

EXPLORING MALAWI'S EXPORT POTENTIAL



Exploring Malawi's export potential

About the paper

Regional integration is the key to Malawi's trade success, according to a new ITC report that uncovers the country's greatest untapped export potential in agro-processing.

This report is a roadmap for Malawian exporters and policymakers to identify higher value-added products and markets with growth potential, as well as giving guidance to realize these opportunities and overcoming production challenges.

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For more information on Export Potential Map projects, see: <http://exportpotential.intracen.org>.

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Foreword

As a least developed country (LDC), Malawi recognizes the importance of investing in policies and processes to use trade as a tool of inclusive growth. Underlying this approach is a strategy to strengthen its export sectors and broaden the scope of the goods and services produced given the country's traditionally strong dependence on a narrow set of revenue-generating exports.

Developing a competitiveness strategy that focuses on diversifying its export markets and shifting to greater value addition in its products and services could place the country onto a more stable and sustainable development path with widespread benefits for the population.

In this context, trade and market access data are key in guiding and re-orienting national policies towards the opportunities that promise the greatest benefits. This paper provides an example of how relevant data – complemented by information from local stakeholders – can inform the trade-related decision-making of policymakers and the private sector. By transforming raw data to trade and market intelligence, Malawi is in a better position to design and implement an informed trade and development strategy.

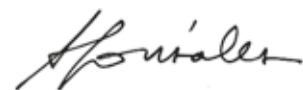
Enhancing trade competitiveness is not always straightforward. It requires a balance between policies that promote the current basket of export goods and an innovative approach that invests in new tradable products with higher value added and impact. Accordingly, this paper provides a customized analysis for product upgrading focused on export diversification.

In line with ITC's export potential and diversification methodology, including its new value chain indicator, this analysis identifies opportunities for Malawi to achieve export success through greater diversification and value addition. These opportunities include the identification of local value chains through which the country could further develop a higher value-added offering.

The findings show that the country has a wealth of untapped export potential, particularly within the Southern African Development Community (SADC) region, and that realizing this potential can build competitiveness for future growth.

ITC is committed to providing customized, cutting-edge analysis to help micro, small and medium-sized enterprises (MSMEs) and policymakers realize their potential for inclusive, trade-led growth. One of the key contributions is to empower businesses and policymakers around the world through access to trade and market intelligence.

This paper is a result of ITC's collaboration with the National Statistical Office and the Ministry of Industry and Trade of Malawi on strengthening national capacities in trade information and statistics services and aligned to Malawi's national objectives. ITC is pleased to be on this journey with Malawi and will be pleased to continue offering support and assistance to help the country realize its development potential.



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