



**MARKETING GLOBAL E INTERNACIONAL Y COMERCIO EXTERIOR (SEMIPRESENCIAL)**  
**GRANDO DE MARKETING 2020/2021**

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# Medidores del Comercio

X = EXPORTACIONES  
M = IMPORTACIONES

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1. Volumen del comercio mundial de mercancías = Promedio de la suma de exportaciones e importaciones  
 $= (X+M)/2$

2. Apertura Comercial =  $((X + M) / PIB) * 100$

3. Balanza Comercial =  $(X - M)$  = Deficit or Superavit

4. Tendencias del crecimiento del comercio: indicadores 1) 2) y 3) a lo largo del tiempo

5. Apertura Exportadora =  $(X / PIB) * 100$

6. Apertura Importadora =  $(M / PIB) * 100$

Tarea: realizar los calculos de 1) hasta 6) de todos los paises con los datos de:

- a) Con los datos de bienes y servicios de forma conjunta
- b) Con los datos de bienes de forma conjunta

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Nota aclaratoria: 1) 2) 3) 4) 5) y 6) tiene que ser calculado para bienes (separadamente), y bienes y servicios (conjuntamente)

Como obtener los datos de comercio Mundiales?

Fuente de informacion: Banco Mundial

Datos de exportaciones

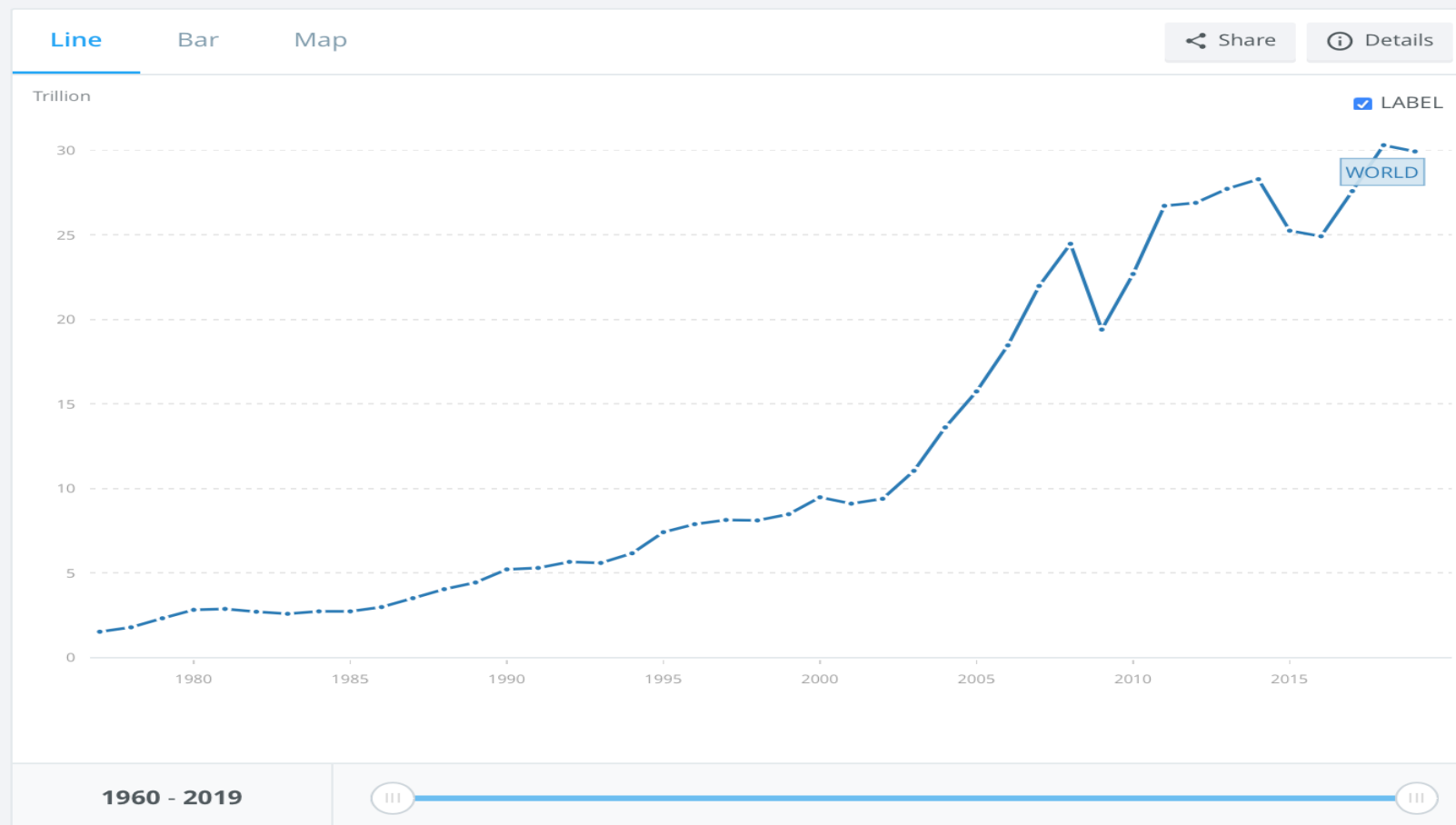
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## Exports of goods, services and primary income (BoP, current US\$)

International Monetary Fund, Balance of Payments Statistics Yearbook and data files.

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- Imports of goods, services and primary income (BoP, current US\$)
- Exports of goods and services (BoP, current US\$)
- ICT service exports (BoP, current US\$)
- Insurance and financial services (% of service exports, BoP)
- Goods exports (BoP, current US\$)
- Travel services (% of service exports, BoP)
- Charges for the use of intellectual property, receipts (BoP, current US\$)
- Service exports (BoP, current US\$)

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Datos de importaciones

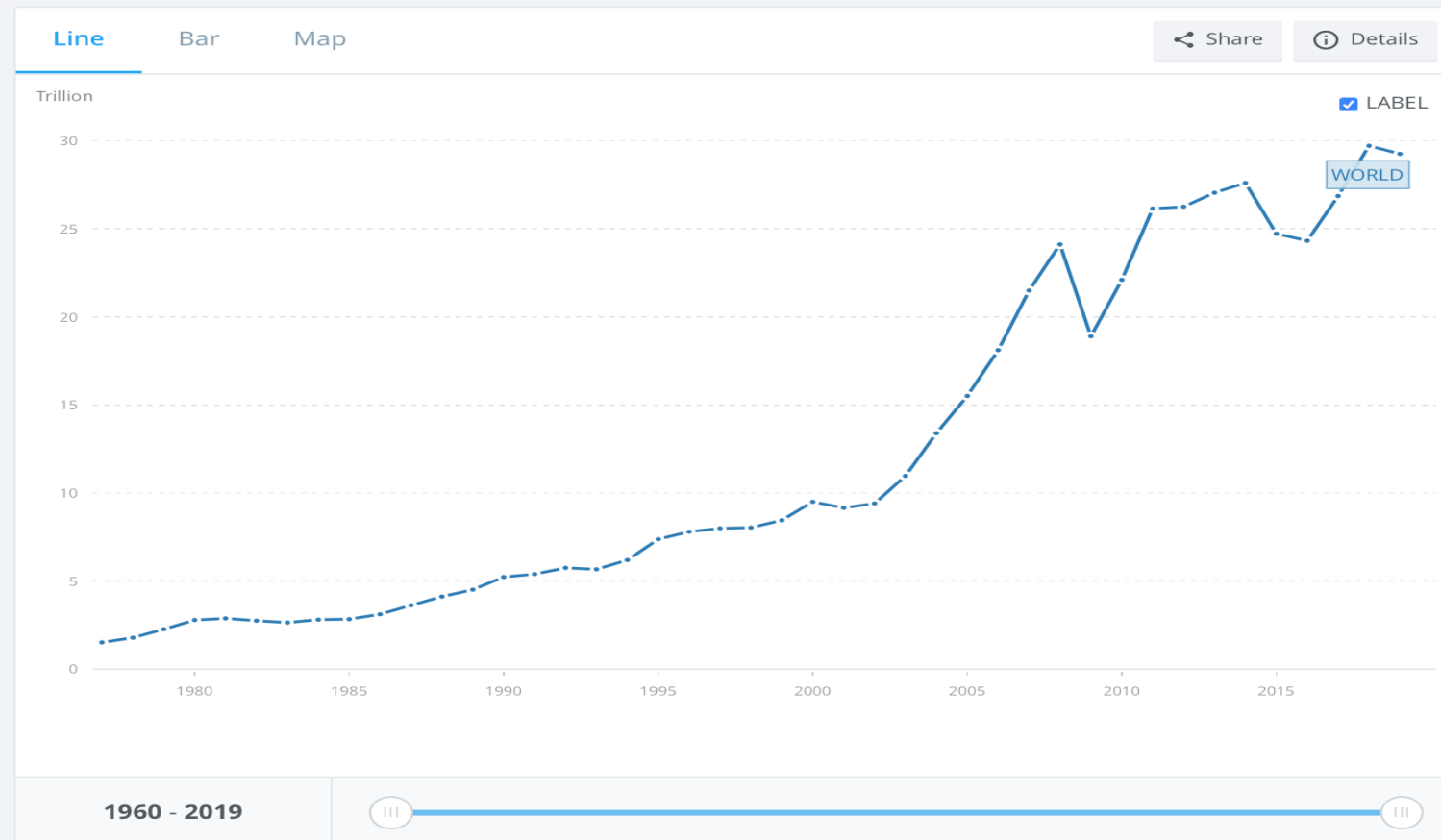
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- Exports of goods, services and primary income (BoP, current US\$)
- Transport services (% of service imports, BoP)
- Communications, computer, etc. (% of service imports, BoP)
- Insurance and financial services (% of service imports, BoP)
- Service imports (BoP, current US\$)
- Primary income payments (BoP, current US\$)
- Travel services (% of service imports, BoP)
- Charges for the use of intellectual property, payments (BoP, current US\$)



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Datos del PIB

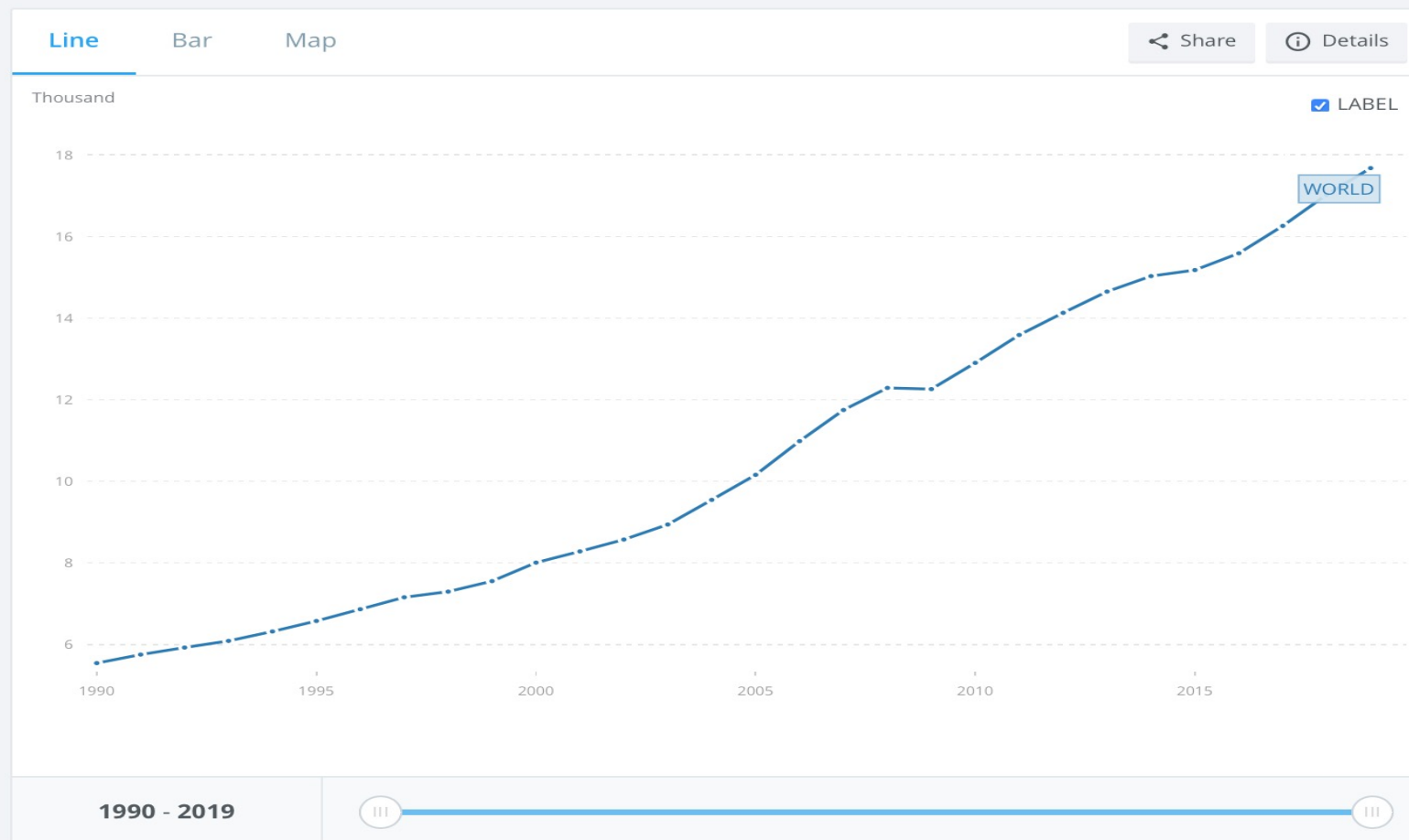
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## GDP per capita, PPP (current international \$)

International Comparison Program, World Bank | World Development Indicators database, World Bank | Eurostat-OECD PPP Programme.

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- GDP per capita, PPP (constant 2017 international \$)
- GDP per capita growth (annual %)
- GDP per capita (constant LCU)
- GDP per capita (constant 2010 US\$)
- GDP per capita (current LCU)
- GDP per capita (current US\$)
- Inflation, GDP deflator (annual %)
- Oil rents (% of GDP)

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Datos de exportaciones

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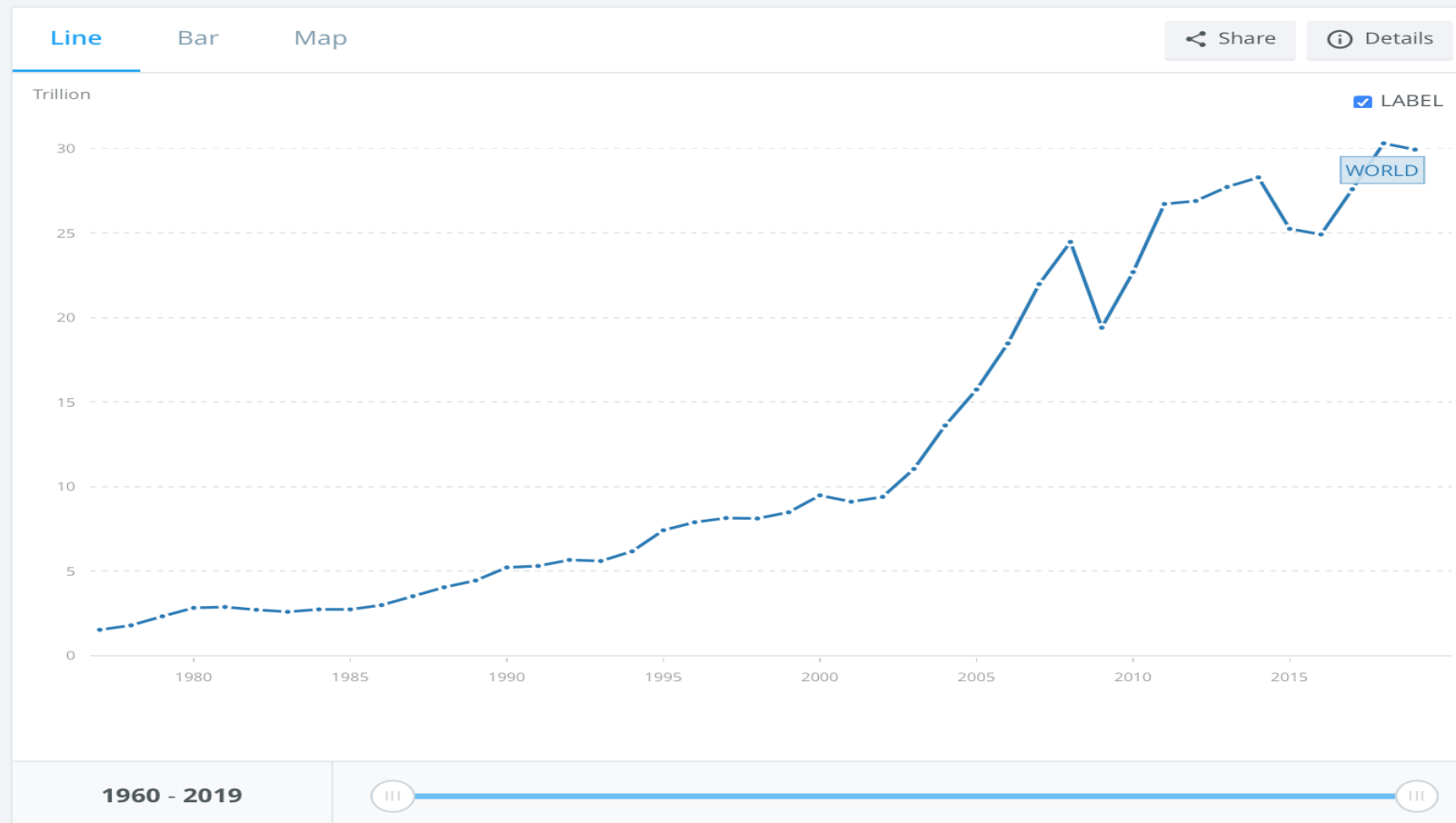
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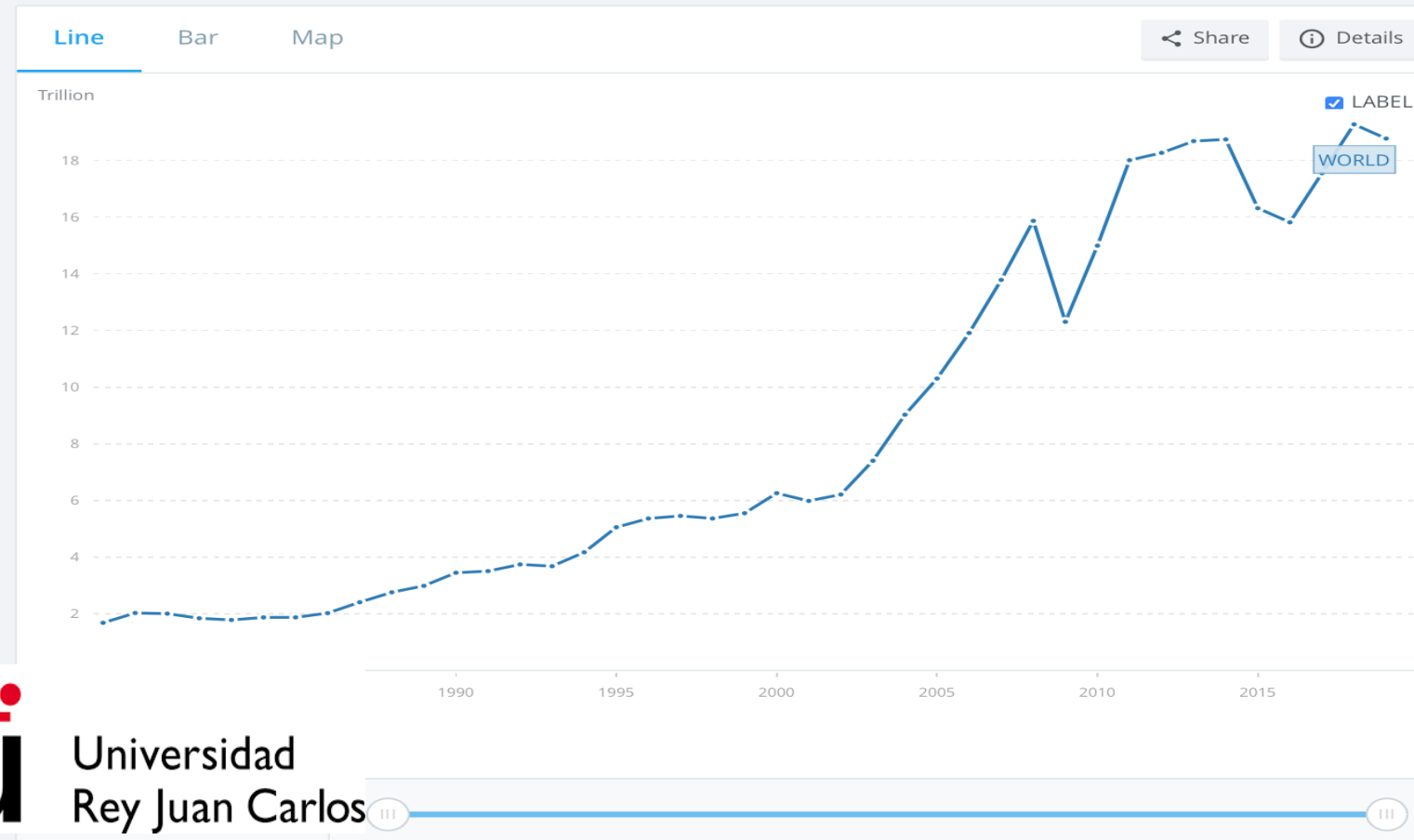
Datos de exportaciones

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## Goods exports (BoP, current US\$)

International Monetary Fund, Balance of Payments Statistics Yearbook and data files.

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Net trade in goods (BoP, current US\$)

Goods imports (BoP, current US\$)

Exports of goods and services (BoP, current US\$)

ICT service exports (BoP, current US\$)

Insurance and financial services (% of service exports, BoP)

Travel services (% of service exports, BoP)

Exports of goods, services and primary income (BoP, current US\$)

Charges for the use of intellectual property, receipts (BoP, current US\$)



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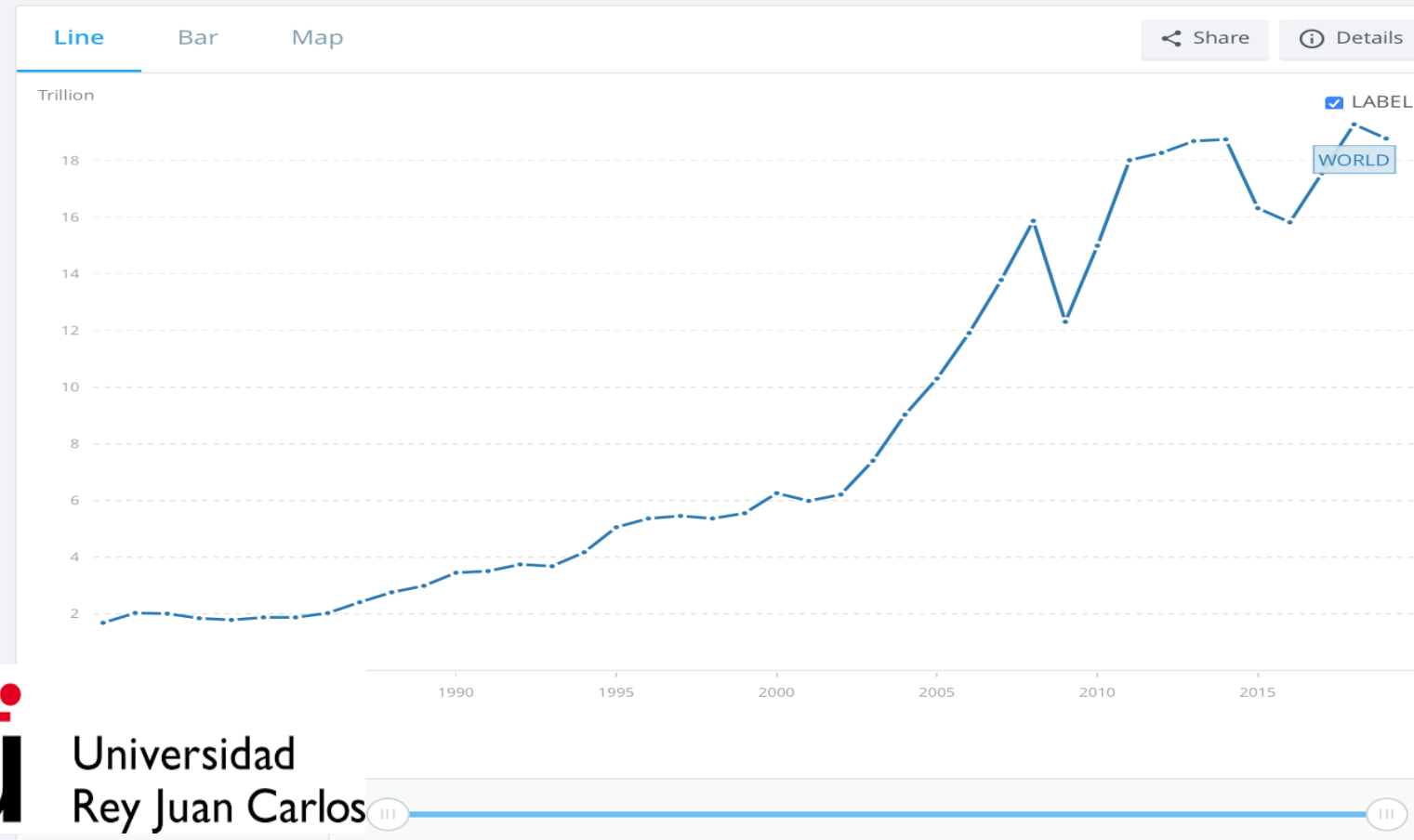
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Charges for the use of intellectual property, receipts (BoP, current US\$)



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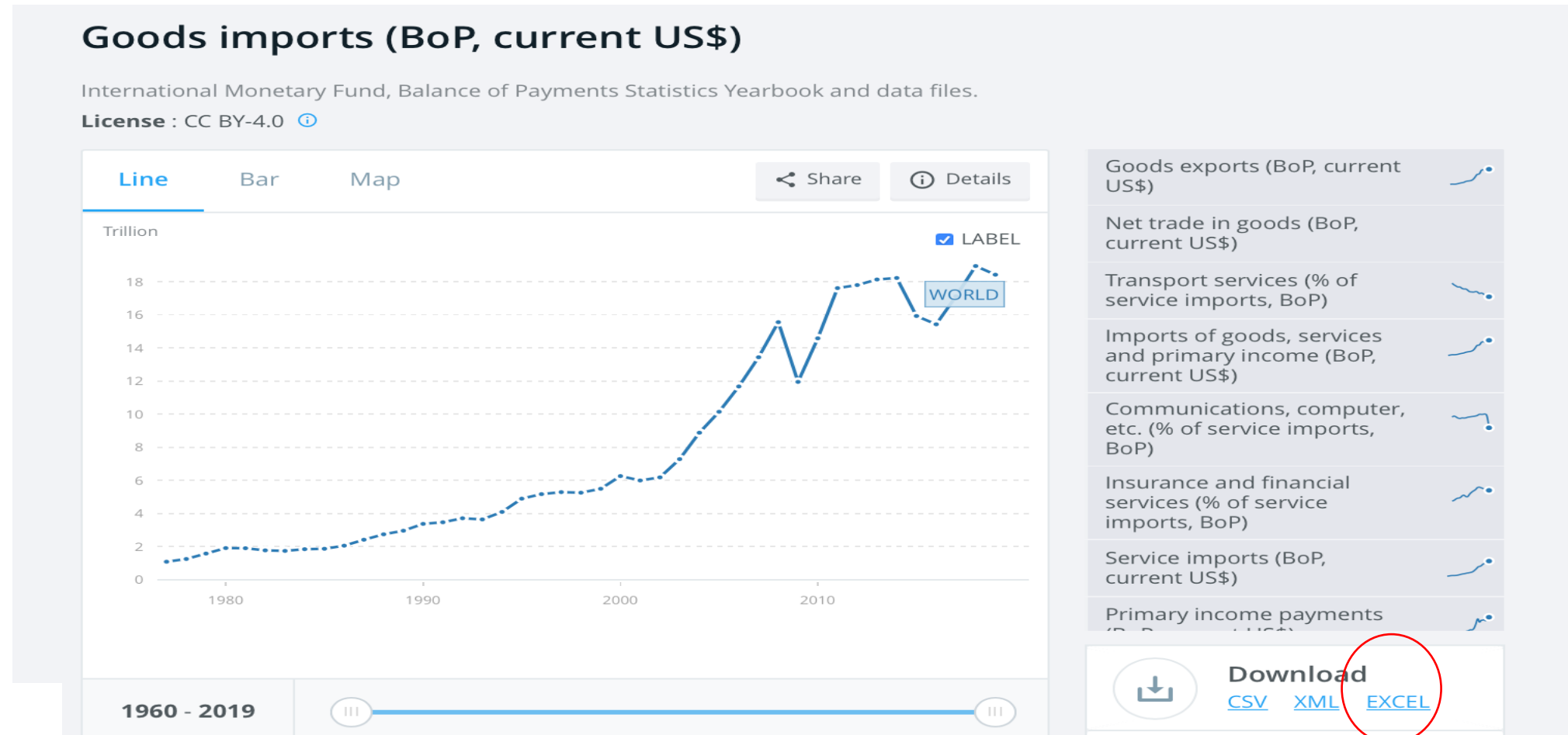


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*GRACIAS POR SU ATENCIÓN*

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