



# **Economic Commission for Latin America and the Caribbean Subregional Headquarters for The Caribbean**

**MAGIC**

**Module for the Analysis of  
the Growth of International Commerce**

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- Origins
- What is MAGIC?
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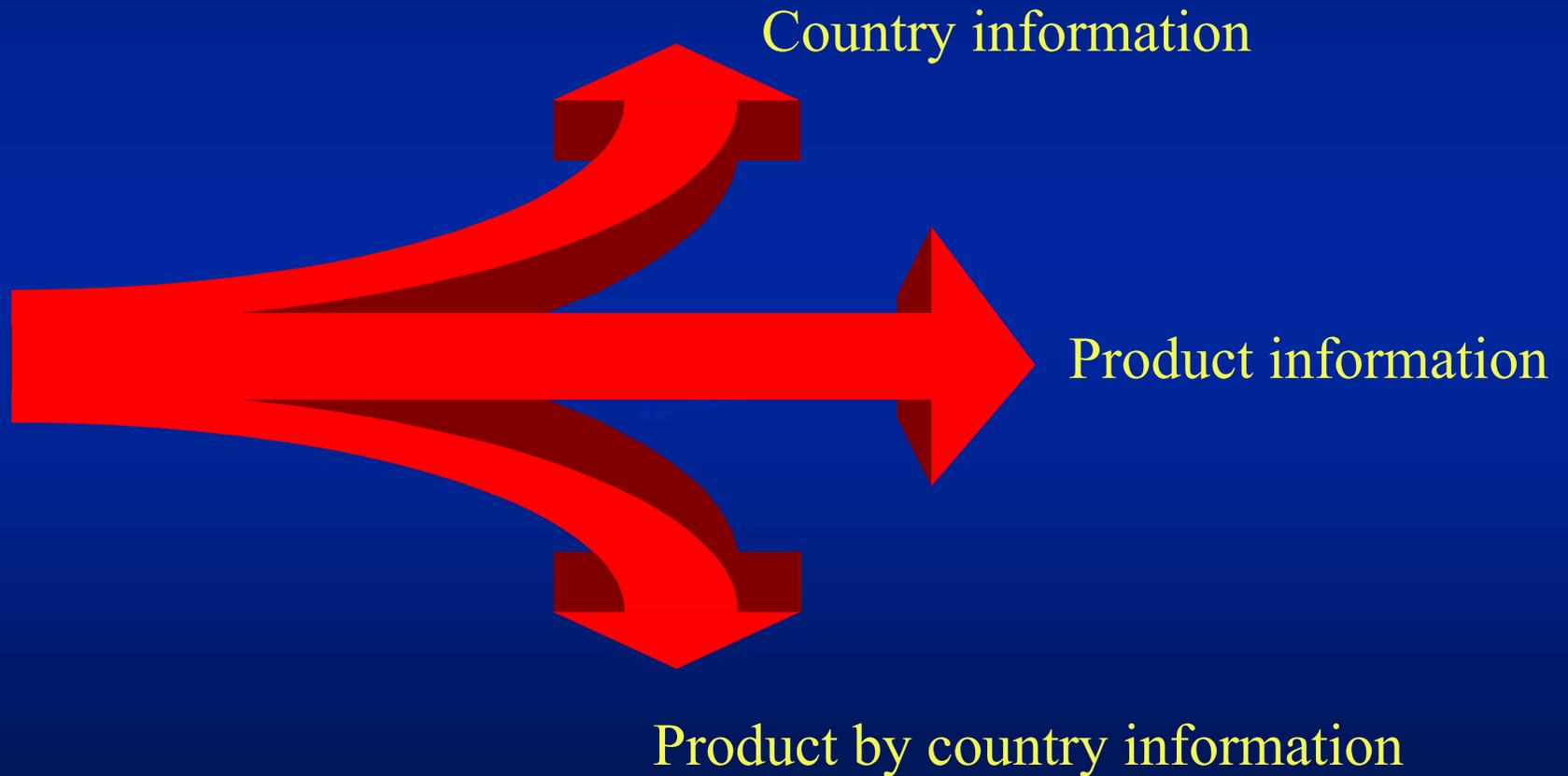
# What is MAGIC?

- Developed in 1995
- User-friendly software
- Consultation of imports and exports
- By country of origin a product
- Designed to show the evolution of market shares and perform constant share analysis

# What is MAGIC?

- Data 1990 – 1999 (1990 – 2001)
- Uses the Harmonized system
- Product detail is up to 10 digits
- Aggregation to 8, 6, 4 and 2 digits is instantaneous
- Country coverage is complete
- Product allows country groupings

# Three modules



# Three modules

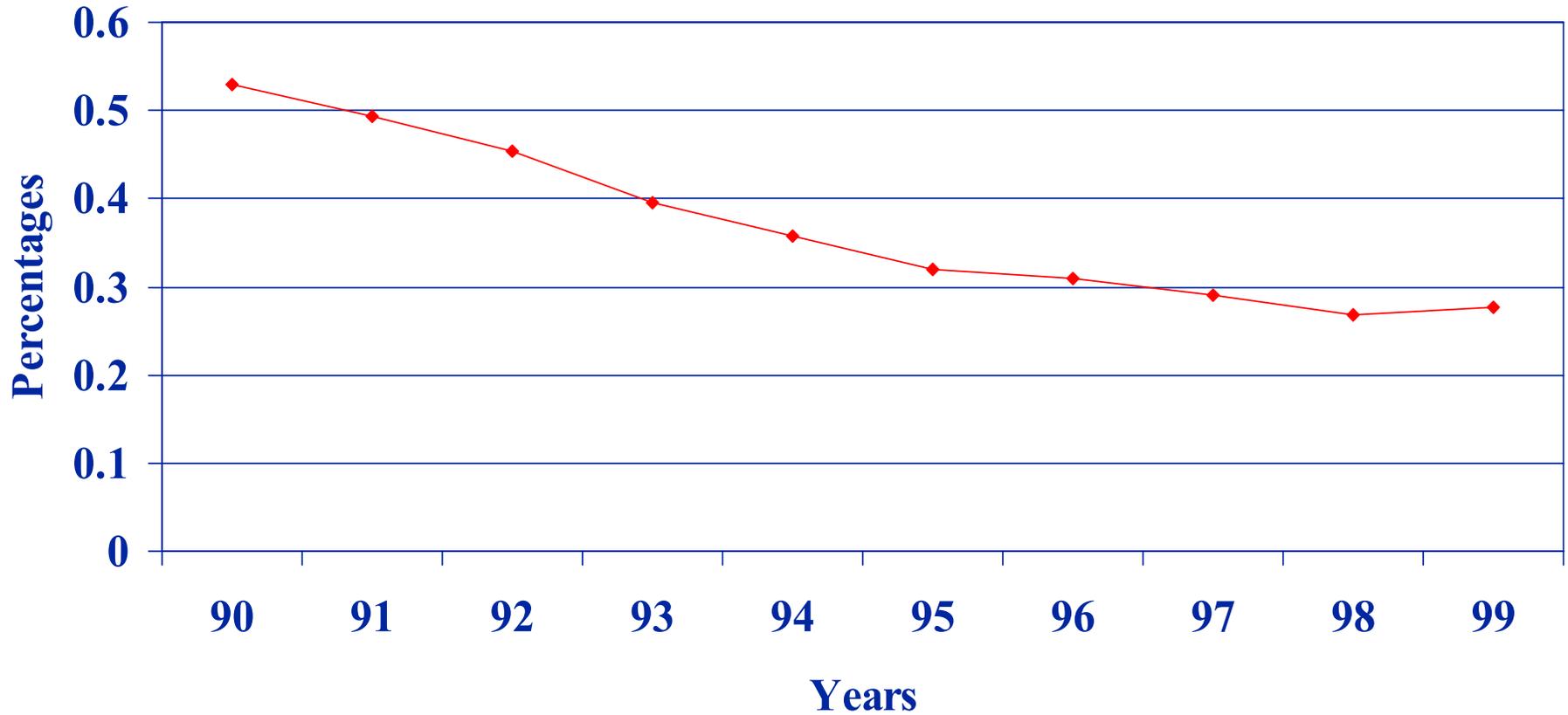
- Symmetry
- Indicators to visualize the data
- Indicators to analyze the data

# Basic Indicators

- Visualize
  - List order
  - Aggregation level
  - Check aggregation
- Analysis
  - Value and volume
  - Market share
  - Specialization
  - Relative unit values
  - Duties

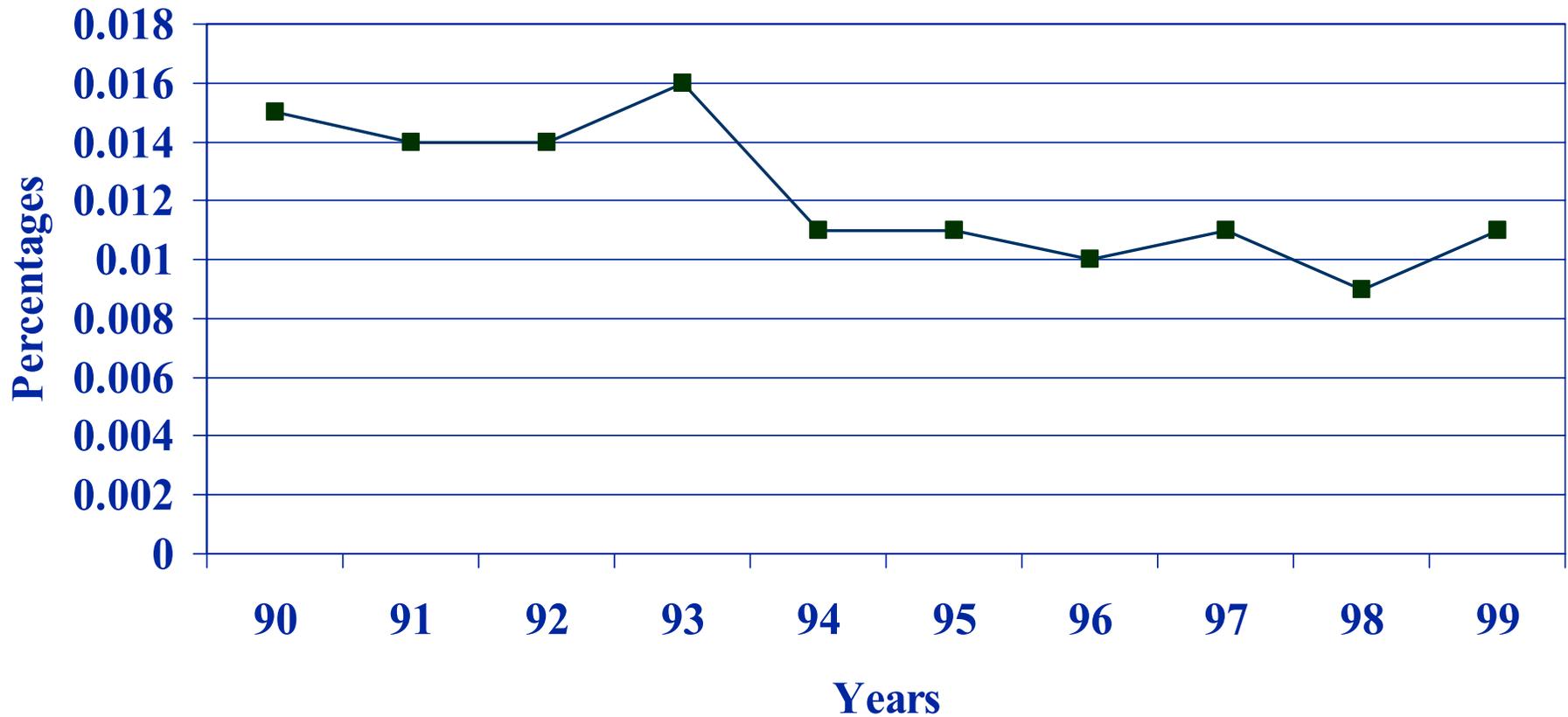
# CARICOM's market share in the United States import market

1990 - 1999



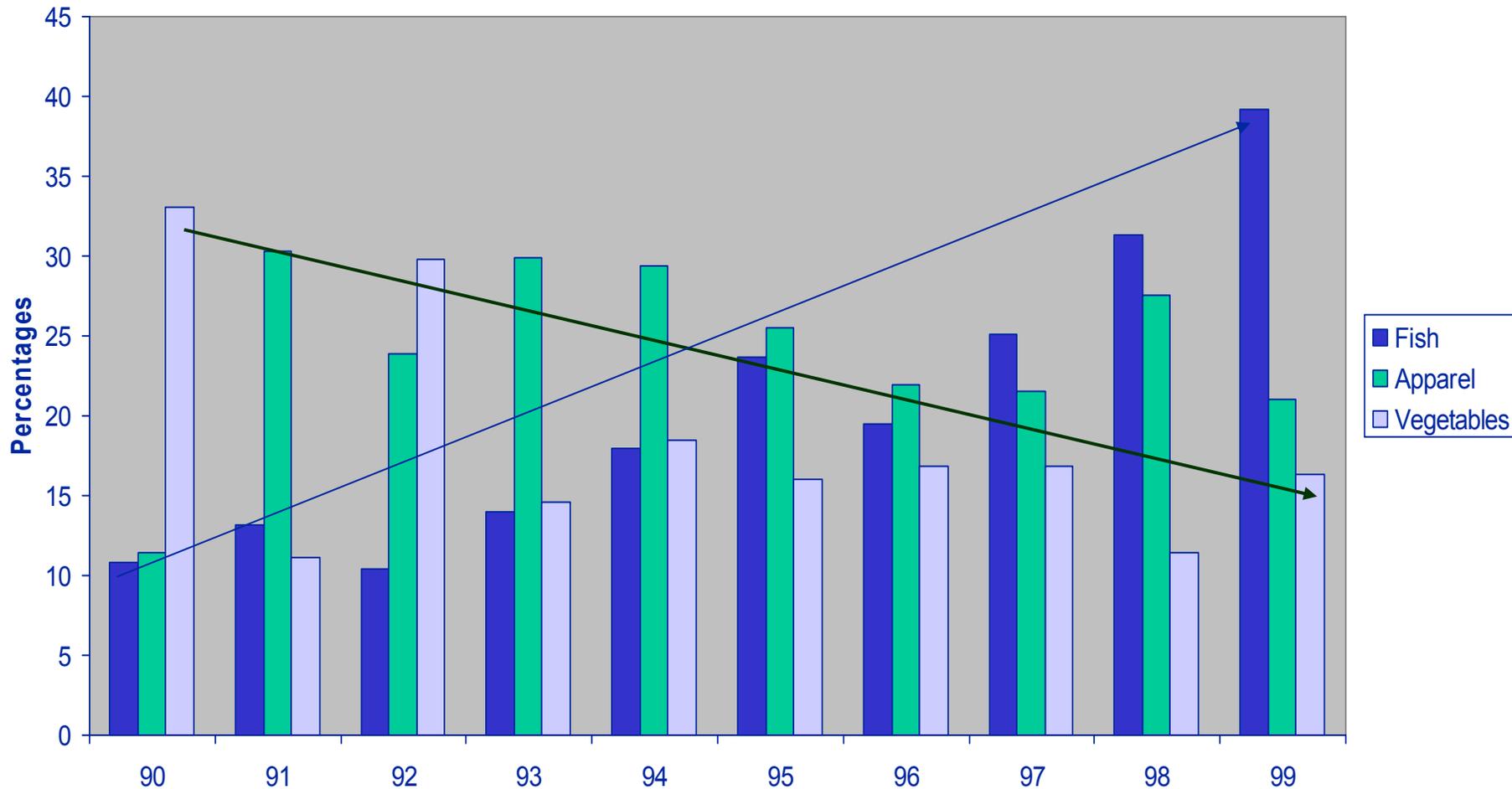
# OECS market share in the United States import market

1990 - 1999



# Belize's composition of exports to the United States

1990 - 1999



# Changes in the composition of exports to the United States

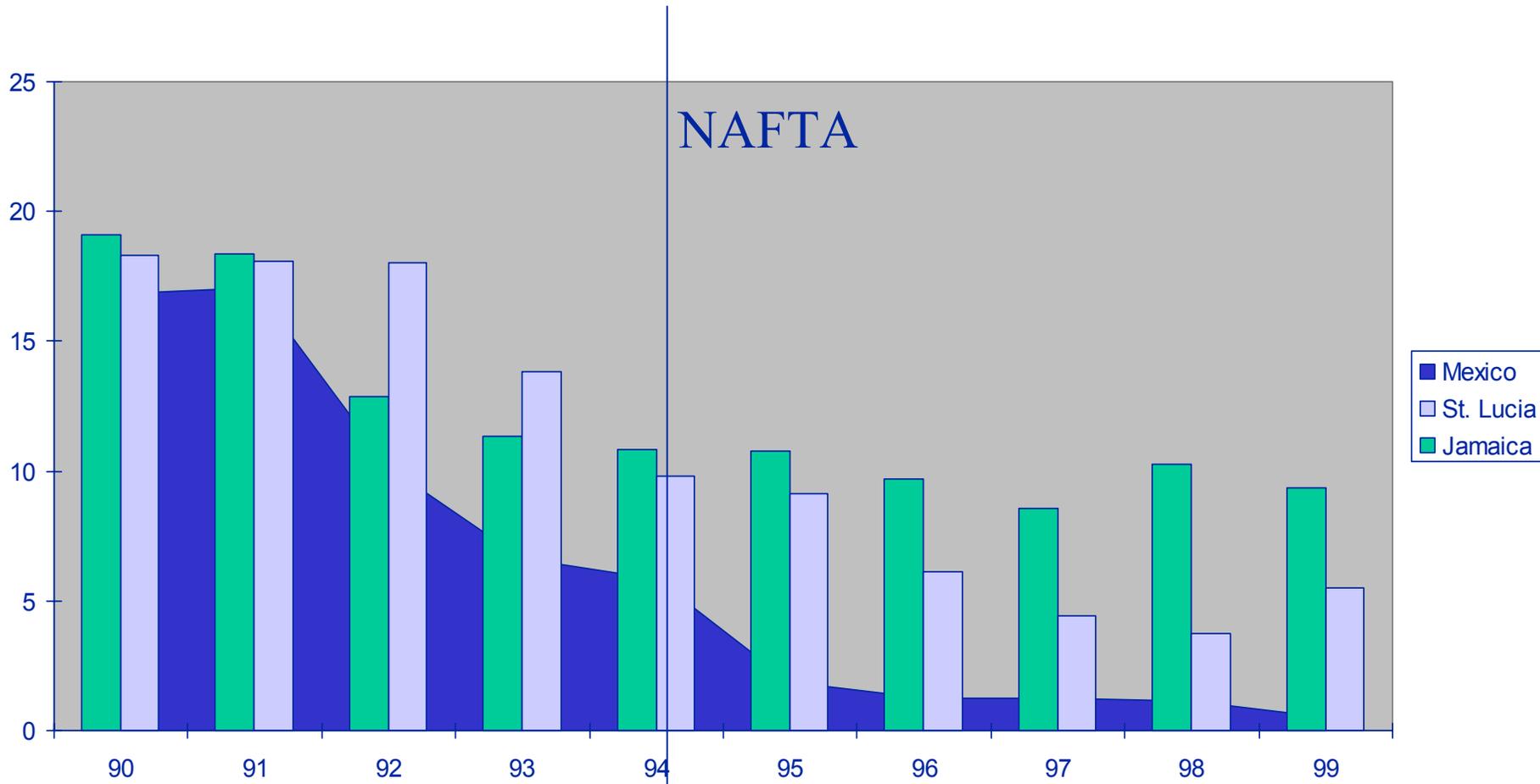
1991 - 1999

	1990		1999	
Anguilla	Footwear	40%	Beverages	61%
	Electrical Mach.	39%	Special Class.	25%
Antigua	Salt, sulfur	43%	Special Class.	51%
	Special Class.	12%	Salt, sulfur	12%
St. Lucia	Electrical Mach.	33%	Apparel	75%
	Special Class.	24%	Electrical Mach.	16%
St. Vincent	Toys, sports	31%	Cultured Pearls	82%
	Apparel	28%	Electrical Mach.	8%
St. Kitts	Electrical Mach.	85%	Electrical Mach.	60%
			Apparel	17%

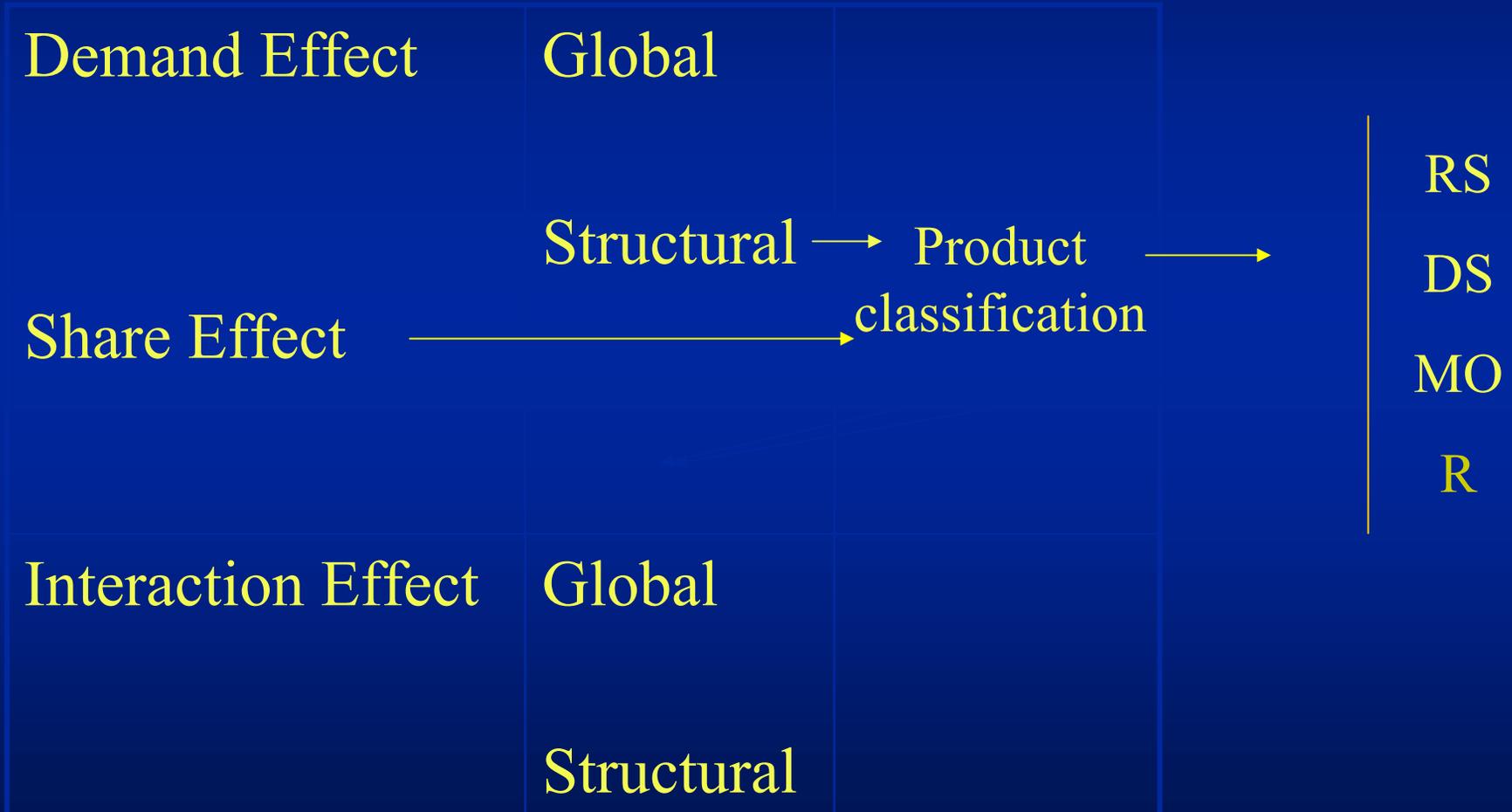
# Evolution of duty rates for apparel

## Jamaica, Mexico and St. Lucia

1990 - 1999

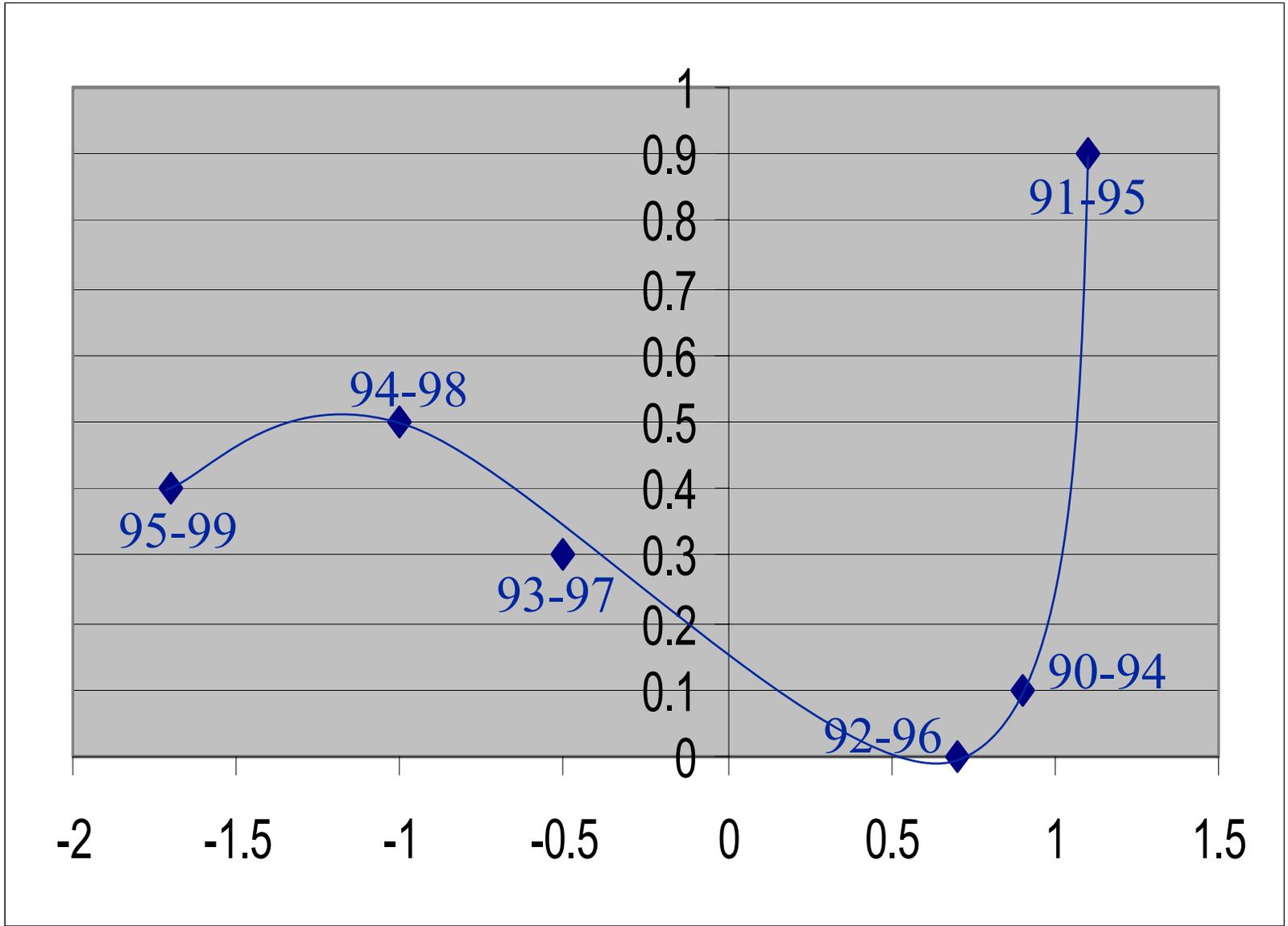


# Constant Shares Analysis



Country Share (Jamaica)

Product Share (Apparel)  $\Delta\% -$   $\Delta\% +$



## Competitors in a third market

Imports of electrical machinery from St. Lucia and St. Kitts

	Dynamism	Efficiency	Demand
Saint Lucia	Positive 36%	Negative	Positive 88%
St. Kitts	Positive 27%	Positive 3%	Positive 66%

# CAN and MAGIC

- Similarities
- Differences
- Difficulties