

Potential Export Products & Markets

Opportunities

(Lamps fittings)



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1. Product and market identification profile

Product identified	Lamps fittings
Criteria	Export from UAE is growing at the same time world import is growing(Champion product)
Benefit to the exporter from Dubai	Companies can broaden the supply capacity and diversify products.
Economic impact	Economic sustainability
Current exports from Dubai	109 mil AED in 2016
Value of identified untapped potential markets	10.5 Million USA\$
Potential markets by category	<u>large world market</u> :China,Germany,USA,UK,Netherlands,Italy,India <u>markets with FTA advantage</u> :Egypt,Libya,Lebanon,Algeria,Singapore Market with proximity advantage: South Sudan, South Africa, Lesotho
Total# of identified potential markets	<u>15</u>

Manufacturers in Dubai who benefit	<ul style="list-style-type: none">-A.W Rostamani Lumina-Brass Light International-General Led-Gulf Advanced Lighting-Lux Lighting-Lite Tech Industries-Brass Light International-Hamed & Abdul Khaliq Switchgear & Lighting factoryAdvance Electro Engineering
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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 as well as Dubai Customs data

2- Product Identification

- Lamps and light fittings exports from UAE exhibited an annual growth rate of 21% p.a. between 2012 -2016 ,Comtrade data reports 37% CAGAR growth of exports for lamps fittings from UAE during 20122016 ,on the other hand world imports are also growing at annual rate of 5% during the same period ,this means that lamp fittings are winning in growing market and thus the product can be classified as a “Champion” product

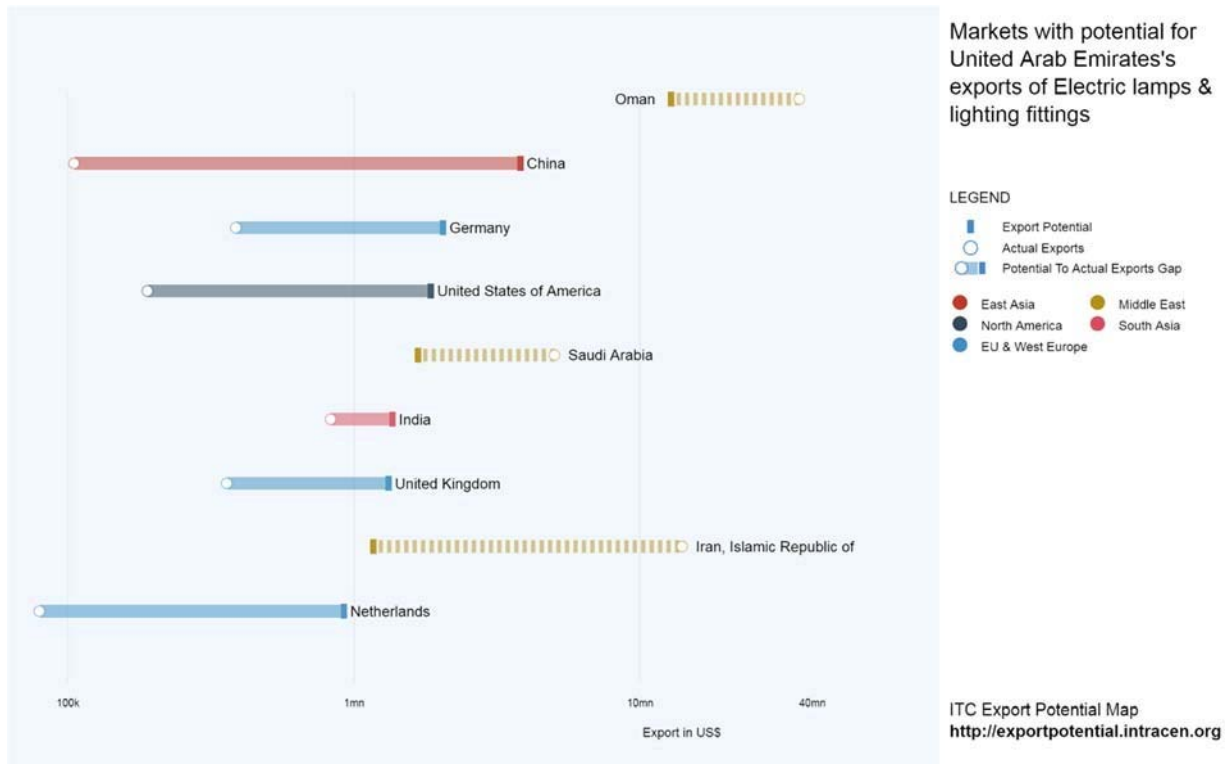
Code	Product label	Select your indicators								
		Value exported in 2016 (USD thousand)	Trade balance 2016 (USD thousand)	Annual growth in value between 2012-2016 (% p.a.)	Annual growth in value between 2015-2016 (% p.a.)	Annual growth of world imports between 2012-2016 (% p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries
'9405	Lamps and lighting fittings, incl. searchlights and spotlights, and parts thereof, n.e.s; illuminated ...	334263	-238255	21	71	5	0.6	21	1543	0.46

3- Dubai Foreign Trade

Dubai export from lamp fittings registered 109 mil AED in 2016 growing by around 49% CAGAR from 2012

4- Potential Markets

11 potential markets have been identified as promising explained in the following analysis



Key findings

□ The markets with greatest potential for United Arab Emirates' exports of 940540 Electric lamps & lighting fittings are Oman, China and Germany. China shows the largest absolute difference between potential in addition, actual exports in value terms, leaving room to realize additional exports worth US\$ 3.5 mn.

Three categories of advantage markets are identified for exporters from Dubai

1. Untapped large world markets of size more than 500,000US\$

	Untapped market size Million US\$
China	3.5
Germany	1.5
USA	1.6
UK	0.89
Netherlands	0.79
Italy	0.50
India	0.46

2. Untapped FTA advantage markets

	Untapped market size Million US\$
Egypt	0.014
Libya	0.097
Lebanon	0.060
Algeria	0.002
Singapore	0.098

3. Markets with logistics advantage for an exporter from Dubai(erg

.proximity)

	Untapped market size Million US\$
South Sudan	0.159
South Africa	0.060
Lesotho	0.844