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PIERS Expands Trade Data Coverage to Latin American Air Cargo

Newark NJ — July 31, 2008 **PIERS Global Intelligence Solutions®**, a **Commonwealth Business Media** company and the leading provider of U.S. ocean-going trade information, is now offering detailed data on air cargoes flown into and out of Argentina, Brazil, Chile, Ecuador, Mexico, and Peru.

“We’re excited to offer our clients this important dimension of global business information,” says Wael Jarous, vice president of PIERs Commercial Sales. “While the bulk of the world’s import-export trade is waterborne, fully 40 percent *by value* moves by air, including perishable goods and light-weight, high-value commodities.”

Jarous adds that ongoing expansion of its Latin American trade database offerings is a top priority at PIERs.

Just this Spring, PIERs announced the addition of Argentina to a database that already covered waterborne trade originating from or destined for Brazil, Chile, Colombia, Ecuador, Mexico, Peru, and Venezuela.

“For U.S. companies, the nearby markets and sources of supply within our own hemisphere look increasingly attractive as transportation costs rise,” Jarous continues. “Our expanded Latin American data offerings — all meeting PIERs industry-leading standards for accuracy and comprehensiveness — will help our clients uncover new opportunities to buy and sell globally, but closer to home.”

For information about PIERs Latin American or other international trade intelligence, go to www.piers.com/piersproducts.aspx, or call 800.952.3839, ext 7175.

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About PIERs Global Intelligence Solutions

PIERS is the primary source of U.S. waterborne trade information and a leader in global trade solutions.

Launched over 30 years ago by *The Journal of Commerce* as the Port Import Export Reporting Service, its first venture in electronic information, PIERS quickly became the standard reference on container trade for the maritime industry.

The database that is at the core of PIERS information products is unique. Based on the manifests and bills of lading that document import-export activity, and checked by reporters in every port, the PIERS database yields the most timely, accurate, comprehensive information available on trade through U.S. Ports.

More specialized PIERS databases also offer historical data back to the 1950's, trade finance data, and Asia and Latin American trade data.

PIERS economists and researchers supply expert data analysis and interpretation to support decision-making, while detailed and customizable datasets yield solutions for cross-border marketing, supply-chain management and competitive intelligence.

A roster of over 6,000 private industry, trade association, and domestic and foreign government clients, representing more than 40 countries, relies on PIERS to translate trade data into meaningful intelligence that guides their global business strategies. For more information visit www.piers.com

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