

Export Opportunities

Ceramics



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1. Summary of product and market identification

Product identified	Ceramics
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 Dubai	<i>About 500 AED in 2017 according to Dubai Customs data</i>
Current top export markets for Dubai	<i>Top current export markets for Dubai were Netherlands ,UK, Italy, Oman , Belgium, Egypt, Pakistan and Bahrain</i>
Number of high potential markets	<i>8 Top are: KSA ,Oman ,and USA</i>

2. 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*

3. Product Identification

- *The growth rate of UAE exports of **Ceramics** between 2013-2017 was 18% annually*

- *World imports of Ceramics between 2013-2017 grew at 18% annually ,that means the prospects of the market demand are good.*
- *Hence the product can be classified as “ Champion product. as export from UAE is increasing and world import is also increasing*
- *UAE ranked #21 in world export of the product, indicating good export capability for UAE*
- *The concentration of the importing countries was very low 0.05, indicating large number of dispersed markets giving an advantage to small business exporters.*

4. UAE and Dubai Foreign Trade

1-

Unglazed ceramic exported by United Arab Emirates in 2017

		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
TOTAL	All products	308,537,370	38,802,026	-6		3	-3	1.8	18	3,367	0.13
6907	Unglazed ceramic flags and paving, hearth or wall	57,503	-24,691	18	45	777	18	0.4	21	3,743	0.05

5-	tiles; unglazed ceramic mosaic cubes and...												
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Dubai Trade in Ceramics

Exports from Dubai for Ceramics reached about 400 Mil AED dirhams in 2017 and re-exports were much less at 82 Mil AED.

Dubai Trade in Ceramics 2017

AED

EXPORT	426,324,681
IMPORT	738,213,446
RE-EXPORT	81,841,680
Grand Total	1,246,379,807

Dubai current export markets for Ceramics

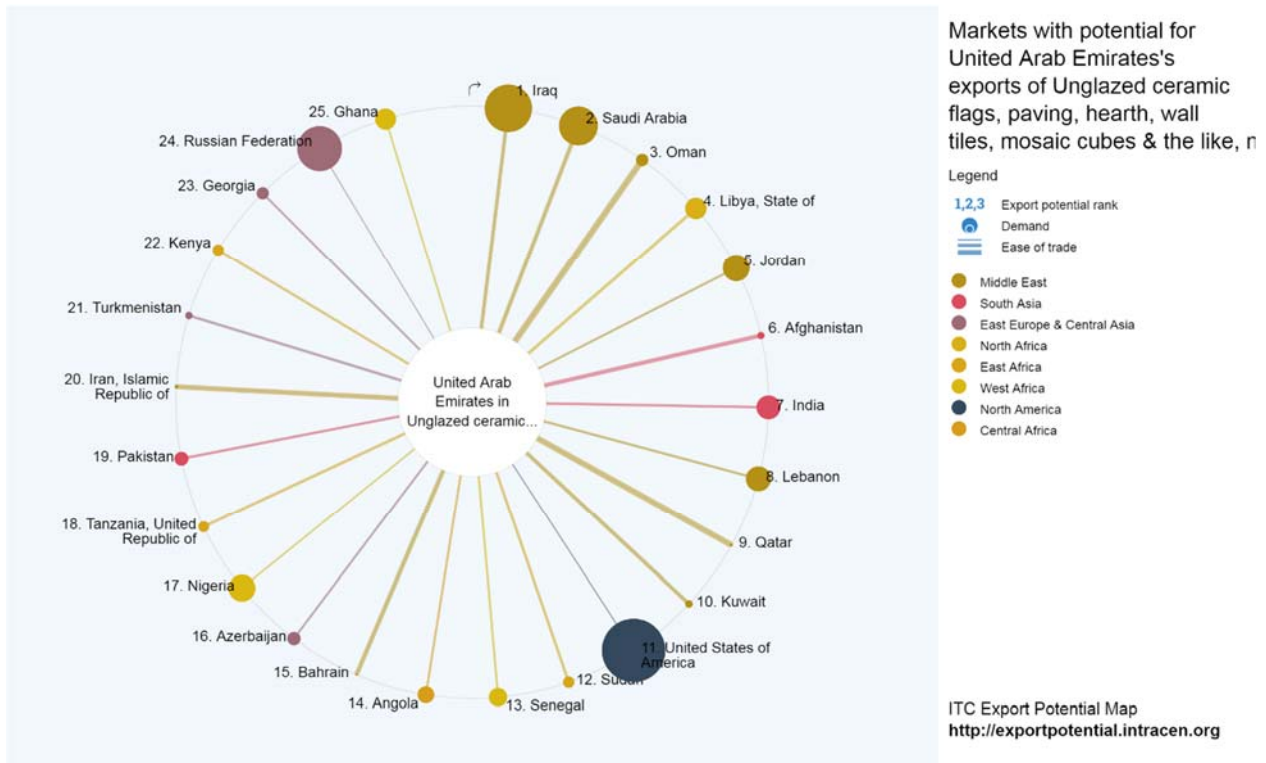
- **Top current export markets for Dubai were Netherlands ,UK, Italy, Oman , Belgium, Egypt, Pakistan and Bahrain**

5. Potential Markets

Key findings

According to ITC Trade Map

The markets with greatest potential for United Arab Emirates's exports of 6907 Unglazed ceramic flags, paving, hearth, wall tiles, mosaic cubes & the like, nes are Iraq, Saudi Arabia and Oman. United Arab Emirates has closest export links with Oman. United States of America is the market with the highest demand potential for 6907 Unglazed ceramic flags, paving, hearth, wall tiles, mosaic cubes & the like, nes. Libya ,Jordan, Afghanistan ,India and Lebanon have also good potential and ease of trade



Sources of information : Dubai Customs ,ITC