

Export Opportunities

(*Articles of natural or cultured pearls*)



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1. Summary of product and market identification

Product identified	Articles of natural or cultured pearls
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/re-exports from UAE	<i>About 600 Mil US\$ according to ITC</i>
Current top export market share in UAE exports according to ITC	<i>Hong Kong 98.8%</i>
Number of high potential markets	<i>9</i>
Potential markets	<i>USA,UK, Japan, Singapore ,Germany ,France ,Italy, Austria and China</i>
Untapped potential market size for all 9 markets	<i>Around 1 billion US\$</i>
# of Markets with advantage of FTA	<i>1 market (Singapore)</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

- *Exports Articles of natural or cultured pearls ranked # 21st of UAE exports by 6 digits*
- *The growth rate of UAE exports of Articles of natural or cultured pearls between 2013-2017 was 178% annually, exceptionally high.*
- *Trade balance in 2017 was positive i.e. exports from UAE exceeded imports according to ITC Trade Map*
- *World imports of Articles of natural or cultured pearls between 2013-2017 grew at 68% annually*
- *That means the product can be classified as “Champion product. as export from Dubai is increasing and world import is also increasing*
- *UAE ranked first in world export of the product*
- *The concentration of the importing countries was unity number, that means the importers are highly concentrated, meaning fewer countries are importing the product*

Articles of natural or cultured pearls is a UAE Champion Product

UAE Exports and World Imports of Articles of natural or cultured pearls

Code		Value exported in 2017 (USD thousand)	Trade balance 2017 (USD thousand)	Annual growth in value between 2013-2017 (% p.a.)	Annual growth in quantity between 2013-2017 (% p.a.)	Annual growth in value between 2016-2017 (% p.a.)	Annual growth of world imports between 2013-2017 (% p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries
'711610	Articles of natural or	577927	577143	178	82	-3	68	76.3	1	5948	1

culture d pearls, n.e.s.											
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,Source :ITC

3- UAE Foreign Trade

- *Currently trade data show minor foreign trade from Dubai for Articles of natural or cultured pearls, though the ITC trade map shows exports and re-exports from UAE of nearly 600 Mil US\$ in 2017 which is quite significant and indicating high potential to expand this industry for the growing international market*
- *The table below shows that currently the leading export for UAE market is Hong Kong sharing 98.8% of the exports by UAE of Articles of natural or cultured pearls, precious or semi-precious stones "natural, synthetic*

- **List of importing markets for the product exported by United Arab Emirates in 2017 (Mirror)**

Product: 7116 Articles of natural or cultured pearls, precious or semi-precious stones "natural, synthetic ...

The quantities shown in light green are estimated by UNSD. For further information, please refer to the [UNSD explanatory note](#).

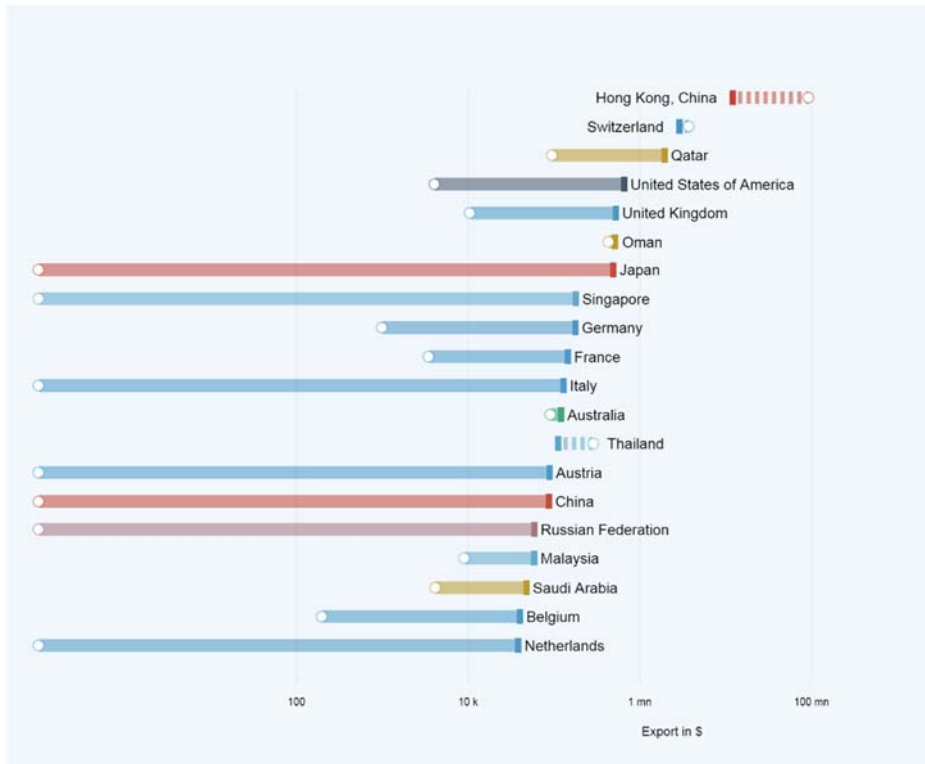
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Importers	Value exported in 2017 (USD thousand)	Trade balance 2017 (USD thousand)	Share in United Arab Emirates's exports (%)	Quantity exported in 2017	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2013-2017 (% p.a.)	Growth in exported quantity between 2013-2017 (% p.a.)		Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total imports growth in value of partner countries between 2013-2017 (% p.a.)	Average distance between partner countries and all their supplying markets (km)	Concentration of all supplying countries of partner countries	Average tariff (estimated) faced by United Arab Emirates (%)
Total	583,272	570,122	100	18	Tons	32,404,000	155	2	-3		100	8			
Hong Kong, China	576,529	574,369	98.8	5	Tons	115,305,800	230	65	-4	1	60	79	4,589	0.49	0
Switzerland	3,727	3,135	0.6	0	Tons		4		24	3	3.4	-5	5,056	0.12	0
Oman	1,421	1,420	0.2	0	Tons		28		296	42	0.04	19	253	1	0
Thailand	1,150	-321	0.2	0	No quantity		0			18	0.2	-14	5,248	0.12	20

4- Potential Markets

Key findings

According to ITC Export Potential Map nine markets have untapped potential for United Arab Emirates's exports of 711610 Articles of pearls, nes each market of a size exceeding 70 mn US\$ per year .These countries are: **USA,UK, Japan, Singapore ,Germany ,France ,Italy, Austria and China**



Markets with potential for United Arab Emirates's exports of Articles of pearls, nes

Legend

- Export potential
- Actual exports
- Potential to actual exports gap
- ASEAN
- Middle East
- East Asia
- Pacific
- EU & West Europe
- East Europe & Central Asia
- North America

ITC Export Potential Map
<http://exportpotential.intracen.org>

Source : Dubai Customs ,ITC