

Burkina Faso

Key indicators

Population (millions)	18.4
GDP (\$ billions)	12.0
GDP per capita (\$)	651.8
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-6.0
Tariff preference margin (percentage points)	0.7
Imports and exports (goods and services), share of GDP (%)	63.9
Services exports, share of total exports (%)	14.6
Geographic region	Africa
Country group	LDC, LLDC
Income group	Low income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	43.0	11.6	29.1
Medium	48.1	31.3	44.3
Large	63.9	37.7	66.5
All	45.7	17.6	37.8
BUSINESS ECOSYSTEM	37.8	36.7	23.0
NATIONAL ENVIRONMENT	47.0	16.9	34.3

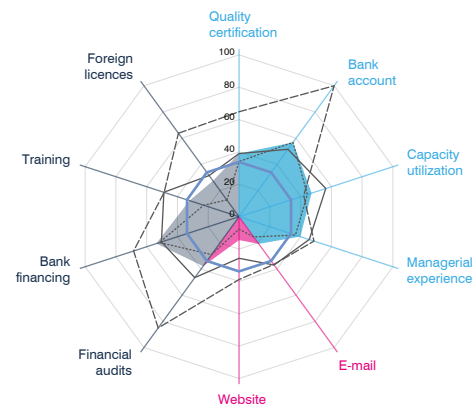
Reference level: 33.8 (a function of GDP per capita)

Weaknesses are scores below: 16.9 | **Strengths are scores above: 50.7**

SME Competitiveness Grid

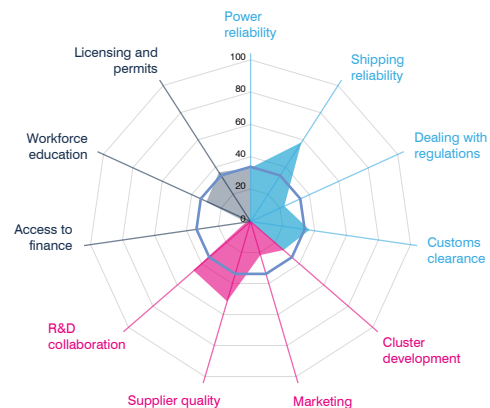
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	34.1	39.0	64.8	39.0
Bank account	56.8	51.5	100.0	56.8
Capacity utilization	44.4	56.4	42.1	47.2
Managerial experience	36.6	45.7	48.7	39.9
Connect				
E-mail	15.5	36.9	36.6	20.8
Firm website	7.7	25.7	38.8	14.4
Change				
Audited financial statement	29.0	46.6	85.0	37.8
Investment financed by banks	51.7	50.4	68.5	53.8
Formal training programme	23.0	48.8	48.6	32.1
Foreign technology licences	12.8	31.4	63.8	27.4



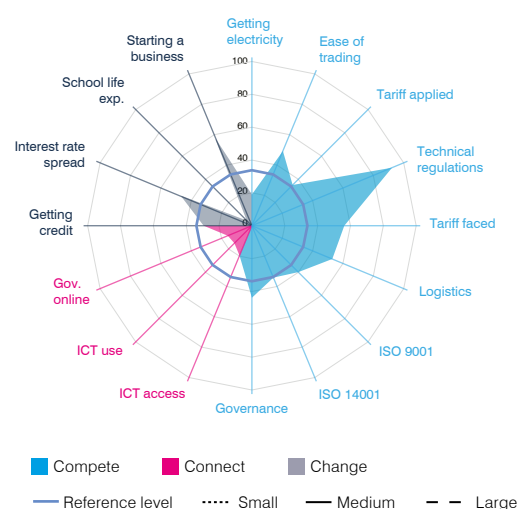
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	29.7	43.7	49.3	33.1
Domestic shipping reliability	66.6	44.3	47.9	58.2
Dealing with regulations	25.9	15.0	25.9	23.0
Customs clearance efficiency	-	-	-	36.8
Connect				
State of cluster development				27.0
Extent of marketing				21.6
Local supplier quality				51.5
University-industry collaboration in R&D				46.5
Change				
Access to finance	0.0	8.1	12.2	2.8
Access to educated workforce	33.4	24.9	21.8	29.9
Business licensing and permits	33.0	42.4	48.2	36.2



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	19.0
Ease of trading across borders	49.2
Applied tariff, trade-weighted average	35.1
Prevalence of technical regulations	92.4
Faced tariff, trade-weighted average	56.2
Logistics performance index	53.0
ISO 9001 quality certificates	39.9
ISO 14001 environmental certificates	34.1
Governance index	43.9
Connect	
ICT access	19.7
ICT use	15.1
Government's online service	15.9
Change	
Ease of getting credit	29.4
Interest rate spread	46.6
School life expectancy	4.5
Ease of starting a business	56.9
Patent applications	-
Trademark registrations	-



Note: Scores range from 0 to 100, a higher score indicates 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 with a population of 18.4 million and GDP of \$12 billion. Goods and services account for 85.4% and 14.6% of exports, respectively.

The country's unrealized potential to increase existing exports lies outside its home region, especially to Asia and Europe (see table below). *Gold* has an unrealized export potential of \$172 million to Asia and \$28 million to Europe.

Regarding new export products, Burkina Faso has diversification opportunities in beverages, minerals and metals, and chemicals sectors with products such as *unfermented pineapple juice* and *mineral or chemical phosphatic fertilisers*. The production of the latter good involves a relatively strong representation of SMEs and women. Another product identified for diversification is *unwrought lead*.

Small firms in Burkina Faso perform well in having bank accounts and investments financed by banks. They underperform, however, in using e-mails, having websites and foreign technology licences. The largest gap between small and large firms lies in owning foreign technology licences. The country's national environment scores well in the prevalence of technical regulations, logistics and in starting a business.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators						
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology			
			0 200	0 200	0 200	0 200	0 200							
Gold, incl. gold plated with platinum, unwrought, for non-monetary purposes (excluding gold in...	710812	171			172	28					Red	Green	Red	Red
Cotton, neither carded nor combed	520100	377			377						Green	Red	Red	Red
Sesamum seeds, whether or not broken	120740	43			43						Green	Red	Red	Red
Fresh or dried guavas, mangoes and mangosteens	080450	13				13					Green	Red	Red	Red
Fixed vegetable fats and oils and their fractions, whether or not refined, but not chemically modified...	151590	11					11				Red	Red	Green	Red
Fresh or chilled onions and shallots	070310	4						4			Green	Red	Red	Red
Motorcycles, incl. mopeds, and cycles fitted with an auxiliary motor and side cars for motorcycles...	871190	2							2		Red	Red	Red	Green
Fresh or dried cashew nuts, in shell	080131	16									Red	Red	Red	Red
Parts and accessories of motorcycles, incl. mopeds, n.e.s.	871410	1									Green	Red	Red	Green
Hides, skins and leather of animals other than bovine "incl. buffalo" and equine animals, sheep, lambs...	41XXXd	1									Red	Red	Red	Red

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

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