

## CHAPTER 9

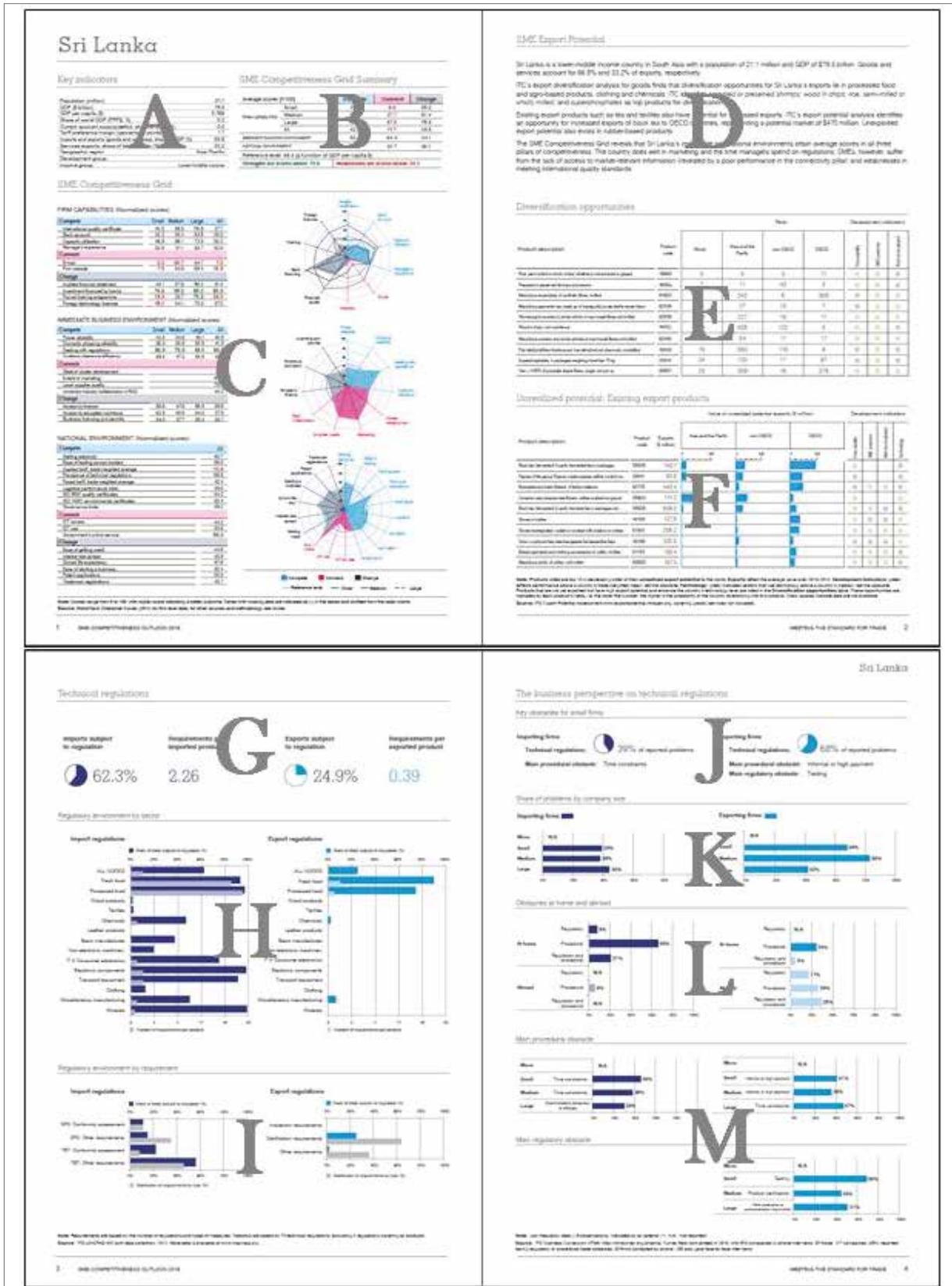
# Country Profiles

## Country profiles

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1. Bangladesh
2. Barbados
3. Burkina Faso
4. Cambodia
5. China
6. Colombia
7. Costa Rica
8. Côte d'Ivoire
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10. Egypt
11. Guinea
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15. Jordan
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21. Mauritius
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23. Namibia
24. Nepal
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29. Sri Lanka
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35. Uruguay

FIGURE 71 Country profile example



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The following 35 country profiles<sup>213</sup> provide an overview, at the country level, of:

- SME competitiveness (first page).
- Export and diversification potential for goods (second page).
- The regulatory environment (third page).
- Business perceptions of the regulatory environment (fourth page).

Figure 71 shows a template of the country profiles, followed by guidelines on how to read and interpret the results.

The country profiles are based on automated statistical exercises aimed at identifying focus areas for further qualitative research. On each page, summary statistics or summary write-ups highlight the most relevant findings.

Each country profile provides a comprehensive and easily accessible overview for decision makers in the public and private sector who wish to assess SME competitiveness within the context of the country's export potential and regulatory environment.

## How to read country profiles

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### **SME Competitiveness**

#### **Key Indicators**

At the top left of each country profile, there are eight key indicators on population, economy and trade (Figure 71, area A).

#### **SME Competitiveness Grid Summary**

The grid in the top right corner of the SME competitiveness page (Figure 71, area B) represents an easy-to-read table of summary statistics for each layer and pillar of competitiveness.

Values are averages for each layer-pillar combination, with higher numbers indicating higher competitiveness and lower numbers signalling room for improvement. Values printed in green indicate the country's strengths, and those printed in red indicate weaknesses.<sup>214</sup>

For firm-level capabilities, the profiles also provide indicators by company size, making it possible to distinguish the performance of small, medium-sized and large firms. A footnote indicates the year of the World Bank

Enterprise Survey used for each country (see Annex II for exhaustive data availability tables).

### **SME Competitiveness Grid**

The Competitiveness Grid (Figure 71, area C) presents each indicator by level and pillar of competitiveness in line with the explanations provided in Chapter 7. The three pillars of competitiveness are:

- Compete (in blue)
- Connect (in pink)
- Change (in grey).

Each pillar of competitiveness is determined at three layers of the economy:

- Firm level
- Immediate business environment
- National environment.

All indicator values are transformed and normalized on a scale of 1–100 to allow comparison across indicators (layer and pillar categories) and countries. Higher scores indicate better performance. Following the transformation procedure outlined in Annex I, this implies that for each indicator, the lowest-ranked of the entire sample of 108 countries will have a score of 0, and the highest a score of 100, with the median set to 50. For the firm capabilities layer, there are indicators by company size (small, medium, and large). Values in green indicate the country's strengths, and those in red indicate weaknesses relative to a country-specific reference level.<sup>215</sup>

There is a radar diagram for each of the three competitiveness layers. Colours indicate competitiveness pillars: blue for compete, pink for connect, and grey for change. The radar diagrams are based on the indicator scores in the tables immediately to the left of the diagrams.

The border of the coloured area in each plot represents indicators computed at the national level (for firm-level data, indicators are produced by aggregating data over all firm sizes). The solid grey line is the country-specific reference level, and reflects the expected performance for individual indicators, taking into account the level of development of each country (GDP per capita). This is the reference level for identifying strengths and weaknesses.

For the first layer of competitiveness, firm capabilities, a dotted black line represents indicators computed for small firms; a solid black line is for medium-sized firms and a

broken (dashed) black line is for large firms. The closer the indicator score is to the edge of the radar chart, the more competitive the country. SME performance can easily be compared to large-firm performance; the performance gap is represented by the distance between their respective lines. In this sense the radar charts are comparable across layers, making it easy to determine whether strengths and weaknesses lie in the immediate business environment, the national environment or in firm performance.

Indicators for which data are not available appear as “-” in the tables, and are omitted from the radar charts.

### ***SME Export Potential***

#### ***SME Export Potential***

The first section on the second page (Figure 71, area D) provides a concise summary of country-specific competitive strengths, juxtaposes this to product-specific export potential, and discusses these findings in light of existing export strategies. This summary is therefore useful for assessing the export potential of different economic segments, strengths and weaknesses in the private sector and the extent to which the business and national policy environment is supportive to further development of sectors with export potential. Despite the importance of services exports for many countries, the export potential discussion focuses on goods and does not include services due to restrictions in data availability on services.

#### ***Unrealized potential: Existing export products***

This section (Figure 71, area F) tabulates the top 10 products with the highest unrealized export potential, based on the ITC EPA methodology. Unrealized potential is measured by EPI, which serves countries that want to exploit well-established export lines further. It identifies products in which the exporting country has already proven to be internationally competitive, but for which the potential has not yet been fully exploited in all target regions.

The first column of the unrealized potential table contains the product's description and its corresponding code. The product group code is identical to the HS 6-digit code or, when code revisions made it necessary to group several HS 6 codes together, to the HS 4-digit or 2-digit code followed by letters. The next column indicates the corresponding total value of unexploited exports of the product, measured in millions of US dollars (averaged over the last five years).

The following three columns measure unrealized potential export value in three target markets: own region, non-OECD countries, and OECD countries (the potential to non-OECD and OECD countries equalling total world potential).

The products are listed with respect to highest unrealized potential export value in the world market (which may not correspond to the rankings in each of the three target markets). The length of the blue bars is proportional to the unrealized potential export value (also in millions of US dollars), and is comparable across the products and markets listed in the table. Longer bars indicate higher unrealized potential export value, revealing opportunities already available to the country that can be targeted in the short term. Empty bars indicate that the target region has not consistently demanded the products in the past five years.

#### ***Development Indicators***

The final three columns of the table report the status of development indicators associated with the indicated product, allowing for an integrated assessment of both trade policy and social policy objectives. The four indicators provided are:

- Price stability, reflecting the level of stability for associated export revenues.
- SME presence, or the level of participation of SMEs in the sector to which the product belongs.
- Women employed, reflecting the level of women's employment in the sector to which the product belongs.
- Technology, representing the level of technology used in production.

Development indicator measures are relative to the country's performance in other export sectors; light-green bullets indicating above-average performance and light-red bullets indicating below-average performance. This implies that a given product, e.g. combed wool, may be a step up the value chain for one country, but not for others, or that the wool processing sector may employ relatively more women in some countries than in others. Empty cells for development indicators mean the data is not available.

#### ***Diversification opportunities: New export products***

This section (Figure 71, area E) presents the top 10 products that provide the best opportunities for development of new exports. It serves countries that want to diversify into new sectors with promising demand in target markets, and is measured with PDI.

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The PDI is constructed through a product-space approach that identifies products that the exporting country does not yet export competitively, but which seem feasible to export based on the country's current export basket and the export baskets of similar countries. Product diversification assessments notably account for natural endowments that are pivotal for the capacity of a country to produce certain products.

The product space does not allow for any meaningful estimate of potential trade values, and hence only rankings of diversification opportunities in a given country or regional market are presented. This set of products should be perceived as options for diversification that may yield export revenues in the medium to long term.

As in the EPI table, the first column indicates the product description and product code. The next four columns indicate the PDI ranking in the world market, as well as by three regional markets: the own region of the country, non-OECD, and OECD countries. Lower values (higher rank) indicate a higher probability that a country will diversify into exporting this product, particularly in the long term. The order of product listings in the table follows the world ranking and can be different from a product's rank in individual regions.

Even though products in the PDI are necessarily still small in export value (only products accounting for less than 0.5% of a country's total exports are considered), the EPI and PDI are not fully mutually exclusive; sometimes a product may appear in both tables. In this case, the product has good prospects to yield export revenues in both the short and long term.

Similar to the EPI table, the last four columns indicate development indicators associated with the ranked products. As before, indicators considered are the product's impact on stability of export revenue, SME presence in production, and female labour participation. Only products that improve the technological level of the country are included in the table. Hence, it is not necessary to report on the technology indicator as it would be light-green for all products.

Because of restrictions in data availability, the PDI analysis focuses on goods and does not include services.

### ***Technical regulations***

The third page of the country profiles outlines the regulatory environment for traded goods, both imports and exports, by sector and by requirement. The page is based on the multi-agency regulatory database on NTMs. The

graphs focus on a subset of the NTM database, namely technical requirements. In the charts on the remainder of the page, the share of trade subject to any form of regulation is represented by the horizontal dark-blue bar, the number of requirements per product by the horizontal light-blue bar (top two charts), and the percentage of regulation by type of requirement by the horizontal grey bar (bottom two charts).

### ***Technical regulations***

The charts at the top of the third page (Figure 71, area G) provide key statistics regarding the country's regulatory environment:

- The percentage of imports and exports subject to regulation.
- The average number of regulation requirements per imported and exported product.

### ***Regulatory environment by sector***

The blue horizontal bar (Figure 71, area H) indicates the share of trade, by value, covered by any form of technical regulation. This same measure is used in all four charts on the third page of the country profiles, expressed for both imports (right side) and exports (left side).

The top two charts compute the share of trade subject to regulation by sector. This measure does not imply that trade in these sectors is restricted, only that products in these sectors are subject to at least one requirement. Imports are typically more broadly covered by regulations than exports, as exports tend to be regulated by the importing partner country.

### ***Regulatory environment by requirement***

The bottom two charts (Figure 71, area I) illustrate the share of trade subject to regulation by the type of technical requirement. For imports, the percentage share is computed for both SPS and TBT requirements, with calculations done separately for conformity assessments and other requirements. For exports, the percentage share is calculated by inspection requirements, certification requirements, and other requirements. This allows for easy identification of the type of requirement that dominates the regulatory environment.

The prevalence of regulation is presented as the grey horizontal bar in the top two charts on the third page. Regulatory prevalence is defined as the average number of regulatory requirements per traded product, and is

calculated by sector. Prevalence for import sectors is presented in the left chart, and for export sectors in the right chart. The measure is calculated as an average over all products in the sector, and represents an estimate of how thoroughly regulated a sector is. A longer grey bar indicates a higher value, which means that products in the corresponding sector have a higher average number of requirements. Higher values could be a sign of a cumbersome business environment for exporting firms.

There are some caveats regarding the data presented in these charts. The statistics presented reflect the transparency of data reporting for each country. As a result, lack of data in certain areas could skew results.

Moreover, calculations for each country are based on a different number of total regulations, which is always stated in the note at the bottom of the third page. These statistics are calculated for traded products only. Any NTMs on non-traded products are not reported and not considered in any calculations of shares. Finally, data on export regulations are lacking for many countries, in which case the export chart is removed altogether.

### ***The business perspective on technical regulations***

This report makes a selective use of questions from the ITC Business Surveys on NTMs. The fourth page presents survey results for importing firms (on the left) and exporting firms (on the right). Problems reported by firms only partly refer to their home country (i.e. the country of respective country profiles), as they also include reports related to partner and transit countries.

#### ***Key obstacles for small firms***

The first item on the fourth page (Figure 71, area J) is a text box that summarizes key findings regarding technical regulations in the country as perceived by small companies. The percentage of problems caused by technical regulations is reported first, followed by the most frequently cited procedural and regulatory obstacles, if data is available.

#### ***Share of problems by company size***

The second item down on the fourth page (Figure 71, area K), the first set of tables, shows the percentage share of technical problems (related to product or production process) in all problems reported, categorized by reporting firm size, and by importing and exporting status. These

problems refer to difficulties that companies have in meeting technical import and export regulations, due to either procedural or regulatory obstacles. A higher number indicates that a greater percentage of cases related to technical regulations are reported by firms from the specified size category.

#### ***Obstacles at home and abroad***

The next set of tables focuses on problems associated with technical regulations. It presents the share of obstacles by type (procedural, regulatory or both) and where the obstacle occurs (at home in the upper half of the charts, or abroad, in the lower half of the charts). The charts are located on the fourth page, indicated by area L in Figure 71.

Technical regulatory obstacles occur when importing or exporting companies consider product or process requirements related to requirements, such as quality, labelling or certifications as too strict. Procedural obstacles refer to limitations in fulfilling regulatory requirements, even if the regulatory requirements are not an obstacle per se. For example, a procedural obstacle could be delays or arbitrary behaviour by officials that affect a firm's capacity to comply with regulations. In the tables, longer horizontal bars indicate a greater proportion of reported obstacles of the specified type occurring in the specified location.

#### ***Main procedural obstacles and main regulatory obstacles***

The final set of tables on the fourth page (Figure 71, area M) present the name of the primary procedural and regulatory obstacle encountered by surveyed businesses. For procedural obstacles, the most commonly cited obstacle is reported for importing and exporting firms, and is also calculated by firm size, if the data are available. For regulatory obstacles, the most commonly cited obstacle is reported for exporting firms; obstacles for importers are not reported due to the high number of missing observations. Next to the reported obstacle is the percentage of cases where the obstacle is reported, which is also indicated by the length of the adjacent horizontal bar. These tables allow for a quick view of the most commonly cited regulatory obstacles, and how these differ by firm size and importer/exporter status.

# Bangladesh

## Key indicators

Population (million)	159.9
GDP (\$ billion)	202.3
GDP per capita (\$)	1,266
Share of world GDP (PPP\$, %)	0.5
Current account surplus/deficit, share of GDP (%)	-0.9
Tariff preference margin (percentage points)	8.1
Imports and exports (goods and services), share of GDP (%)	45.4
Services exports, share of total exports (%)	7.5
Geographic region	Asia-Pacific
Development group	LDC
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	37.2	<b>3.0</b>	<b>18.5</b>
	Medium	48.5	<b>8.8</b>	31.0
	Large	<b>72.3</b>	57.7	<b>62.8</b>
	All	49.5	<b>16.4</b>	38.8
IMMEDIATE BUSINESS ENVIRONMENT		49.0	46.0	54.1
NATIONAL ENVIRONMENT		29.7	27.9	26.8

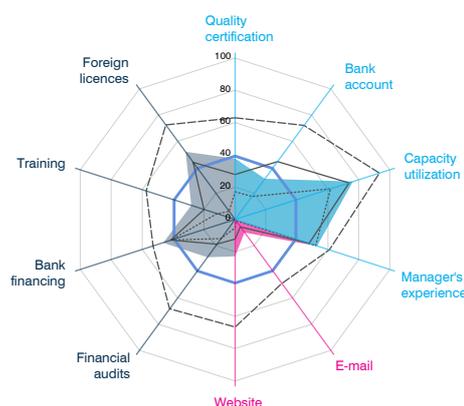
Reference level: 39.3 (a function of GDP per capita \$)

**Strengths are scores above: 58.9**      **Weaknesses are scores below: 19.6**

## SME Competitiveness Grid

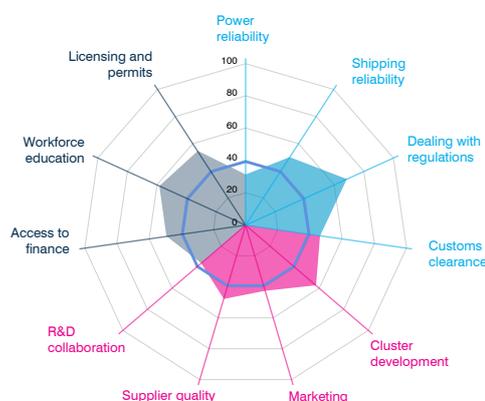
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>17.2</b>	28.0	<b>63.0</b>	37.8
Bank account	<b>17.7</b>	44.4	<b>71.9</b>	31.2
Capacity utilization	<b>61.7</b>	<b>73.7</b>	<b>93.3</b>	<b>76.2</b>
Manager's experience	52.2	47.8	<b>60.9</b>	52.9
<b>Connect</b>				
E-mail	<b>1.0</b>	<b>5.5</b>	48.8	<b>9.9</b>
Firm website	<b>5.0</b>	<b>12.2</b>	<b>66.6</b>	22.8
<b>Change</b>				
Audited financial statement	<b>14.5</b>	<b>18.9</b>	<b>68.4</b>	28.9
Investment financed by banks	41.2	41.4	52.9	46.4
Formal training programme	<b>11.9</b>	20.0	57.4	28.2
Foreign technology licences	<b>6.3</b>	43.8	<b>72.5</b>	51.9



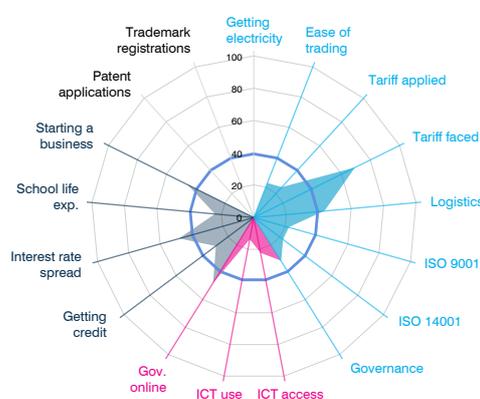
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	27.3	33.6	35.7	31.3
Domestic shipping reliability	41.2	41.4	<b>59.6</b>	50.0
Dealing with regulations	<b>78.4</b>	<b>70.3</b>	57.2	<b>68.5</b>
Customs clearance efficiency	43.0	47.0	46.6	46.2
<b>Connect</b>				
State of cluster development				57.2
Extent of marketing				42.7
Local supplier quality				47.9
University-industry collaboration in R&D				36.2
<b>Change</b>				
Access to finance	44.2	49.4	57.3	49.3
Access to educated workforce	<b>63.5</b>	<b>60.7</b>	49.9	58.4
Business licensing and permits	<b>60.7</b>	54.6	47.8	54.6



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>0.0</b>
Ease of trading across borders	22.8
Applied tariff, trade-weighted average	25.4
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	<b>69.4</b>
Logistics performance index	43.5
ISO 9001 quality certificates	22.3
ISO 14001 environmental certificates	22.5
Governance index	31.6
<b>Connect</b>	
ICT access	22.3
ICT use	<b>13.8</b>
Government's online service	47.7
<b>Change</b>	
Ease of getting credit	29.4
Interest rate spread	47.8
School life expectancy	24.0
Ease of starting a business	46.1
Patent applications	<b>0.0</b>
Trademark registrations	<b>13.6</b>



■ Compete    ■ Connect    ■ Change  
 — Reference level    ..... Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Bangladesh is a lower-middle income country with a population of 159.9 million and GDP of \$202.3 billion. Goods and services account for 92.5% and 7.5% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Bangladesh's exports lie in the fresh and the processed food sectors. It further identifies *manioc starch*, a powdery flour-like ingredient, as a new product Bangladesh could export. As SMEs are the main producers of this good, its export would contribute to SME development. Other top products for diversification include *coconut oil* and *natural rubber in smoked sheets*.

There is also potential for increased exports of existing export products such as cotton-based textiles. For example, ITC estimates that for *men's/boys trousers and shorts, of cotton* there is an unrealized export potential of \$1.2 billion to OECD countries.

The SME Competitiveness Grid reveals that Bangladesh's immediate business and national environments attain average scores in all three pillars of competitiveness. The country does well in accessing an educated workforce and in dealing with regulations. Small companies underperform on a range of indicators, including connectivity, use of foreign technology licences and formal training programmes. Large companies, however, perform well on these same indicators.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Manioc (cassava) starch	110814	1	3	1	1	■	■	■
Coconut (copra) oil crude	151311	2	11	13	2	■	■	■
Natural rubber in smoked sheets	400121	5	2	5	5	■		
Ferro-chromium containing by weight more than 4% of carbon	720241	6	23	32	6	■	■	■
Pineapples, o/w prep or presvd, sugared, sweetened, spirited or not	200820	7	16	6	8	■	■	■
Manioc (cassava), fresh or dried, whether or not sliced or pelleted	071410	9	69	3	10	■		
Floor coverings of coconut fibres (coir)	570220	11	47	21	11	■	■	■
Womens/girls swimwear, of synthetic fibres, knitted	611241	12	188	34	12	■	■	■
Coconut/copra oil-cake&oth solid residues,whether/not ground/pellet	230650	13	4	11	14	■	■	■
Womens/girls anoraks and similar article of cotton, not knitted	620292	14	97	28	13	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Mens/boys trousers and shorts, of cotton, not knitted	620342	3829.5				■	■	■	■
Mens/boys shirts, of cotton, not knitted	620520	1508.7				■	■	■	■
Womens/girls trousers and shorts, of cotton, not knitted	620462	1961.4				■	■	■	■
T-shirts, singlets and other vests, of cotton, knitted	610910	4149.9				■	■	■	■
Pullovers, cardigans and similar articles of cotton, knitted	611020	1769.4				■	■	■	■
Yarn of jute or of other textile bast fibres, single	530710	351.2				■	■	■	■
Other footwear, outer soles of rubber/plastics uppers of leather	6403XX	281.1				■	■	■	■
Frozen shrimps and prawns	0306Xb	479.9				■	■	■	■
Pullovers, cardigans and similar articles of man-made fibres,...	611030	1238.7				■	■	■	■
Babies garments and clothing accessories of cotton, knitted	611120	369.7				■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

## ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

## ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  19% of reported problems

**Main procedural obstacle:** Time constraints

#### Exporting firms

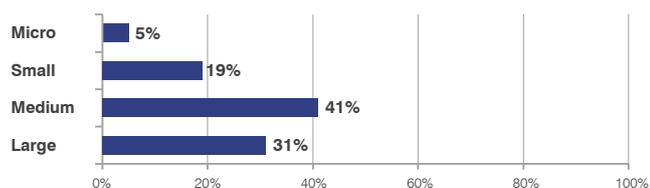
**Technical regulations:**  61% of reported problems

**Main procedural obstacle:** Informal or high payment

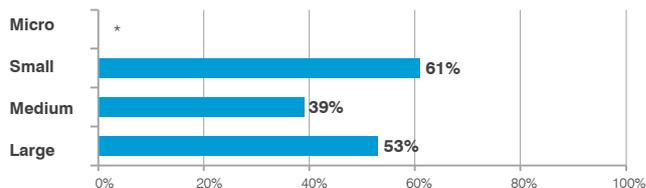
**Main regulatory obstacle:** Testing

### Share of problems by company size

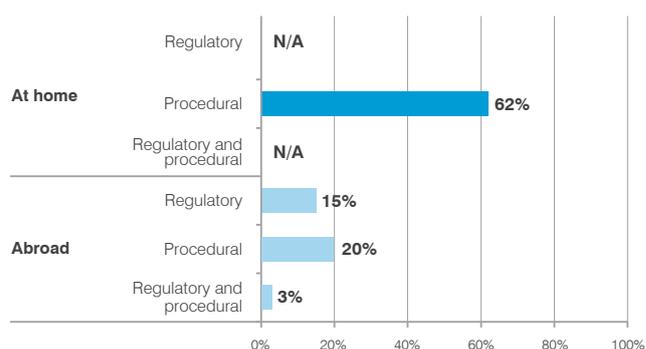
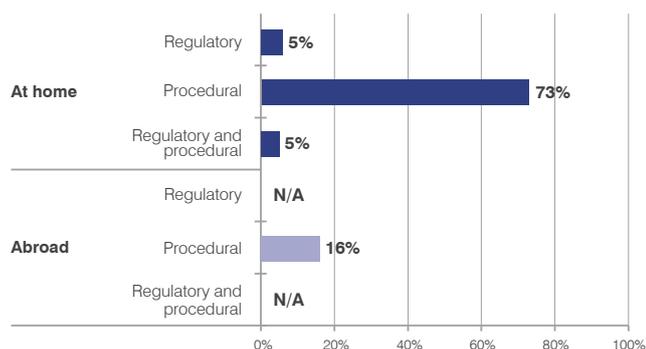
#### Importing firms



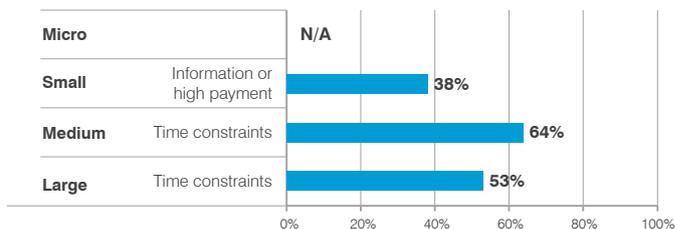
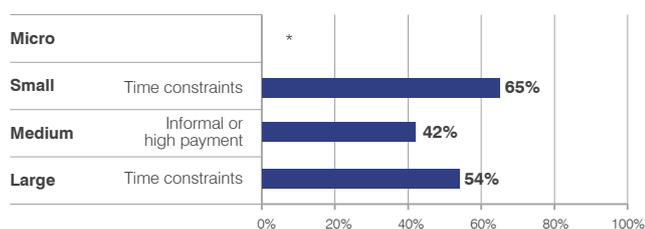
#### Exporting firms



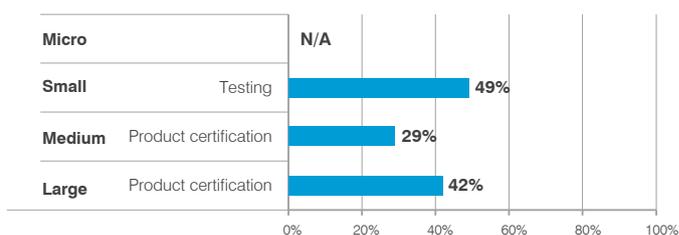
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/bangladesh>. Survey field work ended in 2015, with 998 companies in phone interviews. Of those, 912 companies (91%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 411 also gave face-to-face interviews.

# Barbados

## Key indicators

Population (million)	0.3
GDP (\$ billion)	4.5
GDP per capita (\$)	15,912
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-4.8
Tariff preference margin (percentage points)	5.3
Imports and exports (goods and services), share of GDP (%)	95.7
Services exports, share of total exports (%)	75.5
Geographic region	Latin America and the Caribbean
Development group	SIDS
Income group	High income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	36.3	79.4	38.6
	Medium	74.0	84.7	50.1
	Large	81.7	<b>93.1</b>	74.1
	All	50.1	81.9	45.5
IMMEDIATE BUSINESS ENVIRONMENT		72.0	61.9	51.0
NATIONAL ENVIRONMENT		54.9	70.5	50.9

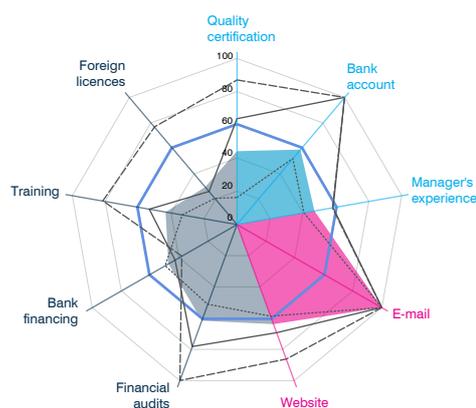
Reference level: 60.5 (a function of GDP per capita \$)

**Strengths are scores above: 90.7**      **Weaknesses are scores below: 30.2**

## SME Competitiveness Grid

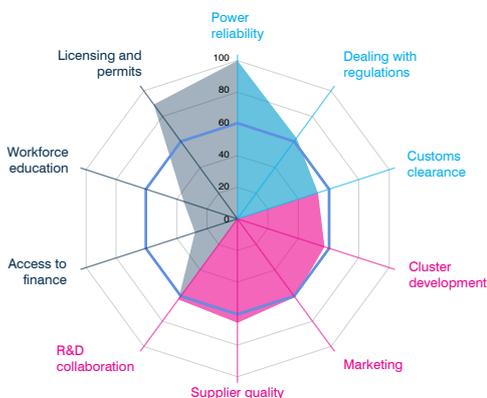
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All																											
International quality certificate	<b>16.3</b>	63.7	87.1	44.2																											
Bank account	52.0	<b>100.0</b>	<b>100.0</b>	59.0																											
Capacity utilization	-	-	-	-																											
Manager's experience	40.7	58.4	58.0	47.1																											
Connect	E-mail	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	Firm website	58.7	69.4	86.2	63.9	Change	Audited financial statement	51.1	78.2	<b>100.0</b>	61.7	Investment financed by banks	49.6	42.7	38.2	47.3	Formal training programme	33.2	53.2	81.4	43.3	Foreign technology licences	<b>20.6</b>	<b>26.0</b>	76.7	<b>29.5</b>
Firm website	58.7	69.4	86.2	63.9	Change	Audited financial statement	51.1	78.2	<b>100.0</b>	61.7	Investment financed by banks	49.6	42.7	38.2	47.3	Formal training programme	33.2	53.2	81.4	43.3	Foreign technology licences	<b>20.6</b>	<b>26.0</b>	76.7	<b>29.5</b>						
Change	Audited financial statement	51.1	78.2	<b>100.0</b>	61.7	Investment financed by banks	49.6	42.7	38.2	47.3	Formal training programme	33.2	53.2	81.4	43.3	Foreign technology licences	<b>20.6</b>	<b>26.0</b>	76.7	<b>29.5</b>											
Investment financed by banks	49.6	42.7	38.2	47.3	Formal training programme	33.2	53.2	81.4	43.3	Foreign technology licences	<b>20.6</b>	<b>26.0</b>	76.7	<b>29.5</b>																	
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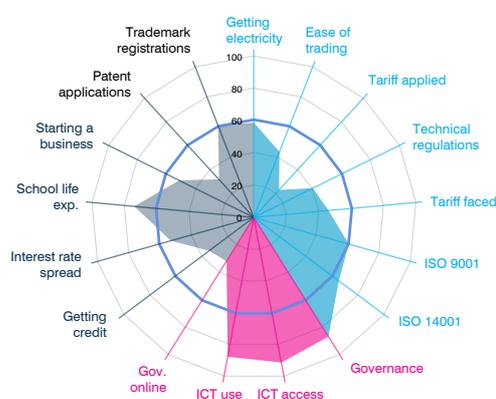
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All																															
Power reliability	<b>100.0</b>	<b>100.0</b>	82.3	<b>100.0</b>																															
Domestic shipping reliability	-	-	-	-																															
Dealing with regulations	69.7	52.3	56.8	63.0																															
Customs clearance efficiency	50.8	55.8	59.8	53.1																															
Connect	State of cluster development	-	-	57.4	Extent of marketing	-	-	-	61.3	Local supplier quality	-	-	-	65.8	University-industry collaboration in R&D	-	-	-	63.1	Change	Access to finance	<b>24.7</b>	42.1	<b>15.4</b>	<b>28.1</b>	Access to educated workforce	36.5	37.4	<b>24.1</b>	35.6	Business licensing and permits	<b>100.0</b>	75.7	81.5	89.3
Extent of marketing	-	-	-	61.3	Local supplier quality	-	-	-	65.8	University-industry collaboration in R&D	-	-	-	63.1	Change	Access to finance	<b>24.7</b>	42.1	<b>15.4</b>	<b>28.1</b>	Access to educated workforce	36.5	37.4	<b>24.1</b>	35.6	Business licensing and permits	<b>100.0</b>	75.7	81.5	89.3					
Local supplier quality	-	-	-	65.8	University-industry collaboration in R&D	-	-	-	63.1	Change	Access to finance	<b>24.7</b>	42.1	<b>15.4</b>	<b>28.1</b>	Access to educated workforce	36.5	37.4	<b>24.1</b>	35.6	Business licensing and permits	<b>100.0</b>	75.7	81.5	89.3										
University-industry collaboration in R&D	-	-	-	63.1	Change	Access to finance	<b>24.7</b>	42.1	<b>15.4</b>	<b>28.1</b>	Access to educated workforce	36.5	37.4	<b>24.1</b>	35.6	Business licensing and permits	<b>100.0</b>	75.7	81.5	89.3															
Change	Access to finance	<b>24.7</b>	42.1	<b>15.4</b>	<b>28.1</b>	Access to educated workforce	36.5	37.4	<b>24.1</b>	35.6	Business licensing and permits	<b>100.0</b>	75.7	81.5	89.3																				
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Business licensing and permits	<b>100.0</b>	75.7	81.5	89.3																															



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All																		
Getting electricity	58.6																		
Ease of trading across borders	43.4																		
Applied tariff, trade-weighted average	<b>22.9</b>																		
Prevalence of technical regulations	40.4																		
Faced tariff, trade-weighted average	46.0																		
Logistics performance index	-																		
ISO 9001 quality certificates	60.6																		
ISO 14001 environmental certificates	65.4																		
Governance index	87.0																		
Connect	ICT access	<b>91.5</b>	ICT use	87.8	Government's online service	32.0	Change	Ease of getting credit	34.4	Interest rate spread	53.1	School life expectancy	73.9	Ease of starting a business	51.3	Patent applications	31.9	Trademark registrations	60.8
ICT use	87.8	Government's online service	32.0	Change	Ease of getting credit	34.4	Interest rate spread	53.1	School life expectancy	73.9	Ease of starting a business	51.3	Patent applications	31.9	Trademark registrations	60.8			
Government's online service	32.0	Change	Ease of getting credit	34.4	Interest rate spread	53.1	School life expectancy	73.9	Ease of starting a business	51.3	Patent applications	31.9	Trademark registrations	60.8					
Change	Ease of getting credit	34.4	Interest rate spread	53.1	School life expectancy	73.9	Ease of starting a business	51.3	Patent applications	31.9	Trademark registrations	60.8							
Interest rate spread	53.1	School life expectancy	73.9	Ease of starting a business	51.3	Patent applications	31.9	Trademark registrations	60.8										
School life expectancy	73.9	Ease of starting a business	51.3	Patent applications	31.9	Trademark registrations	60.8												
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Patent applications	31.9	Trademark registrations	60.8																
Trademark registrations	60.8																		



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Barbados is a high income island economy in the Caribbean with a population of 0.3 million and GDP of \$4.5 billion. Goods and services account for 24.5% and 75.5% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the chemical and processed food sector. *Beryllium* (a key element in the alloying of metals), *lobster, prepared or preserved*, and *insulin* are identified as top products for diversification.

Existing export products also have potential for increased exports. Estimates from ITC's export potential analysis suggest that this may be the case for the alcoholic drinks sector. *Rum and tafia* have an unrealized export potential of \$21 million. Other products with potential include *artificial body parts* (e.g. *prosthetic legs*) and *wirewound variable resistors*.

The SME Competitiveness Grid reveals that firms of all sizes have good connectivity scores. Small firms, however, perform less well in their capacity to compete and change. This is partially due to low scores on the use of internationally recognized quality certificates and foreign technology licences. Barbados's immediate business and national environments perform well on business licensing and permits.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Beryllium, including waste and scrap	8112Xa	6			3	■	■	■
Lobster, prepared or preserved	160530	10	16	17	7	■	■	■
Whiskies	220830	11	7	7	27	■	■	■
Insulin and its salts, used primarily as hormones	293712	13	52	58	8	■	■	■
Bovine, sheep & goat fats	1502	18	14	15	137	■	■	■
Turbo-propellers of a power exceeding 1100 KW	841122	21	19	20	17	■	■	■
Sheep cuts, bone in, fresh or chilled	020422	22	322	117	12	■	■	■
Tanks and other armoured fighting vehicles, motorised, and parts	871000	23	20	22	22	■	■	■
Wrist-watches w mech display,battery powered&with case of precious metal...	910111	25	17	19	46	■	■	■
Sheep cuts, bone in, frozen	020442	26	18	21	35	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Rum and tafia	220840	33.1	■	■	■	■	■	■	■
Udenaturd ethyl alcohol of an alcohol strgth by vol of 80% vol/...	220710	9.1	■	■	■	■	■	■	■
Artificial parts of the body (excl. artificial teeth and dental fitting)	902139	15.8	■	■	■	■	■	■	■
Raw cane sugar	1701XX	10.0	■	■	■	■	■	■	■
Miscellaneous chemical products	38XXXX	5.5	■	■	■	■	■	■	■
Wirewound variable resistors,includg rheostat & potentiometers...	853331	5.3	■	■	■	■	■	■	■
Paper labels of all kinds, printed	482110	7.4	■	■	■	■	■	■	■
Liqueurs and cordials	220870	4.5	■	■	■	■	■	■	■
Portland cement	252329	5.3	■	■	■	■	■	■	■
Stoppers,caps,lids,seals & other packing accessories of base...	830990	3.1	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

6.73

**Exports subject to regulation**

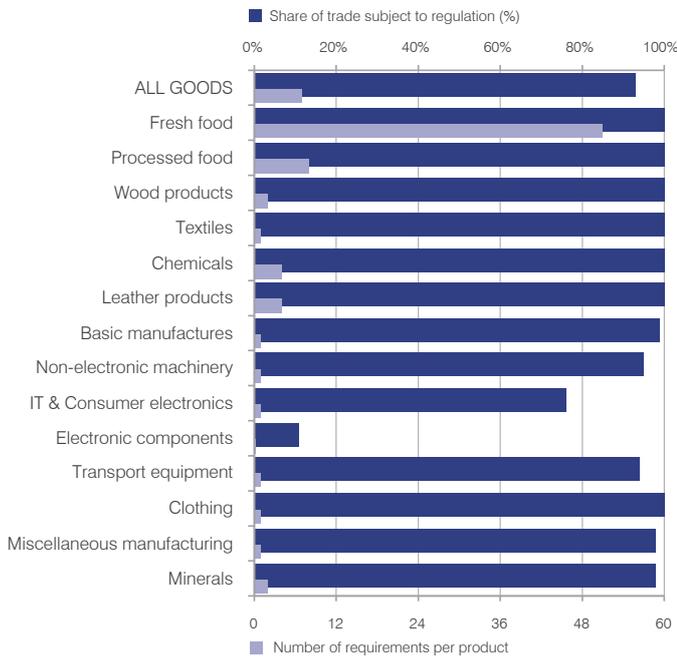


**Requirements per exported product**

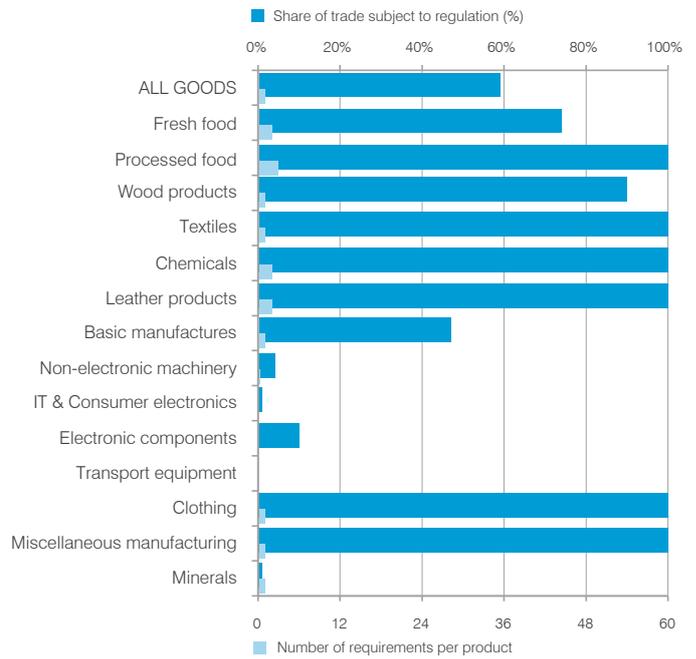
1.28

## Regulatory environment by sector

### Import regulations

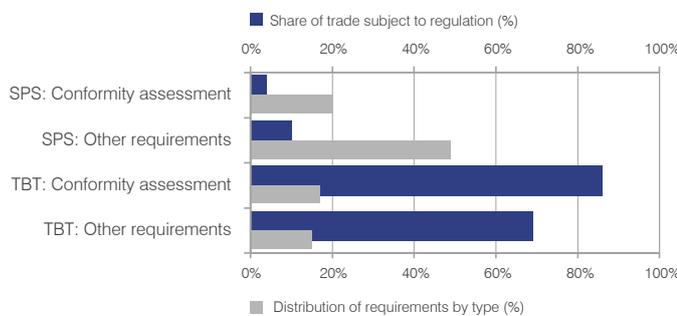


### Export regulations

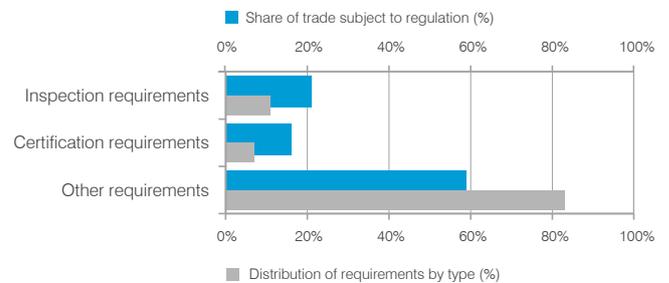


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 59 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2015. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

### ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

### ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# Burkina Faso

## Key indicators

Population (million)	17.9
GDP (\$ billion)	11.3
GDP per capita (\$)	631
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-7.9
Tariff preference margin (percentage points)	1.1
Imports and exports (goods and services), share of GDP (%)	73.3
Services exports, share of total exports (%)	15.8
Geographic region	Africa
Development group	LDC, LLDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	43.2	<b>11.6</b>	28.9
	Medium	48.6	31.4	43.6
	Large	<b>63.9</b>	37.9	<b>65.8</b>
	All	45.9	17.7	37.3
IMMEDIATE BUSINESS ENVIRONMENT		37.3	39.3	24.0
NATIONAL ENVIRONMENT		34.9	25.1	37.2

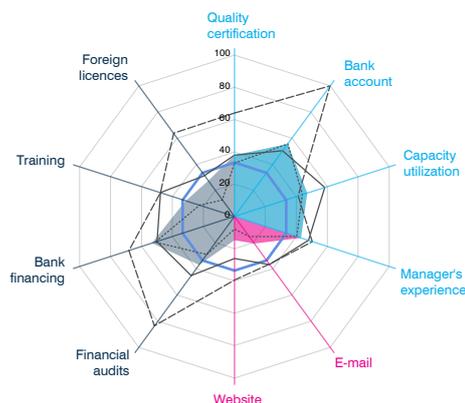
Reference level: 33.4 (a function of GDP per capita \$)

**Strengths are scores above: 50.2**      **Weaknesses are scores below: 16.7**

## SME Competitiveness Grid

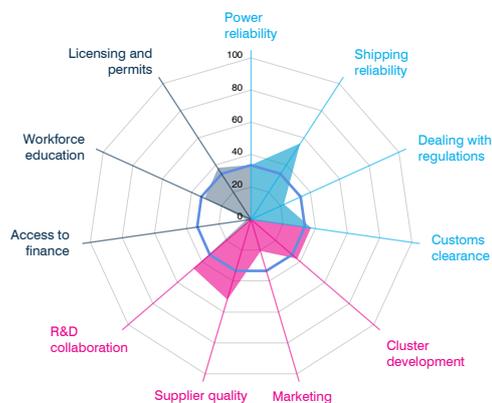
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	33.1	38.0	<b>64.0</b>	38.0
Bank account	<b>55.6</b>	<b>50.4</b>	<b>100.0</b>	<b>55.6</b>
Capacity utilization	43.9	<b>58.4</b>	41.2	47.1
Manager's experience	40.3	47.8	<b>50.4</b>	43.0
<b>Connect</b>				
E-mail	<b>15.4</b>	36.7	36.4	20.7
Firm website	<b>7.8</b>	26.1	39.3	<b>14.7</b>
<b>Change</b>				
Audited financial statement	29.0	45.2	<b>83.6</b>	37.0
Investment financed by banks	<b>51.3</b>	50.0	<b>68.2</b>	<b>53.3</b>
Formal training programme	22.5	47.8	47.6	31.5
Foreign technology licences	<b>12.7</b>	31.3	<b>63.7</b>	27.3



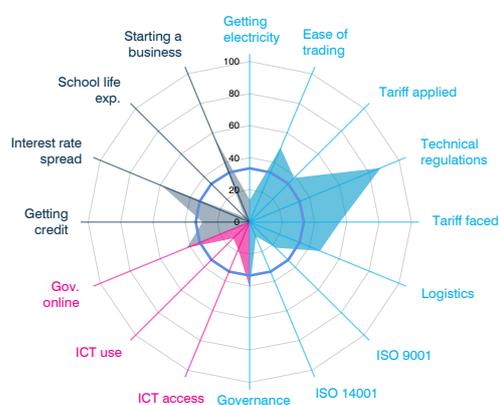
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	30.1	44.3	50.0	33.6
Domestic shipping reliability	<b>64.4</b>	41.9	45.5	<b>55.9</b>
Dealing with regulations	25.1	<b>14.6</b>	25.1	22.3
Customs clearance efficiency	<b>14.7</b>	40.4	<b>61.7</b>	37.4
<b>Connect</b>				
State of cluster development				37.7
Extent of marketing				20.7
Local supplier quality				<b>52.0</b>
University-industry collaboration in R&D				46.9
<b>Change</b>				
Access to finance	<b>0.0</b>	<b>8.5</b>	<b>12.8</b>	<b>3.0</b>
Access to educated workforce	34.9	26.1	22.8	31.3
Business licensing and permits	34.4	44.1	50.0	37.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>13.6</b>
Ease of trading across borders	50.0
Applied tariff, trade-weighted average	39.0
Prevalence of technical regulations	<b>87.7</b>
Faced tariff, trade-weighted average	<b>55.7</b>
Logistics performance index	46.9
ISO 9001 quality certificates	22.9
ISO 14001 environmental certificates	<b>9.8</b>
Governance index	41.1
<b>Connect</b>	
ICT access	18.9
ICT use	<b>14.5</b>
Government's online service	42.0
<b>Change</b>	
Ease of getting credit	29.4
Interest rate spread	<b>59.1</b>
School life expectancy	<b>4.4</b>
Ease of starting a business	<b>56.1</b>
Patent applications	-
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    - - - Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2009) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Burkina Faso is a low income country in West Africa with a population of 17.9 million and GDP of \$11.3 billion. Goods and services account for 84.2% and 15.8% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Burkina Faso's exports lie in the fresh and processed food sectors. Top products for diversification include *gum arabic* (otherwise known as chaar gund or meska), a natural hardened sap rich in sugars, *ground-nut oil*, *crude* and *cut flowers and flower buds for bouquets*.

Existing export products also have potential for increased exports. For example, *cotton, not carded or combed* has an unrealized export potential of \$160 million to non-OECD countries. Other products with potential include *sesamum seeds* and *cashew nuts*.

The SME Competitiveness Grid reveals that small firms underperform in their capacity to connect. Large firms, instead, perform well in the compete and change pillars of competitiveness. Burkina Faso's immediate business and national environments attain average scores in all three pillars of competitiveness.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Gum arabic	130120	2	1	3	2	■		
Ground-nut oil, crude	150810	3		2	5	■	■	■
Cut flowers and flower buds for bouquets, fresh	0603XX	4	3	6	3	■		
Dried pigeon peas and other leguminous vegetables, shelled	0713Xb	6	4	4	9	■		
Lentils dried, shelled, whether or not skinned or split	071340	7	6	5	10	■		
Jute and other textile bast fibres, raw or retted	530310	8	2	7	43	■		
Wattle extract	320120	9	56	8	11	■	■	■
Cashew nuts, without shell, fresh or dried	080132	10	13	10	6	■		
Technically specified natural rubber (TSNR)	400122	11	36	11	8	■		
Bananas and plantains, fresh or dried	0803	12	28	15	7	■		

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Cotton, not carded or combed	520100	381.9	■	■	■	■			■
Sesamum seeds, whether or not broken	120740	41.6		■	■	■			■
Cashew nuts, in shell, fresh or dried	080131	11.9		■		■			■
Veg fats & oils & their fractions, refined or not but not chemically ...	151590	9.1	■			■	■	■	■
Onions and shallots, fresh or chilled	070310	3.4	■			■			■
Guavas, mangoes and mangosteens, fresh or dried	080450	10.7				■			■
Cashew nuts, without shell, fresh or dried	080132	5.2				■			■
Tomatoes, fresh or chilled	070200	3.8				■			■
Raw hides and skins (other than furskins) and leather, of swine...	41XXXd	2.0				■	■	■	■
Locust beans (carob), sugar cane, chicory roots, fruit stones...	1212Xb	1.6				■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

Imports subject to regulation

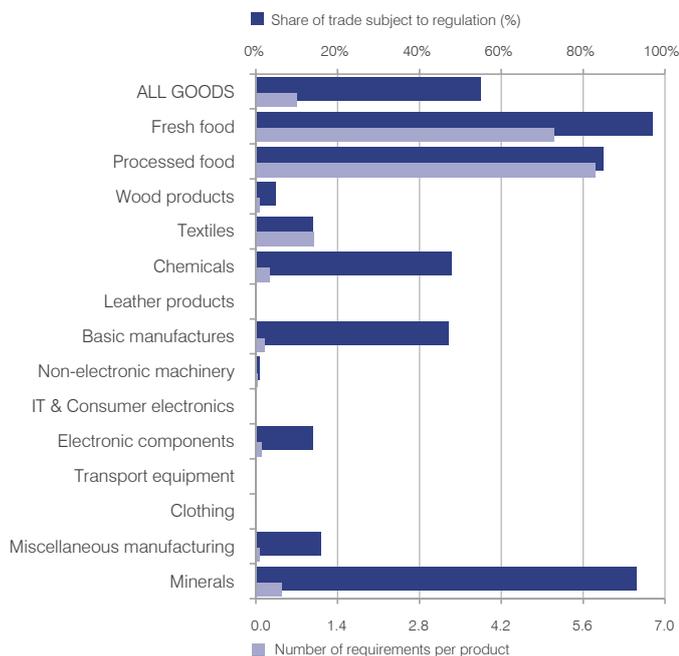


Requirements per imported product

0.72

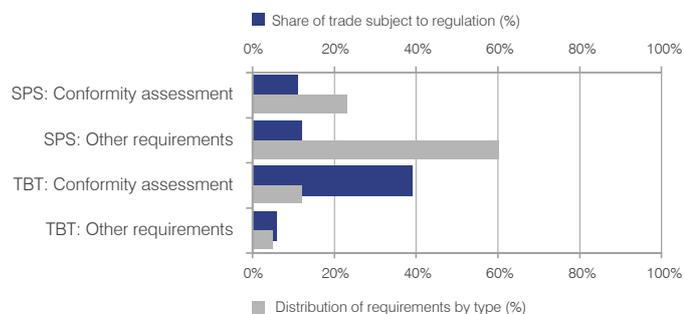
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 97 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2010. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

Technical regulations:  50% of reported problems

### Exporting firms

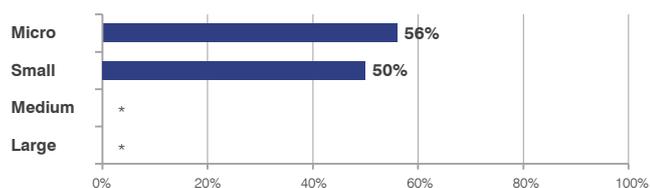
Technical regulations:  88% of reported problems

Main procedural obstacle: Time constraints

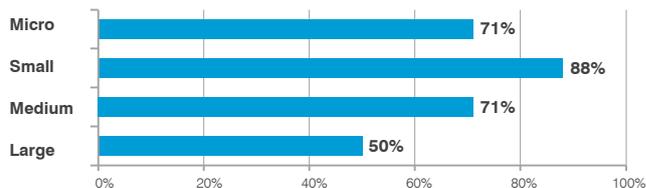
Main regulatory obstacle: Product certification

## Share of problems by company size

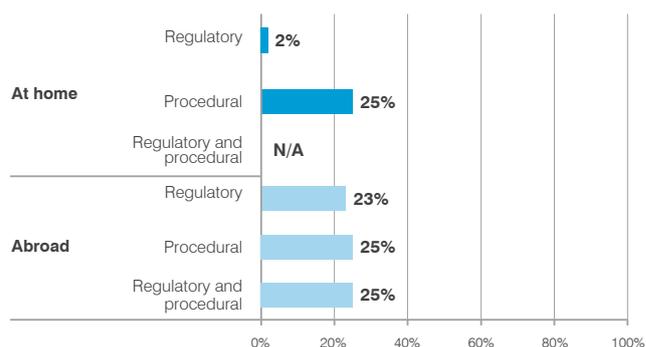
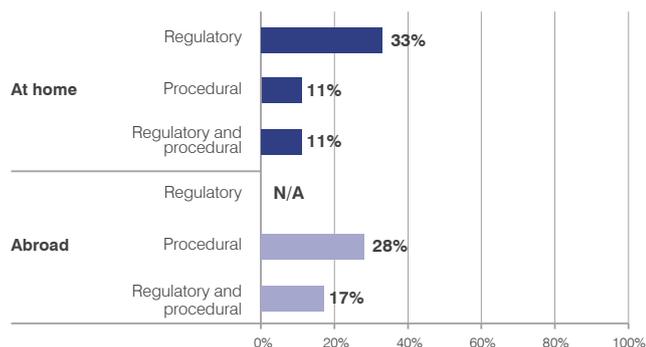
### Importing firms



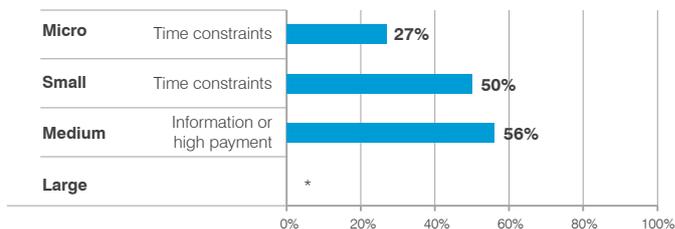
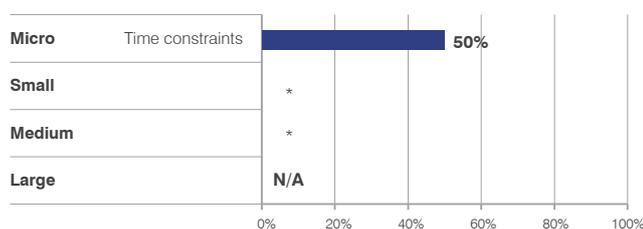
### Exporting firms



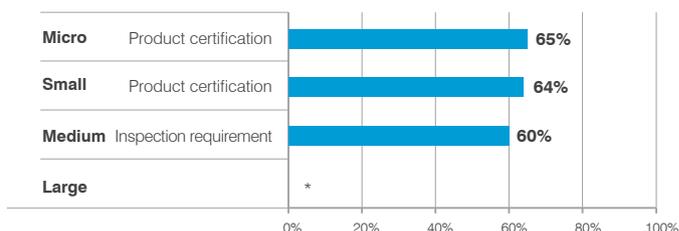
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/burkinafaso>. Survey field work ended in 2010, with 172 companies in phone interviews. Of those, 85 companies (49%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 57 also gave face-to-face interviews.

# Cambodia

## Key indicators

Population (million)	15.5
GDP (\$ billion)	17.7
GDP per capita (\$)	1,140
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-11.1
Tariff preference margin (percentage points)	8.9
Imports and exports (goods and services), share of GDP (%)	210.1
Services exports, share of total exports (%)	23.9
Geographic region	Asia-Pacific
Development group	LDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	32.6	21.3	37.9
	Medium	28.6	29.4	34.1
	Large	40.3	<b>61.4</b>	49.3
	All	32.0	24.3	39.0
IMMEDIATE BUSINESS ENVIRONMENT		<b>78.6</b>	46.5	56.2
NATIONAL ENVIRONMENT		45.4	27.2	36.7

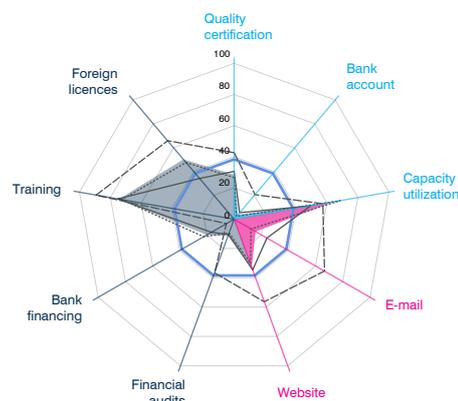
Reference level: 38.4 (a function of GDP per capita \$)

**Strengths are scores above: 57.6**      **Weaknesses are scores below: 19.2**

## SME Competitiveness Grid

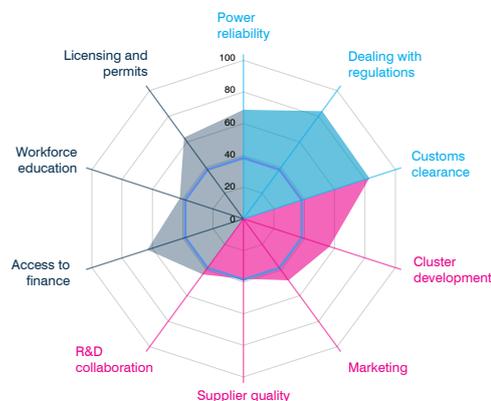
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	26.6	30.7	42.7	28.6
Bank account	<b>2.5</b>	<b>5.5</b>	20.7	<b>3.8</b>
Capacity utilization	<b>68.6</b>	49.5	57.4	<b>63.6</b>
Manager's experience	-	-	-	-
Connect	Small	Medium	Large	All
E-mail	<b>12.4</b>	24.1	<b>66.5</b>	<b>15.9</b>
Firm website	30.3	34.6	56.4	32.8
Change	Small	Medium	Large	All
Audited financial statement	<b>9.3</b>	<b>10.5</b>	36.5	<b>11.4</b>
Investment financed by banks	22.2	<b>16.7</b>	<b>5.5</b>	20.2
Formal training programme	<b>72.8</b>	<b>75.2</b>	<b>89.3</b>	<b>74.4</b>
Foreign technology licences	47.5	34.1	<b>65.8</b>	50.2



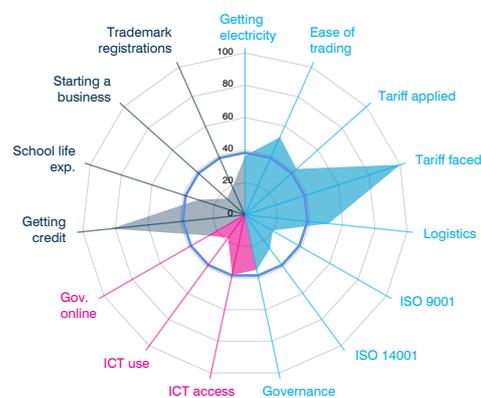
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>74.2</b>	56.8	54.8	<b>68.8</b>
Domestic shipping reliability	-	-	-	-
Dealing with regulations	<b>86.1</b>	<b>81.1</b>	<b>77.6</b>	<b>84.0</b>
Customs clearance efficiency	-	<b>87.4</b>	<b>82.5</b>	<b>83.0</b>
Connect	Small	Medium	Large	All
State of cluster development	-	-	-	56.8
Extent of marketing	-	-	-	48.0
Local supplier quality	-	-	-	37.9
University-industry collaboration in R&D	-	-	-	43.5
Change	Small	Medium	Large	All
Access to finance	<b>63.7</b>	<b>58.5</b>	<b>70.8</b>	<b>63.3</b>
Access to educated workforce	43.8	43.2	25.1	42.0
Business licensing and permits	<b>70.4</b>	51.2	40.9	<b>63.4</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	36.5
Ease of trading across borders	52.5
Applied tariff, trade-weighted average	42.3
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	<b>100.0</b>
Logistics performance index	51.6
ISO 9001 quality certificates	19.6
ISO 14001 environmental certificates	25.9
Governance index	34.7
Connect	All
ICT access	38.1
ICT use	<b>17.8</b>
Government's online service	25.7
Change	All
Ease of getting credit	<b>82.7</b>
Interest rate spread	-
School life expectancy	30.0
Ease of starting a business	<b>14.9</b>
Patent applications	-
Trademark registrations	<b>18.9</b>



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Cambodia is a low income country in South-East Asia with a population of 15.5 million and GDP of \$17.7 billion. Goods and services account for 76.1% and 23.9% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Cambodia's exports lie in the textiles, processed food and metal sectors. Identified top products for diversification include *women/girls anoraks, men's/boys garments, prepared or preserved shrimps and prawns, and ferro-tungsten*.

Existing export products also have increased export potential. For example, *manioc, fresh or dried*, a type of root, has an unrealized potential of around \$730 million in exports to non-OECD countries. Other products with potential include *other footwear, outer soles and babies' garments*.

The SME Competitiveness Grid reveals that only few SMEs have bank accounts, use e-mails in day-to-day operations or have had an external body audit their financial statements. Furthermore, banks finance relatively few company investments. However, given that access to finance is not flagged as a constraint, it is likely that firms find other ways to finance investments (e.g. personal wealth or the informal banking sector). Cambodia's immediate business environment scores well on a range of indicators, particularly power reliability, dealing with regulations and business licensing and permits.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Womens/girls anoraks & similar article of man-made fibres, not knitted	620293	4	16	8	3	■	■	■
Mens/boys garments, made up of impreg. ctd. cov. etc. textile woven fabric	621040	5	36	15	4	■	■	■
Prepared or preserved shrimps and prawns	1605Xa	6	1	36	6	■	■	■
Brassieres and parts thereof, of textile materials	621210	7	8	6	8	■	■	■
Ferro-tungsten and ferro-silico-tungsten	720280	9	508	1729	7	■	■	■
Diammonium phosphate, in packages weighing more than 10 kg	310530	10	6	2	26	■	■	■
Coconut (copra) oil & its fractions refined but not chemically modified	151319	15	7	14	19	■	■	■
Womens/girls anoraks and similar article of cotton, not knitted	620292	16	52	22	17	■	■	■
Fish fats & oils & their fractions exc liver, refined/not, not chemically modified	150420	17	42	198	14	■	■	■
Magnesium unwrought containing by weight at least 99.8% of magnesium	810411	18	18	26	18	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Manioc (cassava), fresh or dried, whether or not sliced or pelleted	071410	176.1	■	■	■	■	■	■	■
Other footwear, outer soles of rubber/plastics uppers of leather	6403XX	474.0	■	■	■	■	■	■	■
Babies garments and clothing accessories of cotton, knitted	611120	185.7	■	■	■	■	■	■	■
Bicycles and other cycles (including delivery tricycles), not motorised	871200	272.9	■	■	■	■	■	■	■
Pullovers, cardigans and similar articles of cotton, knitted	611020	834.0	■	■	■	■	■	■	■
Technically specified natural rubber (TSNR)	400122	199.5	■	■	■	■	■	■	■
Pullovers, cardigans and similar articles of man-made fibres, ...	611030	573.8	■	■	■	■	■	■	■
Womens/girls trousers and shorts, of cotton, not knitted	620462	451.3	■	■	■	■	■	■	■
Mens/boys trousers and shorts, of cotton, not knitted	620342	447.8	■	■	■	■	■	■	■
Womens/girls trousers and shorts, of cotton, knitted	610462	315.1	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

## ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

## ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  19% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

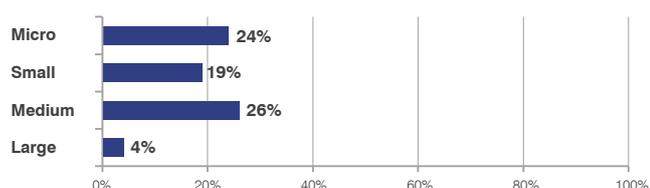
**Technical regulations:**  44% of reported problems

**Main procedural obstacle:** Informal or high payment

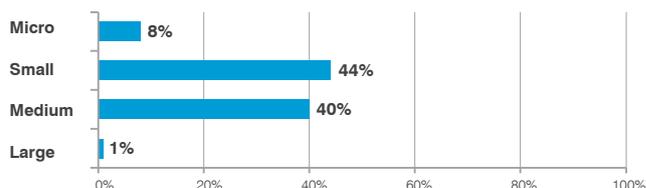
**Main regulatory obstacle:** Product certification

## Share of problems by company size

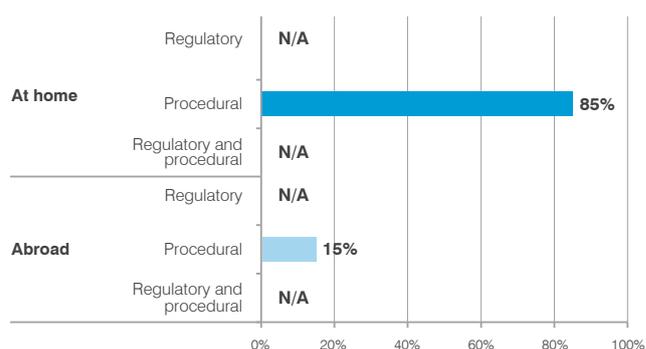
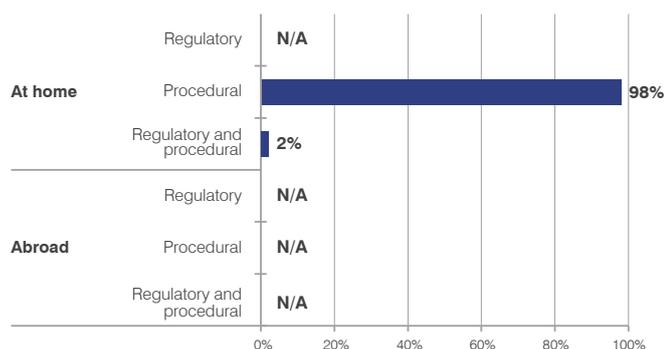
### Importing firms



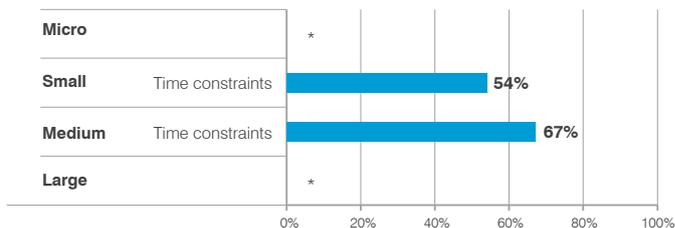
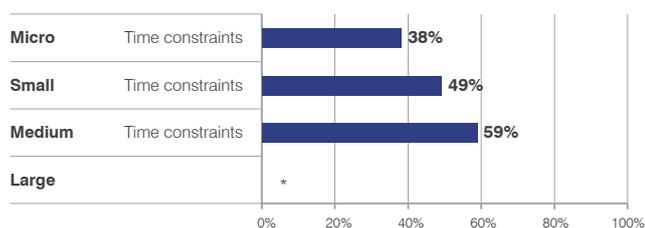
### Exporting firms



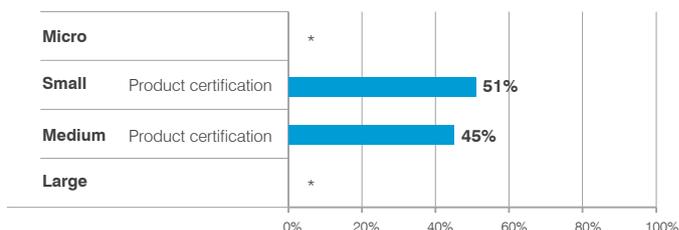
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/cambodia>. Survey field work ended in 2013, with 502 companies in phone interviews. Of those, 347 companies (69%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 242 also gave face-to-face interviews.

# China

## Key indicators

Population (million)	1375.0
GDP (\$ billion)	11384.8
GDP per capita (\$)	8,280
Share of world GDP (PPP\$, %)	17.2
Current account surplus/deficit, share of GDP (%)	3.1
Tariff preference margin (percentage points)	0.5
Imports and exports (goods and services), share of GDP (%)	47.5
Services exports, share of total exports (%)	9.1
Geographic region	Asia-Pacific
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	60.2	45.7	41.0
	Medium	66.5	65.1	60.3
	Large	73.9	71.5	66.1
	All	63.9	54.4	53.7
IMMEDIATE BUSINESS ENVIRONMENT		74.6	68.2	<b>89.3</b>
NATIONAL ENVIRONMENT		59.0	66.2	65.8

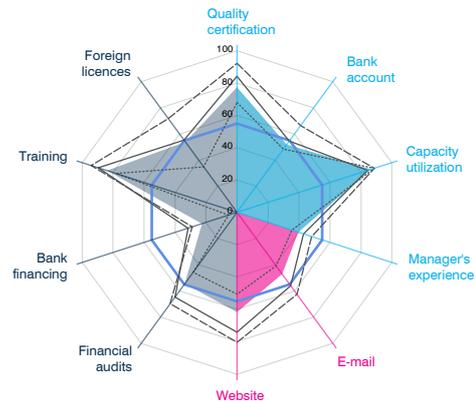
Reference level: 55.0 (a function of GDP per capita \$)

**Strengths are scores above: 82.5**      **Weaknesses are scores below: 27.5**

## SME Competitiveness Grid

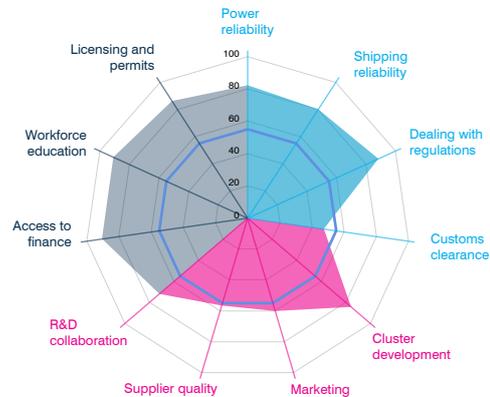
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	68.0	<b>84.2</b>	<b>92.3</b>	77.5
Bank account	48.6	54.6	66.5	52.0
Capacity utilization	<b>88.7</b>	<b>84.3</b>	<b>88.7</b>	<b>86.5</b>
Manager's experience	35.4	43.0	48.2	39.6
<b>Connect</b>				
E-mail	40.8	56.1	62.7	47.2
Firm website	50.6	74.1	80.3	61.7
<b>Change</b>				
Audited financial statement	45.8	64.7	69.7	54.5
Investment financed by banks	<b>5.5</b>	31.5	28.9	<b>22.6</b>
Formal training programme	78.0	<b>89.5</b>	<b>94.1</b>	<b>83.9</b>
Foreign technology licences	34.7	55.3	71.7	53.9



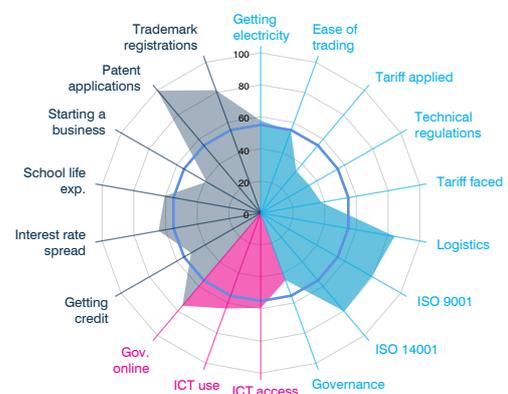
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	82.3	82.3	82.3	82.3
Domestic shipping reliability	80.2	70.7	64.4	80.2
Dealing with regulations	<b>89.6</b>	<b>86.1</b>	<b>86.1</b>	<b>88.4</b>
Customs clearance efficiency	47.3	46.8	47.1	47.3
<b>Connect</b>				
State of cluster development				<b>84.2</b>
Extent of marketing				60.1
Local supplier quality				56.6
University-industry collaboration in R&D				71.9
<b>Change</b>				
Access to finance	<b>92.9</b>	<b>87.2</b>	<b>90.9</b>	<b>90.6</b>
Access to educated workforce	<b>93.9</b>	<b>87.1</b>	<b>89.8</b>	<b>90.9</b>
Business licensing and permits	<b>85.5</b>	<b>87.0</b>	<b>91.0</b>	<b>86.2</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	57.6
Ease of trading across borders	54.2
Applied tariff, trade-weighted average	34.2
Prevalence of technical regulations	34.7
Faced tariff, trade-weighted average	38.0
Logistics performance index	<b>84.2</b>
ISO 9001 quality certificates	79.4
ISO 14001 environmental certificates	80.2
Governance index	44.7
<b>Connect</b>	
ICT access	59.3
ICT use	63.5
Government's online service	75.7
<b>Change</b>	
Ease of getting credit	50.0
Interest rate spread	64.4
School life expectancy	60.6
Ease of starting a business	38.8
Patent applications	<b>99.7</b>
Trademark registrations	81.6



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2012) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

China is an upper-middle income country with a population of 1.38 billion and GDP of \$11.4 trillion. Goods and services account for 90.9% and 9.1% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for China's exports lie in the electronic components, IT and consumer electronics, and basic manufactures sectors. *Bicycle parts* and *gymnasium equipment* are identified as other non-electronics related top products for diversification. These products fare well on the price stability indicator.

There is also potential for increased exports of existing export products. For example, ITC's export potential analysis estimates *telephone sets* to have an unrealized export potential of \$103 billion. Other products with potential include *automatic data processing machines* and *parts and accessories for printers*.

The SME Competitiveness Grid reveals that the capacity utilization of SMEs in China is high, indicating efficient use of existing resources. In addition, many firms offer formal training programmes to employees, facilitating workforce skills development. Firms of all sizes rely less than expected on banks financing their investments. China's immediate business and national environments perform well, particularly in accessing an educated workforce and dealing with regulations.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Inductors, electric	850450	31	15	20	84	■	■	■
Transistors, other than photosensitive transistors	854129	46	18	24	133	■	■	■
Parts and accessories of apparatus of heading Nos 85.19 to 85.21	852290	47	17	23	162	■	■	■
Electrical capacitors, fixed, ceramic dielectric, multilayer	853224	52	22	28	116	■	■	■
Bicycle parts	871499	57	35	35	82	■	■	■
Gymnasium or athletics articles and equipment	950691	59	117	104	41	■	■	■
Vacuum cleaner, with self-contained electric motor	8508XX	64	92	134	42	■	■	■
Other yarn, single, untwisted or with a twist not > 50 turns per metre (other than...)	5402Xc	81	60	41	221	■	■	■
Flat rolled prod./has,painted,varnished or plast coated, >/=600mm wide	721070	83	72	54	168	■	■	■
Articles of glass	702000	89	42	61	151	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Telephone sets (excl. line telephone sets) and other voice and...	85XXXb	139558.0	■	■	■	■	■	■	■
Automatic data processing machines and units	8471XX	133564.6	■	■	■	■	■	■	■
Parts of telephone sets and other transmission apparatus	85XXXc	60201.2	■	■	■	■	■	■	■
Parts and accessories for printers, copying machines, computers &...	84XXXd	52345.2	■	■	■	■	■	■	■
Other footwear, outer soles/uppers of rubber or plastics	6402XX	17549.4	■	■	■	■	■	■	■
Other printers, copying & facsimile machines; computer input...	84XXXc	25422.8	■	■	■	■	■	■	■
Photosensitive semiconduct device,photovoltaic cells & light...	854140	21539.4	■	■	■	■	■	■	■
Printed circuits	853400	14683.6	■	■	■	■	■	■	■
Computer data storage units	847170	18049.2	■	■	■	■	■	■	■
Articles of jewellery and parts thereof, other than silver	711319	13947.8	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

## Imports subject to regulation



## Requirements per imported product

8.13

## Exports subject to regulation

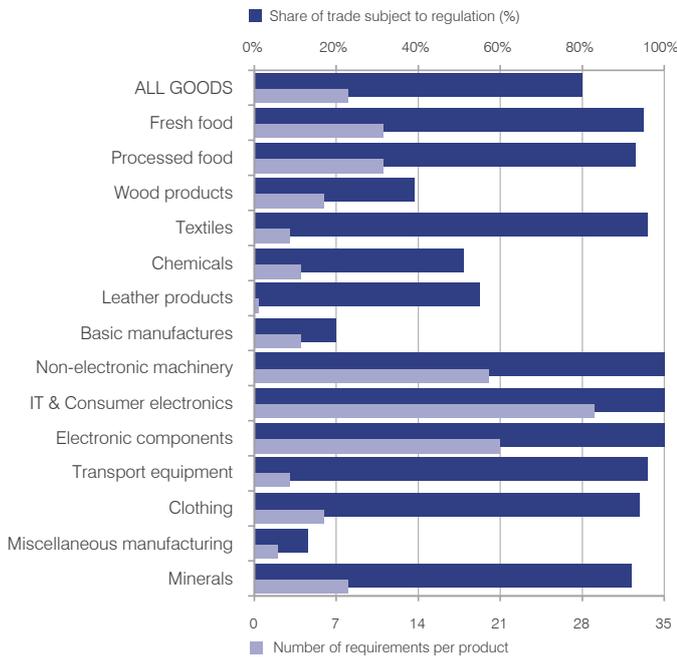


## Requirements per exported product

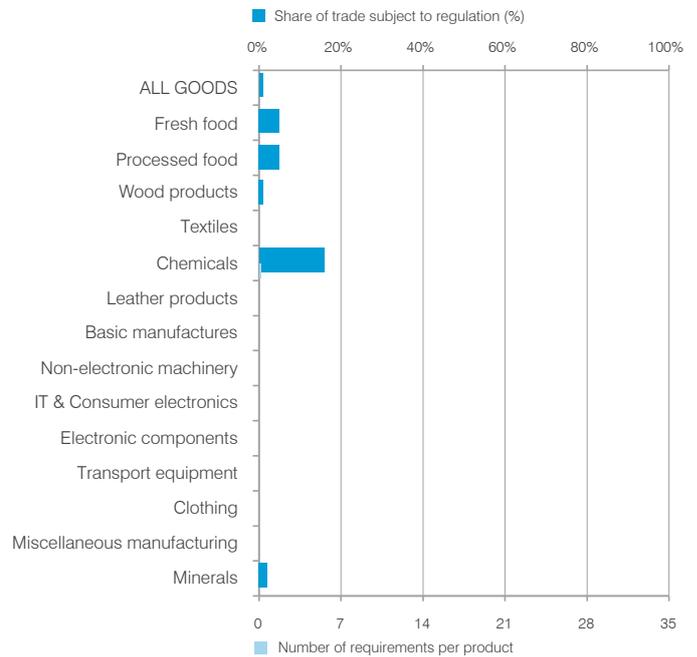
0.02

## Regulatory environment by sector

### Import regulations

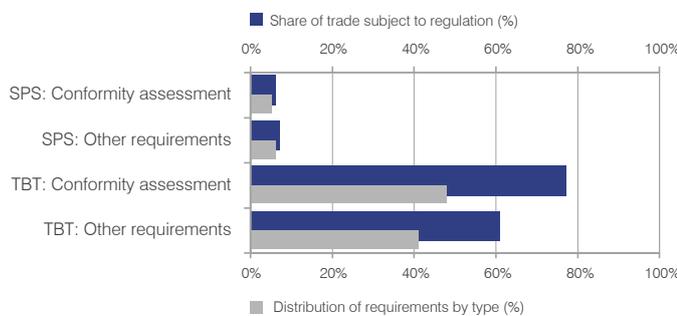


### Export regulations

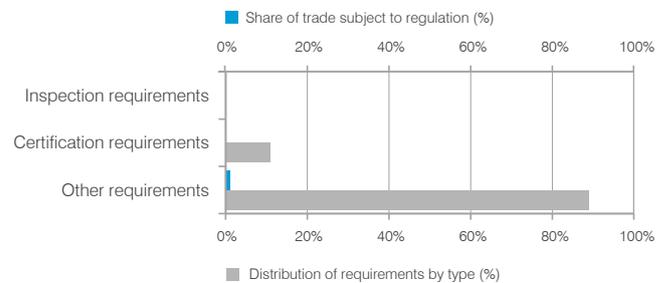


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 145 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

### ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

### ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# Colombia

## Key indicators

Population (million)	48.2
GDP (\$ billion)	274.2
GDP per capita (\$)	5,687
Share of world GDP (PPP\$, %)	0.6
Current account surplus/deficit, share of GDP (%)	-6.2
Tariff preference margin (percentage points)	2.2
Imports and exports (goods and services), share of GDP (%)	36.9
Services exports, share of total exports (%)	11.2
Geographic region	Latin America and the Caribbean
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	46.9	60.4	46.2
	Medium	67.0	<b>85.3</b>	58.3
	Large	<b>84.9</b>	<b>94.6</b>	<b>79.5</b>
	All	54.9	67.7	55.6
IMMEDIATE BUSINESS ENVIRONMENT		42.3	60.4	34.6
NATIONAL ENVIRONMENT		60.1	73.0	58.4

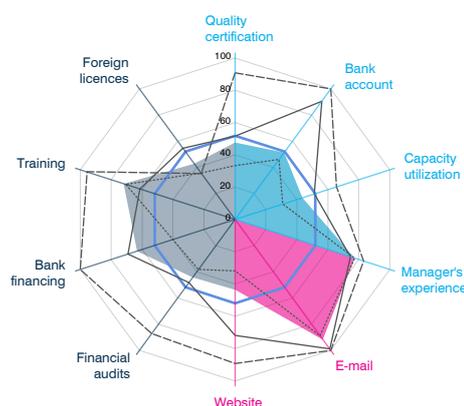
Reference level: 51.9 (a function of GDP per capita \$)

**Strengths are scores above: 77.8**      **Weaknesses are scores below: 25.9**

## SME Competitiveness Grid

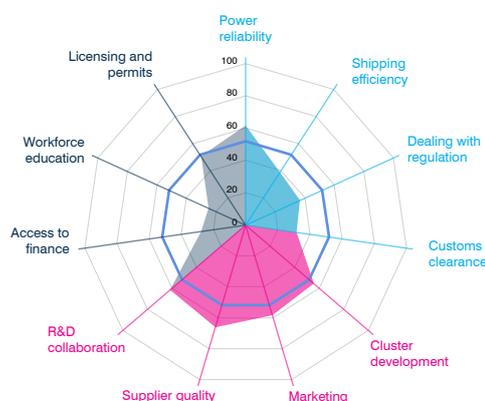
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	33.3	51.6	<b>90.8</b>	47.7
Bank account	46.0	<b>90.5</b>	<b>100.0</b>	51.1
Capacity utilization	30.8	51.4	65.5	43.5
Manager's experience	77.3	74.6	<b>83.1</b>	77.3
<b>Connect</b>				
E-mail	<b>89.0</b>	<b>99.0</b>	<b>100.0</b>	<b>92.0</b>
Firm website	31.8	71.6	<b>89.2</b>	43.5
<b>Change</b>				
Audited financial statement	38.3	48.1	<b>87.1</b>	44.4
Investment financed by banks	40.1	69.2	<b>100.0</b>	63.4
Formal training programme	70.6	61.6	<b>95.7</b>	72.0
Foreign technology licences	35.7	54.4	35.2	42.7



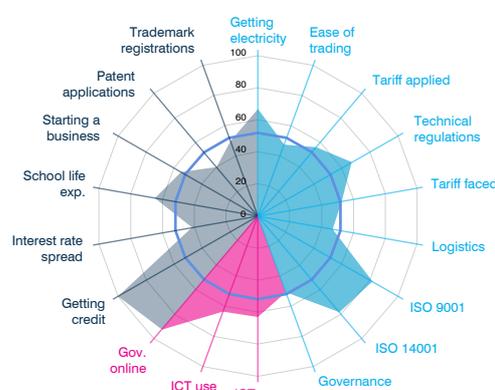
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	61.7	51.4	<b>100.0</b>	61.7
Domestic shipping reliability	40.3	33.9	45.5	38.9
Dealing with regulations	37.7	31.6	38.4	36.7
Customs clearance efficiency	<b>25.4</b>	56.1	<b>23.7</b>	31.8
<b>Connect</b>				
State of cluster development				55.6
Extent of marketing				58.3
Local supplier quality				66.2
University-industry collaboration in R&D				61.6
<b>Change</b>				
Access to finance	<b>18.9</b>	60.6	68.5	27.8
Access to educated workforce	<b>20.5</b>	37.7	47.1	<b>25.2</b>
Business licensing and permits	51.6	54.1	41.9	50.9



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	66.8
Ease of trading across borders	47.4
Applied tariff, trade-weighted average	56.2
Prevalence of technical regulations	67.1
Faced tariff, trade-weighted average	52.7
Logistics performance index	47.0
ISO 9001 quality certificates	<b>81.9</b>
ISO 14001 environmental certificates	<b>78.3</b>
Governance index	50.5
<b>Connect</b>	
ICT access	63.1
ICT use	63.4
Government's online service	<b>92.5</b>
<b>Change</b>	
Ease of getting credit	<b>100.0</b>
Interest rate spread	41.5
School life expectancy	64.8
Ease of starting a business	54.8
Patent applications	39.8
Trademark registrations	49.8



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Colombia is an upper-middle income country in South America with a population of 48.2 million and GDP of \$274.2 billion. Goods and services account for 88.8% and 11.2% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Colombia's exports lie in the basic manufactures, the fresh food and the chemical sectors. *Tin not alloyed unwrought, chemical wood pulp, and cranberries* are identified as top products for diversification.

Colombia traditionally has had comparative advantages in coffee and fruits. ITC's export potential analysis identifies an opportunity for increased exports of *coffee, not roasted, not decaffeinated* to OECD countries, representing an unrealized export potential of \$738 million. Another product with potential is *automobiles with 1500 - 3000cc piston engines*.

The SME Competitiveness Grid reveals that Colombia performs well in the connect pillar although small firms underperform when using websites. The most important bottlenecks for Colombian businesses seeking to expand into new markets are clearing goods through customs and loss of management time due to dealing with regulations.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Tin not alloyed unwrought	800110	1	5	4	1	■	■	■
Chemical wood pulp,soda/sulphate,non-coniferous,semi-bl/bleachd	470329	2	2	2	2	■	■	■
Soya-bean oil crude, whether or not degummed	150710	6	3	5	109	■	■	■
Maté	090300	10	7	12	9	■		
Cranberries, bilberries and other fruits of the genus Vaccinium, fresh	081040	13	236	115	10	■		
Soya-bean oil-cake&oth solid residues,whether or not ground or pellet	230400	31	17	24	87	■	■	■
Fowls (gallus domesticus), whole, frozen	020712	32	21	27	463	■	■	■
Semi-fin prod,iron/non-alloy steel,containg by weight .25%/more carbon	720720	40	23	32	259	■	■	■
Chicory&other coffee substitutes roasted&extracts,ess&conc thereof	210130	49	25	34	375	■	■	■
Gas powered trucks with a GVW not exceeding five tonnes	870431	78	81	74	58	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Coffee, not roasted, not decaffeinated	090111	2204.4	■	■	■	■			■
Bananas and plantains, fresh or dried	0803	1252.1	■	■	■	■			■
Insecticides, fungicides, herbicides packaged for retail sale	3808	368.5	■	■	■	■	■	■	■
Polyvinyl chloride, not mixed with any other substances	390410	299.8	■	■	■	■	■	■	■
Sugar confectionery (includg white chocolate),not containg...	170490	265.0	■	■	■	■	■	■	■
Live bovine animals	0102	151.4	■	■	■	■			■
Cut flowers and flower buds for bouquets, fresh	0603XX	1147.1	■	■	■	■			■
Refined cane or beet sugar, solid, without flavouring or colouring...	170199	360.7	■	■	■	■	■	■	■
Coffee extracts, essences, concentrates	210111	254.1	■	■	■	■	■	■	■
Automobiles w reciprocating piston engine displacg > 1500 cc...	870323	250.8	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

Imports subject to regulation

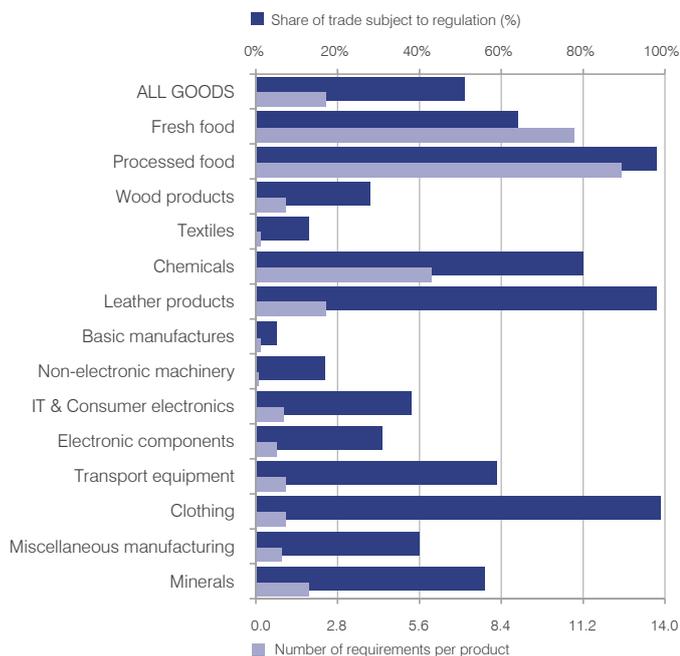


Requirements per imported product

2.43

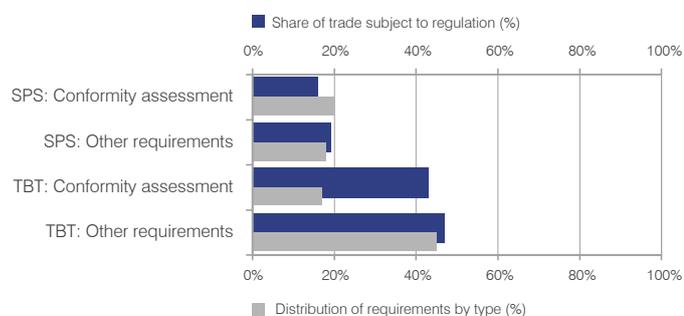
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 231 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

Technical regulations:  12% of reported problems

### Exporting firms

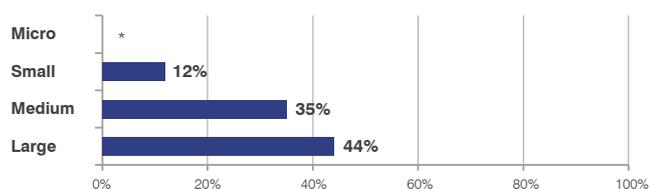
Technical regulations:  76% of reported problems

Main procedural obstacle: Time constraints

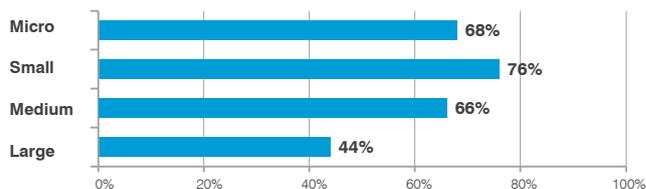
Main regulatory obstacle: Product certification

## Share of problems by company size

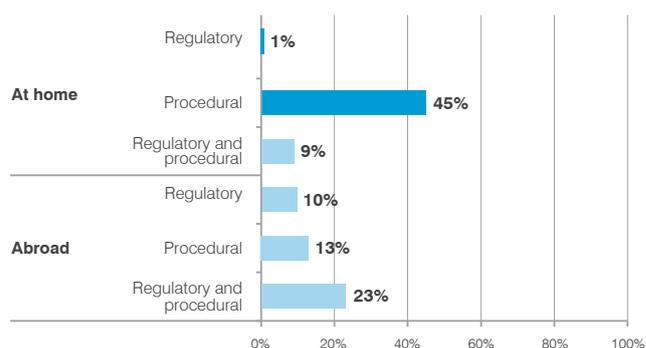
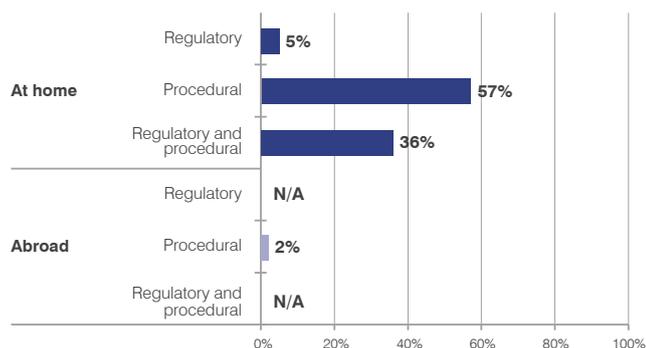
### Importing firms



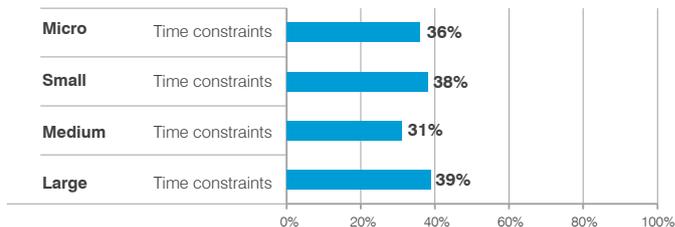
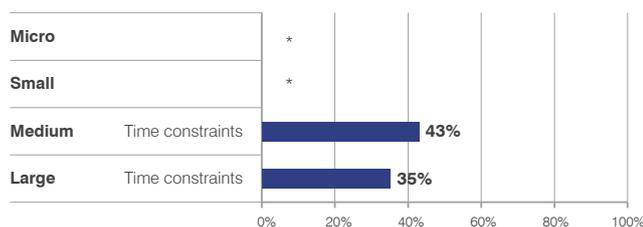
### Exporting firms



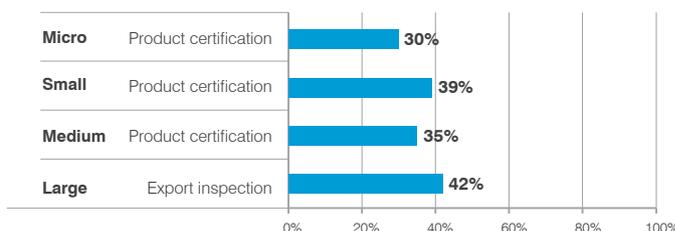
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/colombia>. Survey field work ended in 2014, with 731 companies in phone interviews. Of those, 304 companies (42%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 143 also gave face-to-face interviews.

# Costa Rica

## Key indicators

Population (million)	4.8
GDP (\$ billion)	51.6
GDP per capita (\$)	10,672
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-3.8
Tariff preference margin (percentage points)	1.2
Imports and exports (goods and services), share of GDP (%)	75.6
Services exports, share of total exports (%)	37.9
Geographic region	Latin America and the Caribbean
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	38.6	34.6	33.8
Medium	54.9	79.3	60.8
Large	68.9	<b>96.5</b>	76.4
All	47.6	51.4	50.4
IMMEDIATE BUSINESS ENVIRONMENT	50.4	65.0	<b>27.2</b>
NATIONAL ENVIRONMENT	67.4	75.0	59.8

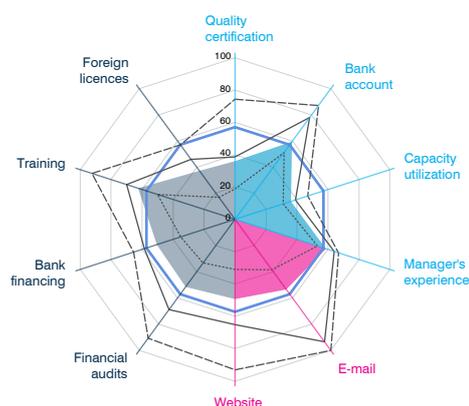
Reference level: 57.1 (a function of GDP per capita \$)

**Strengths are scores above: 85.7**      **Weaknesses are scores below: 28.6**

## SME Competitiveness Grid

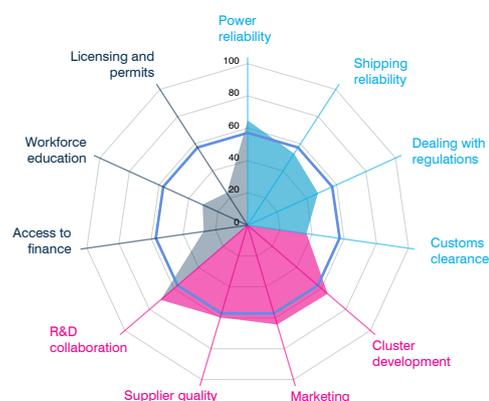
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>18.9</b>	38.7	74.4	36.1
Bank account	51.1	78.0	<b>87.2</b>	59.6
Capacity utilization	31.0	39.0	47.1	36.1
Manager's experience	53.3	64.1	66.9	58.7
<b>Connect</b>				
E-mail	38.4	<b>93.6</b>	<b>100.0</b>	53.6
Firm website	30.8	65.1	<b>93.0</b>	49.2
<b>Change</b>				
Audited financial statement	33.4	68.9	<b>90.8</b>	51.6
Investment financed by banks	35.0	58.5	65.5	50.4
Formal training programme	50.0	69.9	<b>92.3</b>	62.5
Foreign technology licences	<b>16.8</b>	46.0	57.1	37.2



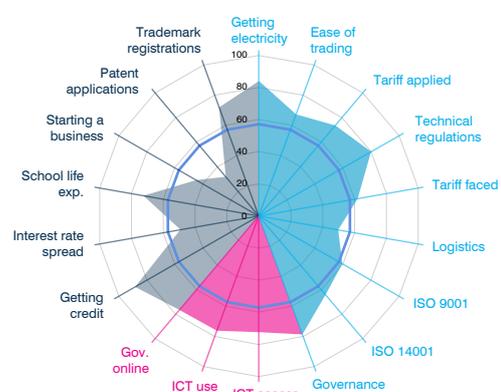
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	61.7	64.8	82.3	64.8
Domestic shipping reliability	52.7	47.6	59.6	52.7
Dealing with regulations	44.0	51.0	54.8	47.6
Customs clearance efficiency	49.6	<b>28.5</b>	42.5	36.5
<b>Connect</b>				
State of cluster development				65.1
Extent of marketing				64.3
Local supplier quality				59.7
University-industry collaboration in R&D				70.9
<b>Change</b>				
Access to finance	29.4	<b>24.5</b>	<b>28.1</b>	<b>27.4</b>
Access to educated workforce	35.8	<b>24.2</b>	30.6	30.5
Business licensing and permits	<b>23.2</b>	<b>25.6</b>	<b>19.8</b>	<b>23.8</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	84.0
Ease of trading across borders	67.3
Applied tariff, trade-weighted average	73.5
Prevalence of technical regulations	80.1
Faced tariff, trade-weighted average	62.0
Logistics performance index	49.8
ISO 9001 quality certificates	59.6
ISO 14001 environmental certificates	64.1
Governance index	78.6
<b>Connect</b>	
ICT access	72.4
ICT use	76.1
Government's online service	76.5
<b>Change</b>	
Ease of getting credit	<b>88.4</b>
Interest rate spread	49.3
School life expectancy	72.5
Ease of starting a business	44.7
Patent applications	31.9
Trademark registrations	72.0



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Costa Rica is an upper-middle income country in Central America with a population of 4.8 million and GDP of \$51.6 billion. Goods and services account for 62.1% and 37.9% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Costa Rica's exports lie in the chemical sector. Top products for diversification are *6-Hexanelactam* (a chemical compound), *buta-1, 3-diene and isoprene* and *P-xylene*. These products are also characterized by price stability and a strong SME presence in production.

Existing export products also have potential for increased exports. Estimates from ITC's export potential analysis suggest that *pineapples, fresh or dried* have an unrealized export potential of \$2.1 billion to OECD countries alone. Other products with potential include *instruments and appliances used in medical or veterinary sciences*.

The SME Competitiveness Grid shows that the performance of domestic SMEs is broadly in line with expectations. However, small firms underperform in quality certificates and foreign technology licences. Large firms, meanwhile, do well in the connectivity pillar and offer formal training programmes to their employees. Costa Rica's immediate business environment suffers from relatively low scores in customs clearance and business licensing.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
6-hexanelactam (epsilon-caprolactam)	293371	31	55	22	71	■	■	■
Raw mink furskins, whole	430110	44		33	101	■		
Buta-1, 3-diene and isoprene	290124	66	58	126	43	■	■	■
P-xylene	290243	92	50	120	70	■	■	■
Benzene	290220	159	552	239	91	■	■	■
Vinyl chloride (chloroethylene)	290321	164	97	226	103	■	■	■
Swine cuts, frozen	020329	171	131	135	214	■	■	■
Methyloxirane (propylene oxide)	291020	175	147	174	143	■	■	■
O-xylene	290241	180	130	230	113	■	■	■
Propene (propylene)	290122	182	135	169	158	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Pineapples, fresh or dried	080430	1085.5	■	■	■	■			■
Bananas and plantains, fresh or dried	0803	1138.5	■	■	■	■			■
Smart cards; electronic integrated circuits; other electrical...	85XXXd	9448.1	■	■	■	■	■	■	■
Instruments and appliances used in medical or veterinary sciences...	901890	656.1	■	■	■	■	■	■	■
Needles, catheters, cannulae and the like	901839	463.3	■	■	■	■	■	■	■
Food preparations	210690	304.1	■	■	■	■	■	■	■
Coffee, not roasted, not decaffeinated	090111	353.9	■	■	■	■			■
Palm oil, crude	151110	124.4	■	■	■	■	■	■	■
Pineapple juice, unfermented	2009Xd	108.4	■	■	■	■	■	■	■
Artificial parts of the body (excl. artificial teeth and dental fitting)	902139	254.7	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

1.25

**Exports subject to regulation**

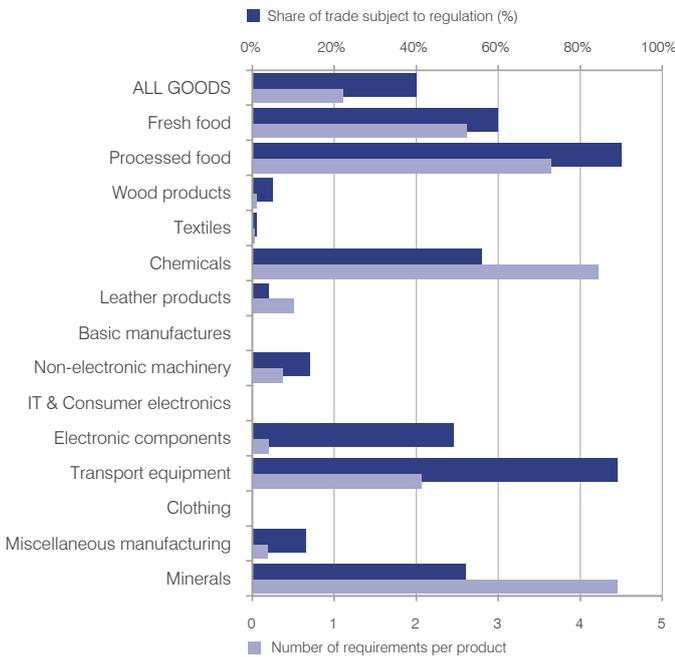


**Requirements per exported product**

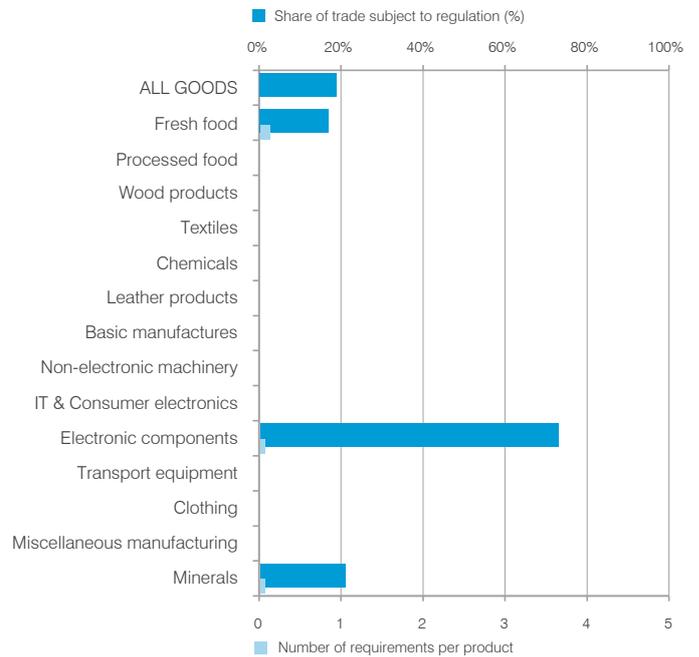
0.02

## Regulatory environment by sector

### Import regulations

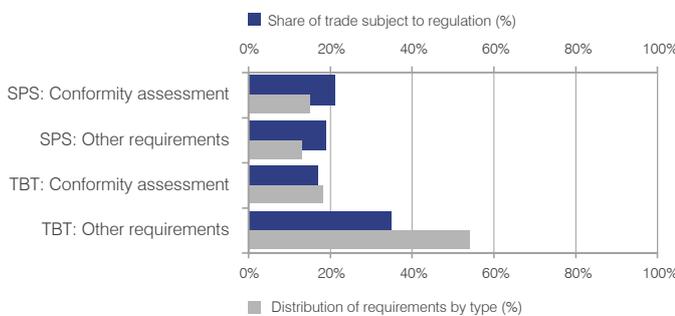


### Export regulations

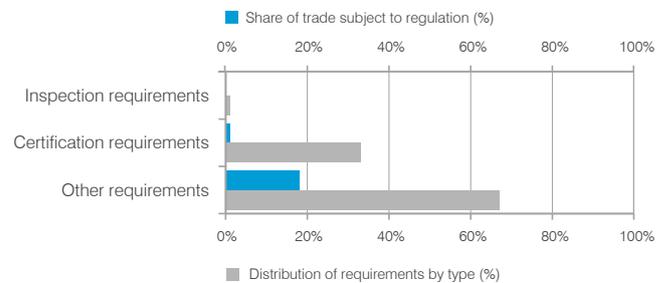


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 50 technical regulations.  
**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

### ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

### ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# Côte d'Ivoire

## Key indicators

Population (million)	23.7
GDP (\$ billion)	31.3
GDP per capita (\$)	1,319
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-1.0
Tariff preference margin (percentage points)	3.4
Imports and exports (goods and services), share of GDP (%)	91.8
Services exports, share of total exports (%)	7.2
Geographic region	Africa
Development group	
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	23.7	<b>4.5</b>	<b>11.0</b>
	Medium	30.9	<b>18.6</b>	29.6
	Large	52.4	46.5	56.8
	All	25.8	<b>6.7</b>	<b>17.3</b>
IMMEDIATE BUSINESS ENVIRONMENT		42.7	51.8	35.7
NATIONAL ENVIRONMENT		39.0	29.0	36.9

Reference level: 39.6 (a function of GDP per capita \$)

**Strengths are scores above: 59.4** | **Weaknesses are scores below: 19.8**

## SME Competitiveness Grid

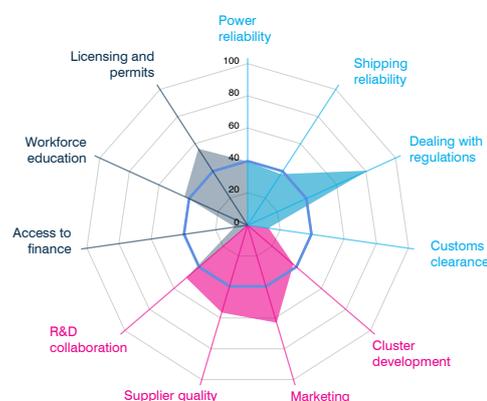
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>15.2</b>	<b>9.7</b>	44.6	<b>15.5</b>
Bank account	<b>14.8</b>	21.4	48.6	<b>15.9</b>
Capacity utilization	41.0	51.8	53.7	45.0
Manager's experience	23.8	40.7	<b>62.7</b>	26.9
<b>Connect</b>				
E-mail	<b>2.3</b>	<b>18.5</b>	43.0	<b>4.3</b>
Firm website	<b>6.7</b>	<b>18.8</b>	49.9	<b>9.1</b>
<b>Change</b>				
Audited financial statement	<b>2.4</b>	23.2	<b>74.5</b>	<b>6.1</b>
Investment financed by banks	<b>17.6</b>	22.2	32.2	<b>19.3</b>
Formal training programme	<b>18.1</b>	35.9	<b>72.0</b>	24.8
Foreign technology licences	<b>5.7</b>	37.0	48.6	<b>19.0</b>



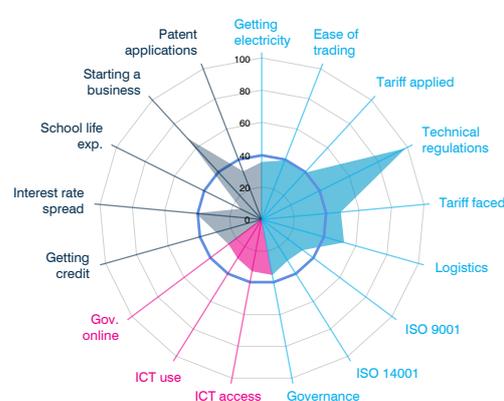
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	39.4	40.1	35.7	39.4
Domestic shipping reliability	31.9	<b>64.4</b>	43.6	37.5
Dealing with regulations	<b>83.0</b>	<b>78.4</b>	47.0	<b>81.1</b>
Customs clearance efficiency	-	<b>6.4</b>	31.0	<b>13.0</b>
<b>Connect</b>				
State of cluster development				37.2
Extent of marketing				<b>63.2</b>
Local supplier quality				56.6
University-industry collaboration in R&D				50.1
<b>Change</b>				
Access to finance	<b>8.3</b>	<b>4.0</b>	24.1	<b>8.1</b>
Access to educated workforce	45.5	30.0	23.1	42.7
Business licensing and permits	58.2	45.4	43.5	56.2



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	35.5
Ease of trading across borders	39.2
Applied tariff, trade-weighted average	39.0
Prevalence of technical regulations	<b>98.6</b>
Faced tariff, trade-weighted average	48.7
Logistics performance index	52.5
ISO 9001 quality certificates	31.6
ISO 14001 environmental certificates	30.1
Governance index	35.1
<b>Connect</b>	
ICT access	32.8
ICT use	28.5
Government's online service	25.7
<b>Change</b>	
Ease of getting credit	29.4
Interest rate spread	40.8
School life expectancy	<b>14.6</b>
Ease of starting a business	<b>67.9</b>
Patent applications	31.9
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2009) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Côte d'Ivoire is a lower-middle income country located in West Africa, with a population of 23.7 million and GDP of \$31.3 billion. Goods and services account for 92.8% and 7.2% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the metal and fresh food sectors. Top products for diversification are *tin not alloyed unwrought* and *natural rubber latex*. Other identified top products include *raw sugar cane* and *wood in chips*. The prominence of SMEs in the sector adds a development dimension.

Existing exports such as cocoa-based products also have increased export potential. For example, ITC's export potential analysis estimates *cocoa beans, whole or broken* to have an unrealized export potential of \$2 billion.

The SME Competitiveness Grid reveals that Côte d'Ivoire's national environment scores well in the compete pillar, notably on measures related to trade policy and border processes. Domestic SMEs underperform in a range of indicators, from using e-mails and websites to having internationally recognized quality certificates. Large firms, meanwhile, perform well in formal training programmes and audited financial statements. Côte d'Ivoire's national environment underperforms in the capacity to connect, due to a low level of ICT use.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Tin not alloyed unwrought	800110	1	4	3	1	■	■	■
Natural rubber latex, whether or not prevulcanised	400110	2	8	1	2	■		
Raw cane sugar	1701XX	3	1	2	13	■	■	■
Wood in chips, non-coniferous	440122	4	21	4	3	■	■	■
Cut flowers and flower buds for bouquets, fresh	0603XX	5	7	7	4	■		
Ferro-nickel	720260	6	16	10	5	■	■	■
Palm oil, crude	151110	7	2	5	10	■	■	■
Cashew nuts, without shell, fresh or dried	080132	8	24	13	6	■		
Cloves	0907	9	5	6	11	■		
Vegetable waxes exclugd triglycerides,whether or not refined or coloured	152110	10	13	14	7	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Cocoa beans, whole or broken, raw or roasted	180100	2901.4				■			■
Cashew nuts, in shell, fresh or dried	080131	395.5				■			■
Soap & organic surface-active products & preparations	340119	61.8				■	■	■	■
Coffee, not roasted, not decaffeinated	090111	151.4				■			■
Soups and broths and preparations thereof	210410	38.4				■	■	■	■
Bananas and plantains, fresh or dried	0803	201.5				■			■
Palm oil and its fractions refined but not chemically modified	151190	148.6				■	■	■	■
Technically specified natural rubber (TSNR)	400122	645.8				■			■
Cocoa paste not defatted	180310	646.1				■	■	■	■
Coffee extracts, essences, concentrates	210111	72.7				■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

0.14

**Exports subject to regulation**

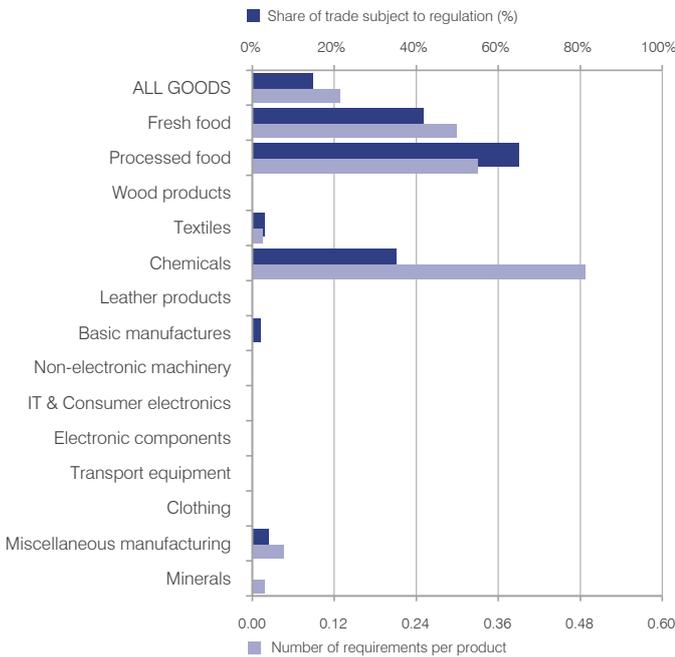


**Requirements per exported product**

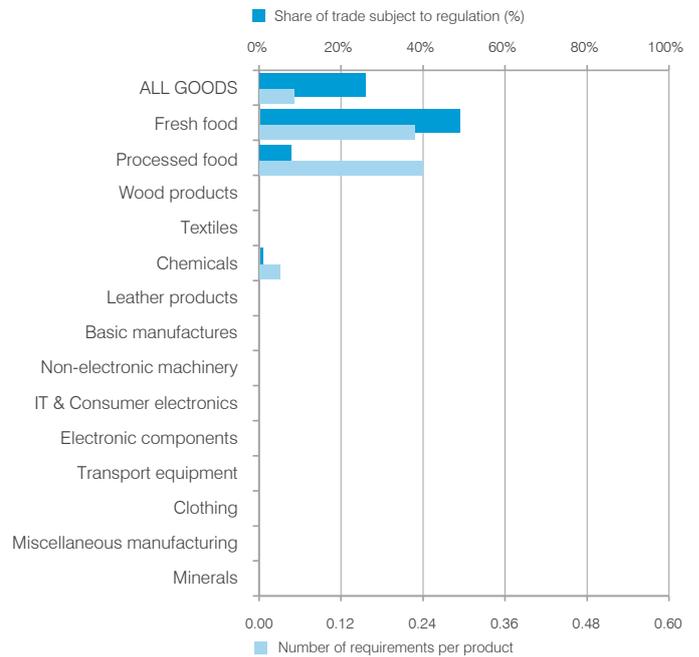
0.05

## Regulatory environment by sector

### Import regulations

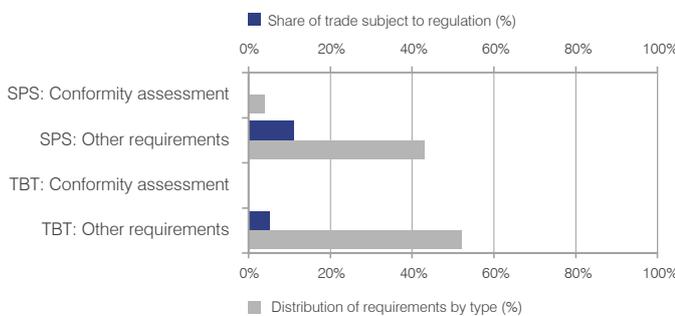


### Export regulations

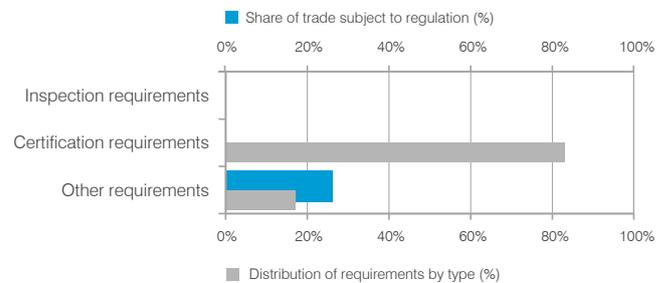


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 41 technical regulations; excluding 1 regulation covering all products.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  2% of reported problems

**Main procedural obstacle:** Time constraints

#### Exporting firms

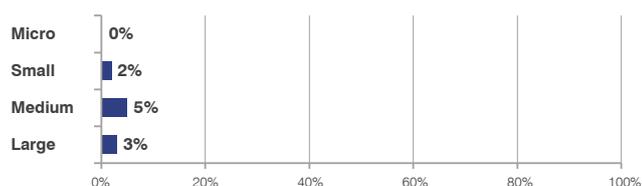
**Technical regulations:**  23% of reported problems

**Main procedural obstacle:** Time constraints

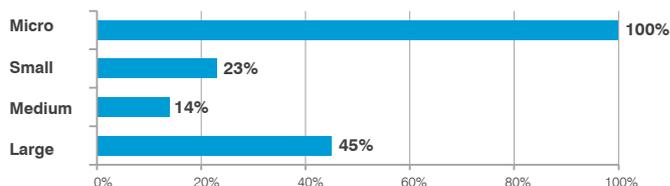
**Main regulatory obstacle:** Product certification

### Share of problems by company size

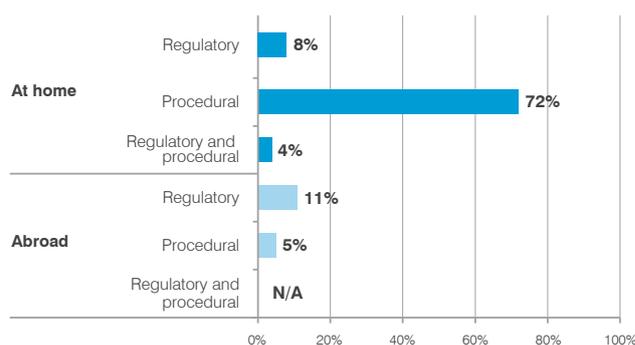
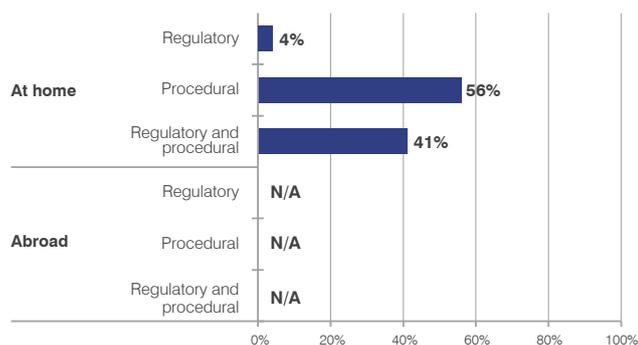
#### Importing firms



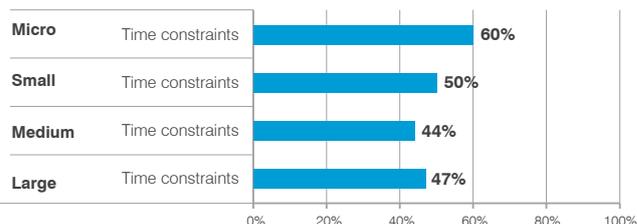
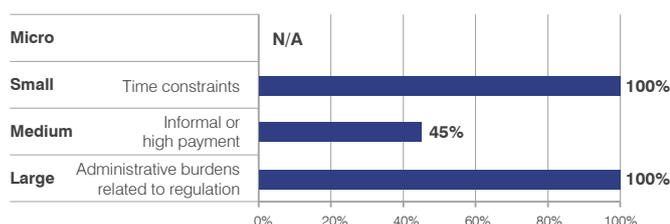
#### Exporting firms



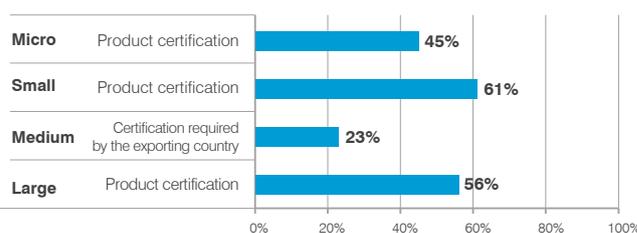
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/ivorycoast>. Survey field work ended in 2012, with 587 companies in phone interviews. Of those, 422 companies (72%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 215 also gave face-to-face interviews.

# Ecuador

## Key indicators

Population (million)	16.3
GDP (\$ billion)	98.9
GDP per capita (\$)	6,077
Share of world GDP (PPP\$, %)	0.2
Current account surplus/deficit, share of GDP (%)	-2.6
Tariff preference margin (percentage points)	3.4
Imports and exports (goods and services), share of GDP (%)	58.8
Services exports, share of total exports (%)	8.3
Geographic region	Latin America and the Caribbean
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	51.3	65.9	41.7
	Medium	60.0	74.1	60.6
	Large	<b>79.7</b>	<b>83.9</b>	67.3
	All	58.5	69.6	51.4
IMMEDIATE BUSINESS ENVIRONMENT		34.3	56.2	41.9
NATIONAL ENVIRONMENT		50.0	58.0	42.8

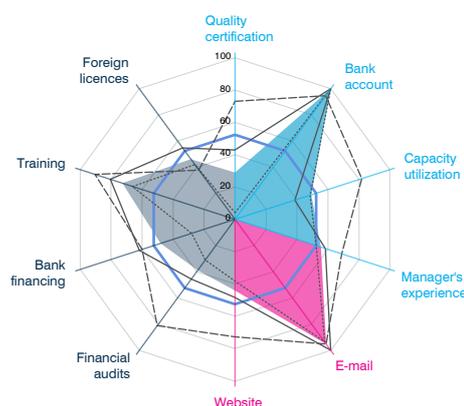
Reference level: 52.4 (a function of GDP per capita \$)

**Strengths are scores above: 78.6**      **Weaknesses are scores below: 26.2**

## SME Competitiveness Grid

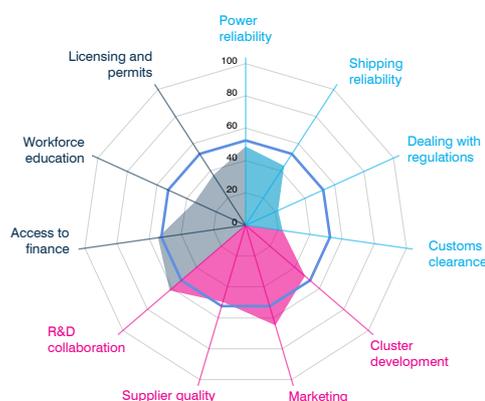
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>4.2</b>	43.0	73.1	29.0
Bank account	<b>100.0</b>	<b>100.0</b>	<b>94.6</b>	<b>100.0</b>
Capacity utilization	48.4	38.6	<b>81.9</b>	49.3
Manager's experience	52.6	58.4	69.0	55.5
<b>Connect</b>				
E-mail	<b>93.6</b>	<b>100.0</b>	<b>95.3</b>	<b>95.3</b>
Firm website	38.2	48.2	72.6	44.0
<b>Change</b>				
Audited financial statement	30.9	45.6	<b>81.0</b>	38.9
Investment financed by banks	27.8	61.8	60.1	48.0
Formal training programme	66.2	<b>80.5</b>	<b>90.4</b>	72.7
Foreign technology licences	41.9	54.7	37.7	46.2



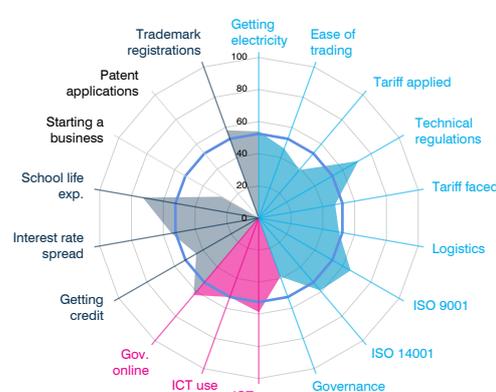
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	46.3	51.4	59.0	48.7
Domestic shipping reliability	40.3	50.0	52.7	43.6
Dealing with regulations	<b>18.6</b>	28.2	32.4	<b>21.9</b>
Customs clearance efficiency	37.0	<b>15.6</b>	<b>22.0</b>	<b>22.9</b>
<b>Connect</b>				
State of cluster development				48.3
Extent of marketing				64.8
Local supplier quality				49.8
University-industry collaboration in R&D				62.0
<b>Change</b>				
Access to finance	54.1	54.1	58.7	54.6
Access to educated workforce	31.2	42.9	33.4	34.5
Business licensing and permits	38.6	30.0	52.3	36.8



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	53.9
Ease of trading across borders	45.9
Applied tariff, trade-weighted average	39.0
Prevalence of technical regulations	71.0
Faced tariff, trade-weighted average	47.9
Logistics performance index	50.2
ISO 9001 quality certificates	65.5
ISO 14001 environmental certificates	59.0
Governance index	38.9
<b>Connect</b>	
ICT access	58.8
ICT use	52.5
Government's online service	62.8
<b>Change</b>	
Ease of getting credit	44.8
Interest rate spread	54.9
School life expectancy	72.9
Ease of starting a business	26.4
Patent applications	<b>0.0</b>
Trademark registrations	58.1



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Ecuador is an upper-middle income country located in South America with a population of 16.3 million and GDP of \$98.9 billion. Goods and services account for 91.7% and 8.3% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the basic manufactures sector, and in fresh and processed food. Top products for diversification are *tin not alloyed unwrought*, *palm oil and its fractions*, and *technically specified natural rubber*.

There is also increased export potential of existing export products such as *bananas and plantains, fresh or dried*. For these products, ITC's export potential analysis estimates an unrealized export potential of \$923 million to OECD countries. Other products with potential include *tunas* and *frozen shrimps and prawns*.

The SME Competitiveness Grid reveals that Ecuadorian SMEs perform well in a number of indicators such as the use of bank accounts, e-mails and the prevalence of employee training programmes. However, few small firms have an internationally recognized quality certificate. The country's large firms perform relatively well, buoyed by good scores in the use of bank accounts and high levels of capacity utilization. Ecuador's immediate business and national environments attain average scores in general but are characterized by weaknesses in customs clearance and regulatory efficiency.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Tin not alloyed unwrought	800110	2	2	3	2	■	■	■
Raw cane sugar	1701XX	3	3	2	10	■	■	■
Palm oil and its fractions refined but not chemically modified	151190	4	5	5	7	■	■	■
Bovine cuts boneless, frozen	020230	5	4	4	18	■	■	■
Coconut (copra) oil&its fractions refined but not chemically modified	151319	6	13	6	4	■	■	■
Cashew nuts, without shell, fresh or dried	080132	7	11	7	3	■	■	■
Technically specified natural rubber (TSNR)	400122	8	7	9	6	■	■	■
Pineapples, fresh or dried	080430	9	8	11	5	■	■	■
Natural rubber latex, whether or not prevulcanised	400110	10	6	8	12	■	■	■
Cashew nuts, in shell, fresh or dried	080131	11	30	12	9	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Bananas and plantains, fresh or dried	0803	2969.4	0	0	0	■	■	■	■
Tunas, skipjack&Atl bonito, prepartd/preservd, whole/in pieces,...	160414	900.5	0	0	0	■	■	■	■
Frozen shrimps and prawns	0306Xb	1474.3	0	0	0	■	■	■	■
Cocoa beans, whole or broken, raw or roasted	180100	447.0	0	0	0	■	■	■	■
Palm hearts, o/w prep o presvd, whether o not sugard, sweet...	200891	73.1	0	0	0	■	■	■	■
Palm oil, crude	151110	164.8	0	0	0	■	■	■	■
Flour, meal&pellet of fish, crust, mol/oth aqua invert, unfit human...	230120	122.9	0	0	0	■	■	■	■
Cut flowers and flower buds for bouquets, fresh	0603XX	711.3	0	0	0	■	■	■	■
Coffee extracts, essences, concentrates	210111	177.3	0	0	0	■	■	■	■
Wood sawn/chipped lengthwise, sliced/peeled	4407Xa	81.7	0	0	0	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**

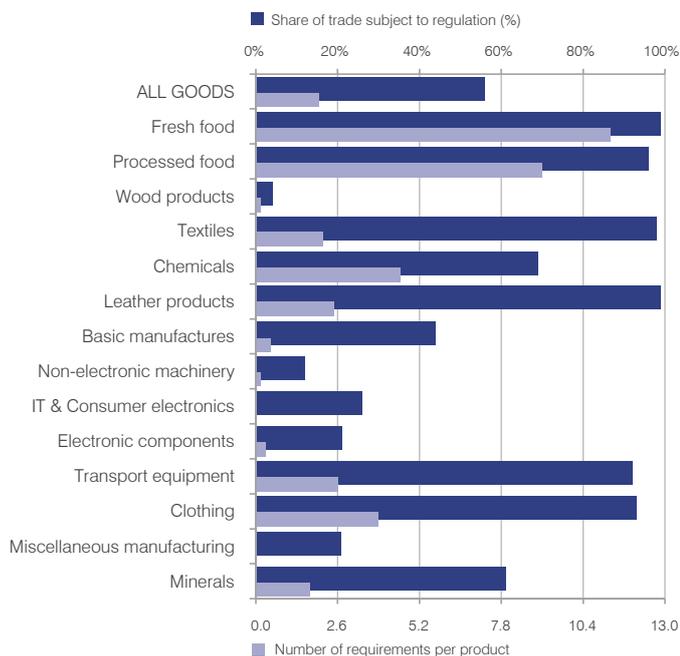


**Requirements per imported product**

2.03

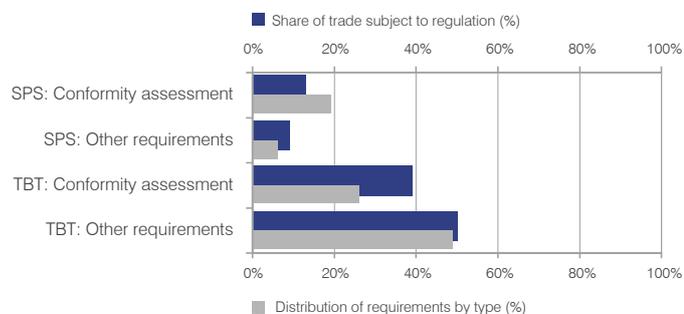
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 263 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

### ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

### ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# Egypt

## Key indicators

Population (million)	88.4
GDP (\$ billion)	286.4
GDP per capita (\$)	3,304
Share of world GDP (PPP\$, %)	0.9
Current account surplus/deficit, share of GDP (%)	-3.7
Tariff preference margin (percentage points)	3.9
Imports and exports (goods and services), share of GDP (%)	48.0
Services exports, share of total exports (%)	45.0
Geographic region	Arab States
Development group	
Income group	Lower-middle income

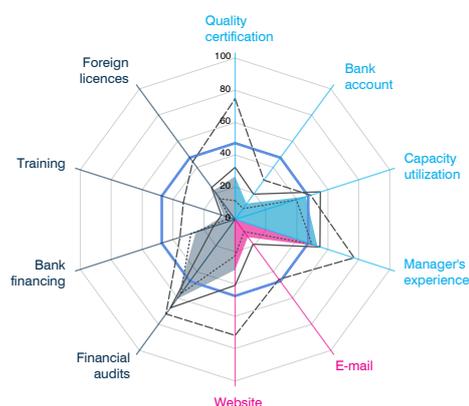
## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	27.4	<b>15.9</b>	26.2
	Medium	40.4	29.9	28.7
	Large	57.7	58.8	46.4
	All	34.5	<b>22.3</b>	29.0
IMMEDIATE BUSINESS ENVIRONMENT		47.6	48.1	48.6
NATIONAL ENVIRONMENT		41.6	60.6	49.4
Reference level: 47.3 (a function of GDP per capita \$)				
<b>Strengths are scores above: 71.0</b>		<b>Weaknesses are scores below: 23.7</b>		

## SME Competitiveness Grid

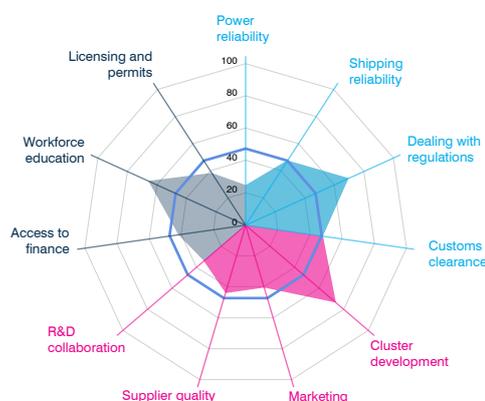
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>11.7</b>	32.3	<b>74.8</b>	26.6
Bank account	<b>8.5</b>	<b>19.3</b>	30.2	<b>12.1</b>
Capacity utilization	39.6	55.2	48.9	45.8
Manager's experience	49.6	54.7	<b>77.0</b>	53.3
<b>Connect</b>				
E-mail	<b>9.3</b>	<b>18.9</b>	45.8	<b>13.5</b>
Firm website	<b>22.6</b>	40.9	<b>71.8</b>	31.1
<b>Change</b>				
Audited financial statement	56.8	67.6	<b>72.2</b>	61.0
Investment financed by banks	28.5	<b>13.9</b>	35.6	25.3
Formal training programme	<b>3.4</b>	<b>8.6</b>	33.5	<b>7.2</b>
Foreign technology licences	<b>16.0</b>	24.6	44.2	<b>22.5</b>



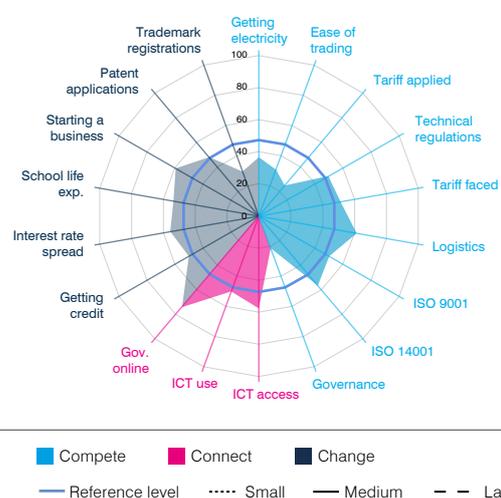
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	24.6	25.1	26.6	24.8
Domestic shipping reliability	41.9	59.6	40.3	47.6
Dealing with regulations	<b>74.5</b>	61.6	66.2	69.7
Customs clearance efficiency	58.8	43.2	48.6	48.1
<b>Connect</b>				
State of cluster development				<b>73.5</b>
Extent of marketing				40.5
Local supplier quality				44.0
University-industry collaboration in R&D				34.1
<b>Change</b>				
Access to finance	38.2	47.9	50.6	41.7
Access to educated workforce	62.2	<b>72.0</b>	<b>76.1</b>	65.9
Business licensing and permits	38.9	37.3	37.9	38.3



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	36.6
Ease of trading across borders	30.8
Applied tariff, trade-weighted average	24.8
Prevalence of technical regulations	49.6
Faced tariff, trade-weighted average	51.4
Logistics performance index	61.4
ISO 9001 quality certificates	50.1
ISO 14001 environmental certificates	56.6
Governance index	<b>21.2</b>
<b>Connect</b>	
ICT access	57.6
ICT use	50.0
Government's online service	<b>74.1</b>
<b>Change</b>	
Ease of getting credit	50.0
Interest rate spread	55.7
School life expectancy	53.6
Ease of starting a business	59.6
Patent applications	48.0
Trademark registrations	29.6



**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Egypt is a lower-middle income country with a population of 88.4 million and GDP of \$286.4 billion. Goods and services account for 55% and 45% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the basic manufactures and the fresh food sectors. Top products for diversification include *pistachios*, *pig iron*, and *carpets of man-made textile*. The latter product is characterized by price stability and a high presence of female employment.

There is also increased export potential of existing export products such as *tiles*, *glazed ceramic*. ITC estimates that this product has an unrealized export potential of just over \$1 billion to non-OECD countries. Other products with potential include *cheese processed, not grated or powdered* and *urea-ammonium nitrate* (an organic compound used in fertilizers).

The SME Competitiveness Grid reveals that Egypt's immediate business and national environments attain average scores. The country does well in online government services and in regard to educational indicators. However, few Egyptian SMEs have an internationally recognized quality certificate or offer formal training programmes to employees. In addition, SMEs underperform in using e-mails in day-to-day operations.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Carpets of man-made textile mat, of woven pile construction	570242	2	1	1	15	Green	Red	Green
Mucilages & thickeners derived from locust beans & seeds or guar seeds	130232	16	25	21	7	Red		
Pistachios	0802Xb	19	4	10	20	Green		
Pig iron, non-alloy, containing by weight <=0.5% phosphorus in primary form	720110	21	123	86	11	Red	Red	Red
Carpets of wool/fine animal hair, of woven pile construction	470329	29	45	64	17	Green	Red	Red
Carpets of wool/fine animal hair, of woven pile construction, not made up	570231	36	202	22	171	Red	Red	Green
Stranded wire, cables, plaited bands, etc, alum, steel core, not electric insulated	761410	37	63	24	239	Green	Green	Red
Durum wheat	1001Xa	56	20	36	85	Green		
Horse, ass, mule or hinny meat, fresh, chilled or frozen	020500	58	197	205	27	Green	Green	Green
Bars & rods, iron or non-alloy steel forged	721410	59	147	40	196	Red	Red	Red

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Tiles, cubes and sim <7 cm rect or not etc, glazed ceramics	690810	157.9	0-2,000	0-2,000	0-2,000	Red	Green	Red	Red
Cheese processed, not grated or powdered	040630	224.6	0-2,000	0-2,000	0-2,000	Green	Green	Green	Green
Monumental/building stone, cut/sawn flat/even, marble/travertine/...	680221	130.8	0-2,000	0-2,000	0-2,000	Red	Green	Red	Red
Urea, with/without in aqueous solution in packages weighing more than 10 kg	310210	997.7	0-2,000	0-2,000	0-2,000	Green	Red	Red	Red
Oranges, fresh or dried	080510	549.6	0-2,000	0-2,000	0-2,000	Green			Red
Mixed alkylbenzenes and mixed alkylnaphthalenes produced...	381700	223.7	0-2,000	0-2,000	0-2,000	Green	Red	Red	Green
Mens/boys trousers and shorts, of cotton, not knitted	620342	252.5	0-2,000	0-2,000	0-2,000	Green	Red	Green	Red
Refined cane or beet sugar, solid, without flavouring or colouring...	170199	164.1	0-2,000	0-2,000	0-2,000	Red	Green	Green	Red
Beet-pulp, bagasse and other waste of sugar manufacture	230320	92.2	0-2,000	0-2,000	0-2,000	Green			Green
Reception apparatus for television	8528Xb	184.7	0-2,000	0-2,000	0-2,000	Red	Red	Green	Green

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

## Imports subject to regulation



## Requirements per imported product

4.88

## Exports subject to regulation

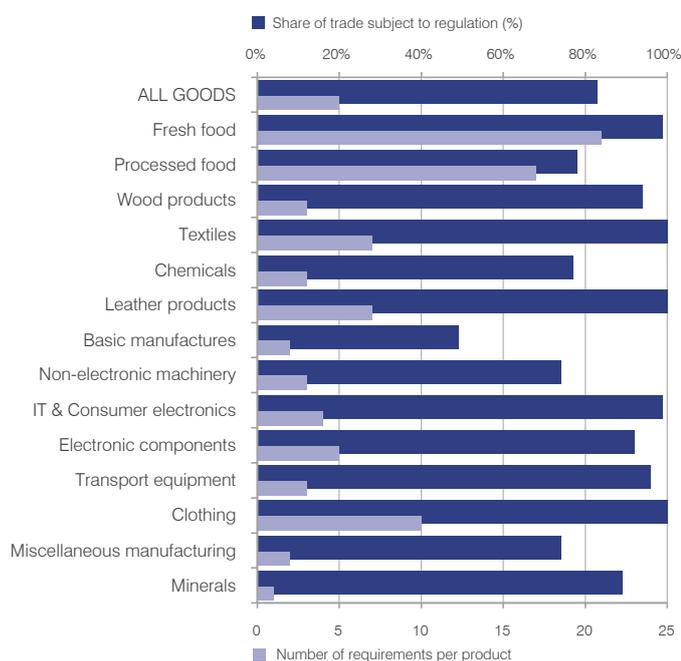


## Requirements per exported product

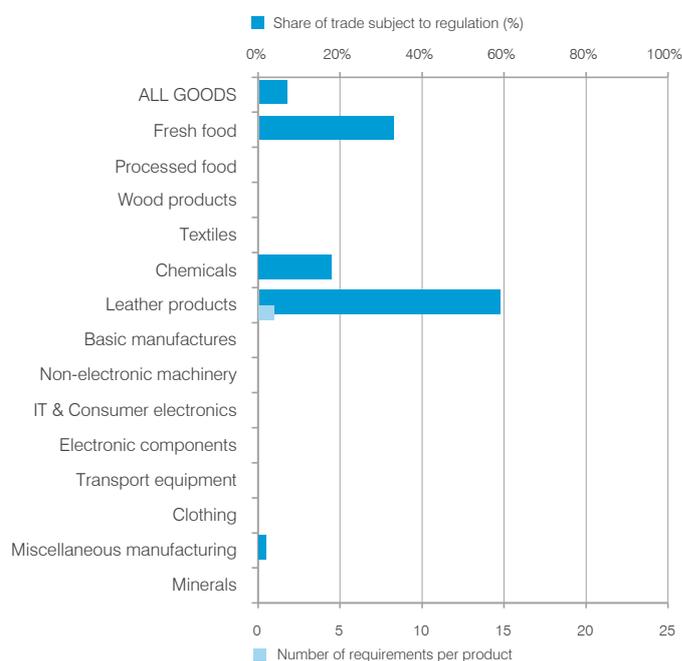
0.1

## Regulatory environment by sector

### Import regulations

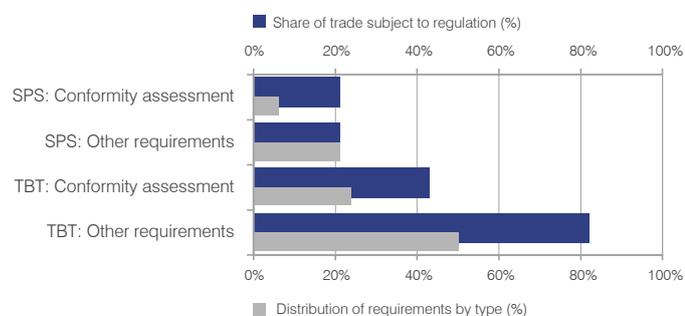


### Export regulations

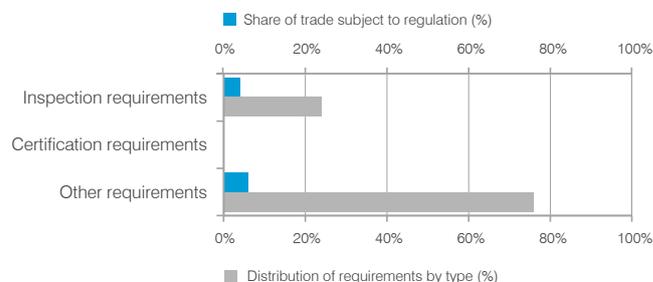


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 97 technical regulations; excluding 2 regulations covering all products.

**Source:** ITC-UNCTAD-WB joint data collection, 2014. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  45% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

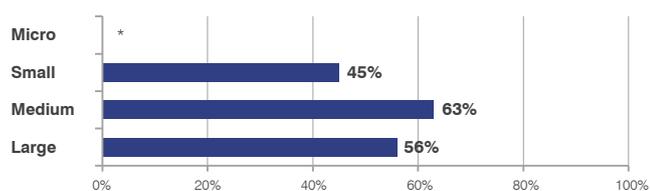
**Technical regulations:**  55% of reported problems

**Main procedural obstacle:** Informal or high payment

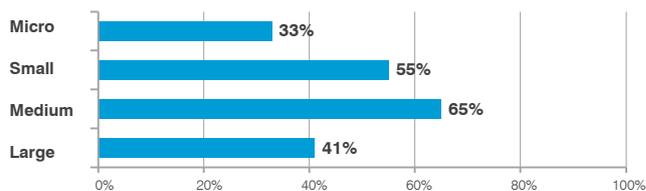
**Main regulatory obstacle:** Export inspection

## Share of problems by company size

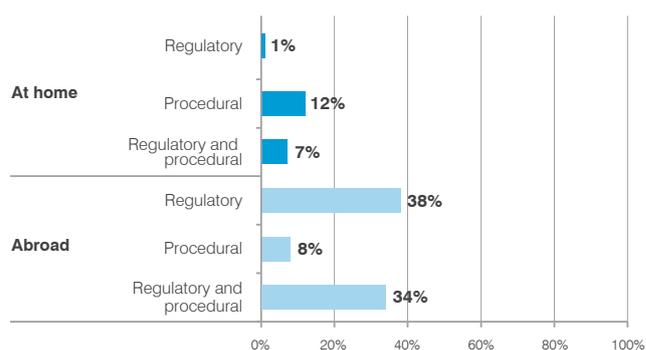
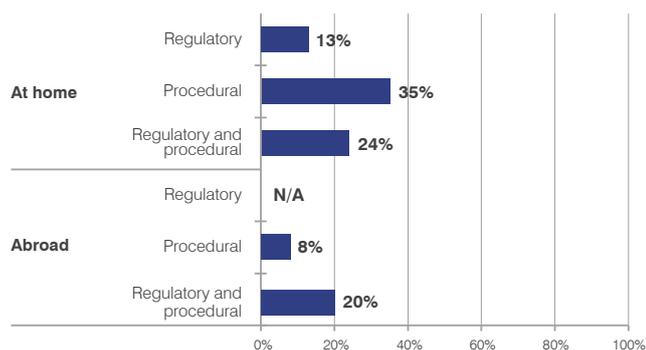
### Importing firms



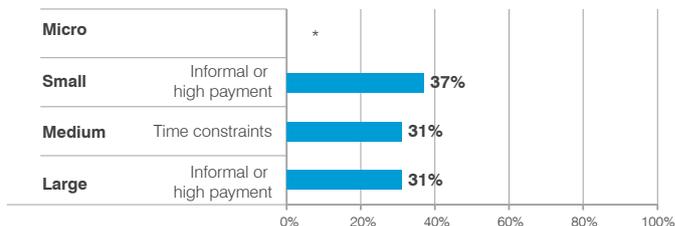
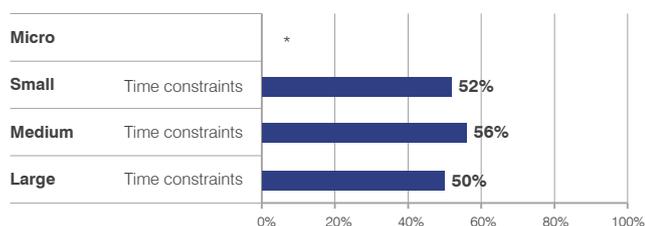
### Exporting firms



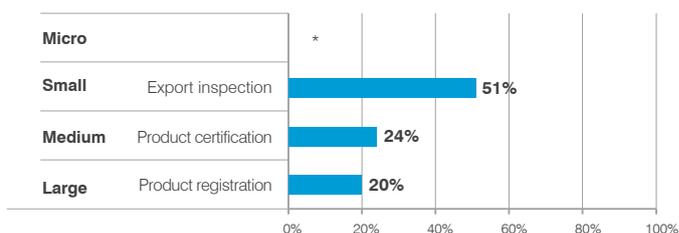
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/egypt>. Survey field work ended in 2011, with 869 companies in phone interviews. Of those, 327 companies (38%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 187 also gave face-to-face interviews.

# Guinea

## Key indicators

Population (million)	12.3
GDP (\$ billion)	6.7
GDP per capita (\$)	546
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-16.7
Tariff preference margin (percentage points)	0.1
Imports and exports (goods and services), share of GDP (%)	80.9
Services exports, share of total exports (%)	5.5
Geographic region	Africa
Development group	LDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	20.8	<b>4.1</b>	<b>11.7</b>
	Medium	30.9	<b>8.1</b>	20.0
	Large	<b>51.7</b>	36.1	<b>53.3</b>
	All	22.9	<b>5.3</b>	<b>15.1</b>
IMMEDIATE BUSINESS ENVIRONMENT		43.8	27.7	38.4
NATIONAL ENVIRONMENT		31.9	<b>4.1</b>	30.0

Reference level: 32.2 (a function of GDP per capita \$)

**Strengths are scores above: 48.3**      **Weaknesses are scores below: 16.1**

## SME Competitiveness Grid

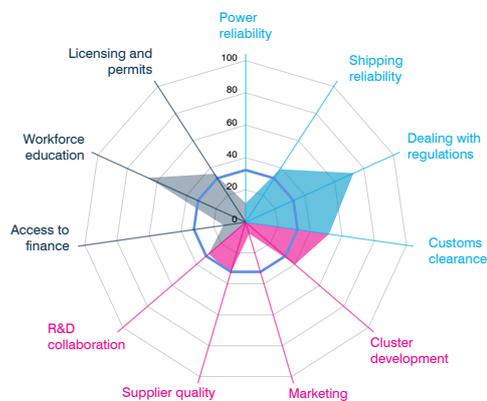
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>15.8</b>	17.2	<b>54.9</b>	18.1
Bank account	<b>8.6</b>	19.1	29.9	<b>9.8</b>
Capacity utilization	36.0	36.7	<b>87.6</b>	37.7
Manager's experience	23.0	<b>50.4</b>	34.3	26.2
Connect	Small	Medium	Large	All
E-mail	<b>3.1</b>	<b>8.3</b>	<b>6.0</b>	<b>3.6</b>
Firm website	<b>5.1</b>	<b>7.9</b>	<b>66.2</b>	<b>7.1</b>
Change	Small	Medium	Large	All
Audited financial statement	<b>2.6</b>	<b>9.1</b>	32.4	<b>4.0</b>
Investment financed by banks	<b>0.0</b>	<b>10.4</b>	30.6	<b>3.1</b>
Formal training programme	23.6	18.3	<b>100.0</b>	27.2
Foreign technology licences	20.6	42.1	<b>50.2</b>	26.0



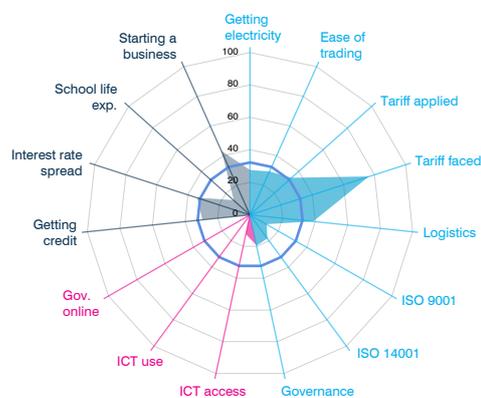
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>11.4</b>	<b>13.4</b>	-	<b>11.6</b>
Domestic shipping reliability	37.5	<b>52.7</b>	30.0	38.9
Dealing with regulations	<b>74.5</b>	<b>65.6</b>	<b>55.2</b>	<b>73.0</b>
Customs clearance efficiency	47.9	-	-	<b>51.8</b>
Connect	Small	Medium	Large	All
State of cluster development	-	-	-	40.1
Extent of marketing	-	-	-	<b>7.5</b>
Local supplier quality	-	-	-	33.0
University-industry collaboration in R&D	-	-	-	30.2
Change	Small	Medium	Large	All
Access to finance	<b>12.3</b>	17.0	<b>65.1</b>	<b>13.8</b>
Access to educated workforce	<b>66.7</b>	<b>70.8</b>	41.3	<b>65.9</b>
Business licensing and permits	38.3	16.7	42.6	35.5



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	27.5
Ease of trading across borders	29.2
Applied tariff, trade-weighted average	34.0
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	<b>76.3</b>
Logistics performance index	38.9
ISO 9001 quality certificates	<b>11.6</b>
ISO 14001 environmental certificates	18.0
Governance index	19.4
Connect	All
ICT access	<b>12.3</b>
ICT use	<b>0.0</b>
Government's online service	<b>0.0</b>
Change	All
Ease of getting credit	29.4
Interest rate spread	34.1
School life expectancy	<b>13.4</b>
Ease of starting a business	43.0
Patent applications	-
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2006) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Guinea is a low income country in West Africa with a population of 12.3 million and GDP of \$6.7 billion. Goods and services account for 94.5% and 5.5% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Guinea's exports lie in the fresh and processed food sectors. Top products for diversification are *gum arabic* (otherwise known as chaar gund or meska), *fish meal and pellets* (which score well on all the development indicators), and *natural rubber*.

Existing export products also have increased export potential. ITC estimates that *frozen sardines*, for example, have an unrealized export potential of over \$24 million to non-OECD countries. Other products with potential include *cashew nuts* and *coffee, not roasted, not decaffeinated*.

The SME Competitiveness Grid reveals that Guinea's national environment scores relatively well on trade policy-related indicators but poorly on the capacity to connect, due to low ICT use and access, and government online services. Guinea's SMEs underperform in connectivity, and banks finance few investments. In addition, only a few small firms have bank accounts.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Gum arabic	130120	1	1	1	3	■		
Flour,meal&pellet of fish,crust,mol/oth aqua invert.unfit human consumption	230120	2	2	2	20	■	■	■
Natural rubber in other forms	400129	3	3	3	34	■		
Cashew nuts, without shell, fresh or dried	080132	4	27	5	2	■		
Copper unrefined, copper anodes for electrolytic refining	740200	5	45	7	1	■	■	■
Lobsters, frozen, in shell or not, including boiled in shell	030612	6	104	4	6	■	■	■
Jute and other textile bast fibres, raw or retted	530310	7	4	6	111	■		
Bananas and plantains, fresh or dried	0803	8	6	8	4	■		
Rock lobster&oth sea crawfish not fz,in shell/not,incl boild in shell	030621	9		9	66	■		
Coconut (copra) oil crude	151311	10	32	17	5	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Frozen Sardines , sardinella, brisling or sprats	030353	6.4	■	■	■	■	■	■	■
Cashew nuts, in shell, fresh or dried	080131	27.3	■	■	■	■			■
Coffee, not roasted, not decaffeinated	090111	31.9	■	■	■	■			■
Other frozen fish, whole	0303Xa	25.8	■	■	■	■	■	■	■
Cocoa beans, whole or broken, raw or roasted	180100	20.0	■	■	■	■			■
Technically specified natural rubber (TSNR)	400122	31.3	■	■	■	■			■
Other logs of wood	4403XX	18.3	■	■	■	■			■
Sesamum seeds, whether or not broken	120740	2.2	■	■	■	■			■
Other cured fish; fins, heads, tails, maws and other edible fish...	0305Xb	5.3	■	■	■	■	■	■	■
Frozen turbot and other flatfish, whole	0303Xb	2.8	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  16% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

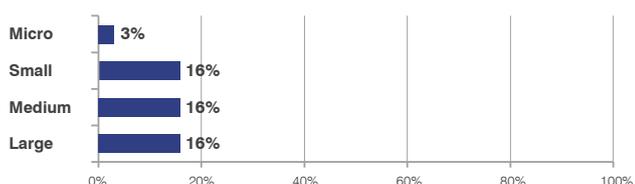
**Technical regulations:**  38% of reported problems

**Main procedural obstacle:** Time constraints

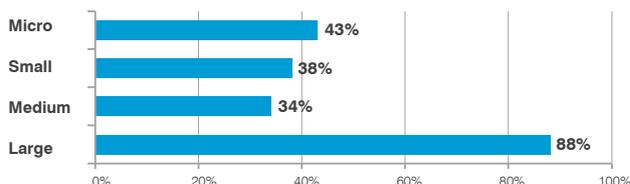
**Main regulatory obstacle:** Export inspection

## Share of problems by company size

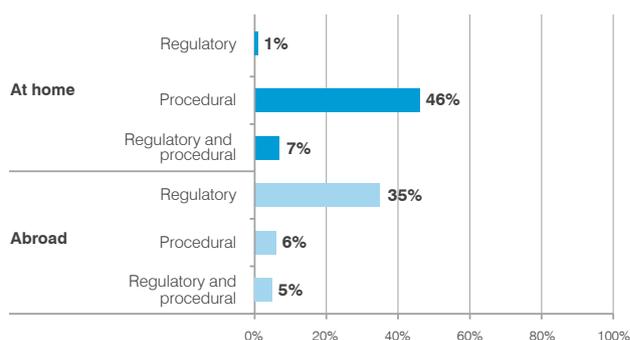
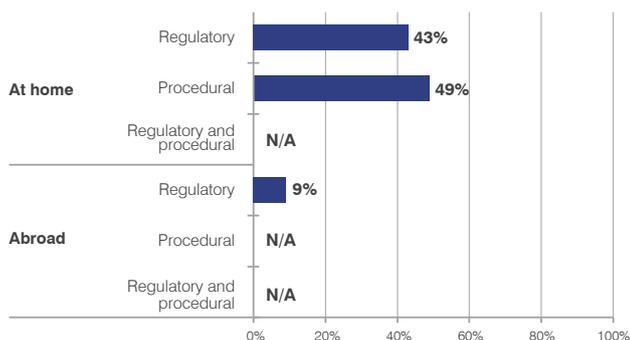
### Importing firms



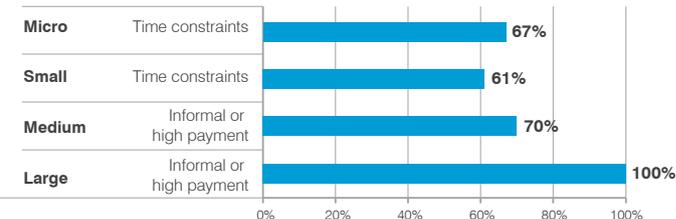
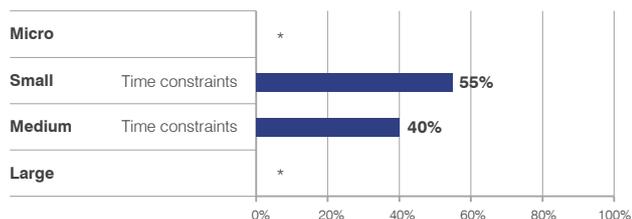
### Exporting firms



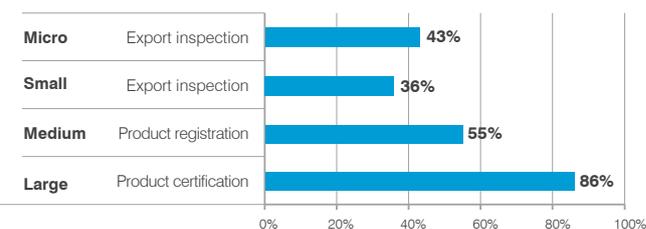
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://www.ntmsurvey.org/guinea>. Survey field work ended in 2012, with 331 companies in phone interviews. Of those, 314 companies (95%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 165 also gave face-to-face interviews.

# India

## Key indicators

Population (million)	1292.7
GDP (\$ billion)	2182.6
GDP per capita (\$)	1,688
Share of world GDP (PPP\$, %)	7.1
Current account surplus/deficit, share of GDP (%)	-1.4
Tariff preference margin (percentage points)	0.7
Imports and exports (goods and services), share of GDP (%)	52.7
Services exports, share of total exports (%)	33.0
Geographic region	Asia-Pacific
Development group	
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	40.5	26.9	40.6
	Medium	44.7	48.6	51.4
	Large	62.4	<b>73.2</b>	<b>65.4</b>
	All	45.5	41.0	50.2
IMMEDIATE BUSINESS ENVIRONMENT		60.6	61.3	60.4
NATIONAL ENVIRONMENT		49.5	38.8	43.5

Reference level: 41.7 (a function of GDP per capita \$)

**Strengths are scores above: 62.5**      **Weaknesses are scores below: 20.8**

## SME Competitiveness Grid

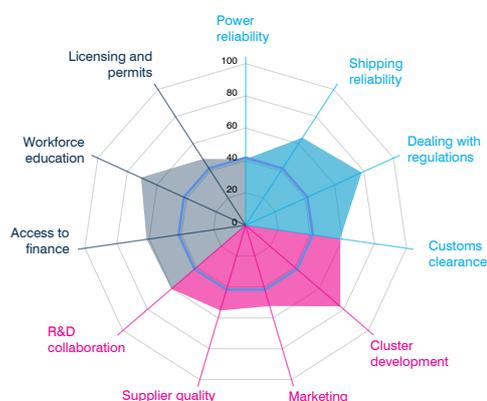
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	37.5	60.3	<b>78.7</b>	55.9
Bank account	32.8	26.4	59.6	31.3
Capacity utilization	<b>68.6</b>	<b>67.5</b>	<b>77.2</b>	<b>69.5</b>
Manager's experience	23.0	24.6	34.3	25.4
Connect	Small	Medium	Large	All
E-mail	26.6	46.4	<b>67.5</b>	37.7
Firm website	27.3	50.9	<b>79.0</b>	44.2
Change	Small	Medium	Large	All
Audited financial statement	57.5	60.3	<b>81.0</b>	61.8
Investment financed by banks	54.5	59.7	58.1	58.1
Formal training programme	32.2	46.8	<b>66.6</b>	43.8
Foreign technology licences	<b>18.1</b>	38.7	55.8	37.2



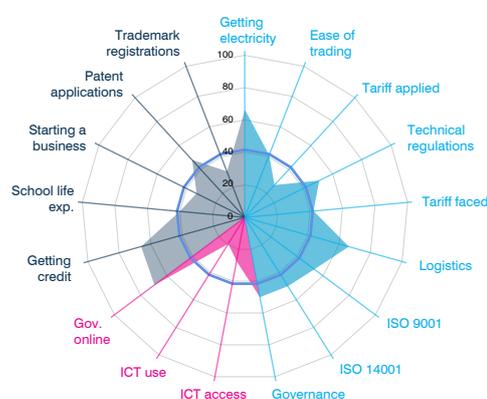
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	41.7	41.7	39.4	40.9
Domestic shipping reliability	<b>70.7</b>	<b>64.4</b>	<b>70.7</b>	<b>64.4</b>
Dealing with regulations	<b>82.0</b>	<b>77.6</b>	<b>71.6</b>	<b>78.4</b>
Customs clearance efficiency	53.8	59.5	58.8	58.8
Connect	Small	Medium	Large	All
State of cluster development				<b>77.0</b>
Extent of marketing				52.4
Local supplier quality				55.3
University-industry collaboration in R&D				60.5
Change	Small	Medium	Large	All
Access to finance	55.0	<b>65.8</b>	<b>71.5</b>	61.7
Access to educated workforce	<b>72.9</b>	<b>67.5</b>	<b>75.6</b>	<b>70.8</b>
Business licensing and permits	46.4	52.1	45.4	48.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>66.4</b>
Ease of trading across borders	41.1
Applied tariff, trade-weighted average	26.9
Prevalence of technical regulations	50.8
Faced tariff, trade-weighted average	42.2
Logistics performance index	<b>66.2</b>
ISO 9001 quality certificates	53.3
ISO 14001 environmental certificates	50.0
Governance index	50.2
Connect	All
ICT access	27.7
ICT use	<b>19.3</b>
Government's online service	<b>69.4</b>
Change	All
Ease of getting credit	<b>66.1</b>
Interest rate spread	-
School life expectancy	40.0
Ease of starting a business	33.1
Patent applications	48.0
Trademark registrations	30.4



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2014) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

India is a lower-middle income country with a population of 1.3 billion and GDP of \$2.2 trillion. Goods and services account for 67% and 33% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for India's exports lie in the metal, non-electric machinery and IT & consumer electronics sectors. ITC identifies *automatic data processing machines and units*, *wrist-watches* (a product produced mostly by women in India), and *cyclic amides* as top products for diversification.

There is also increased export potential of existing export products such as *rice, semi or wholly milled*, mainly to non-OECD countries. Other products with potential include *articles of jewellery, mucilage* (a substance used in the storage of food), and *pharmaceutical products*.

The SME Competitiveness Grid reveals that the capacity utilization of SMEs is high. However, few Indian SMEs hold foreign technology licences, use e-mails or have websites. India's immediate business environment attains good scores on several metrics, in particular on cluster development and management time devoted to regulations.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Automatic data processing machines and units	8471XX	7	98	8	8	■	■	■
Wrist-watches, battery/accum powerd w opto-electronic display only	910212	37	79	37	41	■	■	■
Other cyclic amides (including acyclic carbamates) and their derivatives; salts...	2924Xb	41	103	79	24	■	■	■
Air conditioning machines, window or wall types; other air conditioning...	8415XX	42	96	33	97	■	■	■
Angles, shapes and sections, as, o/t stainless	722870	60	124	38	434	■	■	■
Fans: table, roof etc w a self-cont elec mtr of an output nt excd g 125W	841451	64	64	50	93	■	■	■
Reception apparatus for television	8528Xb	67	199	69	55	■	■	■
Tiles, cubes and sim, unglazed ceramics	690790	109	136	81	289	■	■	■
Radio-broadcast receivers, for mains operation only	852791	115	352	121	94	■	■	■
Electrical capacitors, fixed, tantalum	853221	116	889	90	233	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Rice, semi-milled or wholly milled, whether or not polished or...	100630	5192.8				■	■	■	■
Articles of jewellery and parts thereof, other than silver	711319	11479.1				■	■	■	■
Mucilages & thickeners derived from locust beans & seeds or...	130232	2214.3				■	■	■	■
Pharmaceutical products	30XXXX	10311.4				■	■	■	■
Motorcycles with reciprocating piston engine displacg > 50 cc to...	871120	1257.3				■	■	■	■
Frozen shrimps and prawns	0306Xb	2049.5				■	■	■	■
Cotton, not carded or combed	520100	3568.8				■	■	■	■
Soya-bean oil-cake&oth solid residues, whether or not ground or...	230400	2017.1				■	■	■	■
Copper cathodes and sections of cathodes unwrought	740311	2515.9				■	■	■	■
Articles of jewellery&pts therof of silver w/h platd/clad w/o...	711311	896.4				■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

4.67

**Exports subject to regulation**

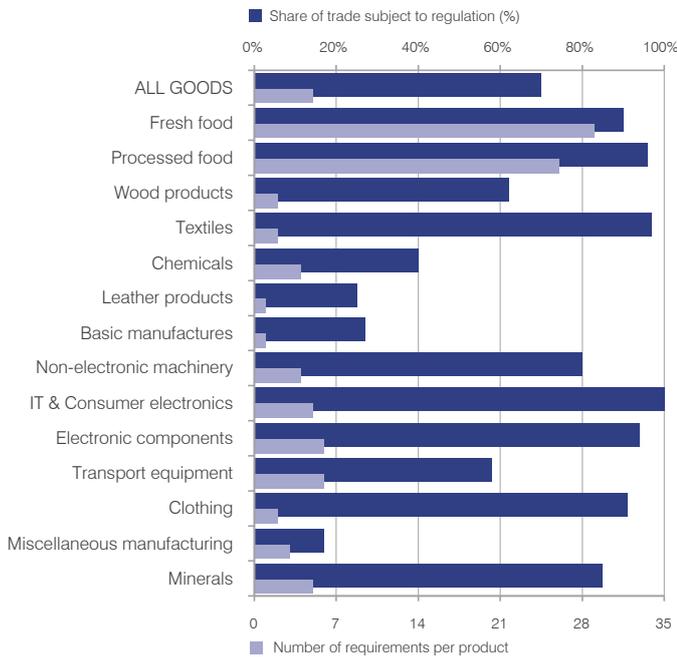


**Requirements per exported product**

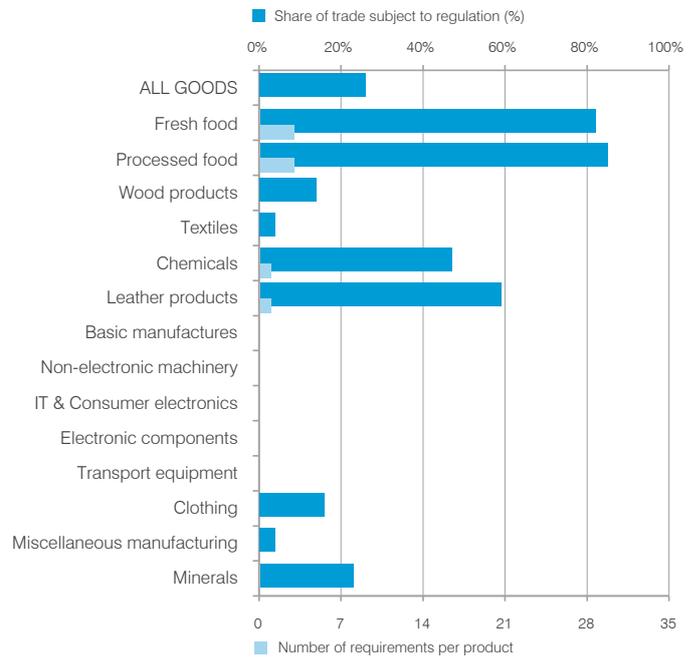
0.48

## Regulatory environment by sector

### Import regulations

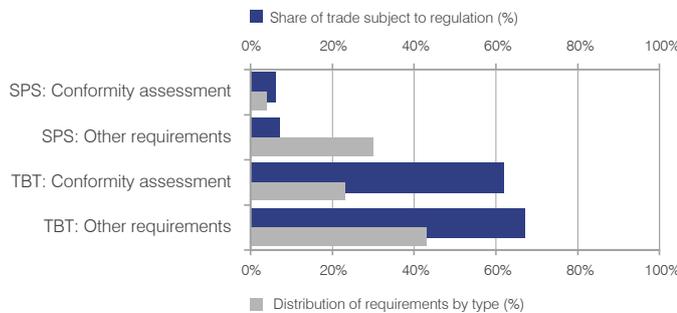


### Export regulations

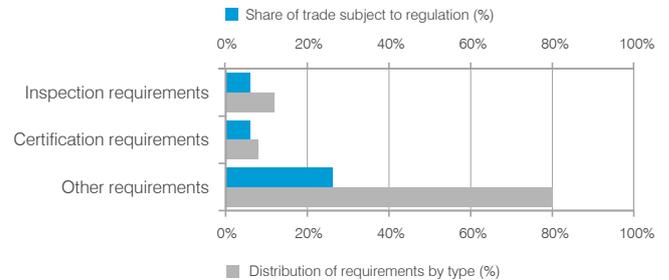


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 231 technical regulations; excluding 1 regulation covering all products.  
**Source:** ITC-UNCTAD-WB joint data collection, 2015. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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# Indonesia

## Key indicators

Population (million)	255.5
GDP (\$ billion)	872.6
GDP per capita (\$)	3,416
Share of world GDP (PPP\$, %)	2.5
Current account surplus/deficit, share of GDP (%)	-2.2
Tariff preference margin (percentage points)	2.2
Imports and exports (goods and services), share of GDP (%)	46.3
Services exports, share of total exports (%)	11.8
Geographic region	Asia-Pacific
Development group	
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	32.9	1.9	11.2
	Medium	40.6	7.7	23.2
	Large	54.4	41.6	49.9
	All	34.1	3.1	14.2
IMMEDIATE BUSINESS ENVIRONMENT		67.3	70.2	70.7
NATIONAL ENVIRONMENT		59.4	45.5	40.4

Reference level: 47.6 (a function of GDP per capita \$)

**Strengths are scores above: 71.4**      **Weaknesses are scores below: 23.8**

## SME Competitiveness Grid

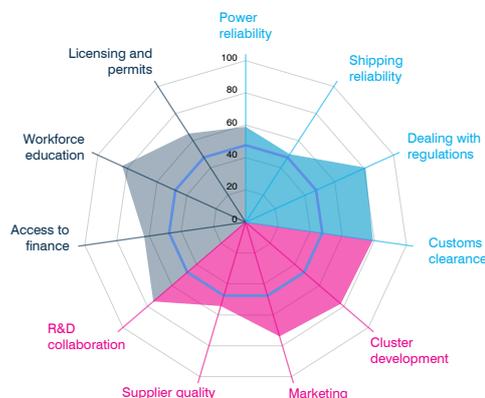
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	6.5	21.0	68.4	11.0
Bank account	7.1	35.0	41.4	8.9
Capacity utilization	84.0	72.5	76.2	82.6
Manager's experience	33.9	33.9	31.6	33.9
<b>Connect</b>				
E-mail	0.2	7.7	42.5	1.4
Firm website	3.5	7.8	40.7	4.8
<b>Change</b>				
Audited financial statement	0.0	6.1	42.2	1.4
Investment financed by banks	27.1	29.9	36.2	28.2
Formal training programme	3.9	17.6	45.5	6.5
Foreign technology licences	13.7	39.4	75.8	20.6



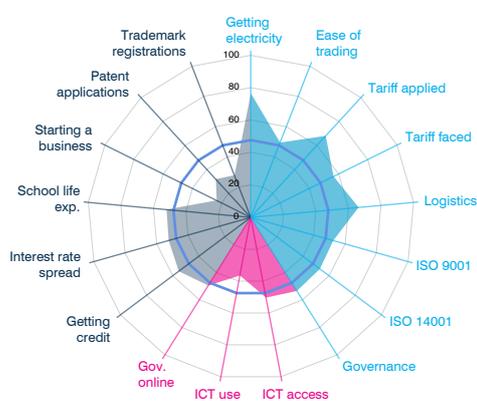
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	61.7	54.8	56.8	59.0
Domestic shipping reliability	52.7	40.3	64.4	50.0
Dealing with regulations	84.0	69.1	52.3	81.1
Customs clearance efficiency	-	82.5	73.9	79.1
<b>Connect</b>				
State of cluster development				77.4
Extent of marketing				73.9
Local supplier quality				54.3
University-industry collaboration in R&D				75.2
<b>Change</b>				
Access to finance	62.2	66.8	82.4	63.2
Access to educated workforce	83.7	86.2	78.5	83.7
Business licensing and permits	65.2	64.1	61.0	65.2



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	76.4
Ease of trading across borders	49.4
Applied tariff, trade-weighted average	68.0
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	56.6
Logistics performance index	66.2
ISO 9001 quality certificates	52.5
ISO 14001 environmental certificates	52.9
Governance index	53.5
<b>Connect</b>	
ICT access	50.4
ICT use	36.5
Government's online service	49.5
<b>Change</b>	
Ease of getting credit	55.3
Interest rate spread	52.3
School life expectancy	51.9
Ease of starting a business	23.4
Patent applications	31.9
Trademark registrations	27.8



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2009) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Indonesia is a lower-middle income country composed of more than 17,000 islands with a total population of 255.5 million and GDP of \$872.6 billion. Goods and services account for 88.2% and 11.8% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Indonesia's exports lie in the metal, chemical and IT & consumer electronics sectors. ITC identifies *cold rolled iron and steel*, *plain weave cotton fabric* and *footwear of rubber or plastic* as top products for diversification. The prevalence of SMEs and female participation in the production of the latter two goods add a development dimension.

Existing export products also have increased export potential such as *palm oil and its fractions*. In particular, *technically specified natural rubber* and *tin not alloyed unwrought* have unrealized export potential in all regions.

The SME Competitiveness Grid reveals that the immediate business environment performs well, especially in university-industry collaboration and customs clearance efficiency. However, the vast majority of Indonesian SMEs are not electronically connected, do not hold internationally recognized quality certificates nor offer formal training programmes to their employees. The capacity utilization of firms of all sizes is relatively high.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Cold rolled iron/steel, coils >600mm x <0.5mm	720918	6	12	3	245	■	■	■
Plain weave cotton fabric, >/=85%, >100 g/m2 to 200 g/m2, printed	520852	7	90	4	220	■	■	■
Articles of jewellery and parts thereof, other than silver	711319	9	6	6	74	■	■	■
Air conditioning machines, window or wall types; other air conditioning...	8415XX	13	16	8	31	■	■	■
Footwear of rubber or plastics, upper straps assembled to sole by plugs	640220	16	32	10	92	■	■	■
Automatic data processing machines and units	8471XX	20	21	21	15	■	■	■
Diammonium phosphate, in packages weighing more than 10 kg	310530	28	29	17	59	■	■	■
Gloves of rubber	401519	30	43	39	12	■	■	■
Radio-broadcast receivers, for mains operation only	852791	32	51	24	35	■	■	■
Compounded rubber, unvulcanised in primary forms	400599	38	20	27	83	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Palm oil and its fractions refined but not chemically modified	151190	9375.3	■	■	■	■	■	■	■
Palm oil, crude	151110	7072.8	■	■	■	■	■	■	■
Technically specified natural rubber (TSNR)	400122	7274.4	■	■	■	■	■	■	■
Tin not alloyed unwrought	800110	2158.1	■	■	■	■	■	■	■
Palm kernel/babassu oil their fract,refind but not chemically...	151329	757.9	■	■	■	■	■	■	■
Industrial fatty acids, acid oils	382319	975.7	■	■	■	■	■	■	■
Plywood, veneered panels and similar laminated...	44XXXX	1844.6	■	■	■	■	■	■	■
Palm kernel or babassu oil, crude	151321	939.5	■	■	■	■	■	■	■
Miscellaneous chemical products	38XXXX	1206.4	■	■	■	■	■	■	■
Chemical wood pulp, soda/sulphate, non-coniferous, semi-bl/...	470329	1678.4	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

## ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

## ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

Technical regulations:  0% of reported problems

### Exporting firms

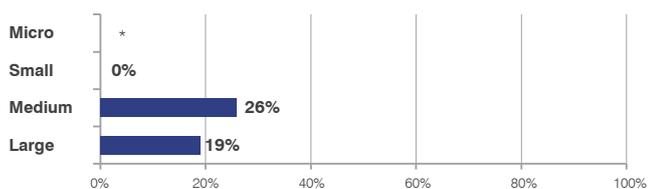
Technical regulations:  68% of reported problems

Main procedural obstacle: Informal or high payment

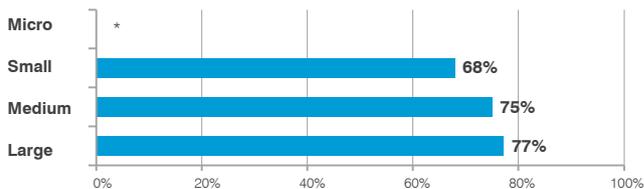
Main regulatory obstacle: Export inspection

## Share of problems by company size

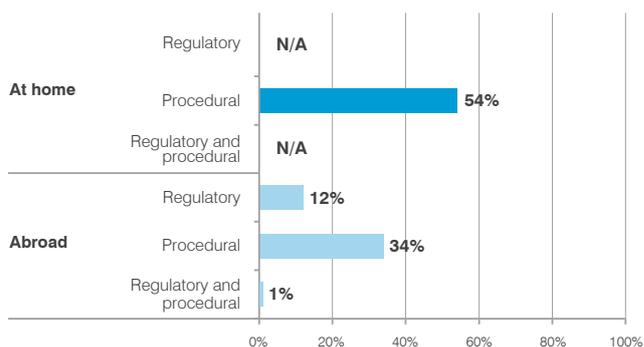
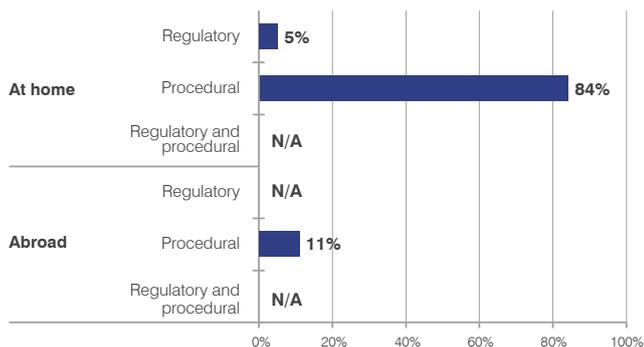
### Importing firms



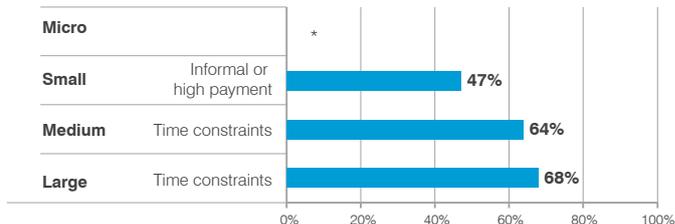
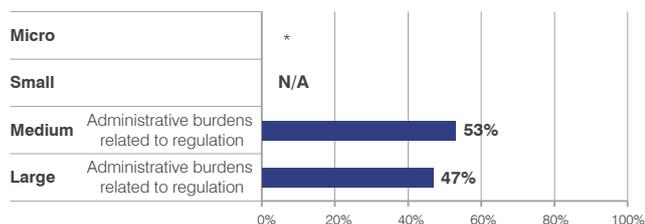
### Exporting firms



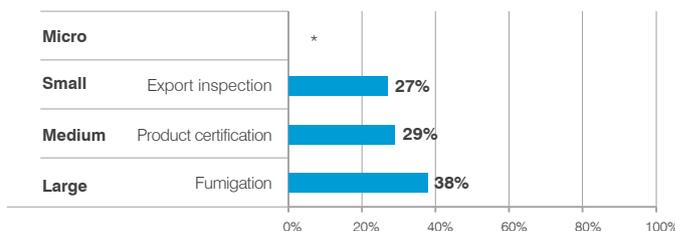
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



Note: Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

Source: ITC Business Surveys on NTMs, <http://ntmsurvey.org/indonesia>. Survey field work ended in 2013, with 951 companies in phone interviews. Of those, 350 companies (37%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 211 also gave face-to-face interviews.

# Jamaica

## Key indicators

Population (million)	2.8
GDP (\$ billion)	13.8
GDP per capita (\$)	4,912
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-4.6
Tariff preference margin (percentage points)	5.9
Imports and exports (goods and services), share of GDP (%)	89.5
Services exports, share of total exports (%)	66.1
Geographic region	Latin America and the Caribbean
Development group	SIDS
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	55.1	29.2	39.8
	Medium	62.7	36.9	63.8
	Large	71.3	73.3	74.9
	All	58.3	32.2	51.5
IMMEDIATE BUSINESS ENVIRONMENT		68.6	57.3	41.5
NATIONAL ENVIRONMENT		48.3	48.2	65.5

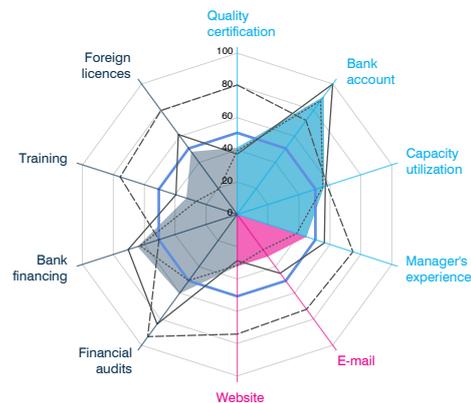
Reference level: 50.6 (a function of GDP per capita \$)

**Strengths are scores above: 76.0**      **Weaknesses are scores below: 25.3**

## SME Competitiveness Grid

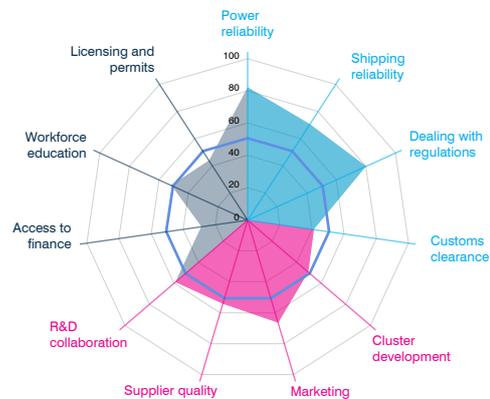
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	39.5	37.5	<b>80.3</b>	41.5
Bank account	<b>87.2</b>	<b>100.0</b>	71.9	<b>90.5</b>
Capacity utilization	55.4	56.9	58.1	56.4
Manager's experience	38.5	56.6	74.9	44.8
<b>Connect</b>				
E-mail	27.0	45.2	72.5	32.2
Firm website	31.5	28.7	74.1	32.2
<b>Change</b>				
Audited financial statement	50.5	<b>83.9</b>	<b>93.5</b>	60.7
Investment financed by banks	62.8	70.4	50.6	64.4
Formal training programme	26.4	39.7	75.6	32.8
Foreign technology licences	<b>19.4</b>	61.4	<b>79.8</b>	48.2



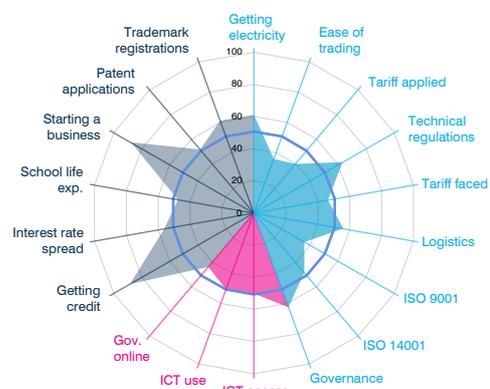
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>82.3</b>	74.2	<b>100.0</b>	<b>82.3</b>
Domestic shipping reliability	<b>80.2</b>	59.6	64.4	70.7
Dealing with regulations	<b>84.0</b>	73.0	75.2	<b>80.2</b>
Customs clearance efficiency	<b>12.9</b>	56.3	36.4	41.3
<b>Connect</b>				
State of cluster development				49.5
Extent of marketing				66.5
Local supplier quality				54.3
University-industry collaboration in R&D				58.9
<b>Change</b>				
Access to finance	<b>22.6</b>	41.3	69.9	28.7
Access to educated workforce	51.3	54.2	43.2	51.7
Business licensing and permits	43.2	45.2	50.2	44.1



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	61.1
Ease of trading across borders	35.9
Applied tariff, trade-weighted average	40.0
Prevalence of technical regulations	63.1
Faced tariff, trade-weighted average	46.5
Logistics performance index	56.0
ISO 9001 quality certificates	35.9
ISO 14001 environmental certificates	48.3
Governance index	62.5
<b>Connect</b>	
ICT access	50.0
ICT use	50.7
Government's online service	43.9
<b>Change</b>	
Ease of getting credit	<b>88.4</b>
Interest rate spread	56.4
School life expectancy	47.6
Ease of starting a business	<b>87.8</b>
Patent applications	51.7
Trademark registrations	61.2



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Jamaica is an upper-middle income country in the Caribbean with a population of 2.8 million and GDP of \$13.8 billion. Goods and services account for 33.9% and 66.1% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the fresh food and raw agro-based product sectors, and in the basic manufactures sector. ITC identifies *cut flowers and flower buds for bouquets*, *pineapple juice, unfermented*, and *wood in chips* as top products for diversification.

Existing export products also have increased export potential such as *beverages, spirits, vinegar, and edible vegetables and roots*. *Rum and tafia* have strong expansion opportunities within the region and elsewhere.

The SME Competitiveness Grid reveals that the country's national environment performs well in the capacity to change pillar. This is due to good scores on the ease of getting credits and starting a business. The most important bottleneck for Jamaican SMEs seeking to expand internationally is access to relevant market information (revealed by an underperformance in the connectivity pillar). However, almost all Jamaican firms have bank accounts, and financial losses due to power outages and domestic shipping are relatively low.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Cut flowers and flower buds for bouquets, fresh	0603XX	1	1	1	1	■		
Pineapple juice, unfermented	2009Xd	4	2	2	117	■	■	■
Wood in chips, non-coniferous	440122	6	14	14	4	■	■	■
Brussels sprouts, fresh or chilled	070420	8	4	5	105	■		
Portland cement	252329	11	6	6	168	■	■	■
Palm oil and its fractions refined but not chemically modified	151190	13	8	8	37	■	■	■
Bovine cuts boneless, frozen	020230	15	9	9	47	■	■	■
Goat meat, fresh, chilled or frozen	020450	20	12	12	61	■	■	■
Copper unrefined, copper anodes for electrolytic refining	740200	21	35	31	13	■	■	■
Bars and rods, of iron or non-alloy steel	721420	22	11	13	191	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Rum and tafia	220840	53.7	■	■	■	■	■	■	■
Arrowroot, salep (yams), etc	0714XX	23.3	■	■	■	■			■
Beer made from malt	220300	25.4	■	■	■	■	■	■	■
Coffee, not roasted, not decaffeinated	090111	18.4	■	■	■	■			■
Udenaturd ethyl alcohol of an alcohol strgth by vol of 80% vol/...	220710	76.9	■	■	■	■	■	■	■
Papaws (papayas), fresh	080720	3.7	■	■	■	■			■
Animal feed preparations	230990	8.7	■	■	■	■	■	■	■
Sauces and preparations and mixed condiments and mixed...	210390	13.8	■	■	■	■	■	■	■
Cranberries and other fruits, nuts and edible parts of plants,...	2008XX	11.3	■	■	■	■	■	■	■
Sweet potatoes, fresh or dried, whether or not sliced or pelleted	071420	3.3	■	■	■	■			■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

2.89

**Exports subject to regulation**

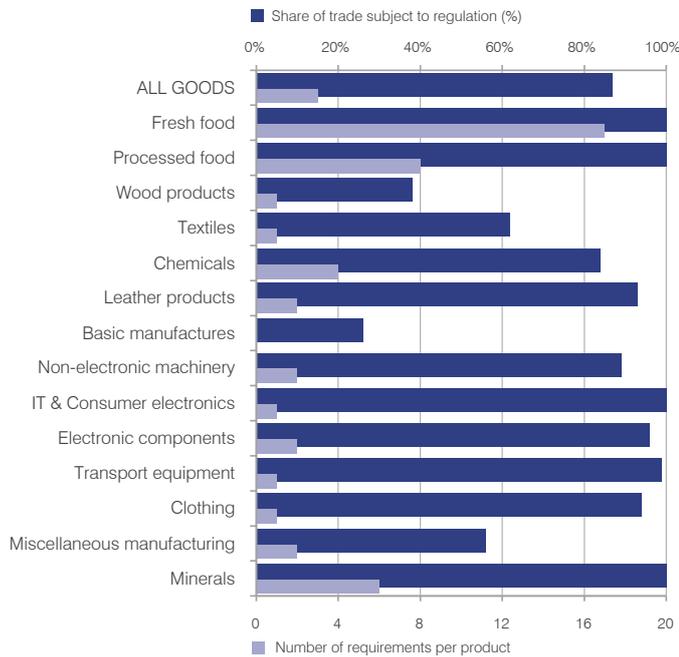


**Requirements per exported product**

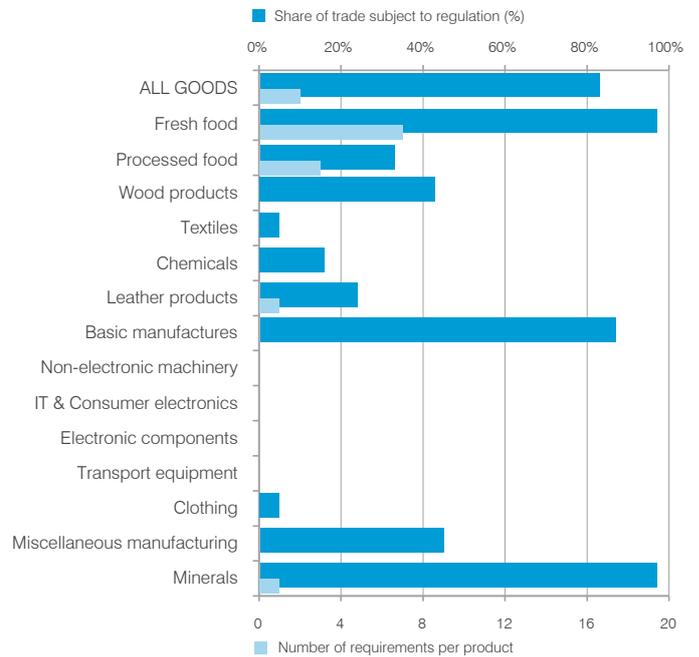
1.84

## Regulatory environment by sector

### Import regulations

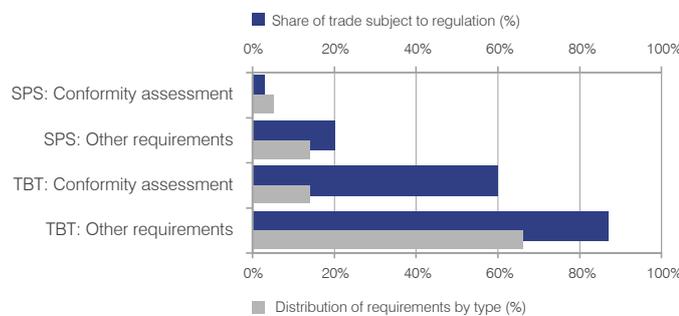


### Export regulations

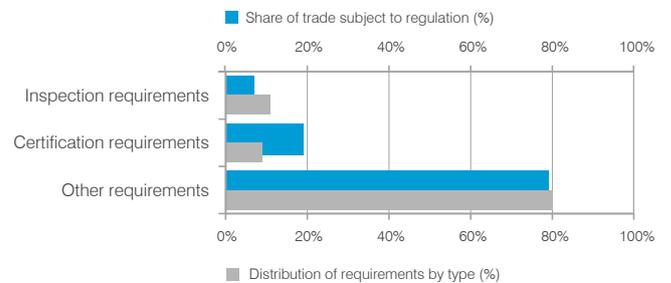


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 94 technical regulations; excluding 2 regulations covering all products.

**Source:** ITC-UNCTAD-WB joint data collection, 2015. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  28% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

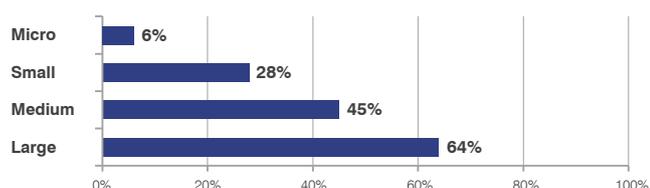
**Technical regulations:**  70% of reported problems

**Main procedural obstacle:** Time constraints

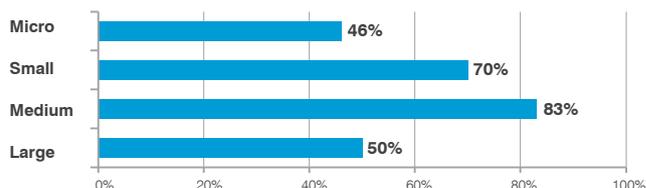
**Main regulatory obstacle:** Export inspection

## Share of problems by company size

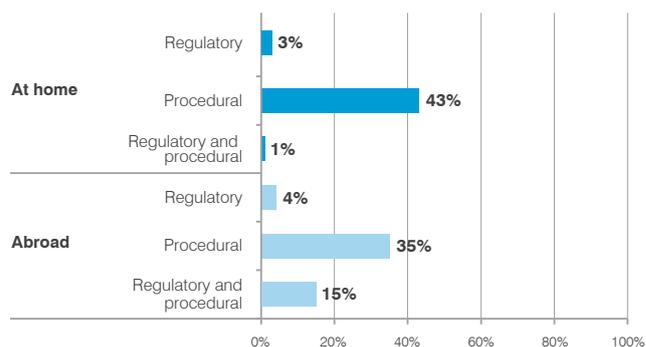
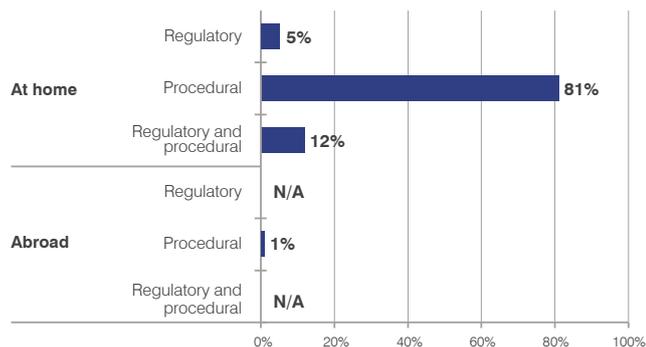
### Importing firms



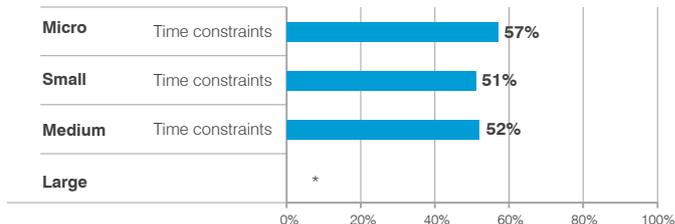
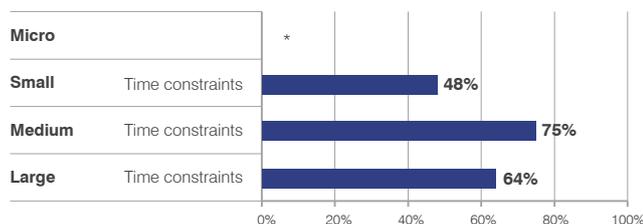
### Exporting firms



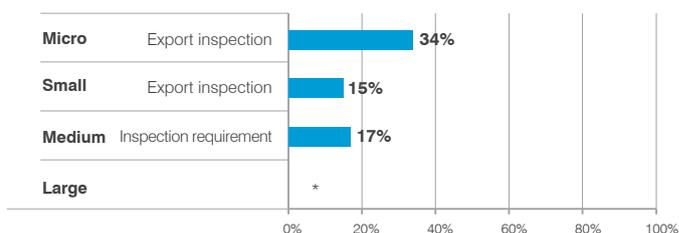
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/jamaica>. Survey field work ended in 2012, with 608 companies in phone interviews. Of those, 210 companies (35%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 122 also gave face-to-face interviews.

# Jordan

## Key indicators

Population (million)	6.8
GDP (\$ billion)	38.2
GDP per capita (\$)	5,600
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-7.4
Tariff preference margin (percentage points)	6.1
Imports and exports (goods and services), share of GDP (%)	119.4
Services exports, share of total exports (%)	45.9
Geographic region	Arab States
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	28.4	<b>24.6</b>	33.6
	Medium	42.1	47.1	44.1
	Large	55.0	71.3	48.7
	All	33.7	31.9	38.7
IMMEDIATE BUSINESS ENVIRONMENT		61.0	63.0	49.3
NATIONAL ENVIRONMENT		59.5	59.0	46.7

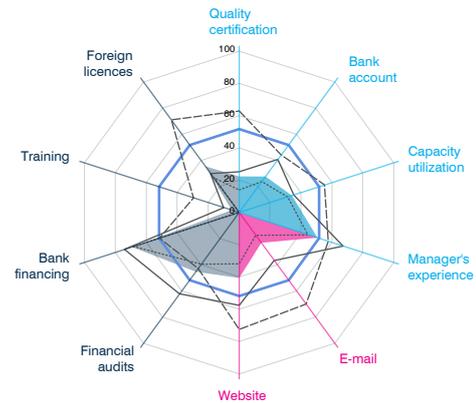
Reference level: 51.7 (a function of GDP per capita \$)

**Strengths are scores above: 77.6**      **Weaknesses are scores below: 25.9**

## SME Competitiveness Grid

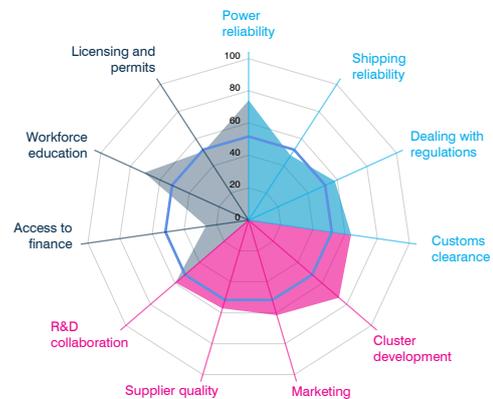
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>13.9</b>	<b>25.2</b>	62.9	<b>22.3</b>
Bank account	<b>23.6</b>	40.7	44.1	27.6
Capacity utilization	31.6	35.4	55.2	34.1
Manager's experience	44.5	67.3	57.6	50.7
Connect				
E-mail	<b>17.5</b>	36.6	70.2	<b>23.2</b>
Firm website	31.7	57.5	72.4	40.6
Change				
Audited financial statement	39.6	62.3	42.7	45.3
Investment financed by banks	68.3	74.1	51.5	69.2
Formal training programme	<b>0.0</b>	<b>10.1</b>	29.6	<b>4.7</b>
Foreign technology licences	26.7	29.8	71.1	35.4



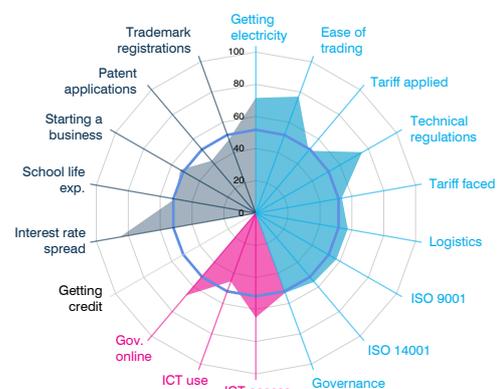
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>82.3</b>	64.8	<b>82.3</b>	74.2
Domestic shipping reliability	41.9	59.6	64.4	47.6
Dealing with regulations	61.6	52.0	59.7	58.4
Customs clearance efficiency	65.5	62.8	59.8	63.7
Connect				
State of cluster development				73.7
Extent of marketing				61.6
Local supplier quality				57.3
University-industry collaboration in R&D				59.5
Change				
Access to finance	<b>21.3</b>	36.3	55.5	26.5
Access to educated workforce	<b>79.1</b>	56.9	57.6	70.6
Business licensing and permits	54.9	41.9	56.2	50.9



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	71.7
Ease of trading across borders	77.0
Applied tariff, trade-weighted average	50.4
Prevalence of technical regulations	75.6
Faced tariff, trade-weighted average	53.8
Logistics performance index	57.4
ISO 9001 quality certificates	57.4
ISO 14001 environmental certificates	55.8
Governance index	52.8
Connect	
ICT access	65.0
ICT use	45.2
Government's online service	66.9
Change	
Ease of getting credit	<b>0.0</b>
Interest rate spread	<b>84.9</b>
School life expectancy	50.6
Ease of starting a business	53.9
Patent applications	42.4
Trademark registrations	48.6



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Jordan is an upper-middle income country in the Middle East with a population of 6.8 million and GDP of \$38.2 billion. Goods and services account for 54.1% and 45.9% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's export of goods lie in the fresh food and raw agro-based product sectors, and in the basic manufactures sector. *Flax fibre*, *urea-ammonium nitrate* (an organic compound used in fertilizers), and *chemical wood pulp* are the top products for diversification.

Existing export products also have increased export potential such as *sheep, live*. ITC estimates that this product has an unrealized export potential of over \$630 million to non-OECD countries. Other goods with potential include *mineral or chemical fertilizers* and *pharmaceutical products*.

The SME Competitiveness Grid reveals that Jordan's immediate business and national environments attain average scores in all three pillars of competitiveness. Jordanian SMEs nevertheless underperform in connectivity measures, using internationally recognized quality certificates and having bank accounts. In addition, access to finance is a constraint reported by all firms, particularly by small companies. However, the country performs well on power reliability.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Flax fibre, broken or scutched	530121	23	50	21	31	■	■	■
Urea/ammonium nitrate mx in aqueous/ammoniacal sol in pack of > 10 kg	310280	36	107	94	10	■	■	■
Chemical wood pulp,soda/sulphate,non-coniferous,semi-bl/bleachd	470329	45	61	60	19	■	■	■
Durum wheat	1001Xa	56	34	46	261	■		
Ferro-chromium	720249	68	153	127	30	■	■	■
Automobiles with diesel engine displacing not more than 1500 cc	870331	70	48	62	96	■	■	■
Hydraulic cements	252390	79	55	65	458	■	■	■
Ammonium nitrate mixd w cal carb o non-frt subts in pack weighg >10 kg	310240	90	112	80	92	■	■	■
Bars & rods, hot-rolled, in irregularly wound coils of iron or non-alloy steel	721310	93	68	125	49	■	■	■
Flax fibre, otherwise processed but not spun	530129	100	67	83	254	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Sheep, live	010410	113.9	■	■	■	■			■
Mineral/chemical fertilizers,potassic,in pack weighg >10 kg	310490	362.1	■	■	■	■	■	■	■
Pharmaceutical products	30XXXX	626.7		■	■	■	■	■	■
Tomatoes, fresh or chilled	070200	255.6	■	■	■	■			■
Mineral or chem fertilizers nitrogenous,in pack weighing...	310290	186.9	■	■	■	■	■	■	■
Peaches, including nectarines, fresh	080930	66.5	■	■	■	■			■
Articles of jewellery and parts thereof, other than silver	711319	96.7		■	■	■	■	■	■
Insulated (including enamelled or anodised) winding wire of...	854411	81.2		■	■	■	■	■	■
Co-axial cable and other co-axial electric conductors	854420	73.4		■	■	■	■	■	■
Cucumbers and gherkins, fresh or chilled	070700	67.6	■	■	■	■			■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

1.61

**Exports subject to regulation**

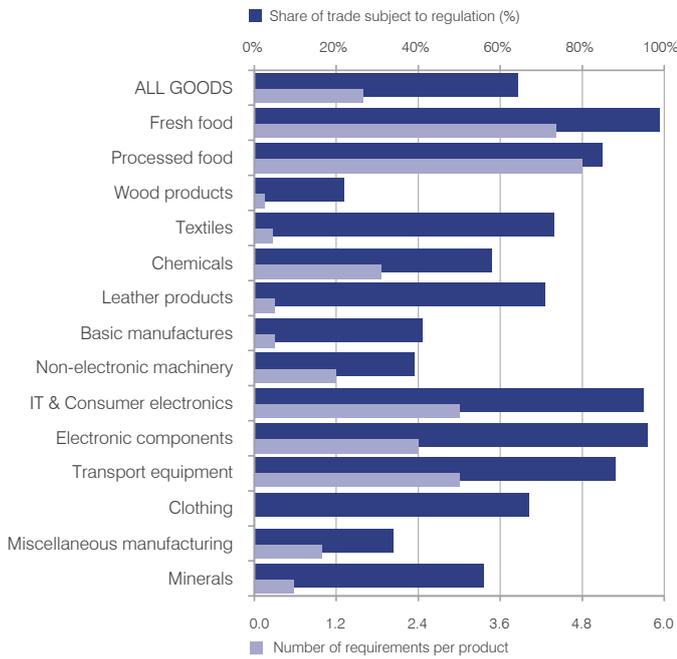


**Requirements per exported product**

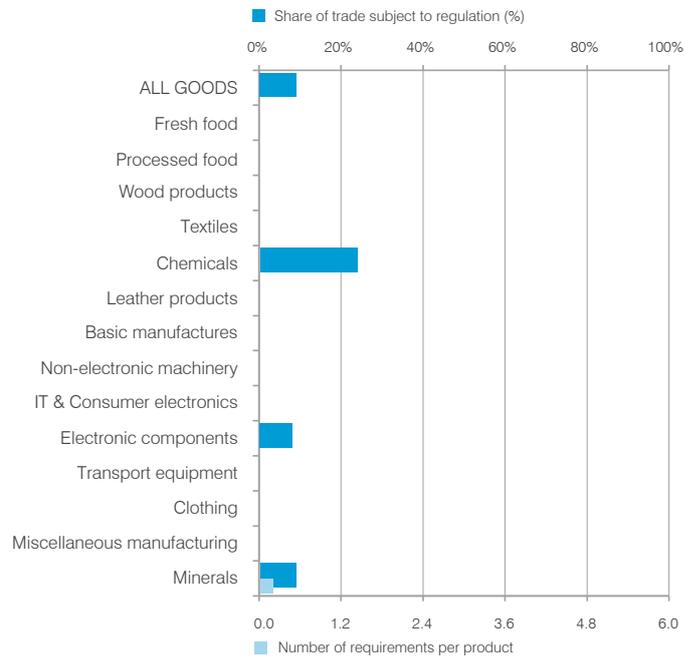
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## Regulatory environment by sector

### Import regulations

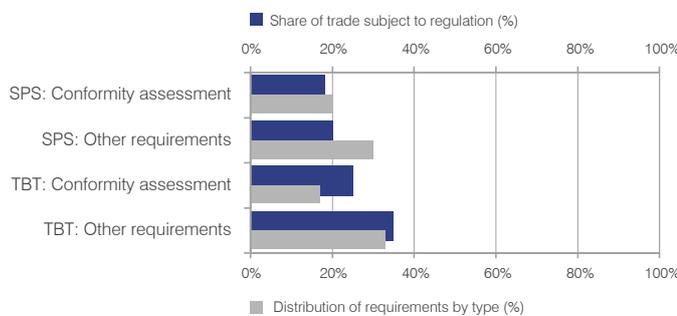


### Export regulations

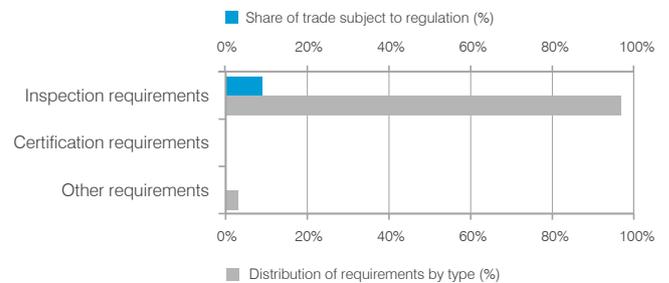


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 159 technical regulations; excluding 4 regulations covering all products.  
**Source:** ITC-UNCTAD-WB joint data collection, 2014. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

### ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

### ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# Kazakhstan

## Key indicators

Population (million)	17.7
GDP (\$ billion)	195.0
GDP per capita (\$)	11,028
Share of world GDP (PPP\$, %)	0.4
Current account surplus/deficit, share of GDP (%)	-3.0
Tariff preference margin (percentage points)	0.9
Imports and exports (goods and services), share of GDP (%)	64.8
Services exports, share of total exports (%)	7.6
Geographic region	Eastern Europe and Central Asia
Development group	LLDC
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	36.5	40.3	<b>22.6</b>
	Medium	45.2	50.8	32.4
	Large	61.3	74.4	47.9
	All	41.8	46.0	30.0
IMMEDIATE BUSINESS ENVIRONMENT		53.0	49.5	68.8
NATIONAL ENVIRONMENT		50.5	79.8	62.6

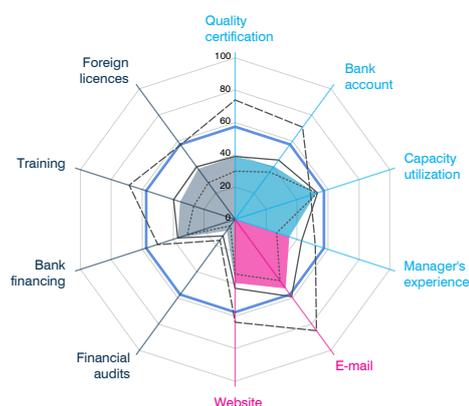
Reference level: 57.4 (a function of GDP per capita \$)

**Strengths are scores above: 86.1**      **Weaknesses are scores below: 28.7**

## SME Competitiveness Grid

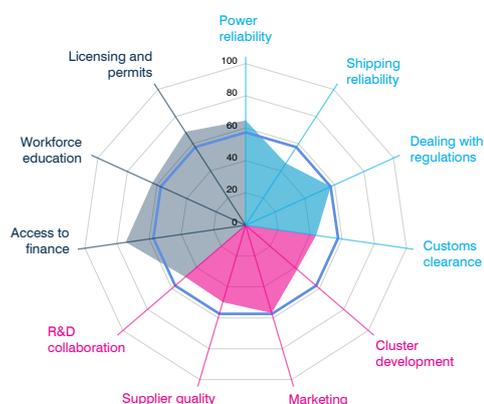
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	29.9	39.0	74.0	39.0
Bank account	36.1	45.5	70.7	40.7
Capacity utilization	53.0	53.2	48.7	52.3
Manager's experience	<b>26.9</b>	43.0	51.8	35.0
Connect				
E-mail	46.8	59.1	85.1	52.8
Firm website	33.7	42.6	63.8	39.3
Change				
Audited financial statement	<b>4.9</b>	<b>12.6</b>	<b>15.9</b>	<b>8.6</b>
Investment financed by banks	30.9	37.1	50.0	37.1
Formal training programme	<b>26.7</b>	39.7	68.4	35.5
Foreign technology licences	<b>28.0</b>	40.3	57.2	38.7



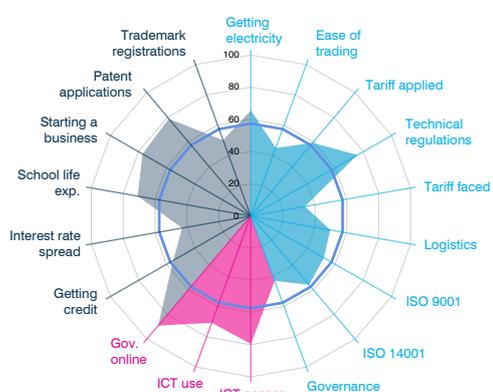
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	64.8	64.8	61.7	64.8
Domestic shipping reliability	50.0	41.9	52.7	45.5
Dealing with regulations	60.6	53.4	55.2	57.6
Customs clearance efficiency	<b>27.3</b>	50.0	52.9	43.8
Connect				
State of cluster development				41.9
Extent of marketing				56.9
Local supplier quality				49.9
University-industry collaboration in R&D				49.2
Change				
Access to finance	74.2	76.0	70.8	74.6
Access to educated workforce	67.8	60.0	50.9	63.1
Business licensing and permits	83.4	55.7	65.9	68.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	65.6
Ease of trading across borders	44.9
Applied tariff, trade-weighted average	59.3
Prevalence of technical regulations	75.8
Faced tariff, trade-weighted average	33.8
Logistics performance index	49.7
ISO 9001 quality certificates	51.9
ISO 14001 environmental certificates	55.9
Governance index	42.9
Connect	
ICT access	79.6
ICT use	70.7
Government's online service	<b>89.0</b>
Change	
Ease of getting credit	55.3
Interest rate spread	43.1
School life expectancy	70.9
Ease of starting a business	77.2
Patent applications	78.8
Trademark registrations	50.1



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Kazakhstan is an upper-middle income country in Central Asia with a population of 17.7 million and GDP of \$195 billion. Goods make up 92.4% of exports, and are primarily composed of oil and gas-related products, while services account for 7.6% of exports.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the chemical and the basic manufactures sector. ITC identifies *pig iron, non-alloy, potassium chloride, semi-finished products of iron or non-alloy steel, and potassium chloride* as top products for diversification.

Existing export products such as *metals* and *vegetable products* have increased export potential. For *wheat flour*, strong expansion opportunities lie in Europe and Central Asia, and non-OECD countries in general amounting to an unrealized export potential of \$930 million. The prominence of SMEs and female participation in the sector add a development dimension.

The SME Competitiveness Grid reveals that Kazakhstan's immediate business and national environments attain average scores in all three pillars of competitiveness. Nevertheless, the country underperforms on the ease of trading across borders. Few Kazakh firms have audited financial statements, and bank loans fund a relatively small proportion of investments. However, the country scores well on government online services.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Europe & Central Asia	non-OECD	OECD	Price stability	SME presence	Women employed
Pig iron, non-alloy, containing by weight ≤ 0.5% phosphorus in primary form	720110	1	1	1	1	■	■	■
Semi-finished products of iron or non-alloy steel, rectangular or square cross section, by weight < 25% carbon	720712	4	3	12	2	■	■	■
Potassium chloride, in packages weighing more than 10 kg	310420	5	7	4	6	■	■	■
Pipe, line, or sheet, longitudinally submerged arc welded, internal or external diameter > 406.4 mm	730511	7	5	6	113	■	■	■
Ferrous products obtained by direct reduction of iron ore	720310	8	11	11	4	■	■	■
Ammonium nitrate, whether or not in aqueous solution in packages weighing > 10 kg	310230	9	8	7	100	■	■	■
Logs, poles, coniferous	440320	11	10	9	39	■	■	■
Floor coverings consisting of a coating or covering applied on a textile backing	590490	12	12	10	407	■	■	■
Semi-chemical wood pulp	470500	15	28	15	9	■	■	■
Hot-rolled iron or steel, coil > 600 mm x < 3 mm	720839	16	14	16	67	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Europe & Central Asia	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Wheat or meslin flour	110100	569.4	■	■	■	■	■	■	■
Copper cathodes and sections of cathodes unwrought	740311	2374.0	■	■	■	■	■	■	■
Ferro-chromium containing by weight more than 4% of carbon	720241	1658.7	■	■	■	■	■	■	■
Aluminium unwrought, not alloyed	760110	407.1	■	■	■	■	■	■	■
Ferro-silico-manganese	720230	173.1	■	■	■	■	■	■	■
Wheat and meslin, except durum	1001Xb	1010.7	■	■	■	■	■	■	■
Titanium and articles thereof, including waste and scrap	8108XX	158.3	■	■	■	■	■	■	■
Zinc not alloyed unwrought containing by weight 99.99% or more of zinc	790111	583.1	■	■	■	■	■	■	■
Linseed, whether or not broken	120400	101.2	■	■	■	■	■	■	■
Cotton, not carded or combed	520100	79.6	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

1.59

**Exports subject to regulation**

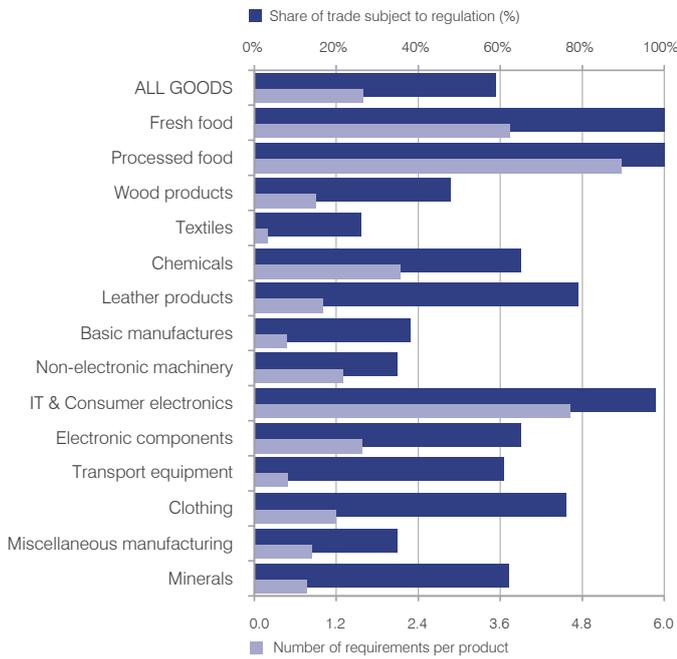


**Requirements per exported product**

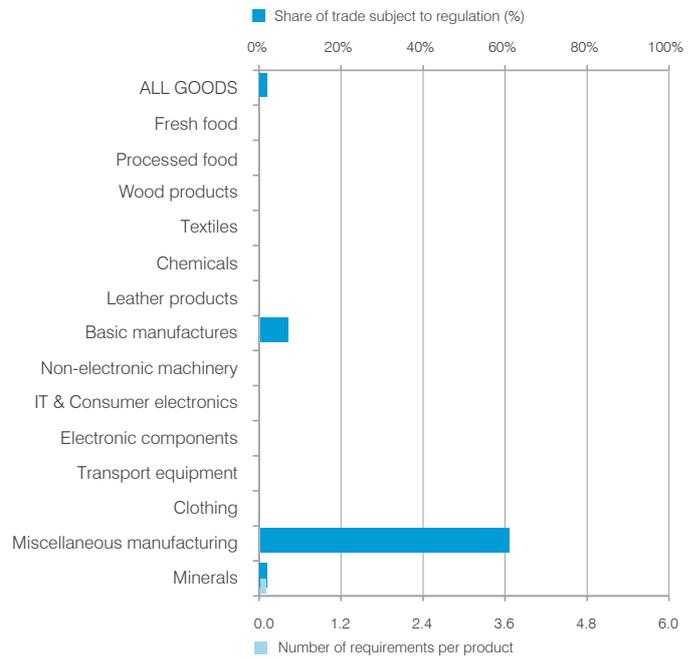
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## Regulatory environment by sector

### Import regulations

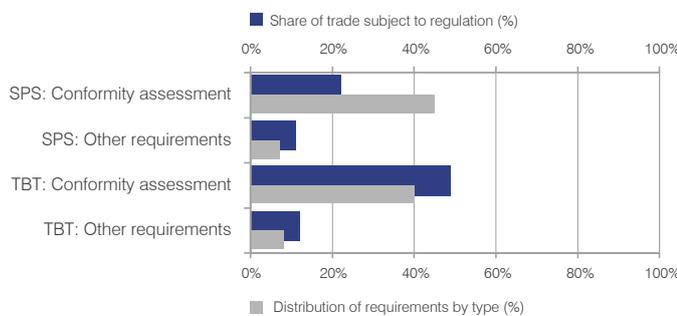


### Export regulations

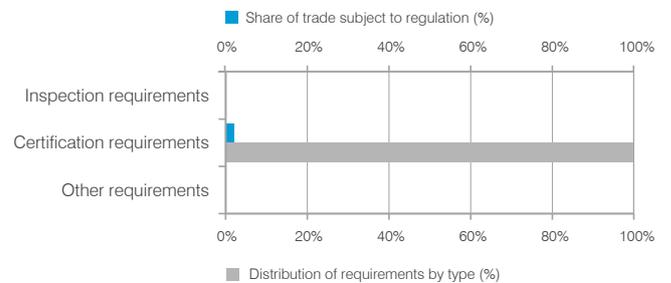


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 52 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  83% of reported problems

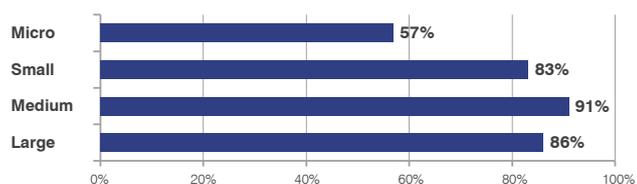
**Main procedural obstacle:** Lack of sector-specific facilities

#### Exporting firms

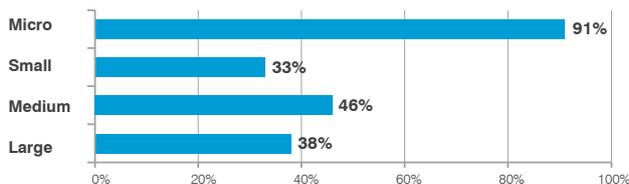
**Technical regulations:**  33% of reported problems

### Share of problems by company size

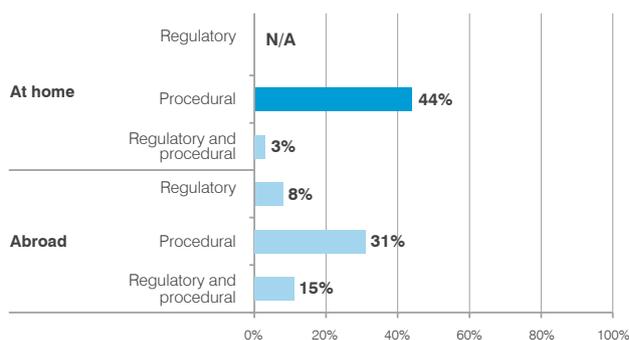
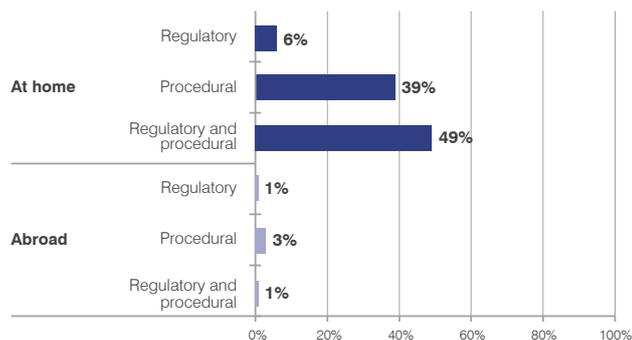
#### Importing firms



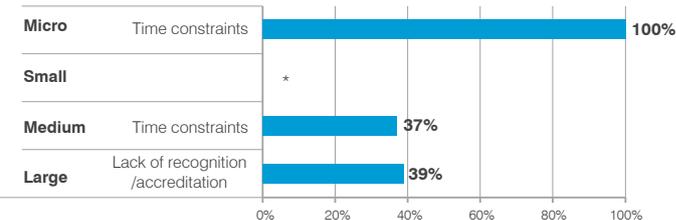
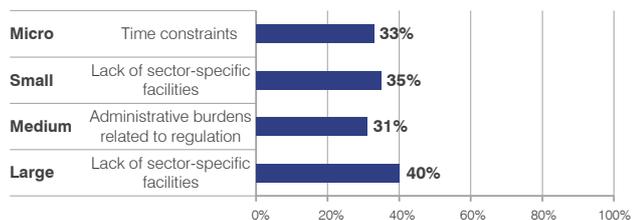
#### Exporting firms



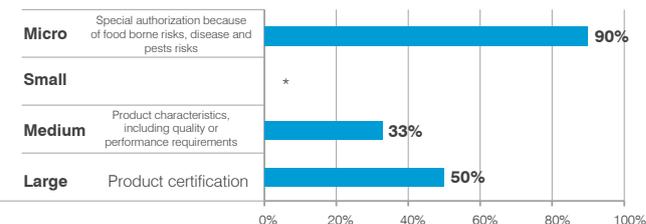
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/kazakhstan>. Survey field work ended in 2012, with 387 companies in phone interviews. Of those, 131 companies (34%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 64 also gave face-to-face interviews.

# Kenya

## Key indicators

Population (million)	44.1
GDP (\$ billion)	63.1
GDP per capita (\$)	1,432
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-9.6
Tariff preference margin (percentage points)	8.9
Imports and exports (goods and services), share of GDP (%)	55.8
Services exports, share of total exports (%)	44.0
Geographic region	Africa
Development group	
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	40.0	25.6	54.1
	Medium	47.9	55.1	<b>67.1</b>
	Large	59.6	<b>64.0</b>	<b>77.2</b>
	All	45.7	36.9	<b>62.5</b>
IMMEDIATE BUSINESS ENVIRONMENT		34.1	<b>64.1</b>	44.4
NATIONAL ENVIRONMENT		43.2	41.1	39.0

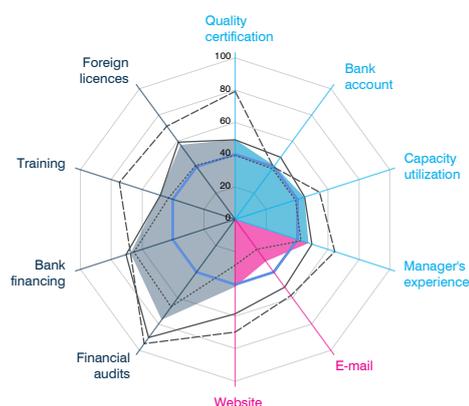
Reference level: 40.3 (a function of GDP per capita \$)

**Strengths are scores above: 60.5**      **Weaknesses are scores below: 20.2**

## SME Competitiveness Grid

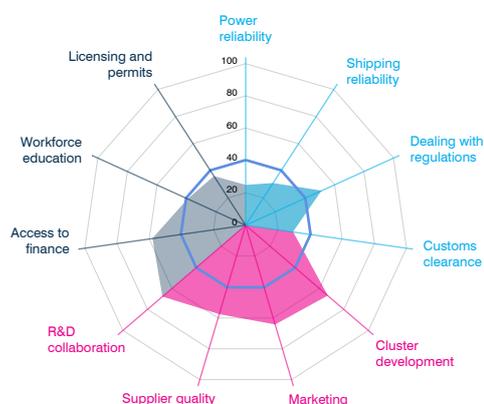
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	39.7	49.3	<b>79.3</b>	49.4
Bank account	38.9	47.6	40.1	41.2
Capacity utilization	39.0	45.0	54.4	44.7
Manager's experience	42.6	49.6	<b>64.4</b>	47.4
<b>Connect</b>				
E-mail	22.9	51.8	58.3	32.1
Firm website	28.3	58.4	<b>69.7</b>	41.7
<b>Change</b>				
Audited financial statement	<b>66.8</b>	<b>90.4</b>	<b>95.0</b>	<b>76.8</b>
Investment financed by banks	<b>65.3</b>	<b>70.4</b>	<b>67.4</b>	<b>67.6</b>
Formal training programme	43.0	48.3	<b>74.8</b>	48.7
Foreign technology licences	41.4	59.2	<b>71.4</b>	57.1



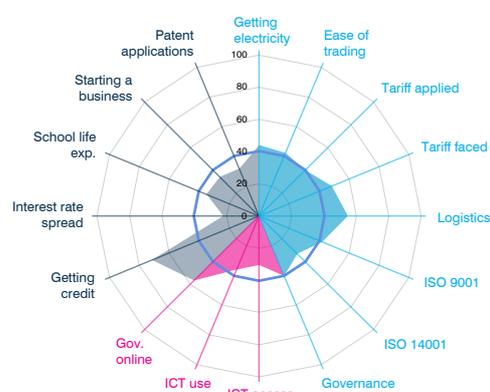
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	26.0	24.8	20.7	24.8
Domestic shipping reliability	24.0	45.5	31.9	30.9
Dealing with regulations	53.0	49.1	48.8	51.3
Customs clearance efficiency	<b>8.7</b>	30.5	32.4	29.4
<b>Connect</b>				
State of cluster development				<b>66.8</b>
Extent of marketing				<b>64.3</b>
Local supplier quality				57.6
University-industry collaboration in R&D				<b>67.8</b>
<b>Change</b>				
Access to finance	<b>61.7</b>	54.1	50.4	58.0
Access to educated workforce	35.1	50.1	36.0	39.2
Business licensing and permits	36.1	37.9	31.8	36.1



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	44.0
Ease of trading across borders	42.4
Applied tariff, trade-weighted average	40.3
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	48.5
Logistics performance index	54.7
ISO 9001 quality certificates	42.2
ISO 14001 environmental certificates	33.3
Governance index	40.4
<b>Connect</b>	
ICT access	30.5
ICT use	36.1
Government's online service	56.7
<b>Change</b>	
Ease of getting credit	<b>71.6</b>
Interest rate spread	22.1
School life expectancy	35.1
Ease of starting a business	34.3
Patent applications	31.9
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Kenya is a lower-middle income country in eastern Africa with a population of 44.1 million and GDP of \$63.1 billion. Goods and services account for 56% and 44% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Kenya's exports lie in the processed food and agro-based product sectors, and the basic manufactures sector. ITC identifies *coconut oil*, *mineral or chemical fertilizers*, and *binder or baler twine* as top products for diversification. The large number of women working in the production of all these products adds a development dimension.

Existing export products also have increased export potential such as *black tea*, both to OECD and non-OECD countries outside the region. The price stability of the product adds a development dimension.

The SME Competitiveness Grid reveals that medium-sized firms do well on the capacity to change pillar, and large firms perform well across the three pillars of competitiveness. Small firms tend to underperform in the connectivity pillar. Many Kenyan SMEs have audited financial statements and investments financed by banks. Kenya's immediate business environment attains good scores in the capacity to connect, but falls short in customs clearance.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Coconut (copra) oil&its fractions refined but not chemically modified	151319	7	4	5	13	■	■	■
Flat rolled prod./i/nas.pltd or ctd w zinc,corrugated,>/=600m wide	721041	8	3	6	650	■	■	■
Mineral/chemical fertilizers,phosphatic,in packages weighg > 10 kg	310390	9	5	7	175	■	■	■
Binder o baler twine,of sisal o oth textile fibres of the genus Agave	560721	11	8	10	225	■	■	■
Fertilizers cntg nitrogen,phosphorus&potassium in packs weighg <=10kg	310520	15	11	15	102	■	■	■
Wheat or meslin flour	110100	19	23	18	297	■	■	■
Rice, broken	100640	21	22	20	164	■	■	■
Waterproof footwear,outr sole/upper of rbr/plas, covering ankle	640192	23	18	21	152	■	■	■
Copper unrefined, copper anodes for electrolytic refining	740200	25	38	45	10	■	■	■
Bars and rods, of iron or non-alloy steel	721420	26	21	23	239	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Black tea (fermented) & partly fermented tea in packages...	090240	1224.0	■	■	■	■	■	■	■
Chewing gum containing sugar, except medicinal	170410	33.6	■	■	■	■	■	■	■
Cut flowers and flower buds for bouquets, fresh	0603XX	554.6	■	■	■	■	■	■	■
Coffee, not roasted, not decaffeinated	090111	241.6	■	■	■	■	■	■	■
Cuttings and slips, unrooted	060210	54.0	■	■	■	■	■	■	■
Margarine, excluding liquid margarine	151710	25.8	■	■	■	■	■	■	■
Vegetables, fresh or chilled	0709Xb	41.4	■	■	■	■	■	■	■
Pineapples, o/w prep or presvd,sugared,sweetened,spirited...	200820	65.9	■	■	■	■	■	■	■
Beans, shelled or unshelled, fresh or chilled	070820	130.3	■	■	■	■	■	■	■
Nuts	0802Xc	36.6	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

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The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

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complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  43% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

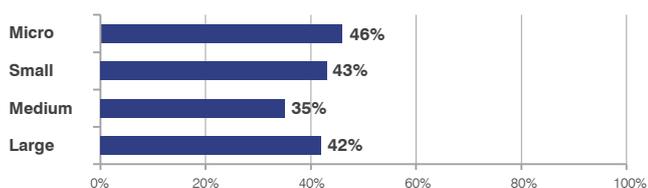
**Technical regulations:**  66% of reported problems

**Main procedural obstacle:** Time constraints

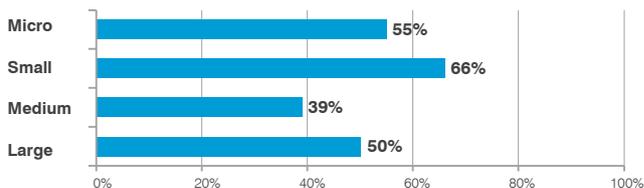
**Main regulatory obstacle:** Product certification

## Share of problems by company size

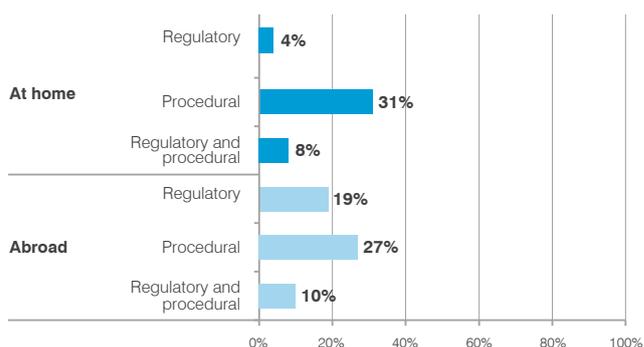
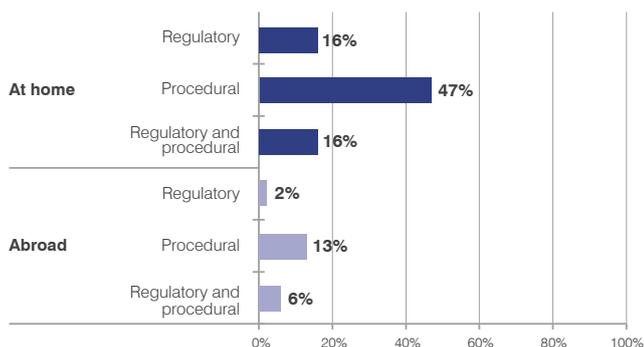
### Importing firms



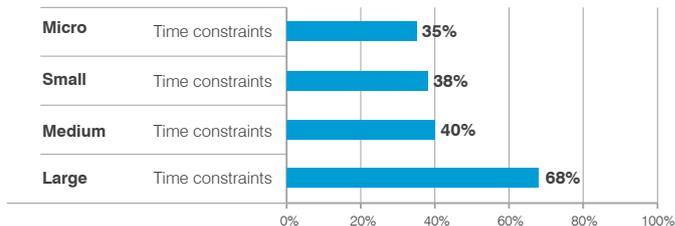
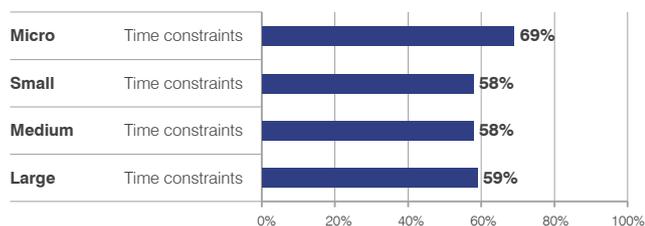
### Exporting firms



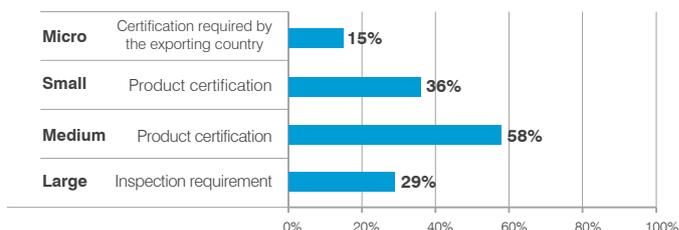
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/kenya>. Survey field work ended in 2011, with 791 companies in phone interviews. Of those, 561 companies (71%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 287 also gave face-to-face interviews.

# Lebanon

## Key indicators

Population (million)	4.6
GDP (\$ billion)	54.4
GDP per capita (\$)	11,945
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-21.0
Tariff preference margin (percentage points)	4.9
Imports and exports (goods and services), share of GDP (%)	100.0
Services exports, share of total exports (%)	80.3
Geographic region	Arab States
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	44.0	43.6	43.7
	Medium	60.7	62.9	65.7
	Large	84.4	<b>88.9</b>	66.6
	All	51.6	51.3	53.6
IMMEDIATE BUSINESS ENVIRONMENT		45.2	55.0	48.7
NATIONAL ENVIRONMENT		50.8	68.0	52.4

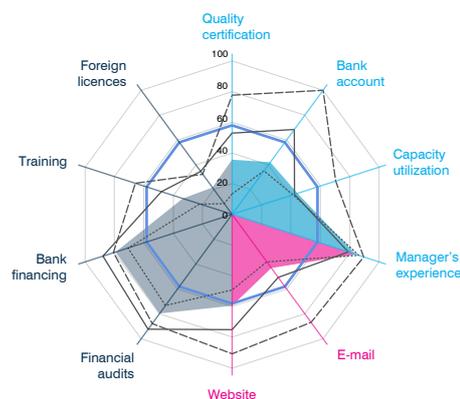
Reference level: 58.1 (a function of GDP per capita \$)

**Strengths are scores above: 87.1**      **Weaknesses are scores below: 29.0**

## SME Competitiveness Grid

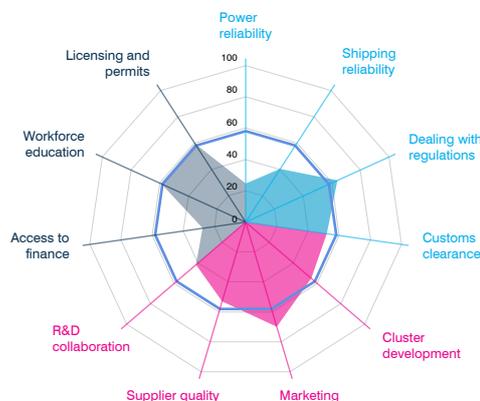
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>13.3</b>	53.0	77.9	35.7
Bank account	35.1	68.5	<b>100.0</b>	42.1
Capacity utilization	41.4	42.4	70.4	44.5
Manager's experience	86.1	79.0	<b>89.5</b>	84.1
<b>Connect</b>				
E-mail	38.1	50.7	87.0	43.1
Firm website	49.0	75.1	<b>90.8</b>	59.5
<b>Change</b>				
Audited financial statement	73.3	<b>92.4</b>	<b>87.8</b>	79.8
Investment financed by banks	70.7	<b>87.8</b>	<b>80.7</b>	79.2
Formal training programme	<b>22.0</b>	48.1	65.8	33.6
Foreign technology licences	<b>8.6</b>	34.7	32.2	<b>21.7</b>



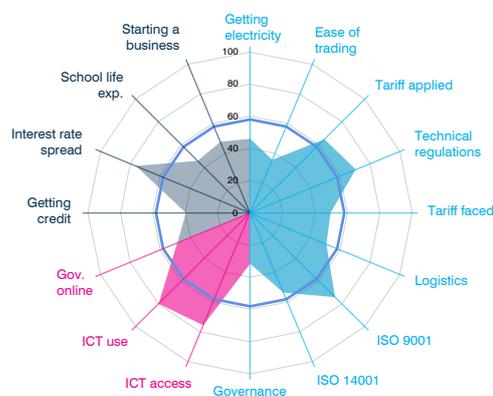
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>26.6</b>	<b>21.6</b>	<b>22.3</b>	<b>24.6</b>
Domestic shipping reliability	30.0	70.7	<b>100.0</b>	40.3
Dealing with regulations	62.0	67.9	67.3	64.0
Customs clearance efficiency	48.8	49.8	69.8	52.0
<b>Connect</b>				
State of cluster development				55.1
Extent of marketing				69.9
Local supplier quality				53.0
University-industry collaboration in R&D				41.8
<b>Change</b>				
Access to finance	<b>26.6</b>	29.5	29.8	<b>27.7</b>
Access to educated workforce	56.2	65.9	58.1	59.1
Business licensing and permits	67.1	53.3	36.5	59.4



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	46.1
Ease of trading across borders	35.7
Applied tariff, trade-weighted average	64.8
Prevalence of technical regulations	70.5
Faced tariff, trade-weighted average	49.6
Logistics performance index	50.9
ISO 9001 quality certificates	74.1
ISO 14001 environmental certificates	53.6
Governance index	31.6
<b>Connect</b>	
ICT access	75.6
ICT use	79.8
Government's online service	48.6
<b>Change</b>	
Ease of getting credit	39.6
Interest rate spread	76.3
School life expectancy	45.8
Ease of starting a business	47.8
Patent applications	-
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Lebanon is an upper-middle income country in the Middle East with a population of 4.6 million and GDP of \$54.4 billion. Goods and services account for 19.7% and 80.3% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in the transport equipment the basic manufactures sector. ITC identifies *chemical wood pulp, bars and rods of steel or iron, and ferro-chromium* as top products for diversification.

Existing export products also have increased export potential, for example *articles of jewellery*. ITC estimates that this product has an unrealized export potential of \$120 million to non-OECD countries. Other products with potential include *goats (live), refrigerators* and *diesel engines*.

The SME Competitiveness Grid reveals that large firms do well on the capacity to compete and connect pillars, while SMEs only attain average scores. In particular, many Lebanese SMEs do not hold internationally recognized quality certifications or foreign technology licences nor offer formal training programmes to their employees. Large firms, however, score well on connectivity measures. Lebanon's immediate business environment is on par with expectations, but underperforms in terms of power reliability. Small firms find it particularly difficult to access finance.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Chemical wood pulp,soda/sulphate,non-coniferous,semi-bl/bleachd	470329	34	43	61	12	■	■	■
Bars & rods, hot-rolled, in irregularly wound coils of iron or non-alloy steel	721310	37	162	33	65	■	■	■
Ferro-chromium,	720249	73	138	160	29	■	■	■
Quicklime	252210	75	324	62	393	■	■	■
Fire fighting vehicles	870530	80	80	66	328	■	■	■
Urea/ammonium nitrate mx in aqueous/ammoniacal sol in pack of > 10 kg	310280	85		555	31	■	■	■
Wire of iron or non-alloy steel, zinc plated/coated	721720	93	79	81	182	■	■	■
Carpets of man-made textile mat,of woven pile construct	570232	96	58	91	115	■	■	■
Corks, crown, of base metal	830910	105	289	87	541	■	■	■
Balls,grindg&similar articles of i or s,forged or stamped,not f/worked	732611	106	509	89	616	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Articles of jewellery and parts thereof, other than silver	711319	195.9	■	■	■	■	■	■	■
Goats, live	010420	4.2	■	■	■	■	■	■	■
Refrigerators, household type	841829	37.5	■	■	■	■	■	■	■
Generatg sets,diesel/semi-diesel engines	850211	56.0	■	■	■	■	■	■	■
Potatoes, fresh or chilled	070190	36.8	■	■	■	■	■	■	■
Books, brochures, leaflets and similar printed matter	490199	89.8	■	■	■	■	■	■	■
Apples, fresh	080810	27.3	■	■	■	■	■	■	■
Non-alcoholic beverages,excludg fruit/veg juices	220290	35.1	■	■	■	■	■	■	■
Generatg sets,diesel/semi-diesel exceedg 75 KVA	850212	34.9	■	■	■	■	■	■	■
Concrete or mortar mixers	847431	12.0	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

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# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

2.08

**Exports subject to regulation**

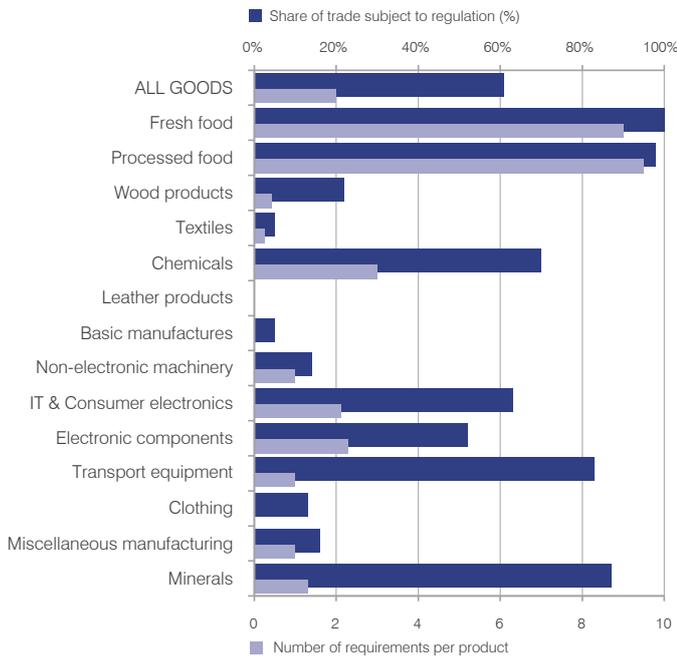


**Requirements per exported product**

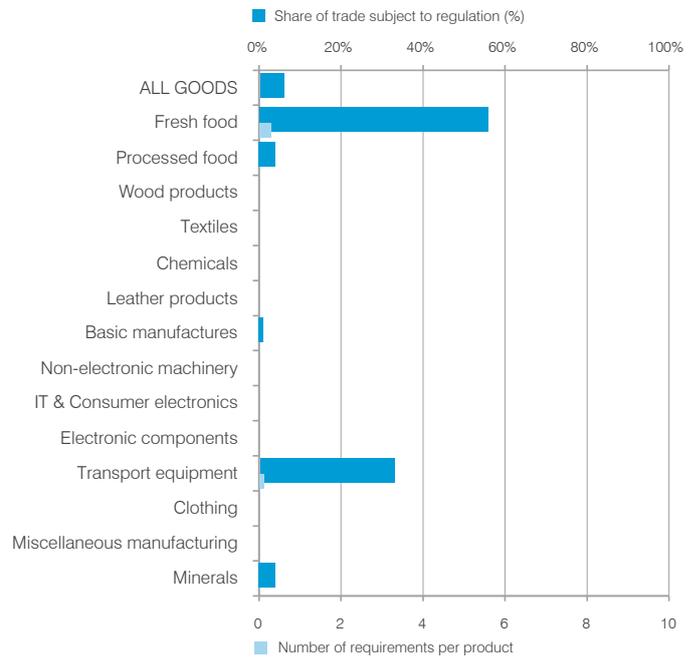
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## Regulatory environment by sector

### Import regulations

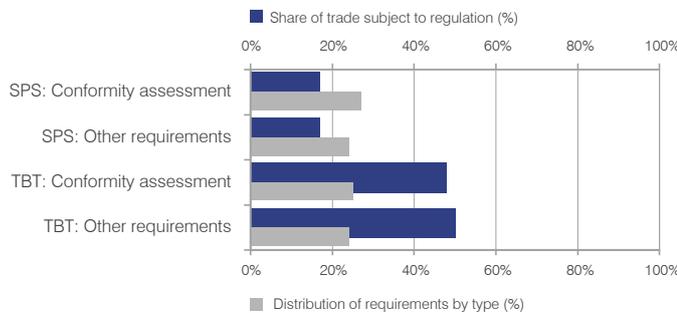


### Export regulations

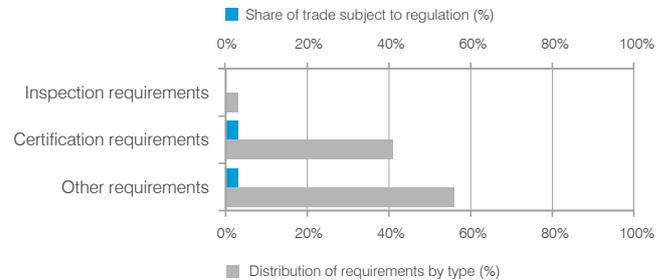


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 92 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2014. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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# Madagascar

## Key indicators

Population (million)	24.2
GDP (\$ billion)	9.5
GDP per capita (\$)	393
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-1.3
Tariff preference margin (percentage points)	7.5
Imports and exports (goods and services), share of GDP (%)	65.3
Services exports, share of total exports (%)	43.7
Geographic region	Africa
Development group	LDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	26.1	<b>12.8</b>	15.5
	Medium	34.7	42.2	<b>44.2</b>
	Large	<b>59.8</b>	<b>68.0</b>	<b>49.1</b>
	All	33.4	24.7	31.3
IMMEDIATE BUSINESS ENVIRONMENT		32.3	42.6	<b>66.4</b>
NATIONAL ENVIRONMENT		37.1	<b>14.2</b>	25.5

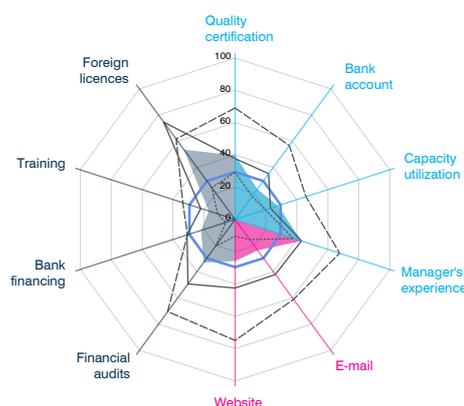
Reference level: 29.5 (a function of GDP per capita \$)

**Strengths are scores above: 44.2**      **Weaknesses are scores below: 14.7**

## SME Competitiveness Grid

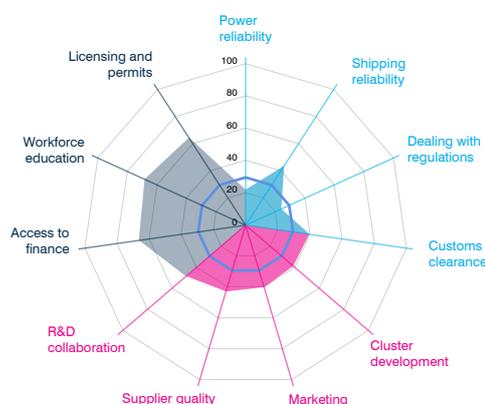
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	29.2	37.7	<b>69.1</b>	39.7
Bank account	17.7	35.3	<b>56.7</b>	23.3
Capacity utilization	19.7	23.0	<b>45.8</b>	27.7
Manager's experience	37.7	43.0	<b>67.6</b>	43.0
<b>Connect</b>				
E-mail	15.2	42.1	<b>61.1</b>	23.6
Firm website	<b>10.4</b>	42.4	<b>74.8</b>	25.8
<b>Change</b>				
Audited financial statement	20.3	<b>49.4</b>	<b>70.4</b>	33.0
Investment financed by banks	<b>6.1</b>	30.9	30.6	21.8
Formal training programme	<b>11.2</b>	22.0	33.7	17.0
Foreign technology licences	24.3	<b>74.6</b>	<b>61.6</b>	<b>53.5</b>



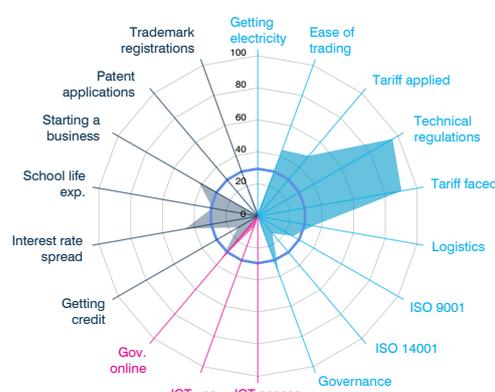
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	19.5	24.3	30.1	21.8
Domestic shipping reliability	<b>45.5</b>	<b>45.5</b>	38.9	43.6
Dealing with regulations	23.7	21.3	35.7	24.0
Customs clearance efficiency	38.6	37.4	39.5	39.6
<b>Connect</b>				
State of cluster development				38.8
Extent of marketing				40.2
Local supplier quality				43.0
University-industry collaboration in R&D				<b>48.5</b>
<b>Change</b>				
Access to finance	<b>76.5</b>	<b>50.7</b>	<b>66.8</b>	<b>66.4</b>
Access to educated workforce	<b>77.7</b>	<b>49.9</b>	<b>75.4</b>	<b>68.4</b>
Business licensing and permits	<b>72.7</b>	<b>54.6</b>	<b>55.7</b>	<b>64.4</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>2.5</b>
Ease of trading across borders	44.0
Applied tariff, trade-weighted average	<b>48.9</b>
Prevalence of technical regulations	<b>96.2</b>
Faced tariff, trade-weighted average	<b>90.3</b>
Logistics performance index	35.0
ISO 9001 quality certificates	25.1
ISO 14001 environmental certificates	<b>13.9</b>
Governance index	37.4
<b>Connect</b>	
ICT access	<b>0.0</b>
ICT use	<b>7.4</b>
Government's online service	35.1
<b>Change</b>	
Ease of getting credit	<b>14.5</b>
Interest rate spread	<b>45.7</b>
School life expectancy	28.5
Ease of starting a business	42.4
Patent applications	<b>0.0</b>
Trademark registrations	21.9



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Madagascar is a low income country with a population of 24.2 million and GDP of \$9.5 billion. Goods and services account for 56.3% and 43.7% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Madagascar's exports lie in the basic manufactures sector, in textiles and in processed food and agro-based products. ITC identifies *ferro-chromium*, *manioc starch*, and *yarn of jute* as top products for diversification.

Existing export products also have increased export potential. *Vanilla*, for instance, has an unrealized export potential of \$170 million to OECD countries according to ITC estimates. Other goods with potential include *nickel*, *unwrought*, *not alloyed*, and *frozen shrimps and prawns*.

The SME Competitiveness Grid reveals that Madagascar's immediate business environment scores well on the capacity to change, but the national environment falls short on connectivity. Accordingly, few small firms have a company website, limiting their ability to connect to suppliers and customers. Large firms nevertheless attain high scores on the availability of a company website, audited financial statements and use of internationally recognized quality certificates.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Ferro-chromium containing by weight more than 4% of carbon	720241	2	2	2	14	■	■	■
Manioc (cassava) starch	110814	9	7	6	15	■	■	■
Yarn of jute or of other textile bast fibres, single	530710	11	51	25	6	■	■	■
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	12	6	7	158	■	■	■
Womens/girls swimwear, of synthetic fibres, knitted	611241	14	25	30	9	■	■	■
Pineapples, o/w prep or presvd,sugared,sweetened,spirited or not	200820	15	21	19	11	■	■	■
Cotton yarn, >/=85%,single,combed, 714.29 >dtex>/=232.56, not put up	520522	16	8	10	100	■	■	■
Ground-nut oil, crude	150810	17	283	108	10	■	■	■
Lumber, Meranti (red, bakau) sawn lengthwise >6mm	440725	18	12	13	48	■	■	■
Floor coverings of coconut fibres (coir)	570220	19	11	15	30	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Vanilla	0905	76.0	0	0	170	■	■	■	■
Nickel unwrought, not alloyed	750210	190.7	0	190	0	■	■	■	■
Frozen shrimps and prawns	0306Xb	85.7	0	0	85	■	■	■	■
Cloves	0907	148.8	0	0	148	■	■	■	■
Jerseys, pullovers, cardigans, etc, knitted or crocheted, of wool...	6110XX	102.3	0	0	102	■	■	■	■
Tunas,skipjack&All bonito,prepard/preservd,whole/in pieces	160414	46.2	0	0	46	■	■	■	■
Essential oils,	330129	32.2	0	0	32	■	■	■	■
Coffee, not roasted, not decaffeinated	090111	12.7	0	0	12	■	■	■	■
Cocoa beans, whole or broken, raw or roasted	180100	19.6	0	0	19	■	■	■	■
Raw cane sugar	1701XX	19.8	0	0	19	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

0.25

**Exports subject to regulation**

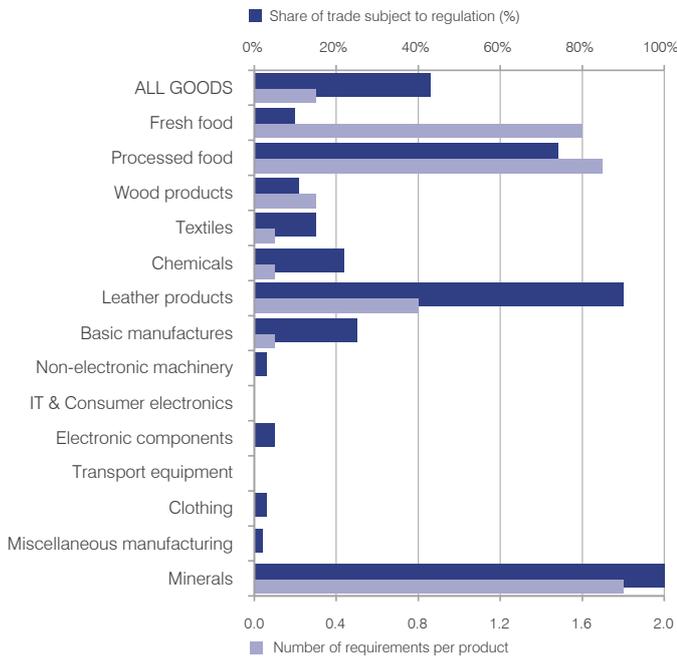


**Requirements per exported product**

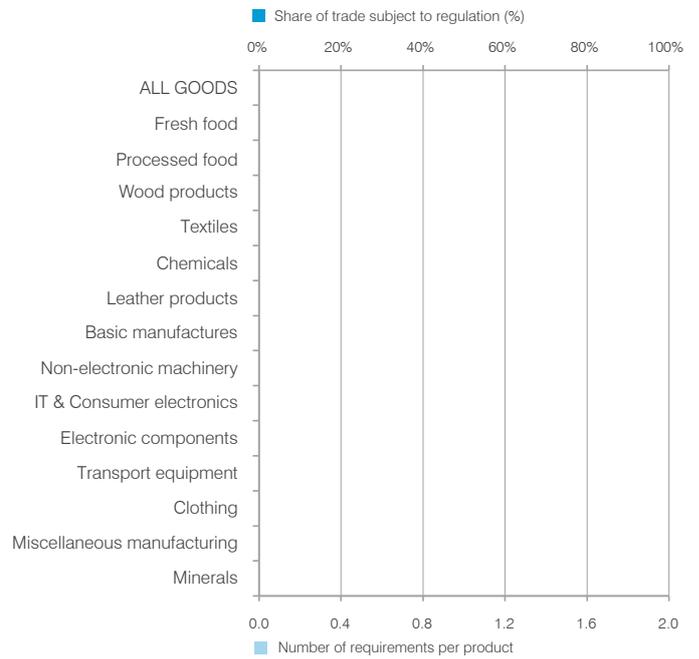
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## Regulatory environment by sector

### Import regulations

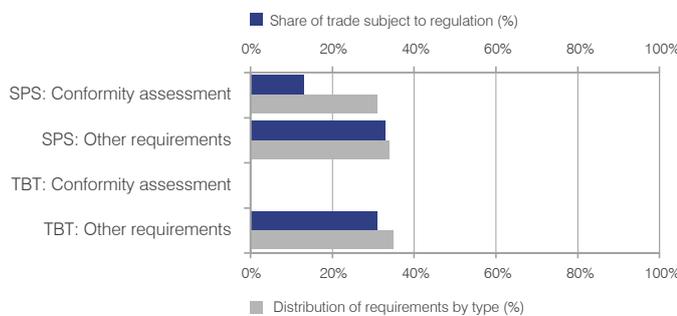


### Export regulations

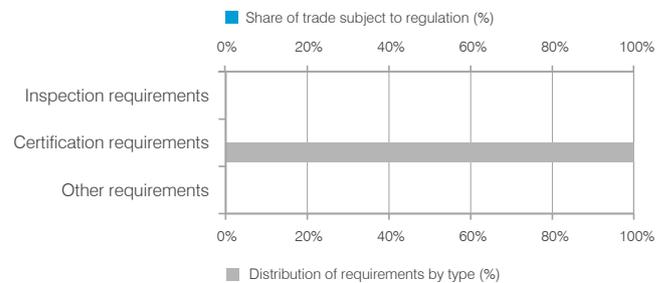


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 48 technical regulations.  
**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms



### Exporting firms

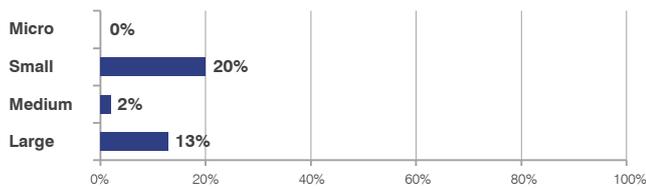


**Main procedural obstacle:** Administrative burdens

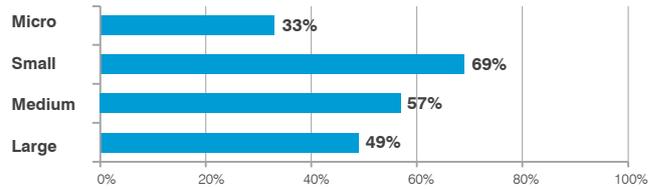
**Main regulatory obstacle:** Export inspection

## Share of problems by company size

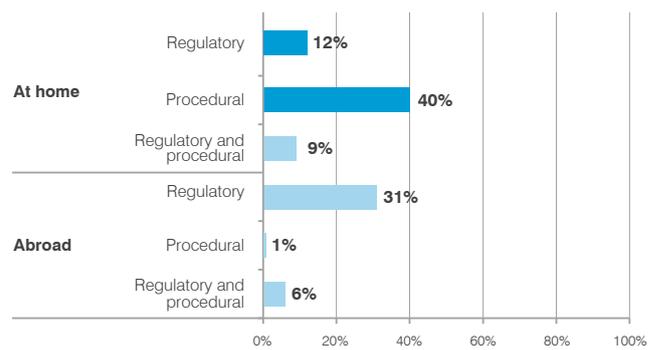
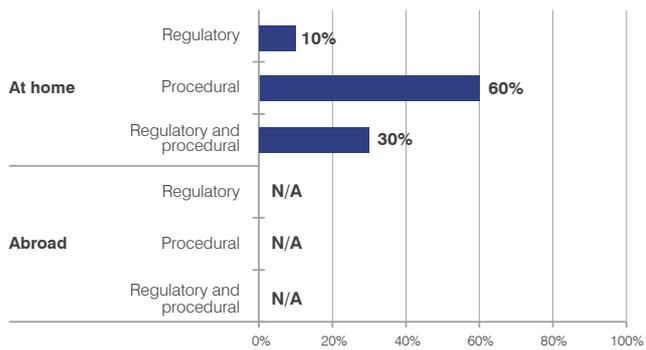
### Importing firms



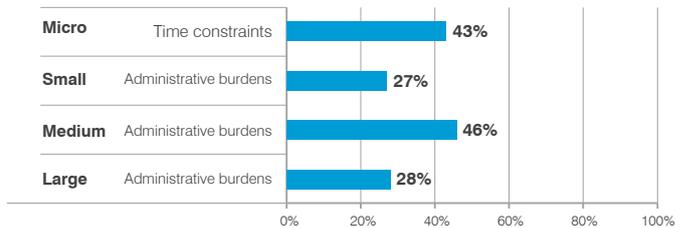
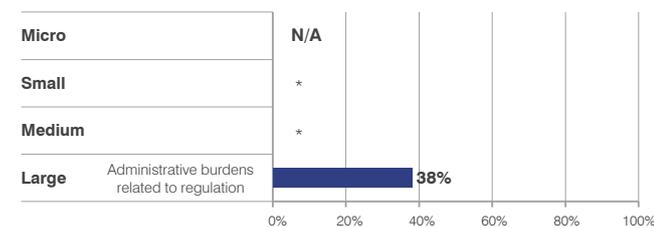
### Exporting firms



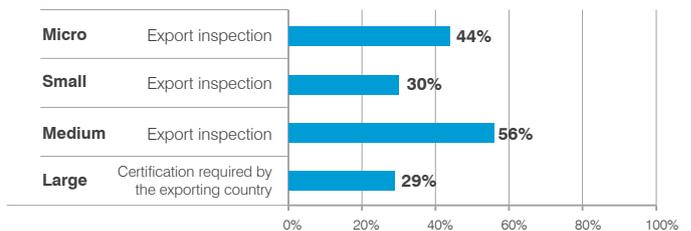
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/mauritius>. Survey field work ended in 2011, with 393 companies in phone interviews. Of those, 182 companies (46%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 130 also gave face-to-face interviews.

# Malawi

## Key indicators

Population (million)	18.1
GDP (\$ billion)	6.4
GDP per capita (\$)	353
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-2.6
Tariff preference margin (percentage points)	9.9
Imports and exports (goods and services), share of GDP (%)	75.5
Services exports, share of total exports (%)	7.0
Geographic region	Africa
Development group	LDC, LLDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	31.6	27.3	39.8
	Medium	39.5	<b>58.3</b>	<b>55.2</b>
	Large	<b>50.0</b>	<b>75.3</b>	<b>60.3</b>
	All	36.9	40.0	<b>48.7</b>
IMMEDIATE BUSINESS ENVIRONMENT		34.2	40.6	<b>49.7</b>
NATIONAL ENVIRONMENT		39.2	<b>13.0</b>	33.1

Reference level: 28.6 (a function of GDP per capita \$)

**Strengths are scores above: 42.9**      **Weaknesses are scores below: 14.3**

## SME Competitiveness Grid

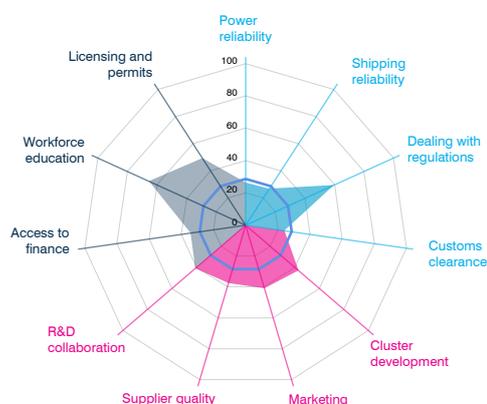
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	18.3	<b>56.9</b>	<b>77.2</b>	<b>44.9</b>
Bank account	22.0	29.6	<b>43.1</b>	26.2
Capacity utilization	<b>46.7</b>	30.3	26.9	34.5
Manager's experience	39.2	41.1	<b>52.9</b>	42.2
Connect				
E-mail	29.4	<b>59.3</b>	<b>79.6</b>	39.6
Firm website	25.2	<b>57.3</b>	<b>71.0</b>	40.3
Change				
Audited financial statement	27.6	<b>57.6</b>	<b>46.9</b>	38.0
Investment financed by banks	41.2	<b>60.6</b>	<b>52.7</b>	<b>49.6</b>
Formal training programme	31.1	<b>46.5</b>	<b>61.3</b>	40.6
Foreign technology licences	<b>59.6</b>	<b>56.1</b>	<b>80.4</b>	<b>66.8</b>



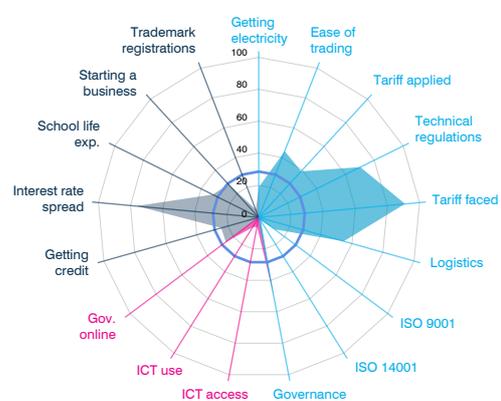
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	27.9	20.7	33.6	26.3
Domestic shipping reliability	36.3	31.9	<b>8.6</b>	26.8
Dealing with regulations	<b>64.6</b>	<b>52.7</b>	<b>56.4</b>	<b>59.7</b>
Customs clearance efficiency	-	<b>5.4</b>	32.6	24.1
Connect				
State of cluster development				<b>43.0</b>
Extent of marketing				40.9
Local supplier quality				37.5
University-industry collaboration in R&D				41.0
Change				
Access to finance	29.1	36.0	<b>54.4</b>	34.3
Access to educated workforce	<b>64.7</b>	<b>63.3</b>	<b>72.0</b>	<b>65.5</b>
Business licensing and permits	<b>45.6</b>	<b>54.4</b>	<b>56.8</b>	<b>49.3</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	19.0
Ease of trading across borders	<b>44.3</b>
Applied tariff, trade-weighted average	38.9
Prevalence of technical regulations	<b>70.3</b>
Faced tariff, trade-weighted average	<b>91.0</b>
Logistics performance index	<b>54.8</b>
ISO 9001 quality certificates	<b>12.6</b>
ISO 14001 environmental certificates	<b>2.4</b>
Governance index	<b>50.8</b>
Connect	
ICT access	<b>6.0</b>
ICT use	<b>7.4</b>
Government's online service	25.7
Change	
Ease of getting credit	24.3
Interest rate spread	<b>76.1</b>
School life expectancy	31.9
Ease of starting a business	27.9
Patent applications	-
Trademark registrations	<b>5.2</b>



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2014) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Malawi is a small, low income economy in south-east Africa with a population of 18.1 million and GDP of \$6.4 billion. Goods and services account for 93% and 7% of exports, respectively.

ITC's export diversification for goods analysis finds that diversification opportunities for Malawi's exports lie in the fresh and processed food and the raw and processed agro-based products sectors. ITC has identified *soya-bean oil crude*, *cashew nuts* and *bovine cuts* as top products for diversification. Price stability, prevalence of SMEs and female participation in the production of these products add a development dimension.

Existing export products also have increased export potential. ITC estimates that *ground-nuts, not roasted* have an unrealized export potential of over \$31 million to non-OECD countries and \$26 million to OECD countries. Other products with potential include *black tea* and *raw sugar cane*.

The SME Competitiveness Grid reveals that SMEs perform well across the three pillars of competitiveness. In particular, the capacity utilization of small firms is good. However, the prevalence of internationally recognized quality certificates is low. Malawi's immediate business environment attains good scores across the three pillars of competitiveness, especially in accessing an educated workforce. The national environment is weak in the connectivity pillar.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Soya-bean oil crude, whether or not degummed	150710	1	1	1	21	■	■	■
Cashew nuts, without shell, fresh or dried	080132	2	2	2	1	■		
Bovine cuts boneless, frozen	020230	5	5	5	12	■	■	■
Sunflower-seed or safflower oil, crude	151211	8	7	7	62	■	■	■
Ferro-chromium containing by weight more than 4% of carbon	720241	9	8	8	76	■	■	■
Cut flowers and flower buds for bouquets, fresh	0603XX	11	11	12	4	■		
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	12	10	10	99	■	■	■
Mineral/chemical fertilizers, phosphatic, in packages weighing > 10 kg	310390	15	12	13	200	■	■	■
Bovine cuts bone in, frozen	020220	16	13	14	138	■	■	■
Soya-bean oil and its fractions, refined but not chemically modified	150790	17	14	15	315	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Ground-nuts, not roasted	1202	34.4	■	■	■	■			■
Black tea (fermented) & partly fermented tea in packages...	090240	78.6	■	■	■	■			■
Raw cane sugar	1701XX	88.2	■	■	■	■	■	■	■
Cotton seed oil-cake&both solid residues,whether or not ground or pellet	230610	3.2	■	■	■	■	■	■	■
Nuts	0802Xc	15.9	■	■	■	■			■
Coffee, not roasted, not decaffeinated	090111	4.3	■	■	■	■			■
Soya beans, whether or not broken	1201	6.5	■	■	■	■			■
Natural rubber in other forms	400129	8.0	■	■	■	■			■
Dried pigeon peas and other leguminous vegetables, shelled	0713Xb	17.6	■	■	■	■			■
Cotton, not carded or combed	520100	36.2	■	■	■	■			■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

**Imports subject to regulation**

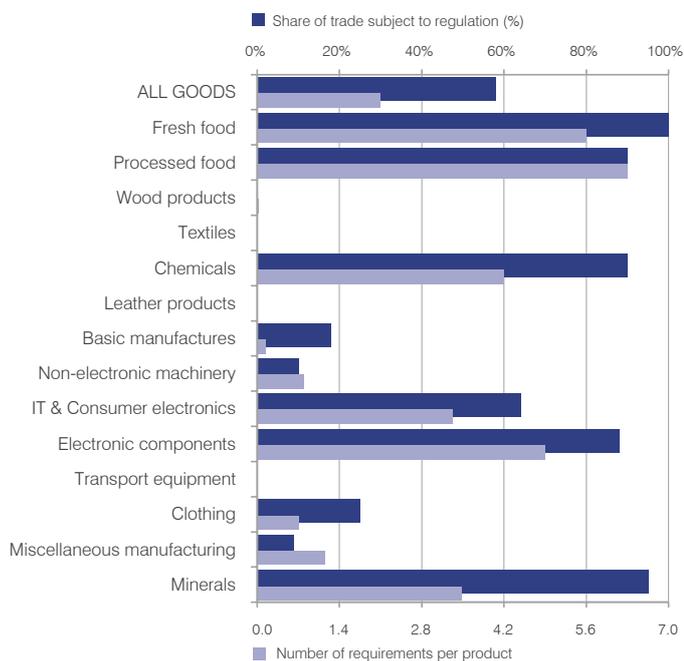


**Requirements per imported product**

2.1

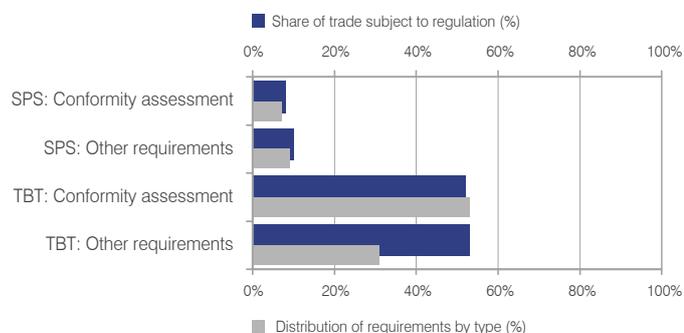
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 21 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  39% of reported problems

**Main procedural obstacle:** Time constraints

#### Exporting firms

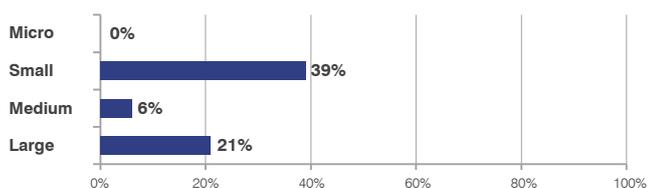
**Technical regulations:**  63% of reported problems

**Main procedural obstacle:** Lack of recognition/accreditation

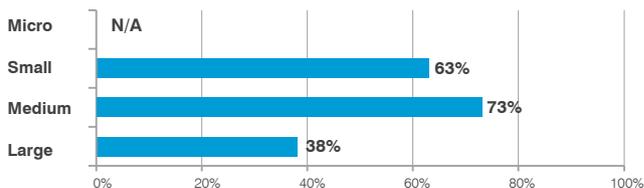
**Main regulatory obstacle:** Product certification

### Share of problems by company size

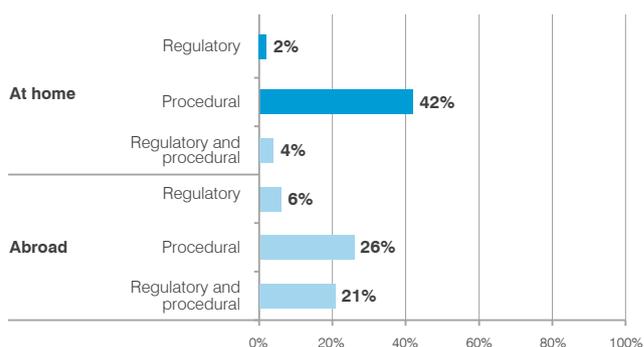
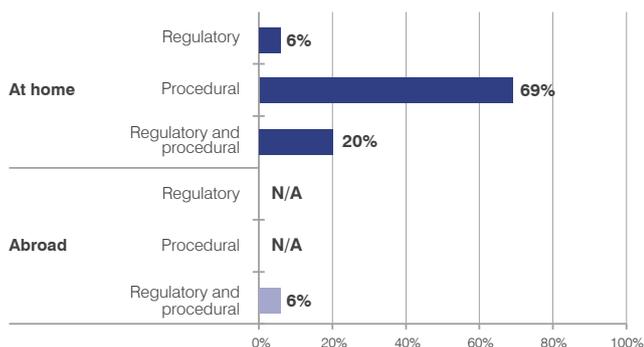
#### Importing firms



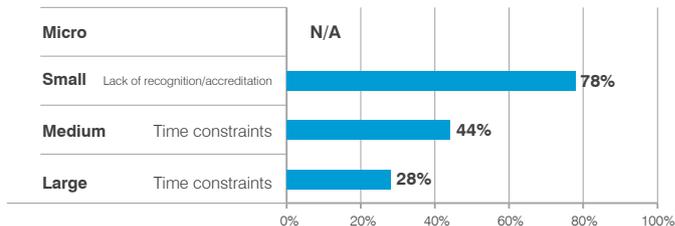
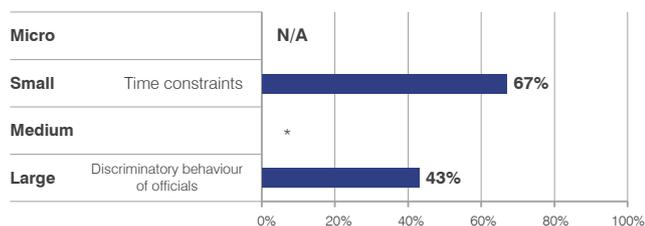
#### Exporting firms



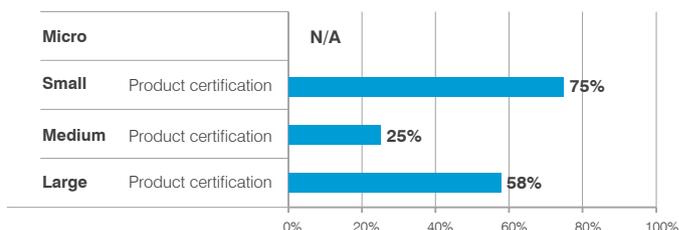
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/malawi>. Survey field work ended in 2011, with 129 companies in phone interviews. Of those, 88 companies (68%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 60 also gave face-to-face interviews.

# Mauritius

## Key indicators

Population (million)	1.3
GDP (\$ billion)	11.6
GDP per capita (\$)	9,187
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-4.8
Tariff preference margin (percentage points)	13.8
Imports and exports (goods and services), share of GDP (%)	113.0
Services exports, share of total exports (%)	56.4
Geographic region	Africa
Development group	SIDS
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	31.9	<b>23.2</b>	41.4
Medium	54.0	46.2	61.5
Large	60.1	73.6	80.5
All	40.7	30.5	52.0
IMMEDIATE BUSINESS ENVIRONMENT	48.5	59.9	<b>27.9</b>
NATIONAL ENVIRONMENT	68.2	64.4	53.8

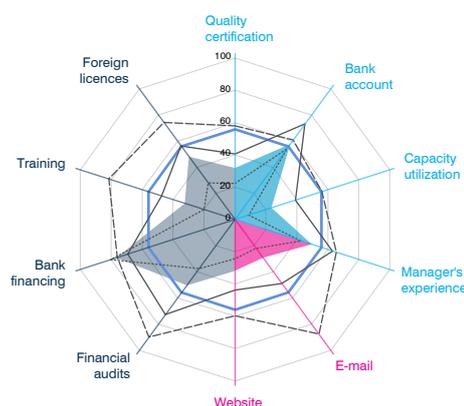
Reference level: 55.9 (a function of GDP per capita \$)

**Strengths are scores above: 83.8**      **Weaknesses are scores below: 27.9**

## SME Competitiveness Grid

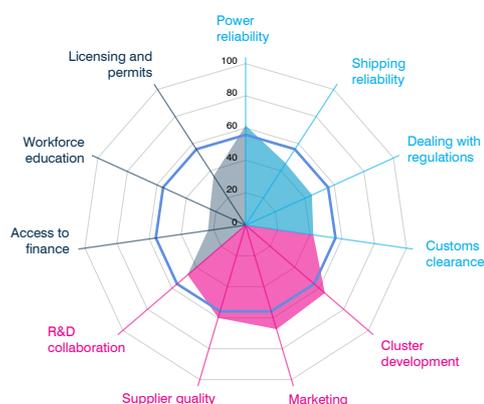
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>22.3</b>	40.7	57.9	31.9
Bank account	54.1	73.3	60.9	57.8
Capacity utilization	<b>8.7</b>	39.0	56.1	<b>23.6</b>
Manager's experience	42.6	63.0	65.5	49.6
<b>Connect</b>				
E-mail	<b>22.0</b>	48.8	<b>87.6</b>	29.2
Firm website	<b>24.3</b>	43.6	59.5	31.7
<b>Change</b>				
Audited financial statement	37.5	72.7	<b>89.9</b>	50.4
Investment financed by banks	80.3	69.3	76.0	76.8
Formal training programme	<b>20.0</b>	47.4	81.5	32.4
Foreign technology licences	28.0	56.4	74.3	48.2



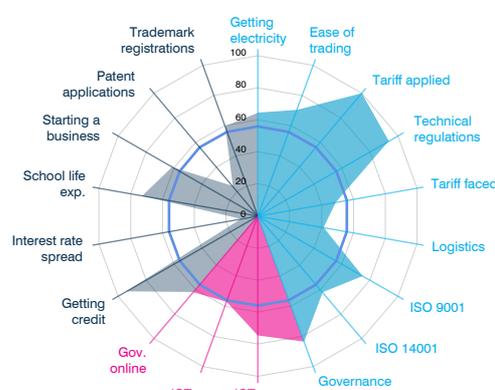
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	64.8	53.0	74.2	61.7
Domestic shipping reliability	64.4	32.9	47.6	45.5
Dealing with regulations	44.8	44.0	50.3	44.8
Customs clearance efficiency	43.2	45.2	33.5	42.1
<b>Connect</b>				
State of cluster development				64.5
Extent of marketing				67.4
Local supplier quality				60.3
University-industry collaboration in R&D				47.3
<b>Change</b>				
Access to finance	<b>18.4</b>	28.8	49.7	<b>23.3</b>
Access to educated workforce	31.0	<b>9.7</b>	<b>22.0</b>	<b>24.2</b>
Business licensing and permits	37.9	<b>27.2</b>	53.3	36.2



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	64.4
Ease of trading across borders	70.3
Applied tariff, trade-weighted average	<b>100.0</b>
Prevalence of technical regulations	<b>93.6</b>
Faced tariff, trade-weighted average	48.9
Logistics performance index	41.3
ISO 9001 quality certificates	74.9
ISO 14001 environmental certificates	62.2
Governance index	83.4
<b>Connect</b>	
ICT access	74.5
ICT use	56.8
Government's online service	61.9
<b>Change</b>	
Ease of getting credit	<b>94.2</b>
Interest rate spread	<b>10.7</b>
School life expectancy	72.8
Ease of starting a business	61.3
Patent applications	<b>24.3</b>
Trademark registrations	59.7



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2009) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Mauritius is an upper-middle income island economy in the Indian Ocean with a population of 1.3 million and GDP of \$11.6 billion. Goods and services account for 43.6% and 56.4% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Mauritius' exports lie in the basic manufactures sector, and in processed food and agro-based products. ITC identifies *ferro-chromium*, *pullovers*, and *prepared or preserved shrimps* as top products for diversification.

Existing export products also have increased exports potential. ITC estimates that *tunas*, for instance, has an export potential of almost \$256 million to OECD countries and \$30 million to non-OECD countries. Other products with potential include *men's/boys shirts* and *refined cane or beet sugar*.

The SME Competitiveness Grid reveals that Mauritius's immediate business environment attains average scores in the compete and connect pillars, but is below average in the change pillar. Small firms underperform in their capacity to connect. In particular, e-mails in day-to-day operations and company websites are rarely used. Furthermore, few small firms have internationally recognized quality certificates or offer formal training programmes to their employees.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Ferro-chromium containing by weight more than 4% of carbon	720241	3	4	4	3	■	■	■
Pullovers, cardigans and similar articles of man-made fibres, knitted	611030	4	19	7	4	■	■	■
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	6	3	2	198	■	■	■
Natural rubber in smoked sheets	400121	8	182	137	6	■		
Prepared or preserved shrimps and prawns	1605Xa	12	72	66	9	■	■	■
Mens/boys garments, made up of impreg, ctd, cov, etc, textile woven fabric	621040	13	56	43	10	■	■	■
Mens/boys garments, of man-made fibres, not knitted	621133	14	6	6	41	■	■	■
Coconut (copra) oil crude	151311	16	14	17	20	■	■	■
Other cyclic amides (including acyclic carbamates) and their derivatives; salts...	2924Xb	17	100	31	12	■	■	■
Other footwear, outer soles of rubber/plastics uppers of leather	6403XX	19	37	30	16	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Tunas, skipjack & Atl bonito, prepared/preserved, whole/in pieces...	160414	316.2	■	■	■	■	■	■	■
Mens/boys shirts, of cotton, not knitted	620520	151.7	■	■	■	■	■	■	■
Refined cane or beet sugar, solid, without flavouring or...	170199	214.7	■	■	■	■	■	■	■
Telephone sets (excl. line telephone sets) and other voice and image...	85XXXb	89.2	■	■	■	■	■	■	■
Mens/boys trousers and shorts, of cotton, not knitted	620342	100.2	■	■	■	■	■	■	■
T-shirts, singlets and other vests, of cotton, knitted	610910	191.7	■	■	■	■	■	■	■
T-shirts, singlets and other vests, of other textile materials, knitted	610990	69.2	■	■	■	■	■	■	■
Womens/girls trousers and shorts, of cotton, not knitted	620462	37.0	■	■	■	■	■	■	■
Articles of jewellery and parts thereof, other than silver	711319	37.3	■	■	■	■	■	■	■
Yarn of carded wool, >=85% by wght of wool, nt put up for retail...	510610	15.6	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

Imports subject to regulation

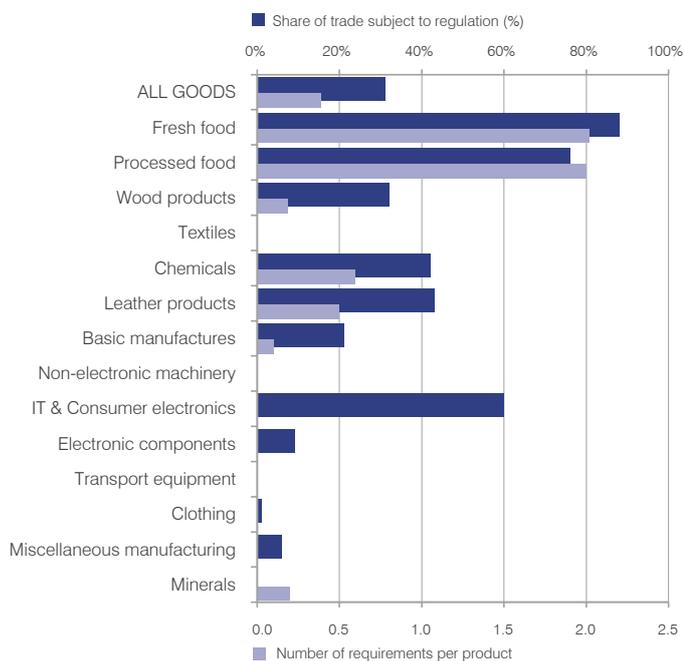


Requirements per imported product

0.39

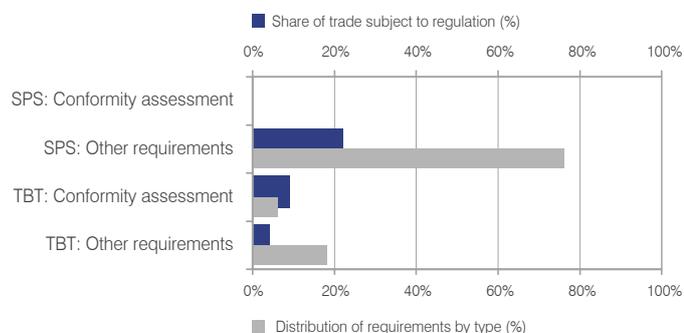
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 15 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  54% of reported problems

**Main procedural obstacle:** Time constraints

#### Exporting firms

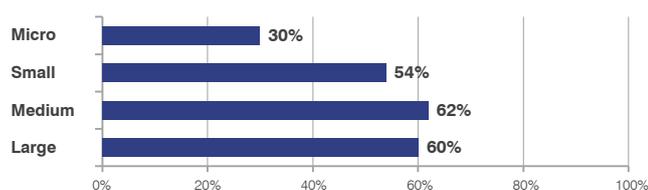
**Technical regulations:**  72% of reported problems

**Main procedural obstacle:** Discriminatory behaviour of officials

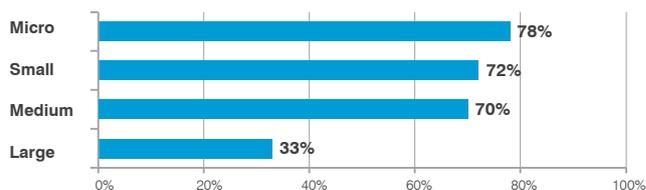
**Main regulatory obstacle:** Product certification

### Share of problems by company size

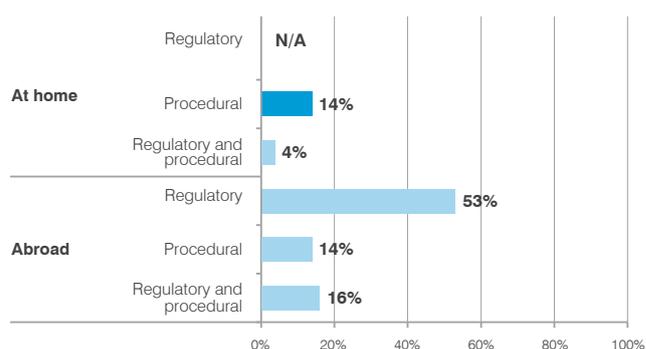
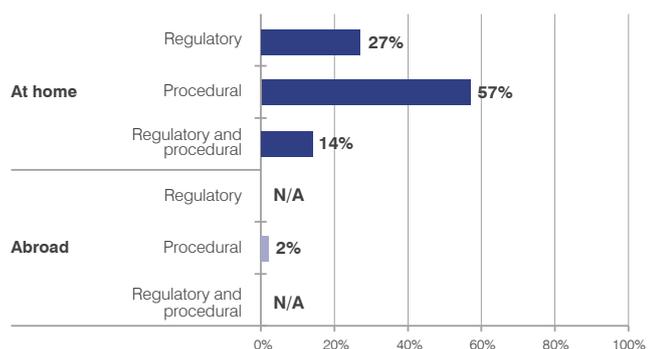
#### Importing firms



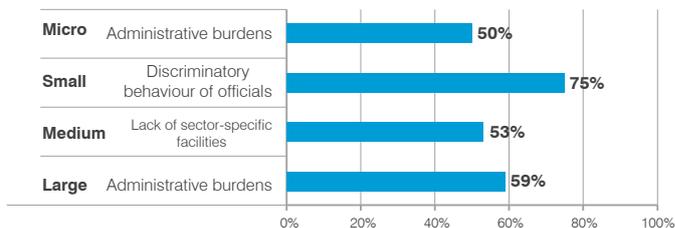
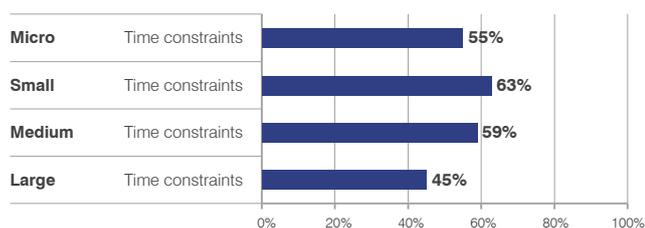
#### Exporting firms



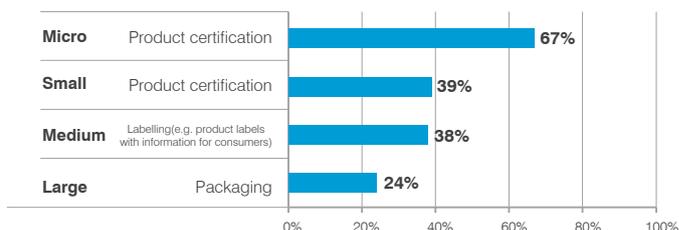
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/mauritius>. Survey field work ended in 2011, with 416 companies in phone interviews. Of those, 136 companies (33%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 85 also gave face-to-face interviews.

# Morocco

## Key indicators

Population (million)	33.5
GDP (\$ billion)	103.1
GDP per capita (\$)	3,077
Share of world GDP (PPP\$, %)	0.2
Current account surplus/deficit, share of GDP (%)	-2.3
Tariff preference margin (percentage points)	5.5
Imports and exports (goods and services), share of GDP (%)	86.7
Services exports, share of total exports (%)	40.7
Geographic region	Arab States
Development group	
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	49.4	<b>70.3</b>	42.6
	Medium	49.8	<b>75.9</b>	50.6
	Large	55.1	69.3	61.4
	All	50.3	<b>72.1</b>	48.7
IMMEDIATE BUSINESS ENVIRONMENT		59.9	49.5	41.1
NATIONAL ENVIRONMENT		55.9	67.2	54.4

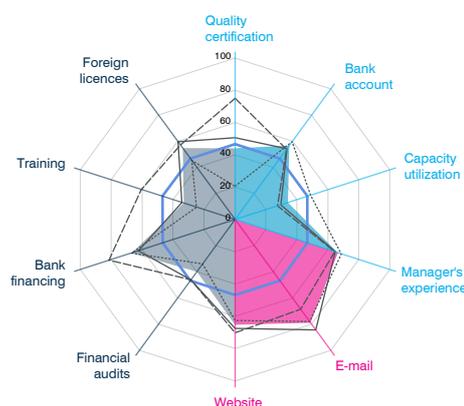
Reference level: 46.7 (a function of GDP per capita \$)

**Strengths are scores above: 70.1**      **Weaknesses are scores below: 23.4**

## SME Competitiveness Grid

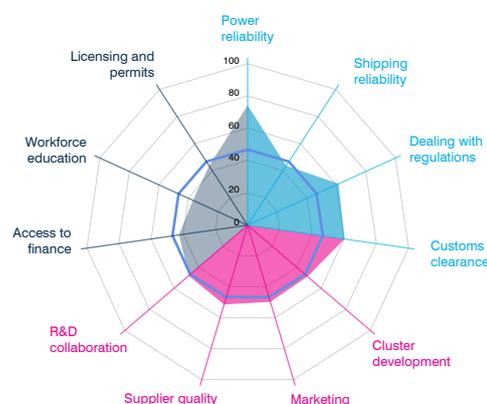
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>20.8</b>	50.7	<b>75.1</b>	44.0
Bank account	59.6	54.1	53.7	56.7
Capacity utilization	48.7	29.6	27.4	34.1
Manager's experience	68.7	64.8	64.4	66.5
<b>Connect</b>				
E-mail	<b>78.1</b>	<b>84.5</b>	68.5	<b>79.1</b>
Firm website	62.4	67.3	<b>70.1</b>	65.2
<b>Change</b>				
Audited financial statement	33.7	46.2	46.2	39.8
Investment financed by banks	66.8	62.4	<b>81.4</b>	66.8
Formal training programme	24.8	34.3	60.6	33.2
Foreign technology licences	45.2	59.6	57.2	54.7



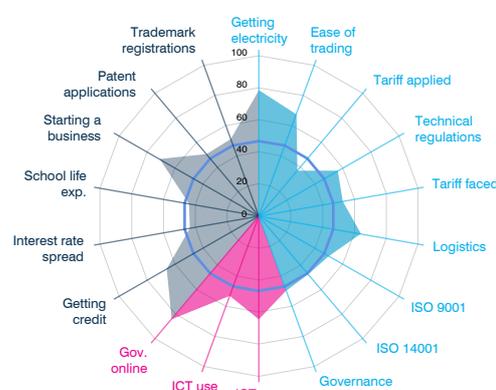
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>74.2</b>	68.8	68.8	<b>74.2</b>
Domestic shipping reliability	36.3	50.0	55.9	43.6
Dealing with regulations	64.6	57.6	63.0	61.6
Customs clearance efficiency	57.0	59.3	60.6	60.3
<b>Connect</b>				
State of cluster development				48.8
Extent of marketing				49.9
Local supplier quality				51.4
University-industry collaboration in R&D				48.1
<b>Change</b>				
Access to finance	39.8	45.8	46.0	42.7
Access to educated workforce	31.0	43.3	45.3	36.9
Business licensing and permits	37.3	51.6	52.3	43.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>78.5</b>
Ease of trading across borders	67.6
Applied tariff, trade-weighted average	36.9
Prevalence of technical regulations	56.3
Faced tariff, trade-weighted average	52.7
Logistics performance index	64.1
ISO 9001 quality certificates	49.9
ISO 14001 environmental certificates	47.5
Governance index	49.5
<b>Connect</b>	
ICT access	64.5
ICT use	53.1
Government's online service	<b>84.0</b>
<b>Change</b>	
Ease of getting credit	66.1
Interest rate spread	43.6
School life expectancy	44.1
Ease of starting a business	<b>71.0</b>
Patent applications	50.6
Trademark registrations	51.0



■ Compete    ■ Connect    ■ Change  
— Reference level    ..... Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Morocco is a lower-middle income country with a population of 33.5 million and GDP of \$103.1 billion. Goods and services account for 59.3% and 40.7% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Morocco's exports lie in the basic manufactures sector, and in fresh food and raw agro-based products. ITC has identified *cement clinkers*, *ferro-chromium*, and *iron and steel bars and rods* as top products for diversification. The price stability of the latter two products adds a development dimension.

Existing export products also have increased export potential. For instance, *automobiles with diesel engine displacing not more than 1500 cc* have an unrealized export potential of \$700 million to OECD countries according to ITC's export potential analysis. Other products with potential include *diammonium phosphate* and *aircraft parts*.

The SME Competitiveness Grid reveals that firms of all sizes perform well on their capacity to connect, in particular using e-mails in day-to-day operations. However, few small firms have internationally recognized quality certificates. This is in sharp contrast to large firms, which score well in this regard. Morocco's immediate business environment attains average scores in all three pillars of competitiveness.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Cement clinkers	252310	1	462	1	178	■	■	■
Ferro-chromium containing by weight more than 4% of carbon	720241	7	181	51	1	■	■	■
Bars & rods, i/nas, hr, hd or he, cntg indent, ribs, etc, prod dur rp/tar	721420	8	7	5	150	■	■	■
Ceramic flooring blocks, support or filler tiles and the like	690490	12	32	8	335	■	■	■
Wheat and meslin, except durum	1001Xb	14	16	9	243	■		
Durum wheat	1001Xa	21	47	12	107	■		
Semi-fin prod, i/nas, rect/sq cross-sect cntg by wgt<.25% c,width<2X thk	720711	22	5	19	40	■	■	■
Spirits obtained by distilling grape wine or grape marc	220820	24	131	15	71	■	■	■
Potassium chloride, in packages weighing more than 10 kg	310420	29	632	20	145	■	■	■
Plain weave cotton fabric, >/=85%, >100 g/m2 to 200 g/m2, unbleached	520812	33	373	23	167	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Automobiles with diesel engine displacing not more than 1500 cc	870331	341.7	0	0	0	■	■	■	■
Diammonium phosphate, in packages weighing more than 10 kg	310530	902.1	0	0	0	■	■	■	■
Aircraft parts	880330	196.7	0	0	0	■	■	■	■
Sardines, sardinella & brislg o sprats prep o presvd	160413	380.9	0	0	0	■	■	■	■
Ignition wirg sets & oth wirg sets usd in vehicles, aircraft etc	854430	1359.5	0	0	0	■	■	■	■
Octopus, frozen, dried, salted or in brine	030759	313.8	0	0	0	■	■	■	■
Beans, shelled or unshelled, fresh or chilled	070820	185.1	0	0	0	■			■
Monoammonium phosphate & mx thereof w diamonium...	310540	694.3	0	0	0	■	■	■	■
Mandarins (tang & sats) clementines & wilkgs & sim citrus hybrids...	080520	351.6	0	0	0	■			■
Superphosphates, in packages weighing more than 10 kg	310310	371.3	0	0	0	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

3.81

**Exports subject to regulation**

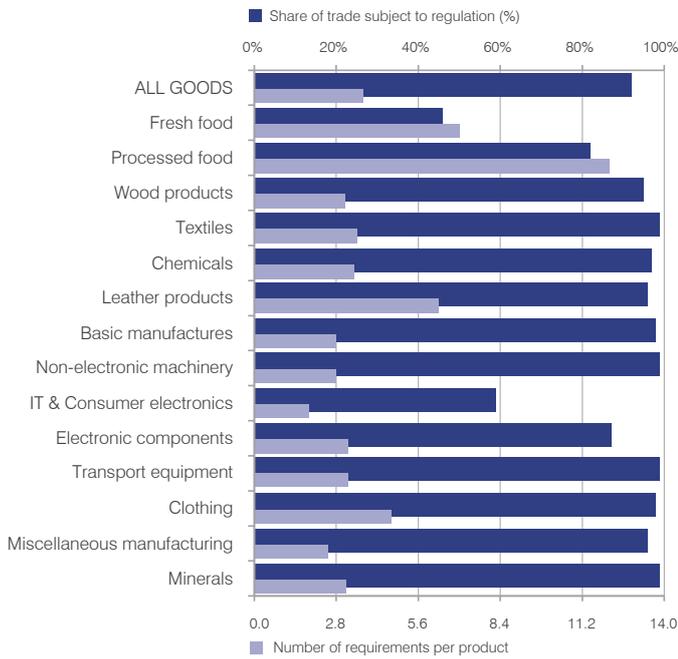


**Requirements per exported product**

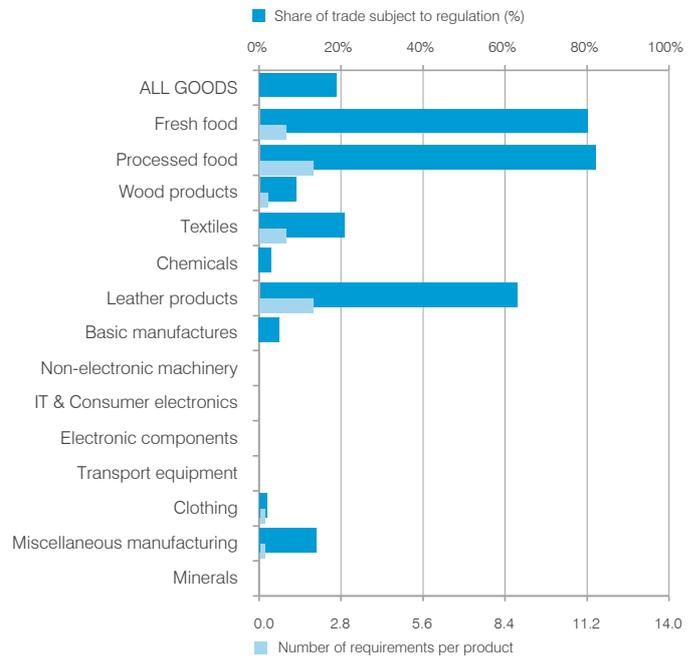
0.45

## Regulatory environment by sector

### Import regulations

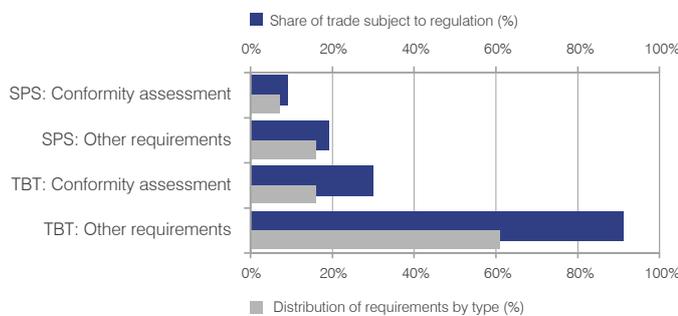


### Export regulations

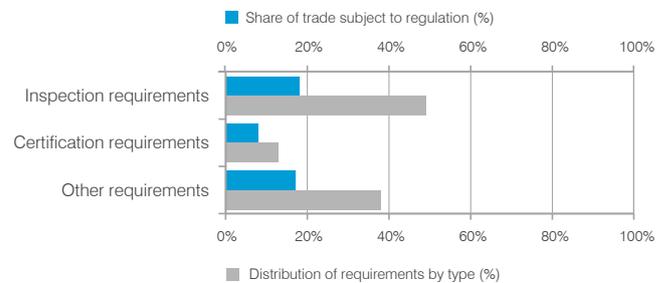


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 115 technical regulations; excluding 6 regulations covering all products.

**Source:** ITC-UNCTAD-WB joint data collection, 2014. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  28% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

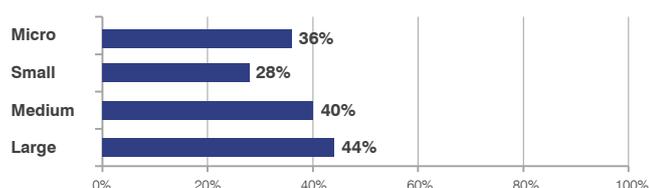
**Technical regulations:**  88% of reported problems

**Main procedural obstacle:** Administrative burdens

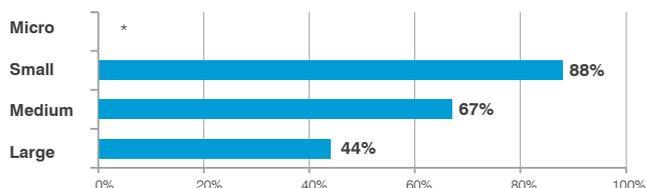
**Main regulatory obstacle:** Tolerance limits for residues of or contamination by certain substances

## Share of problems by company size

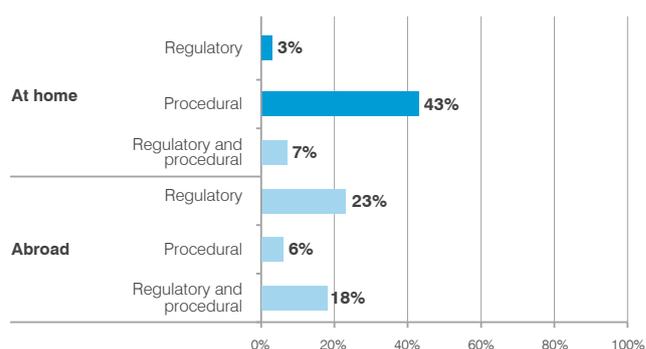
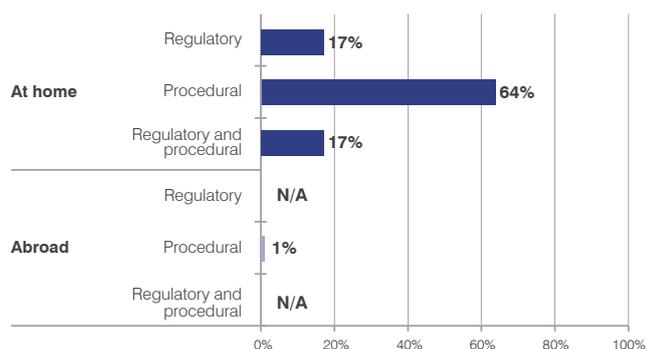
### Importing firms



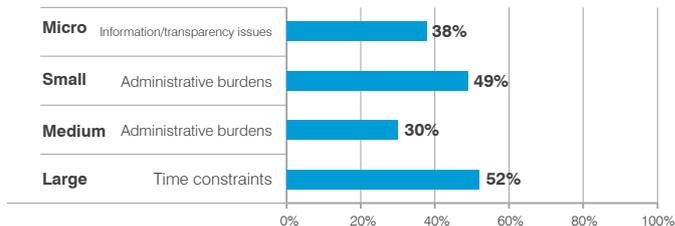
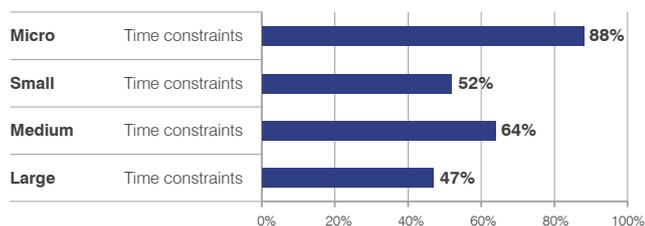
### Exporting firms



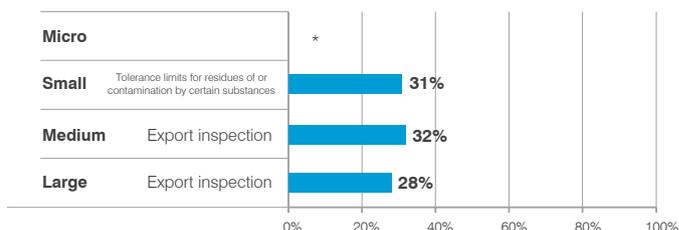
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/morocco>. Survey field work ended in 2011, with 794 companies in phone interviews. Of those, 323 companies (41%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 240 also gave face-to-face interviews.

# Namibia

## Key indicators

Population (million)	2.2
GDP (\$ billion)	12.9
GDP per capita (\$)	5,787
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-12.1
Tariff preference margin (percentage points)	4.3
Imports and exports (goods and services), share of GDP (%)	122.2
Services exports, share of total exports (%)	14.7
Geographic region	Africa
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	46.7	30.6	43.7
	Medium	49.2	59.9	64.0
	Large	65.5	<b>99.6</b>	63.0
	All	44.5	36.4	52.9
IMMEDIATE BUSINESS ENVIRONMENT		63.5	53.2	64.9
NATIONAL ENVIRONMENT		53.5	41.6	45.4

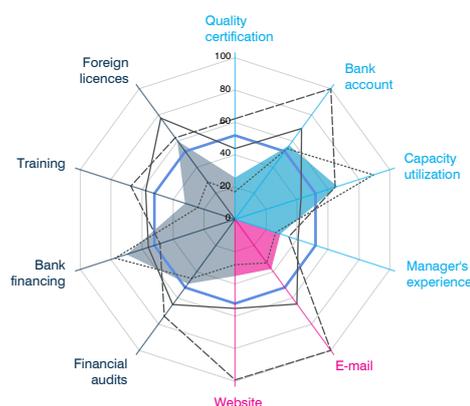
Reference level: 52.0 (a function of GDP per capita \$)

**Strengths are scores above: 78.0**      **Weaknesses are scores below: 26.0**

## SME Competitiveness Grid

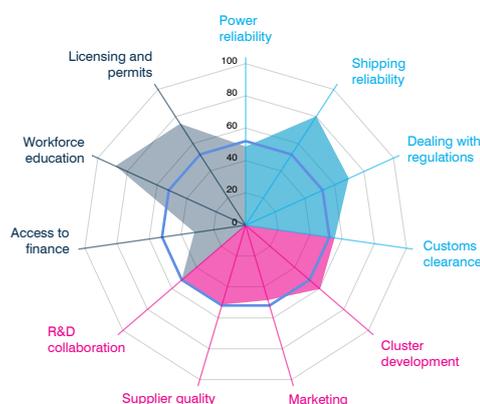
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>17.2</b>	43.9	62.5	<b>25.9</b>
Bank account	54.1	69.6	<b>100.0</b>	56.7
Capacity utilization	<b>89.4</b>	42.7	64.7	66.1
Manager's experience	26.2	40.7	34.7	29.3
Connect				
E-mail	33.2	64.7	<b>100.0</b>	37.9
Firm website	28.0	55.0	<b>99.3</b>	35.0
Change				
Audited financial statement	45.1	65.1	74.1	49.3
Investment financed by banks	77.3	55.9	48.2	70.0
Formal training programme	<b>23.9</b>	57.6	67.2	32.2
Foreign technology licences	28.6	77.5	62.5	60.2



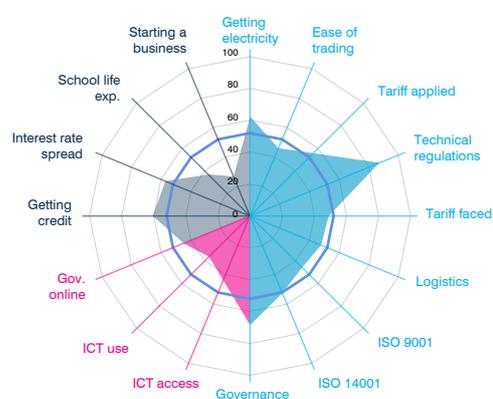
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	47.5	50.0	51.4	48.7
Domestic shipping reliability	<b>80.2</b>	-	-	<b>80.2</b>
Dealing with regulations	71.0	62.0	<b>89.6</b>	69.7
Customs clearance efficiency	64.0	62.3	75.2	55.4
Connect				
State of cluster development				60.5
Extent of marketing				48.6
Local supplier quality				51.4
University-industry collaboration in R&D				52.3
Change				
Access to finance	28.3	41.6	<b>97.0</b>	31.9
Access to educated workforce	<b>86.8</b>	<b>93.9</b>	<b>94.2</b>	<b>88.1</b>
Business licensing and permits	<b>81.5</b>	51.9	<b>92.8</b>	74.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	62.3
Ease of trading across borders	46.0
Applied tariff, trade-weighted average	55.7
Prevalence of technical regulations	<b>87.2</b>
Faced tariff, trade-weighted average	49.0
Logistics performance index	47.8
ISO 9001 quality certificates	45.8
ISO 14001 environmental certificates	52.4
Governance index	68.6
Connect	
ICT access	43.7
ICT use	36.2
Government's online service	44.9
Change	
Ease of getting credit	60.7
Interest rate spread	57.1
School life expectancy	36.8
Ease of starting a business	26.9
Patent applications	-
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2014) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Namibia is an upper-middle income country in southern Africa with a population of 2.2 million and GDP of \$12.9 billion. Goods and services account for 85.3% and 14.7% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Namibia's exports lie in fresh and processed food, and raw and processed agro-based products. ITC identifies *greasy shorn wool, not carded or combed; sheep cuts, frozen*, and *milk and cream powder unsweetened* as top products for diversification. The high participation of women in the production of the latter two products adds a development dimension.

ITC estimates that there is also potential to increase exports of existing export products such as *copper unrefined* to both OECD and non-OECD countries outside the region. Other products with potential include *fish fillets, frozen* and *frozen hake*.

The SME Competitiveness Grid reveals that Namibia's immediate business environment attains average scores in all three pillars of competitiveness. Yet, few small firms have internationally recognized quality certificates or make use of e-mails or websites. Small firms, however, attain good scores in capacity utilization, and banks finance a share of investments.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Greasy shorn wool, not carded or combed	510111	1	4	1	3	■		
Sheep cuts, bone in, frozen	020442	2	2	2	2	■	■	■
Sheep cuts, boneless, fresh or chilled	020423	4	8	8	1	■	■	■
Milk and cream powder unsweetened exceeding 1.5% fat	040221	5	1	4	82	■	■	■
Potassium chloride, in packages weighing more than 10 kg	310420	6	5	5	30	■	■	■
Piperidine and its salts	293332	8	30	18	4	■	■	■
Sheep cuts, bone in, fresh or chilled	020422	11	13	12	6	■	■	■
Grain sorghum	1007	12	7	7	28	■		
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	13	11	11	172	■	■	■
Lamb carcasses and half carcasses, frozen	020430	14	12	13	52	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Copper unrefined, copper anodes for electrolytic refining	740200	343.8	■	■	■	■	■	■	■
Fish fillets, frozen	0304Xb	223.8	■	■	■	■	■	■	■
Zinc bars, rods, profiles and wire	790400	21.1	■	■	■	■	■	■	■
Frozen Hake	030366	36.8	■	■	■	■	■	■	■
Sheep carcasses and half carcasses, fresh or chilled	020421	25.5	■	■	■	■	■	■	■
Beer made from malt	220300	125.3	■	■	■	■	■	■	■
Sardines, sardinella & sprats prep or presvd	160413	26.5	■	■	■	■	■	■	■
Other frozen fish, whole	0303Xa	82.9	■	■	■	■	■	■	■
Lamb carcasses and half carcasses, frozen	020430	7.6	■	■	■	■	■	■	■
Bovine cuts boneless, fresh or chilled	020130	62.3	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

Imports subject to regulation

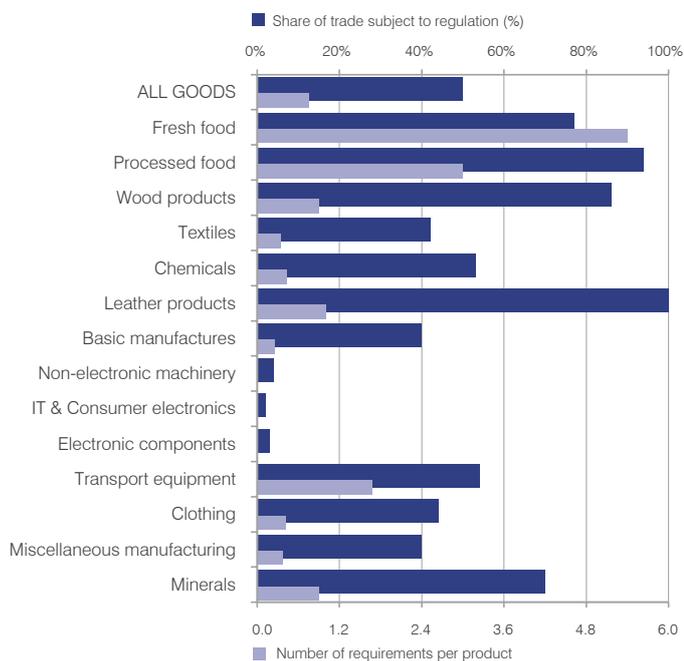


Requirements per imported product

0.75

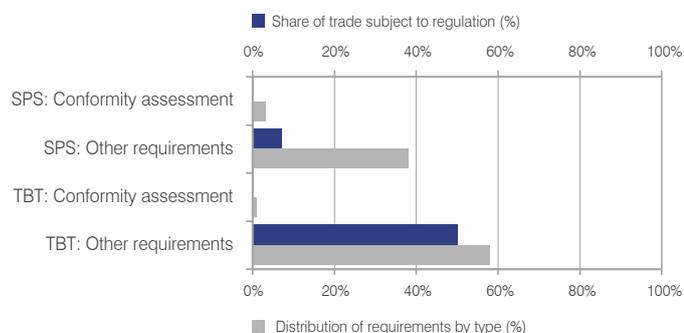
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 24 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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For further information visit <http://ntmsurvey.org>.

# Nepal

## Key indicators

Population (million)	28.4
GDP (\$ billion)	21.4
GDP per capita (\$)	751
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	5.0
Tariff preference margin (percentage points)	13.3
Imports and exports (goods and services), share of GDP (%)	55.0
Services exports, share of total exports (%)	59.1
Geographic region	Asia-Pacific
Development group	LDC, LLDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	31.2	<b>14.5</b>	32.0
	Medium	51.3	45.8	<b>63.1</b>
	Large	<b>70.4</b>	<b>81.4</b>	<b>73.7</b>
	All	35.8	19.1	39.8
IMMEDIATE BUSINESS ENVIRONMENT		50.5	38.5	51.0
NATIONAL ENVIRONMENT		42.8	24.2	36.2

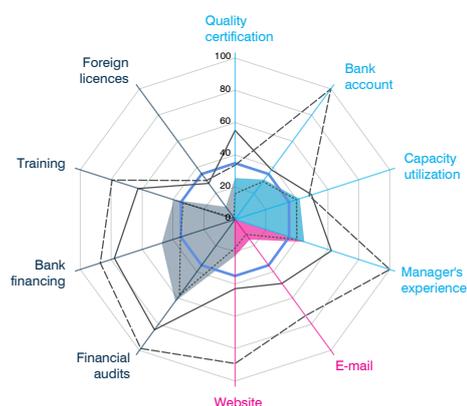
Reference level: 34.9 (a function of GDP per capita \$)

**Strengths are scores above: 52.4** | **Weaknesses are scores below: 17.5**

## SME Competitiveness Grid

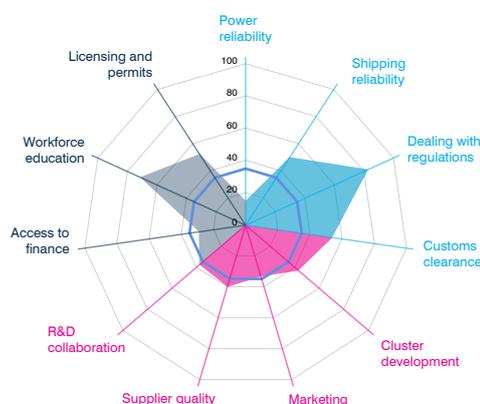
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>16.0</b>	<b>55.2</b>	33.7	25.7
Bank account	29.1	38.1	<b>100.0</b>	30.7
Capacity utilization	39.6	49.5	48.0	41.8
Manager's experience	40.0	<b>62.3</b>	<b>100.0</b>	44.8
<b>Connect</b>				
E-mail	<b>11.4</b>	49.0	<b>73.7</b>	<b>15.5</b>
Firm website	17.5	42.7	<b>89.2</b>	22.7
<b>Change</b>				
Audited financial statement	<b>58.1</b>	<b>84.4</b>	<b>98.6</b>	<b>62.7</b>
Investment financed by banks	35.3	<b>77.9</b>	<b>87.1</b>	47.3
Formal training programme	33.3	<b>62.6</b>	<b>79.4</b>	39.5
Foreign technology licences	<b>1.4</b>	27.7	29.8	<b>9.7</b>



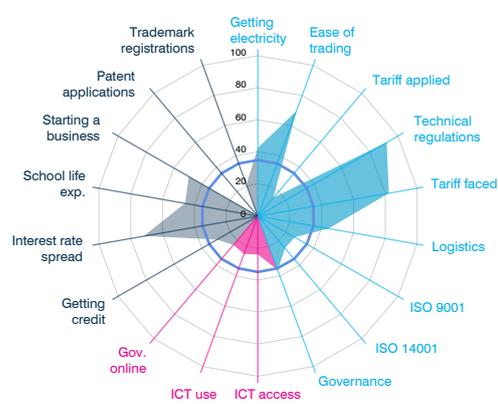
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>14.3</b>	19.5	<b>16.9</b>	<b>15.0</b>
Domestic shipping reliability	47.6	<b>64.4</b>	<b>70.7</b>	47.3
Dealing with regulations	<b>88.4</b>	<b>64.0</b>	<b>81.1</b>	<b>83.0</b>
Customs clearance efficiency	<b>74.3</b>	<b>52.9</b>	<b>59.5</b>	<b>54.0</b>
<b>Connect</b>				
State of cluster development				43.1
Extent of marketing				33.4
Local supplier quality				40.0
University-industry collaboration in R&D				37.6
<b>Change</b>				
Access to finance	26.3	51.9	<b>7.6</b>	29.0
Access to educated workforce	<b>72.5</b>	<b>69.3</b>	<b>60.7</b>	<b>71.5</b>
Business licensing and permits	50.0	<b>65.6</b>	<b>69.1</b>	52.3



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	42.7
Ease of trading across borders	<b>69.7</b>
Applied tariff, trade-weighted average	<b>14.9</b>
Prevalence of technical regulations	<b>91.9</b>
Faced tariff, trade-weighted average	<b>82.3</b>
Logistics performance index	44.6
ISO 9001 quality certificates	26.3
ISO 14001 environmental certificates	26.1
Governance index	35.9
<b>Connect</b>	
ICT access	24.0
ICT use	25.1
Government's online service	23.5
<b>Change</b>	
Ease of getting credit	29.4
Interest rate spread	<b>71.7</b>
School life expectancy	45.6
Ease of starting a business	49.4
Patent applications	<b>0.0</b>
Trademark registrations	21.1



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Nepal is a low income country in Asia with a population of 28.4 million and GDP of \$21.4 billion. Goods and services account for 40.9% and 59.1% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Nepal's exports lie in textiles and the basic manufactures sector. ITC identifies *yarn of jute*, *woven fabrics of polyester*, and *ferro-tungsten* as top products for diversification. Price stability, prevalence of SMEs and female participation in the production of the textile-related products add a development dimension.

Existing export products also have increased export potential, for instance *sacks and bags for packaging of goods*. ITC estimates that this product has an unrealized export potential of almost \$125 million to non-OECD countries. Other products with potential include *nuts* and *cardamons*.

The SME Competitiveness Grid reveals that Nepal's immediate environment does well in the capacity to compete and change pillars, attaining good scores in the time management spends handling regulations. Small firms, however, underperform in their capacity to connect, with only a few small firms using e-mails in day-to-day operations or having foreign technology licences. However, medium-sized and large firms perform well on a range of measures, particularly audited financial statements and investments financed by banks.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Yarn of jute or of other textile bast fibres, single	530710	8	2	1	24	■	■	■
Woven fab of polyester staple fib,<85%,mixd w/cot,<=170 g/m2,dyd	551323	15	1	2	1306	■	■	■
Sports footwear w outer soles of rubber o plastics&uppers of textile	640411	39	73	86	32	■	■	■
Ferro-tungsten and ferro-silico-tungsten	720280	43	1765	2280	31	■	■	■
Other cyclic amides (including acyclic carbamates) and their derivatives; salts...	2924Xb	46	128	122	40	■	■	■
Towers and lattice masts, iron or steel	730820	48	7	11	244	■	■	■
Pipe,line,i or s,int/ext circ cross sect,wid,ext dia >406.4mm	730519	49	10	15	129	■	■	■
Magnesium unwrought containing by weight at least 99.8% of magnesium	810411	54	960	33	65	■	■	■
Diammonium phosphate, in packages weighing more than 10 kg	310530	62	93	75	55	■	■	■
Bicycles and other cycles (including delivery tricycles),not motorised	871200	76	81	133	68	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Sacks&bags,for packg of goods,of jute or of other textile bast...	630510	20.6	■	■	■	■	■	■	■
Nuts	0802Xc	13.6	■	■	■	■	■	■	■
Cardamons	0908Xc	21.7	■	■	■	■	■	■	■
Yarn,>=85% of polyester staple fibres, single, not put up	550921	22.8	■	■	■	■	■	■	■
Lentils dried, shelled, whether or not skinned or split	071340	15.0	■	■	■	■	■	■	■
Rosin	380610	10.3	■	■	■	■	■	■	■
Flat rolled prod,i/nas,pltd or ctd w zinc,corrugated,>=600m...	721041	23.3	■	■	■	■	■	■	■
Yarn of polyester staple fibres mixd w/ arti staple fib,not put up	550951	13.6	■	■	■	■	■	■	■
Carpets of wool or fine animal hair, knotted	570110	69.4	■	■	■	■	■	■	■
Other medicinal plants	1211XX	11.2	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

0.48

**Exports subject to regulation**

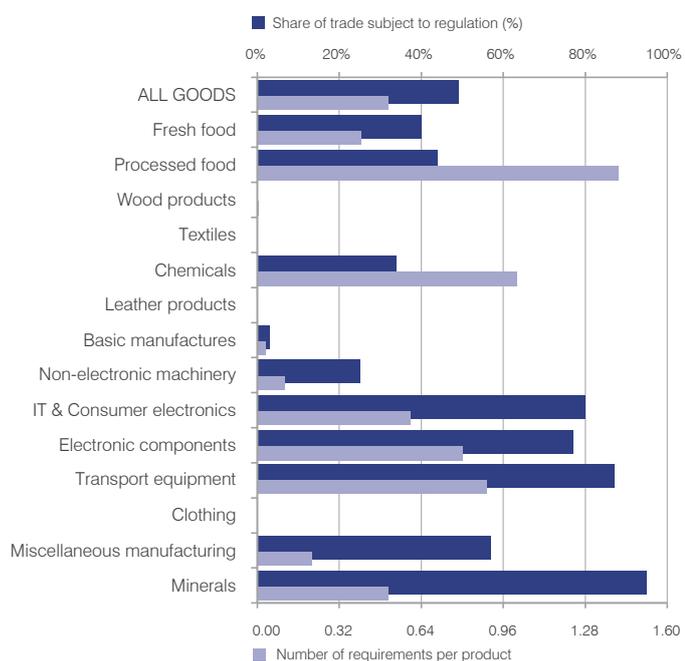


**Requirements per exported product**

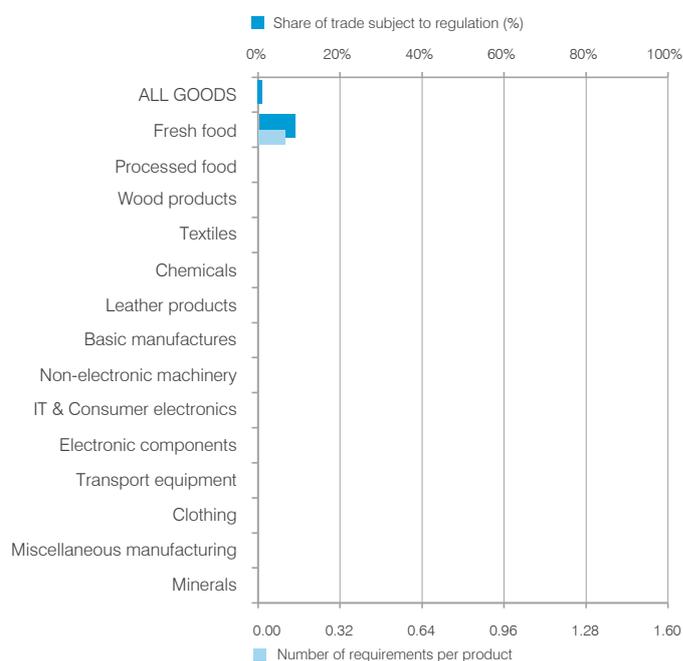
0.01

## Regulatory environment by sector

### Import regulations

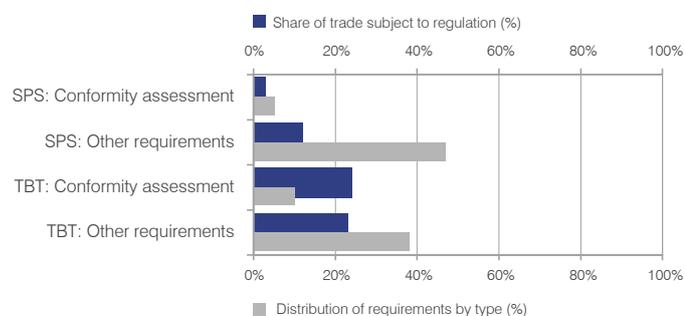


### Export regulations

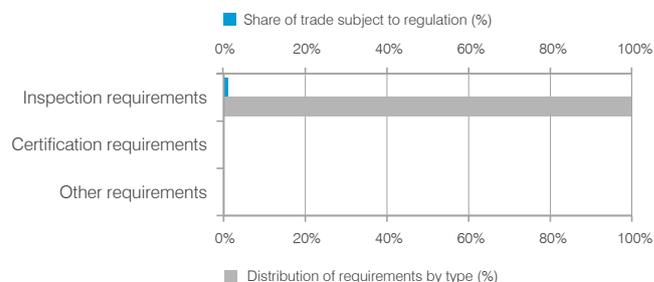


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 31 technical regulations; excluding 7 regulations covering all products.  
**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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# Paraguay

## Key indicators

Population (million)	7.0
GDP (\$ billion)	29.1
GDP per capita (\$)	4,142
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-2.0
Tariff preference margin (percentage points)	3.7
Imports and exports (goods and services), share of GDP (%)	79.2
Services exports, share of total exports (%)	9.4
Geographic region	Latin America and the Caribbean
Development group	LLDC
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	34.8	25.9	31.1
	Medium	54.2	62.6	57.1
	Large	65.8	<b>78.4</b>	<b>81.0</b>
	All	46.3	42.9	51.0
IMMEDIATE BUSINESS ENVIRONMENT		35.1	43.1	35.0
NATIONAL ENVIRONMENT		49.2	38.8	50.7

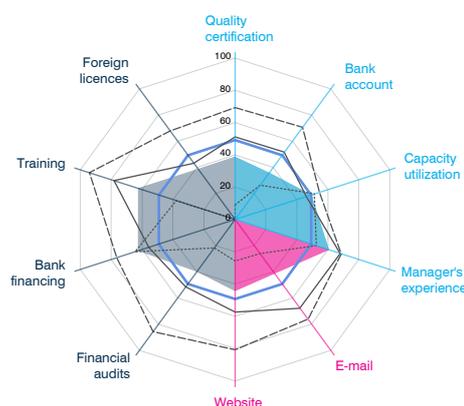
Reference level: 49.2 (a function of GDP per capita \$)

**Strengths are scores above: 73.8**      **Weaknesses are scores below: 24.6**

## SME Competitiveness Grid

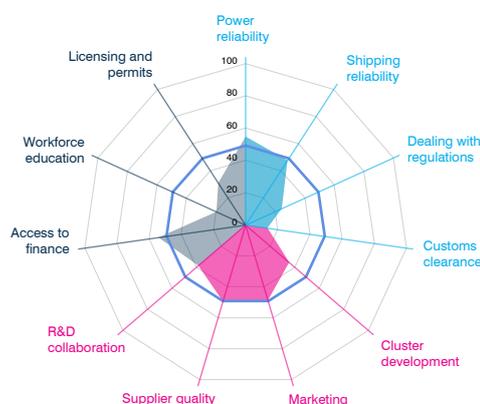
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>9.0</b>	51.2	69.3	39.0
Bank account	26.3	51.5	70.7	36.0
Capacity utilization	51.4	46.0	54.7	49.5
Manager's experience	52.6	68.0	68.7	60.9
<b>Connect</b>				
E-mail	26.1	67.8	<b>76.3</b>	41.4
Firm website	25.7	57.3	<b>80.6</b>	44.4
<b>Change</b>				
Audited financial statement	<b>21.7</b>	51.5	<b>85.7</b>	39.9
Investment financed by banks	64.5	55.7	<b>76.3</b>	62.8
Formal training programme	38.0	<b>78.2</b>	<b>94.1</b>	62.7
Foreign technology licences	<b>0.0</b>	43.1	67.9	38.7



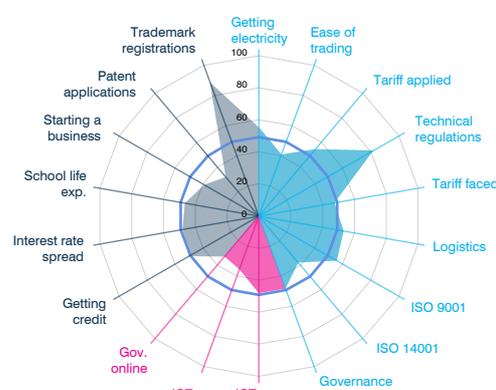
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	56.8	53.0	53.0	54.8
Domestic shipping reliability	59.6	40.3	45.5	47.6
Dealing with regulations	25.2	<b>23.7</b>	<b>22.5</b>	<b>24.3</b>
Customs clearance efficiency	28.6	<b>6.1</b>	28.2	<b>13.5</b>
<b>Connect</b>				
State of cluster development				35.4
Extent of marketing				48.7
Local supplier quality				49.5
University-industry collaboration in R&D				38.6
<b>Change</b>				
Access to finance	51.8	53.5	71.0	54.2
Access to educated workforce	<b>23.9</b>	<b>16.0</b>	<b>19.8</b>	<b>19.9</b>
Business licensing and permits	31.7	29.4	34.6	31.0



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	55.4
Ease of trading across borders	40.7
Applied tariff, trade-weighted average	54.6
Prevalence of technical regulations	<b>81.9</b>
Faced tariff, trade-weighted average	47.6
Logistics performance index	53.3
ISO 9001 quality certificates	55.7
ISO 14001 environmental certificates	37.7
Governance index	48.1
<b>Connect</b>	
ICT access	48.1
ICT use	35.2
Government's online service	33.0
<b>Change</b>	
Ease of getting credit	50.0
Interest rate spread	48.1
School life expectancy	46.5
Ease of starting a business	38.9
Patent applications	31.9
Trademark registrations	<b>88.9</b>



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Paraguay is an upper-middle income country in Central America with a population of 7 million and GDP of \$29.1 billion. Goods and services account for 90.6% and 9.4% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Paraguay's exports lie in fresh food and raw agro-based products, and in the basic manufactures sector. ITC identifies *sheep cuts, frozen* as a new product Paraguay could export. The product's price stability adds a development dimension. Other top products for diversification include *quebracho extract* and *ferro-silico-manganese*.

Existing export products such as *soya-bean oil-cake* have increased export potential. ITC estimates that this product has an unrealized export potential of almost \$154 million to non-OECD countries and \$391 million to OECD countries. Other products with potential include *bovine cuts boneless, frozen* and *maize*.

The SME Competitiveness Grid reveals that Paraguay's immediate environment attains average scores in all three pillars of competitiveness. The national environment performs well on the capacity to compete. Yet, few small firms have internationally recognized quality certificates or foreign technology licences, and their score level on connectivity is below expectations.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Sheep cuts, bone in, frozen	020442	6	8	6	8	■	■	■
Quebracho extract	320110	7	2	9	5	■	■	■
Sheep cuts, boneless, fresh or chilled	020423	9	242	14	6	■	■	■
Ferro-silico-manganese	720230	22	29	19	47	■	■	■
Greasy shorn wool, not carded or combed	510111	23	5	22	14	■	■	■
Casein	350110	28	18	30	21	■	■	■
Carpets of wool/fine animal hair, of wovn pile constructn	570231	32	1119	26	375	■	■	■
Brazil nuts, without shell, fresh or dried	080122	36	35	48	17	■	■	■
Compounds containing in the structure a quinoline or isoquinoline ring-system...	2933Xb	40	63	59	22	■	■	■
Maté	090300	45	10	45	42	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Soya-bean oil-cake&oth solid residues,whether or not ground...	230400	606.1	■	■	■	■	■	■	■
Bovine cuts boneless, frozen	020230	585.6	■	■	■	■	■	■	■
Soya beans, whether or not broken	1201	2103.7	■	■	■	■	■	■	■
Maize (corn)	100590	406.9	■	■	■	■	■	■	■
Soya-bean oil crude, whether or not degummed	150710	247.9	■	■	■	■	■	■	■
Rice, husked (brown)	100620	35.1	■	■	■	■	■	■	■
Bovine cuts boneless, fresh or chilled	020130	327.4	■	■	■	■	■	■	■
Wheat and meslin, except durum	1001Xb	193.9	■	■	■	■	■	■	■
Raw hides and skins (other than furskins) and leather	41XXXa	131.8	■	■	■	■	■	■	■
Raw cane sugar	1701XX	44.0	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

**Imports subject to regulation**

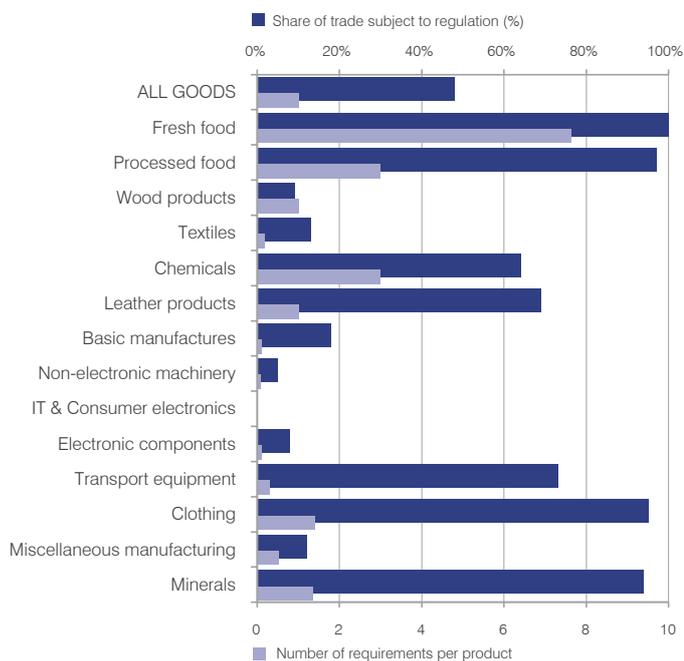


**Requirements per imported product**

1.11

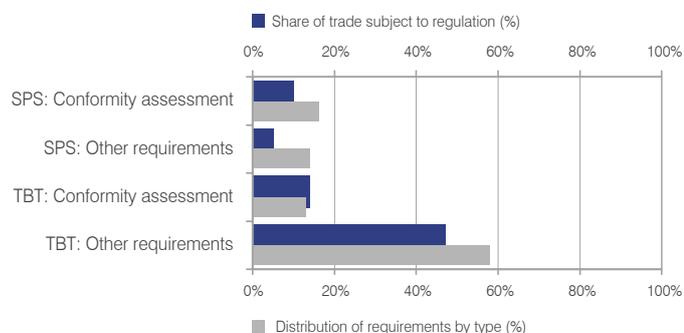
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 65 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  48% of reported problems

**Main procedural obstacle:** Other

#### Exporting firms

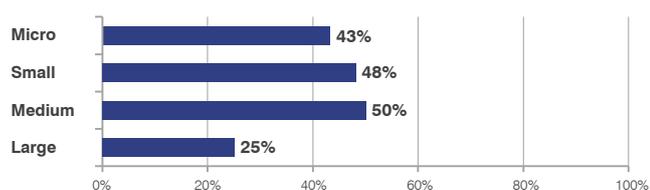
**Technical regulations:**  41% of reported problems

**Main procedural obstacle:** Time constraints

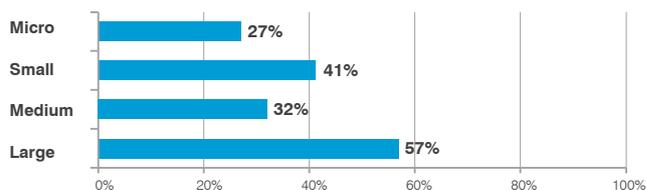
**Main regulatory obstacle:** Product certification

### Share of problems by company size

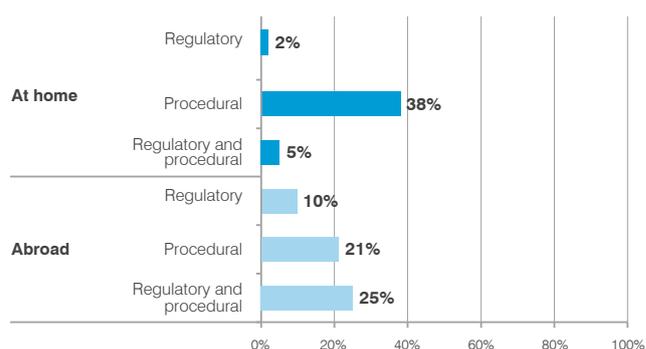
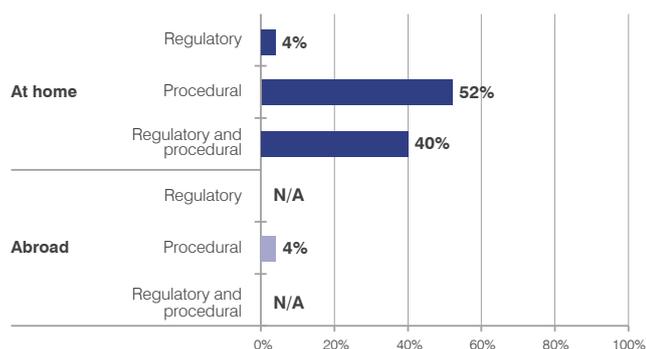
#### Importing firms



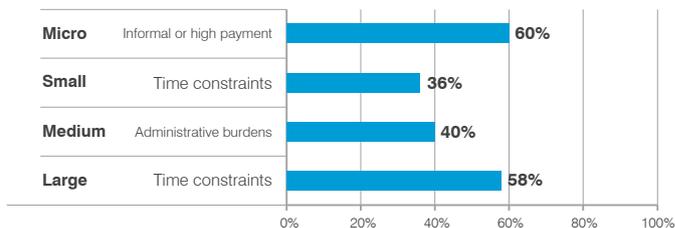
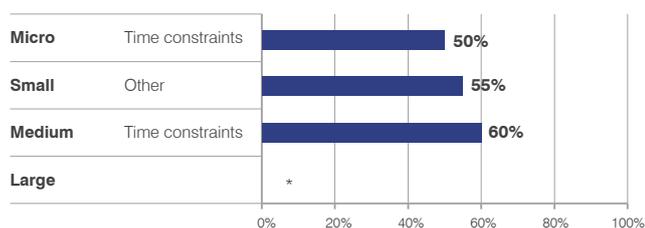
#### Exporting firms



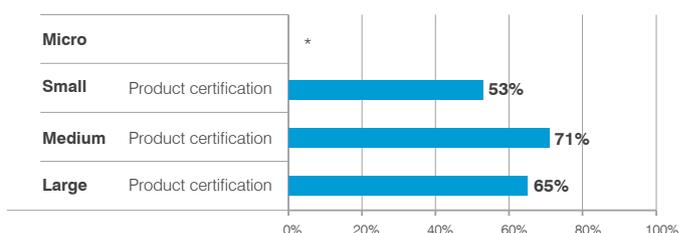
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/paraguay>. Survey field work ended in 2011, with 411 companies in phone interviews. Of those, 207 companies (50%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 79 also gave face-to-face interviews.

# Peru

## Key indicators

Population (million)	31.9
GDP (\$ billion)	179.9
GDP per capita (\$)	5,638
Share of world GDP (PPP\$, %)	0.3
Current account surplus/deficit, share of GDP (%)	-3.7
Tariff preference margin (percentage points)	3.1
Imports and exports (goods and services), share of GDP (%)	46.5
Services exports, share of total exports (%)	13.3
Geographic region	Latin America and the Caribbean
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	39.4	40.3	41.4
	Medium	48.3	49.3	56.1
	Large	70.5	72.0	73.5
	All	45.2	46.3	51.3
IMMEDIATE BUSINESS ENVIRONMENT		41.0	51.9	49.9
NATIONAL ENVIRONMENT		64.0	57.0	56.6

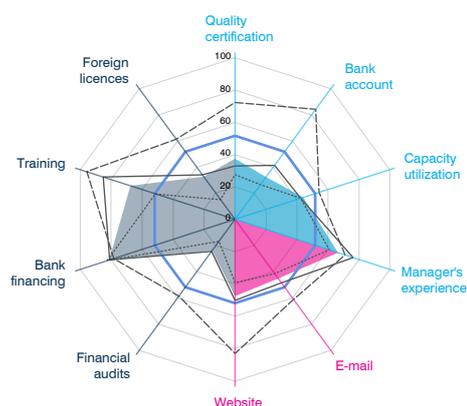
Reference level: 51.8 (a function of GDP per capita \$)

**Strengths are scores above: 77.7**      **Weaknesses are scores below: 25.9**

## SME Competitiveness Grid

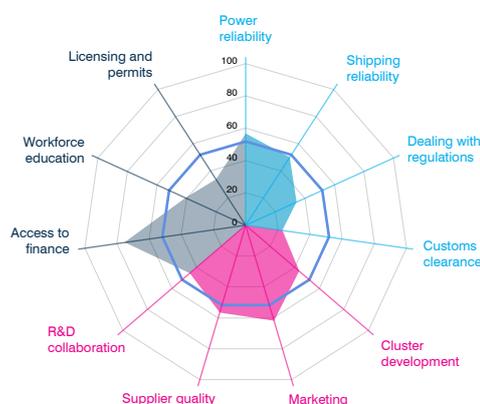
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	27.7	33.1	72.4	37.7
Bank account	26.7	41.4	<b>84.4</b>	32.5
Capacity utilization	42.4	42.4	54.2	44.1
Manager's experience	60.9	76.3	71.1	66.5
<b>Connect</b>				
E-mail	41.4	48.5	61.1	45.2
Firm website	39.1	50.1	<b>82.9</b>	47.4
<b>Change</b>				
Audited financial statement	<b>16.9</b>	<b>24.4</b>	58.8	<b>23.8</b>
Investment financed by banks	<b>82.5</b>	<b>80.9</b>	<b>78.2</b>	<b>81.2</b>
Formal training programme	51.3	<b>85.1</b>	<b>95.6</b>	67.5
Foreign technology licences	<b>15.1</b>	34.1	61.4	32.8



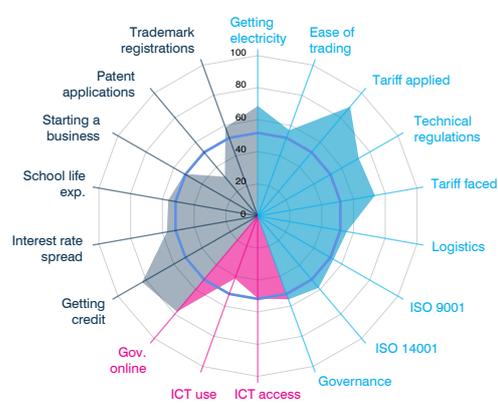
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	53.0	64.8	61.7	56.8
Domestic shipping reliability	52.7	47.6	59.6	50.0
Dealing with regulations	29.9	45.0	38.8	34.4
Customs clearance efficiency	<b>22.6</b>	31.1	<b>19.2</b>	<b>22.8</b>
<b>Connect</b>				
State of cluster development				43.5
Extent of marketing				61.9
Local supplier quality				56.6
University-industry collaboration in R&D				45.6
<b>Change</b>				
Access to finance	<b>79.8</b>	62.8	<b>85.8</b>	75.3
Access to educated workforce	47.2	31.3	35.5	40.7
Business licensing and permits	38.3	<b>23.3</b>	41.7	33.8



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	68.6
Ease of trading across borders	56.9
Applied tariff, trade-weighted average	<b>88.8</b>
Prevalence of technical regulations	72.0
Faced tariff, trade-weighted average	73.6
Logistics performance index	56.0
ISO 9001 quality certificates	54.1
ISO 14001 environmental certificates	58.5
Governance index	55.4
<b>Connect</b>	
ICT access	51.6
ICT use	41.5
Government's online service	<b>78.0</b>
<b>Change</b>	
Ease of getting credit	<b>82.7</b>
Interest rate spread	57.2
School life expectancy	56.3
Ease of starting a business	52.5
Patent applications	31.9
Trademark registrations	58.7



■ Compete    ■ Connect    ■ Change  
— Reference level    - - - Small    — Medium    - - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Peru is an upper-middle income country in South America with a population of 31.9 million and GDP of \$179.9 billion. Goods and services account for 86.7% and 13.3% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Peru's exports lie in fresh and processed food, raw and processed agro-based products, and in the basic manufactures sector. ITC identifies *sheep cuts*, *aluminium unwrought* and *nickel mattes* as top products for diversification.

Existing export products such as *fish meal and pellets* have increased export potential. ITC estimates that this product has an unrealized export potential of almost \$900 million to non-OECD countries and \$455 million to OECD countries. Other products with potential include *coffee, not roasted, not decaffeinated* and *copper cathodes*.

The SME Competitiveness Grid reveals a supportive financial environment with good scores on access to finance and banks financing a large number of SMEs' investments. However, few SMEs have audited financial statements. Peru's immediate business and national environments perform well on average but underperform on patent applications.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Sheep cuts, bone in, frozen	020442	1	1	1	1	■	■	■
Wood in chips, non-coniferous	440122	2	13	5	2	■	■	■
Ground-nut oil, crude	150810	4		6	5	■	■	■
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	6	5	3	74	■	■	■
Nickel mattes	750110	8		378	4	■	■	■
Potassium chloride, in packages weighing more than 10 kg	310420	9	2	4	22	■	■	■
Aluminium unwrought, not alloyed	760110	11	22	21	8	■	■	■
Chemical wood pulp, soda/sulphate, non-coniferous, semi-bl/bleached	470329	14	20	20	10	■	■	■
Bovine cuts boneless, frozen	020230	15	7	9	27	■	■	■
Ferro-chromium containing by weight more than 4% of carbon	720241	16	82	29	11	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Flour, meal & pellet of fish, crust, mol/oth aqua invert, unfit human...	230120	1708.4	■	■	■	■	■	■	■
Coffee, not roasted, not decaffeinated	090111	1005.7	■	■	■	■	■	■	■
Copper cathodes and sections of cathodes unwrought	740311	2272.7	■	■	■	■	■	■	■
Grapes, fresh	080610	444.4	■	■	■	■	■	■	■
Fish fats & oils & their fractions exc liver, refind/not, not chemically...	150420	416.0	■	■	■	■	■	■	■
Staple fibres of acrylic or modacrylic, carded or combed	550630	19.5	■	■	■	■	■	■	■
Tin not alloyed unwrought	800110	638.3	■	■	■	■	■	■	■
Asparagus prepared or preserved, o/t by vinegar or acetic acid	200560	142.5	■	■	■	■	■	■	■
T-shirts, singlets and other vests, of cotton, knitted	610910	351.8	■	■	■	■	■	■	■
Asparagus, fresh or chilled	070920	413.2	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

Imports subject to regulation

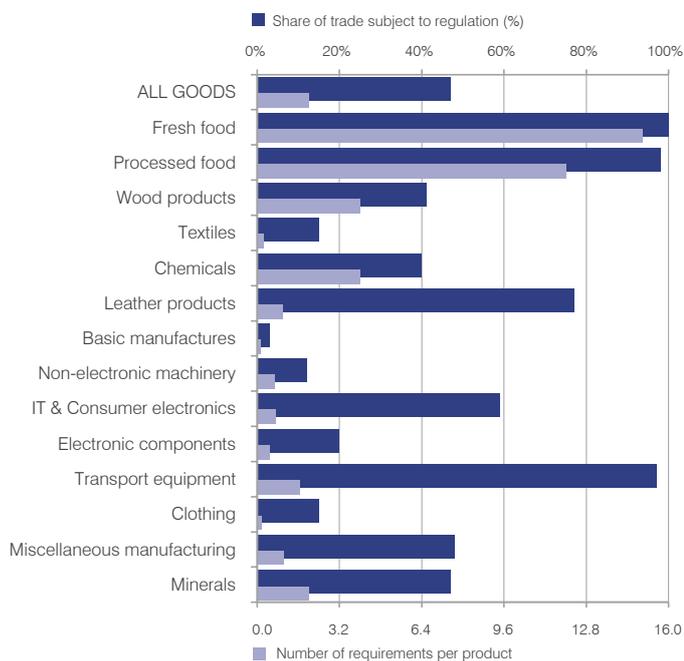


Requirements per imported product

1.93

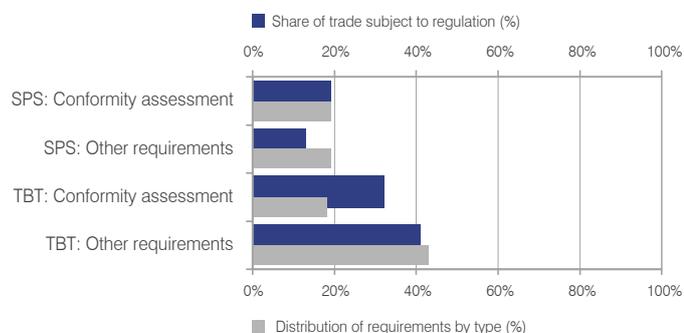
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 380 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles

### Importing firms

**Technical regulations:**  63% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

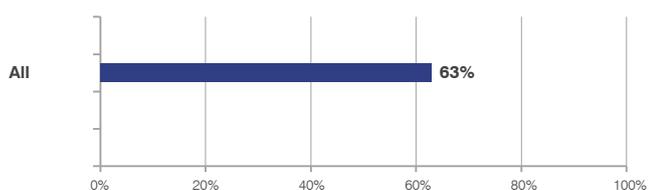
**Technical regulations:**  77% of reported problems

**Main procedural obstacle:** Time constraints

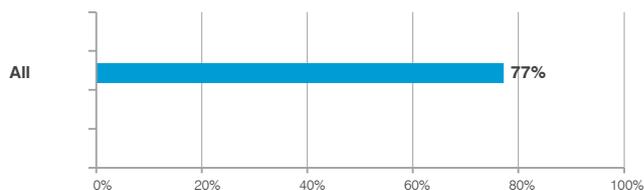
**Main regulatory obstacle:** Certification required by the exporting country

## Share of problems by company size

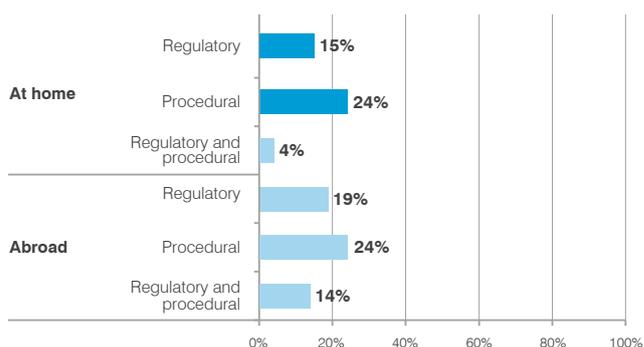
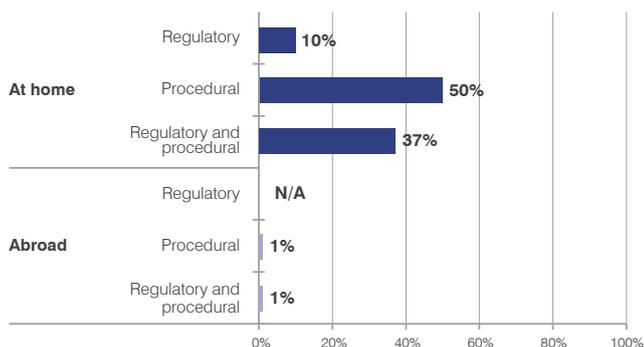
### Importing firms



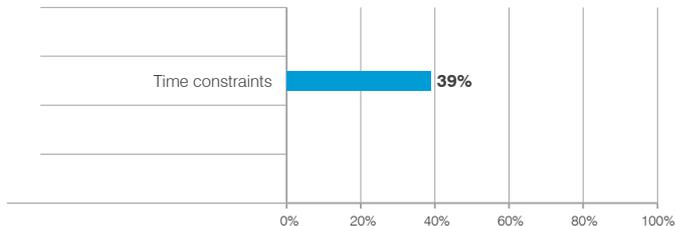
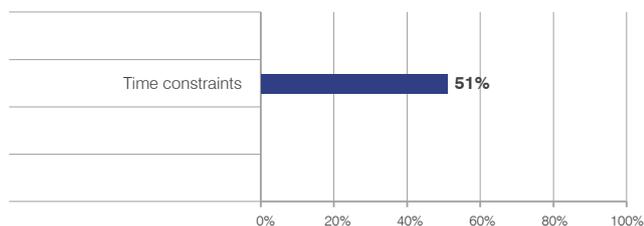
### Exporting firms



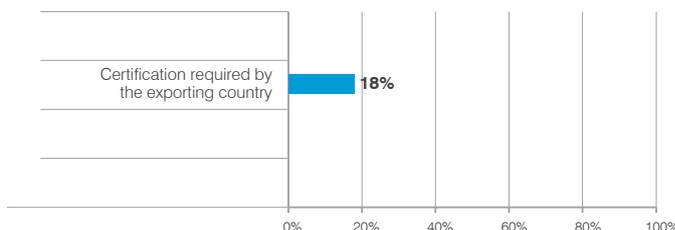
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/peru>. Survey field work ended in 2010, with 964 companies in phone interviews. Of those, 372 companies (39%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 111 also gave face-to-face interviews.

# Rwanda

## Key indicators

Population (million)	11.4
GDP (\$ billion)	8.5
GDP per capita (\$)	743
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-10.6
Tariff preference margin (percentage points)	3.0
Imports and exports (goods and services), share of GDP (%)	49.9
Services exports, share of total exports (%)	49.3
Geographic region	Africa
Development group	LDC, LLDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	25.4	24.4	49.3
	Medium	28.2	47.5	<b>59.3</b>
	Large	40.5	<b>69.1</b>	<b>73.4</b>
	All	27.7	33.1	<b>54.7</b>
IMMEDIATE BUSINESS ENVIRONMENT		48.6	<b>54.9</b>	44.3
NATIONAL ENVIRONMENT		39.9	33.3	45.3

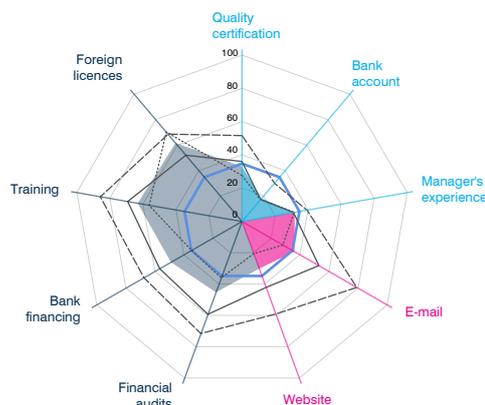
Reference level: 34.8 (a function of GDP per capita \$)

**Strengths are scores above: 52.2**      **Weaknesses are scores below: 17.4**

## SME Competitiveness Grid

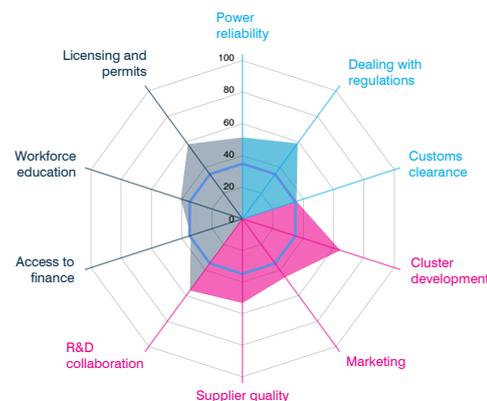
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All	
International quality certificate	27.7	36.1	51.7	33.1	
Bank account	<b>17.0</b>	<b>17.3</b>	30.2	18.1	
Capacity utilization	-	-	-	-	
Manager's experience	31.6	31.2	39.6	32.0	
Connect	E-mail	28.2	<b>53.0</b>	<b>79.1</b>	36.1
Firm website	20.6	42.1	<b>59.1</b>	30.1	
Change	Audited financial statement	36.0	<b>59.3</b>	<b>71.6</b>	45.3
Investment financed by banks	34.7	<b>56.6</b>	<b>67.6</b>	48.9	
Formal training programme	<b>56.2</b>	<b>69.2</b>	<b>85.8</b>	<b>63.2</b>	
Foreign technology licences	<b>70.2</b>	52.0	<b>68.6</b>	<b>61.6</b>	



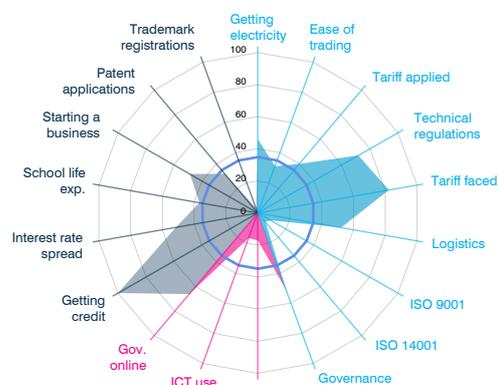
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All	
Power reliability	<b>54.8</b>	46.3	44.3	51.4	
Domestic shipping reliability	-	-	-	-	
Dealing with regulations	<b>61.6</b>	<b>56.0</b>	<b>53.4</b>	<b>58.9</b>	
Customs clearance efficiency	25.9	35.2	41.4	35.6	
Connect	State of cluster development	-	-	<b>64.5</b>	-
Extent of marketing	-	-	-	45.6	
Local supplier quality	-	-	-	<b>53.3</b>	
University-industry collaboration in R&D	-	-	-	<b>56.1</b>	
Change	Access to finance	32.0	38.9	35.2	34.1
Access to educated workforce	44.0	40.6	24.3	40.7	
Business licensing and permits	<b>54.6</b>	<b>67.9</b>	<b>59.4</b>	<b>58.2</b>	



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All	
Getting electricity	45.9	
Ease of trading across borders	31.0	
Applied tariff, trade-weighted average	39.9	
Prevalence of technical regulations	<b>71.8</b>	
Faced tariff, trade-weighted average	<b>82.3</b>	
Logistics performance index	<b>52.4</b>	
ISO 9001 quality certificates	<b>9.3</b>	
ISO 14001 environmental certificates	<b>7.2</b>	
Governance index	51.2	
Connect	ICT access	<b>17.2</b>
ICT use	<b>16.7</b>	
Government's online service	<b>66.1</b>	
Change	Ease of getting credit	<b>100.0</b>
Interest rate spread	51.5	
School life expectancy	36.7	
Ease of starting a business	48.5	
Patent applications	31.9	
Trademark registrations	<b>3.1</b>	



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2011) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Rwanda is a low income, landlocked African country with a population of 11.4 million and GDP of \$8.5 billion. Goods and services account for 50.7% and 49.3% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Rwanda's exports lie in fresh food and raw agro-based products, and in textiles. ITC identifies *binder or baler twine* (a synthetic twine used to bind fibrous materials), *cashew nuts*, and *wattle extract* (a natural soluble extract used in the manufacturing of textile products) as top products for diversification.

Existing export products also have increased export potential such as *black tea* and *coffee*. *Black tea*, for instance, has strong expansion opportunities to non-OECD countries. ITC estimates that there is an unrealized worldwide export market of around \$34 million.

The SME Competitiveness Grid reveals that small and medium-sized firms perform well in their capacity to change, supported by good scores on formal training programmes and audited financial statements. SMEs also perform relatively well in their capacity to connect, notwithstanding weaknesses in their national environment.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Binder o baler twine,of sisal o oth textile fibres of the genus Agave	560721	1	1	1	8	■	■	■
Cashew nuts, without shell, fresh or dried	080132	2	2	2	1	■		
Wattle extract	320120	3	3	3	3	■	■	■
Cocoa beans, whole or broken, raw or roasted	180100	4	20	8	2	■		
Cut flowers and flower buds for bouquets, fresh	0603XX	5	9	4	4	■		
Brazil nuts, without shell, fresh or dried	080122	6	6	9	5	■		
Dried pigeon peas and other leguminous vegetables, shelled	0713Xb	7	4	5	7	■		
Sesamum seeds, whether or not broken	120740	8	5	6	6	■		
Cloves	0907	9	7	7	9	■		
Gum arabic	130120	10	12	13	10	■		

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Black tea (fermented) & partly fermented tea in packages...	090240	26.1	■	■	■	■			■
Coffee, not roasted, not decaffeinated	090111	66.6			■	■			■
Vegetable saps and extracts	130219	3.6			■				■
Coffee, not roasted, decaffeinated	090112	2.0			■	■	■	■	■
Raw hides and skins (other than furskins) and leather	41XXXa	7.2			■	■	■	■	■
Postcards, printed or illustrated; printed greeting cards	490900	0.2			■	■	■	■	■
Raw hides and skins (other than furskins) and leather, of swine...	41XXXd	4.3			■	■	■	■	■
Black tea (fermented) & partly fermented tea in packages not...	090230	0.5			■	■	■	■	■
Basketwork, wickerwork & other articles made from vegetable...	4602XX	0.4			■	■	■	■	■
Flour&meal of sago&of roots or tubers with high starch	110620	0.1			■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

1.96

**Exports subject to regulation**

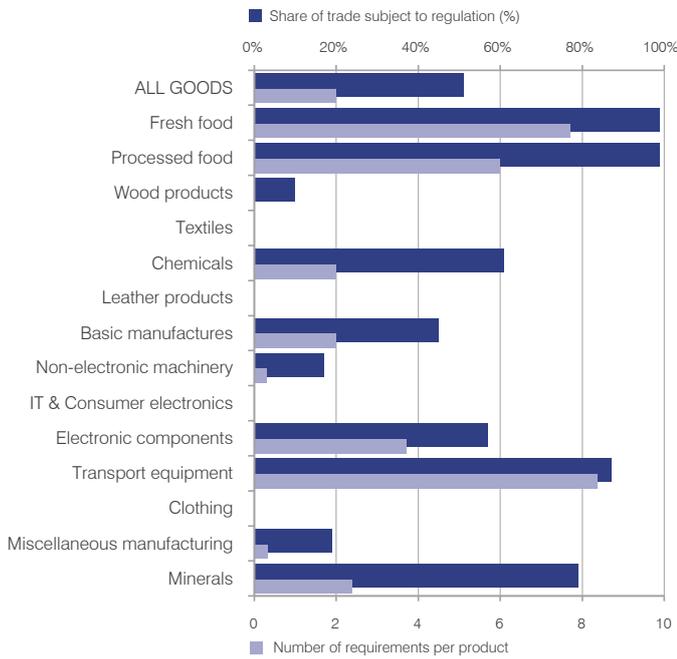


**Requirements per exported product**

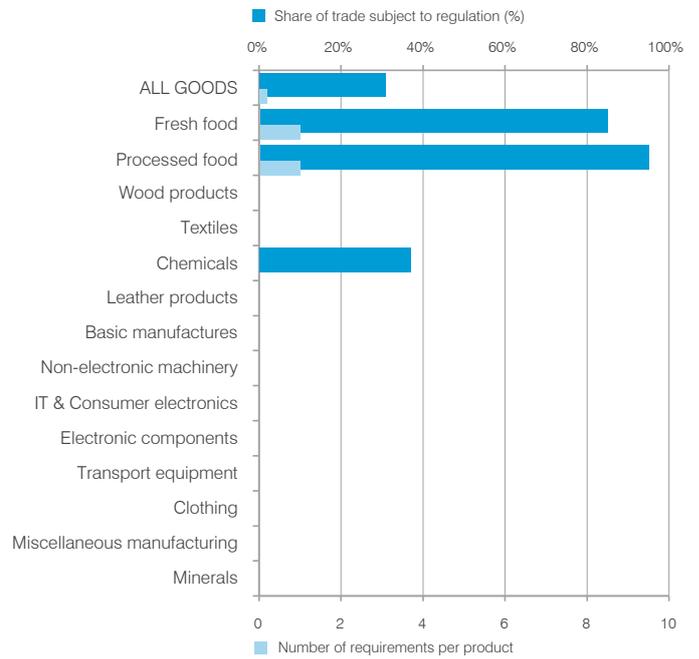
0.2

## Regulatory environment by sector

### Import regulations

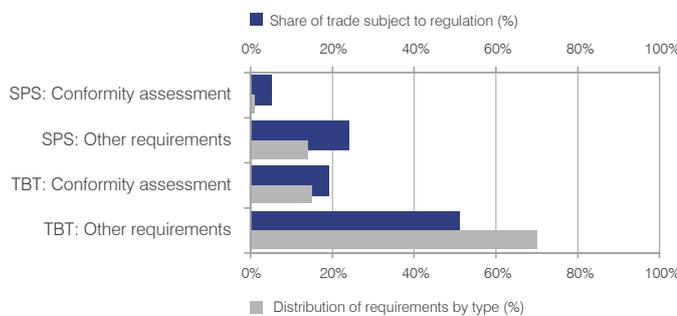


### Export regulations



## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 481 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  47% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

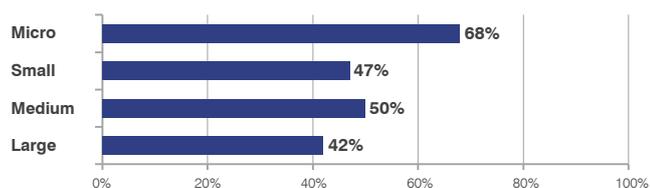
**Technical regulations:**  50% of reported problems

**Main procedural obstacle:** Informal or high payment

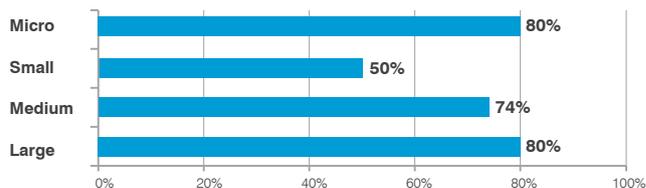
**Main regulatory obstacle:** Product certification

## Share of problems by company size

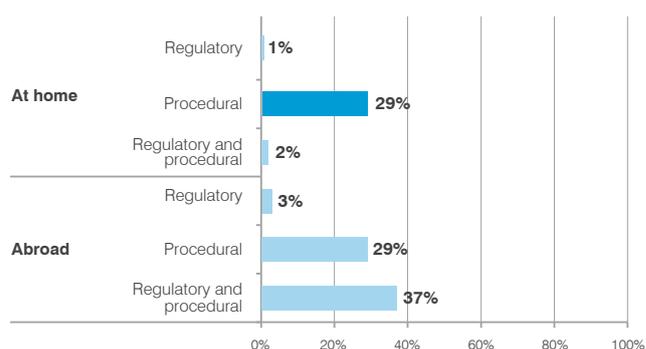
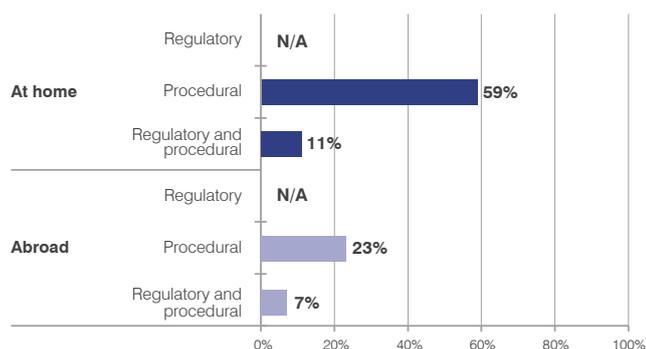
### Importing firms



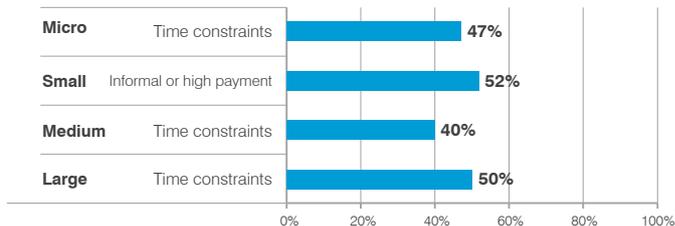
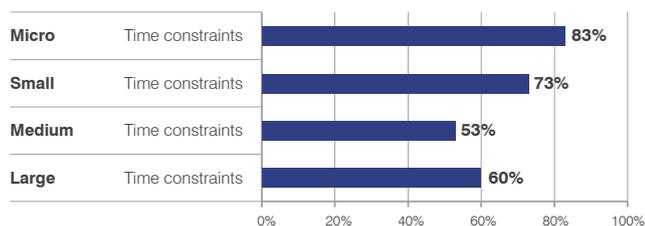
### Exporting firms



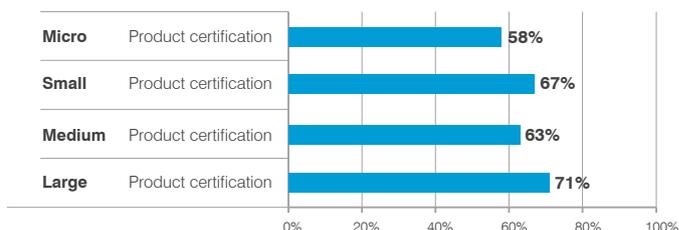
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/rwanda>. Survey field work ended in 2011, with 530 companies in phone interviews. Of those, 394 companies (74%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 136 also gave face-to-face interviews.

# Senegal

## Key indicators

Population (million)	15.0
GDP (\$ billion)	14.0
GDP per capita (\$)	935
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-6.1
Tariff preference margin (percentage points)	6.2
Imports and exports (goods and services), share of GDP (%)	80.9
Services exports, share of total exports (%)	33.3
Geographic region	Africa
Development group	LDC
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	35.0	<b>14.8</b>	22.5
	Medium	46.9	51.4	38.3
	Large	<b>65.6</b>	<b>80.6</b>	47.1
	All	42.6	28.0	32.5
IMMEDIATE BUSINESS ENVIRONMENT		46.0	<b>57.2</b>	50.2
NATIONAL ENVIRONMENT		43.7	35.7	35.8

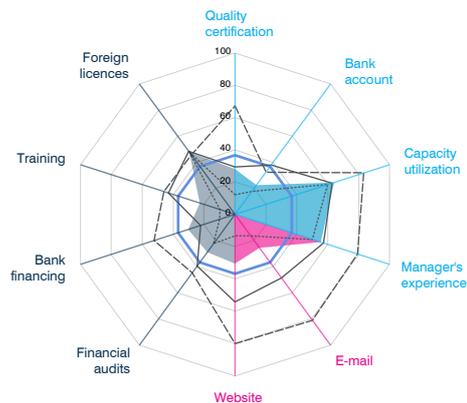
Reference level: 36.7 (a function of GDP per capita \$)

**Strengths are scores above: 55.1**      **Weaknesses are scores below: 18.4**

## SME Competitiveness Grid

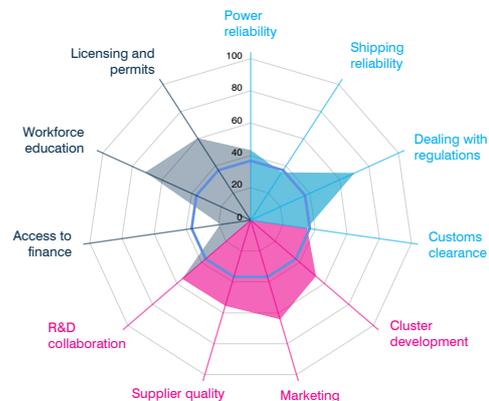
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>12.3</b>	29.5	<b>67.2</b>	28.2
Bank account	<b>17.8</b>	37.9	32.5	22.5
Capacity utilization	<b>59.9</b>	<b>62.8</b>	<b>83.3</b>	<b>64.2</b>
Manager's experience	50.0	<b>57.3</b>	<b>79.4</b>	<b>55.5</b>
<b>Connect</b>				
E-mail	<b>16.5</b>	48.6	<b>81.1</b>	25.6
Firm website	<b>13.2</b>	54.2	<b>80.1</b>	30.5
<b>Change</b>				
Audited financial statement	22.4	39.6	44.6	29.0
Investment financed by banks	<b>9.9</b>	22.2	52.3	30.2
Formal training programme	<b>9.7</b>	43.0	46.0	22.8
Foreign technology licences	48.0	48.4	45.6	47.9



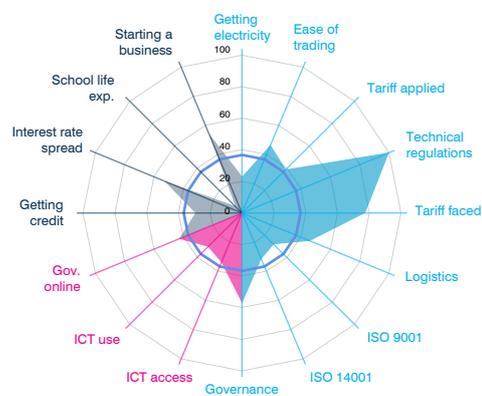
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	45.3	40.1	44.3	43.4
Domestic shipping reliability	27.6	43.6	<b>80.2</b>	35.1
Dealing with regulations	<b>77.6</b>	<b>58.9</b>	<b>63.0</b>	<b>70.3</b>
Customs clearance efficiency	-	36.7	30.8	35.1
<b>Connect</b>				
State of cluster development				53.1
Extent of marketing				<b>64.2</b>
Local supplier quality				<b>55.5</b>
University-industry collaboration in R&D				<b>55.8</b>
<b>Change</b>				
Access to finance	<b>13.3</b>	26.4	38.6	18.9
Access to educated workforce	<b>77.7</b>	<b>62.8</b>	<b>60.7</b>	<b>71.3</b>
Business licensing and permits	<b>64.4</b>	45.4	<b>80.8</b>	<b>60.4</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	23.1
Ease of trading across borders	46.6
Applied tariff, trade-weighted average	39.0
Prevalence of technical regulations	<b>100.0</b>
Faced tariff, trade-weighted average	<b>77.4</b>
Logistics performance index	46.2
ISO 9001 quality certificates	28.1
ISO 14001 environmental certificates	31.6
Governance index	<b>57.3</b>
<b>Connect</b>	
ICT access	34.0
ICT use	30.3
Government's online service	43.0
<b>Change</b>	
Ease of getting credit	29.4
Interest rate spread	53.2
School life expectancy	<b>6.1</b>
Ease of starting a business	54.4
Patent applications	-
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    - - - Medium    - · - · Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2014) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Senegal is a lower-middle income country in western Africa with a population of 15.0 million and GDP of \$14.0 billion. Goods and services account for 66.7% and 33.3% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Senegal's exports lie in fresh and processed food, and raw and processed agro-based products. ITC identifies *cashew nuts, rice, semi-milled or wholly milled, and potassium chloride* as top products for diversification.

Existing export products also have potential for increased exports such as *frozen fish, whole*. ITC estimates that this product has an unrealized export potential of \$96 million to non-OECD countries and \$36 million to OECD countries. Other products with potential include *soups and broths* and *false beard, eyebrows and the like*.

The SME Competitiveness Grid reveals that Senegal's national environment performs well in trade policy-related variables like tariffs and regulations, but underperforms in accessing electricity. Small firms underperform in their capacity to connect. In particular, only few small firms use e-mails in day-to-day operations or have a company website. These connectivity constraints do not apply to large firms. Small firms also make little use of internationally recognized quality certificates.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Cashew nuts, without shell, fresh or dried	080132	3	11	4	2	■		
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	4	2	3	73	■	■	■
Potassium chloride, in packages weighing more than 10 kg	310420	5	3	5	57	■	■	■
Cut flowers and flower buds for bouquets, fresh	0603XX	6	4	6	9	■		
Palm oil and its fractions refined but not chemically modified	151190	8	6	8	94	■	■	■
Bovine cuts boneless, frozen	020230	9	7	9	25	■	■	■
Sheep cuts, boneless, frozen	020443	10	9	11	4	■	■	■
Palm oil, crude	151110	11	8	10	98	■	■	■
Sheep cuts, bone in, frozen	020442	13	10	12	8	■	■	■
Pineapple juice, unfermented	2009Xd	14	12	13	109	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Other frozen fish, whole	0303Xa	144.6	■	■	■	■	■	■	■
Soups and broths and preparations thereof	210410	108.3	■	■	■	■	■	■	■
False beard,eyebrows and the like,of synthetic textile materials,...	670419	21.0	■	■	■	■	■	■	■
Octopus, frozen, dried, salted or in brine	030759	50.6	■	■	■	■	■	■	■
Ground-nut oil, crude	150810	61.0	■	■	■	■	■	■	■
Frozen Sardines , sardinella, brisling or sprats	030353	8.9	■	■	■	■	■	■	■
Frozen shrimps and prawns	0306Xb	32.6	■	■	■	■	■	■	■
Other fresh or chilled fish, whole	0302Xd	49.6	■	■	■	■	■	■	■
Cuttle fish and squid,shelled or not,frozen,dried,salted or in...	030749	24.0	■	■	■	■	■	■	■
Raw or tanned (in the wet state) skins of sheep or lamb, without...	41XXXb	13.1	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

### Imports subject to regulation



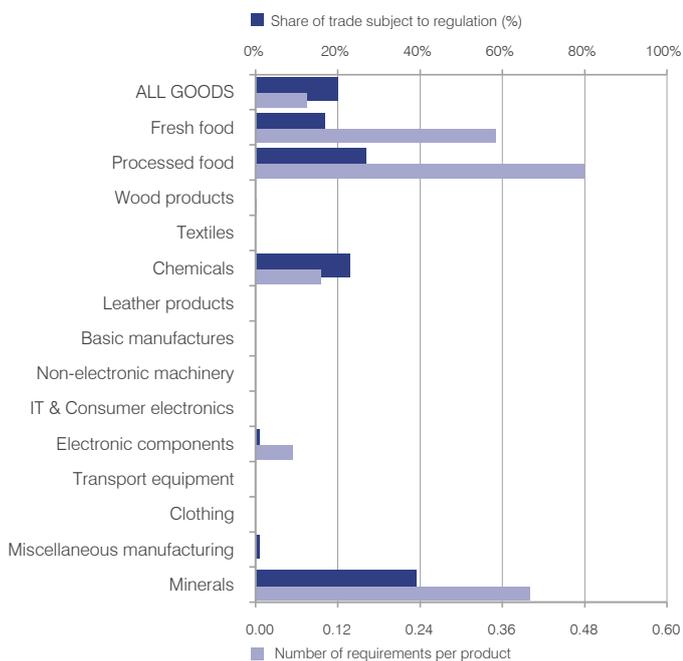
19.9%

### Requirements per imported product

0.08

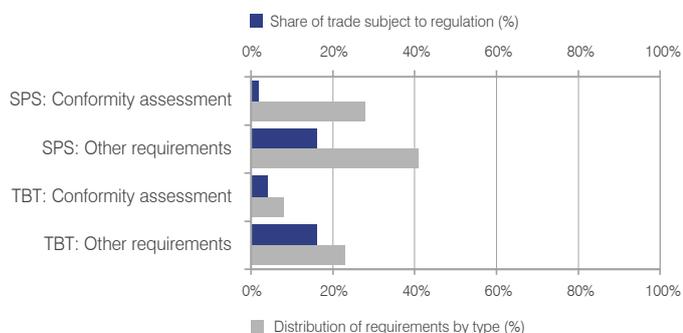
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 43 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  6% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

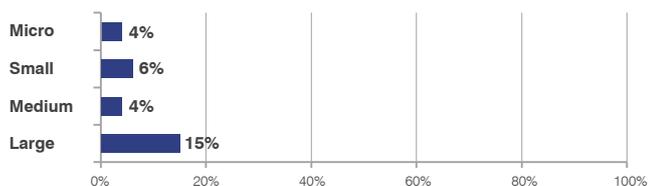
**Technical regulations:**  78% of reported problems

**Main procedural obstacle:** Informal or high payment

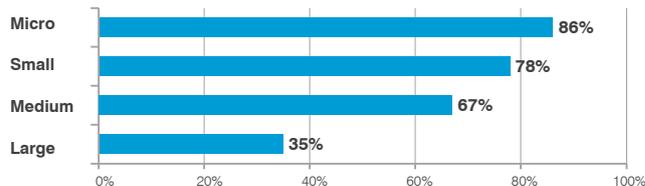
**Main regulatory obstacle:** Testing

## Share of problems by company size

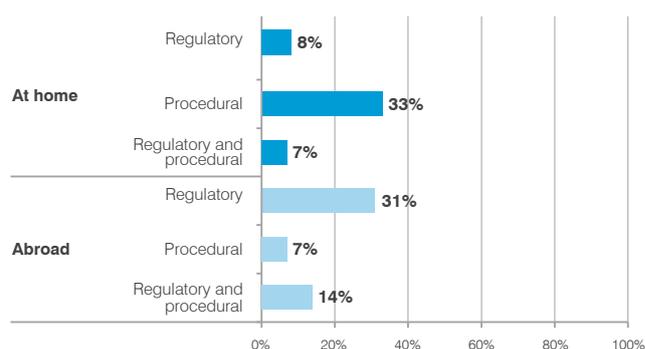
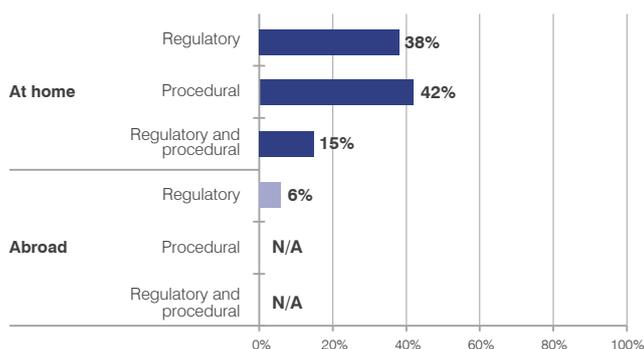
### Importing firms



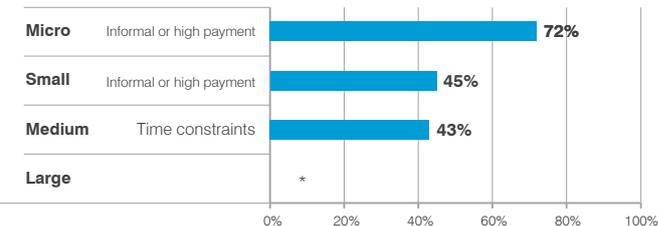
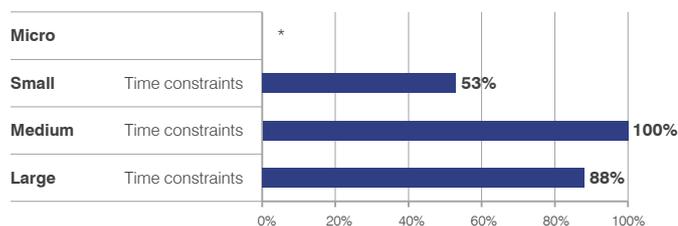
### Exporting firms



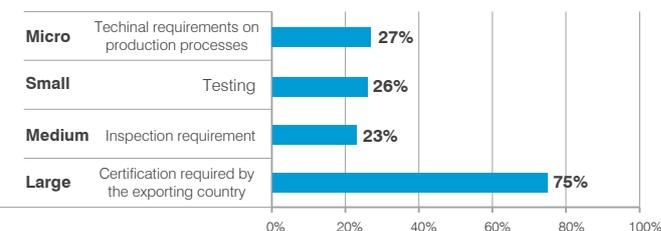
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/senegal>. Survey field work ended in 2012, with 260 companies in phone interviews. Of those, 164 companies (63%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 162 also gave face-to-face interviews.

# Sri Lanka

## Key indicators

Population (million)	21.1
GDP (\$ billion)	79.5
GDP per capita (\$)	3,768
Share of world GDP (PPP\$, %)	0.2
Current account surplus/deficit, share of GDP (%)	-2.0
Tariff preference margin (percentage points)	1.7
Imports and exports (goods and services), share of GDP (%)	55.8
Services exports, share of total exports (%)	33.2
Geographic region	Asia-Pacific
Development group	
Income group	Lower-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	37.1	<b>5.6</b>	39.2
	Medium	51.5	27.7	61.4
	Large	66.1	67.0	<b>78.5</b>
	All	42.2	<b>11.7</b>	48.6
IMMEDIATE BUSINESS ENVIRONMENT		53.2	64.3	44.1
NATIONAL ENVIRONMENT		47.5	51.7	50.1

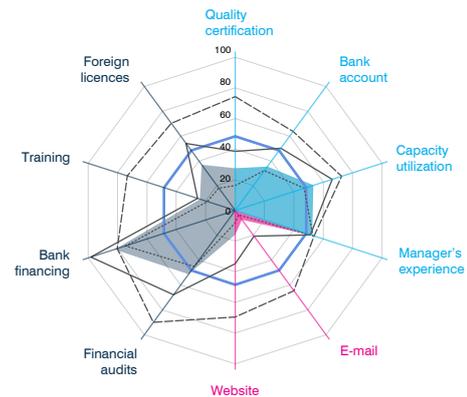
Reference level: 48.4 (a function of GDP per capita \$)

**Strengths are scores above: 72.6**      **Weaknesses are scores below: 24.2**

## SME Competitiveness Grid

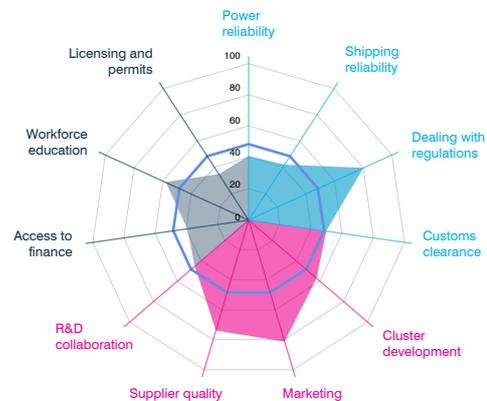
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>16.3</b>	38.5	<b>74.3</b>	27.7
Bank account	32.2	50.4	63.9	35.5
Capacity utilization	46.9	66.1	72.5	53.2
Manager's experience	52.9	51.1	53.7	52.6
<b>Connect</b>				
E-mail	<b>3.3</b>	<b>20.7</b>	64.7	<b>7.5</b>
Firm website	<b>7.9</b>	34.8	69.4	<b>15.9</b>
<b>Change</b>				
Audited financial statement	45.1	67.8	<b>90.1</b>	51.4
Investment financed by banks	<b>74.5</b>	<b>98.2</b>	<b>80.2</b>	<b>82.0</b>
Formal training programme	<b>19.0</b>	25.7	<b>73.3</b>	<b>24.0</b>
Foreign technology licences	<b>18.1</b>	54.1	70.3	37.0



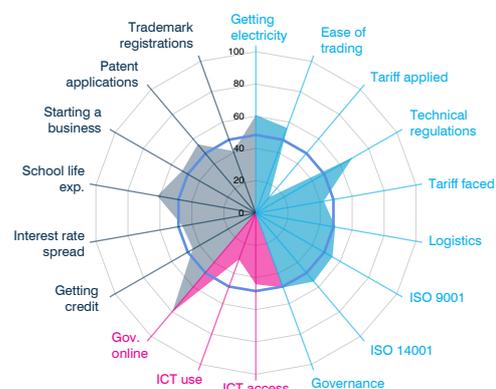
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	42.5	34.6	40.1	40.9
Domestic shipping reliability	36.3	55.9	55.9	41.9
Dealing with regulations	<b>83.0</b>	<b>73.0</b>	68.5	<b>80.2</b>
Customs clearance efficiency	58.0	47.3	55.8	49.8
<b>Connect</b>				
State of cluster development				57.1
Extent of marketing				<b>81.3</b>
Local supplier quality				<b>73.7</b>
University-industry collaboration in R&D				45.2
<b>Change</b>				
Access to finance	36.6	47.6	56.8	39.6
Access to educated workforce	62.8	49.9	34.0	57.9
Business licensing and permits	34.0	37.7	35.4	34.7



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	60.7
Ease of trading across borders	56.0
Applied tariff, trade-weighted average	<b>12.6</b>
Prevalence of technical regulations	68.8
Faced tariff, trade-weighted average	42.4
Logistics performance index	49.5
ISO 9001 quality certificates	54.2
ISO 14001 environmental certificates	55.4
Governance index	49.2
<b>Connect</b>	
ICT access	44.2
ICT use	30.6
Government's online service	<b>80.3</b>
<b>Change</b>	
Ease of getting credit	44.8
Interest rate spread	45.9
School life expectancy	61.6
Ease of starting a business	52.4
Patent applications	55.5
Trademark registrations	40.7



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2011) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Sri Lanka is a lower-middle income country in South Asia with a population of 21.1 million and GDP of \$79.5 billion. Goods and services account for 66.8% and 33.2% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Sri Lanka's exports lie in processed food and agro-based products, clothing and chemicals. ITC identifies *prepared or preserved shrimps; wood in chips; rice, semi-milled or wholly milled; and superphosphates* as top products for diversification.

Existing export products such as tea and textiles also have potential for increased exports. ITC's export potential analysis identifies an opportunity for increased exports of *black tea* to OECD countries, representing a potential market of \$470 million. Unexploited export potential also exists in rubber-based products.

The SME Competitiveness Grid reveals that Sri Lanka's immediate and national environments attain average scores in all three pillars of competitiveness. The country does well in marketing and the time managers spend on regulations. SMEs, however, suffer from the lack of access to market-relevant information (revealed by a poor performance in the connectivity pillar) and weaknesses in meeting international quality standards.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Rice, semi-milled or wholly milled, whether or not polished or glazed	100630	3	5	3	71	■	■	■
Prepared or preserved shrimps and prawns	1605Xa	7	11	43	3	■	■	■
Mens/boys ensembles, of synthetic fibres, knitted	610323	9	243	6	306	■	■	■
Mens/boys garments, made up of impreg, ctd, cov, etc, textile woven fabric	621040	11	27	13	7	■	■	■
Womens/girls anoraks & similar article of man-made fibres, not knitted	620293	13	227	18	11	■	■	■
Wood in chips, non-coniferous	440122	14	528	122	5	■	■	■
Mens/boys anoraks and similar articles, of man-made fibres, not knitted	620193	15	54	11	17	■	■	■
Fish fats & oils & their fractions exc liver, refined/not, not chemically modified	150420	16	360	116	6	■	■	■
Superphosphates, in packages weighing more than 10 kg	310310	24	120	17	97	■	■	■
Yarn, >=85% of polyester staple fibres, single, not put up	550921	25	206	16	379	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Black tea (fermented) & partly fermented tea in packages...	090240	740.7				■			■
Pepper of the genus Piper, ex cubeb pepper, neither crushed nor...	090411	63.5				■			■
Brassieres and parts thereof, of textile materials	621210	443.4				■	■	■	■
Cinnamon and cinnamon-tree flowers, neither crushed nor ground	0906XX	114.2				■			■
Black tea (fermented) & partly fermented tea in packages not...	090230	609.0				■	■	■	■
Gloves of rubber	401519	127.8				■	■	■	■
Gloves impregnated, coated or covered with plastics or rubber,...	611610	208.2				■	■	■	■
Solid or cushioned tires, interchangeable tire treads & tire flaps	401290	325.5				■	■	■	■
Babies garments and clothing accessories of cotton, knitted	611120	105.4				■	■	■	■
Mens/boys shirts, of cotton, not knitted	620520	157.3				■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

2.26

**Exports subject to regulation**

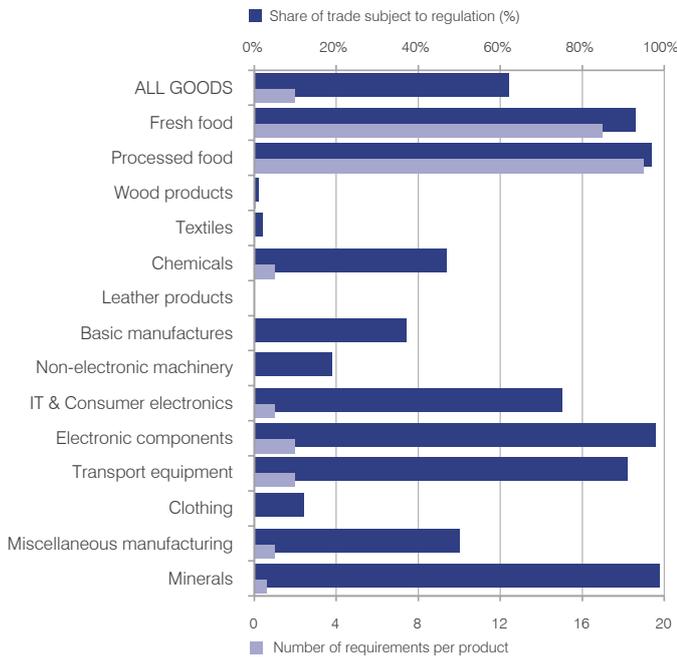


**Requirements per exported product**

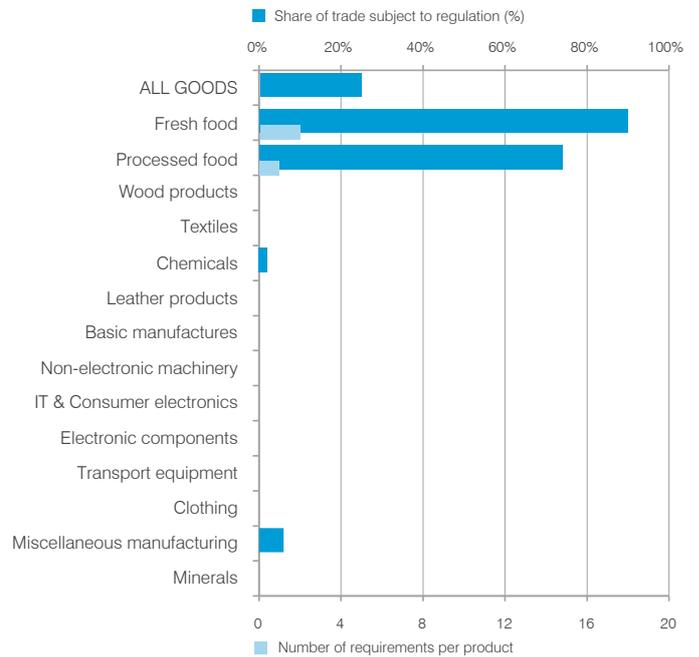
0.39

## Regulatory environment by sector

### Import regulations

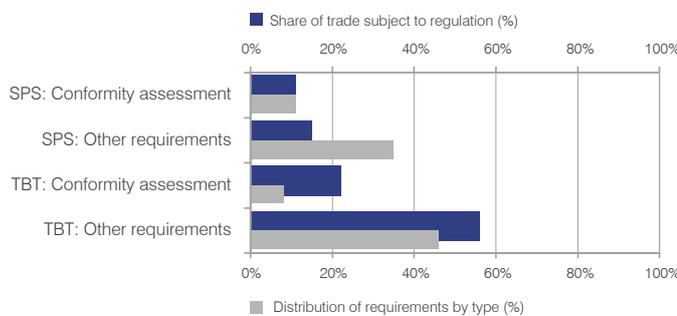


### Export regulations

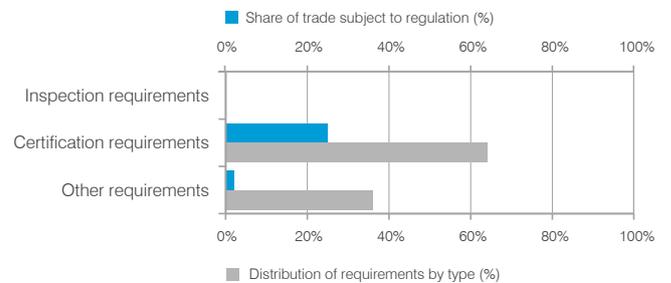


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 78 technical regulations; excluding 8 regulations covering all products.  
**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  39% of reported problems

**Main procedural obstacle:** Time constraints

### Exporting firms

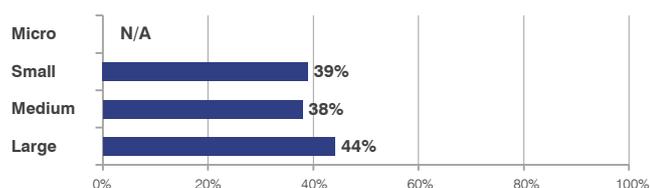
**Technical regulations:**  68% of reported problems

**Main procedural obstacle:** Informal or high payment

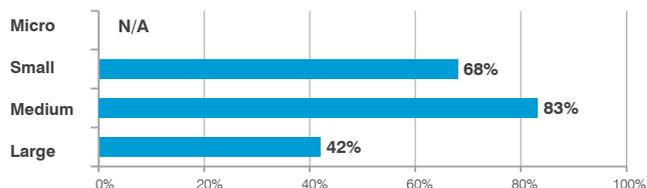
**Main regulatory obstacle:** Testing

## Share of problems by company size

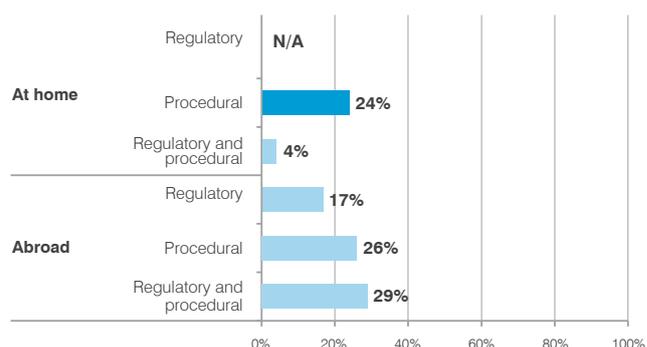
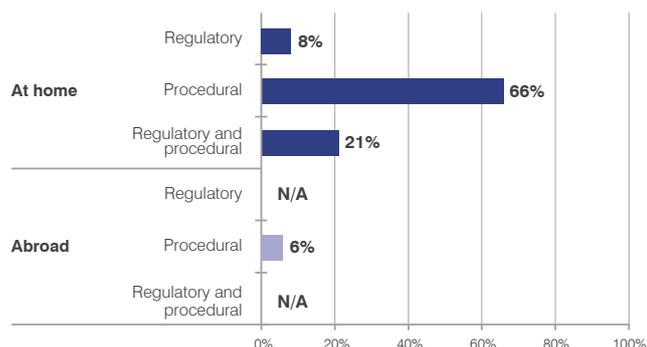
### Importing firms



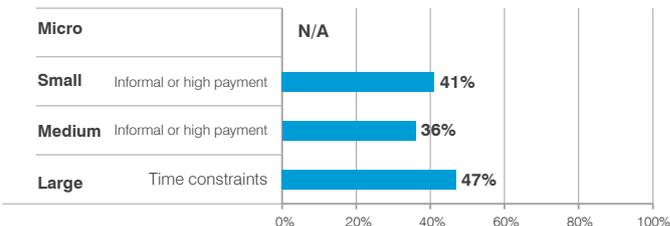
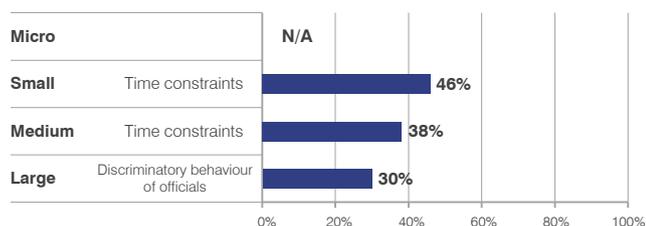
### Exporting firms



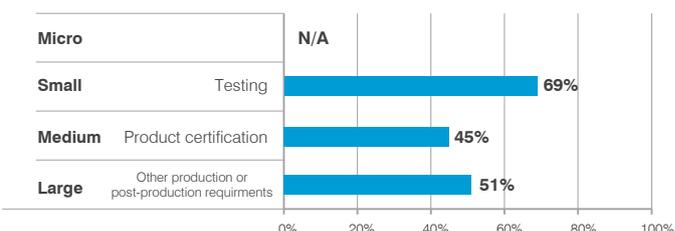
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/srilanka>. Survey field work ended in 2010, with 510 companies in phone interviews. Of those, 217 companies (43%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 105 also gave face-to-face interviews.

# Thailand

## Key indicators

Population (million)	68.8
GDP (\$ billion)	373.5
GDP per capita (\$)	5,426
Share of world GDP (PPP\$, %)	1.0
Current account surplus/deficit, share of GDP (%)	6.2
Tariff preference margin (percentage points)	3.0
Imports and exports (goods and services), share of GDP (%)	139.3
Services exports, share of total exports (%)	19.5
Geographic region	Asia-Pacific
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	31.1	17.2	77.9
	Medium	48.7	32.3	89.5
	Large	54.2	53.3	98.0
	All	50.7	39.4	92.8
IMMEDIATE BUSINESS ENVIRONMENT		96.3	65.8	40.5
NATIONAL ENVIRONMENT		67.4	61.7	47.1

Reference level: 51.5 (a function of GDP per capita \$)

**Strengths are scores above: 77.2**      **Weaknesses are scores below: 25.7**

## SME Competitiveness Grid

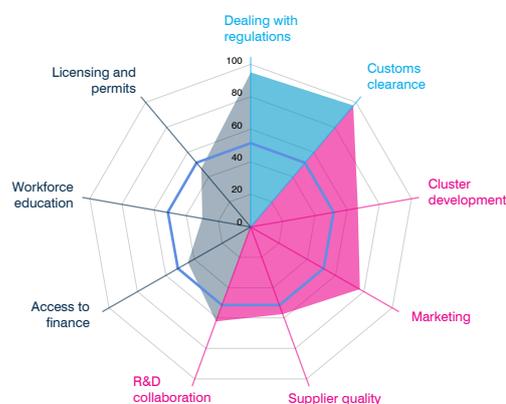
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	22.3	46.1	82.9	66.9
Bank account	68.5	100.0	78.0	84.4
Capacity utilization	-	-	-	-
Manager's experience	2.5	0.0	1.7	0.8
Connect	Small	Medium	Large	All
E-mail	14.0	27.9	47.8	33.6
Firm website	20.4	36.6	58.7	45.3
Change	Small	Medium	Large	All
Audited financial statement	100.0	100.0	100.0	100.0
Investment financed by banks	95.4	98.2	97.9	97.8
Formal training programme	38.4	70.4	96.2	80.7
Foreign technology licences	-	-	-	-



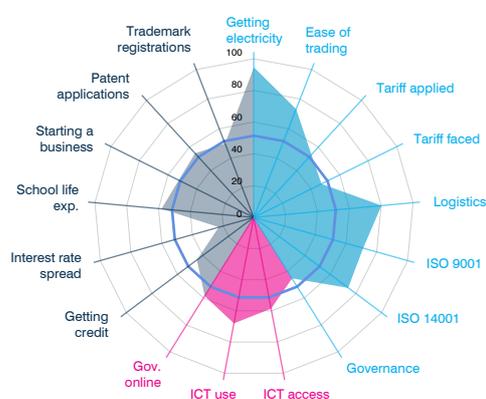
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	-	-	-	-
Domestic shipping reliability	-	-	-	-
Dealing with regulations	93.6	95.1	95.1	95.1
Customs clearance efficiency	97.5	96.0	97.5	97.5
Connect	Small	Medium	Large	All
State of cluster development	-	-	-	66.6
Extent of marketing	-	-	-	77.1
Local supplier quality	-	-	-	57.4
University-industry collaboration in R&D	-	-	-	62.2
Change	Small	Medium	Large	All
Access to finance	34.3	39.5	51.5	44.4
Access to educated workforce	42.0	31.4	27.1	30.1
Business licensing and permits	41.9	48.5	46.8	47.0



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	94.6
Ease of trading across borders	73.2
Applied tariff, trade-weighted average	53.5
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	47.2
Logistics performance index	80.2
ISO 9001 quality certificates	71.1
ISO 14001 environmental certificates	73.9
Governance index	45.4
Connect	All
ICT access	58.6
ICT use	68.1
Government's online service	58.5
Change	All
Ease of getting credit	44.8
Interest rate spread	22.9
School life expectancy	58.1
Ease of starting a business	52.6
Patent applications	54.6
Trademark registrations	49.9



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2006) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Thailand is an upper-middle income country in South-East Asia with a population of 68.8 million and GDP of \$373.5 billion. Goods and services account for 80.5% and 19.5% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Thailand's exports lie in electronic components, and IT & consumer electronics. ITC identifies *electrical capacitors* as a new product to export. Price stability and the participation of women in the production of the product add a development dimension. Other top products for diversification are *photosensitive semiconductor devices* and *chemical compounds*.

Existing export products also have increased export potential such as *computer data storage units*. ITC estimates that this product has an unrealized export potential of \$2.9 billion to non-OECD countries and \$3.2 billion to OECD countries. Other products with potential include *smart cards* and *natural rubber latex*.

The SME Competitiveness Grid reveals that small firms are doing well in regard to audited financial statements and investments financed by banks, notwithstanding a relatively wide interest rate spread. In general, SMEs perform well in their capacity to change but underperform in their capacity to connect – only few small firms use e-mails in day-to-day operations or have a company website.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed
Electrical capacitors, fixed, aluminium electrolytic	853222	8	5	4	42	■	■	■
Electrical capacitors, fixed, ceramic dielectric, multilayer	853224	9	6	7	43	■	■	■
Transistors, other than photosensitive transistors	854129	13	10	11	60	■	■	■
Photosensitive semiconductor device, photovoltaic cells & light emitting diodes	854140	27	25	28	30	■	■	■
Chemical compds, chem elem in the form of disc, wafer etc	381800	28	24	26	37	■	■	■
Transistors, oth than photosensit, w a dissipation rate < 1 W	854121	30	23	22	126	■	■	■
Semiconductor devices	854150	31	26	23	56	■	■	■
Diodes, other than photosensitive or light emitting diodes	854110	39	32	30	101	■	■	■
Parts of microphones, loudspeakers, headphones, earphones & elec sound fiers amplifiers	851890	47	37	35	89	■	■	■
Electrical capacitors, fixed	853229	49	39	39	156	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Asia and the Pacific	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Computer data storage units	847170	15305.4				■	■	■	■
Smart cards; electronic integrated circuits; other electrical...	85XXXd	10494.3				■	■	■	■
Natural rubber latex, whether or not prevulcanised	400110	1938.4				■	■	■	■
Technically specified natural rubber (TSNR)	400122	3999.1				■	■	■	■
Natural rubber in smoked sheets	400121	2490.2				■	■	■	■
Rice, semi-milled or wholly milled, whether or not polished or...	100630	4661.6				■	■	■	■
Parts and accessories for printers, copying machines,...	84XXXd	4377.0				■	■	■	■
Manioc (cassava) starch	110814	1016.9				■	■	■	■
Diesel powered trucks with a GVW not exceeding five tonnes	870421	7015.8				■	■	■	■
Television cameras, digital cameras and video camera recorders	852580	2555.7				■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

## ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

## ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  43% of reported problems

**Main procedural obstacle:** Administrative burdens related to regulation

### Exporting firms

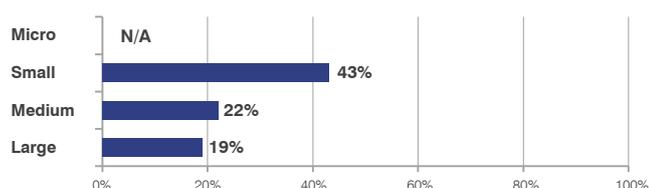
**Technical regulations:**  59% of reported problems

**Main procedural obstacle:** Informal or high payment

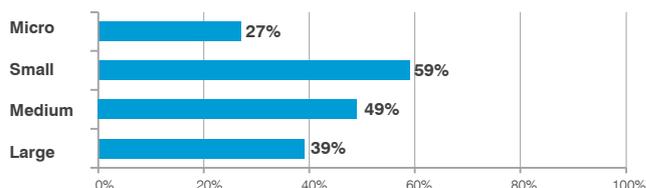
**Main regulatory obstacle:** Product certification

## Share of problems by company size

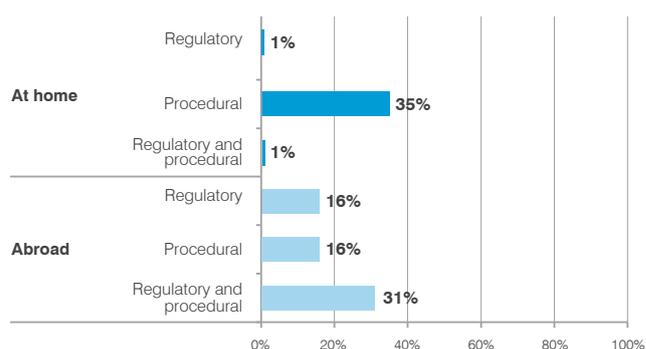
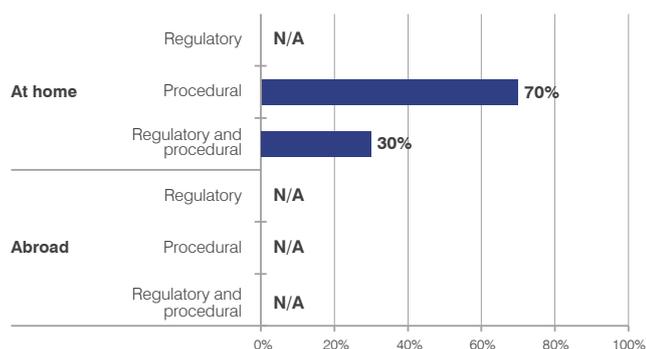
### Importing firms



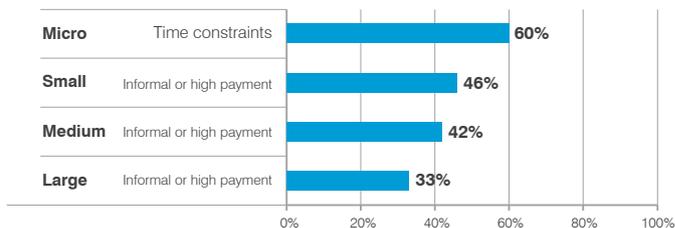
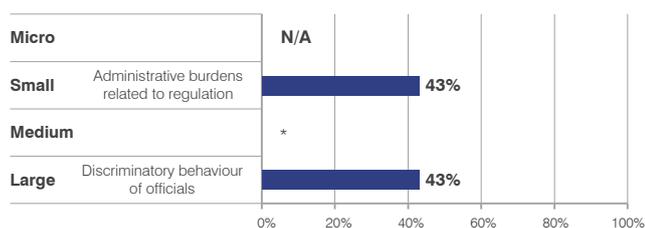
### Exporting firms



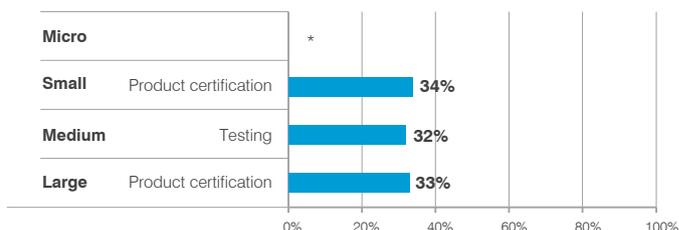
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/thailand>. Survey field work ended in 2014, with 1067 companies in phone interviews. Of those, 508 companies (48%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 340 also gave face-to-face interviews.

# Trinidad and Tobago

## Key indicators

Population (million)	1.4
GDP (\$ billion)	27.7
GDP per capita (\$)	20,380
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	0.7
Tariff preference margin (percentage points)	1.7
Imports and exports (goods and services), share of GDP (%)	155.4
Services exports, share of total exports (%)	22.9
Geographic region	Latin America and the Caribbean
Development group	SIDS
Income group	High income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	56.6	<b>29.3</b>	38.4
	Medium	63.1	52.7	54.6
	Large	60.7	63.5	64.1
	All	57.8	34.3	45.2
IMMEDIATE BUSINESS ENVIRONMENT		60.6	51.1	42.1
NATIONAL ENVIRONMENT		57.1	62.5	47.7

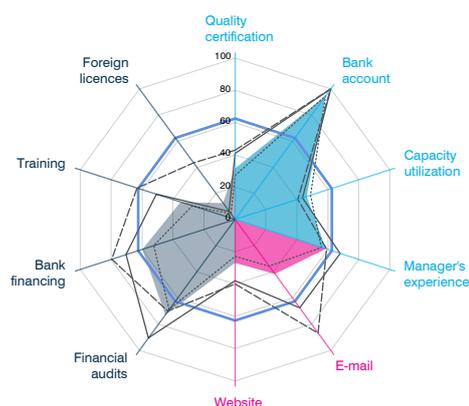
Reference level: 62.6 (a function of GDP per capita \$)

**Strengths are scores above: 93.8**      **Weaknesses are scores below: 31.3**

## SME Competitiveness Grid

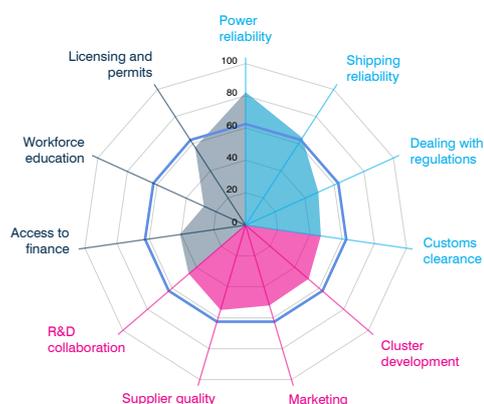
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>27.3</b>	40.8	43.0	31.7
Bank account	<b>94.6</b>	<b>100.0</b>	<b>100.0</b>	<b>94.6</b>
Capacity utilization	48.7	43.5	40.6	46.2
Manager's experience	55.8	68.0	59.1	58.7
<b>Connect</b>				
E-mail	35.7	67.5	87.0	41.7
Firm website	<b>22.9</b>	38.0	40.0	<b>26.9</b>
<b>Change</b>				
Audited financial statement	68.8	90.6	70.2	73.1
Investment financed by banks	52.5	70.4	79.7	59.9
Formal training programme	<b>27.7</b>	50.9	63.3	35.2
Foreign technology licences	<b>4.5</b>	<b>6.3</b>	43.3	<b>12.7</b>



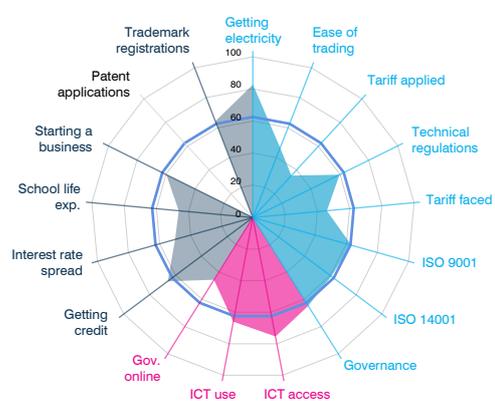
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	82.3	82.3	<b>100.0</b>	82.3
Domestic shipping reliability	70.7	59.6	50.0	64.4
Dealing with regulations	47.3	56.4	47.9	49.1
Customs clearance efficiency	45.4	53.5	43.8	46.8
<b>Connect</b>				
State of cluster development				51.3
Extent of marketing				52.0
Local supplier quality				55.0
University-industry collaboration in R&D				46.3
<b>Change</b>				
Access to finance	38.6	47.7	46.1	40.8
Access to educated workforce	<b>25.4</b>	34.9	42.7	<b>28.2</b>
Business licensing and permits	58.5	49.3	72.7	57.4



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	82.7
Ease of trading across borders	46.6
Applied tariff, trade-weighted average	35.2
Prevalence of technical regulations	59.7
Faced tariff, trade-weighted average	46.0
Logistics performance index	-
ISO 9001 quality certificates	63.2
ISO 14001 environmental certificates	60.9
Governance index	64.9
<b>Connect</b>	
ICT access	75.5
ICT use	66.1
Government's online service	45.8
<b>Change</b>	
Ease of getting credit	66.1
Interest rate spread	50.0
School life expectancy	46.1
Ease of starting a business	59.8
Patent applications	<b>0.0</b>
Trademark registrations	64.3



■ Compete    ■ Connect    ■ Change  
 — Reference level    ..... Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Trinidad and Tobago is a high income island economy with a population of 1.4 million and GDP of \$27.7 billion. Goods and services account for 77.1% and 22.9% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for the country's exports lie in chemicals and the basic manufactures sector. ITC identifies the chemical compound *potassium chloride* as a new product to export. The high participation of women in the product's production adds a development dimension. Other products for diversification include *soya bean oil, crude* and *semi-chemical wood pulp*.

Existing export products also have increased export potential such as *urea-ammonium nitrate* (an organic compound used in fertilizers). For this product, ITC estimates an unrealized export potential of \$385 million to OECD countries. Other products with export potential include *methanol* and *rum and tafia*.

The SME Competitiveness Grid reveals that Trinidad and Tobago's immediate business and national environments attain average scores in all three pillars of competitiveness. Small firms, however, underperform in their capacity to connect. Only few small firms have a company website, and both small and medium-sized firms score poorly on foreign technology licences. Firms of all sizes, however, appear to make frequent use of financial services and bank finance.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Potassium chloride, in packages weighing more than 10 kg	310420	1	1	1	8	■	■	■
Soya-bean oil crude, whether or not degummed	150710	5	5	5	108	■	■	■
Semi-chemical wood pulp	470500	6	19	22	1	■	■	■
Ammonium nitrate, whether or not in aqueous sol in pack weighg > 10 kg	310230	7	6	6	54	■	■	■
Nickel unwrought, not alloyed	750210	9	9	9	3	■	■	■
Wire, aluminium, not alloyed, w a max cross sectional dimension > 7mm	760511	10	7	7	32	■	■	■
Ferro-titanium and ferro-silico-titanium	720291	13	11	15	11	■	■	■
Monoammonium phosphate&mx thereof w diamonium phosphate, in pack	310540	18	16	17	44	■	■	■
Soya-bean oil and its fractions, refined but not chemically modified	150790	19	17	16	137	■	■	■
Propene (propylene)	290122	20	18	18	114	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Urea/ammonium nitrate mx in aqueous/ammoniacal sol in pack...	310280	320.6	■	■	■	■	■	■	■
Ferrous products obtained by direct reduction of iron ore	720310	925.7	■	■	■	■	■	■	■
Methanol (methyl alcohol)	290511	1640.7	■	■	■	■	■	■	■
Urea, with/nt in aqueous solution in packages weighg more than 10 kg	310210	221.7	■	■	■	■	■	■	■
Hot rolled bar/rod, irregular coils, <14mm diam	721391	109.2	■	■	■	■	■	■	■
Undenaturd ethyl alcohol of an alcohol strgth by vol of 80% vol/...	220710	31.9	■	■	■	■	■	■	■
Waters, incl. mineral & aerated, with added sugar...	220210	48.5	■	■	■	■	■	■	■
Bars & rods, hot-rolled, in irregularly wound coils of iron or non-alloy steel	721310	28.1	■	■	■	■	■	■	■
Rum and tafia	220840	19.3	■	■	■	■	■	■	■
Ingots, iron or non-alloy steel, of a purity of less than 99.94% iron	720610	19.5	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

## ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

## ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

## The business perspective on technical regulations

### Key obstacles for small firms

#### Importing firms

**Technical regulations:**  28% of reported problems

**Main procedural obstacle:** Time constraints

#### Exporting firms

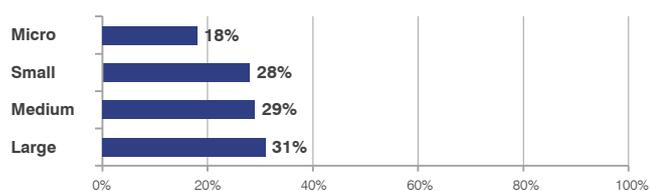
**Technical regulations:**  45% of reported problems

**Main procedural obstacle:** Administrative burdens

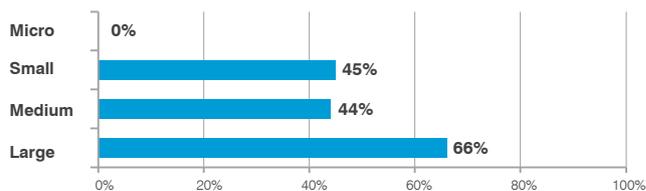
**Main regulatory obstacle:** Product registration

### Share of problems by company size

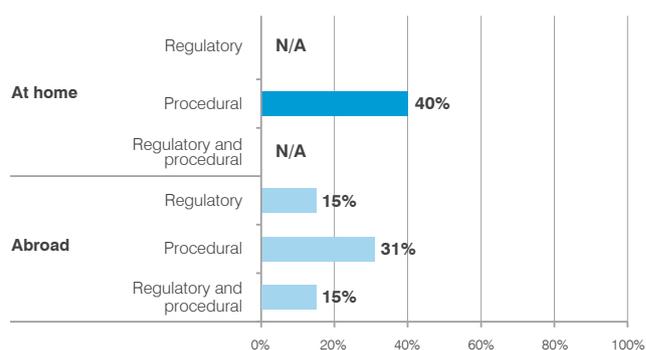
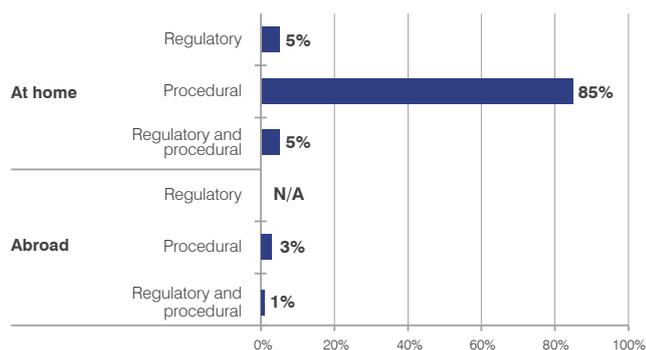
#### Importing firms



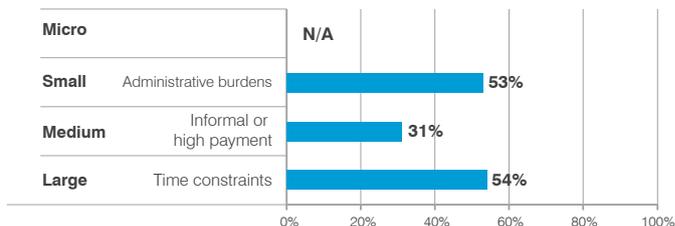
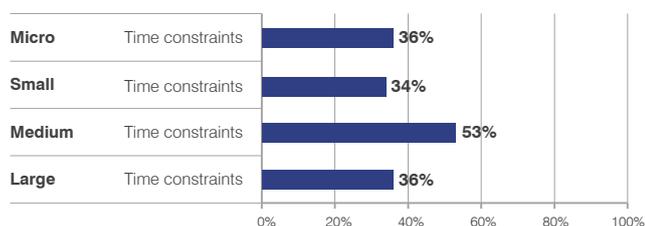
#### Exporting firms



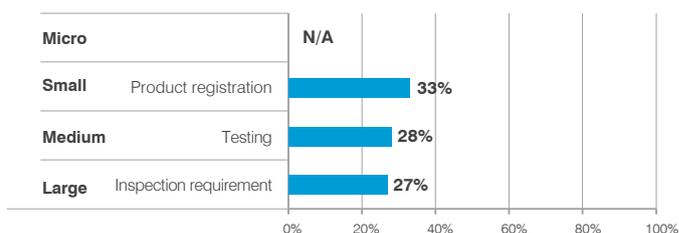
### Obstacles at home and abroad



### Main procedural obstacle



### Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/trinidadandtobago>. Survey field work ended in 2012, with 500 companies in phone interviews. Of those, 171 companies (34%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 153 also gave face-to-face interviews.

# Tunisia

## Key indicators

Population (million)	11.1
GDP (\$ billion)	44.3
GDP per capita (\$)	3,985
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-8.5
Tariff preference margin (percentage points)	4.5
Imports and exports (goods and services), share of GDP (%)	102.5
Services exports, share of total exports (%)	22.4
Geographic region	Arab States
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	41.4	56.5	34.5
	Medium	53.9	<b>75.1</b>	55.0
	Large	59.8	<b>75.8</b>	59.5
	All	49.1	63.9	46.2
IMMEDIATE BUSINESS ENVIRONMENT		47.7	43.7	55.2
NATIONAL ENVIRONMENT		53.8	64.3	54.6

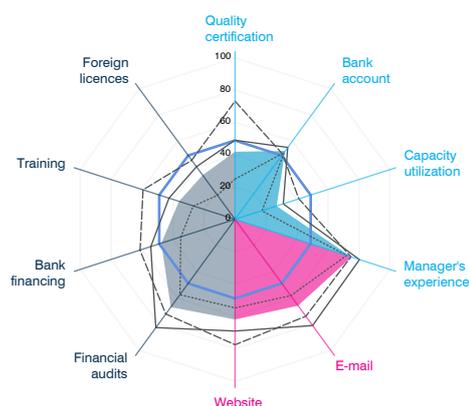
Reference level: 48.9 (a function of GDP per capita \$)

**Strengths are scores above: 73.3**      **Weaknesses are scores below: 24.4**

## SME Competitiveness Grid

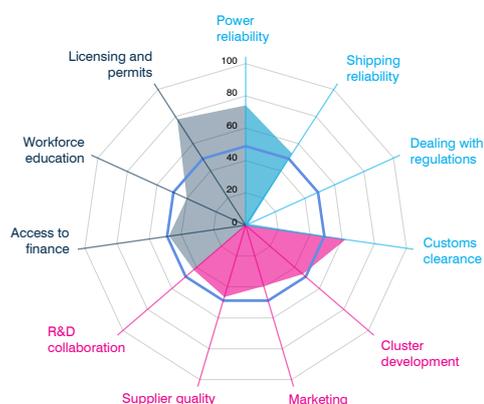
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	25.0	49.0	73.2	41.9
Bank account	51.1	55.1	50.0	52.4
Capacity utilization	<b>17.4</b>	31.2	41.2	26.9
Manager's experience	72.1	<b>80.4</b>	<b>74.9</b>	<b>75.3</b>
Connect				
E-mail	58.3	<b>81.1</b>	<b>74.1</b>	65.9
Firm website	54.7	69.0	<b>77.5</b>	61.9
Change				
Audited financial statement	57.5	<b>82.7</b>	72.2	67.0
Investment financed by banks	35.0	54.3	61.3	47.6
Formal training programme	27.0	42.6	59.3	36.2
Foreign technology licences	<b>18.5</b>	40.3	45.2	33.9



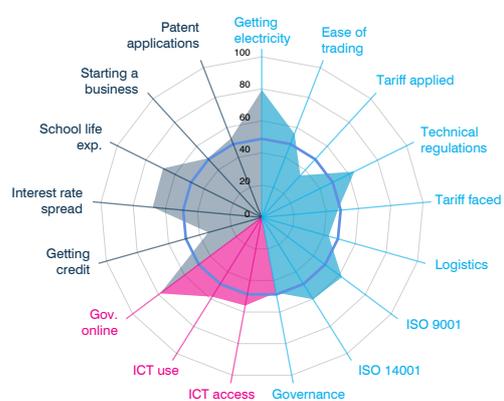
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>82.3</b>	68.8	<b>100.0</b>	<b>74.2</b>
Domestic shipping reliability	64.4	43.6	<b>100.0</b>	52.7
Dealing with regulations	<b>3.2</b>	<b>0.0</b>	<b>1.0</b>	<b>1.8</b>
Customs clearance efficiency	55.1	64.6	69.5	62.3
Connect				
State of cluster development				46.5
Extent of marketing				39.5
Local supplier quality				46.6
University-industry collaboration in R&D				42.5
Change				
Access to finance	47.4	43.7	62.6	47.7
Access to educated workforce	46.2	31.8	37.7	39.9
Business licensing and permits	<b>85.5</b>	65.6	<b>91.9</b>	<b>77.9</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>79.3</b>
Ease of trading across borders	55.8
Applied tariff, trade-weighted average	35.2
Prevalence of technical regulations	63.9
Faced tariff, trade-weighted average	47.1
Logistics performance index	42.9
ISO 9001 quality certificates	62.0
ISO 14001 environmental certificates	60.1
Governance index	47.8
Connect	
ICT access	56.0
ICT use	58.2
Government's online service	<b>78.8</b>
Change	
Ease of getting credit	34.4
Interest rate spread	67.8
School life expectancy	68.3
Ease of starting a business	49.7
Patent applications	52.8
Trademark registrations	-



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Tunisia is an upper-middle income country located in North Africa with a population of 11.1 million and GDP of \$44.3 billion. Goods and services account for 77.6% and 22.4% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Tunisia's exports lie in fresh food and raw agro-based products, the transport equipment sector, and the basic manufactures sector. ITC identifies *wheat and meslin*, *stranded wire*, *dredgers*, and *tugs and pusher craft* as top products for diversification.

Existing export products also have increased export potential such as *maize oil and its fractions*. For this product, ITC estimates an unrealized export potential of \$600 million to non-OECD countries.

The SME Competitiveness Grid reveals that Tunisia's immediate business and national environments attain average scores in all three pillars of competitiveness. The country scores well on several connectivity-related indicators, including using e-mails in day-to-day operations and having websites. Small firms, however, underperform on foreign technology licences.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Wheat and meslin, except durum	1001Xb	13	11	5	232	■		
Other cyclic amides (including acyclic carbamates) and their derivatives; salts...	2924Xb	30	68	141	14	■	■	■
Durum wheat	1001Xa	38	38	19	104	■		
Stranded wire,cables,plaited bands,etc,alum,steel core,not elect "ated" insulated	761410	43	37	16	577	■	■	■
Dredgers	890510	54	34	22	293	■	■	■
Tugs and pusher craft	890400	57		31	150	■	■	■
Chemical wood pulp,soda/sulphate,non-coniferous,semi-bl/bleachd	470329	59	168	341	29	■	■	■
Machinery for sugar manufacture	843830	68	514	27	1446	■	■	■
Balls,grindg&similar articles of i or s,forged or stamped,not f/worked	732611	109	616	47	1350	■	■	■
Manganese and articles thereof, including waste and scrap	811100	115	755	742	56	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Middle East & North Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Maize (corn) oil and its fractions,refined but not chemically...	151529	86.8	■	■		■	■	■	■
Olive oil, virgin	150910	310.0			■	■	■	■	■
Aircraft parts	880330	161.1			■	■	■	■	■
Dates, fresh or dried	080410	218.5	■	■	■			■	
Reception apparatus for television	8528Xb	393.3	■	■	■	■	■	■	■
Mens/boys trousers and shorts, of cotton, not knitted	620342	649.0	■	■	■	■	■	■	■
Uppers and parts thereof, other than stiffeners	640610	142.6	■	■	■	■	■	■	■
Superphosphates, in packages weighing more than 10 kg	310310	234.3	■	■	■	■	■	■	■
Electric conductors, for a voltage not exceeding 80 V	854449	189.7	■	■	■	■	■	■	■
Electric conductors for a voltage <= 1.000 V, insulated, fitted...	854442	627.1	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

2.8

**Exports subject to regulation**

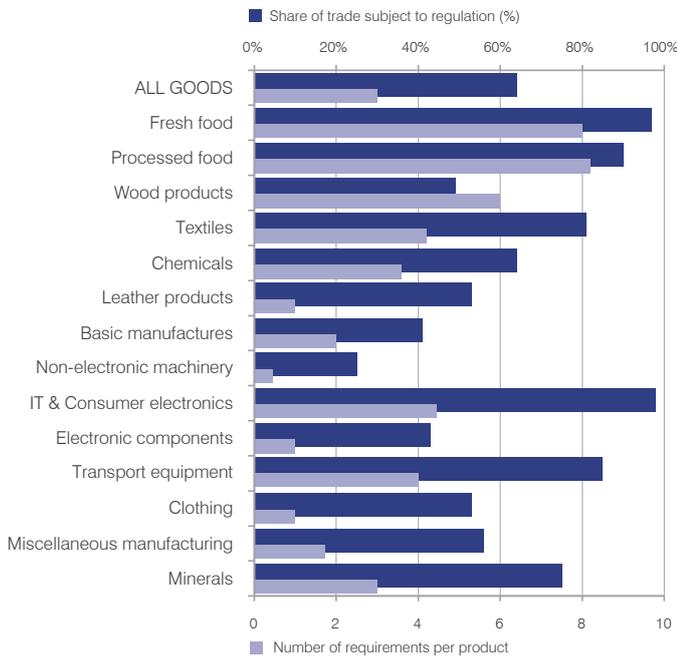


**Requirements per exported product**

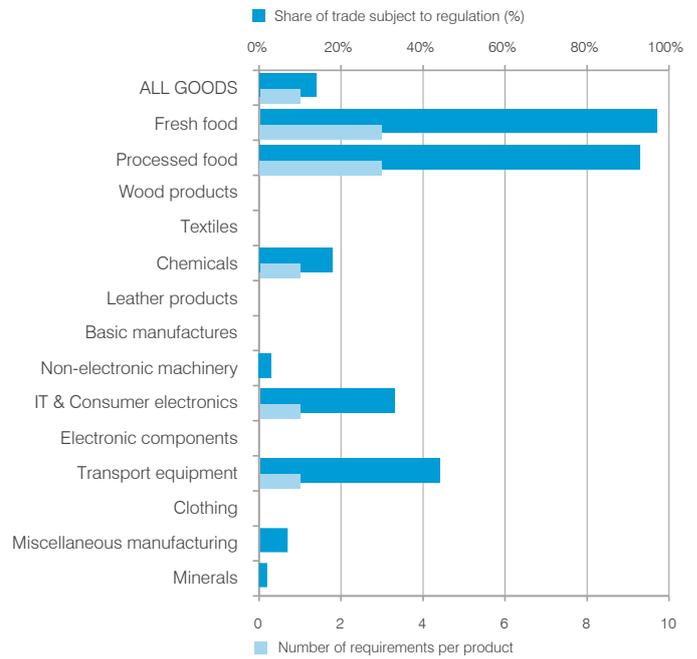
0.65

## Regulatory environment by sector

### Import regulations

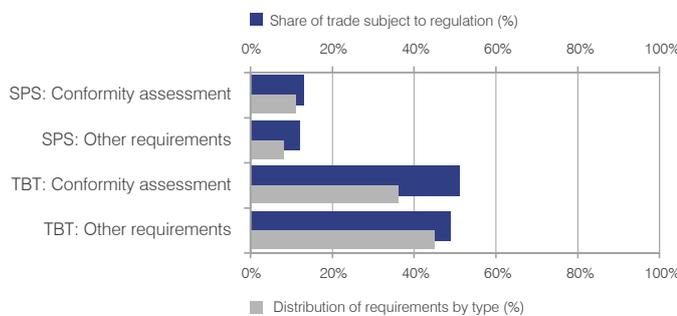


### Export regulations

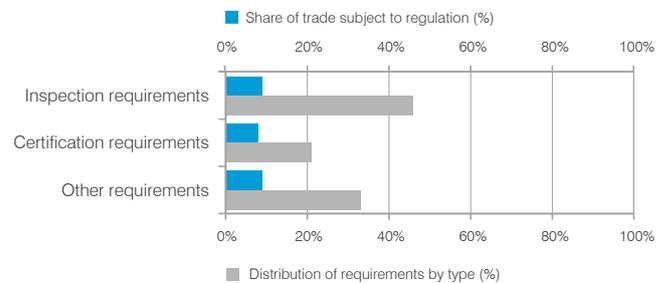


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 159 technical regulations; excluding 17 regulations covering all products.

**Source:** ITC-UNCTAD-WB joint data collection, 2014. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

Technical regulations:  33% of reported problems

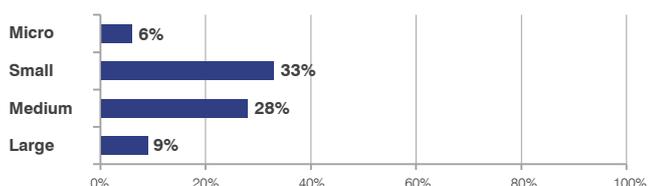
Main procedural obstacle: Time constraints

### Exporting firms

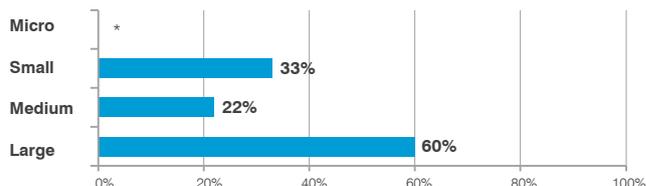
Technical regulations:  33% of reported problems

## Share of problems by company size

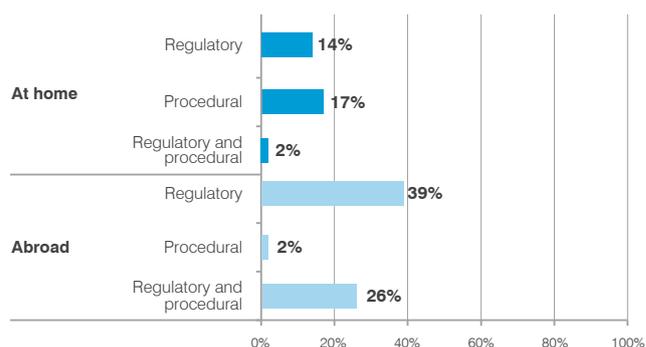
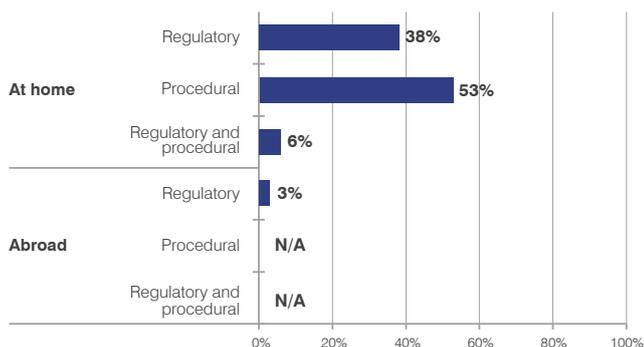
### Importing firms



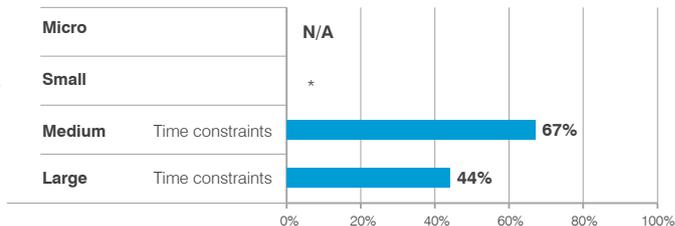
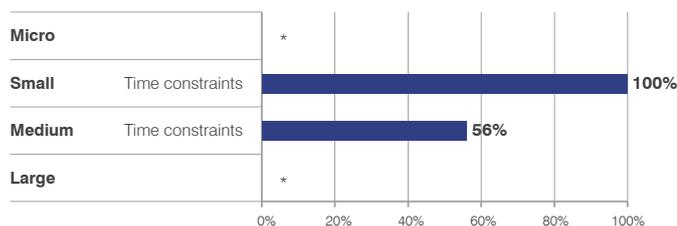
### Exporting firms



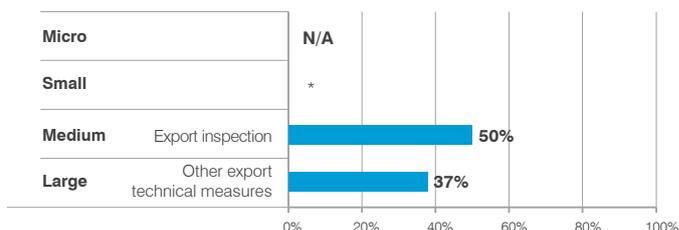
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/tunisia>. Survey field work ended in 2012, with 258 companies in phone interviews. Of those, 161 companies (62%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 132 also gave face-to-face interviews.

# Turkey

## Key indicators

Population (million)	77.7
GDP (\$ billion)	722.2
GDP per capita (\$)	9,290
Share of world GDP (PPP\$, %)	1.4
Current account surplus/deficit, share of GDP (%)	-4.5
Tariff preference margin (percentage points)	4.0
Imports and exports (goods and services), share of GDP (%)	59.6
Services exports, share of total exports (%)	24.3
Geographic region	Eastern Europe and Central Asia
Development group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	46.1	53.5	45.2
	Medium	59.4	67.8	54.4
	Large	57.3	81.7	74.1
	All	51.4	59.4	51.2
IMMEDIATE BUSINESS ENVIRONMENT		50.5	59.7	68.2
NATIONAL ENVIRONMENT		65.9	67.5	71.1

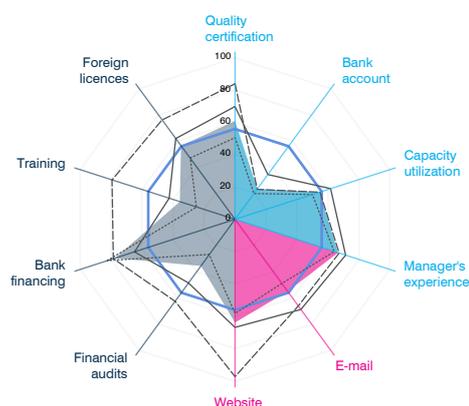
Reference level: 56.0 (a function of GDP per capita \$)

**Strengths are scores above: 84.0**      **Weaknesses are scores below: 28.0**

## SME Competitiveness Grid

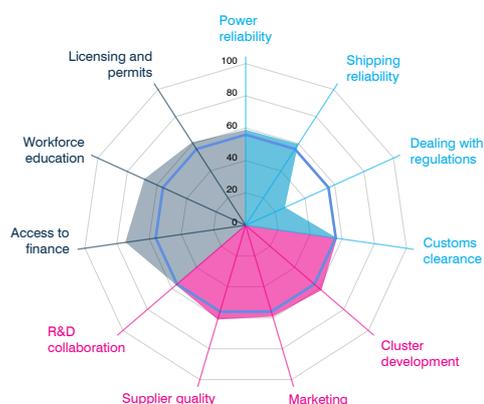
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	50.6	69.9	<b>84.0</b>	60.9
Bank account	<b>19.8</b>	34.4	<b>23.1</b>	<b>23.4</b>
Capacity utilization	50.0	61.7	54.9	54.7
Manager's experience	64.1	71.5	67.3	66.5
Connect	Small	Medium	Large	All
E-mail	49.0	68.8	66.2	55.0
Firm website	58.1	66.8	<b>97.2</b>	63.8
Change	Small	Medium	Large	All
Audited financial statement	<b>26.8</b>	48.6	62.5	35.5
Investment financed by banks	82.4	64.8	78.5	77.5
Formal training programme	<b>24.8</b>	42.5	79.4	35.6
Foreign technology licences	46.9	61.9	76.1	56.4



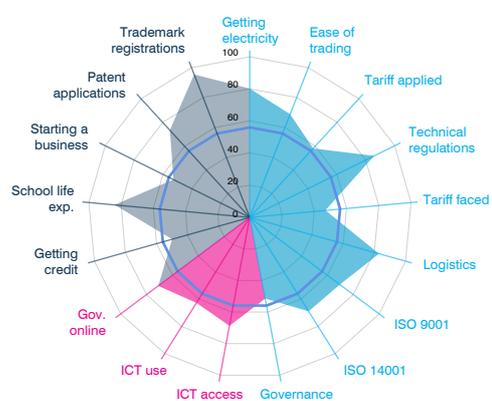
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	61.7	56.8	42.5	59.0
Domestic shipping reliability	64.4	55.9	52.7	59.6
Dealing with regulations	<b>26.5</b>	<b>27.6</b>	<b>20.8</b>	<b>26.5</b>
Customs clearance efficiency	58.3	51.8	62.0	56.8
Connect	Small	Medium	Large	All
State of cluster development				61.7
Extent of marketing				59.2
Local supplier quality				61.1
University-industry collaboration in R&D				56.8
Change	Small	Medium	Large	All
Access to finance	74.9	80.6	59.4	74.9
Access to educated workforce	71.8	67.8	51.9	68.6
Business licensing and permits	58.5	79.0	40.6	61.0



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	80.1
Ease of trading across borders	68.9
Applied tariff, trade-weighted average	58.0
Prevalence of technical regulations	<b>85.8</b>
Faced tariff, trade-weighted average	46.9
Logistics performance index	83.0
ISO 9001 quality certificates	69.6
ISO 14001 environmental certificates	68.9
Governance index	51.5
Connect	All
ICT access	68.8
ICT use	62.7
Government's online service	71.0
Change	All
Ease of getting credit	50.0
Interest rate spread	-
School life expectancy	<b>84.0</b>
Ease of starting a business	52.8
Patent applications	73.5
Trademark registrations	<b>95.4</b>



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Turkey is an upper-middle income country with a population of 77.7 million and GDP of \$722.2 billion. Goods and services account for 75.7% and 24.3% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Turkey's exports lie in transport equipment, the basic manufactures sector, and chemicals. ITC identifies *railway passenger and special purpose coaches* as a new product Turkey could export. The presence of SMEs in the sector adds a development dimension. Top products for diversification also include *chemical wood pulp* and *tetracyclines*.

Existing export products such as *iron and steel bars and rods* also have increased export potential. Other goods with potential include *carpets of man-made textiles* and *sunflower seeds, oil and their fractions*.

The SME Competitiveness Grid reveals a strong national environment along most indicators. Nevertheless, small firms underperform on having bank accounts or audited financial statements. Firms of all sizes also report a significant amount of time managers spend on regulations.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Europe & Central Asia	non-OECD	OECD	Price stability	SME presence	Women employed
Bars & rods, stainless steel, hot rolled in irregularly wound coils	722100	25	9	333	7	■	■	■
Railway passenger and special purpose coaches, not self-propelled	860500	57	162	112	40	■	■	■
Chemical wood pulp,soda/sulphate,non-coniferous,semi-bl/bleachd	470329	131	84	404	69	■	■	■
Tetracyclines and their derivatives, in bulk; salts thereof	294130	149	147	191	117	■	■	■
Pipe,line,i/s,longitudinally wld w int/ext circ c sect,ext dia>406.4mm	730512	156	124	58	726	■	■	■
Cortisone, hydrocortisone, prednisone and prednisolone, in bulk	293721	174	221	144	177	■	■	■
Dredgers	890510	176	295	98	266	■	■	■
Self-propelld railway cars powerd from external source of electricity	860310	185	133	814	105	■	■	■
Structures&parts of structures,i/s (ex prefab bldgs of headg no.9406)	730890	202	208	93	436	■	■	■
Carboxylic acids w aldehyde o ketone function only&their derivatives	291830	210	160	551	131	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Europe & Central Asia	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Bars and rods, of iron or non-alloy steel	721420	4146.7	■	■	■	■	■	■	■
Carpets of man-made textile mat,of woven pile construction,...	570242	1248.9	■	■	■	■	■	■	■
Sunflower-seed/safflower oil&their fractions reind	151219	419.8	■	■	■	■	■	■	■
Hazelnuts or filberts, fresh or dried, shelled or peeled	080222	1063.6	■	■	■	■	■	■	■
Diesel powered trucks with a GVW not exceeding five tonnes	870421	3248.5	■	■	■	■	■	■	■
Articles of jewellery and parts thereof, other than silver	711319	2453.0	■	■	■	■	■	■	■
Wheat or meslin flour	110100	828.5	■	■	■	■	■	■	■
T-shirts,singlets and other vests,of other textile materials,knitted	610990	1362.9	■	■	■	■	■	■	■
Electric conductors, for a voltage not exceeding 80 V	854449	1342.6	■	■	■	■	■	■	■
Monumental/buildg stone,cut/sawn flat/even,marble/travertine/...	680221	318.2	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

# Technical regulations

**Imports subject to regulation**



**Requirements per imported product**

0.84

**Exports subject to regulation**

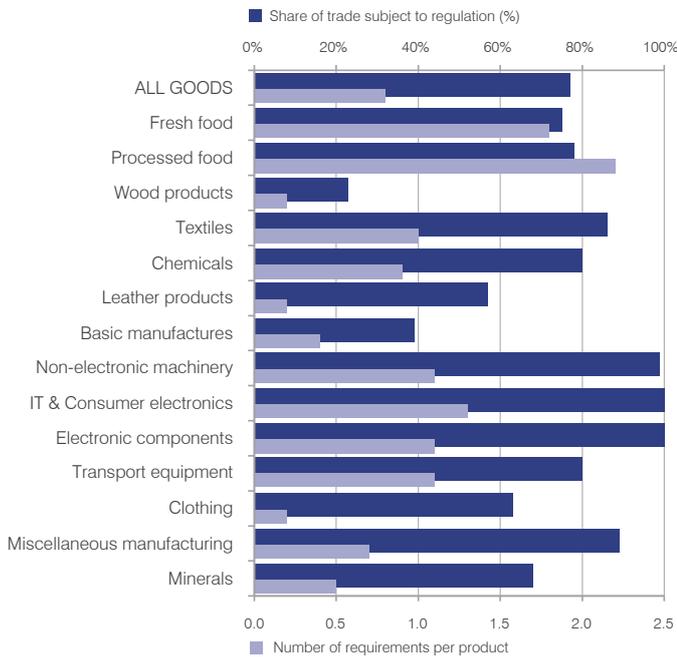


**Requirements per exported product**

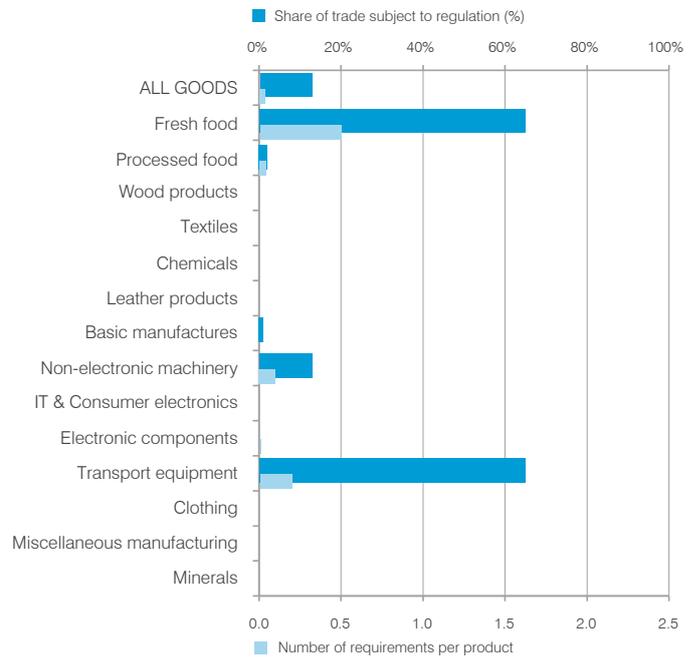
0.04

## Regulatory environment by sector

### Import regulations

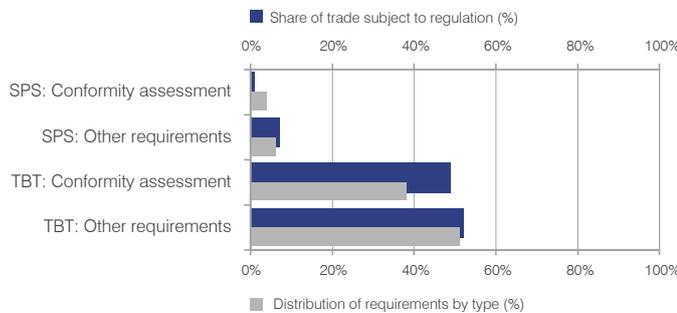


### Export regulations

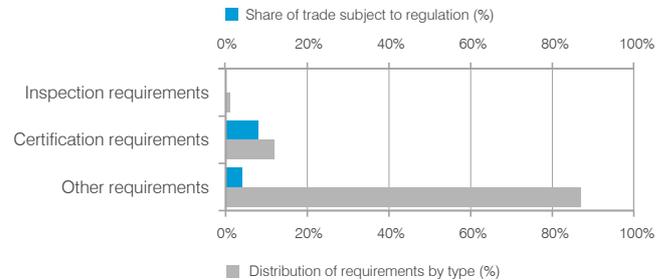


## Regulatory environment by requirement

### Import regulations



### Export regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 181 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

## The business perspective on technical regulations

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The data necessary for this sub-section of the country profile were not available at the time of the production of this report. ITC is constantly expanding the depth and coverage of its analytical tools and databases and the required information

may become available online. Interested readers are encouraged to regularly check the following underlying sources.

### ITC Market Access Map

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Technical regulations represent a subset of the multi-agency regulatory database on NTMs, which can be accessed through Market Access Map.

Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policymakers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by 199 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO Members, NTMs and trade flows to help users prioritize and analyse export markets as well as prepare for market access negotiations. Users can also find ad-valorem equivalents for all non-ad-valorem duties; perform aggregations of products and countries; and simulate tariff reduction scenarios.

The multi-agency regulatory database on NTMs is based on a wide variety of legal documents issued by governments such as laws, decrees and directives. The data collection is a joint effort of ITC, UNCTAD and the World Bank and is done in close collaboration with national stakeholders, who are invited to provide feedback. The collected regulations are mapped to the product codes from the Harmonized System and the measures from the international classification of NTMs.

This regulatory mapping aims to increase transparency of markets worldwide with a comprehensive database of regulations that producers must comply with to export/import or sell in a market.

Dissemination of regulatory information is part of ITC's mission to leverage trade for more inclusive economic growth, by making it easier for companies to conduct research and export to new markets.

For further information visit [www.macmap.org](http://www.macmap.org).

### ITC Business Surveys on NTMs

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ITC conducts large-scale company surveys to improve knowledge of NTM-related obstacles, which is subsequently subject to detailed quantitative impact analysis and discussed with key stakeholders. Building on the experience of exporters and importers that deal with these measures, these surveys are a proven mechanism to deepen understanding of the perception of NTMs which, by their nature, are hard to quantify.

The business perspective of NTMs is critical for governments to successfully define national strategies and policies that overcome barriers to trade. Businesses are best placed to inform decision makers with their first-hand experience of dealing with the key challenges.

Exporters and importers in developing countries have raised concerns about NTMs. They register challenges to sometimes

complex requirements and administrative obstacles. At the same time, developing country firms often have domestic trade-related infrastructure obstacles. As a result, while NTMs may not pose problems as such, some can still seriously hinder trade. They also face a challenge of inadequate information access about regulations and other services to promote exports, which has an impact on their international competitiveness.

ITC Business Surveys on NTM have been implemented in over 25 countries. Close to 15,000 companies have been interviewed about the various regulatory and procedural obstacles to trade they face. Additional surveys are currently ongoing or planned in more than 15 countries.

For further information visit <http://ntmsurvey.org>.

# United Republic of Tanzania

## Key indicators

Population (million)	47.7
GDP (\$ billion)	46.2
GDP per capita (\$)	969
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-8.2
Tariff preference margin (percentage points)	6.8
Imports and exports (goods and services), share of GDP (%)	51.0
Services exports, share of total exports (%)	37.6
Geographic region	Africa
Development group	LDC
Income group	Low income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	37.4	<b>9.2</b>	26.3
	Medium	46.1	24.1	47.9
	Large	<b>59.4</b>	<b>74.1</b>	<b>75.9</b>
	All	40.3	<b>13.4</b>	36.8
IMMEDIATE BUSINESS ENVIRONMENT		34.4	43.9	24.4
NATIONAL ENVIRONMENT		40.5	21.3	22.7

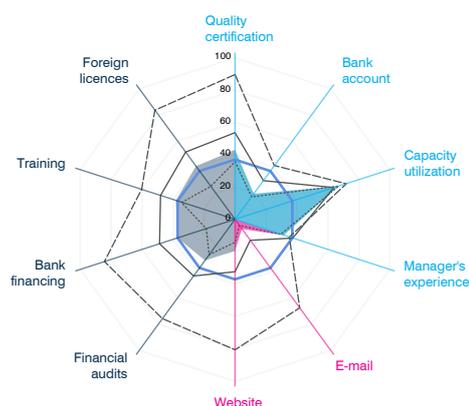
Reference level: 37.0 (a function of GDP per capita \$)

**Strengths are scores above: 55.6**      **Weaknesses are scores below: 18.5**

## SME Competitiveness Grid

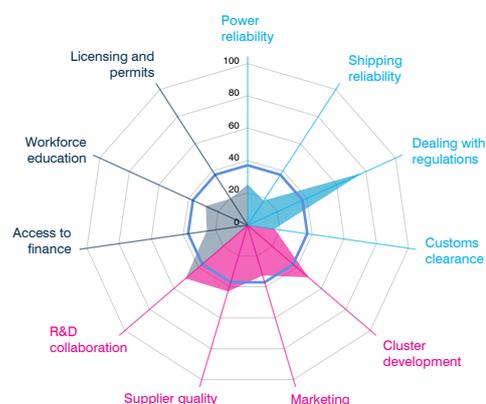
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	35.7	53.7	<b>89.7</b>	43.1
Bank account	<b>17.3</b>	29.7	41.2	19.7
Capacity utilization	<b>66.9</b>	<b>63.9</b>	<b>71.9</b>	<b>66.6</b>
Manager's experience	29.7	37.3	35.0	31.6
<b>Connect</b>				
E-mail	<b>4.4</b>	<b>15.9</b>	<b>67.5</b>	<b>7.3</b>
Firm website	<b>14.0</b>	32.3	<b>80.6</b>	19.5
<b>Change</b>				
Audited financial statement	26.9	43.2	<b>75.6</b>	31.3
Investment financed by banks	<b>18.5</b>	48.7	<b>84.3</b>	37.1
Formal training programme	34.5	48.1	<b>60.2</b>	38.2
Foreign technology licences	25.3	51.5	<b>83.5</b>	40.8



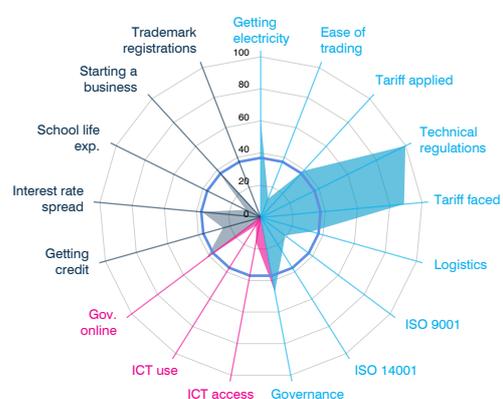
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	25.4	23.8	26.9	25.1
Domestic shipping reliability	<b>15.8</b>	33.9	26.1	<b>18.0</b>
Dealing with regulations	<b>79.3</b>	<b>73.0</b>	<b>66.7</b>	<b>77.6</b>
Customs clearance efficiency	-	<b>12.9</b>	<b>12.5</b>	<b>16.7</b>
<b>Connect</b>				
State of cluster development				49.6
Extent of marketing				32.6
Local supplier quality				42.9
University-industry collaboration in R&D				50.6
<b>Change</b>				
Access to finance	26.0	22.7	31.6	25.5
Access to educated workforce	30.1	23.1	22.4	28.3
Business licensing and permits	20.9	<b>13.0</b>	34.4	19.4



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	<b>59.9</b>
Ease of trading across borders	<b>12.4</b>
Applied tariff, trade-weighted average	39.2
Prevalence of technical regulations	<b>99.8</b>
Faced tariff, trade-weighted average	<b>88.9</b>
Logistics performance index	32.5
ISO 9001 quality certificates	18.8
ISO 14001 environmental certificates	25.2
Governance index	47.1
<b>Connect</b>	
ICT access	<b>16.1</b>
ICT use	<b>5.9</b>
Government's online service	42.0
<b>Change</b>	
Ease of getting credit	24.3
Interest rate spread	36.7
School life expectancy	<b>10.4</b>
Ease of starting a business	42.3
Patent applications	-
Trademark registrations	<b>0.0</b>



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Tanzania is a low income country located in East Africa with a population of 47.7 million and GDP of \$46.2 billion. Goods and services account for 62.4% and 37.6% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Tanzania's exports lie in fresh and processed food, and raw and processed agro-based products. ITC identifies *wood in chips*, *bovine cuts*, *ground-nut oil*, and *lentils dried or shelled* as top products for diversification.

Existing export products also have increased export potential. Estimates from ITC's export potential analysis suggest that this is the case for a range of products in the nuts, textiles and coffee sectors. *Cashew nuts* have strong expansion opportunities to non-OECD countries.

The SME Competitiveness Grid reveals that Tanzania's national environment performs well on trade policy-related variables like tariffs and regulations, but underperforms on business licensing. The national environment also underperforms in the connectivity pillar, and this is reflected in small and medium-sized firms' poor use of internet tools. These connectivity constraints, however, do not apply to large firms. Firms of all sizes achieve good scores on capacity utilization, but only a few small firms have investments financed by banks or a bank account.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed
Wood in chips, non-coniferous	440122	2	34	7	1	■	■	■
Bovine cuts boneless, frozen	020230	4	4	3	10	■	■	■
Ground-nut oil, crude	150810	6	68	6	3	■	■	■
Lentils dried, shelled, whether or not skinned or split	071340	7	8	4	11	■		
Soya-bean oil crude, whether or not degummed	150710	8	3	5	32	■	■	■
Bovine edible offal, frozen	020629	9	6	8	48	■	■	■
Technically specified natural rubber (TSNR)	400122	10	15	12	4	■		
Lobsters frozen, in shell or not, including boiled in shell	030612	12	20	14	6	■	■	■
Natural rubber in other forms	400129	13	7	11	27	■		
Aluminium unwrought, not alloyed	760110	14	16	15	5	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Sub-Saharan Africa	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Cashew nuts, in shell, fresh or dried	080131	174.2				■			■
Sesamum seeds, whether or not broken	120740	150.2				■			■
Furnishing articles, of textile materials, knitted or crocheted	630491	65.1				■	■	■	■
Cotton, not carded or combed	520100	128.3				■			■
Twine, cordage, ropes and cables, of sisal textile fibres	560729	17.9				■	■	■	■
Coffee, not roasted, not decaffeinated	090111	168.6				■			■
Dried pigeon peas and other leguminous vegetables, shelled	0713Xb	67.2				■			■
Cloves	0907	48.2				■			■
Copper unrefined, copper anodes for electrolytic refining	740200	65.4				■	■	■	■
Cocoa beans, whole or broken, raw or roasted	180100	30.2				■			■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

## Technical regulations

**Imports subject to regulation**

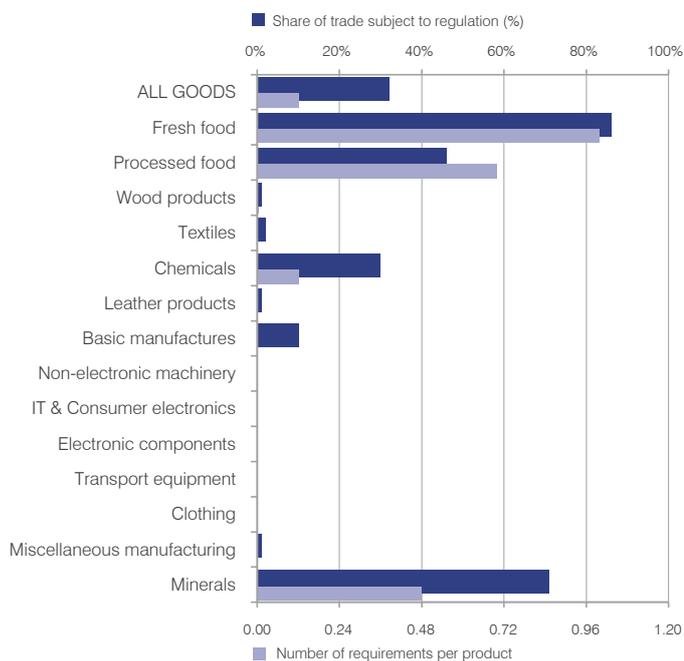


**Requirements per imported product**

0.09

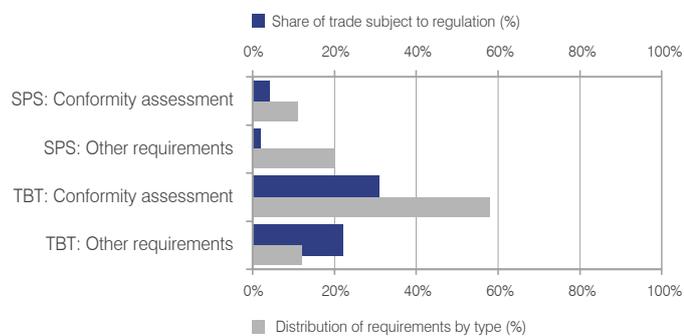
## Regulatory environment by sector

### Import regulations



## Regulatory environment by requirement

### Import regulations



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 23 technical regulations.

**Source:** ITC-UNCTAD-WB joint data collection, 2011. More data is available at [www.macmap.org](http://www.macmap.org).

The business perspective on technical regulations

Key obstacles for small firms

Importing firms

Technical regulations:  41% of reported problems

Main procedural obstacle: Time constraints

Exporting firms

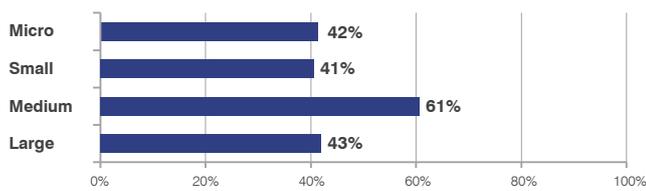
Technical regulations:  30% of reported problems

Main procedural obstacle: Time constraints

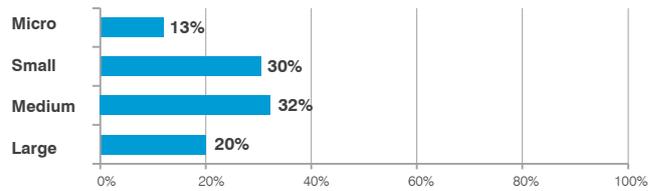
Main regulatory obstacle: Export inspection

Share of problems by company size

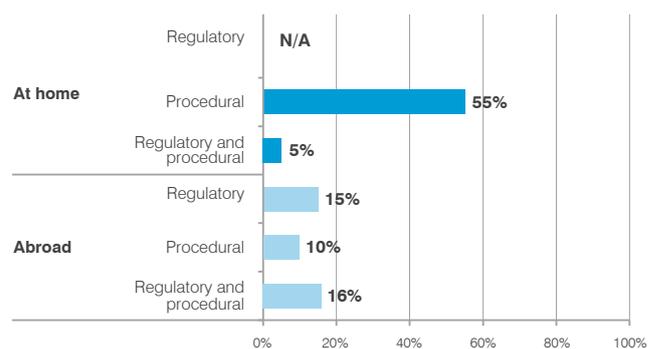
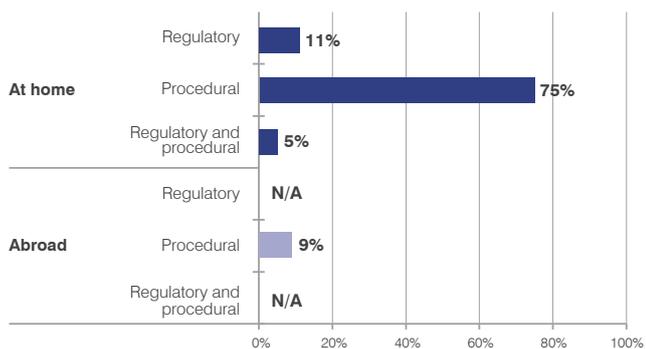
Importing firms



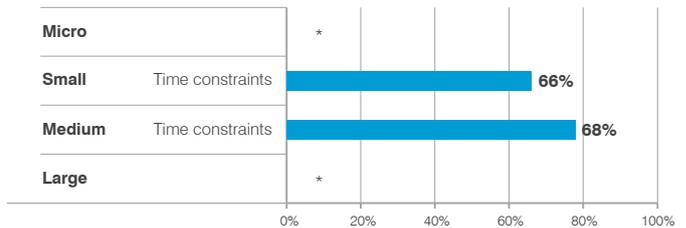
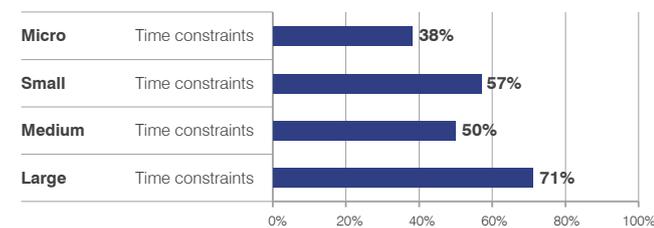
Exporting firms



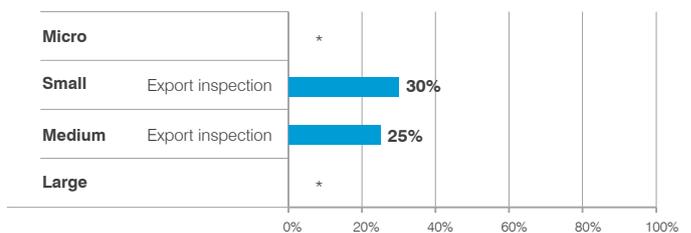
Obstacles at home and abroad



Main procedural obstacle



Main regulatory obstacle



Note: Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

Source: ITC Business Surveys on NTMs, <http://ntmsurvey.org/tanzania>. Survey field work ended in 2013, with 504 companies in phone interviews. Of those, 373 companies (74%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 224 also gave face-to-face interviews.

# Uruguay

## Key indicators

Population (million)	3.4
GDP (\$ billion)	55.0
GDP per capita (\$)	16,092
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-3.7
Tariff preference margin (percentage points)	5.4
Imports and exports (goods and services), share of GDP (%)	45.9
Services exports, share of total exports (%)	26.0
Geographic region	Latin America and the Caribbean
Development group	
Income group	High income

## SME Competitiveness Grid Summary

Average scores [0-100]		Compete	Connect	Change
FIRM CAPABILITIES	Small	43.7	39.9	31.3
	Medium	53.2	76.2	40.3
	Large	73.0	90.5	68.3
	All	47.0	49.3	38.1
IMMEDIATE BUSINESS ENVIRONMENT		58.8	51.2	51.4
NATIONAL ENVIRONMENT		60.1	86.3	61.5

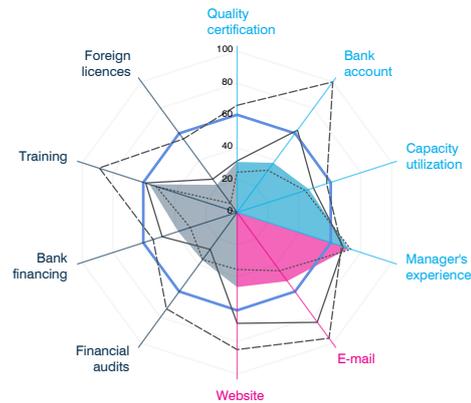
Reference level: 60.6 (a function of GDP per capita \$)

**Strengths are scores above: 90.9**      **Weaknesses are scores below: 30.3**

## SME Competitiveness Grid

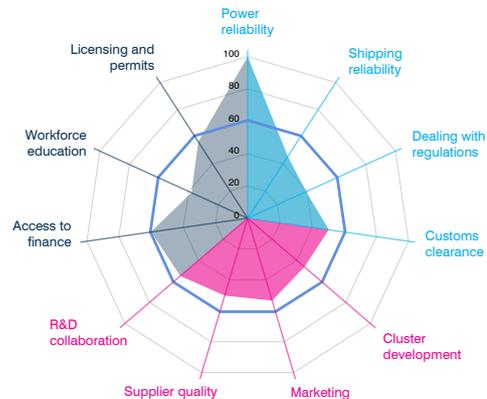
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	25.0	31.9	66.5	31.3
Bank account	32.3	63.1	100.0	37.9
Capacity utilization	43.9	49.3	57.9	46.7
Manager's experience	73.5	68.7	67.6	72.1
Connect				
E-mail	44.6	83.9	96.1	52.4
Firm website	35.3	68.6	84.9	46.2
Change				
Audited financial statement	36.1	28.1	73.7	36.6
Investment financed by banks	30.2	48.5	54.1	37.9
Formal training programme	52.1	59.0	89.0	56.7
Foreign technology licences	6.9	25.7	56.2	21.3



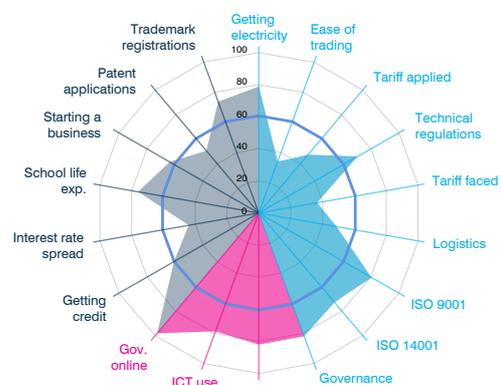
### IMMEDIATE BUSINESS ENVIRONMENT (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	100.0	100.0	100.0	100.0
Domestic shipping reliability	43.6	43.6	59.6	45.5
Dealing with regulations	43.0	32.1	34.2	39.5
Customs clearance efficiency	46.1	50.0	61.4	50.4
Connect				
State of cluster development				46.2
Extent of marketing				53.4
Local supplier quality				50.1
University-industry collaboration in R&D				54.9
Change				
Access to finance	58.7	63.3	64.1	60.1
Access to educated workforce	39.4	35.1	34.3	38.0
Business licensing and permits	54.6	58.2	66.7	56.2



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	78.9
Ease of trading across borders	34.1
Applied tariff, trade-weighted average	47.5
Prevalence of technical regulations	70.6
Faced tariff, trade-weighted average	36.6
Logistics performance index	48.8
ISO 9001 quality certificates	80.5
ISO 14001 environmental certificates	72.8
Governance index	81.9
Connect	
ICT access	82.1
ICT use	78.7
Government's online service	98.0
Change	
Ease of getting credit	60.7
Interest rate spread	44.1
School life expectancy	75.9
Ease of starting a business	63.7
Patent applications	50.6
Trademark registrations	73.9



■ Compete    ■ Connect    ■ Change  
— Reference level    ⋯ Small    — Medium    - - Large

**Note:** Scores range from 0 to 100, with higher score indicating a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.  
**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Uruguay is a high income country in South America with a population of 3.4 million and GDP of \$55 billion. Goods and services account for 74% and 26% of exports, respectively.

ITC's export diversification analysis for goods finds that diversification opportunities for Uruguay's exports lie in fresh and processed food, raw and processed agro-based products, and in the chemical sector. ITC identifies *soya bean oil-cake* as a product that can contribute to diversification. Price stability, prevalence of SMEs and female participation in the product's production add a development dimension. Other products for diversification include *sheep cuts*, *potassium chloride*, and *diammonium phosphate*.

Existing export products such as *soya beans, whether or not broken* also have an increased export potential to both OECD and non-OECD countries outside the region. Other products with unexploited potential include *bovine cuts boneless, frozen*, and *milk and cream powder*.

The SME Competitiveness Grid reveals that Uruguay is characterized by large firms' strong performance along many competitiveness indicators, while SMEs lag behind in using financial services and bank finance. Small firms also underperform in the connectivity pillar, contrasting with a good performance in their connectivity at the national level. Both small and medium-sized firms perform poorly on foreign technology licences.

## Diversification opportunities

Product description	Product code	Rank				Development indicators		
		World	Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed
Soya-bean oil-cake&both solid residues,whether or not ground or pellet	230400	1	1	1	4	■	■	■
Soya-bean oil crude, whether or not degummed	150710	4	3	4	39	■	■	■
Sheep cuts, bone in, frozen	020442	5	18	5	2	■	■	■
Potassium chloride, in packages weighing more than 10 kg	310420	10	5	10	23	■	■	■
Diammonium phosphate, in packages weighing more than 10 kg	310530	11	8	9	37	■	■	■
Garlic, fresh or chilled	070320	14	12	13	31	■	■	■
Quebracho extract	320110	16	14	22	6	■	■	■
Sheep cuts, bone in, fresh or chilled	020422	17	669	60	3	■	■	■
Fowls (gallus domesticus), cuts & offal, frozen	020714	21	15	15	202	■	■	■
Zinc not alloyed unwrought containing by weight 99.99% or more of zinc	790111	23	49	21	64	■	■	■

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports (\$ million)			Development indicators			
			Latin America and the Caribbean	non-OECD	OECD	Price stability	SME presence	Women employed	Technology
Soya beans, whether or not broken	1201	1046.2	■	■	■	■	■	■	■
Bovine cuts boneless, frozen	020230	917.6	■	■	■	■	■	■	■
Malt, not roasted	110710	181.0	■	■	■	■	■	■	■
Bovine cuts boneless, fresh or chilled	020130	330.2	■	■	■	■	■	■	■
Wheat and meslin, except durum	1001Xb	239.7	■	■	■	■	■	■	■
Wool tops and other combed wool, other than combed wool in...	510529	149.2	■	■	■	■	■	■	■
Milk and cream powder unsweetened exceeding 1.5% fat	040221	236.0	■	■	■	■	■	■	■
Rice, semi-milled or wholly milled, whether or not polished or...	100630	378.2	■	■	■	■	■	■	■
Live bovine animals	0102	136.7	■	■	■	■	■	■	■
Rice, husked (brown)	100620	54.7	■	■	■	■	■	■	■

**Note:** Products listed are top 10 in decreasing order of their **unrealized export potential** to the world. **Exports** reflect the average value over 2010-2014. **Development indicators:** green reflects performance above a country's trade-weighted mean; red the opposite. **Technology:** green indicates sectors that use technology above a country's median; red the opposite. Products that are not yet exported but have high export potential and enhance the country's technology level are listed in the **Diversification opportunities** table. These opportunities are indicated by each product's **rank**, i.e. the lower the number, the higher is the probability of the country diversifying into this product. Blank spaces indicate data are not available.

**Source:** ITC Export Potential Assessment <http://exportpotential.intracen.org>, covering goods (services not included).

**Imports subject to regulation**

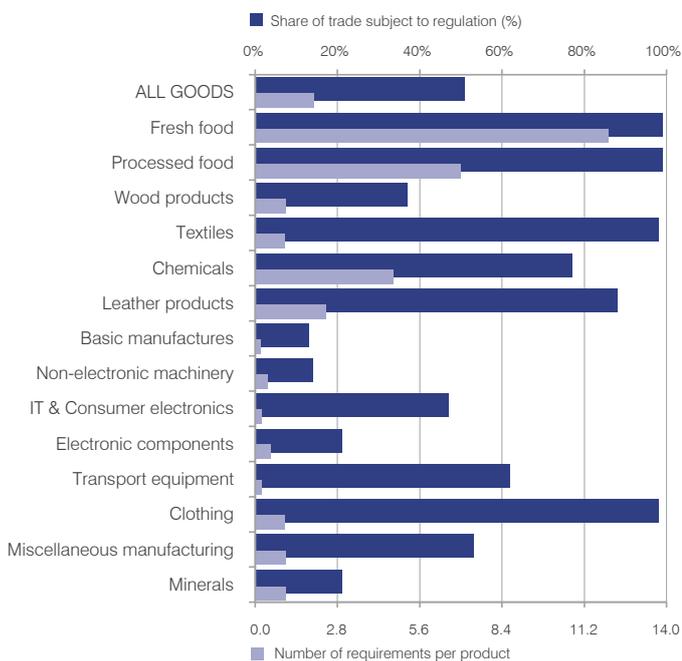


**Requirements per imported product**

2.08

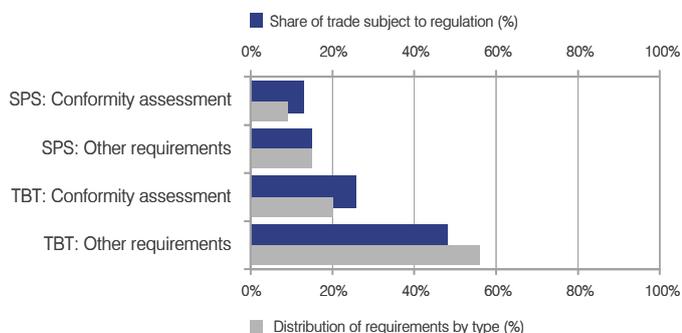
Regulatory environment by sector

**Import regulations**



Regulatory environment by requirement

**Import regulations**



**Note:** Requirements are based on the number of regulations and types of measures. Statistics are based on 195 technical regulations.  
**Source:** ITC-UNCTAD-WB joint data collection, 2012. More data is available at [www.macmap.org](http://www.macmap.org).

# The business perspective on technical regulations

## Key obstacles for small firms

### Importing firms

**Technical regulations:**  60% of reported problems

### Exporting firms

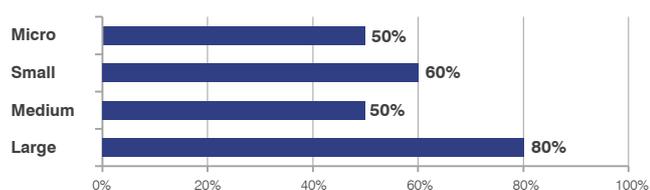
**Technical regulations:**  48% of reported problems

**Main procedural obstacle:** Time constraints

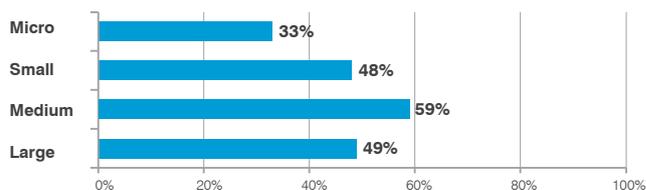
**Main regulatory obstacle:** Product certification

## Share of problems by company size

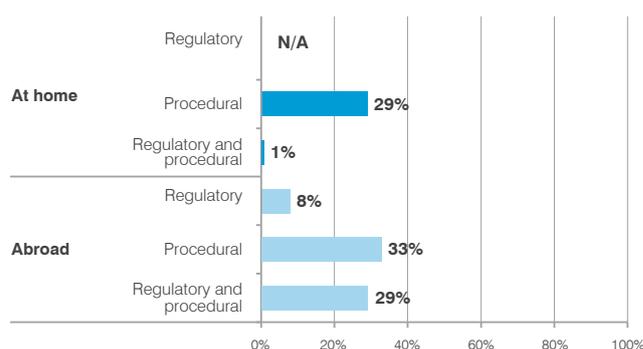
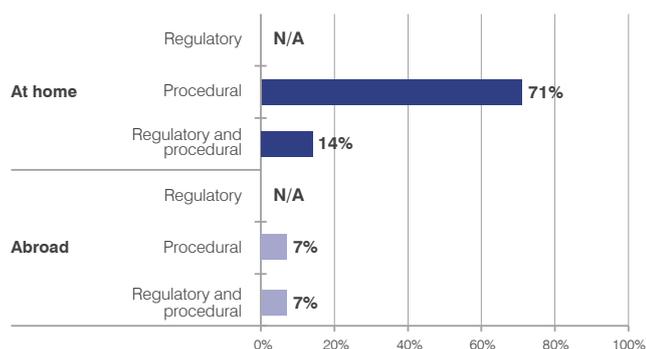
### Importing firms



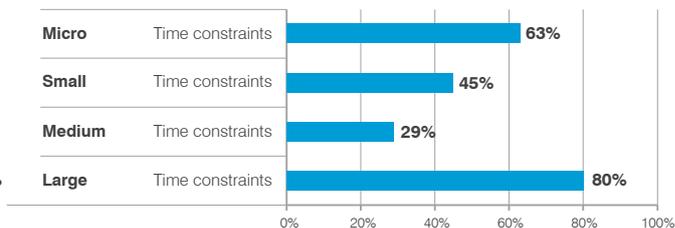
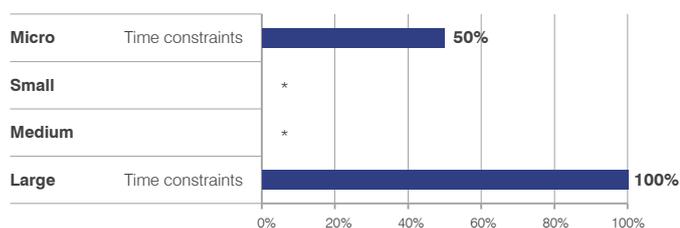
### Exporting firms



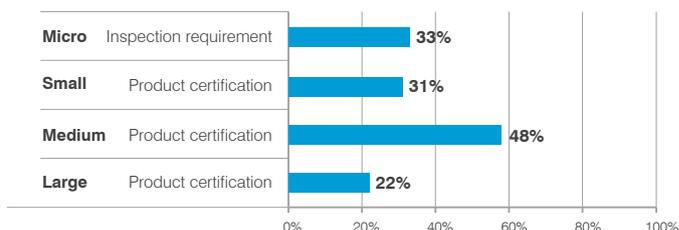
## Obstacles at home and abroad



## Main procedural obstacle



## Main regulatory obstacle



**Note:** Low frequency data (<5 observations): indicated by an asterisk (\*). N/A: "not reported".

**Source:** ITC Business Surveys on NTMs, <http://ntmsurvey.org/uruguay>. Survey field work ended in 2011, with 461 companies in phone interviews. Of those, 201 companies (44%) reported facing regulatory or procedural trade obstacles. Of firms contacted by phone, 87 also gave face-to-face interviews.



PART III.

# Technical Annexes

## Technical notes for country profiles

### Overview and new aspects

The country profiles of the *SME Competitiveness Outlook 2016* contain new features and improvements in methodology and presentation. Furthermore, the number of countries has increased from 25 to 35. The countries added – Barbados, China, Costa Rica, Ecuador, India, Jordan, Lebanon, Namibia, Nepal and Turkey – were selected based on the availability of data on non-tariff measures (NTMs). In addition, regional groupings now include data for Belize, Benin, Bosnia and Herzegovina, and Liberia.

#### *The SME Competitiveness Grid*

The grid follows the same methodology as in the 2015 edition, but results are not directly comparable across years. This is because most firm-level indicators are not updated yearly. Even when this data remain the same, each country's strengths and weaknesses may differ from last year. Firstly, there may be a change in a country's GDP per capita, and hence the reference level (expected competitiveness). Secondly, the relative position of the country may be different due to the inclusion of new countries in the sample. The grid also uses a new indicator on the frequency of technical regulations. The calculations are based on the International NTM database<sup>218</sup> and provide a good measure of market access conditions and trade-related regulatory environment.

#### *SME export potential*

The SME export potential estimates cover existing and new export products (services are not covered due to data limitations). Regarding existing products, each country profile only suggests products with high *unrealized* potential, to increase usefulness for policymakers. The country profiles also list new products that are not exported so far but offer investment and export opportunities. The work is based on methodology designed by ITC. The focus is on goods, as comparable data for services is not available.

The SME export potential singles out products and sectors that merit attention of trade and investment support institutions (TISIs), policymakers and investors, while the SME competitiveness grid highlights countries' strengths, which can be harnessed to develop these sectors. A succinct analysis in every country profile suggests existing products and markets where exports can be increased; new export products that can be developed to diversify the country's export basket; and key results of the competitiveness analysis.

### *Compulsory technical regulations and ITC Business Surveys on NTMs*

New in this edition are two pages that reflect the 2016 report's focus on regulations. The technical regulations listed on the third page of each country profile offers a snapshot of the regulatory environment of the country, with the share of trade subject to regulation and the average number of regulations per product. The analysis is by sector (reflecting value chains) and by type of regulation (singling out conformity assessment requirements). The analysis covers requirements for imported goods and, whenever data are available, for exported goods. It was not possible to include services due to a lack of comparable data.

The analysis related to ITC Business Surveys on NTMs on the last page of each country profile is based on the data presented in the 2015 edition. In this edition, however, it centres on technical regulations (only technical requirements and associated procedural obstacles are included in the calculations). Furthermore, it reflects experiences reported by importing companies that were not included before. The analysis of small companies is fine-tuned by presenting separately microfirms with fewer than five employees. Both survey results and the data on the regulatory environment start with a summary of the main findings.

Survey results and regulatory data cannot be compared directly, as the regulatory data refers exclusively to the country in focus (based on the country's laws and regulations), while the survey data combine reports on the country and its trading partners.

### SME Competitiveness

#### *Key Indicators*

Key indicators are derived from ITC Trade Map and ITC Market Access Map data and databases of other international institutions. They have not been transformed or undergone normalization calculations. They are taken directly from their respective sources (see Annex 2), and are expressed in the units indicated alongside the indicator's name.

#### *SME Competitiveness Grid Summary*

The Competitiveness Grid Summary provides summary statistics for all 39 indicators of the SME Competitiveness Grid. Out of these 39 indicators, 17 apply directly to business establishments and are available by firm size. Indicator averages, listed vertically in the table, are calculated for each level of competitiveness:

1. Firm Capabilities
2. Immediate Business Environment
3. National Environment.

For indicators in Firm Capabilities, averages are calculated by firm size (small, medium, large, and all firms). For each level of competitiveness, listed horizontally in the table, indicators are averaged by pillar of competitiveness:

1. Capacity to Compete (highlighted in blue)
2. Capacity to Connect (highlighted in pink)
3. Capacity to Change (highlighted in grey).

SME Competitiveness indicators are calculated for 108 countries, i. e. all countries for which both the World Bank Enterprise Surveys (based on their global methodology) and WEF Executive Opinion surveys are available (years are country specific, see Table A.4). Averages are calculated as simple (unweighted) averages.

## Strengths and Weaknesses

'Strengths' are indicated in green and 'weaknesses' in red. These relative measures are based upon a country-specific reference level. To determine the reference level for each country, the SME Competitiveness indicators are averaged by country and regressed on the natural logarithm of country GDP per capita ( $\log(\text{GDP-per-capita})$ ), over the full sample of all 108 countries. The reference level is then set to the predicted (fitted) value for  $\log(\text{GDP-per-capita})$ , as determined by the least-squares regression line.

An indicator is 'strong' when it surpasses a threshold value of 150% of the reference level. It is indicated by bold green text. Likewise, an indicator is 'weak' when it falls below a threshold value of 50% of the reference level. It is indicated by bold red text. This is a comparison of individual, country-specific indicators to average values over all indicators and countries. This is consistent with ITC methodology as each indicator is transformed and normalized to a scale of [1-100] (see next section). The reference value and threshold values for strengths and weaknesses are presented at the bottom of the SME Competitiveness Grid Summary table. For regional analysis purposes, the reference level is set at 50.

### *SME Competitiveness Grid*

The SME Competitiveness Grid presents transformed and normalized scores for the full set of competitiveness indicators. The absolute values of the indicators are available upon request (they are not reported for the sake of clarity).

The indicators are categorized into three levels of competitiveness, each in turn categorized into three pillars. Indicator scores falling under Firm Capabilities and Compete and Change pillars under Immediate Business Environment are also presented by firm size. See Annex 2 for relevant data sources.

To allow for cross-indicator and cross-country comparisons, indicators are normalized on a [1-100] scale, with a score of 100 representing the best possible outcome. For positive indicators, those in which higher values represent better outcomes, a raw data series  $X$  is transformed according to:

$$Y_{(+)} = 100 \frac{X - \min(X)}{\max(X) - \min(X)}$$

For negative indicators, those on an inverse scale in which higher values represent worse outcomes, a raw data series  $X$  is transformed according to:

$$Y_{(-)} = 100 \frac{\max(X) - X}{\max(X) - \min(X)}$$

Equivalently, the normalized series for negative indicators may be constructed from:

$$Y_{(-)} = 100 - Y_{(+)}$$

A non-linear transformation (developed by ITC) is then applied over the same [1-100] range to compensate for highly skewed distributions, aimed at bringing the sample median to 50. For an input data series  $Y$ , the transformed score  $Z$  is defined as:

$$Z = 100 \frac{\ln(1 + \alpha Y)}{\ln(1 + 100\alpha)}$$

where

$$\alpha = \frac{100 - 2 \text{median}(Y)}{\text{median}(Y)^2}$$

and  $\text{median}(Y)$  is the sample median. The formula is not defined in the likely event that the median is already equal to 50; in this case the second step becomes redundant. It is important to note that the minimum, maximum, and median values are determined using data series that are disaggregated by firm size, that is, taking into consideration mean values calculated for small, medium, and large firms.<sup>219</sup> This implies that an indicator's minimum value, for instance, will be the same at each firm size for which a normalized index is calculated. This is consistent with ITC's definition of competitiveness applied to a firm's line of business irrespective of its size.

Individual indicator values are colour-coded following the same threshold scheme as described above in the grid summary statistics.

The radar diagrams to the right of the SME Competitiveness Grid convey the same statistics indicated in the tables. The solid area plots are colour-coded according to each pillar of competitiveness and represent aggregate indicator values for all firm sizes, while the line plots of varying patterns identify indicators for small firms (dotted black line), medium firms (solid black line), and large firms (dashed black line). A light grey reference circle indicates the country-specific reference level for all indicators, as defined under 'strengths and weaknesses' above.

## SME Export Potential

### *Unrealized potential: Existing export products*

Unrealized export potential for goods is estimated by using the Export Potential Indicator (EPI) and based on calculations from 223 countries. The EPI is based on a structural model that (1) identifies potential shares of products from supply and demand capacities and (2) converts them into potential trade values.

The gap between actual exports and potential exports indicates short-term opportunities to increase exports. The resulting measure is strictly quantitative in nature and only considers goods, not services. Additional qualitative and contextual analysis should be considered before using this measure to inform any policy or investment decisions. The methodology is explained in detail by Decreux and Spies<sup>220</sup> and ITC.<sup>221</sup> What follows is a short summary of the EPI calculations.

## Components of the Export Potential Indicator

The share of product  $k$  in total exports of country  $i$  can be decomposed into Balassa's revealed comparative advantage (RCA)<sup>222</sup> and the share of a product in total demand, assuming that at world level  $\frac{x_{ik}}{x_i} \approx \frac{m_k}{m}$ .

$$\frac{x_{ik}}{x_i} \approx \frac{x_{ik}/x_i}{x_k/x} \times \frac{m_k}{m}$$

The potential share of country  $i$ 's export product in a particular target market  $j$  deviates from decomposition (1) because of the specific situation in the target market that causes its demand to deviate from world demand, and because of other measurable factors that impact supply and demand conditions. Replacing product  $k$ 's share in world demand by product  $k$ 's share in market demand and normalization yields:

$$\left[ \frac{x_{ijk}}{x_{ij}} \right] = \frac{RCA_{ik}}{\sum_k (RCA_{ik} \times \frac{m_{jk}}{m_j})} \times \frac{m_{jk}}{m_j}$$

This is the basic model from which the EPI is calculated; however, ITC made a number of supply- and demand-side adjustments in the indicator's implementation.

More specifically, supply capacities are based on a dynamic version of Balassa's RCA, corrected for some of the factors that hide true comparative advantages (CA). True CA is a function of RCA, projected RCA growth, export-import ratio, and a global tariff disadvantage ratio. See the original reference for full documentation on this index and its sub-components.<sup>223</sup>

ITC has also modified the implementation of demand conditions, which are captured in a dynamic version of demand shares that accounts for the openness of the target market to the exporting country's products. The *Demand factor* incorporates market demand share, demand share projected growth, target market tariff advantage, and a distance factor.<sup>224,225</sup> The adjusted supply and demand components are combined in equation (3):

$$Potential\ share_{ijk}^{EPI} = \frac{CA_{ik} \times Demand\ factor_{ijk}}{\sum_k (CA_{ik} \times Demand\ factor_{ijk})}$$

To aggregate potential shares to the level of regions, they are transformed into potential values through multiplication with projected total bilateral exports capturing all observable and unobservable determinants of bilateral trade relations. While potential shares rank products within a market, potential values allow for comparisons across markets. Projected bilateral exports, in turn, are defined as current exports (to the target market  $j$ ) multiplied by expected growth of market  $j$ 's GDP (as published in IMF's *World Economic Outlook*).

Once the potential value is determined, for product  $i$  in country  $k$  to market  $j$ , it is compared to its current export value; if the potential value exceeds its current value, the difference is expressed as unrealized export potential. In other words, the total potential value is decomposed into realized and unrealized potential value. Realized potential value is determined from actual total export value, but is not necessarily equal to it. The country profiles only report on unrealized potential.

## Diversification opportunities

Diversification opportunities into new products are estimated with the Product Diversification Indicator (PDI), which, like the EPI, is calculated for 223 countries. The PDI is based on Hausmann and Hidalgo's concept of the product space<sup>226</sup> and related applications to product complexity,<sup>227</sup> which establishes links between products through an assessment of how frequently they are found together in countries' export baskets. Demand and supply combined results in a product ranking of diversification opportunities for a given target market that may yield export revenues in the medium- to long-term future. Like the EPI, the PDI only considers goods, not services. This section presents a short summary of the PDI calculations while the full reference is available in a dedicated methodological paper.<sup>228</sup>

## Components of the Product Diversification Indicator

The PDI differs from the EPI in how supply conditions are captured. Comparative advantages can only be computed for existing products. To identify diversification opportunities, the product space concept<sup>229</sup> establishes linkages from a country's current comparative advantages to potential new ones. The average distance of a product from a country's current export basket replaces the comparative advantage as an estimate of supply capacity. Demand and market access indicators remain identical to the EPI methodology.

The potential for a country to diversify is based on a density measure, which determines the proximity between products. The density of a potentially new product  $k$  with respect to a currently exported product  $l$  is based on the conditional probability of exporting  $k$  given that  $l$  is exported, taking into account the export composition of a large number of countries. The mean density is then computed over all currently exported products  $l$ , weighed by the respective comparative advantage (CA) of each product  $l$ , as defined earlier. The resulting value  $Density_{ik}$  is a measure of comparative advantage in products surrounding product  $k$ . Higher values imply that country  $i$  should be able to move into production and export of product  $k$  in the future with relative ease. All density values are normalized to insure that their range follows that of the corresponding comparative advantage measure CA.

Several qualification filters are applied to potential new export products. First, only products accounting for less than 0.5% of the country's total current exports are considered. Potential agricultural products are then checked against the country's climactic conditions; agricultural products unsuitable to the country's climactic endowments are eliminated from consideration. Finally, sea access is considered for the

production of some products; some sea-related products are eliminated from consideration for landlocked countries (some exceptions being freshwater fish and marine equipment).

The final PDI index is calculated as:

$$\text{Potential share}_{ijk}^{PDI} = \frac{\text{Density}'_{ik} \times \text{Demand factor}_{ijk}}{\sum_k (\text{Density}'_{ik} \times \text{Demand factor}_{ijk})}$$

As the PDI index does not allow for the prediction of potential values, only regional market ranks are reported for individual potential products. Higher ranks (lower number) indicate higher potential.

In both cases, EPI for existing export products and PDI for new export products, blank values indicate that the product has not been in consistent demand for over five years by any country in the respective region.

### Development indicators for existing export products

Development indicator measures are calculated relative to the country's performance in other sectors. Light-green bullets indicate performance above the trade-weighted mean (median, for Technology), and light-red bullets indicate performance below the mean (median, for Technology). Indicator cells are left empty in the case of missing data. The four indicators considered and their definitions are:

- **Price stability:** Stability of export revenues is based on the standard deviation of unit values, in turn based on product-level CEPII data for unit values.
- **SME presence:** Share of SMEs in the sector, based on data from the World Bank Enterprise Surveys.
- **Women employed:** Proportion of female employment in the sector, based on data from the World Bank Enterprise Surveys.
- **Technology:** Technological advancement is based on Hidalgo and Hausmann's<sup>230</sup> concept of product complexity using product-level trade statistics from ITC Market Analysis Tools.

Country profiles present 10 products with the highest unrealized export potential and 10 products for export diversification. To receive information for other products or a more detailed and customized analysis, please contact [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org).

### Compulsory technical regulations

The indices for technical regulations are based on the regulatory data from the International NTM Database jointly produced by ITC, UNCTAD and the World Bank,<sup>231</sup> and trade data from ITC Trade Map. They are calculated for 85 countries (countries with available data).

The calculations are performed at the product level (HS 6-digit level) taking into account bilateral measures, and subsequently aggregated by sector or measure type. The indices are

calculated for traded products (based on direct trade data reported for 2014, or earlier if 2014 is not available).

The International NTM Database maps compulsory national requirements regulating products, imports and exports to HS codes and type of measures based on the International classification of NTMs<sup>232</sup> containing 16 chapters (see Table A.1).

The technical regulations represent a subset of NTMs and include regulations defining product characteristics or production processes. Calculations include sanitary and phytosanitary measures (SPS) and technical barriers to trade (TBT) to increase each country's coverage (data on pre-shipment inspection and other formalities are not collected for some countries). The calculations are based on the most recent available data. The footnote in the following country profiles indicates the year of data collection and the number of technical regulations covered.

The *requirement* is defined as a combination of the country imposing the requirement, partner country, product, type of measure according to the NTM Classification and the number of regulations (e. g. laws, decrees, rules or protocols). Based on the requirements, two indices have been calculated to capture the extent to which a country's trade is regulated. The first one is the coverage ratio measuring the share of trade subject to regulation. The second is the prevalence score measuring the average number of requirements per product (details below).

### Regulatory environment by sector and by requirement

#### Share of trade subject to regulation: Coverage ratio

The coverage ratio captures the share of import that is subject to technical regulation in total trade value:

$$C_i = \frac{\sum_1^j \sum_1^p D_{ijp} V_{ijp}}{\sum_1^j \sum_1^p V_{ijp}} \cdot 100$$

where  $C_i$  is the coverage ratio in percentages for each importing country  $i$ ,  $D_{ijp}$  is a dummy variable equal to 1 in the presence of one or more technical requirement applied by country  $i$  for product  $p$  imported from country  $j$ ,  $V_{ijp}$  is the value of imports of the product  $p$  to country  $i$  from country  $j$ .<sup>233</sup>

#### Average number of requirements per product: Prevalence score

The prevalence score captures the average number of technical requirements per traded product:

$$P_i = \frac{\sum_1^j \sum_1^p N_{ijp} M_{ijp}}{\sum_1^j \sum_1^p M_{ijp}}$$

where  $P_i$  is the prevalence score (value) for each importing country  $i$ ,  $N_{ijp}$  is the number of requirements applied by country  $i$  to regulate import of product  $p$  from partner country  $j$ , and  $M_{ijp}$  is a dummy equal to 1 if the product  $p$  is imported to country  $i$  from country  $j$ .<sup>234</sup>

The above formulas can also be applied for the analysis of export-related measures. In this case, the country  $i$  applying the requirement is the country exporting product  $p$  to partner

TABLE A.1: NTM classification

	Technical measures	A Sanitary and phytosanitary measures (SPS) B Technical barriers to trade (TBT) C Pre-shipment inspection and other formalities
	Non-technical measures	D Contingent trade-protective measures E Non-automatic licensing, quotas, prohibitions and quantity control measures other than SPS or TBT reasons F Price-control measures, including additional taxes and charges G Finance measures H Measures affecting competition I Trade-related investment measures J Distribution restrictions K Restrictions on post-sale services L Subsidies (excluding export subsidies under P7) M Government procurement restrictions N Intellectual property O Rules of origin
<b>Imports</b>	Technical measures	
	Non-technical measures	
<b>Exports</b>	Technical measures	P6 Export technical measure
	Non-technical measures	P1 Export-licence, -quota, -prohibition, and other quantitative restrictions P2 State-trading enterprises, for exporting; other selective export channels P3 Export price-control measures P4 Measures on re-export P5 Export taxes and charges P7 Export subsidies P8 Export credits P9 Export measures, n. e. s.

**Source:** International NTM Classification, Multi-Agency Support Team (2012).

country  $j$ , and  $V_{ijp}$  is the value of exports of the product  $p$  from country  $i$  to country  $j$ .

The third page of each country profile (regulatory environment by sector and by requirement) presents the coverage ratio and prevalence score for import regulations with decomposition by sector. Furthermore, the statistics show each requirement type, including the share of trade covered by each type of requirement, and the share of each type in the total number of requirements referred to as the 'Distribution of requirements by type (%)'. Similar statistics are reported for export requirements when data on export-related NTMs are available.

## Business Perspective on Technical Regulations

Business perspectives on technical regulations are derived from the ITC Business Survey on NTMs, which were available for 25 countries (at the time of preparation of this report), all of which are presented in this report's country profiles. The ITC Business

Survey is based on a global methodology adjusted to country-specific requirements. The core part of the NTM survey is identical in all surveyed countries, which enables cross-country comparisons and analyses. The mapping has been verified by the ITC project team. The fieldwork takes about one year per country and was completed 2010–2015.<sup>235</sup>

The NTM Survey captures any regulatory or procedural obstacles as long as they are reported by companies as affecting their export or import operations. To reflect the focus of this year's report, the statistics are calculated only for technical regulations (SPS and technical requirements and related conformity assessment), and procedural obstacles linked to technical regulations.

The NTM Survey covers legally registered companies only, of all sizes and types of ownership, in sectors cumulatively accounting for at least 90% of the total export value of each country (excluding minerals and arms). The survey covers only good-producing sectors, and includes sectors with more than 2% share in total exports. The only exception is Tunisia, where the survey includes only manufacturing firms.

The NTM Survey provides information on several dimensions of an NTM 'case', that is, a situation in which the surveyed firm encounters a regulatory or procedural obstacle to trade. These dimensions include the reporting company, the product affected (HS 6-digit level), the direction of trade (export or import), the partner country and the type of NTM based on the NTM classification for surveys. In cases of import-related measures, the partner dimension is not included in the calculations because import requirements are generally applied equally to all imported products, independently of their country of origin.

The multi-dimensional nature of each NTM case is demonstrated in Figure A.1, which shows that a firm can perceive domestic or foreign regulations as burdensome, which additionally may be associated with procedural obstacles, that in turn may occur at home or abroad (including partner and transit countries). For example, the container fumigation requirement imposed by the United States on the imports of fresh fruits may be difficult to meet because mango exporters from the Philippines have limited access to the fumigation facilities in the Philippines. Furthermore, it is also possible that the requirement per se (for example, maximum allowed pesticide limit) is not perceived as burdensome, but companies experience procedural hurdles when trying to comply with it (for example, a delay in obtaining a certificate).

Procedural obstacles captured by the NTM surveys go beyond customs procedures, can be of any nature, and may be related to any process or institution that exporters and importers have to deal with. To facilitate a quantitative analysis, all captured procedural obstacles are mapped by type (Table A.2).

TABLE A.2: Types of procedural obstacles

- Administrative burdens related to regulation
- Information / transparency issues
- Discriminatory behaviour of officials

- Time constraints
- Informal or unusually high payment
- Lack of sector-specific facilities
- Lack of recognition / accreditation
- Other.

The following indicators capture the business perspective on technical regulations.

### Share of problems by company size

Indicator  $Y_{ic}$  uses the information on the trade markets reported by each firm. A firm  $f$  from country  $i$  exports/imports the HS 6-digit product  $p$  to/from partner  $j$ . The firm  $i$  reports facing a regulatory or procedural obstacle in some of the  $pj$  markets it serves. The numerator is the sum of the  $pj$  markets, defined as  $C_{ifpj}^T$  ('case'), where the perceived obstacle is associated with a technical regulation (superscript  $T$ ), while the denominator is the sum of all  $pj$  markets where firms perceive an obstacle related to any NTM (technical, superscript  $T$ , and non-technical, superscript  $NT$ ). The share is calculated by firm size category  $c$ , for each surveyed country  $i$ .

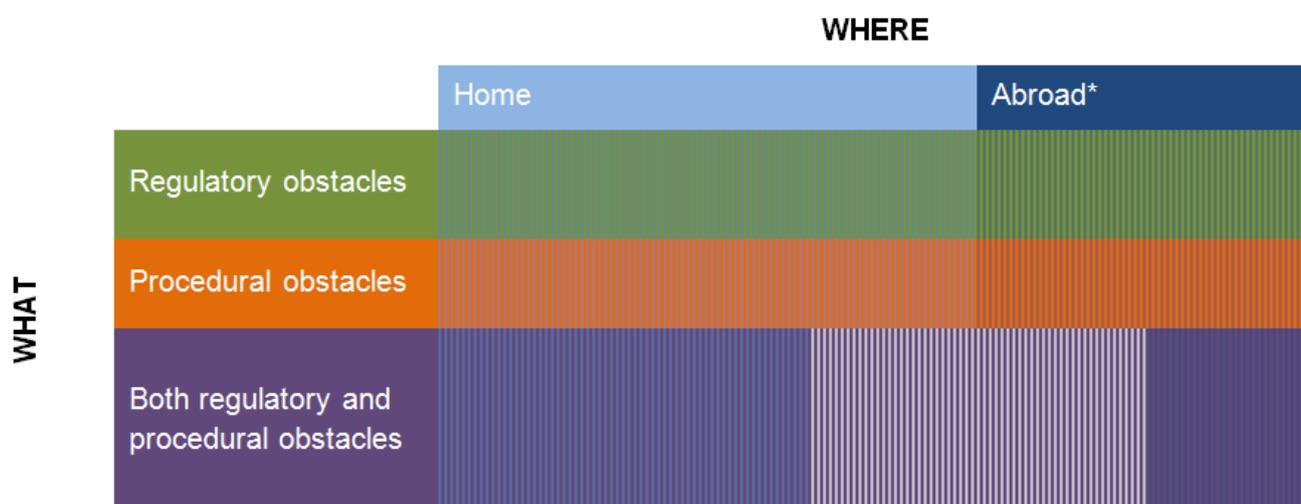
$$Y_{ic} = \frac{\sum_{i,c} C_{ifpj}^T}{\sum_{i,c} (C_{ifpj}^T + C_{ifpj}^{NT})}$$

The indicators are calculated by company size (with the only exception of Peru, where data cannot be disaggregated by firm size), which is defined according to the number of full-time employees: micro (between 1 and 4), small (between 5 and 20), medium (between 21 and 100), large (more than 100).

### Obstacles at home and abroad

The second indicator focuses solely on the 'cases' related to technical regulations:  $\sum_{i,c} C_{ifpj}^T$ . Each case is broken into its different components:

FIGURE A.1: Multidimensional nature of NTM cases, regulatory and procedural obstacles



Note: \*Abroad includes partner and transit countries

1. Is the problem due to the procedure, the regulation or both the procedure and the regulation?
2. Does the case occur at home or in the partner (or transit) country?

Accordingly, a categorical variable is built to define each possible obstacle  $O$  for each country  $i$ 's importing and exporting firms, separately:

$$O = \begin{cases} 1 & \text{if } H = 1 \text{ and } X = 1 \\ 2 & \text{if } H = 1 \text{ and } X = 2 \\ 3 & \text{if } H = 1 \text{ and } X = 3 \\ 4 & \text{if } H = 0 \text{ and } X = 1 \\ 5 & \text{if } H = 0 \text{ and } X = 2 \\ 6 & \text{if } H = 0 \text{ and } X = 3 \end{cases}$$

Where  $H$  is a dummy variable, equalling 1 if the obstacle occurs in the home country and 0 if the obstacle occurs in the partner or transit country.  $X$  is another categorical variable equalling 1, 2 or 3 if the case is due to, respectively, a regulatory obstacle, a procedural obstacle, or both a regulatory and a procedural obstacle. (A graphical presentation of each category is shown in Figure A.1). Finally, all cases related to technical regulations are summed according to the categorical variable  $O$  they are identified by, and their share over all cases associated with technical regulations  $S_i^O$  is calculated separately for each country  $i$ 's importing and exporting firms:

$$S_i^O = \frac{\sum_i^O C_{ifpj}^T}{\sum_i C_{ifpj}^T}$$

### ***Main procedural obstacles***

All cases related to procedural obstacles are summed up by their type (Table A.2) for each firm size (micro, small, medium-sized and large). The types of procedural obstacles are then ranked for each country and firm size category according to the number of cases reported, and the top category is displayed for each size category. These statistics are available for importing and exporting firms.

### ***Main regulatory obstacles***

All cases related to regulatory obstacles (technical requirements and related conformity assessment) are summed up by NTM classification categories for each firm size (micro, small, medium and large). The results are ranked according to the number of cases reported, and the top category is displayed for each firm size. These statistics are not shown for importing firms due to a low frequency of regulatory obstacles reported by importing firms.

## ANNEX 2:

## Definitions and data sources

This Annex describes data used in the country profiles that are listed in Part II of this report. They include each indicator's title, definition, description, and source. Whenever the indicator is generated through survey data, this section provides the exact survey question. Each indicator is calculated using the most recent data available, with specific periods for data series provided in parenthesis next to the source. Table A.4 later in this Annex provides the complete reference year for situations in which data year availability varies by country. Indicators rely on actual values, with the exception of GDP and population, which rely on a 2015 forecast to ensure that the calculated reference level is the same for all countries.

Some indicators are calculated from raw data on an inverted (negative) scale, in which higher values indicate worse outcomes. The transformation and normalization procedure converts these series to a positive scale, in which higher values indicate better outcomes. These indicators are indicated with the phrase 'inverted scale' in the description tag. All of the following indicators are expressed on a positive scale.

## Standards and regulations

The multifaceted nature of standards and regulations has resulted in a situation where different terms are used for the same concept, or even more confusingly, the same term is used for distinct concepts. For the ease of reading, this report is aligned to the following definitions and assumptions as summarized in Table A.3.

TABLE A.3: Standards and regulations terms used in this report

Term	Criteria	Mandatory		Voluntary
		Goods (technical)	Services	Goods or services
Technical regulation		X		
Services regulation			X	
Regulation		X	X	
Standard				X
Standards and regulations		X	X	X
Non-tariff measures		X	X	

A **regulation** is compulsory. A **standard** is *de jure* voluntary. The term standard is used when referring to the level of quality or attainment. **Sustainability standards** is used when referring to voluntary sustainability standards (VSS) and initiatives, for example those included in the ITC Standards Map.

A **technical regulation** defines product or service characteristics or their related processes and production methods. Thus, it specifies a mandatory product or process requirement imposed by an authority on goods or services, and includes both SPS and TBT measures, and related conformity assessment procedures. **Non-technical** groups together everything else, for example requirements related to the company, or processes related to border crossing. The substantive part of the report generally covers both goods and services, while country profiles focus on goods due to a lack of data on services.

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## Firm size

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The report covers the following firm-size categories, based on the number of full-time employees:

- Micro: 1 to employees
- Small: 5 to 20 employees
- Medium: 21 to 100 employees
- Large: 101 or more

All firm-level indicators in the SME Competitiveness Grid (reported on the first page of each country profile) and all development indicators in the SME export potential (reported on the second page) are based on World Bank Enterprise Surveys in manufacturing and services sectors. The World Bank's definitions are also based on the number of full-time employees but the cut offs are slightly different: firms are considered small if they have five to 19 employees, medium if they have 20 to 99 employees, and large if they have 100 or more employees. Micro firms are not included.<sup>236</sup>

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## Key indicators

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### ■ Population

*Country population, forecast, measured in millions*

*Source:* IMF World Economic Outlook, 2015 (edition and data) ([www.imf.org/en/data](http://www.imf.org/en/data)).

### ■ GDP

*Country gross domestic product, forecast, measured in \$ billions*

*Source:* IMF World Economic Outlook, 2015 edition and data (except Egypt, 2014) ([www.imf.org/en/data](http://www.imf.org/en/data)).

### ■ GDP per capita

*Country gross domestic product per capita, forecast, measured in \$*

*Source:* IMF World Economic Outlook, 2015 edition and data (except Egypt, 2014) ([www.imf.org/en/data](http://www.imf.org/en/data)).

### ■ Share of world GDP

*Percentage of country's GDP as a share of world GDP, forecast, expressed in Purchasing Power Parity (PPP) adjusted terms*

*Source:* IMF World Economic Outlook, 2015 (edition and data) ([www.imf.org/en/data](http://www.imf.org/en/data)).

### ■ Current account surplus/deficit

*Percentage of current account surplus or deficit as a share of country GDP, forecast*

*Source:* IMF World Economic Outlook, 2015 (edition and data) ([www.imf.org/en/data](http://www.imf.org/en/data)).

### ■ Tariff preference margin

*Trade-weighted average difference between the Most Favourite Nation (MFN) duty and the most advantageous preferential duty, taking the perspective of an exporter, expressed as a percentage*

Prior to aggregation, all duties are converted to *ad valorem* equivalents. Tariff lines have been excluded when either MFN or preferential duties cannot be expressed in *ad valorem* terms. The weights refer to the importing country's bilateral trade (based on 2014 trade statistics).

*Source:* ITC Market Analysis Tools, 2006–2015 ([www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis)).

### ■ Imports and exports (goods and services)

*Percentage of total imports and exports for goods and services as a share of GDP*

Services trade indicators are calculated using most recent available data and the combined revision of the Balance of Payments Manual (either BMP5 or BMP6). For countries not reporting services trade data, estimated values were used. For goods trade and GDP, the data year matches that of the trade in services data.

*Source:* Imports and exports of goods and services: ITC Trade Map, 2011–2014, GDP IMF World Economic Outlook ([www.trademap.org](http://www.trademap.org)).

### ■ Services exports

*Percentage of service exports as a share of total exports*

*Source:* ITC Trade Map, 2011–2014 ([www.trademap.org](http://www.trademap.org)).

### ■ Geographic region

*Geographic region combines geographic and development approach, based on ITC programme definitions.*

Developing countries are divided into the following regions: Asia-Pacific, Eastern Europe and Central Asia, Latin America and the Caribbean, Middle East and North Africa, and sub-Saharan Africa. Developed countries from any geographic region are grouped together under 'Other (developed)'. See Annex 3 for the list of countries by region.

#### ■ Development group

Definitions are based on the United Nations classification, including LDCs, LLDCs, and SIDS.

**Source:** United Nations classification (31 October, 2013, accessed 26 May 2016) (<http://unstats.un.org/unsd/methods/m49/m49regin.htm>).

#### ■ Income group

Income group per country GDP, based on World Bank classification, including low income, lower-middle income, upper-middle income, and high income

**Source:** World Bank classification, July 1, 2015 (<http://data.worldbank.org/news/2015-country-classifications>).

## SME Competitiveness Grid indicators

### Firm capabilities

#### Compete

##### ■ International quality certificate

Percentage of firms with internationally-recognized quality certification

**Question:** Does this establishment have an internationally-recognized quality certification? The question refers exclusively to internationally recognized certifications. Some examples include: the ISO 9000 series (Quality management systems), the ISO 14000 series (Environmental management systems), HACCP (Hazard Analysis and Critical Control Point) for food, and AATCC (American Association of Textiles Chemists and Colorists) for textiles. Certificates granted only nationally and not recognized in international markets are not included.

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

##### ■ Bank account

Percentage of firms with a checking or savings account

**Question:** At this time, does this establishment have a checking or savings account?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

##### ■ Capacity utilization

Capacity utilization based on comparison of the current output with the maximum output possible using the current inputs

**Question:** In the last fiscal year, what was this establishment's output produced as a proportion of the maximum output possible if using all the resources available (capacity utilization)?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

##### ■ Manager's experience

Years of the top manager's experience working in the firm's sector

**Question:** How many years of experience working in this sector does the top manager have?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

#### Connect

##### ■ E-mail

Percentage of firms using e-mails to communicate with clients/suppliers

**Question:** At the present time, does this establishment use e-mails to communicate with clients or suppliers?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

##### ■ Firm website

Percentage of firms having their own website

**Question:** At the present time, does this establishment use its own website? (Percentage of firms using a website for business-related activities, i.e. sales, product promotion)

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

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## Change

### ■ Audited financial statement

*Percentage of firms with their annual financial statement reviewed by an external auditor*

**Question:** In the last fiscal year, did this establishment have its annual financial statements checked and certified by an external auditor?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

### ■ Investments financed by banks

*Estimated proportion of purchases of fixed assets that was financed from bank loans*

**Question:** Over the last fiscal year, please estimate the proportion of this establishment's total purchase of fixed assets that was financed from each of the following sources:

1. Internal funds or retained earnings;
2. Owners' contribution or issued new equity shares;
3. Borrowed from banks: private and state-owned;
4. Borrowed from non-bank financial institutions;
5. Purchases on credit from suppliers and advances from customers; or
6. Other, moneylenders, friends, relatives, bonds, etc.

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

### ■ Formal training programme

*Percentage of firms offering formal training programmes for permanent, full-time employees*

**Question:** Over the fiscal year, did this establishment have formal training programmes for its permanent, full-time employees?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

### ■ Foreign technology licences

*Percentage of firms using technology licensed from foreign companies*

**Question:** Does this establishment at present use technology licensed from a foreign-owned company, excluding office software?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

## Immediate business environment

### Compete

#### ■ Power reliability

*Losses due to electrical outages, as percentage of total annual sales (inverted scale)*

**Question:** Please estimate the losses that resulted from power outages either as a percentage of total annual sales or as total annual losses.

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

#### ■ Domestic shipping reliability

*Proportion of products lost to breakage or spoilage during shipping to domestic markets (inverted scale)*

**Question:** In the last fiscal year, what percentage of value of products this establishment shipped to supply domestic markets was lost while in transit because of breakage or spoilage?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

#### ■ Dealing with regulations

*Percentage of senior management time spent in a typical week in dealing with requirements imposed by government regulation (inverted scale)*

**Question:** In a typical week over the last year, what percentage of total senior management's time was spent on dealing with requirements imposed by government regulations? [Senior management means managers, directors, and officers above direct supervisors of production or sales workers. Some examples of government regulations are taxes, customs, labour regulations, licensing and registration, including dealings with officials and completing forms].

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

### ■ Customs clearance efficiency

*This indicator is the average of two indicators: average number of days to clear direct exports through customs, and average number of days to clear imports from customs (inverted scale)*

Average number of days to clear direct exports through customs

**Question:** When this establishment exported goods directly, how many days did it take on average from the time this establishment's goods arrived at their main point of exit (e.g., port, airport) until the time these goods cleared customs?

Average number of days to clear imports from customs

**Question:** When this establishment imported material inputs or supplies, how many days did it take on average from the time these goods arrived to their point of entry (e.g. port, airport) until the time these goods could be claimed from customs?

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

## Connect

### ■ State of cluster development

*Averaged country cluster development score*

**Question:** In your country, how widespread are well-developed and deep clusters (geographic concentrations of firms, suppliers, producers of related products and services, and specialized institutions in a particular field)?

[1 = non-existent; 7 = widespread in many fields]

**Source:** World Economic Forum, Executive Opinion Survey, 2014–2015 (2013–2014 data years for Angola, Burkina Faso, Suriname, Timor-Leste and Yemen).

### ■ Extent of marketing

*Averaged country marketing extent score*

**Question:** In your country, to what extent do companies use sophisticated marketing tools and techniques?

[1 = not at all; 7 = to a great extent]

**Source:** World Economic Forum, Executive Opinion Survey, 2014–2015 (2013–2014 data years for Angola, Burkina Faso, Suriname, Timor-Leste and Yemen).

### ■ Local supplier quality

*Averaged country local supplier quality score*

**Question:** In your country, how would you assess the quality of local suppliers?

[1 = extremely poor quality; 7 = extremely high quality]

**Source:** World Economic Forum, Executive Opinion Survey, 2014–2015 (2013–2014 data years for Angola, Burkina Faso, Suriname, Timor-Leste and Yemen).

### ■ University-industry collaboration in R&D

*Averaged country university-industry collaboration in R&D score*

**Question:** In your country, to what extent do businesses and universities collaborate on research and development (R&D)?

[1 = do not collaborate at all; 7 = collaborate extensively]

**Source:** World Economic Forum, Executive Opinion Survey, 2014–2015 (2013–2014 data years for Angola, Burkina Faso, Suriname, Timor-Leste and Yemen).

## Change

### ■ Access to finance

*Percentage of firms identifying access to finance as an obstacle to current operations (inverted scale)*

**Question:** To what degree is access to finance an obstacle to the current operations of this establishment?

Choices range from 0 (no obstacle) to 4 (very severe obstacle)

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

### ■ Access to educated workforce

*Percentage of firms identifying an inadequately educated workforce as an obstacle to current operations (inverted scale)*

**Question:** To what degree is an inadequately educated workforce an obstacle to the current operations of this establishment? Choices range from 0 (no obstacle) to 4 (very severe obstacle)

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

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## ■ Business licensing and permits

*Percentage of firms identifying business licensing and permits as an obstacle to current operations (inverted scale)*

**Question:** To what degree are business licensing and permits an obstacle to the current operations of this establishment?  
Choices range from 0 (no obstacle) to 4 (very severe obstacle)

**Source:** Enterprise Surveys (<http://www.enterprisesurveys.org>), The World Bank (2006–2015).

## National environment

### Compete

#### ■ Getting electricity

*Doing Business's 'Ease of getting electricity' score*

Doing Business records all procedures required for a business to obtain a permanent electricity connection and supply for a standardized warehouse. These procedures include applications and contracts with electricity utilities, all necessary inspections and clearances from the utility and other agencies, and the external and final connection works. The questionnaire divides the process of getting an electricity connection into distinct procedures and solicits data for calculating the time and cost to complete each procedure. The ranking of economies on the ease of getting electricity is determined by sorting their distance to frontier scores for getting electricity. These scores are the simple average of the distance to frontier scores for each of the component indicators.

**Source:** World Bank, International Finance Corporation, *Doing Business 2016* (<http://www.doingbusiness.org/methodologysurveys/>).

#### ■ Ease of trading across borders

*Doing Business's 'Ease of trading across borders' score (%)*

The 'Ease of trading across borders' index measures the time and cost (excluding tariffs) associated with exporting and importing a standardized cargo of goods by sea transport. The index records the time and costs necessary to complete four predefined stages for importing and exporting goods (document preparation; customs clearance and inspections; inland transport and handling; and port and terminal handling). This includes any time, costs and documents associated with processes at inland borders (i.e. for landlocked countries), and those associated with the issuance or advising of a letter of credit (for payments). The time and costs associated with sea transport are not included.

The trading across borders indicator is calculated from the simple average of the Distance to Frontier score for each of the component indicators. Data in turn is compiled from local freight forwarders, shipping lines, customs brokers, port officials and banks, and is made comparable across economies.

**Source:** World Bank, International Finance Corporation, *Doing Business 2016* (<http://www.doingbusiness.org/methodologysurveys/>).

#### ■ Applied tariff, trade-weighted average

*Applied tariff rate, trade-weighted mean, all products (%) (inverted scale)*

A tariff is a customs duty that is levied by the destination country on imports of merchandise goods. The trade-weighted average tariff is calculated for each importing country using the trade patterns of the importing country's reference group (based on 2014 trade statistics). To the extent possible, specific rates have been converted to their ad valorem equivalent rates and included in the calculation of trade-weighted average tariffs. Preferential tariff arrangements (tariff preferences) have been taken into account.

**Source:** ITC, based on data from ITC Market Analysis Tools, 2006–2015 ([www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis)).

#### ■ Prevalence of technical regulations

*Average number of technical regulations per imported product (inverse measure)*

The prevalence of technical regulations is calculated as an average number of technical requirements per imported product (HS 6-digit level), where requirements are defined as a combination of the measure type from the NTM Classification (belonging to technical requirements covered by SPS and TBT chapters) and the number of regulations. The calculations are performed at country level, taking into account bilateral regulations.

**Source:** International NTM database, available from ITC Market Access Map, 2008–2015 ([www.macmap.org](http://www.macmap.org)).

#### ■ Faced tariff, trade-weighted average

*Trade-weighted average tariff faced in destination markets (%) (inverted scale)*

The tariff faced is an indicator calculated as the trade-weighted average of the applied tariff rates, including preferential rates that the rest of the world applies to each country. The weights are the trade patterns of the importing country's reference group (based on 2014 trade statistics).

**Source:** ITC, based on data from ITC Market Analysis Tools, 2006–2015, [www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis).

## ■ Logistics performance index

### *Logistics Performance Index score*

A multidimensional assessment of logistics performance, the Logistics Performance Index (LPI), compares the trade logistics profiles of countries and rates them on a scale of 1 (worst) to 5 (best). The LPI's six components include: (1) customs: the efficiency of the clearance process (speed, simplicity, and predictability of formalities) by border control agencies, including customs; (2) infrastructure: the quality of trade- and transport-related infrastructure (ports, railroads, roads, IT); (3) international shipments: the ease of arranging competitively priced shipments; (4) logistics competence: the competence and quality of logistics services (transport operators, customs brokers); (5) tracking & tracing: the ability to track and trace consignments; and (6) timeliness: the frequency with which shipments reach the consignee within the scheduled or expected delivery time. Scores are averaged across all respondents.<sup>237</sup>

**Source:** World Bank and Turku School of Economics, Logistics Performance Index, 2007–2014(<http://lpi.worldbank.org/>).

## ■ ISO 9001 quality certificates

### *ISO 9001:2008 Quality management systems: Number of certificates issued (per million people)*

**Source:** ISO, ISO Survey of Management System Standard Certifications, 2014([www.iso.org](http://www.iso.org)).

## ■ ISO 14001 environmental certificates

### *ISO 14001:2004 Environmental management systems: Number of certificates issued (per million people)*

**Source:** ISO, ISO Survey of Management System Standard Certifications, 2014([www.iso.org](http://www.iso.org)).

## ■ Governance index

### *Governance index*

The governance index is the average score of six governance dimensions: voice and accountability; political stability and absence of violence; government effectiveness; regulatory quality; rule of law; and control of corruption.

**Source:** World Bank, Worldwide Governance Indicators, 2014 (<http://info.worldbank.org/governance/wgi/index.aspx#home>).

## Connect

## ■ ICT access

### *ICT access score*

The ICT access sub-index is the first sub-index in ITU's ICT Development Index. It is a composite index that weights five ICT indicators (20% each): (1) fixed-telephone subscriptions per 100 inhabitants; (2) mobile-cellular telephone subscriptions per 100 inhabitants; (3) international Internet bandwidth (bit/s) per Internet user; (4) percentage of households with a computer; and (5) percentage of households with Internet access.

**Source:** ITU, Measuring the Information Society (2015), ICT Development Index 2015 (except for: Tajikistan, 2008; Guinea, 2013; Swaziland, 2013) (<http://www.itu.int/en/ITU-D/Statistics/Pages/publications/mis2015.aspx>).

## ■ ICT use

### *ICT use score*

The ICT use sub-index is the second sub-index in ITU's ICT Development Index. It is a composite index that weights three ICT indicators (33% each): (1) percentage of individuals using the Internet; (2) fixed (wired)-broadband subscriptions per 100 inhabitants; and (3) wireless-broadband subscriptions per 100 inhabitants.

**Source:** ITU, Measuring the Information Society (2015), ICT Development Index 2015 (except for: Tajikistan, 2008; Guinea, 2013; Swaziland, 2013) (<http://www.itu.int/en/ITU-D/Statistics/Pages/publications/mis2015.aspx>).

## ■ Government's online service

### *Government's online service index*

To arrive at a set of online service index values, research teams assessed each country's national website, including the national central portal, e-services portal, and e-participation portal as well as the websites of the related ministries of education, labour, social services, health, finance, and environment, as applicable. The websites are assessed for content, features, accessibility and uptake.

The survey covers four stages of government's online service development, with points assigned for: (1) an emerging presence, providing limited and basic information; (2) an enhanced presence, providing greater public policy and governance sources of information such as policies, laws and regulation, downloadable databases; (3) a transactional presence, allowing two-way interactions between government and citizens (G2C and C2G), including paying taxes and applying for ID cards, birth certificates, passports, licence renewals, etc.; and (4) a connected presence, characterized by G2G, G2C, and C2G interactions, as well as participatory deliberative policy- and decision-making. A citizen-centric approach was followed.

**Source:** UNPAN, e-Government Survey 2014 (<http://www2.unpan.org/egovkb/Change>).

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## Change

### ■ Ease of getting credit

*Doing Business 'Ease of getting credit' score*

Doing Business measures the legal rights of borrowers and lenders with respect to secured transactions through one set of indicators and the sharing of credit information through another. The ranking is the simple average of the percentile rankings on the component indicators of the ease of getting credit index: strength of legal rights index (range 0–10); and depth of credit information index (range 0–6). The first set of indicators measures whether certain features that facilitate lending exist within the applicable collateral and bankruptcy laws. The second set measures the coverage, scope and accessibility of credit information available through credit reporting service providers such as credit bureaus or registries. The ranking of economies on the ease of getting credit is determined by sorting their distance to frontier scores for getting credit.

**Source:** World Bank, Doing Business 2016 (<http://www.doingbusiness.org/reports/global-reports/doing-business-2016>).

### ■ Interest rate spread

*Interest rate spread score (inverted scale)*

The interest rate spread is the interest rate charged by banks on loans to private sector customers minus the interest rate paid by commercial or similar banks for demand, time, or savings deposits. The terms and conditions attached to these rates differ by country, however, limiting their comparability.

**Source:** World Bank, on the basis of IMF data, International Financial Statistics and data files, 1988–2015 (<http://data.worldbank.org/indicator/FR.INR.LNDP/countries>).

### ■ School life expectancy

*School life expectancy, primary to tertiary education*

Total number of years of schooling that a child of a certain age can expect to receive in the future, assuming that the probability of his or her being enrolled in school at any particular age is equal to the current enrolment ratio for that age.

**Source:** UNESCO Institute for Statistics, 2001–2015 (<http://stats.uis.unesco.org>).

### ■ Ease of starting a business

*Doing Business 'Ease of starting a business' score*

Doing Business measures the number of procedures, the time and cost for a small and medium-size limited liability company to start up and formally operate. To make the data comparable across economies, Doing Business uses a standardized business that is 100% domestically owned, has start-up capital equivalent to 10 times income per capita, engages in general industrial or commercial activities, and employs between 10 and 50 people within the first month of operations.

**Source:** World Bank, Doing Business 2016 (<http://www.doingbusiness.org/methodology/starting-a-business>).

### ■ Patent applications

*Resident patent applications (per million people), equivalent count by applicant's origin*

Patent filings made by applicants at their home office (national or regional), also called domestic applications. Applications at regional offices are equivalent to multiple applications, one in each of the state members of those offices, therefore each application is multiplied by the corresponding number of member states, except for the European Patent Office and the African Regional Intellectual Property Organization, for which designated countries are not known, in which case each application is counted as one application abroad if the applicant does not reside in a member state; or as one resident and one application abroad if the applicant resides in a member state.

**Source:** WIPO, 2000–2014 (<http://www.wipo.int/portal/en/index.html>).

### ■ Trademark registrations

*Resident trademark registrations (per million people), equivalent class count by applicant's origin*

A trademark is a distinctive sign distinguishing certain goods or services of one undertaking from those produced or provided by other undertakings. The holder of a registered trademark has the legal right to exclusive use of the mark in relation to the products or services for which it is registered. The owner can prevent unauthorized use of the trademark, or a confusingly similar mark, used for goods or services that are identical or similar to the goods and services for which the mark is registered.

Depending on different legal systems, one trademark application may specify several classes. Technically, that trademark turns into several marks linking to different goods or services. For the reason of international comparability, one should look at the count of classes to counter systemic differences between countries.

**Source:** WIPO, 2004–2014, <http://www.wipo.int/portal/en/index.html>.

## Export Potential Assessment

### ■ Exports

Country's yearly total export value, simple average over the period 2010–2014, measured in \$ millions

**Source:** ITC Trade Map, 2010–2014 for the table (for calculations: 2008–2014 for growth rates, 2001–2014 for pass-through estimation).

### ■ Value of unrealized potential exports

Estimated value of potential additional exports for existing export product lines, measured in \$ millions; based on Export Potential Indicator (EPI); see Annex 2 for calculations

**Source:** ITC, Export Potential Assessment Methodology.

### ■ Rank

Product ranking by diversification potential to world market; based on Product Diversification Indicator (PDI); see Annex 2 for calculations

**Source:** ITC Export Potential Assessment Methodology.

### ■ Price stability

Indicator for stability of export revenue, based on the standard deviation of product-level unit values (relative to country mean)

**Source:** ITC calculations based on CEPII data (Centre d'études prospectives et d'informations internationales) data.

### ■ SME presence

Indicator for the share of SMEs in the sector corresponding to indicated product (relative to country mean)

**Source:** ITC calculations based on Enterprise Surveys (<http://www.enterprisesurveys.org>), World Bank (2006–2015).

### ■ Women employed

Indicator for the proportion of female employment by sector corresponding to indicated product (relative to country mean)

**Source:** ITC calculations based on Enterprise Surveys (<http://www.enterprisesurveys.org>), World Bank (2006–2015).

### ■ Technology

Indicator for the level of production technology, based on product complexity following Hidalgo and Hausmann (2009)<sup>238</sup> and its application in Klotz, Kniahin and Jansen (2016)<sup>239</sup> (relative to country median)

**Source:** ITC based on ITC Market Analysis Tools data, 2006–2015. ([www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis)).

The underlying calculations also include the following data. Ad-valorem tariff data is derived from the ITC Market Access Map, for the most recent year available (as of December 2015). Price elasticities are derived from GTAP.<sup>240</sup> Distances between main cities are from CEPII GeoDist.<sup>241</sup> GDP growth projections are from the World Economic Outlook database, October 2015. Trade unit values are from CEPII TUV,<sup>242</sup> for years 2003–2013.

## Technical regulations

### ■ Share of trade subject to regulation

Coverage ratio, %; see Annex 1 for calculations

**Source:** Calculations based on ITC Market Access Map ([www.macmap.org](http://www.macmap.org)).

### ■ Number of requirements per product

Prevalence score; see Annex 1 for calculations

**Source:** Calculations based on ITC Market Access Map ([www.macmap.org](http://www.macmap.org)).

### ■ Distribution of requirements by type

Share of requirements of a given type in the total number of requirements, %; see Annex 1 for calculations

**Source:** Calculations based on ITC Market Access Map ([www.macmap.org](http://www.macmap.org)).

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## The business perspective on technical regulations

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### ***NTMs reported as challenging***

The statistics are based on the 'NTM case', the most disaggregated data unit of the survey. The chart on the types of challenging NTMs is generated using responses to the following questions:

- *Can you please describe in detail which type of burdensome regulation you face for this product, and what related challenges/procedural obstacles you experience? Please provide as much detail as you can.*
- *Please specify the official name of this regulation/requirement/document/certificate, if you know it – or describe it in your own words (e.g. 'phytosanitary certificate'):*
- *Who applies the regulation, is it your own country or the partner country?*
  - 1  *The regulation is applied by the partner country*
  - 2  *The regulation is applied by home country*
  - 3  *The regulation is applied by the transit country*
  - 4  *It's not a government-imposed regulation, but a voluntary standard*

The interviewers are trained to map regulatory obstacles to the types of measures as defined in the International NTM Classification for Surveys.

### ***Regulatory and procedural obstacles***

The statistics are based on 'NTM cases' and constructed based on the answers to the following question, distinguishing between regulatory and procedural issues:<sup>243</sup>

- *Is the described regulation burdensome because of:*
  - 1  *the measure/requirement itself that is too strict or too difficult to comply with*
  - 2  *the related procedural obstacles*
  - 3  *both of the above*

### ***Location of procedural obstacles***

Each reported regulation can be applied by either the home country, transit country or partner country. Furthermore, each regulation may be associated with procedural obstacles (POs), which can take place in either the home country, transit country or partner country. The statistics on the location of POs aggregates experience in partner and transit countries and compares it to the experience in the exporter's home country.

The statistics are based on the number of POs linked to each reported 'NTM case' and constructed based on the answers to the following questions:

- *Please specify which procedural obstacle you experience with the described measure (in other words WHY the measure is difficult?). You can mention different problems. (Note to interviewer: If applicable, ask for the number of days of delay, number and names of required documents, amount of additional fee, institutions involved etc. )*
- *Q27a. In which country does the problem occur?*
  - Partner country*
  - Home country*
  - Transit country*

The interviewers are trained to map procedural obstacles to their types (high-level categories are available in Table A.2).

The complete dataset and further details are available at <http://ntmsurvey.intracen.org>.

### ***Data availability for the SME Competitiveness Grid***

All data sources and the latest available year used in the calculation of the SME Competitiveness Grid are listed below, by country. Not available data is indicated as "n/a".

Table A.4: Data availability for the SME Competitiveness Grid

	Enterprise survey (World Bank)	Logistics performance index	ICT access and use (ITU)	Applied tariff (ITC)	Prevalence of technical regulations (ITC)	Interest rate spread (World Bank)	School life expectancy (UNESCO)	Patent applications (WIPO)	Trademark registrations (WIPO)
Albania	2013	2012	2015	2015	N/A	2014	2014	2014	2014
Angola	2010	2014	2015	2015	N/A	2014	2011	N/A	N/A
Argentina	2010	2014	2015	2015	2012	2015	2013	2014	2014
Armenia	2013	2014	2015	2015	N/A	2013	2009	2014	2014
Azerbaijan	2013	2014	2015	2015	N/A	2013	2014	2014	2014
Bangladesh	2013	2014	2015	2007	N/A	2014	2011	2000	2014
Barbados	2010	N/A	2015	2013	2015	2014	2011	2014	2014
Belize	2010	N/A	2015	2015	N/A	2013	2013	2006	N/A
Benin	2009	2014	2015	2015	N/A	1992	2013	N/A	N/A
Bhutan	2015	2014	2015	2015	N/A	2014	2013	2013	2013
Bolivia (Plurinational State of)	2010	2014	2015	2015	2012	2014	2007	2014	2014
Bosnia and Herzegovina	2013	2014	2015	2015	N/A	2014	N/A	2014	2014
Botswana	2010	2014	2015	2015	N/A	2013	2013	2014	2014
Brazil	2009	2014	2015	2015	2012	2014	N/A	2014	2014
Bulgaria	2013	2014	2015	2015	2011	2014	2014	2014	2014
Burkina Faso	2009	2014	2015	2015	2010	2014	2013	N/A	N/A
Burundi	2014	2014	N/A	2015	N/A	1988	2013	N/A	N/A
Cabo Verde	2009	N/A	2015	2015	N/A	2014	2014	N/A	N/A
Cambodia	2013	2014	2015	2014	N/A	N/A	2008	N/A	2014
Cameroon	2009	2014	2015	2014	2015	2007	2011	N/A	N/A
Chad	2009	2014	2015	2015	N/A	2007	2011	N/A	N/A
Chile	2010	2014	2015	2015	2012	2014	2013	2014	2014
China	2012	2014	2015	2015	2012	2013	2013	2014	2014
Colombia	2010	2014	2015	2014	2012	2014	2009	2014	2014
Costa Rica	2010	2014	2015	2014	2012	2014	2014	2014	2014
Côte d'Ivoire	2009	2014	2015	2015	2012	1992	2014	2012	N/A
Croatia	2013	2014	2015	2015	N/A	2014	2012	2014	2014
Czech Republic	2013	2014	2015	2015	2011	2013	2013	2014	2014
Dominican Republic	2010	2014	2015	2015	N/A	2014	2014	2014	2014
Ecuador	2010	2014	2015	2015	2012	2014	2013	2006	2010
Egypt	2013	2014	2015	2015	2014	2013	2013	2014	2014
El Salvador	2010	2014	2015	2015	N/A	2000	2013	N/A	N/A
Estonia	2013	2014	2015	2015	2011	2013	2013	2014	2014
Ethiopia	2011	2014	2015	2015	N/A	2008	2012	N/A	N/A

Gabon	2009	2014	2015	2015	N/A	2007	2001	N/A	N/A
Gambia	2006	2014	2015	2012	N/A	2013	2010	N/A	2013
Georgia	2013	2014	2015	2015	N/A	2013	2014	2014	2014
Ghana	2013	2014	2015	2013	N/A	1988	2014	N/A	N/A
Guatemala	2010	2014	2015	2015	2012	2013	2013	2014	2010
Guinea	2006	2014	2013	2012	N/A	2014	2014	N/A	N/A
Guyana	2010	2014	2015	2015	2015	2013	2012	N/A	2014
Honduras	2010	2014	2015	2015	N/A	2013	2014	2013	2014
Hungary	2013	2014	2015	2015	2011	2015	2013	2014	2014
India	2014	2014	2015	2009	2015	N/A	2013	2014	2014
Indonesia	2009	2014	2015	2013	N/A	2013	2013	2014	2014
Israel	2013	2014	2015	2015	2014	2012	2013	2014	2014
Jamaica	2010	2014	2015	2011	2015	2014	2004	2014	2014
Jordan	2013	2014	2015	2015	2014	2014	2012	2014	2014
Kazakhstan	2013	2014	2015	2015	2012	2014	2015	2014	2013
Kenya	2013	2014	2015	2015	N/A	2014	2009	2014	N/A
Kyrgyzstan	2013	2014	2015	2015	N/A	2013	2013	2014	2014
Lao People's Democratic Republic	2012	2014	2015	2015	N/A	2014	2014	N/A	N/A
Latvia	2013	2014	2015	2015	2011	2014	2013	2014	2014
Lebanon	2013	2014	2015	2015	2014	2013	2013	N/A	N/A
Lesotho	2009	2014	2015	2015	N/A	2013	2014	N/A	N/A
Liberia	2009	2014	2015	2014	N/A	2014	2000	N/A	N/A
Lithuania	2013	2014	2015	2015	2011	2010	2013	2014	2014
Madagascar	2013	2014	2015	2014	2011	2014	2012	2008	2014
Malawi	2014	2014	2015	2015	2011	2014	2011	N/A	2006
Mali	2010	2014	2015	2015	N/A	1992	2011	N/A	N/A
Mauritania	2014	2014	2015	2015	2015	2014	2013	N/A	N/A
Mauritius	2009	2014	2015	2015	2011	2014	2014	2013	2013
Mexico	2010	2014	2015	2014	2012	2013	2013	2014	2014
Moldova	2013	2014	2015	2015	N/A	2014	2013	2014	2014
Mongolia	2013	2014	2015	2015	N/A	2013	2014	2014	2014
Montenegro	2013	2014	2015	2015	N/A	2015	2010	2014	N/A
Morocco	2013	2012	2015	2015	2014	2005	2012	2014	2014
Mozambique	2007	2014	2015	2014	N/A	2013	2014	2007	2007
Myanmar	2014	2014	2015	2015	N/A	2014	2007	N/A	2012
Namibia	2014	2014	2015	2015	2011	2013	2006	N/A	N/A
Nepal	2013	2014	2015	2015	2012	2015	2014	2013	2014
Nicaragua	2010	2014	2015	2015	N/A	2013	2002	2012	2013
Nigeria	2014	2014	2015	2015	N/A	2015	2005	N/A	2013
Pakistan	2013	2014	2015	2015	2015	2014	2014	2014	2014
Panama	2010	2014	2015	2013	N/A	2014	2013	2014	2014
Paraguay	2010	2014	2015	2015	2012	2014	2010	2010	2010
Peru	2010	2014	2015	2014	2012	2014	2010	2014	2014

Philippines	2009	2014	2015	2013	2008	2013	2013	2014	2014
Poland	2013	2014	2015	2015	2011	2006	2013	2014	2014
Romania	2013	2014	2015	2015	2011	2014	2011	2014	2014
Russian Federation	2012	2014	2015	2015	2009	2013	2013	2014	2014
Rwanda	2011	2014	2015	2015	2011	2014	2013	2012	2012
Senegal	2014	2014	2015	2015	2011	2015	2010	N/A	N/A
Serbia	2013	2014	2015	2015	N/A	2013	2014	2014	2014
Sierra Leone	2009	2012	N/A	2006	N/A	2013	2001	N/A	2014
Slovakia	2013	2014	2015	2015	2011	2008	2013	2014	2014
Slovenia	2013	2014	2015	2015	2011	2009	2013	2011	2010
South Africa	2007	2014	2015	2015	N/A	2014	2013	2014	2014
Sri Lanka	2011	2014	2015	2014	2012	2014	2013	2013	2013
Suriname	2010	N/A	2015	2007	2015	2013	2002	N/A	2014
Swaziland	2006	N/A	2013	2015	N/A	2013	2013	2012	N/A
Sweden	2014	2014	2015	2015	2011	2014	2013	2014	2014
Tajikistan	2013	2014	2008	2015	N/A	2013	2013	2012	2013
Thailand	2006	2014	2015	2015	N/A	2014	2013	2014	2014
The former Yugoslav Republic of Macedonia	2013	2014	2015	2015	N/A	2013	2012	2013	2004
Timor-Leste	2009	2007	N/A	2015	N/A	2014	2010	N/A	N/A
Trinidad and Tobago	2010	N/A	2015	2008	2015	2013	2004	2014	2014
Tunisia	2013	2014	2015	2015	2014	1988	2013	2014	N/A
Turkey	2013	2014	2015	2015	2012	N/A	2013	2014	2014
Uganda	2013	2010	2015	2015	N/A	2014	2011	N/A	2014
Ukraine	2013	2014	2015	2015	N/A	2014	2014	2014	2014
United Rep. of Tanzania	2013	2014	2015	2015	2011	2014	2013	N/A	2007
Uruguay	2010	2014	2015	2015	2012	2013	2010	2014	2014
Venezuela (Bolivarian Republic of)	2010	2014	2015	2015	2012	2013	2009	2011	2011
Viet Nam	2009	2014	2015	2015	N/A	2014	N/A	2014	2014
Yemen	2013	2014	2013	2015	N/A	2014	2011	2014	2014
Zambia	2013	2014	2015	2013	N/A	2013	N/A	2014	2014
Zimbabwe	2011	2014	2015	2015	N/A	2015	2012	N/A	N/A

## ANNEX 3:

# Countries covered and composition of regions

The following Annex lists 108 countries included in the calculations of the SME Competitiveness Grid and regional aggregations are listed below, grouped by their geographic region, with indication of whether countries belong to LDCs, LLDCs, SIDS, and/or to OECD. The countries included in the country profiles are indicated in bold.

### Asia-Pacific

Bangladesh	LDC	Lao People's Democratic Republic	LDC, LLDC	Philippines	
Bhutan	LDC, LLDC	Myanmar	LDC	Sri Lanka	
China		Mongolia	LLDC	Thailand	
Cambodia	LDC	Nepal	LDC, LLDC	Timor-Leste	LDC, SIDS
India		Pakistan		Viet Nam	
Indonesia					

### Eastern Europe and Central Asia

Albania		Kazakhstan	LLDC	Serbia	
Armenia	LLDC	Kyrgyzstan	LLDC	Tajikistan	LLDC
Azerbaijan	LLDC	Moldova, Republic of	LLDC	The Former Yugoslav Republic of Macedonia	LLDC
Bosnia and Herzegovina		Montenegro		Turkey	OECD
Georgia		Russian Federation		Ukraine	

### Middle East and North Africa

Egypt		Lebanon		Tunisia	
Jordan		Morocco		Yemen	LDC

### Latin America and the Caribbean

Argentina		Dominican Republic	SIDS	Panama	
Bolivia	LLDC	Ecuador		Peru	
Brazil		Guatemala		Paraguay	LLDC
Barbados	SIDS	Guyana	SIDS	El Salvador	
Belize	SIDS	Honduras		Suriname	SIDS
Chile	OECD	Jamaica	SIDS	Trinidad and Tobago	SIDS
Colombia		Mexico	OECD	Uruguay	
Costa Rica		Nicaragua		Venezuela (Bolivarian Republic of)	

### Sub-Saharan Africa

Angola	LDC	Guinea	LDC	Nigeria	
Benin	LDC	Gambia	LDC	Rwanda	LDC, LLDC
Burundi	LDC, LLDC	Kenya		Senegal	LDC
Burkina Faso	LDC, LLDC	Lesotho	LDC, LLDC	Sierra Leone	LDC
Botswana	LLDC	Liberia	LDC	Swaziland	LLDC
Côte d'Ivoire		Madagascar	LDC	Uganda	LDC, LLDC
Cameroon		Mali	LDC, LLDC	United Republic of Tanzania	LDC
Cabo Verde	SIDS	Mozambique	LDC	South Africa	
Chad	LDC, LLDC	Mauritania	LDC	Zambia	LDC, LLDC
Ethiopia	LDC, LLDC	Mauritius	SIDS	Zimbabwe	LLDC
Gabon		Malawi	LDC, LLDC		
Ghana		Namibia			

### Other (developed)

Bulgaria		Israel	OECD	Slovakia	OECD
Czech Republic	OECD	Lithuania		Slovenia	OECD
Estonia	OECD	Latvia		Sweden	OECD
Croatia		Poland	OECD		
Hungary	OECD	Romania			