

Potential Export Products & Markets

Opportunities

(Aluminum Bars)



Dr. Faisal El Amir

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1. Summary of product and market identification

Product identified	HS7604 Aluminum Bars
Criteria for identification	<i>Export from UAE is growing at the same time world import is growing(Champion product)</i>
Benefit to the exporter from Dubai	<i>Companies can broaden the supply capacity and diversify products</i>
Economic impact	<i>Economic sustainability</i>
Current exports from Dubai	Dubai export from Aluminum Bars registered 550 Mil AED during Jan-Sept 2017 and was 672 Mil AED in 2016
Value of identified untapped potential markets	<i>84 Mil US\$</i>
# of Markets with advantage of FTA	<i>7</i>
Total# of identified potential markets	<i>14</i>

1- Preamble

- *The purpose of the Product& Market identification series is to identify promising products that are performing in export market at a growth rate higher than the world average, these are called “Champions”*
- *Exporters of “Champions” have proven their international competitiveness over the period. Trade promotion efforts for Champion products cannot be controversial as they are national successes. Promotional efforts might include awareness to exporters of the extra opportunities in order to broaden the supply capacity and diversify products. Further ,these products are important for sustaining economic growth*
- *The other category of products which we intend to cover in the series in a subsequent phase, are products **declining in a growing market**, they are hence named “decliners in a growing market”, These category can represent an alert for policy makers to identify opportunities for trade promotion and other efforts, reasons for underperformance may be diverse and include supply-side capacity constraints, product quality issues ,market access barriers, need for export credit guarantee in the target markets and logistics connectivity*
- *The source of information for these analyses is ITC Trade Map with validation by WITS if necessary as well as Dubai Customs data*

2- Product Identification

- Aluminum Bars exports from UAE exhibited an annual growth rate of 5% p.a. between 2012 -2016 , on the other hand world imports are also growing at annual rate of 4% during the same period ,this means that Aluminum Bars are winning in growing market and thus the product can be classified as a “Champion” product

Code	Product label									
		Value exported in 2016 (USD thousand d)	Trade balance 2016 (USD thousand d)	Annual growth in value between 2012-2016 (% p.a.)	Annual growth in value between 2015-2016 (% p.a.)	Annual growth of world imports between 2012-2016 (% p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries
	Bars, rods and profiles, of aluminium, n.e.s.	137639	6692	5	-5	4	0.8	30	1883	0.18

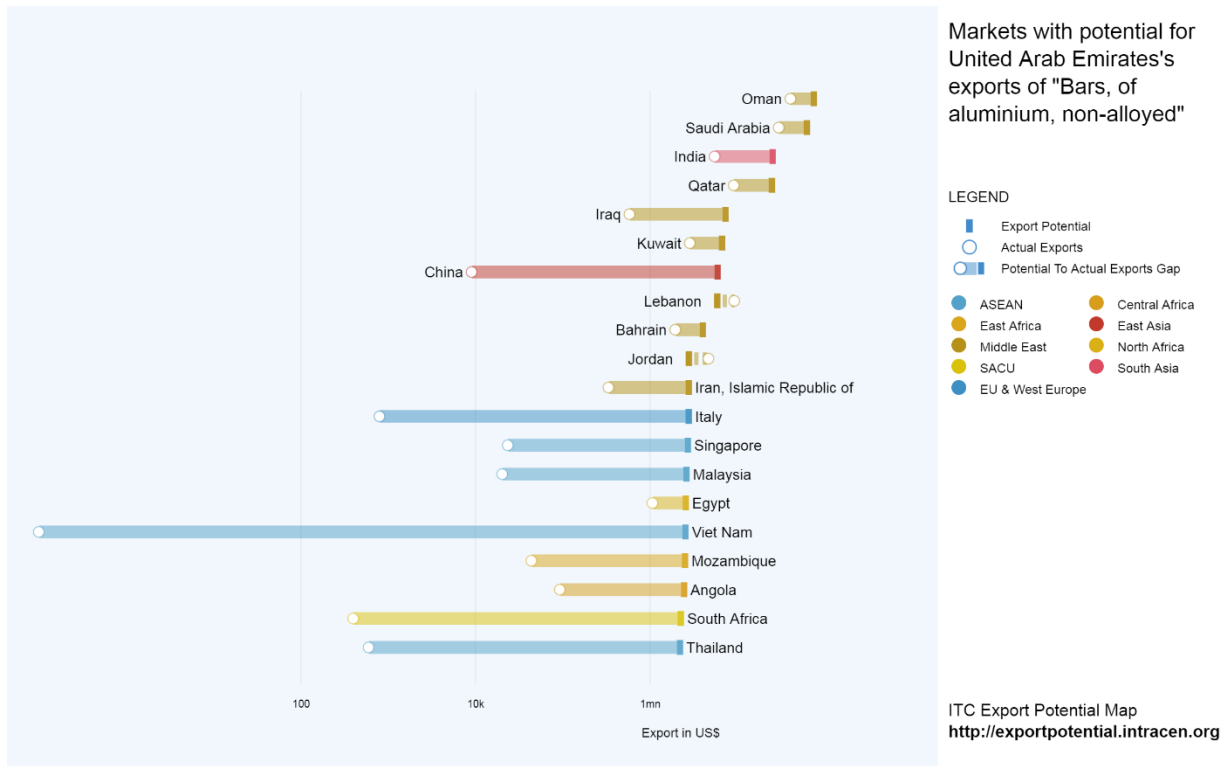
,Source :ITC

3- Dubai Foreign Trade

Dubai export from Aluminum Bars registered 550 Mil AED during Jan-Sept 2017 and was 672 Mil AED in 2016

4- Potential Markets

14 potential markets have been identified as promising expalined in the following analysis 6 of them have the advanatage of a FTA e.g GAFTA ,GCC



Key findings

- *The markets with greatest potential for United Arab Emirates' exports of 9760410 Aluminum Bars are Oman, KSA India, Iraq, China, Bahrain, Jordan, Iran Italy, Singapore, Malaysia, Egypt, Vietnam, Mozambique*
 - *The highest potential exists in Oman, KSA and India above 10 Mn US\$ for each*
 - *Oman, KSA, Iraq, Bahrain, Jordan, Singapore, Egypt have the advantage of an FTA*
1. *Untapped large world markets of size more than 15 Mil US\$*

	<i>Untapped market size Million US\$</i>
<i>Oman</i>	<i>21.7</i>
<i>KSA</i>	<i>21.9</i>
<i>India</i>	<i>15.5</i>

2. Untapped FTA advantage markets

	<i>Untapped market size Million US\$</i>
<i>Oman</i>	<i>21.7</i>
<i>KSA</i>	<i>21.9</i>
<i>Iraq</i>	<i>2.7</i>
<i>Bahrain</i>	<i>i.4</i>
<i>Singapore</i>	<i>0.098</i>
<i>Jordan</i>	<i>2.0</i>
<i>Egypt</i>	<i>1.1</i>