

Potential Export Products & Markets

Opportunities

(Dates)



Dr. Faisal El Amir

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1. Summary of product and market identification

Product identified	0804 Dates...
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 312 Mil AED in 2016
Value of identified untapped potential markets	<i>200 Mil US\$</i>
Large size markets value more than 10 Mil US\$	<i>India 117.9 US\$, Oman 12.0 Mil US\$, Malaysia 12.4 Mil US\$</i>
# of Markets with advantage of FTA	6
Total# of identified potential markets	18

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

- *Dates 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*

Cod e	Product label	Select your indicators								
		Value exported in 2016 (USD thousand)	Trade balance 2016 (USD thousand)	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
'0804	Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried	171986	-128881	2	-7	11	1.6	16	2969	0.13

,Source :ITC

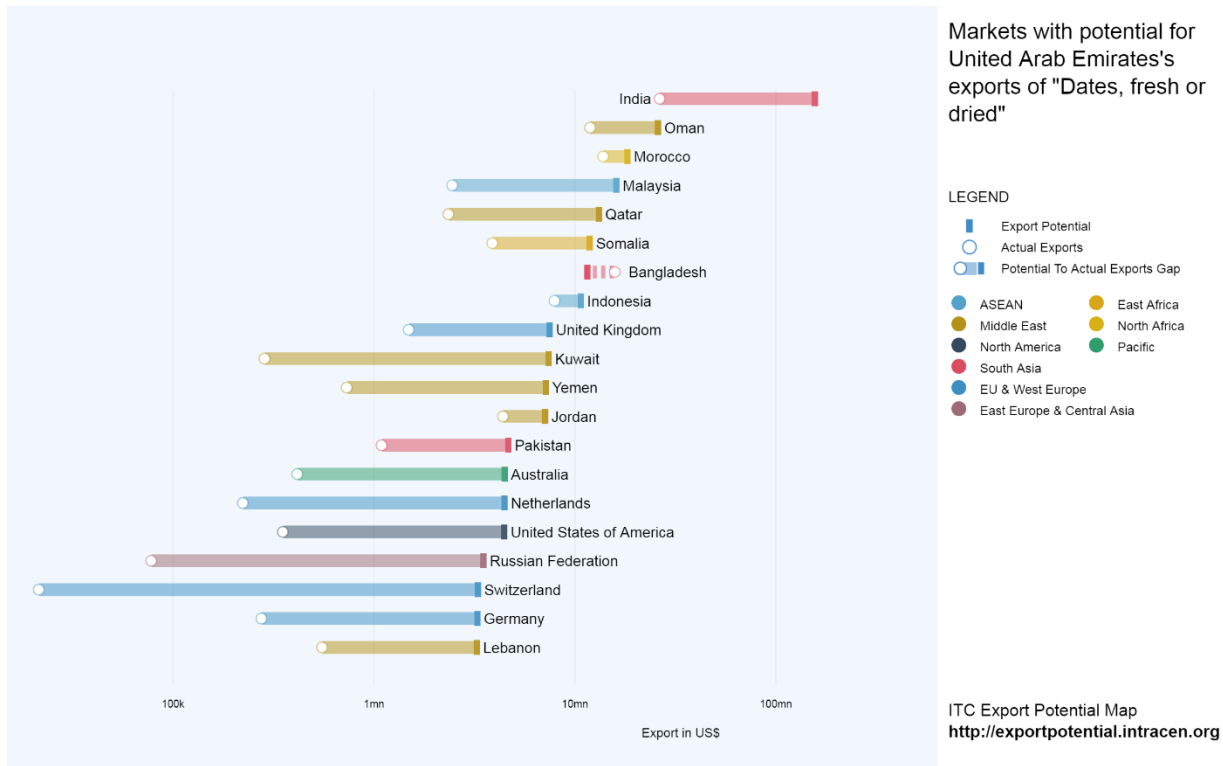
3- Dubai Foreign Trade

Dubai export from Dates ..registered 312 Mil AED in 2016

4- Potential Markets a

18 potential markets have been identified as promising explained in the following analysis six of them have the advantage of a FTA e.g GAFTA

,GCC.Three markets have large size namely: India 117.9 MilUS\$,Oman,12.0 Mil US\$ and Malaysia 12.4 Mil US\$



Key findings

- *The markets with greatest potential for United Arab Emirates' exports of 0804 Dates.. are India,Oman,Morocco,Malaysia,Somalia,Indonesia,UK,Kuwait,Yemen,Jordan,Pakistan,Australia,Netherlands,USA,Russia,Switzerland,Germany,Lebanon*
- *The highest potential exists in India(117.9 Mil US\$) ,Malaysia(12.4 Mil US\$),Oman(12.0)*
- *Oman,Morocco ,Somalia,Kuwait,Jordan,Yemen,Yemen,Jordan and Lebanon have the advantage of an FTA*

1. Untapped large world markets of size more than 10 Mil US\$

	<i>Untapped market size Million US\$</i>
<i>India</i>	<i>117.9</i>
<i>Oman</i>	<i>12.0</i>
<i>Malaysia</i>	<i>12.4</i>

2. Untapped FTA advantage markets

	<i>Untapped market size Million US\$</i>
<i>Oman</i>	<i>12.0</i>
<i>Somalia</i>	<i>7.0</i>
<i>Kuwait</i>	<i>6.5</i>
<i>Yemen</i>	<i>5.9</i>
<i>Jordan</i>	<i>2.2</i>
<i>Lebanon</i>	<i>2.4</i>