

TRADE WARS AS OPPORTUNITIES: the example of Brexit

Finding the Best Niches for Deals



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N. Machiavelli

Trade sanctions are an increasingly common **weapon**. Against Russia, China, Venezuela, Iran, Turkey. In top of trade disruptions such as **Brexit**.

And all of them constitute **great opportunities**, disguised as **risks**, provided the use of the proper methodology.

Using **Brexit** as an example, this book provides such a **simple and highly effective tool** to be equally used by **companies**, industrial associations or even countries.

The **output**, is always the same: a shortlist of the **best business niches** and the name of the **main clients** to focus on, among **140.400** alternatives (5.400 niches in each country multiplied by 26 EU countries).

And where each **opportunity niche** represents hundreds of times a company's present turnover. Ravo BV in Netherlands, FlexNgate in Spain, Astellas in Ireland or BASF in Belgium are among the examples.

This book is thus useful to whom wants to profit from Brexit or take **advantage** of the next **trade war**. Recalling **Machiavelli** recommendation of: **never to waste the opportunities created by a good crisis**.



SUMMARY OF THE BOOK:

“Trade Wars As Opportunities: the example of Brexit – Finding the best niches for deals”

1. This book has **two distinctive characteristics**:

1.1. First: it focus on trade wars as an *opportunity*, not a risk; and

1.2. Second: for firms *in detail*: business deals.

2. Using Brexit as an example, the *opportunities* created for businesses are twofold:

2.1. **First**: *substitution of UK exports to the EU*, being the question: which products (niches) the UK 1) exports a lot 2) to which EU-26¹ countries, but 3) our company exports (coincidentally) little to them 4) although a lot to other parts of the world?

2.2. **Second**: *substitution of a firm's exports to the UK*, being the question: which EU-26 countries 1) import a lot from the world, 2) excluding the UK, 3) the same products (niches) that our firm exports a lot to the UK, 4) but those EU-26 countries import very little from our company?

3. And by *detail* is meant:

3.1. Rather than working at industry level or segments (and there are 88 industries defined at two digits and 615 segments defined at four digits by the Eurostat), one works at **niche level** (six digits of the Eurostat) of which there are 5.400 in each economy; that is, very narrow defined activities.

3.2. And given that each country's economy has 5.400 niches and there are 26 EU countries (EU28 less UK less the country of our company), every firm

¹ EU28 less UK less our country.

has 140.400 alternatives (5.400 niches x 26 countries) to select from for both types of opportunities;

3.3. Thus the **goal**: which are the 10/15 best opportunities for a company to focus on among 140.400 alternatives regarding the two types of opportunities above: substitution of UK exports to the EU and/or substitution of our exports to the UK.

4. The **output** of this book's methodology is a list with the *name of the main importers / potential clients*, niche by niche, country by country, regarding the best 10/15 opportunities for a company to focus on and the value in euros of each opportunity.

5. The output varies depending upon a firm's characteristics but the **methodology is always the same**. Thus, this book is useful to whom wants to profit from Brexit or take advantage of the next trade war.