

ATIM Methodology & Governance Framework

Part One ATIM Framework Overview

1. Framework Purpose

This report forms part of the ATIM (Aggregated Trade Intelligence Model) methodology within the broader MarketPilot Trade Intelligence & Execution Infrastructure.

The framework is designed to support:

- structured trade intelligence generation;
- export opportunity identification;
- institutional prioritisation;
- sector targeting;
- trade-development activity; and
- commercially oriented international engagement initiatives.

2. Sample Report Status

This report has been prepared using structured international trade datasets and the ATIM analytical framework. Although produced as a sample report, the analysis and methodology are representative of the ATIM reporting approach.

While analytically valid, sample reports are not generated through a fully deployed ATIM platform integrated with a tailored Protegra trade-enablement infrastructure.

Accordingly, some outputs and implementation options available within a deployed ATIM-Protegra environment may not be reflected within sample reports.

Part Two ATIM Methodology

3. Concentration Methodology

Concentration measures indicate the minimum number of countries, markets, sectors, products, or other analytical entities required to account for at least 50% of the relevant trade activity.

4. Data Sources & Trade Structure Methodology

This report has been generated using structured merchandise trade data sourced through internationally recognised trade and country-reference datasets.

Trade analysis is conducted primarily at HS2 product-classification level to support:

- simplified analytical interpretation;
- sector-level trade review;
- opportunity identification; and
- industry-alignment analysis.

Additional HS4-level contextualisation, concentration analysis, comparative trade structure review, and ecosystem-alignment analysis may also be incorporated where relevant to the report structure and analytical objectives.

Trade values, percentage shares, growth indicators, and comparative trade measures are calculated using the latest available validated trade data for the reporting period.

Analytical rankings, classifications, concentration measures, and opportunity indicators are derived from defined analytical populations based on the validated datasets available for the reporting period.

Unless otherwise stated, growth rankings are normally restricted to sectors exceeding a minimum trade-value threshold. This approach is intended to reduce distortion arising from very small trade values and to improve the operational relevance of comparative growth analysis.

Unless otherwise indicated within a report, the default minimum trade-value threshold for sector-growth rankings is USD 1 billion.

Where relevant, reports may distinguish between:

- the total dataset population;
- the validated analytical population included within the analysis; and
- the displayed ranking or comparison subset presented within individual tables.

Some reports may incorporate additional methodological extensions relevant to particular sectors, markets, products, or analytical objectives.

5. HS-to-Industry Mapping Methodology

Industry-sector alignment references are designed to support:

- chamber and trade-association engagement;
- institutional sector targeting;
- exporter and manufacturer identification; and
- broader trade-development activity.

Unless otherwise stated, ISIC (International Standard Industrial Classification) is used as the primary industry-classification reference framework because it provides an internationally recognised basis for alignment with national industry-classification systems.

Industry-sector mappings are indicative operational references derived from:

- structured HS-to-industry classification relationships;
- manufacturing-sector interpretation; and
- related industrial and commercial activity alignment.

6. Trade Intelligence & Opportunity Identification Approach

The ATIM framework is designed to support indicative trade-intelligence and opportunity-identification activities.

ATIM distinguishes between market scale and practical trade-development opportunity.

However, opportunity identification additionally considers factors such as:

- growth dynamics;
- structural alignment;
- ecosystem compatibility;
- regional integration;
- supply-chain participation;
- market accessibility;
- trade-corridor relevance; and
- broader trade-development potential.

Accordingly, ATIM opportunity analysis is multi-dimensional and is not based solely on absolute trade size.

The ATIM analytical framework incorporates three principal analytical layers:

- Structural Reality — establishing factual trade structure and market context;
- Comparative Analysis — identifying measurable trade patterns, differences, and concentration structures; and
- Opportunity Intelligence — identifying indicative trade-development and international engagement opportunities.

Part Three ATIM Governance Framework

7. Analytical Output Governance Principles

Within the ATIM framework, analytical tables, classifications, rankings, and supporting outputs are intended to serve defined analytical purposes.

Analytical outputs should contribute directly to:

- structural trade understanding;
- comparative analytical interpretation; or
- opportunity-oriented trade intelligence.

Accordingly, ATIM avoids:

- decorative analytical outputs;
- generic rankings without analytical relevance;
- unnecessary descriptive duplication; and
- unsupported statistical presentation.

Each analytical table or output should justify its existence through measurable analytical contribution and operational relevance.

Where rankings, comparative measures, or market-share analyses are presented, ATIM applies evidence-oriented ranking and presentation principles intended to support analytical transparency and interpretative consistency.

Rankings are based on underlying validated analytical values rather than solely on displayed rounded values. Where equivalent ranking positions occur, shared ranking indicators may be used.

Displayed values may be rounded for presentation purposes; however, underlying analytical precision is retained for ranking, classification, and comparative analytical calculations.

These principles are intended to support:

- analytical consistency;
- transparent statistical presentation;
- reproducible comparative analysis; and
- institutionally reliable trade-intelligence interpretation.

8. Contextual Trade & Market Factors

Indicative opportunity observations may also consider broader contextual trade and market-access factors, including:

- participation in trade blocs and regional trade frameworks;
- preferential trade-access relationships;
- geographic proximity;
- manufacturing and supply-chain integration;
- business-language alignment; and
- broader regional trade connectivity.

9. Indicative Nature & Framework Limitations

The ATIM framework is intended to support:

- structured trade intelligence;
- opportunity identification; and
- indicative trade-development analysis.

The framework and related reports are not intended to function as:

- predictive forecasting systems;
- formal econometric trade models;
- competitiveness-certification frameworks;
- investment-rating methodologies; or
- definitive market-entry assessment models.

10. Intended Institutional Use

The ATIM framework is designed to support:

- practical trade-development activity;
- institutional engagement;
- sector-targeting initiatives;
- export-development programmes;
- trade-promotion activity;
- business matching; and
- commercially oriented international trade initiatives.

Some reports may incorporate additional report-specific methodological extensions relevant to particular sectors, markets, product structures, or analytical objectives. Such extensions are intended to complement — not replace — the core ATIM methodological framework described within this appendix.



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