The changing landscape of export diversification

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PRESENTATION

Export Diversification and Linking into Global Value Chains:
Tangible Solutions and Strategies

By

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Export Diversification and Linking into Global Value Chains: Tangible Solutions and Strategies

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• Export Diversification
• Add value to Exports
• Link into Regional and Global Value Chains

- imperative for export-oriented growth; triggering structural change; lowering vulnerability to external shocks; and create productive employment and resilience.

• Question is - How?
• Commonwealth Secrétariat through its Trade Division provides an answer to `How?`

• Technical Assistance in four major areas:
  ➢ How to Diversify Exports and link into Regional/Global value chains to improve market access
  ➢ How to boost exports of services
  ➢ How to overcome domestic supply side constraints and add value to exports
  ➢ How to improve trade facilitation
Technical assistance provided to 24 countries including:

- Barbados, Belize, Botswana, COMESA, EAC, Grenada, India, Jamaica, Kenya, Lesotho, Mauritius, Mozambique, Nigeria, Papua New Guinea, Pakistan, Rwanda, Sierra Leone, Solomon Islands, Sri Lanka and St Kitts and Nevis.

Share experience of Jamaica, Pakistan, India and COMESA on Export Diversification; Adding value to Exports; Linking into Regional/Global Value Chains
Jamaica - Highly Concentrated Exports

• Jamaica’s top-10 export adds up to 90 per cent of total value of exports

• 3 countries account for over 60% of its export and imports. The US by far is its largest trading partners, comprising of 45% of its exports. Other major export destinations are Canada (12%) and Netherland (6%).

• Urgent need for Export Diversification - both products and markets
• **Designed *New Product New Market Scheme* for Jamaica**

• **23 New products identified in existing markets.**

• **Exports in new products can rise by USD 90 mn per annum.**

• **Examples of new products-** spices, nutraceutical products, extracts and concentrates of coffee, essential oils, boards & panels, electric lamps and lighting fittings, etc.

• **New Markets-** 29 New Markets identified for Existing Exports, including India, Malaysia, Japan, Thailand and Hong Kong.

• **Jamaica can increase its exports by US$ 9.7 billion per annum in these markets, while its current exports are US$ 0.8 billion.**
Strategic Action Plan for Export Diversification for Jamaica

• Market-specific plans
• Product-specific plans
• Support to exporters
• Successful experiences from other countries
• How to fit these in National Export Strategy of Jamaica
Pakistan- Textiles and Clothing Exports to EU

• Highly concentrated exports- mainly from textiles sector to EU

➢ 17 New Products identified for EU and UK with Potential Market Share of $ 1.4 Billion per annum.

➢ 14 New markets identified in ASEAN and Central Asian Republics for Textiles and Clothing with potential market share of $ 2.1 billion per annum.
COMESA Leather Sector- Adding Value To Exports

- Technical Assistance for Adding Value to Exports of Leather
- An important supply side constraint identified- Limited Designing Capacity
- Commonwealth COMESA/ LLPI Regional Design Studio Launched.
- Training of African Designers by International Designers
Linking Into Global Value Chains

- India- Own Global Value Chains under *Make in India* Campaign
- 35 Lead Products with 71 product-market combinations identified which can increase India’s exports by $23 billion per annum
- 20 LDCs identified which can exports 52 inputs/intermediate products to India and get market access of $12 billion.
- Limited supply capacity in LDCs can be overcome by regional investments and Indian investments- these areas are identified
- India’s Commonwealth SME Association Launched
• All analyses are finalised only after industry endorsements - Private Sector is a key partner.

• Market - specific and product- specific strategies are designed

• *Trade Express - Strategies for Success*
Thank You for your kind attention

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