Passport

Euromonitor's Passport is an integrated database that provides business intelligence on countries, industries, markets, companies and consumers around the world.

Its user-friendly interface facilitates the search of information from thousands of market reports, country and consumer trend analyses, strategy reports, product analyses as well as statistical and data compilations.

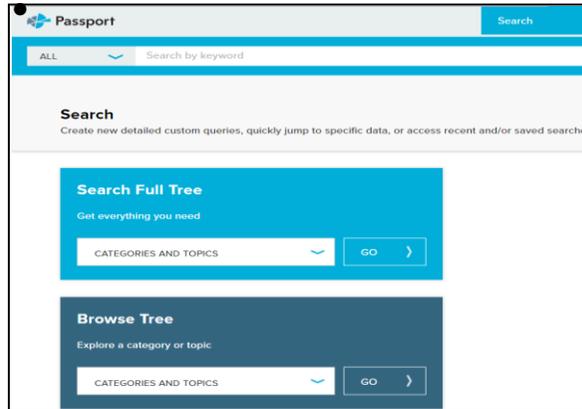*Euromonitor* 提供的 *Passport* 商業情報資料庫集多種資訊於一身，涵蓋世界不同國家、產業、市場、公司和消費者的商業資訊。

資料庫的界面易於使用，利便使用者從數以千計的市場報告、國家及消費趨勢分析、策略報告、產品分析和統計數據匯編中搜尋所需資料。計與數據匯編中搜尋所需資料。

Searching Methods

There are three ways to search information in the database:

1.   TEXT SEARCH

- Search By Keywords to find the most relevant statistics and analysis
- Search Full Tree: Build a search based on Categories and Topics

2.   BROWSING SERACH

You can select **Industry**, **Category** or **Geography** as the search criteria to browse the results through the following entries:

- **SEARCH BY INDUSTRIES, CATEGORIES AND TOPICS**: Six searching types allow you to narrow the results in a Category Tree by entering keywords
- **COUNTRY REPORTS - DEMOGRAPHICS**: Allow access to articles, key trends and the latest reports related to various industries
- **SEARCH STATISTICS**: Select Industry and Category and then jump directly to country rankings
- **SEARCH ANALYSIS**: Quickly find relevant analysis / market reports on industries, economies and consumers

3.   SEARCH DASHBOARDS

Dashboards is an interactive tool to visualise data on industries, economies and consumers in an efficient way. You may learn about consumer trends using the economic, socio-economic and demographic data and explore future opportunities**.**

Understanding the Results Page
Using Statistics
- **Convert Data & Change Selections**: Use the Analytics tools to create customised data sets and change the results displayed.
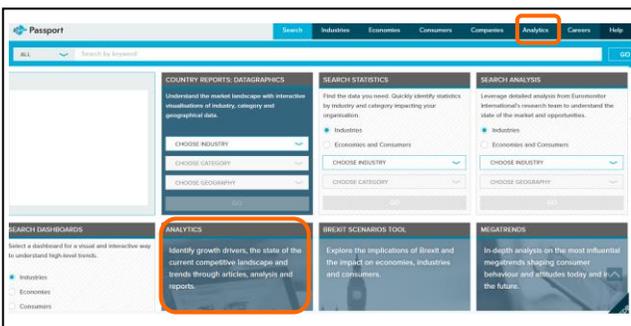- Click icons to view **Related Analysis**, **Chart**, **Company Shares**, **Distribution**, etc.

Understanding Analysis
- **FILTER ANALYSIS** by Geography, Category, and Analysis; click more filters to refine the results.
- **SORT RESULTS** for display by Relevance, A-Z, Z-A, or Date.

Accessing Analytics Tools

Analytics tools, which regularly analyse updated statistics, help users gain a better insight into **industry-specific dynamics** and **global cross-industry trends** as well as provide precise answers to vital business issues.

You may enter the Analytics tool page via the top navigation bar or by clicking the relevant box at the bottom of the Passport homepage.

Analytics tools include:

- **Brexit Scenario Tools**
  Explore the implications of Brexit and the impact on economies, industries and consumers
- **Consumer Spending by Income Bands**
  Explore how spending on a basket of consumer goods and services varies by the income level
- **Income and Wealth Distribution Model**
  Explore the distribution of income and wealth over time and the spot trends as well as assess the impact of macro scenarios
- **Cities Income Distribution Model**
  Analyse income segments across cities and the spot trends as well as assess the impact of macro scenarios
- **Macro Model**
  Explore the latest macroeconomic forecasts and simulate a variety of alternative macro scenarios
- **Economic Barometer**
  Keep abreast of macroeconomic developments

- **Commodity Price Model**
  View the latest price forecasts for different commodities, adjust assumptions and run scenarios
- **Future Demographic Model**
  Examine the demographic structure of countries around the world and search for similarities
- **Passport Connector**
  Explore data relationships across industries, economies and consumers.
- **Economic Barometer**

  Stay up to date with macroeconomic

Printing the Results
- Press Ctrl+P or select "Print" from your browser
- Follow the standard procedures to pay for and collect the printouts in the library

Available at 使用地點

Hong Kong Central Library, City Hall Public Library, Kowloon Public Library, Ping Shan Tin Shui Wai Public Library, Sha Tin Public Library, Tsuen Wan Public Library and Tuen Mun Public Library.

香港中央圖書館、大會堂公共圖書館、九龍公共圖書館、屏山天水圍公共圖書館、沙田公共圖書館、荃灣公共圖書館及屯門公共圖書館。

http://www.hkpl.gov.hk/libraryaccess

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e-Database User Guide
電子資料庫使用指南