

# The World Market for Slates and Boards with Writing or Drawing Surfaces: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for slates and boards with writing or drawing surfaces. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for slates and boards with writing or drawing surfaces for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Slates and boards with writing or drawing surfaces' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'slates and boards with writing or drawing surfaces' is 89592.

## Contents

### **1 METHODOLOGY**

#### 1.1 OUR APPROACH

### **2 THE WORLD MARKET**

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

### **3 EXPORTS**

3.1 AFRICA: EXPORT SUPPLIES OF SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 KENYA

3.1.3 SOUTH AFRICA

3.1.4 TOGO

3.1.5 TUNISIA

3.2 ASIA: EXPORT SUPPLIES OF SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 MALAYSIA

3.2.8 SINGAPORE

3.2.9 SOUTH KOREA

3.2.10 TAIWAN

3.2.11 THAILAND

3.2.12 THE PHILIPPINES

3.2.13 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

#### 3.3.1 EXECUTIVE SUMMARY

#### 3.3.2 AUSTRIA

#### 3.3.3 BELARUS

#### 3.3.4 BELGIUM

#### 3.3.5 BULGARIA

#### 3.3.6 CYPRUS

#### 3.3.7 DENMARK

#### 3.3.8 ESTONIA

#### 3.3.9 FINLAND

#### 3.3.10 FRANCE

#### 3.3.11 GERMANY

#### 3.3.12 HUNGARY

#### 3.3.13 IRELAND

#### 3.3.14 ITALY

#### 3.3.15 LATVIA

#### 3.3.16 LITHUANIA

#### 3.3.17 NORWAY

#### 3.3.18 POLAND

#### 3.3.19 PORTUGAL

#### 3.3.20 ROMANIA

#### 3.3.21 RUSSIA

#### 3.3.22 SLOVAKIA

#### 3.3.23 SLOVENIA

#### 3.3.24 SPAIN

#### 3.3.25 SWEDEN

#### 3.3.26 SWITZERLAND

#### 3.3.27 THE CZECH REPUBLIC

#### 3.3.28 THE NETHERLANDS

#### 3.3.29 THE UNITED KINGDOM

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

#### 3.4.1 EXECUTIVE SUMMARY

#### 3.4.2 BRAZIL

#### 3.4.3 COLOMBIA

#### 3.4.4 MEXICO

#### 3.4.5 PERU

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF SLATES AND

## BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

### 3.5.1 EXECUTIVE SUMMARY

### 3.5.2 CANADA

### 3.5.3 THE UNITED STATES

## 3.6 OCEANIA: EXPORT SUPPLIES OF SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

### 3.6.1 EXECUTIVE SUMMARY

### 3.6.2 AUSTRALIA

### 3.6.3 NEW ZEALAND

## 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IN 2024

### 3.7.1 EXECUTIVE SUMMARY

### 3.7.2 ISRAEL

### 3.7.3 JORDAN

### 3.7.4 THE UNITED ARAB EMIRATES

### 3.7.5 TURKEY

## 4 IMPORTS

## 4.1 AFRICA: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024

### 4.1.1 EXECUTIVE SUMMARY

### 4.1.2 ALGERIA

### 4.1.3 BOTSWANA

### 4.1.4 BURKINA FASO

### 4.1.5 BURUNDI

### 4.1.6 CAMEROON

### 4.1.7 CAPE VERDE

### 4.1.8 COTE D'IVOIRE

### 4.1.9 EGYPT

### 4.1.10 ETHIOPIA

### 4.1.11 MADAGASCAR

### 4.1.12 MALAWI

### 4.1.13 MAURITIUS

### 4.1.14 MOROCCO

### 4.1.15 MOZAMBIQUE

### 4.1.16 NAMIBIA

### 4.1.17 NIGER

### 4.1.18 NIGERIA

4.1.19 RWANDA

4.1.20 SENEGAL

4.1.21 SIERRA LEONE

4.1.22 SOUTH AFRICA

4.1.23 TANZANIA

4.1.24 THE DEMOCRATIC REPUBLIC OF THE CONGO

4.1.25 UGANDA

4.1.26 ZAMBIA

4.1.27 ZIMBABWE

## 4.2 ASIA: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDIA

4.2.6 INDONESIA

4.2.7 JAPAN

4.2.8 MACAU

4.2.9 MALAYSIA

4.2.10 MONGOLIA

4.2.11 NEPAL

4.2.12 SINGAPORE

4.2.13 SOUTH KOREA

4.2.14 SRI LANKA

4.2.15 TAIWAN

4.2.16 THAILAND

4.2.17 THE PHILIPPINES

4.2.18 VIETNAM

## 4.3 EUROPE: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MOLDOVA
- 4.3.28 NORWAY
- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE
- 4.4 LATIN AMERICA: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024
  - 4.4.1 EXECUTIVE SUMMARY
  - 4.4.2 ARGENTINA
  - 4.4.3 BOLIVIA
  - 4.4.4 BRAZIL

4.4.5 CHILE

4.4.6 COLOMBIA

4.4.7 ECUADOR

4.4.8 EL SALVADOR

4.4.9 GUATEMALA

4.4.10 GUYANA

4.4.11 HONDURAS

4.4.12 MEXICO

4.4.13 NICARAGUA

4.4.14 PANAMA

4.4.15 PARAGUAY

4.4.16 PERU

4.4.17 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ARUBA

4.5.3 BERMUDA

4.5.4 CANADA

4.5.5 GREENLAND

4.5.6 JAMAICA

4.5.7 THE BAHAMAS

4.5.8 THE DOMINICAN REPUBLIC

4.5.9 THE UNITED STATES

#### 4.6 OCEANIA: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

#### 4.7 THE MIDDLE EAST: SLATES AND BOARDS WITH WRITING OR DRAWING SURFACES IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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