

SPOTTING PRODUCTS WITH EXPORT POTENTIAL

AN ITC ASSESSMENT TO SUPPORT
EXPORT PROMOTION ACTIVITIES
IN 64 DEVELOPING COUNTRIES



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The study provides regional analysis, country and sector fact sheets to assess the existing export potential and diversification opportunities of 64 developing countries in European, emerging and regional markets. ITC has applied and customized its methodology to support the Centre for the Promotion of Imports from developing countries (CBI) in its selection of value chains with the aim of achieving better targeted and more effective interventions.

Descriptors: Export Potential, Export Diversification, Product Development, Value Chains, Developing Countries.

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Contents

Acknowledgements	iii
Abbreviations	vii
Executive summary	ix
Introduction	ix
1. Purpose	1
2. Scope of the study	1
3. The explanatory limits of quantitative approaches to export potential assessment	2
Export potential assessment methodology	2
4. Data	3
5. Components of the Export Potential Indicator	4
5.1. Supply side	4
5.2. Demand side	5
6. Components of the Product Diversification Indicator	6
6.1. Supply side	6
6.2. Demand side	6
7. Aggregating results	6
8. Assessment of policy objectives	6
Country results	8
9. How to read the country factsheets	9
10. Exemplary country factsheets	11
11. Validation with country experts	17
12. Interpretation of results	17
12.1. Country example 1: Bangladesh	17
12.2. Country example 2: Burundi	18
12.3. Country example 3: Guatemala	18
Regional and sector results	20
13. Export opportunities of regions	20
13.1. Africa and the Middle East	20
13.2. Asia and Eastern Europe	24
13.3. Latin America	27
14. Export opportunities of LDCs	30

Conclusions	34
Appendix I Country list	35
Target countries of the Netherlands development cooperation	35
Regional markets	35
Appendix II CBI sectors	36
Appendix III Data sources	37
Appendix IV Sector factsheets: export opportunities in the EU and EFTA	38

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