

Export Opportunities

Jewelry of Precious Metals



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1. Summary of product and market identification

Product identified	<i>Jewelry of Precious Metals</i>
Criteria for identification	<i>ITC Export Potential Map</i>
Benefit to the exporter from Dubai	<i>Companies can broaden the supply capacity and diversify products</i>
Economic impact	<i>Economic sustainability</i>
Actual Export	<i>8.8 bn AED</i>
Untapped potential	<i>4.8 bn US\$</i>
Number of high potential markets	<i>15 One market ,Singapore ,has FTA with GCC countries</i>

2. Preamble

- *Export Potential Map by ITC is used to identify products with a significant absolute difference between potential and actual exports in value terms, leaving room to realize additional exports*
- *Further, the top 15 potential markets for the promising product are identified*

3. Product Selection Criteria

- *Out of the top 20 products with export potential from UAE, the following criteria have been used to select a product:*
- *-The product is exported by a larger number of exporters*
- *-Producers are SME's who need a assistance to find markets(Products by larger companies who have their own marketing network are excluded)*
- *-There is good absolute difference between potential and actual export to realize additional exports*

4. Market Selection Criteria

- *Top 15 potential markets are identified for exploring by UAE exporters, showing the untapped potential for each market*

5. Selected product

- *Jewelry of Precious Metals is the product with potential to exports from UAE according to ITC export potential map criteria*
- *The Jewelry of Precious Metals potential is as below:*

711319 Jewelry, of precious metal, nes

Export potential\$13.2 bn

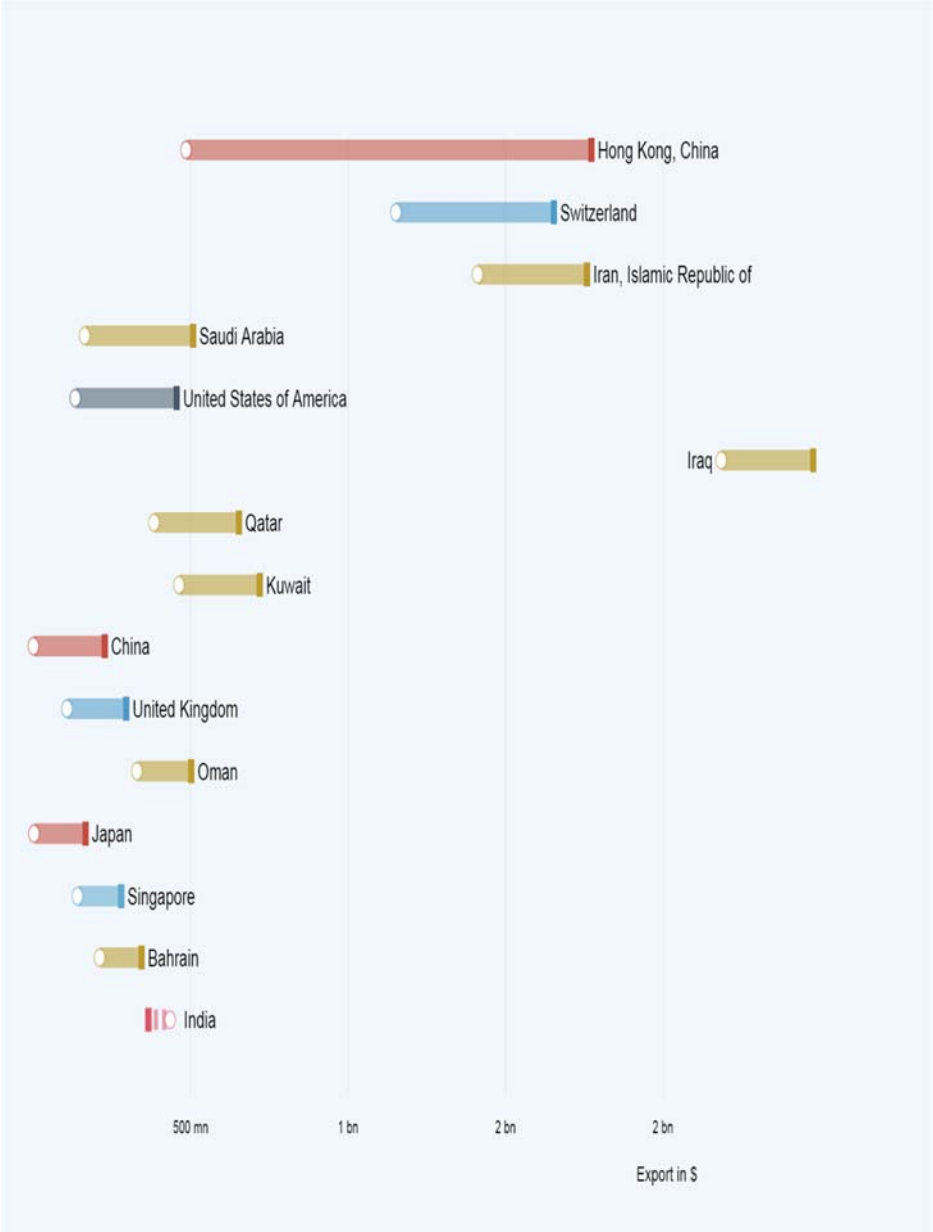
Actual exports\$8.8 bn

Untapped potential remaining in individual countries **\$4.8 bn**

Markets

- *15 markets are identified as potential markets for Jewelry of Precious Metals , mostly in the Middle East ,and Asia.*
- *Hong Kong and Switzerland are by far the leading ones*
- *Singapore with which GCC countries have an FTA ranks #13*
- *USA and UK features among the top 15 markets*

Markets with potential for United Arab Emirates's exports of Jewellery, of precious metal, nes



Legend

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

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