

# Export Opportunities (Lentils)



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## 1. Summary of product and market identification

Product identified	<i>071340 Lentils, dried &amp; shelled</i>
Criteria for identification	<i>Export from UAE is growing at the same time world import is growing(<b>Champion product</b>)</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	<i>128 Million AED in 2017</i>
Current re-exports from Dubai	<i>846 Million AED in 2017</i>
Value of identified 16 highest untapped potential markets( markets exceeding 1 Mil US\$ each )	<i>102 Mil US\$</i>
# of Markets with advantage of FTA	<i>8 GAFA</i>
Total# of identified potential markets	<i>16</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 of dried lentils came at the top of exports from UAE of dried vegetables ,
- The growth rate of exports of lentil was high at 18% annually for 2012-2016
- World imports of lentils was also equally high at 18% annually for 2012-2016
- Hence dried lentils can be classified as “ Champion product. That means export is growing in parallel with world imports

### Exports by United Arab Emirates in 2016<sup>i</sup>

Code	Product label	Value exported in 2016 (USD thousand)	Trade balance 2016 (USD thousand)	Annual growth in value between 2012-2016 (% p.a.)	Annual growth in quantity 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
071340	Dried, shelled lentils, whether or not skinned or split	104,746	-70,788	18	11	-1	18	3.9	5	1,434	0.43

,Source :ITC

### **3- Dubai Foreign Trade**

*Exports & re-exports of dried vegetables have increased from 738 Mil AED to 975Mil AED by 32%,indicating a very high potential for this product in the international market*

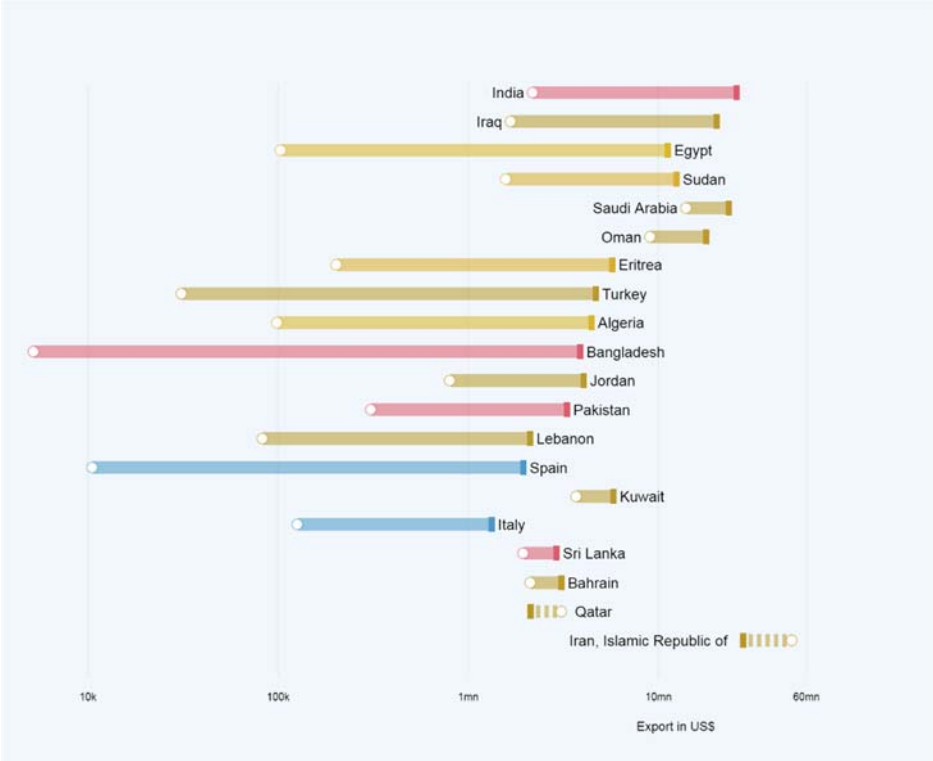
Exports from Dubai in 2017

<b>Row Labels</b>	<b>Sum of Value (Dhs)</b>
<b>EXPORT</b>	
Dried leguminous vegetables, shelled, whether or not skinned or split.	128,380,210
<b>RE-EXPORT</b>	
Dried leguminous vegetables, shelled, whether or not skinned or split.	846,229,917
<b>Grand Total</b>	<b>974,610,127</b>

### **4- Potential Markets**

*16 countries have been identified as having untapped potential exceeding 1 million US\$ per market , 8 markets enjoy free trade agreement( GAFTA)*

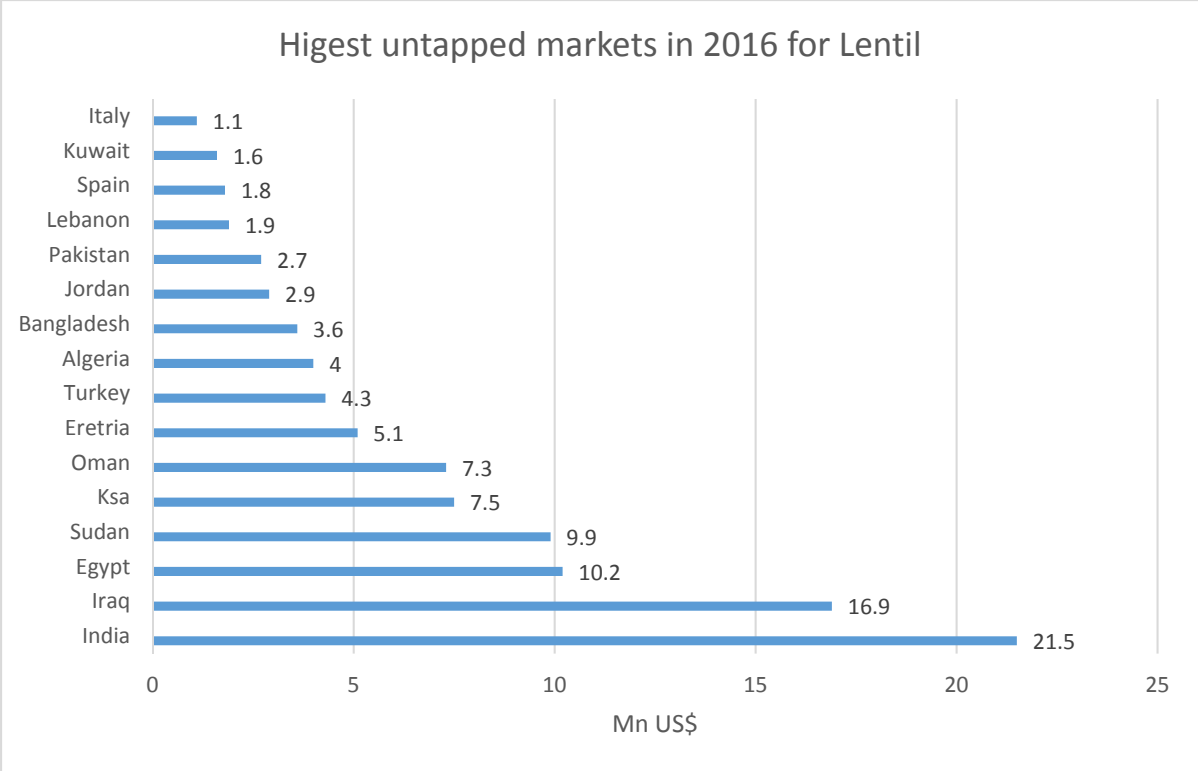
Markets with potential for United Arab Emirates's exports of Lentils, dried & shelled



LEGEND

- Export Potential
- Actual Exports
- Potential To Actual Exports Gap
- East Africa
- Middle East
- North Africa
- South Asia
- EU & West Europe

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



Source : Dubai Customs ,ITC