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

MAGIC
Module for the Analysis of the Growth of International Commerce
Contents

- Origins
- What is MAGIC?
- Structure
- Usefulness
- NAFTA
- Data set
- Three modules
- Indicators
- Costs/Benefits
- Winners/losers
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?

- 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

Country information

Product information

Product by country information
Three modules

• Symmetry
• Indicators to visualize the data
• Indicators to analyze the data
Basic Indicators

- Visualize
- Analysis

- List order
- Aggregation level
- Check aggregation

- 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

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>1999</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anguilla</strong></td>
<td>Footwear 40%</td>
<td>Beverages 61%</td>
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<tr>
<td></td>
<td>Electrical Mach. 39%</td>
<td>Special Class. 25%</td>
</tr>
<tr>
<td><strong>Antigua</strong></td>
<td>Salt, sulfur 43%</td>
<td>Special Class. 51%</td>
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<tr>
<td></td>
<td>Special Class. 12%</td>
<td>Salt, sulfur 12%</td>
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<tr>
<td><strong>St. Lucia</strong></td>
<td>Electrical Mach. 33%</td>
<td>Apparel 75%</td>
</tr>
<tr>
<td></td>
<td>Special Class. 24%</td>
<td>Electrical Mach. 16%</td>
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<tr>
<td><strong>St. Vincent</strong></td>
<td>Toys, sports 31%</td>
<td>Cultured Pearls 82%</td>
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<tr>
<td></td>
<td>Apparel 28%</td>
<td>Electrical Mach. 8%</td>
</tr>
<tr>
<td><strong>St. Kitts</strong></td>
<td>Electrical Mach. 85%</td>
<td>Electrical Mach. 60%</td>
</tr>
<tr>
<td></td>
<td>Apparel 17%</td>
<td>Apparel 17%</td>
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</table>
Evolution of duty rates for apparel
Jamaica, Mexico and St. Lucia
1990 - 1999
Constant Shares Analysis

<table>
<thead>
<tr>
<th>Demand Effect</th>
<th>Global</th>
<th>Structural → Product classification</th>
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<tbody>
<tr>
<td>Share Effect</td>
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<tr>
<td>Interaction</td>
<td>Global</td>
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<tr>
<td>Effect</td>
<td>Structural</td>
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# Competitors in a third market

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

<table>
<thead>
<tr>
<th></th>
<th>Dynamism</th>
<th>Efficiency</th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saint Lucia</td>
<td>Positive 36%</td>
<td>Negative</td>
<td>Positive 88%</td>
</tr>
<tr>
<td>St. Kitts</td>
<td>Positive 27%</td>
<td>Positive 3%</td>
<td>Positive 66%</td>
</tr>
</tbody>
</table>
CAN and MAGIC

- Similarities
- Differences
- Difficulties