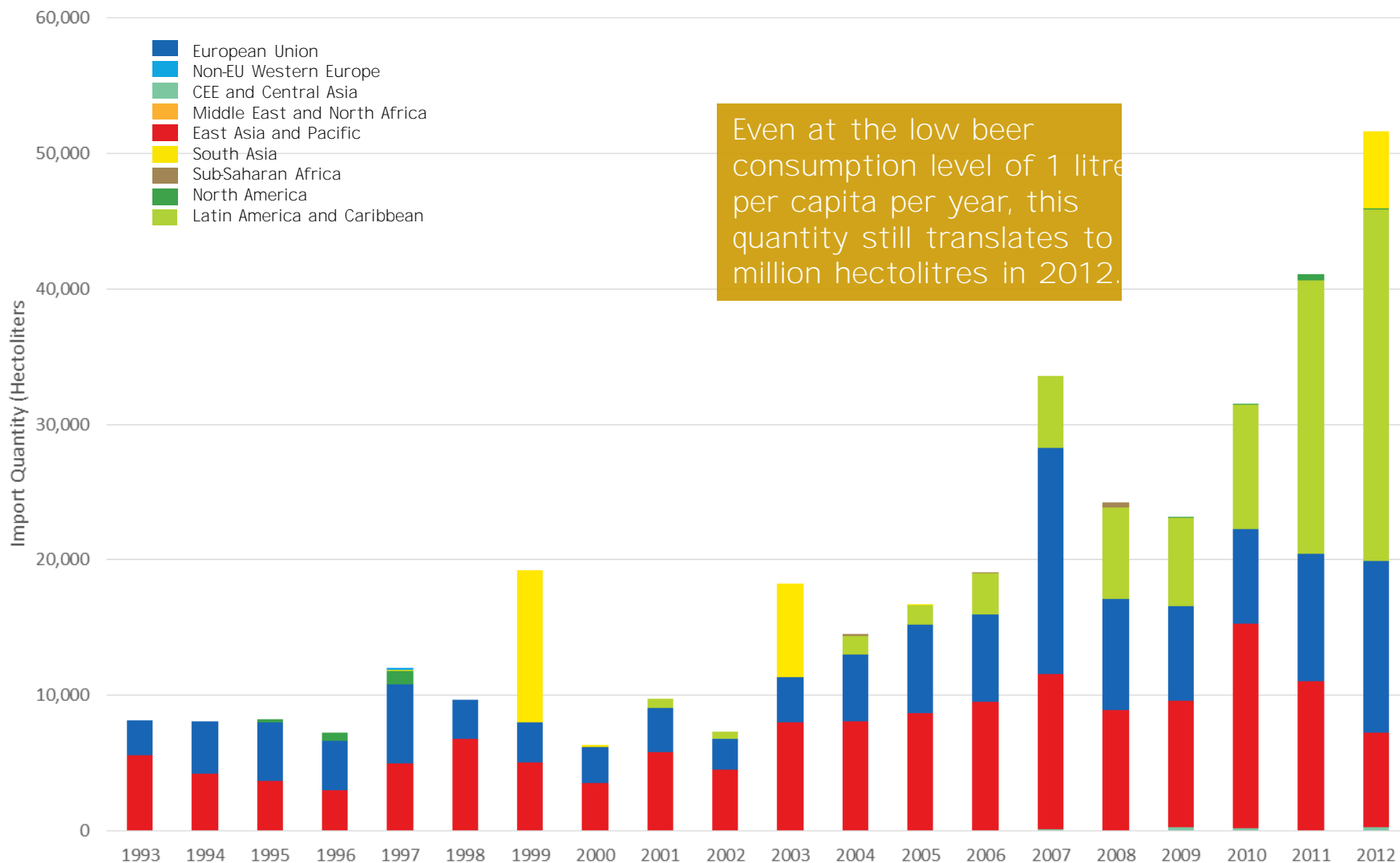
## EU Beer Exports to India (1993 to 2012)



\* For side by side comparison of traded quantity and traded value, metric tonnes and 1000 USD are used respectively. 1 metric ton = 10 hectoliters

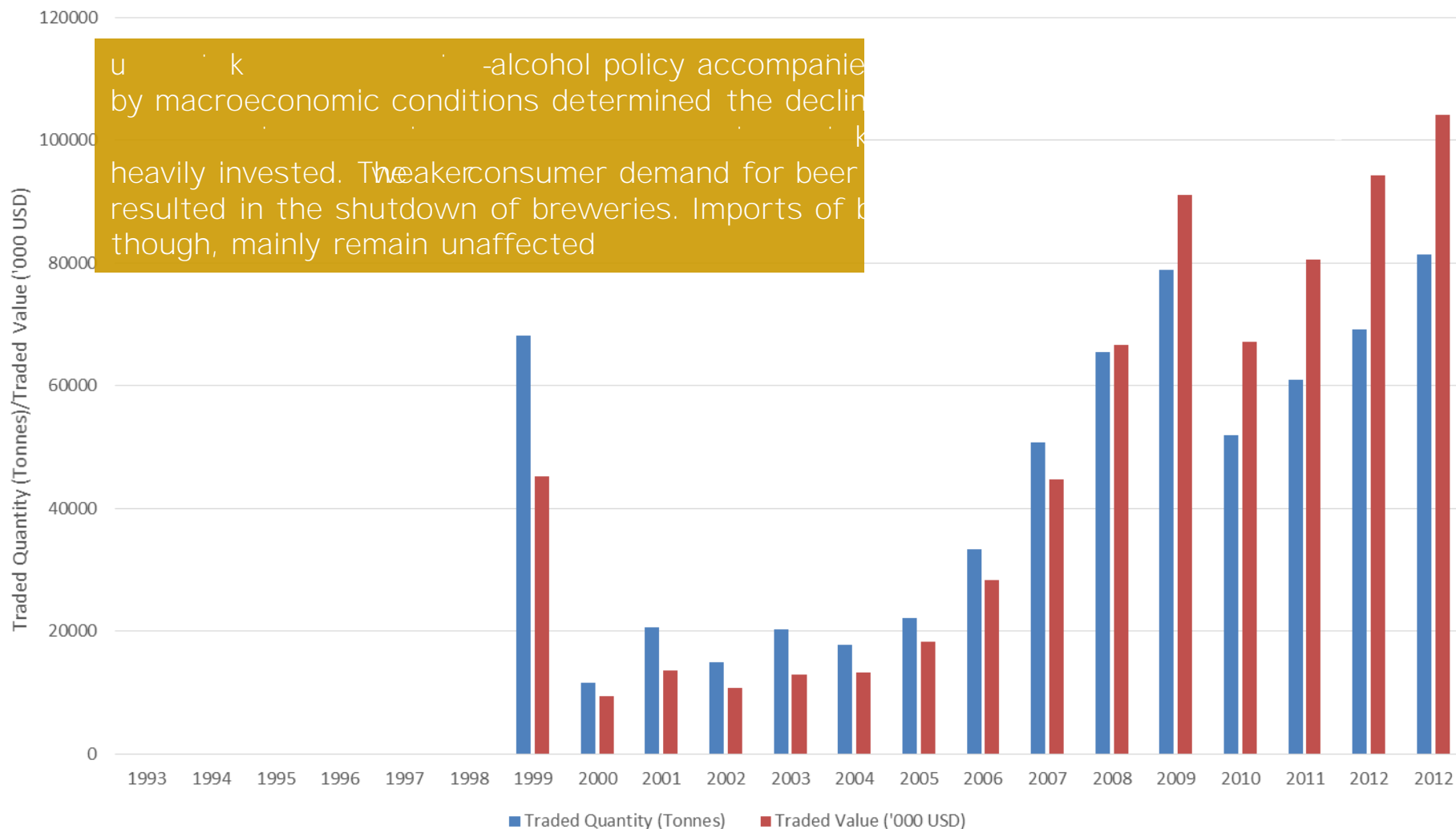
# India

## India - Annual Beer Import (1993 to 2012)



# Russia

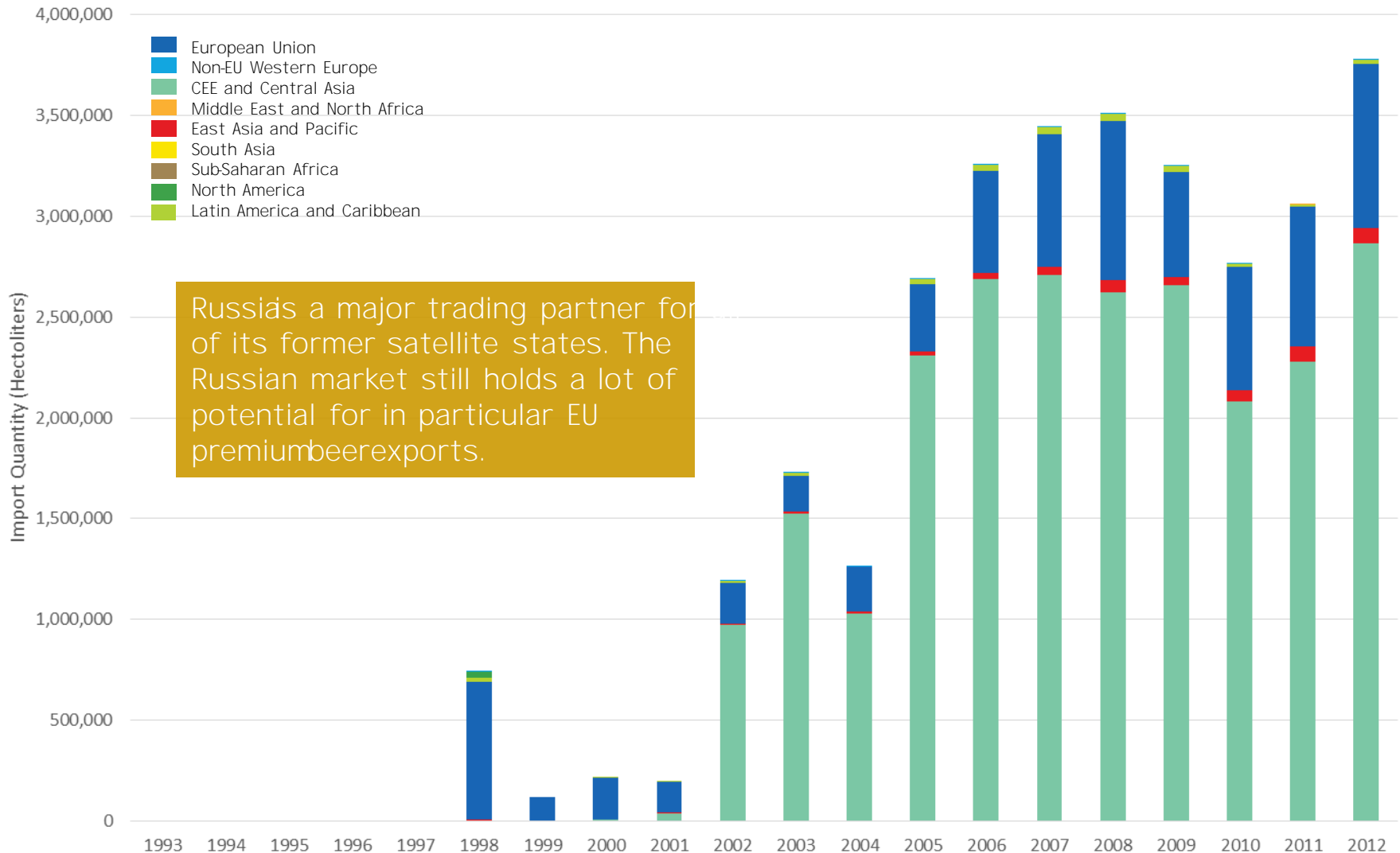
## EU Beer Exports to Russia (1993 to 2012)



\* For side by side comparison of traded quantity and traded value, metric tonnes and 1000 USD are used respectively. 1 metric ton = 10 hectoliters

# Russia

## Russia – Annual Beer Import (1993 to 2012)



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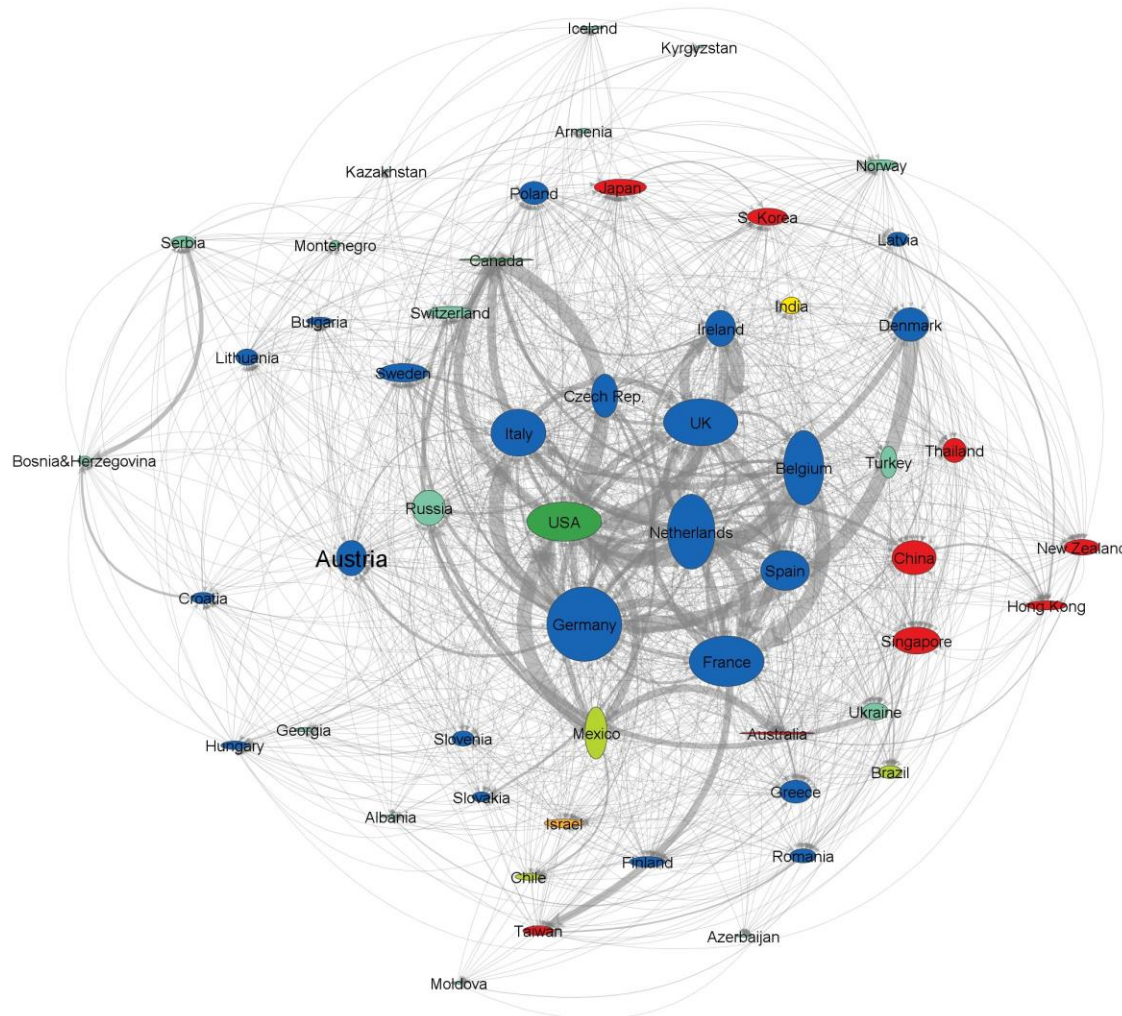
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# Austria Global Network Position



Between 1993 to 2012, Austria has traded beer with 69 countries in the world

## No 1 beer sales destination:

- outside EU: Switzerland
- within EU: Italy

## No 1 beer import origin from:

- outside EU: Mexico
- within EU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outside EU: 14 (1,681,475 hl)
- within EU: 11 (8,804,890 hl)

## Ranking in EU total imports from:

- outside EU: 17 (329,905 hl)
- within EU: 10 (9,403,140 hl)

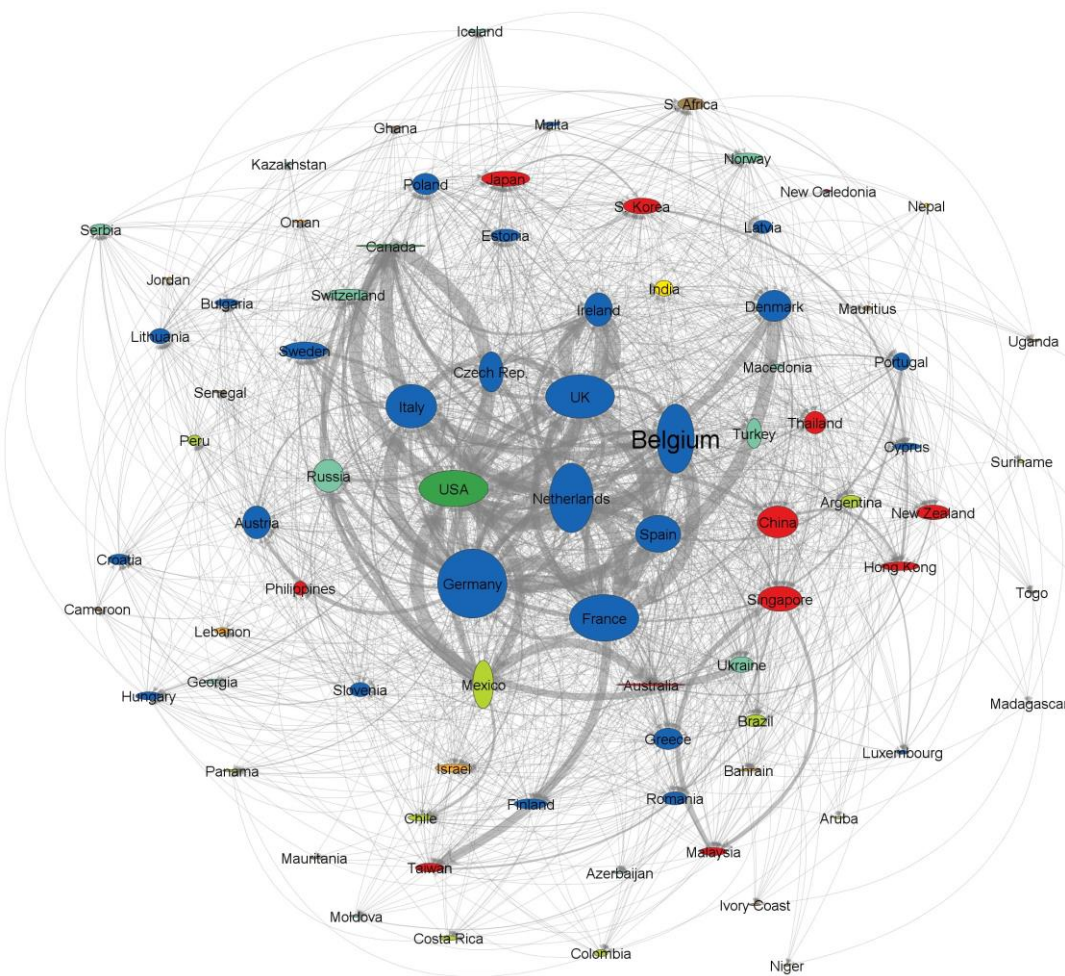
1 The diagram shows the structural position of Austria in the global trade system of beer and the connection between and among Austria and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.



# Austria Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Singapore Australia Hong Kong	Taiwan Japan China Hong Kong Thailand	Japan Australia Hong Kong Mongolia Singapore	Australia Japan S. Korea New Zealand Mongolia	Australia New Zealand Japan S. Korea China
Europe & Central Asia	Switzerland	Switzerland Moldova	Switzerland Serbia Albania Russia	Switzerland Russia Albania Ukraine Bosnia&Herzegovina	Switzerland Russia Ukraine Albania Serbia
European Union	Hungary Italy Romania Sweden Germany	Italy Romania Hungary Croatia Slovenia	Italy Hungary Germany Czech Rep. Slovenia	Italy Hungary Germany Slovenia Czech Rep.	Italy Germany Slovenia Hungary Slovakia
Latin America & Caribbean	Argentina Mexico Guatemala	Brazil Chile	Colombia	Colombia	Brazil Chile
Middle East & North Africa		Oman	Oman Israel	Israel Oman	Israel
North America	USA Canada	USA Canada	USA Canada	USA Canada	Canada USA
South Asia			Maldives		India
Sub-Saharan Africa		S. Africa	S. Africa	S. Africa	

# Belgium Global Network Position



Between 1993 to 2012, Belgium has traded beer with 123 countries in the world

## No 1 beer sales destination:

- outsideEU: USA
- withinEU: France

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: The Netherlands

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 4 (8,865,565)
- withinEU: 2(117,025,975)

## Ranking in EU total imports from:

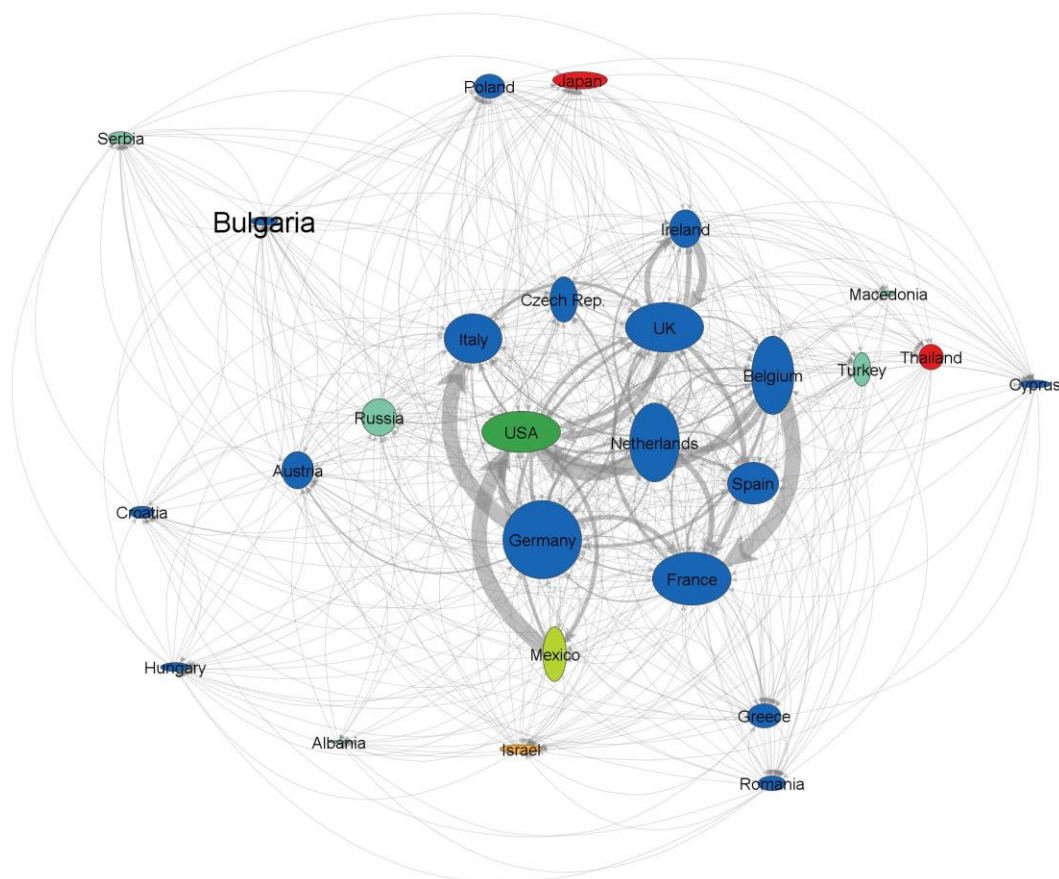
- outsideEU: 3(2,786,910)
- withinEU: 7 (26,713,765)

1 The diagram shows the structural position of Belgium in the global trade system of beer and the connection between and among Belgium and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Belgium Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Australia New Zealand Singapore Taiwan	Japan Taiwan Hong Kong Singapore Australia	Singapore Australia Japan Hong Kong Taiwan	Singapore Japan Australia S. Korea Hong Kong	Japan China Singapore Australia Malaysia
Europe & Central Asia	Switzerland	Switzerland Norway Iceland Turkey Moldova	Switzerland Russia Kazakhstan Iceland Norway	Switzerland Russia Kazakhstan Ukraine Iceland	Russia Ukraine Switzerland Kazakhstan Norway
European Union	France Netherlands Italy Germany UK	France Netherlands Germany Italy UK	France Netherlands UK Germany Italy	France Netherlands Germany UK Italy	France Netherlands Germany Italy UK
Latin America & Caribbean	Brazil Paraguay Chile	Brazil Argentina Chile El Salvador	Argentina Barbados Brazil Costa Rica Chile	Mexico Brazil Argentina Chile Costa Rica	Brazil Mexico Chile Argentina Costa Rica
Middle East & North Africa	Jordan Morocco Oman	Algeria Morocco Oman	Israel Qatar Morocco Lebanon Oman	Israel Algeria Bahrain Lebanon Oman	Israel Bahrain Jordan Oman Lebanon
North America	USA Canada	USA Canada	USA Canada	USA Canada	USA Canada
South Asia		India Sri Lanka	Pakistan	India	India
SubSaharan Africa	Senegal	Rwanda S. Africa Tanzania Kenya Togo	S. Africa Benin Guinea Burundi	S. Africa Gabon Senegal Burundi Ivory Coast	Senegal S. Africa Cameroon Ivory Coast Ghana

# Bulgaria Global Network Position



Between 1993 to 2012 Bulgaria has trade relations with 35 countries in the world.

## No 1 beer sales destination:

- outsideEU: Macedonia
- withinEU: Romania

## No 1 beer import origin from:

- outsideEU: Serbia
- withinEU: Poland

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 231(61,1201)
- withinEU: 26 (83,5351)

## Ranking in EU total imports from:

- outsideEU: 20 (37,7701)
- withinEU: 271(231,7951)

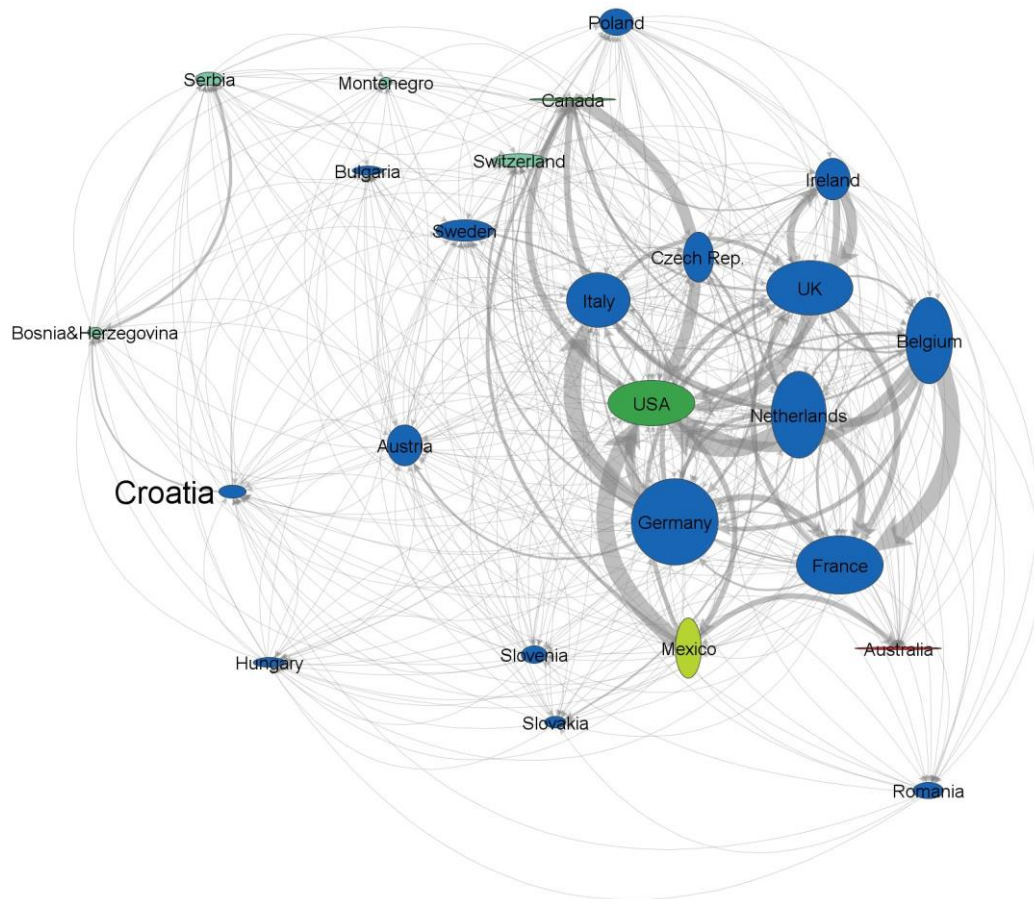
1 The diagram shows the structural position of Bulgaria in the global trade system of beer and the connection between and among Bulgaria and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Bulgaria Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific				Thailand	Thailand Japan
Europe & Central Asia			Albania	Macedonia Turkey Armenia	Macedonia Albania Serbia
European Union			Germany UK Finland Sweden	Germany Malta Greece Spain UK	Romania Greece Cyprus Spain
Latin America & Caribbean					
Middle East & North Africa			Lebanon		Israel
North America			USA	USA	USA
South Asia					
Sub-Saharan Africa					



# Croatia Global Network Position



Between 1993 to 2012, Croatia has trade relations with 25 countries in the world.

## No 1 beer sales destination:

- outsideEU: Bosnia & Herzegovina
- withinEU: Hungary

## No 1 beer import origin from:

- outsideEU: Serbia
- withinEU: Slovenia

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 9 (3,908,845)
- withinEU: 238 (92,540)

## Ranking in EU total imports from:

- outsideEU: 10 (62,420)
- withinEU: 14 (5,485,925)

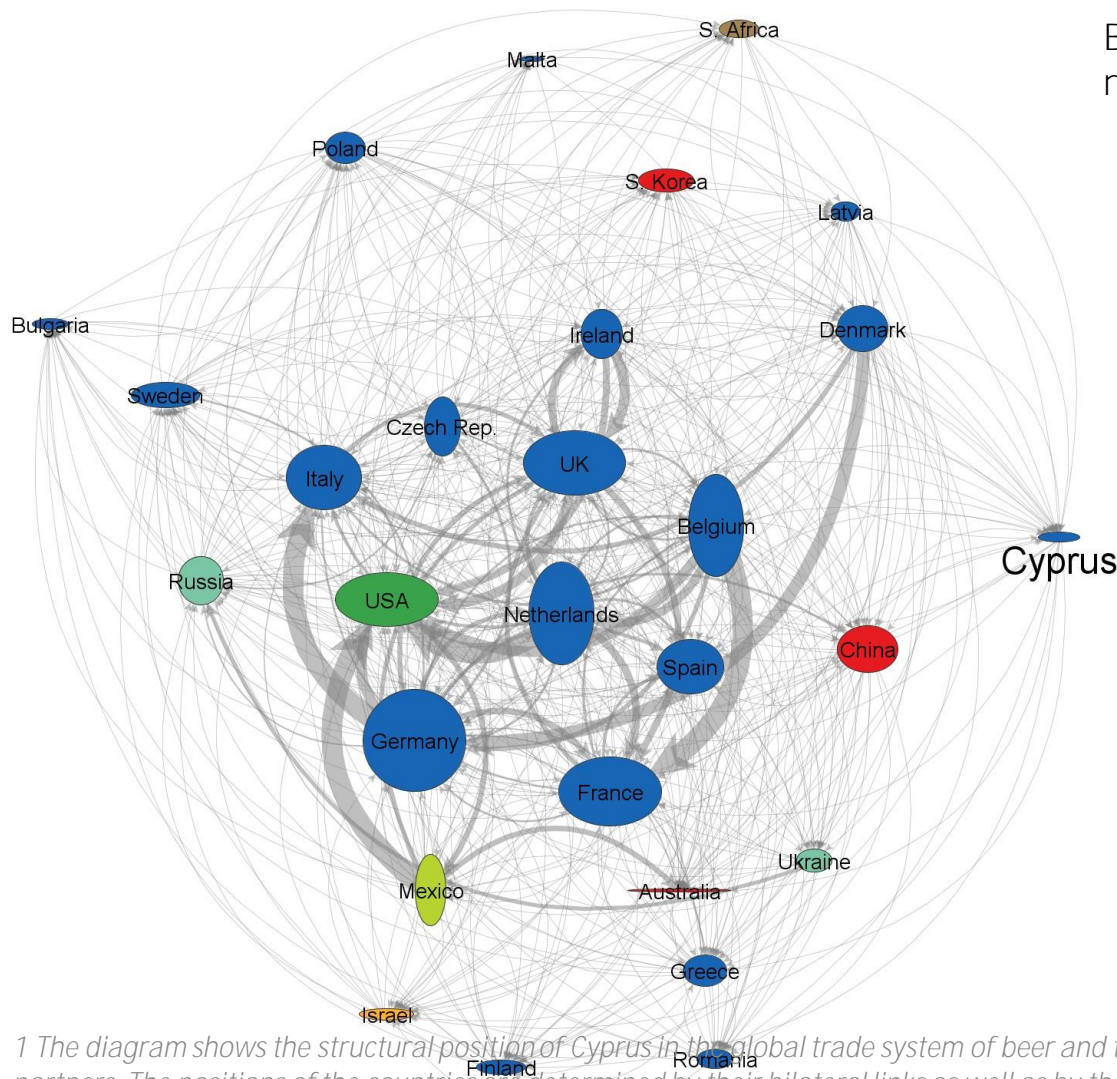
1 The diagram shows the structural position of Croatia in the global trade system of beer and the connection between and among Croatia and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Croatia Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific				Australia	Australia
Europe & Central Asia		Switzerland	Serbia Switzerland	Bosnia&Herzegovina Serbia Switzerland Montenegro Macedonia	Bosnia&Herzegovina Switzerland Serbia Montenegro
European Union	Slovenia Italy France Romania	Italy Hungary Slovenia UK	Slovenia Italy Germany Austria Belgium	Hungary Slovenia Sweden Germany Austria	Hungary Sweden Slovenia Austria Germany
Latin America & Caribbean					
Middle East & North Africa					
North America		Canada USA	USA Canada	Canada	Canada USA
South Asia					
SubSaharan Africa					



# Cyprus Global Network Position



Between 1993 to 2012, Cyprus has trade relations with 30 countries in the world.

## No 1 beer sales destination:

- outsideEU: Lebanon
- withinEU: Greece

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Greece

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 262(9,4101)
- withinEU: 27(273,7001)

## Ranking in EU total imports from:

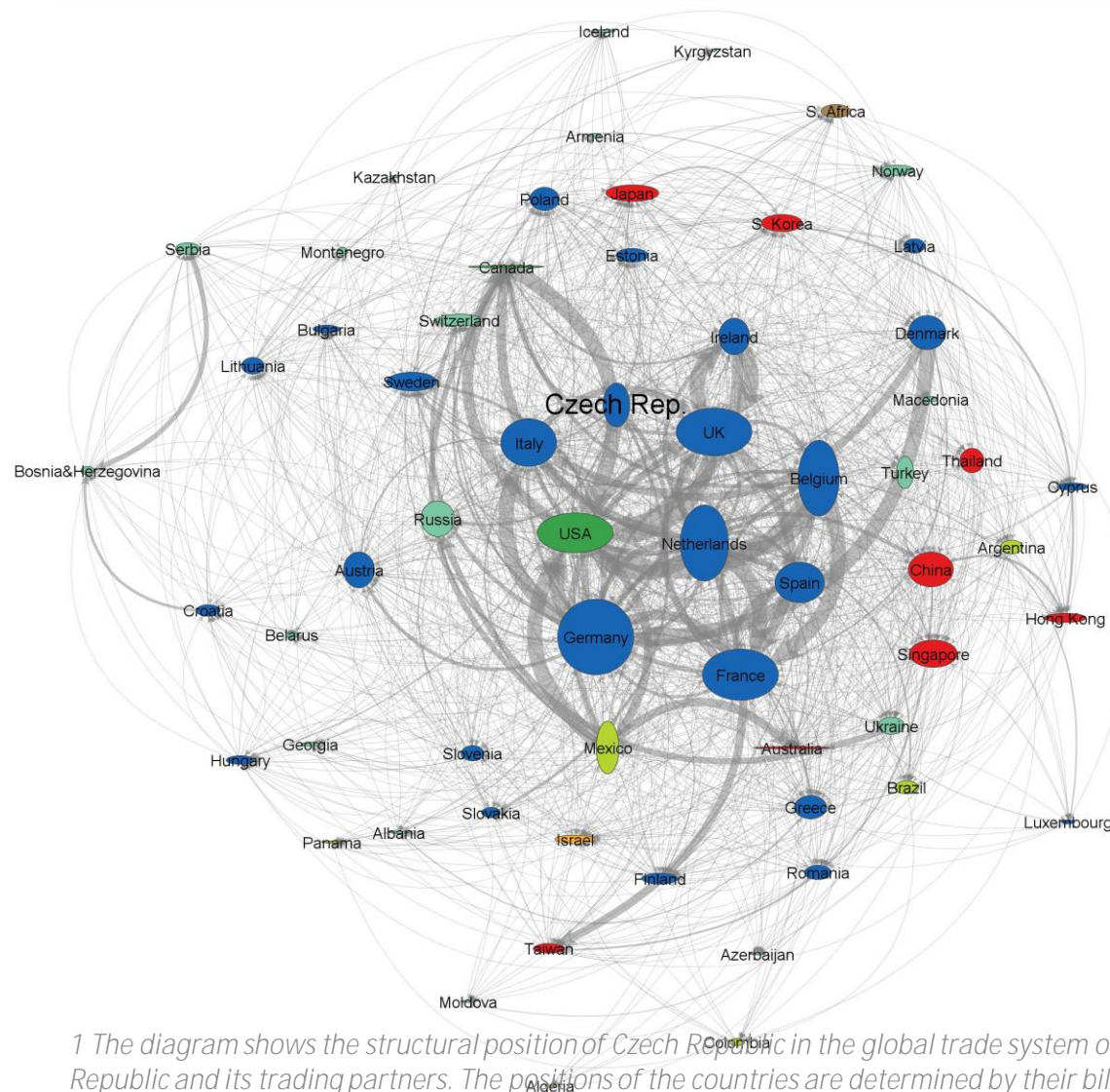
- outsideEU: 182(57,3051)
- withinEU: 261(336,4051)

1 The diagram shows the structural position of Cyprus in the global trade system of beer and the connection between and among Cyprus and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Cyprus Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific		New Zealand Japan Australia	Japan Australia	Japan Australia	Australia S. Korea
Europe & Central Asia		Serbia			
European Union		UK Greece Germany	Greece UK Finland Sweden Belgium	Greece UK Sweden Finland	UK Greece Sweden Finland Bulgaria
Latin America & Caribbean					
Middle East & North Africa			Lebanon Oman Israel Qatar		Israel
North America		Canada USA	USA Canada	USA	USA
South Asia					
SubSaharan Africa					

# Czech Republic Global Network Position



Between 1993 to 2012, Czech Republic has trade relations with 88 countries in the world.

## No 1 beer sales destination:

- outside EU: USA
- within EU: Germany

## No 1 beer import origin from:

- outside EU: Serbia
- within EU: Poland

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outside EU: 6 (4,489,265)
- within EU: 6 (36,913,640)

## Ranking in EU total imports from:

- outside EU: 27 (1,130)
- within EU: 17 (4,780,750)

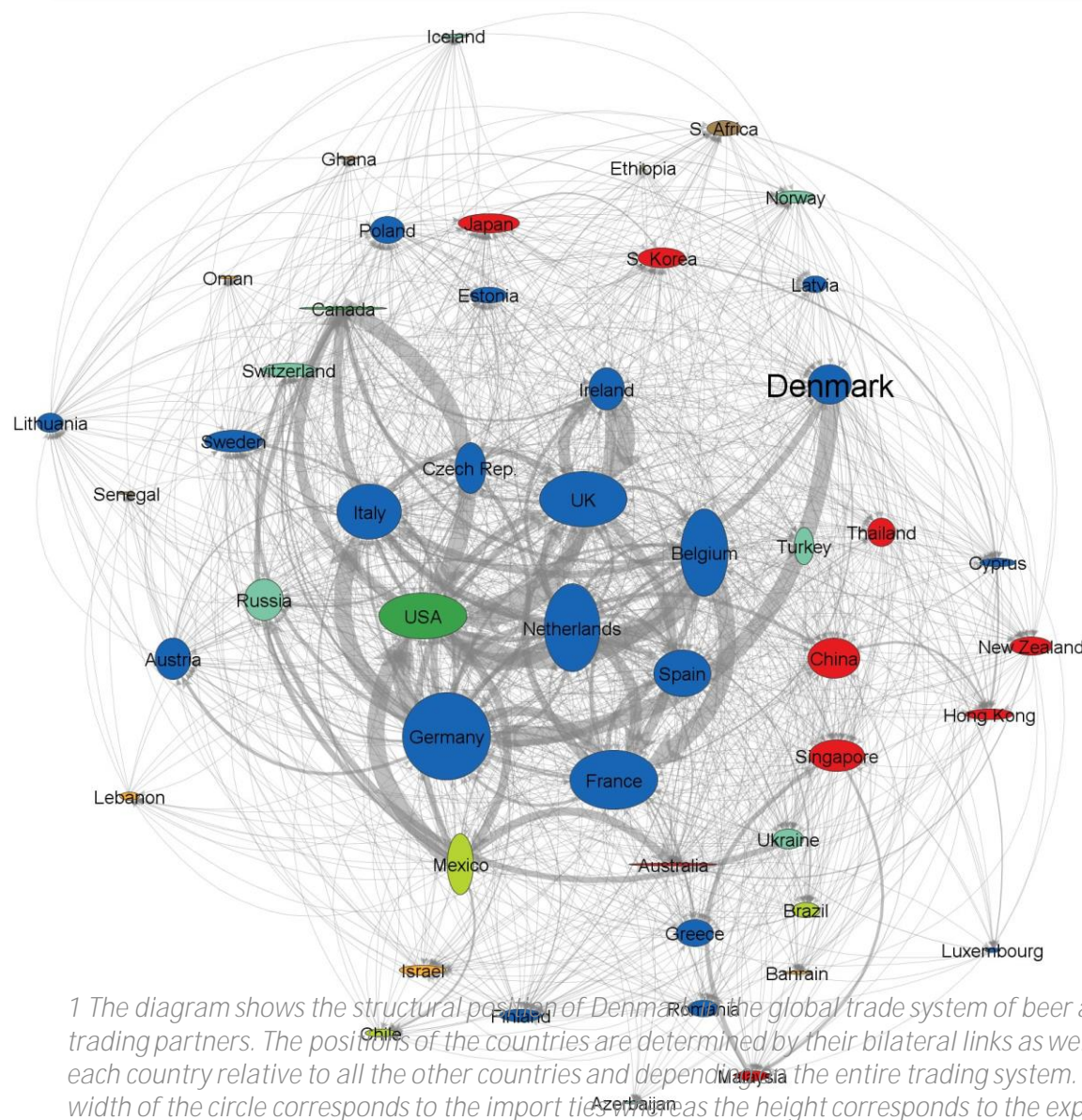
1 The diagram shows the structural position of Czech Republic in the global trade system of beer and the connection between and among Czech Republic and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Czech Republic Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific		Japan Australia New Zealand Singapore	Australia Mongolia S. Korea Japan Hong Kong	Australia New Zealand Mongolia Japan S. Korea	Australia S. Korea China Japan Singapore
Europe & Central Asia		Switzerland Serbia Moldova Norway Iceland	Russia Switzerland Serbia Iceland Norway	Russia Switzerland Ukraine Norway Iceland	Russia Ukraine Switzerland Norway Belarus
European Union		Germany UK Austria Italy Sweden	Germany UK Slovakia Austria Sweden	Germany Slovakia UK Sweden Austria	Germany Slovakia Sweden UK Austria
Latin America & Caribbean		Colombia	Brazil Argentina Mexico Cuba	Colombia Argentina	Brazil Mexico Argentina Panama Colombia
Middle East & North Africa		Morocco	Israel	Israel	Israel Algeria
North America		USA Canada	USA Canada	USA Canada	USA Canada
South Asia					
SubSaharan Africa		Seychelles		S. Africa Ethiopia	S. Africa



# Denmark Global Network Position



Between 1993 to 2012, Denmark has trade relations with 85 countries in the world.

## No 1 beer sales destination:

- outside EU: USA
- within EU: Germany

## No 1 beer import origin from:

- outside EU: Mexico
- within EU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outside EU: 13 (1,947,800)
- within EU: 8 (20,209,735)

## Ranking in EU total imports from:

- outside EU: 16 (373,850)
- within EU: 16 (5,020,590)

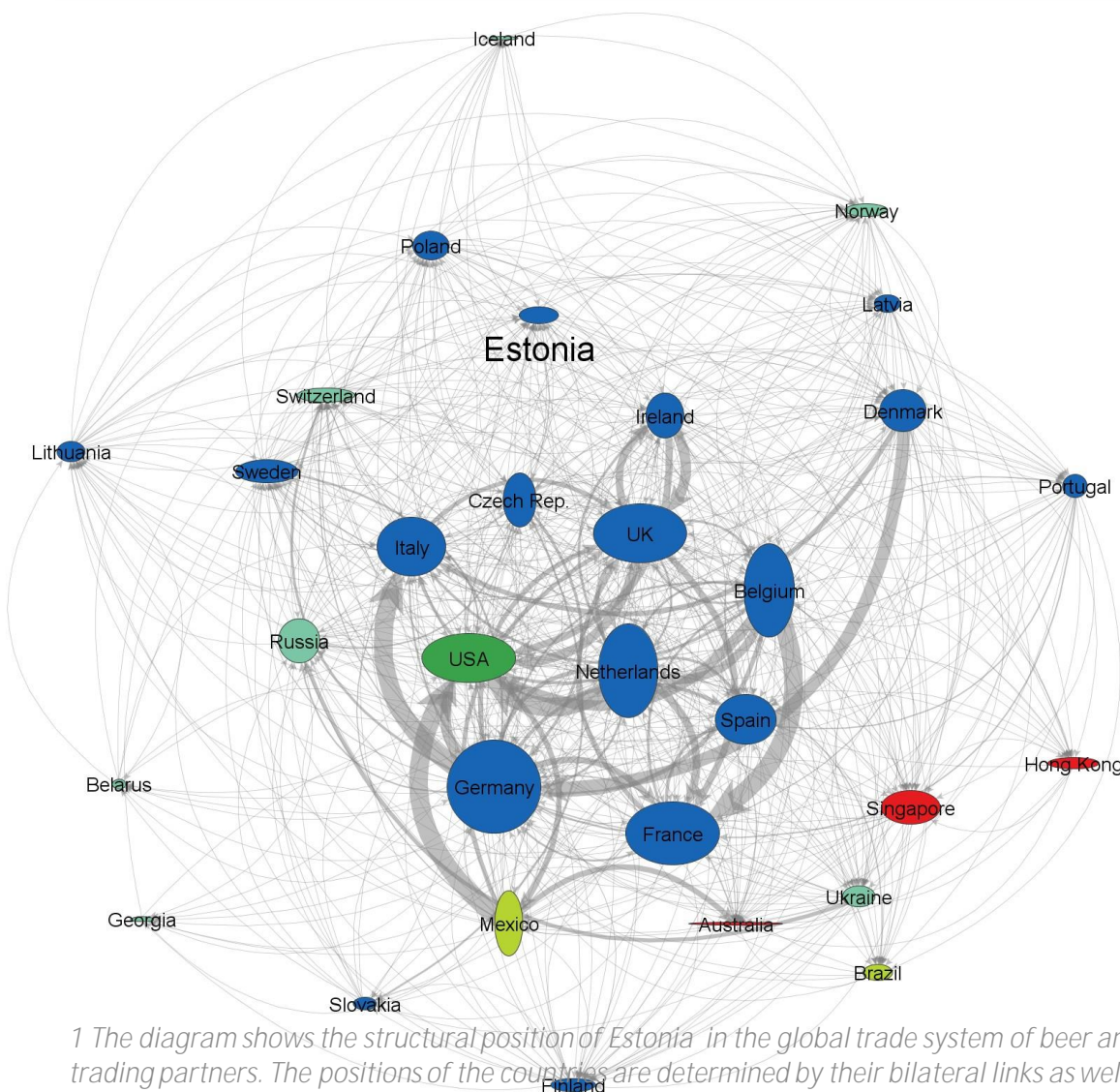
1 The diagram shows the structural position of Denmark in the global trade system of beer and the connection between and among Denmark and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties and the height corresponds to the export ties.

# Denmark Top Beer Export Markets by Region Over the Year

Region	1993	1998	2003	2008	2013
East Asia & Pacific	New Zealand Australia Japan Taiwan Singapore	Hong Kong China Australia Japan Singapore			S. Korea Australia Japan China New Zealand
Europe & Central Asia	Switzerland Iceland Norway	Switzerland Iceland Norway Serbia Albania			Norway Iceland Russia Ukraine Switzerland
European Union	Germany Italy Sweden Belgium France	Germany Italy Belgium Sweden Lithuania			Germany Italy France Sweden Belgium
Latin America & Caribbean	Argentina Peru Paraguay Brazil Venezuela	Brazil Panama Uruguay Ecuador Colombia			Mexico Brazil Chile
Middle East & North Africa	Oman Qatar Morocco Tunisia Algeria	Oman Algeria Morocco Tunisia			Lebanon Bahrain Oman Israel
North America	USA Canada	USA Canada			Canada USA
South Asia	Pakistan Sri Lanka	Pakistan India Sri Lanka			
Sub-Saharan Africa	Ethiopia Senegal	S. Africa Rwanda Tanzania Kenya Zimbabwe			Ghana S. Africa Ethiopia Senegal

# Estonia Global Network Position

Between 1993 to 2012, Estonia has trade relations with 35 countries in the world.



## No 1 beer sales destination:

- outside EU: Ukraine
- within EU: Latvia

## No 1 beer import origin from:

- outside EU: Russia
- within EU: Finland

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outside EU: 258 (5,890)
- within EU: 163 (3,379,025)

## Ranking in EU total imports from:

- outside EU: 144 (33,285)
- within EU: 252 (577,270)

1 The diagram shows the structural position of Estonia in the global trade system of beer and the connection between and among Estonia and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

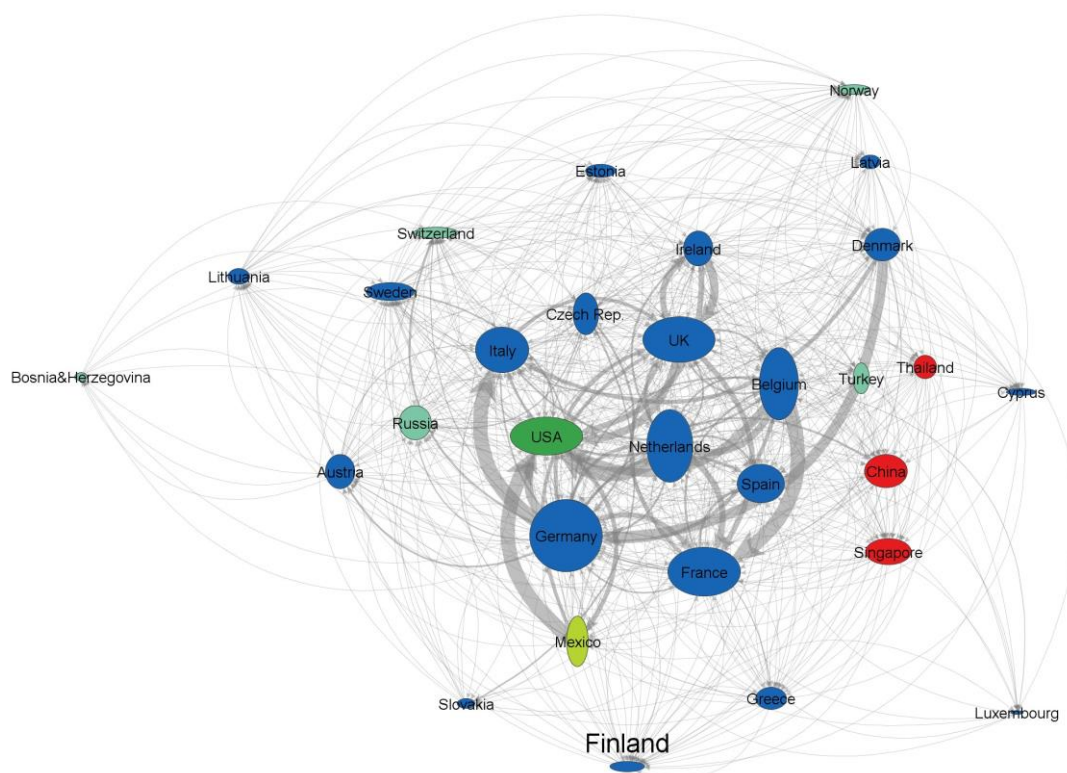


# Estonia Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific			Japan		Singapore Australia
Europe & Central Asia			Russia	Russia Iceland	Norway Russia Iceland Ukraine Switzerland
European Union			Latvia Lithuania Finland Sweden Germany	Latvia Lithuania Finland Denmark UK	Finland Lithuania Latvia Poland Sweden
Latin America & Caribbean					Brazil
Middle East & North Africa					
North America			USA	USA Canada	USA
South Asia					
Sub-Saharan Africa					

# Finland Global Network Position

Between 1993 to 2012, Finland has trade relations with 30 countries in the world.



## No 1 beer sales destination:

- outsideEU: Russia
- withinEU: Sweden

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 17 (35,915t)
- withinEU: 17 (260,370t)

## Ranking in EU total imports from:

- outsideEU: 21 (12,995t)
- withinEU: 18 (4,650,640t)

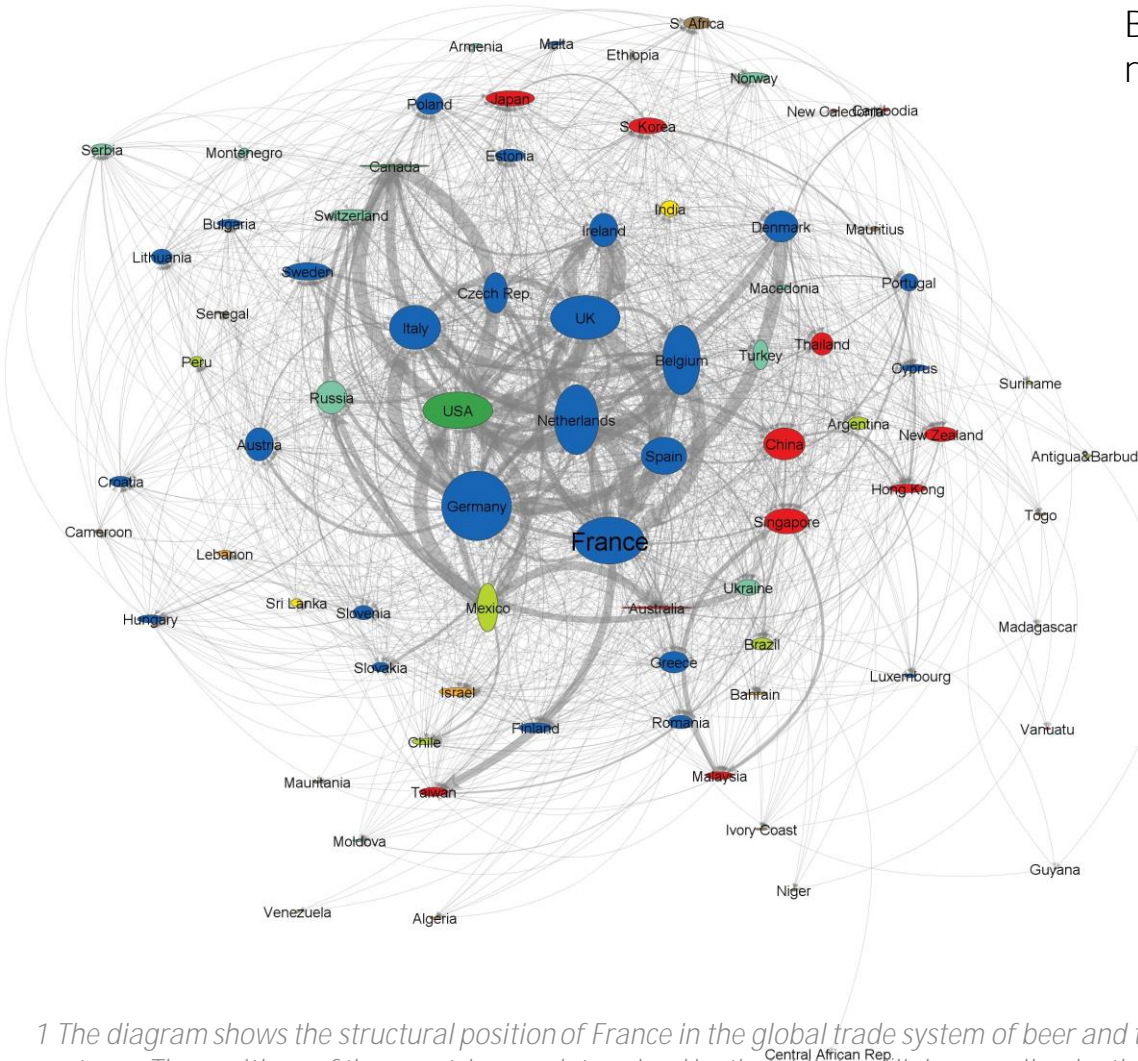
1 The diagram shows the structural position of Finland in the global trade system of beer and the connection between and among Finland and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Finland Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan	Japan			
Europe & Central Asia	Switzerland	Norway Iceland Switzerland	Russia Norway Switzerland Iceland	Russia Norway Switzerland Moldova Iceland	Russia Norway Switzerland
European Union	Sweden UK Germany	Sweden Lithuania France Spain Germany	Sweden Estonia Lithuania UK Germany	Estonia Sweden Denmark UK Germany	Estonia Sweden Denmark Germany UK
Latin America & Caribbean					
Middle East & North Africa					
North America			USA	Canada	USA
South Asia					
SubSaharan Africa					

# France Global Network Position

Between 1993 to 2012, France has trade relations with 109 countries in the world.



## No 1 beer sales destination:

- outsideEU: Switzerland
- withinEU: UK

## No 1 beer import origin from:

- outsideEU: China
- withinEU: Belgium

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 7 (€3,41,735l)
- withinEU: 7 (€4,038,185l)

## Ranking in EU total imports from:

- outsideEU: 5 (€2,119,920l)
- withinEU: 2 (€108,394,610l)

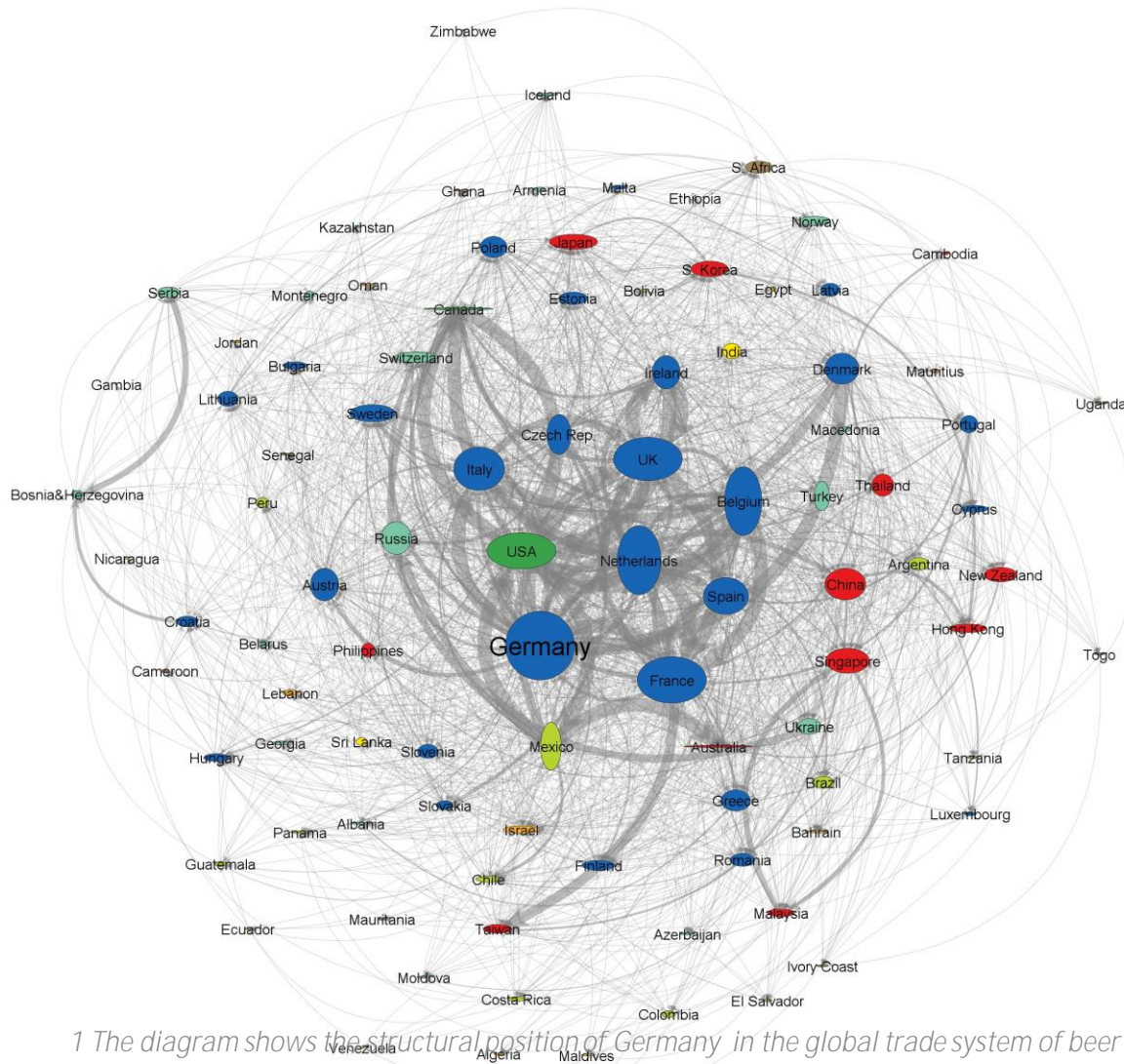
1 The diagram shows the structural position of France in the global trade system of beer and the connection between and among France and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# France Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Australia Singapore Hong Kong	Japan Taiwan Hong Kong Australia China	China Hong Kong New Caledonia Australia	New Caledonia Australia Japan New Zealand China	China New Caledonia Singapore Hong Kong Australia
Europe & Central Asia	Switzerland Norway	Switzerland Norway Iceland	Switzerland Russia Iceland Serbia Armenia	Switzerland Albania Russia Ukraine Iceland	Switzerland Norway Ukraine Russia Macedonia
European Union	Italy UK Spain Belgium Sweden	UK Italy Belgium Spain Netherlands	UK Belgium Germany Italy Netherlands	UK Germany Italy Belgium Ireland	UK Spain Belgium Germany Italy
Latin America & Caribbean	Argentina Paraguay Brazil	Brazil	Argentina Venezuela	Brazil Colombia	Argentina Chile Brazil Venezuela Mexico
Middle East & North Africa	Jordan Morocco Tunisia	Algeria Morocco Tunisia	Algeria Morocco Lebanon Israel Tunisia	Algeria Morocco Israel	Algeria Bahrain Israel Lebanon
North America	USA Canada	USA Canada	USA Canada	Canada USA	Canada USA
South Asia			Sri Lanka		India
SubSaharan Africa	Mauritius	Central African Rep S. Africa Guinea Benin Cameroon	Gabon Ivory Coast Cameroon Burkina Faso Benin	Ivory Coast Niger Gabon Senegal Mauritius	Senegal Ivory Coast Cameroon Mauritania Togo



# Germany Global Network Position



Between 1993 to 2012, Germany has trade relations with 132 countries in the world.

## No 1 beer sales destination:

- outsideEU: USA
- withinEU: Italy

## No 1 beer import origin from:

- outsideEU: Russia
- withinEU: Belgium

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 2 (48,355,890)
- withinEU: 1 (66,486,905)

## Ranking in EU total imports from:

- outsideEU: 6 (1,963,875)
- withinEU: 4 (5,459,775)

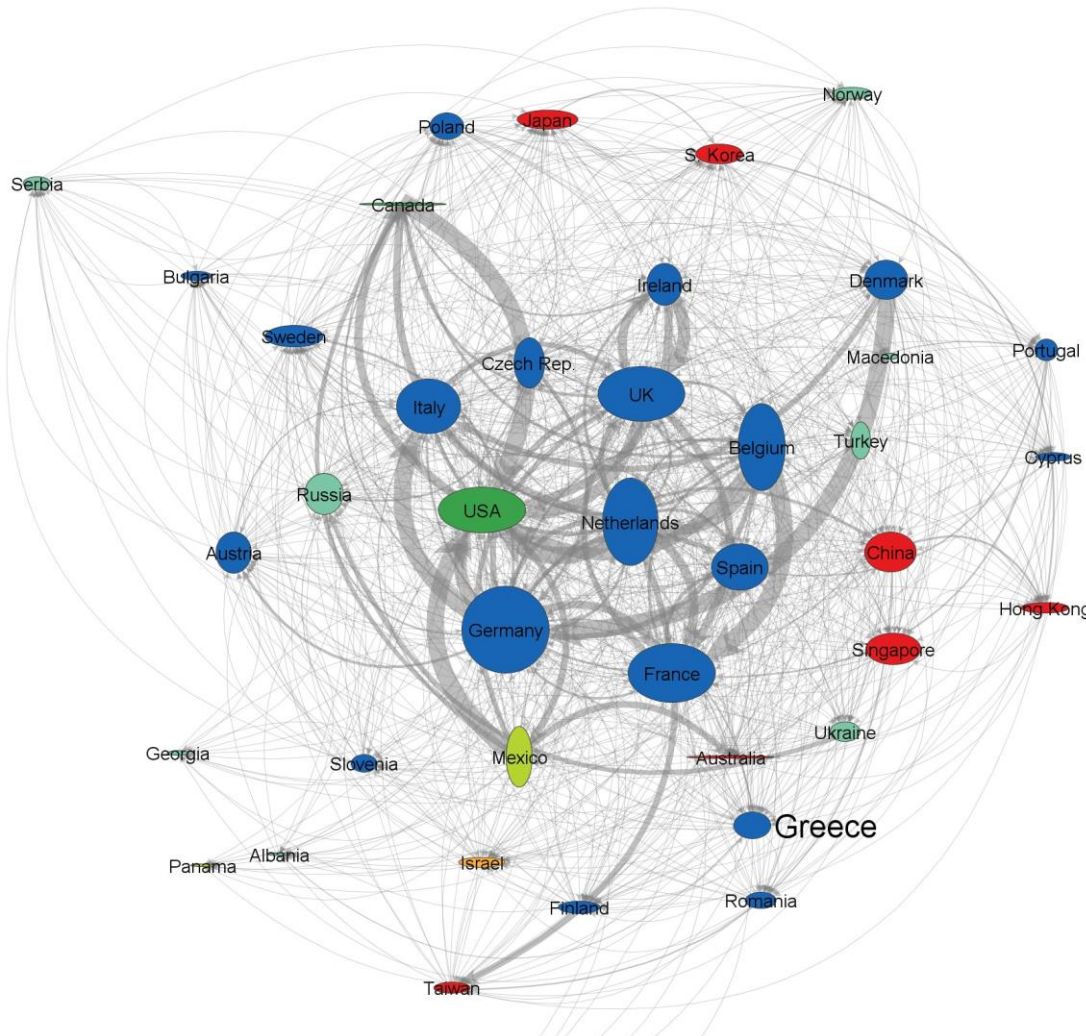
1 The diagram shows the structural position of Germany in the global trade system of beer and the connection between and among Germany and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Germany Top Beer Export Markets by Region Over the Year

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Singapore Taiwan Hong Kong Australia	Taiwan Japan Hong Kong Singapore Australia	China Australia Japan Taiwan S. Korea	Australia China Japan Singapore New Zealand	China Australia Singapore S. Korea Japan
Europe & Central Asia	Switzerland Iceland Norway UK Italy	Switzerland Iceland Serbia Moldova Norway	Switzerland Russia Norway Iceland Serbia	Switzerland Russia Norway Ukraine Albania	Switzerland Russia Ukraine Norway Turkey
European Union	France Spain Austria Argentina Brazil	Italy UK France Spain Netherlands	Italy UK France Spain Austria	Italy France Spain UK Netherlands	Italy France UK Netherlands Spain
Latin America & Caribbean	Paraguay Venezuela Mexico	Argentina Brazil Chile Uruguay Colombia	Argentina Brazil Mexico Cuba Chile	Brazil Mexico Chile Colombia Peru	Brazil Chile Mexico Argentina Costa Rica
Middle East & North Africa	Oman Morocco Tunisia	Algeria Oman Egypt Morocco Jordan	Israel Bahrain Lebanon Oman Morocco	Israel Bahrain Lebanon Oman Morocco	Israel Lebanon Algeria Oman Bahrain
North America	USA Canada	USA Canada	USA Canada	USA Canada	USA Canada
South Asia	Sri Lanka Pakistan	Sri Lanka Pakistan	Maldives Sri Lanka India Pakistan	India Bangladesh	India Maldives Sri Lanka Pakistan
SubSaharan Africa	Ethiopia Kenya	Guinea Benin S. Africa Tanzania Rwanda	Benin Guinea Togo S. Africa Ivory Coast	Ivory Coast Mauritius S. Africa Cameroon Gabon	Ivory Coast S. Africa Uganda Togo Ghana



# Greece Global Network Position



Between 1993 to 2012, Greece has trade relations with 56 countries in the world.

## No 1 beer sales destination:

- outsideEU: Albania
- withinEU: Cyprus

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 103 (127,335)
- withinEU: 247 (10,370)

## Ranking in EU total imports from:

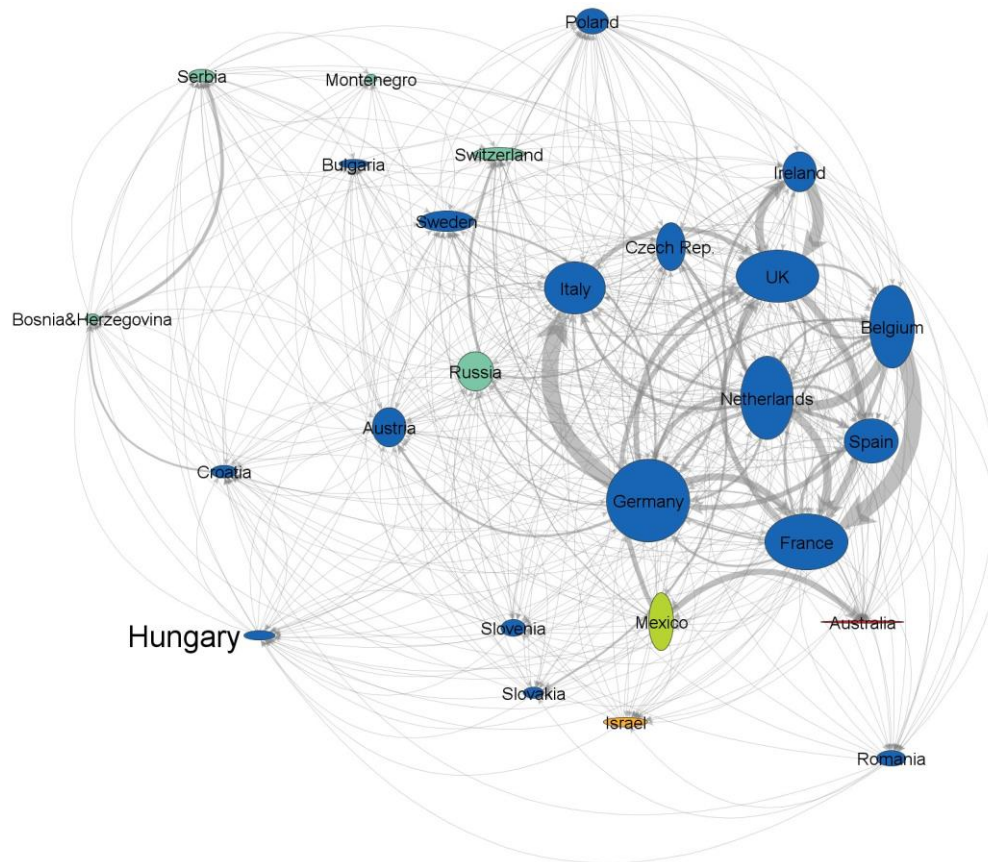
- outsideEU: 11 (54,765)
- withinEU: 13 (982,235)

1 The diagram shows the structural position of Greece in the global trade system of beer and the connection between and among Greece and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Greece Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Australia	Hong Kong Australia	Hong Kong Singapore Australia Japan	Australia Japan Hong Kong	Australia S. Korea Japan Hong Kong Singapore
Europe & Central Asia		Albania Serbia	Albania Macedonia Serbia	Albania Macedonia Serbia Georgia Norway	Albania Turkey Macedonia Norway Serbia
European Union	Romania Hungary Malta UK Netherlands	Netherlands Germany France Cyprus	Italy Netherlands Cyprus France Bulgaria	Cyprus Netherlands Bulgaria Germany UK	Cyprus Bulgaria UK Germany Romania
Latin America & Caribbean				Panama	Panama
Middle East & North Africa	Oman		Israel Lebanon	Israel	Israel Algeria
North America	USA	USA Canada	USA Canada	USA Canada	USA Canada
South Asia					
SubSaharan Africa				S. Africa	

# Hungary Global Network Position



Between 1993 to 2010 Hungary has trade relations with 32 countries in the world.

## No 1 beer sales destination:

- outsideEU: Serbia
- withinEU: Slovakia

## No 1 beer import origin from:

- outsideEU: Serbia
- withinEU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 221(62,095l)
- withinEU: 153(684,155l)

## Ranking in EU total imports from:

- outsideEU: 154(10,495l)
- withinEU: 110(328,140l)

1 The diagram shows the structural position of Hungary in the global trade system of beer and the connection between and among Hungary and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

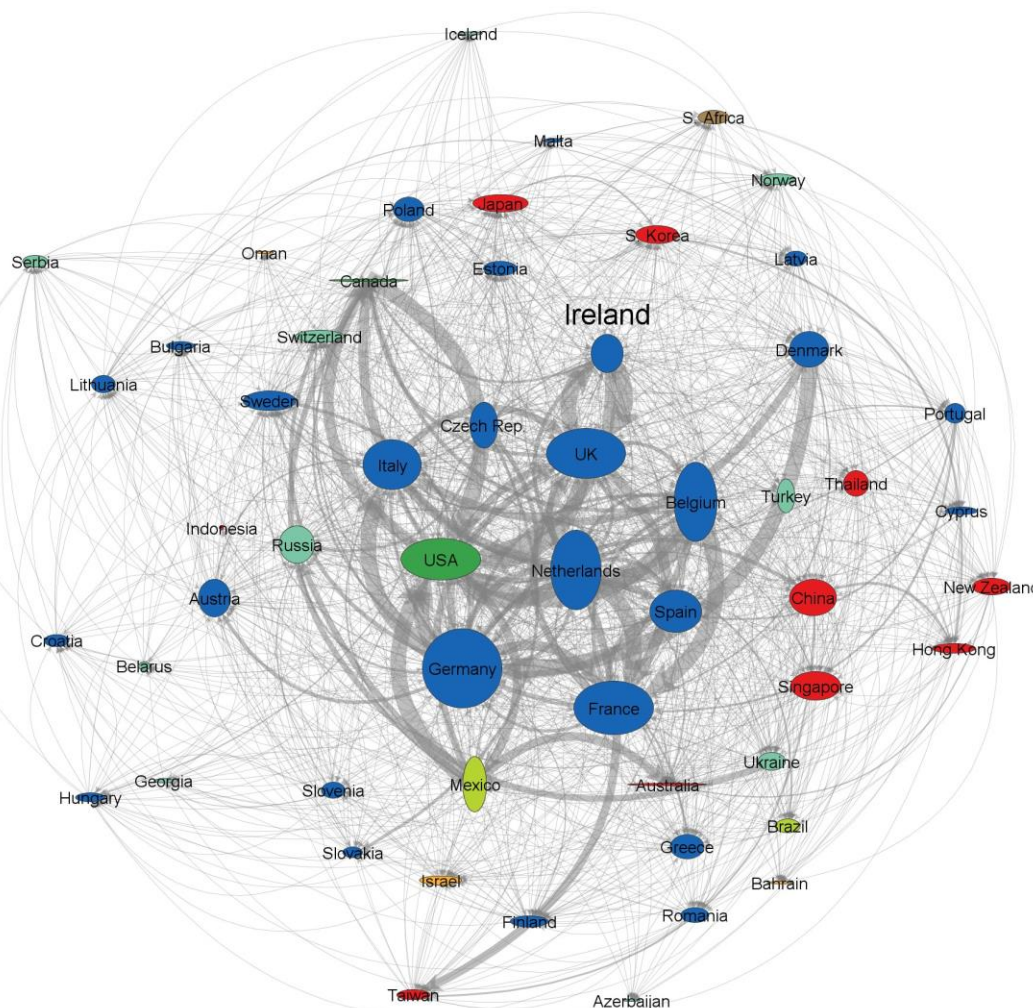
# Hungary Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific			Australia	Australia Japan Thailand	Australia
Europe & Central Asia			Serbia	Serbia	Bosnia&Herzegovina Serbia Montenegro
European Union	Romania UK	Belgium Romania Netherlands	Bulgaria Slovakia Italy France Romania	Slovakia Croatia Poland Czech Rep. Romania	Czech Rep. Slovakia Croatia Romania Austria
Latin America & Caribbean					
Middle East & North Africa					
North America	USA		USA Canada		
South Asia					
SubSaharan Africa					



# Ireland Global Network Position

Between 1993 to 2012, Ireland has trade relations with 73 countries in the world.



## No 1 beer sales destination:

- outsideEU: USA
- withinEU: UK

## No 1 beer import origin from:

- outsideEU: USA
- withinEU: UK

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 5 (7,108,330)
- withinEU: 4 (1,468,295)

## Ranking in EU total imports from:

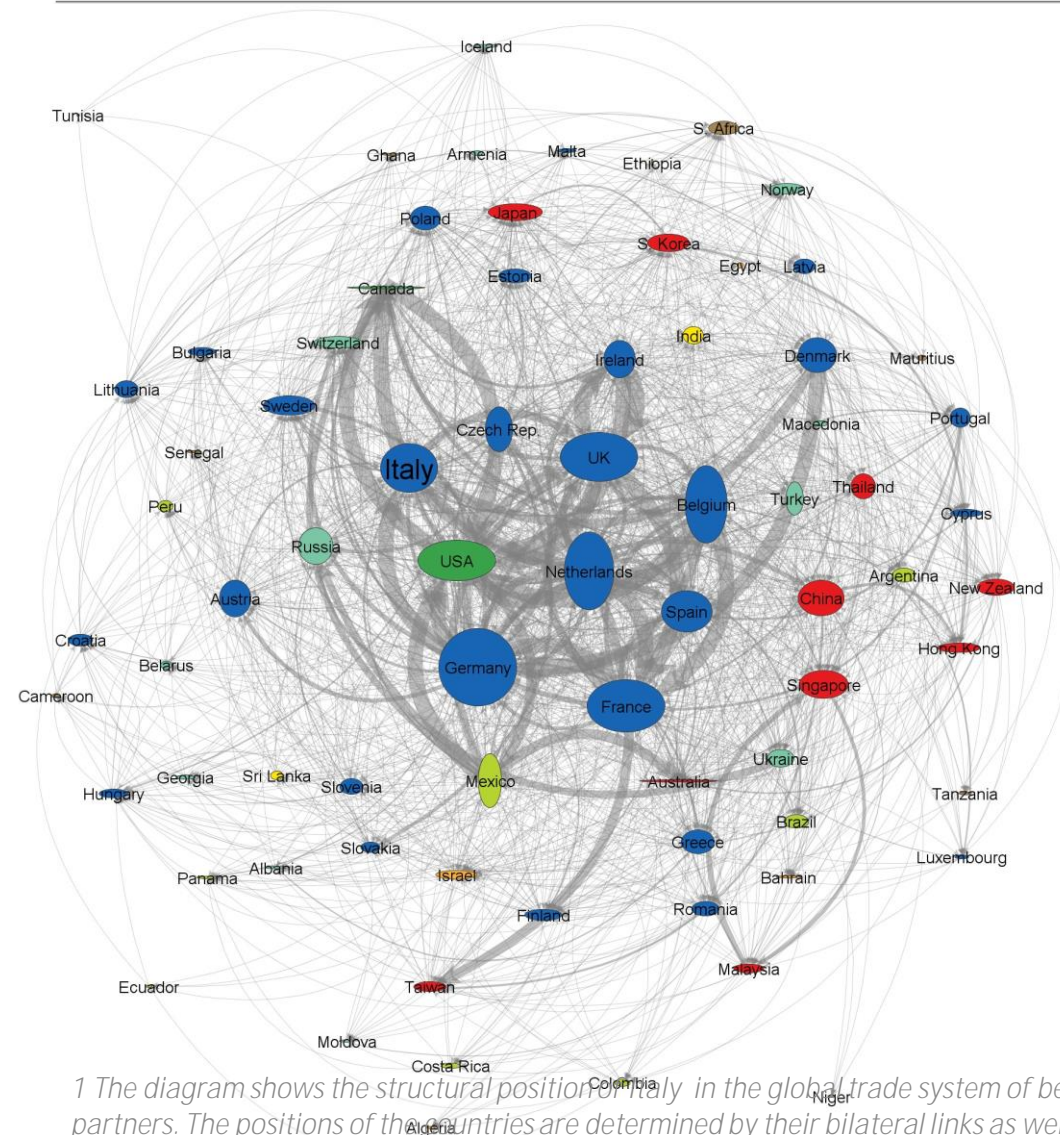
- outsideEU: 12 (47,895)
- withinEU: 8 (6,324,225)

1 The diagram shows the structural position of Ireland in the global trade system of beer and the connection between and among Ireland and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Ireland Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	New Zealand	Australia Japan Singapore  New Zealand	Australia Japan Singapore  New Zealand Malaysia	S. Korea Japan Singapore  China Hong Kong	Japan S. Korea Australia  China Singapore
Europe & Central Asia	Switzerland	Norway Iceland Switzerland	Russia Norway Iceland Kazakhstan	Russia Switzerland Norway Ukraine Iceland	Russia Switzerland Norway Ukraine Belarus
European Union	UK Germany Italy France Belgium	UK Netherlands France Spain Finland	UK Italy Spain France Netherlands	UK Italy Germany Belgium France	UK Germany France Italy Belgium
Latin America & Caribbean	Peru		Argentina Brazil  El Salvador Barbados	Argentina Brazil  Trinidad&Tobago	Brazil
Middle East & North Africa		Oman	Israel Bahrain Oman Lebanon Jordan	Israel Bahrain Oman	Israel Bahrain Oman
North America	USA Canada	USA Canada	USA Canada	USA Canada	USA Canada
South Asia					
SubSaharan Africa		S. Africa	S. Africa Seychelles	S. Africa Kenya	S. Africa

# Italy Global Network Position



Between 1993 to 2012, Italy has trade relations with 103 countries in the world.

## No 1 beer sales destination:

- outsideEU: USA
- withinEU: UK

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 8 (3,357,895)
- withinEU: 9 (0,399,760)

## Ranking in EU total imports from:

- outsideEU: 4 (2,419,075)
- withinEU: 3 (5,135,370)

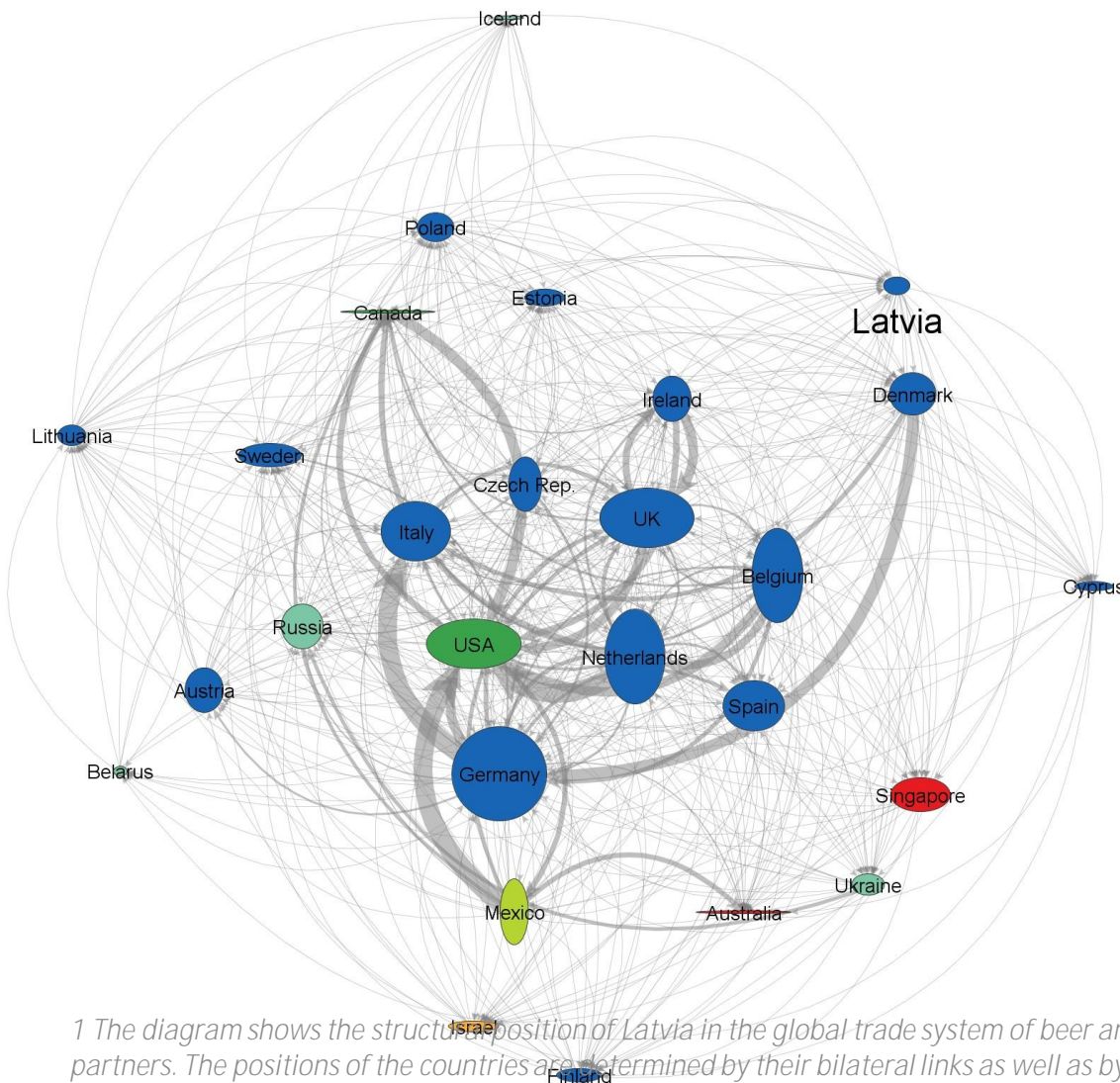
1 The diagram shows the structural position of Italy in the global trade system of beer and the connection between and among Italy and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.



# Italy Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Australia Hong Kong  New Zealand	Hong Kong Australia Japan  Taiwan Singapore	Australia Japan Hong Kong  New Zealand Singapore	Australia Japan Hong Kong  New Zealand China	Australia Malaysia Japan  Singapore Hong Kong
Europe & Central Asia	Switzerland	Albania Switzerland Serbia	Albania Switzerland Serbia Macedonia Norway	Albania Switzerland Iceland Russia Armenia	Albania Switzerland Russia Norway Armenia
European Union	UK France Greece Romania Austria	UK Spain France Greece Croatia	UK Greece France Germany Spain	UK Malta Netherlands France Czech Rep.	UK France Portugal Sweden Czech Rep.
Latin America & Caribbean	Brazil Venezuela	Brazil Chile Guatemala	Cuba Costa Rica Aruba	Colombia Panama Costa Rica Honduras	Brazil Colombia Argentina Peru Mexico
Middle East & North Africa		Algeria	Israel Bahrain Algeria	Israel Bahrain Morocco Egypt Algeria	Israel Bahrain Egypt Algeria
North America	USA Canada	USA Canada	USA Canada	USA Canada	USA Canada
South Asia			Maldives	India	India
SubSaharan Africa		S. Africa Guinea Seychelles	S. Africa Mauritius	S. Africa Tanzania	S. Africa Tanzania Senegal Cameroon Mauritius

# Latvia Global Network Position



Between 1993 to 2012, it has trade relations with 29 countries in the world.

## No 1 beer sales destination:

- outsideEU: Russia
- withinEU: Lithuania

## No 1 beer import origin from:

- outsideEU: Russia
- withinEU: Estonia

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 248 (9,9501)
- withinEU: 21 (1,539,6251)

## Ranking in EU total imports from:

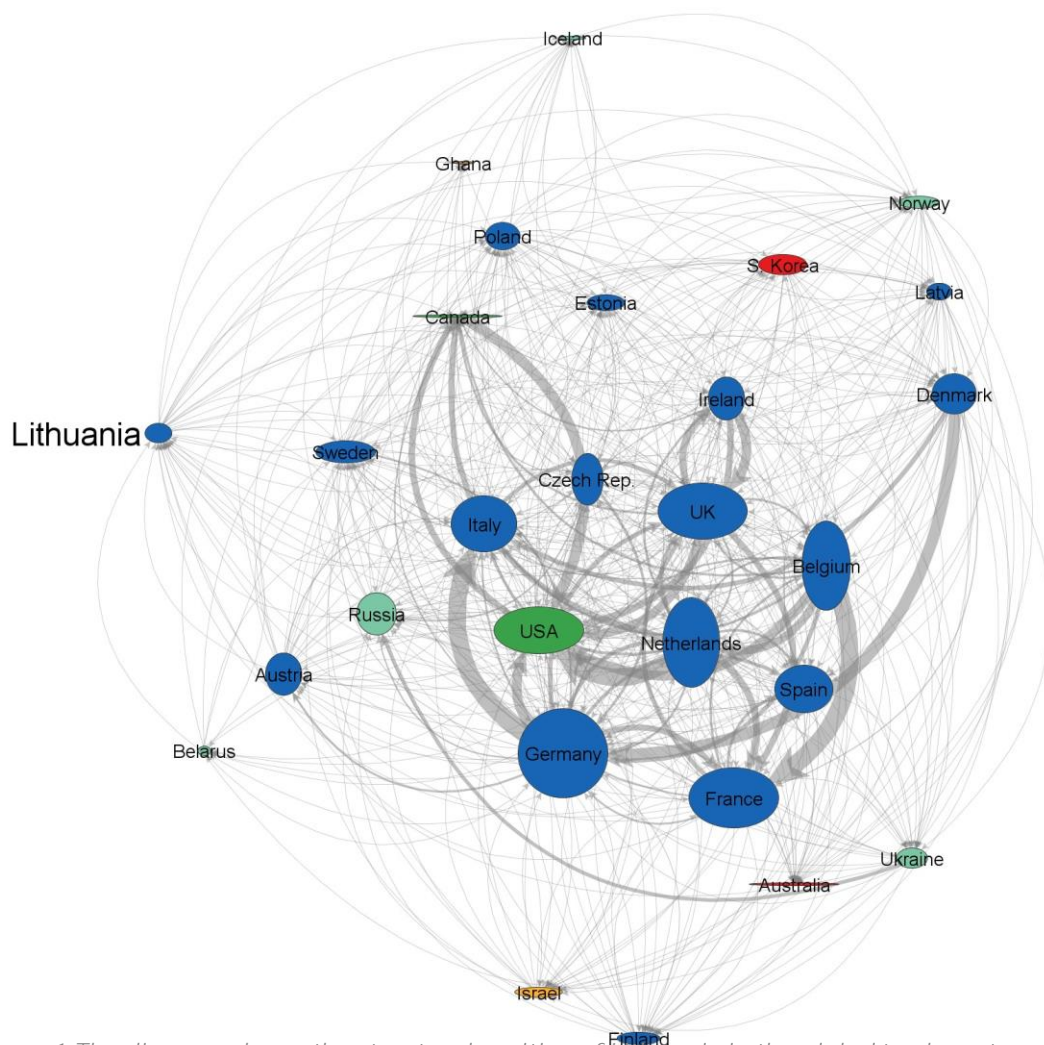
- outsideEU: 8 (37,5351)
- withinEU: 203 (1,708,4951)

1 The diagram shows the structural position of Latvia in the global trade system of beer and the connection between and among Latvia and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Latvia Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific			Australia	Australia	Singapore Australia
Europe & Central Asia			Russia	Russia Kazakhstan	Russia Belarus Iceland
European Union			Lithuania UK Estonia	Lithuania Estonia Germany Finland UK	Estonia Lithuania UK Ireland Spain
Latin America & Caribbean					
Middle East & North Africa			Israel		Israel
North America			USA	USA Canada	USA Canada
South Asia					
SubSaharan Africa					

# Lithuania Global Network Position



Between 1993 to 2012 Lithuania has trade relations with 35 countries in the world.

## No 1 beer sales destination:

- outsideEU: Russia
- withinEU: Latvia

## No 1 beer import origin from:

- outsideEU: Belarus
- withinEU: Estonia

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 21 (275,730l)
- withinEU: 19 (1,837,765l)

## Ranking in EU total imports from:

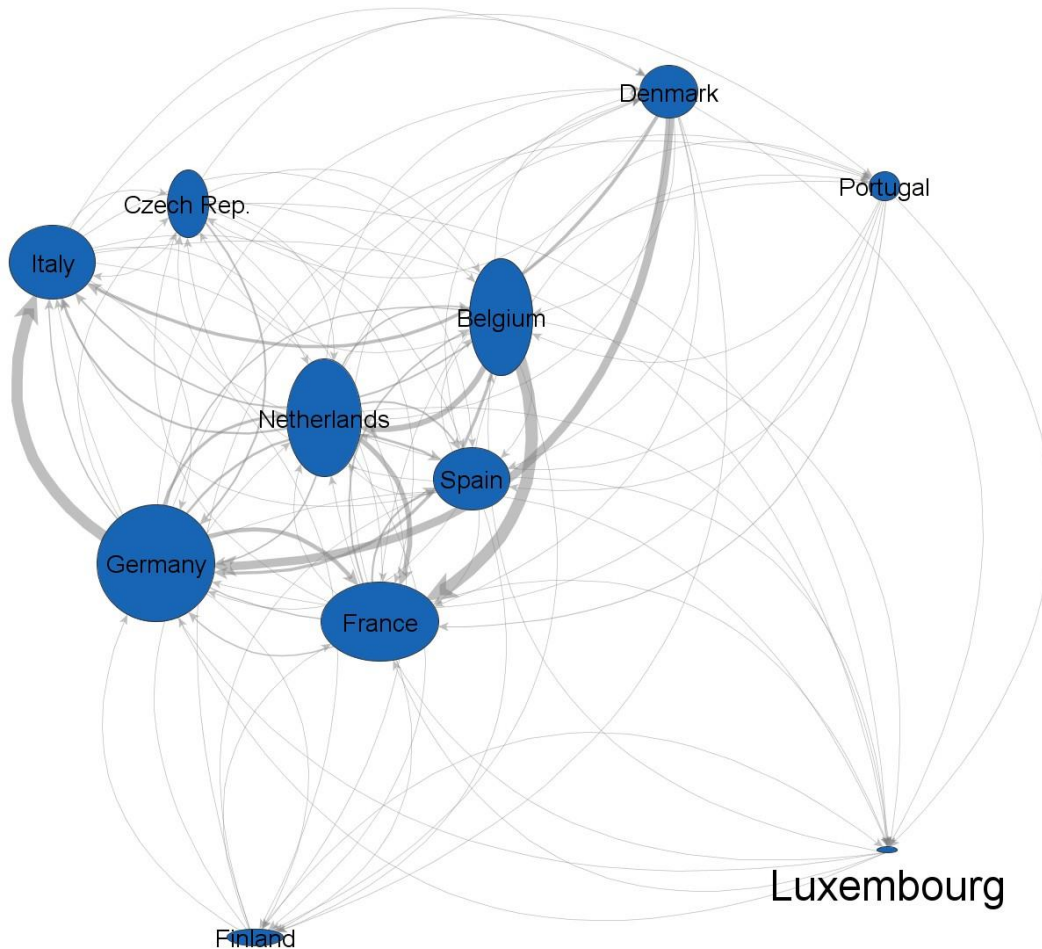
- outsideEU: 9 (784,570l)
- withinEU: 21 (3,472,365l)

1 The diagram shows the structural position of Lithuania in the global trade system of beer and the connection between and among Lithuania and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Lithuania Top Beer Export Markets by Region Over the Year

Region	1993	1998	2003	2008	2012
East Asia & Pacific				Australia	S. Korea Australia
Europe & Central Asia			Russia	Russia Belarus Norway Azerbaijan	Russia Norway Belarus Ukraine Iceland
European Union			Latvia Estonia UK Ireland	Latvia Ireland UK Germany Poland	Latvia Poland Estonia Denmark UK
Latin America & Caribbean					
Middle East & North Africa			Israel	Israel	Israel
North America		USA	USA	USA Canada	USA Canada
South Asia					
SubSaharan Africa					Ghana

# Luxembourg Global Network Position



Between 1993 to 2012, Luxembourg has trade relations with 10 countries in the world.

## No 1 beer sales destination:

- outsideEU: China
- withinEU: Belgium

## No 1 beer import origin from:

- outsideEU: China
- withinEU: Belgium

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 283(5401)
- withinEU: 221(178,2251)

## Ranking in EU total imports from:

- outsideEU: 281(4601)
- withinEU: 233(072,6101)

1 The diagram shows the structural position of Luxembourg in the global trade system of beer and the connection between and among Luxembourg and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

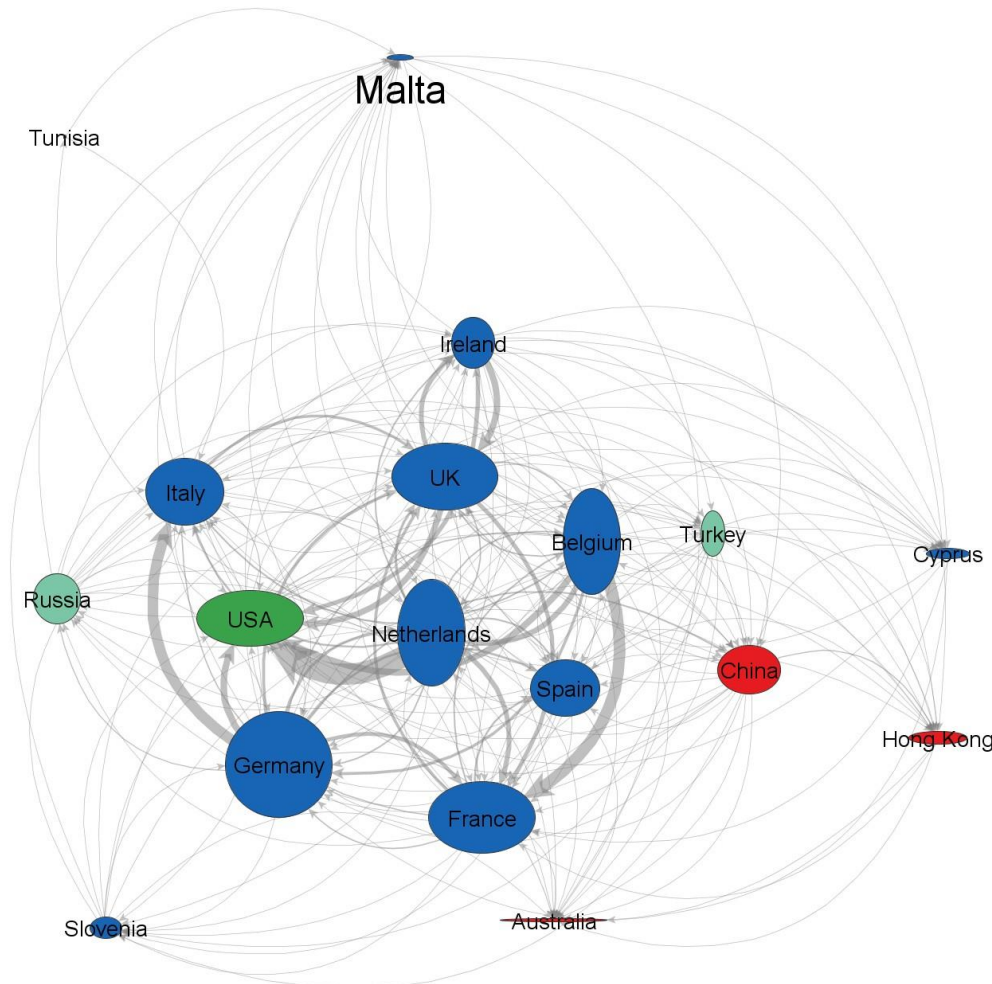


# Luxembourg Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific					
Europe & Central Asia			Switzerland		
European Union			Belgium France Netherlands	Belgium Netherlands France Germany Spain	Belgium France Italy Netherlands Germany
Latin America & Caribbean					
Middle East & North Africa					
North America					
South Asia					
SubSaharan Africa					

# Malta Global Network Position

Between 1993 to 2012, Malta has trade relations with 15 countries in the world.



## No 1 beer sales destination:

- outsideEU: Australia
- withinEU: Italy

## No 1 beer import origin from:

- outsideEU: Tunisia
- withinEU: Netherlands

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 277,650th
- withinEU: 287(8,385th)

## Ranking in EU total imports from:

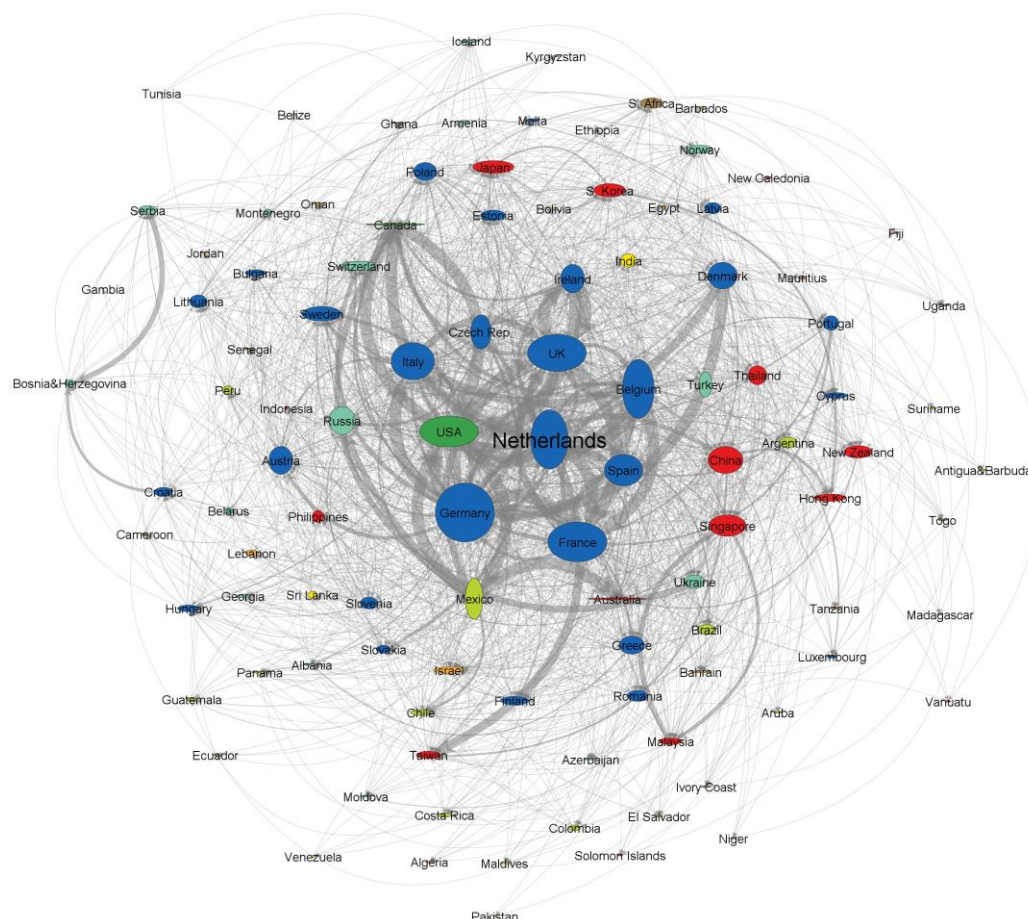
- outsideEU: 252(1,825th)
- withinEU: 289(45,465th)

1 The diagram shows the structural position of Malta in the global trade system of beer and the connection between and among Malta and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Malta Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific					Australia China Hong Kong
Europe & Central Asia					
European Union	Italy UK		Italy France	Italy	Italy Cyprus
Latin America & Caribbean					
Middle East & North Africa					
North America				USA	
South Asia					
SubSaharan Africa					

# Netherlands Global Network Position



Between 1993 to 2012, the Netherlands has trade relations with 145 countries in the world.

## No 1 beer sales destination:

- outsideEU: USA
- withinEU: UK

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Belgium

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 1 (52,190,330)
- withinEU: 3 (20,212,720)

## Ranking in EU total imports from:

- outsideEU: 13 (44,600)
- withinEU: 5 (2,911,345)

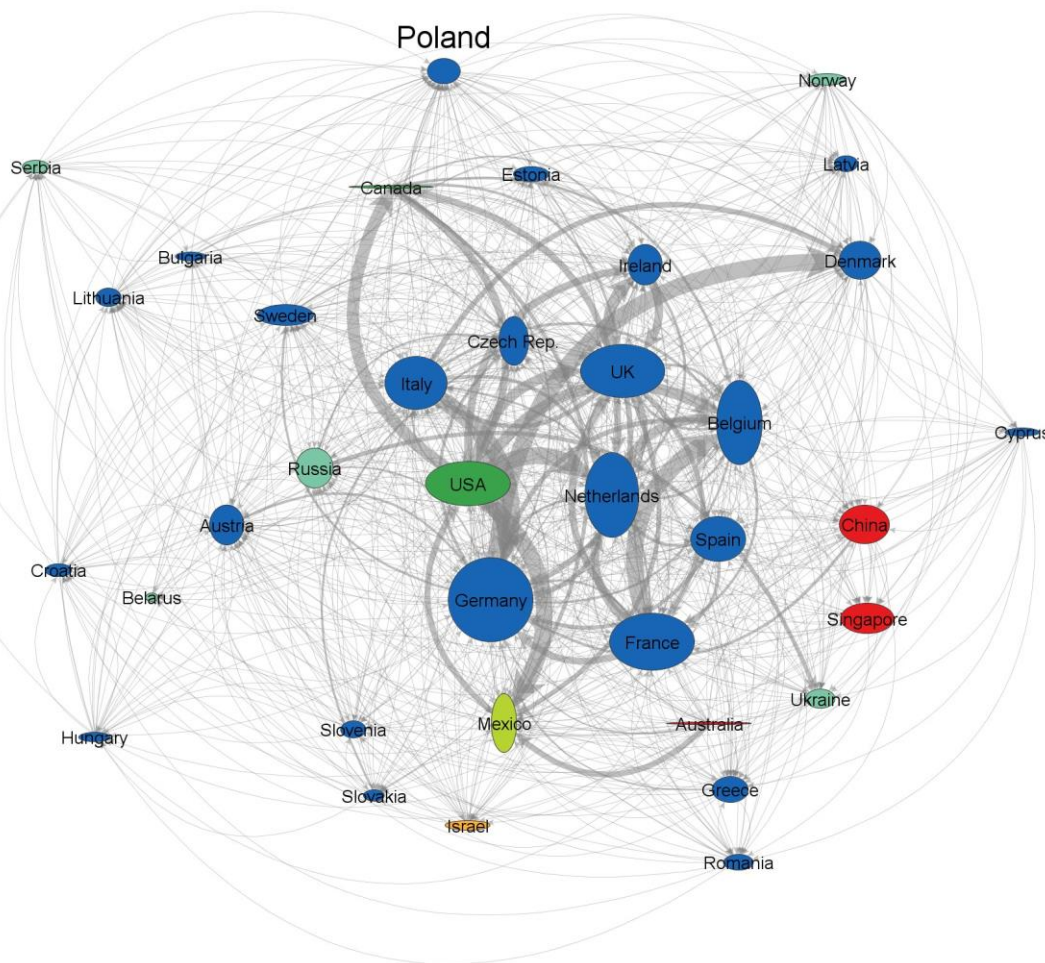
1 The diagram shows the structural position of the Netherlands in the global trade system of beer and the connection between and among the Netherlands and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Netherlands Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Hong Kong Singapore Japan Taiwan Malaysia	Hong Kong Taiwan Japan Singapore China	Hong Kong China Taiwan Australia Japan	Taiwan Australia Hong Kong S. Korea Japan	Taiwan Australia Singapore S. Korea China
Europe & Central Asia	Switzerland Iceland Norway	Switzerland Iceland Serbia Norway  Moldova	Albania Switzerland Russia Serbia  Iceland	Bosnia&Herzegovina Russia Switzerland Turkey  Montenegro	Turkey Russia Norway Montenegro  Bosnia&Herzegovina
European Union	UK Spain Germany France Italy	Spain Germany UK France Belgium	UK France Spain Italy Germany	France UK Italy Belgium Spain	France UK Italy Spain Ireland
Latin America & Caribbean	Argentina Venezuela Brazil Suriname Mexico	Argentina Paraguay Panama Chile	Aruba Colombia Cuba Mexico Venezuela	Mexico Colombia Aruba Honduras Panama	Brazil Aruba Colombia Suriname Panama
Middle East & North Africa	Jordan Morocco Tunisia Qatar	Algeria Tunisia Morocco	Israel Bahrain Lebanon Jordan Qatar	Algeria Bahrain Israel Lebanon Jordan	Bahrain Israel Oman Lebanon Algeria
North America	USA Canada		USA Canada	USA Canada	USA Canada
South Asia	Pakistan Sri Lanka	Pakistan India Sri Lanka	India Maldives Sri Lanka	India Bangladesh Maldives Pakistan	India Sri Lanka Maldives Pakistan
SubSaharan Africa	Ethiopia Seychelles Senegal Cameroon Kenya	S. Africa Tanzania Kenya Guinea Benin	Gabon Tanzania Ivory Coast Guinea Benin	Gabon Ivory Coast Tanzania S. Africa Senegal	S. Africa Cameroon Tanzania Ivory Coast Senegal

# Poland Global Network Position

Between 1993 to 2012, Poland has trade relations with 60 countries in the world.



## No 1 beer sales destination:

- outsideEU: USA
- withinEU: Hungary

## No 1 beer import origin from:

- outsideEU: Serbia
- withinEU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 12 (2,045,090)
- withinEU: 10 (1,344,290)

## Ranking in EU total imports from:

- outsideEU: 19 (241,355)
- withinEU: 19 (3,770,410)

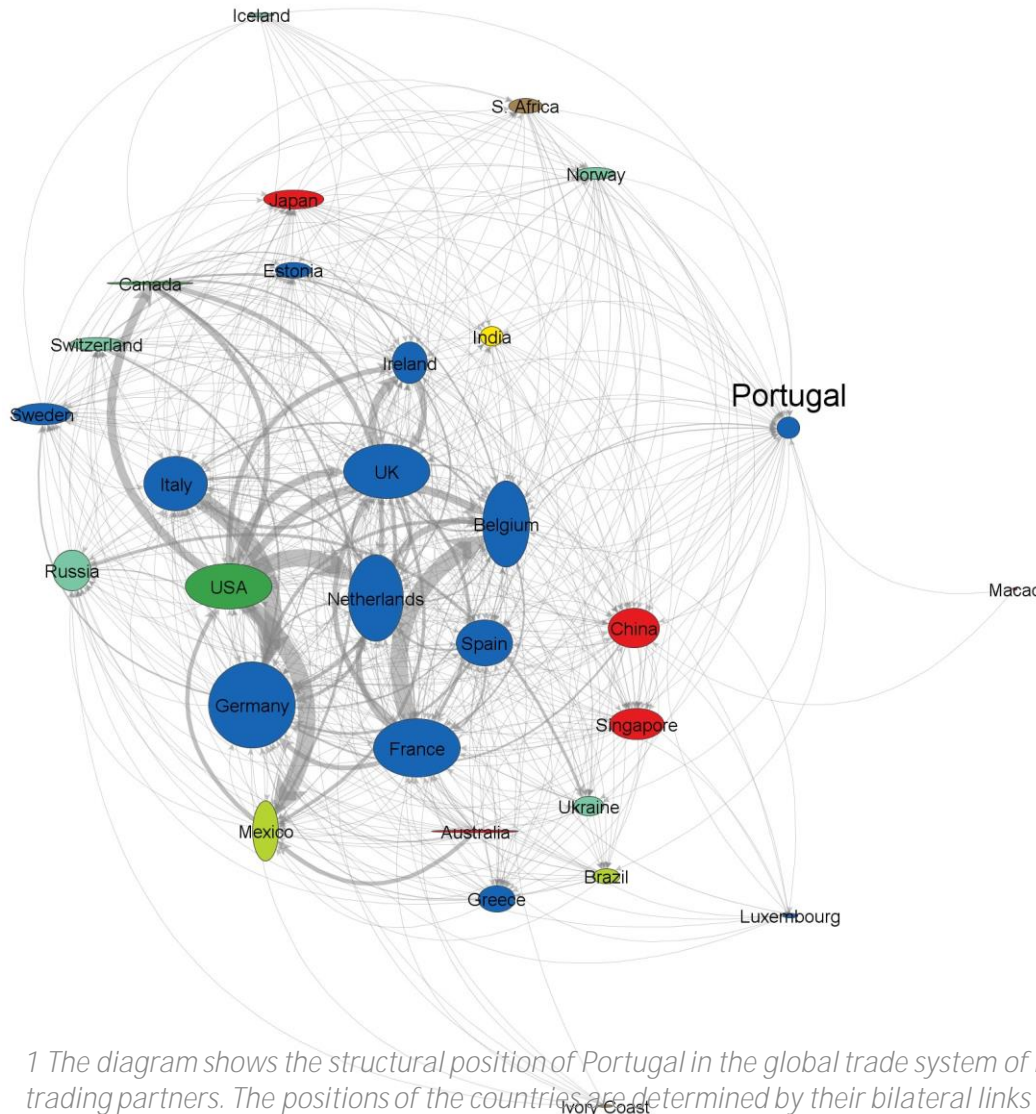
1 The diagram shows the structural position of Poland in the global trade system of beer and the connection between and among Poland and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.



# Poland Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific		Australia	Australia	Australia China Hong Kong S. Korea	Australia Singapore
Europe & Central Asia			Russia	Iceland Russia Ukraine Switzerland Albania	Serbia Russia Norway Ukraine
European Union		UK Sweden	Germany UK	UK Hungary Germany Czech Rep. France	Czech Rep. Hungary Germany Slovakia Italy
Latin America & Caribbean				Colombia Honduras	
Middle East & North Africa				Israel Lebanon	Israel
North America		USA Canada	USA Canada	USA Canada	USA Canada
South Asia					
SubSaharan Africa				S. Africa	

# Portugal Global Network Position



Between 1993 to 2012, Portugal has trade relations with 52 countries in the world.

## No 1 beer sales destination:

- outsideEU: Switzerland
- withinEU: Spain

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Spain

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 11 (2,105,810)
- withinEU: 13 (6,380,200)

## Ranking in EU total imports from:

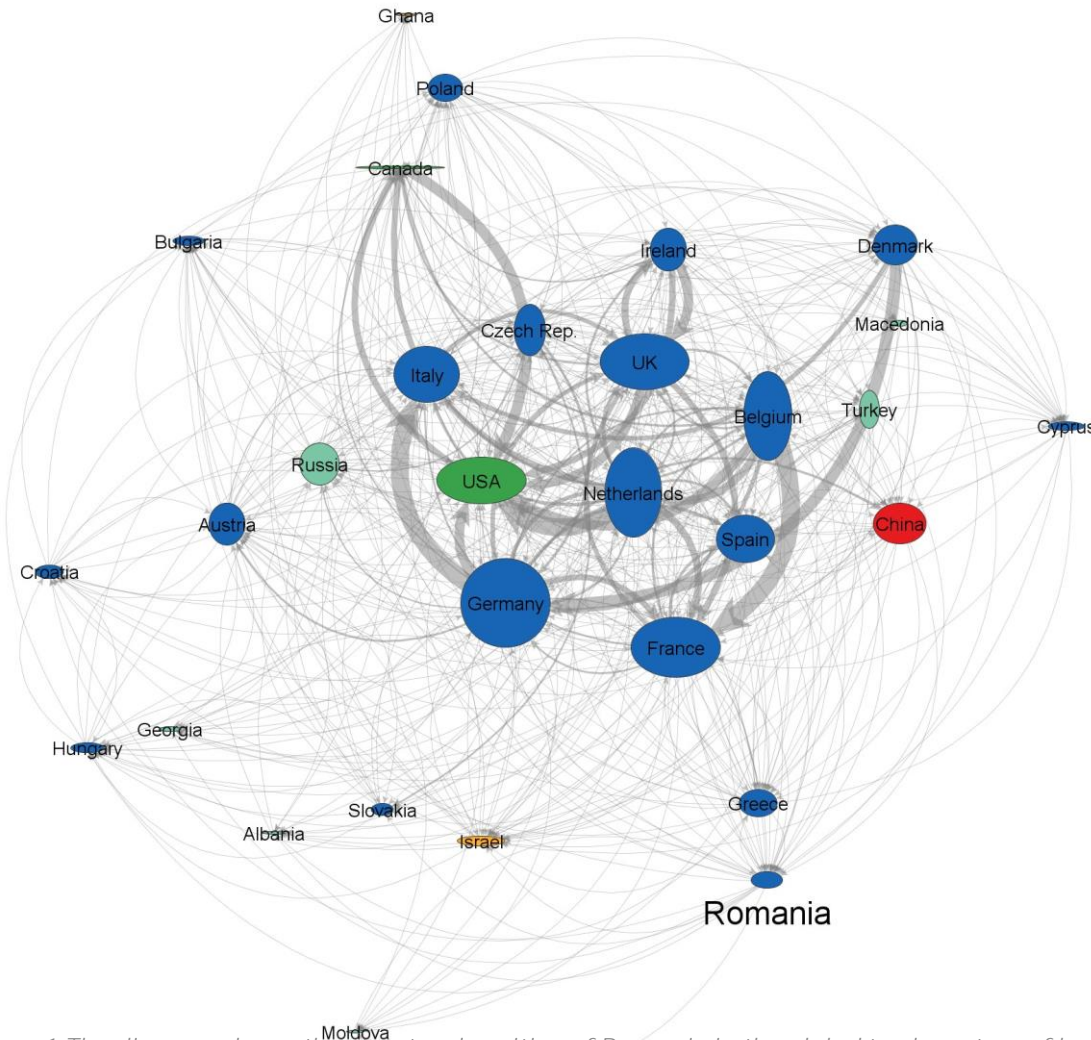
- outsideEU: 24 (5,040)
- withinEU: 15 (3,157,180)

1 The diagram shows the structural position of Portugal in the global trade system of beer and the connection between and among Portugal and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Portugal Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Macao Australia	Japan Macao Singapore	Macao Australia Singapore Japan	Australia Macao Japan	Australia China Japan Macao Singapore
Europe & Central Asia	Switzerland	Switzerland	Switzerland Iceland Norway	Switzerland Norway	Switzerland Iceland Norway
European Union	France UK Spain Belgium Germany	Spain France UK Germany Belgium	France Spain Luxembourg Germany UK	Spain France UK Luxembourg Germany	France Spain Luxembourg UK Germany
Latin America & Caribbean	Brazil	Ecuador Brazil Venezuela		Brazil	Mexico Brazil
Middle East & North Africa			Israel		
North America	USA Canada	USA Canada	USA Canada	USA Canada	USA Canada
South Asia				India	India
SubSaharan Africa		S. Africa	S. Africa Senegal	S. Africa	S. Africa Ivory Coast

# Romania Global Network Position



Between 1993 to 2012 Romania has trade relations with 36 countries in the world.

## No 1 beer sales destination:

- outsideEU: Moldova
- withinEU: Bulgaria

## No 1 beer import origin from:

- outsideEU: Turkey
- withinEU: Hungary

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 194 (12,990)
- withinEU: 256 (01,270)

## Ranking in EU total imports from:

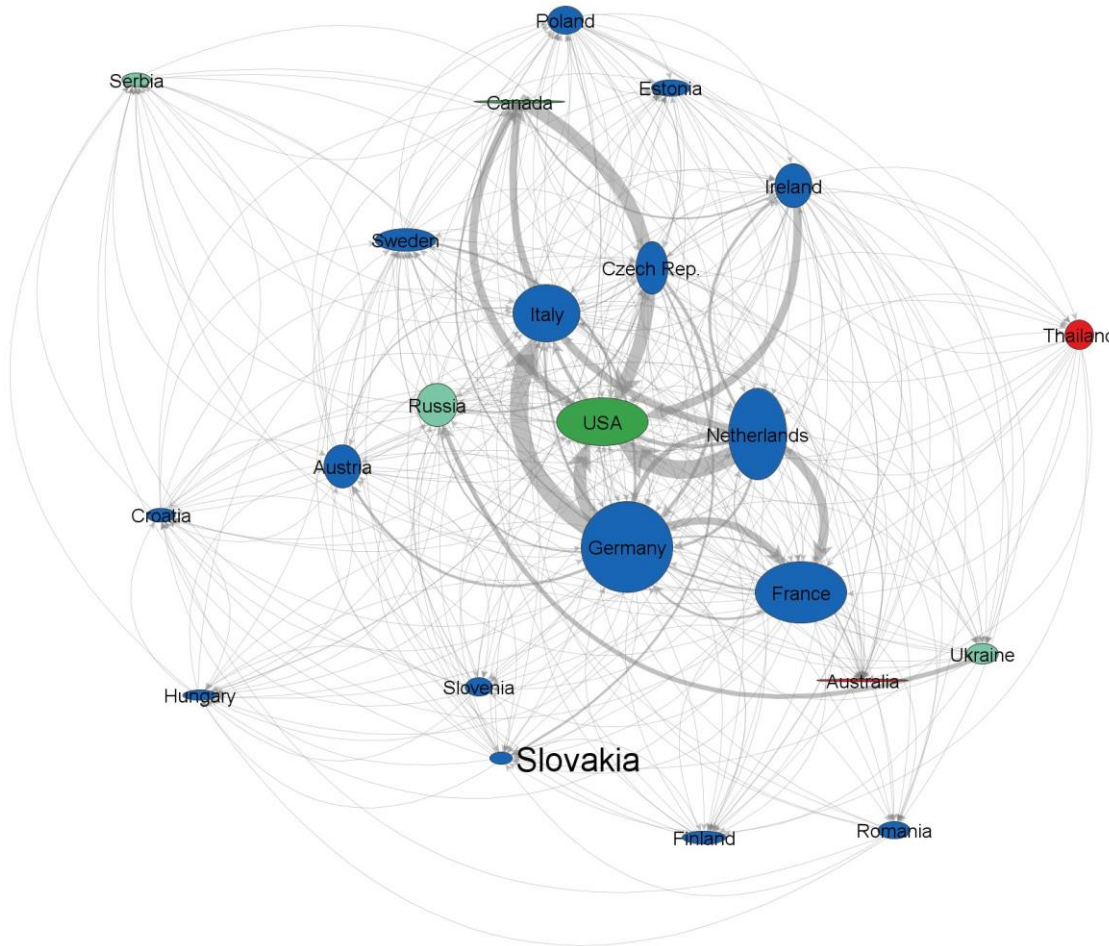
- outsideEU: 221 (13,960)
- withinEU: 223 (197,470)

1 The diagram shows the structural position of Romania in the global trade system of beer and the connection between and among Romania and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Romania Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific				Hong Kong	China
Europe & Central Asia		Moldova	Moldova Serbia	Moldova	Macedonia Albania Turkey Georgia Moldova
European Union		UK	Bulgaria	Italy Germany Spain Bulgaria Greece	Bulgaria Italy Cyprus Hungary Spain
Latin America & Caribbean					
Middle East & North Africa				Israel	Israel
North America		USA		USA	USA Canada
South Asia					
SubSaharan Africa					Ghana

# Slovakia Global Network Position



Between 1993 to 2012, Slovakia has trade relations with 37 countries in the world.

## No 1 beer sales destination:

- outsideEU: Serbia
- withinEU: Czech Republic

## No 1 beer import origin from:

- outsideEU: Ukraine
- withinEU: Czech Republic

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 185(11,390l)
- withinEU: 201(652,105l)

## Ranking in EU total imports from:

- outsideEU: 261(4,470l)
- withinEU: 129(245,950l)

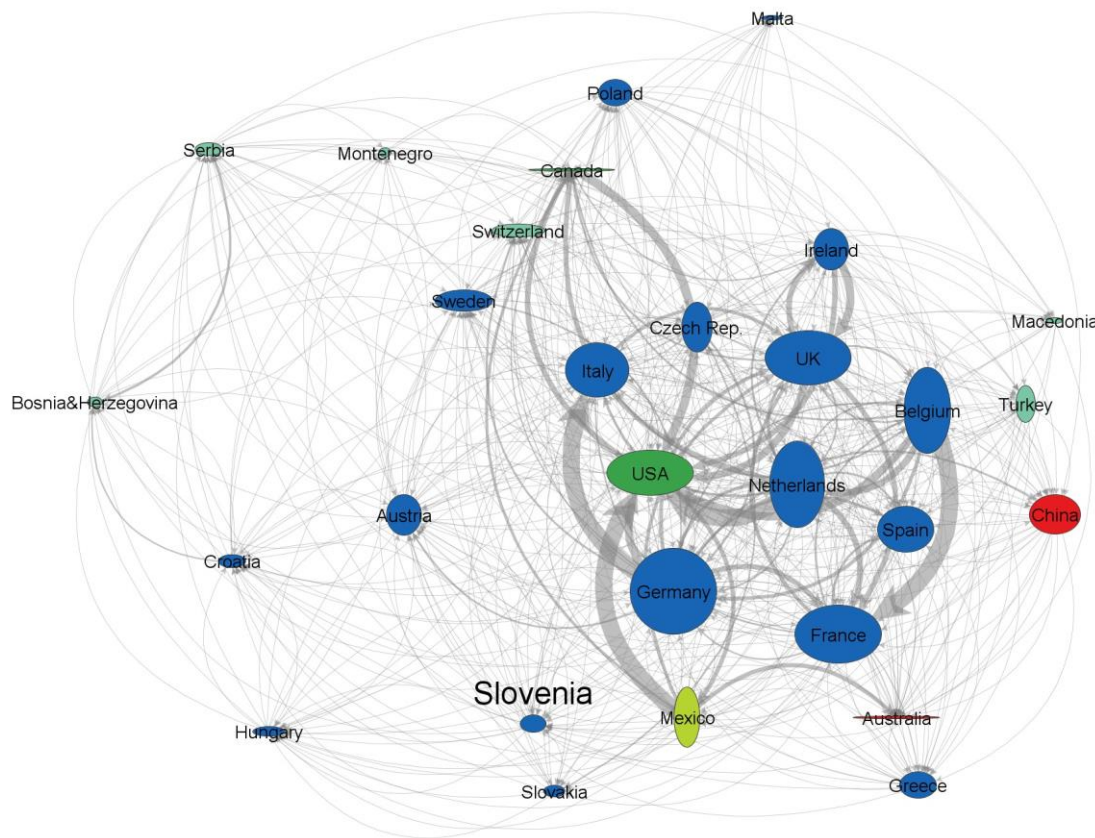
1 The diagram shows the structural position of Slovakia in the global trade system of beer and the connection between and among Slovakia and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.



# Slovakia Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific					Australia
Europe & Central Asia		Serbia	Russia Serbia	Russia Ukraine Serbia Switzerland	Russia Serbia
European Union			Czech Rep. Hungary Sweden UK Latvia	Poland Czech Rep. Hungary Germany Lithuania	Hungary Czech Rep. Sweden Germany Netherlands
Latin America & Caribbean					
Middle East & North Africa			Israel		
North America			USA Canada	Canada USA	Canada USA
South Asia					
SubSaharan Africa					

# Slovenia Global Network Position



Between 1993 to 2012, Slovenia has trade relations with 29 countries in the world.

## No 1 beer sales destination:

- outsideEU: Bosnia & Herzegovina
- withinEU: Italy

## No 1 beer import origin from:

- outsideEU: Serbia
- withinEU: Austria

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 16 (1,138,310)
- withinEU: 14 (5,394,420)

## Ranking in EU total imports from:

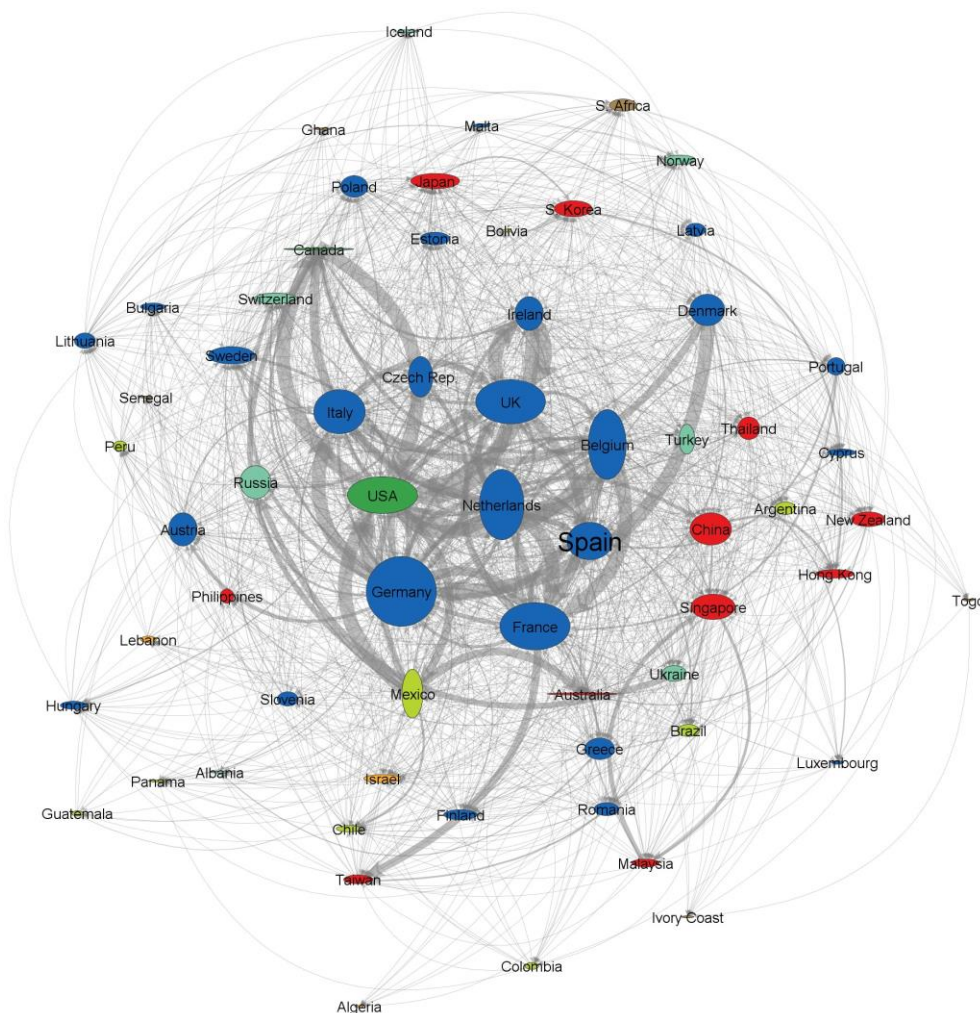
- outsideEU: 23 (5,955)
- withinEU: 24 (2,657,750)

1 The diagram shows the structural position of Slovenia in the global trade system of beer and the connection between and among Slovenia and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Slovenia Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific					China Australia
Europe & Central Asia			Macedonia Albania	Bosnia&Herzegovina Serbia Macedonia Montenegro Switzerland	Bosnia&Herzegovina Serbia Macedonia Montenegro Switzerland
European Union	Croatia Italy Sweden Austria France	Croatia Italy Austria Germany	Croatia Italy Austria Netherlands Hungary	Italy Croatia Austria Romania Greece	Italy Croatia Austria Hungary Malta
Latin America & Caribbean					
Middle East & North Africa					
North America	USA		USA	Canada USA	Canada USA
South Asia					
SubSaharan Africa					

# Spain Global Network Position



Between 1993 to 2012, it has trade relations with 94 countries in the world.

## No 1 beer sales destination:

- outsideEU: Switzerland
- withinEU: Italy

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Germany

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 15 (1,287,975)
- withinEU: 12 (8,749,235)

## Ranking in EU total imports from:

- outsideEU: 2 (3,390,106)
- withinEU: 6 (4,988,580)

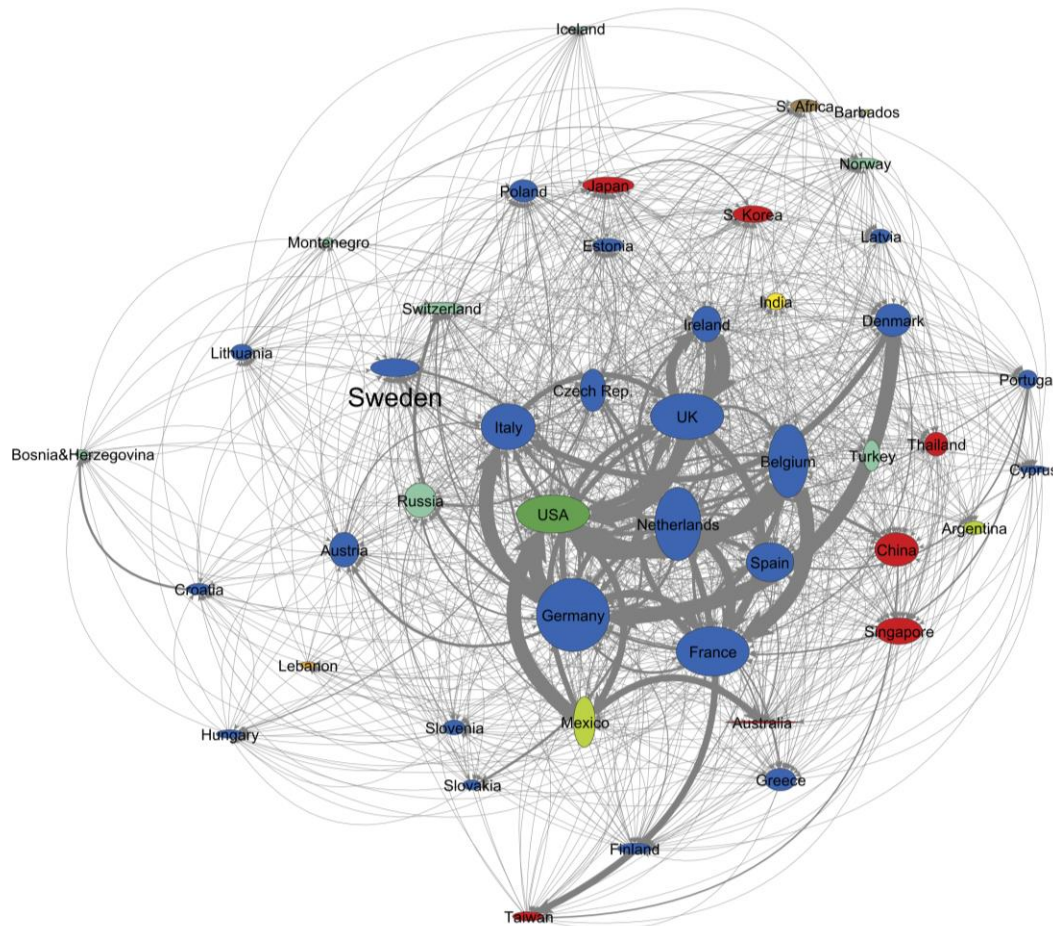
1 The diagram shows the structural position of Spain in the global trade system of beer and the connection between and among Spain and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# Spain Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Australia	Japan Taiwan Australia Hong Kong	Hong Kong Taiwan Singapore China Japan	Japan Australia New Zealand Hong Kong	Australia Japan China Hong Kong Singapore
Europe & Central Asia	Switzerland	Switzerland Iceland Norway	Switzerland Iceland Norway Serbia	Switzerland Norway Iceland Azerbaijan	Switzerland Norway Ukraine Iceland Albania
European Union	Portugal UK France Sweden Italy	UK Italy France Portugal Sweden	UK Italy Portugal France Malta	Italy UK Portugal France Germany	Portugal Italy France Sweden Germany
Latin America & Caribbean	Venezuela	Brazil Paraguay Chile Uruguay	Brazil Mexico Cuba Uruguay Chile	Mexico Ecuador	Brazil Chile Mexico Argentina Panama
Middle East & North Africa	Morocco	Morocco Algeria	Morocco Lebanon Algeria Israel Jordan	Morocco Lebanon Israel	Israel Algeria Lebanon
North America	USA	USA	USA Canada	USA Canada	USA Canada
South Asia					
SubSaharan Africa			Guinea Senegal		Ghana Senegal Togo S. Africa Ivory Coast



# Sweden Global Network Position



between 1993 to 2012, Sweden has trade relations with 47 countries in the world.

## No 1 beer sales destination:

- outsideEU: Norway
- withinEU: Germany

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Czech Republic

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 203 (51,395M)
- withinEU: 182 (656,140M)

## Ranking in EU total imports from:

- outsideEU: 7 (1,008,095M)
- withinEU: 9 (0,327,870M)

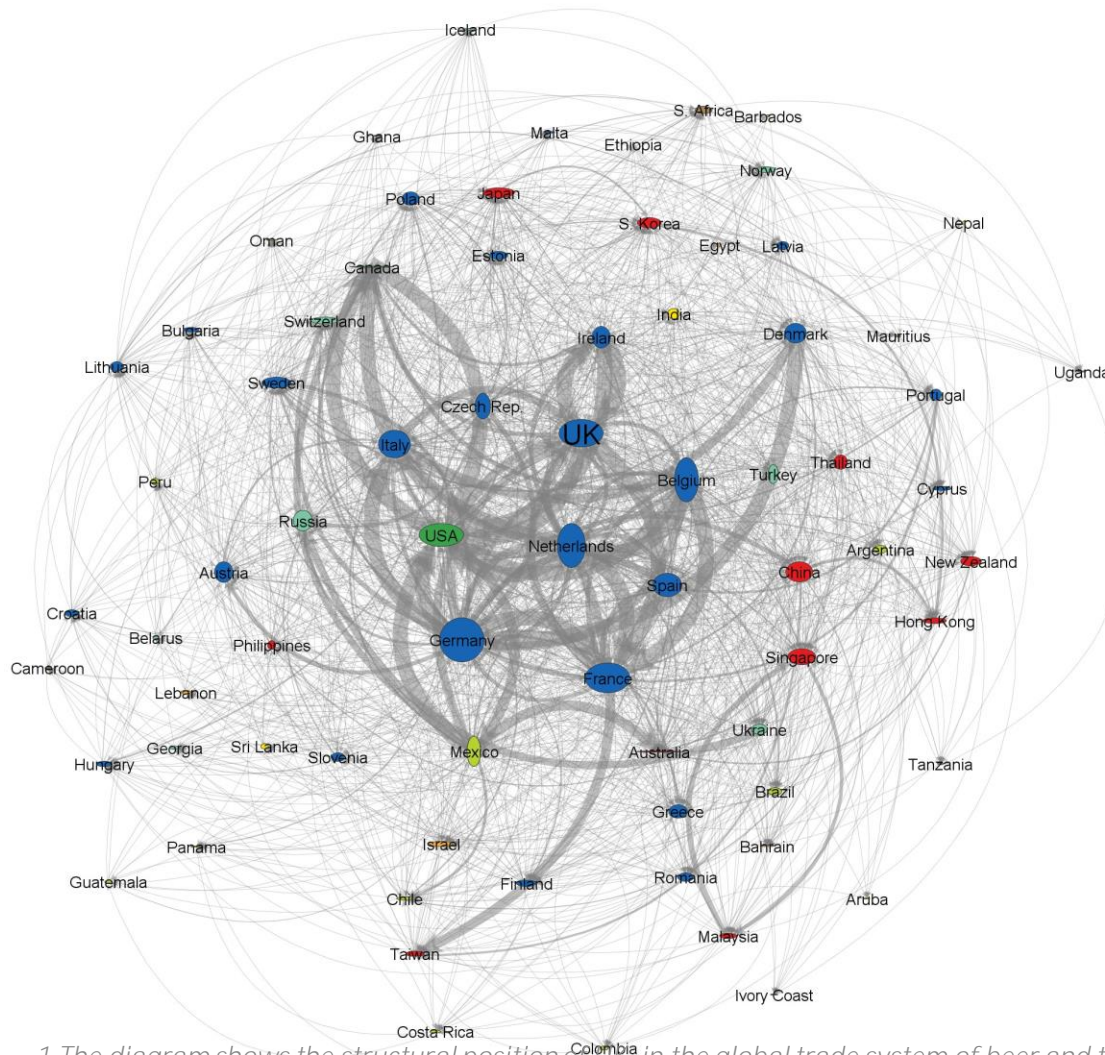
1 The diagram shows the structural position of Sweden in the global trade system of beer and the connection between and among Sweden and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.



# Sweden Top Beer Export Markets by Region Over the Years

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Singapore Taiwan	Singapore Taiwan	Japan Singapore	Japan China Australia Singapore	Japan China Taiwan Australia
Europe & Central Asia	Iceland Norway Switzerland	Iceland Norway Switzerland	Norway Iceland Russia Switzerland	Norway Switzerland Iceland	Norway Switzerland Iceland Turkey
European Union	Finland France UK Germany Denmark	Finland France Germany Denmark UK	Denmark Estonia Finland UK Spain	Germany Denmark Finland Italy Estonia	Germany Denmark Finland Poland Estonia
Latin America & Caribbean		Chile		Peru	
Middle East & North Africa					
North America	USA		USA	USA	USA
South Asia					
SubSaharan Africa					S. Africa

# United Kingdom Global Network Position



Between 1993 to 2012, UK has trade relations with 117 countries in the world.

## No 1 beer sales destination:

- outsideEU: USA
- withinEU: Ireland

## No 1 beer import origin from:

- outsideEU: Mexico
- withinEU: Ireland

*\*See datasheets for detailed import/export ranked countries*

## Ranking in EU total sales destinations:

- outsideEU: 3 (25,286,430)
- withinEU: 5 (2,169,245)

## Ranking in EU total imports from:

- outsideEU: 1 (0,299,590)
- withinEU: 1 (22,444,580)

1 The diagram shows the structural position of UK in the global trade system of beer and the connection between and among UK and its trading partners. The positions of the countries are determined by their bilateral links as well as by the indirect effect of others. It shows the position of each country relative to all the other countries and depending on the entire trading system. The width of the links represents the traded quantities. The width of the circle corresponds to the import ties whereas the height corresponds to the export ties.

# United Kingdom Top Beer Export Markets by Region Over the Year

Region	1993	1998	2003	2008	2012
East Asia & Pacific	Japan Australia Hong Kong Singapore  New Zealand	Japan Australia Hong Kong Singapore  Taiwan	Australia Japan New Zealand Hong Kong  S. Korea	Japan Australia New Zealand Singapore  S. Korea	Japan Australia S. Korea New Zealand  China
Europe & Central Asia	Switzerland Norway Iceland	Switzerland Norway Iceland Serbia	Switzerland Norway Iceland Russia Serbia	Russia Norway Switzerland Turkey Ukraine	Russia Norway Switzerland Ukraine Turkey
European Union	Ireland Spain Italy Netherlands Germany	France Ireland Italy Spain Netherlands	Ireland France Spain Italy Sweden	France Ireland Italy Spain Sweden	Ireland France Belgium Netherlands Italy
Latin America & Caribbean	Venezuela Mexico Panama Guatemala Costa Rica	Brazil Uruguay Chile Belize Barbados	Aruba Argentina Barbados Jamaica Brazil	Aruba Brazil Chile Costa Rica Venezuela	Brazil Mexico Aruba Argentina Barbados
Middle East & North Africa	Oman	Oman Egypt Morocco Algeria	Qatar Israel Oman Bahrain	Bahrain Israel Morocco Oman Qatar	Bahrain Israel Oman Lebanon Egypt
North America	USA Canada	USA Canada	USA Canada	USA Canada	USA Canada
South Asia		Pakistan India Sri Lanka	Sri Lanka India	India Bangladesh	India Sri Lanka
SubSaharan Africa	Mauritius	S. Africa Tanzania Kenya Benin Zimbabwe	S. Africa Ghana Kenya Sudan Uganda	S. Africa Kenya Uganda Ivory Coast	Ghana S. Africa Tanzania Ivory Coast Uganda

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# Annex I: Geographical Coverage (9 Regions, 180 Countries)

Central & Eastern Europe and Central Asia (CEE & Central Asia) 18 Countries

Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Georgia, Kazakhstan, Kyrgyzstan, Macedonia, Moldova, Montenegro, Russia, Serbia, Tajikistan, Turkey, Turkmenistan, Ukraine, Uzbekistan

East Asia and Pacific 26 countries

Australia, Brunei Darussalam, Cambodia, China, Fiji, Hong Kong, Indonesia, Japan, Laos, Macao, Malaysia, Marshall Islands, Micronesia, Mongolia, Myanmar, New Caledonia, New Zealand, Papua N. Guinea, Philippines, S. Korea, Samoa, Singapore, Solomon Islands, Thailand, Vanuatu, Vietnam

European Union 28 countries

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Rep., Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK

Non-EU Western Europe 4 countries

Greenland, Iceland, Norway, Switzerland

Latin America & Caribbean 33 countries

Antigua & Barbuda, Argentina, Aruba, Barbados, Belize, Bolivia, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Rep., Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St. Kitts, Lucia, St. Vincent, Suriname, Trinidad & Tobago, Uruguay, Venezuela

Middle East & North Africa (MENA) 18 countries

Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, UAE, Yemen

North America 3 countries

Bermuda, Canada, USA

South Asia 8 countries

Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka

Sub-Saharan Africa 42 countries

Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Rep., Chad, Congo, Congo I, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, S. Africa, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, Tanzania, Togo, Uganda, Zambia, Zimbabwe

## Annex II: Data and Methods

### Trade Data of Beer

The trade time series data covers the period from 1993 to 2012 (20 years). The data is from the Food & Agriculture Organization (FAO) trade database. The annual trade data are expressed in USD dollar values of imports and exports between country and country. Due to the different reporting procedures, there are two trade matrixes: one contains values reported by the importing country; one contains values reported by the export country.

As shown by the table below, to harmonize between the discrepancies due to the different reporting procedures, an average value is calculated by taking the average between the export value reported by the exporter and the import value reported by the importer. Values only reported by one side are discarded.

### Time Series Greenfield Investment ties

The investment in the brewing sector is derived from Financial Times DiMarkets' database and covers greenfield data over the period 2003 to September 2014.

### Global Ownership of Companies

The ORBIS database provides global information on firm address and postcodes, ownership status. It provides a static view of global investment relations of brewing companies.

Exporter	Importer	Year	Export Value Reported by Exporter	Import Value Reported by Importer	Average
Albania	Italy	2011	4	3	3.5
Albania	Macedonia	2011	7		
Argentina	Costa Rica	2011	105	89	97
Argentina	Honduras	2011	202		
Argentina	Israel	2011	24	40	32
Argentina	Italy	2011	107	147	127
Argentina	Mexico	2011			