

How to read EPA country tables?

Background, limitations and data information

Export potential assessments (EPAs) are a data-based methodology to assist trade advisors in selecting promising export products for inclusion into export promotion activities. Depending on the needs of the country – expansion of existing exports or diversification into new exports – two concepts are available: the Export Potential Indicator (EPI) and the Product Diversification Indicator (PDI). As data cannot reflect every single aspect of export potential, EPAs should be seen as a starting point in an export promotion decision-making process. It is recommendable to complement the analyses with desk research and consultations of public and private sector stakeholders in the country.

The analyses are based on multi-year, cross-product and cross-country trade and market access information mainly coming from [ITC's Market Analysis tools](#). Products that do not comply with ITC's mandate are excluded from the analysis. To provide a detailed, yet comprehensive picture of EPA results, only the top products are listed. The complete ranking is available upon request. Please refer to the [Glossary](#) for explanations of the terms used.

Export Potential Indicator (EPI): Growing your current exports

The EPI combines export performance, market demand and market access information to identify high potential export products that are already exported by the country. On the demand side, the EPI considers, for a given market and product, the product's share in market demand, the growth of this share, as well as the country's relative tariff and geographic distance advantage in the market. On the supply side, the EPI considers a given country's revealed comparative advantage (RCA) in exporting the product and the growth of this RCA. The EPI further controls for re-exports and the global tariff disadvantage. Recombined, demand and supply shares give the potential share of each product in a given market. By considering total bilateral exports between the country and the market, potential export shares have been transformed into potential export values.

The EPI table lists the top 20 products according to their potential export value in the world. The bars indicate the export potential of these products in the [regional market](#), in South-South trade and in the OECD. Export potentials are comparable across products and markets. The percentage gives the extent to which the potential is currently unrealized, corresponding to the white part of the clock-alike icons. The black part indicates the realized potential. The last four columns indicate if exporting this product can help a country improving the technological advancement and revenue stability of its export basket as well as strengthening the SME and female labour participation. The dot is green if the product is above the country's trade-weighted median and red otherwise. Blank cells indicate missing data.

Product Diversification Indicator (PDI): Moving into new products

The PDI considers the same demand side information as the EPI. On the supply side, the PDI builds upon the product space approach to assess the 'relatedness' of products in a given country's export basket. If the country is currently able to export many products that are often found in the export baskets of other countries together with a product not yet exported by the country, it can be concluded that the country has the necessary capabilities to also produce and export this product. This outcome-based measure is complemented by information on natural resources: a suggested product is filtered out if it relies upon a type of land, sea access¹, or raw materials that the country does not possess.

The PDI table is available upon request.

¹ Note that some sea-related products are regularly exported by landlocked countries. No filter is applied in these cases.

Glossary

Term	Description	Interpretation
<i>Unrealized potential</i>	Sum of unused potential exports (defined as the gap between actual and potential exports, or zero if the potential is already exceeded), divided by the sum of potential exports.	Range: 0 to 100%; a large percentage indicates that overall, the country's exports are significantly below their potential in the target market(s).
<i>Export potential value</i>	Indicator aiming to identify high potential export products among those that the country already exports competitively and that have good prospects for export success in the target markets. It is based on export performance, market demand and market access indicators. The respective yellow, blue and green bars are comparable and reflect the potential value of exporting the product to the respective target market.	Longer bars indicate higher export potential in value terms.
<i>Female labour participation</i>	Indicator based on the share of women in the sector to which the product belongs.	Values: 0 (red dot) or 1 (green dot); a green dot indicates that female labour participation in the sector exceeds the country's export-weighted median.
<i>Level of technology</i>	Indicator approximating the level of technology embedded in the production of a good based on Hausmann and Hidalgo (2009)'s notion of complexity. Complexity combines two concepts: (i) Diversity: number of products a country exports with a comparative advantage (technologically advanced countries are more diverse) and (ii) Ubiquity: number of countries that export a product with a comparative advantage (technologically advanced products are less ubiquitous).	Values: 0 (red dot) or 1 (green dot); a green dot indicates that the product's complexity exceeds the country's export-weighted median.
<i>Product group code</i>	4- or 6-digit code that identifies the product group.	The Harmonised System (HS) has been revised several times to keep product definitions in line with changing trade or technology patterns. As a consequence, HS codes have been dropped, added, split, merged or renamed. To ensure data consistency across countries and years, product groups whose content does not vary across revisions have been created. A product group code may either correspond to the HS 6-digit code or to a group encompassing several products within one HS 2-digit (2 digits followed e.g. by XXXX) or HS 4-digit (4 digits followed by e.g. XX) code. If a product group corresponds exactly to a 4-digit heading, the 4-digit code is used.
<i>SME presence</i>	Indicator based on the share of SMEs present in the sector to which the product	Values: 0 (red dot) or 1 (green dot); a green dot indicates that the share of

	belongs.	SMEs in the total number of companies operating in the sector exceeds the country's export-weighted median.
<i>Stability of export revenues</i>	Indicator measuring price volatility based on the standard deviation of the deflated average unit value over the time period 2003–2013.	Values: 0 (red dot) or 1 (green dot); a green dot indicates that the product price volatility is below the country's export-weighted median. The stability of production, which may be an issue for some agricultural products, is not considered.

Regions

North America	Bermuda; Canada; St. Pierre and Miquelon; United States of America
South Asia	Afghanistan; Bangladesh; Bhutan; Sri Lanka; Maldives; Nepal; Pakistan; India
East Asia and Pacific	Australia; Solomon Islands; Brunei Darussalam; Myanmar; Cambodia; China; Cook Islands; Fiji; French Polynesia; Kiribati; Hong Kong, China; Indonesia; Japan; Korea, Democratic People's Republic of; Korea, Republic of; Lao People's Democratic Republic; Macao, China; Malaysia; Taipei, Chinese; Mongolia; Nauru; New Caledonia; Vanuatu; New Zealand; Niue; Norfolk Island; Northern Mariana Islands; Micronesia (Federated States of); Marshall Islands; Palau; Papua New Guinea; Philippines; Pitcairn; Timor-Leste; Singapore; Viet Nam; Thailand; Tokelau; Tonga; Tuvalu; Wallis and Futuna Islands; Samoa
Europe and Central Asia	Austria; Armenia; Belgium; Bosnia and Herzegovina; Bulgaria; Belarus; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Faroe Islands; Finland; France; Georgia; Germany; Gibraltar; Greece; Greenland; Hungary; Iceland; Ireland; Italy; Kazakhstan; Kyrgyzstan; Latvia; Lithuania; Luxembourg; Republic of Moldova; Montenegro; Netherlands; Norway; Poland; Portugal; Romania; Russian Federation; Serbia; Slovakia; Slovenia; Spain; Sweden; Switzerland; Tajikistan; Turkey; Turkmenistan; Ukraine; Macedonia, The Former Yugoslav Republic of; United Kingdom; Uzbekistan
Gulf Cooperation Council	Bahrain; Kuwait; Oman; Qatar; Saudi Arabia; United Arab Emirates
Latin America and the Caribbean	Antigua and Barbuda; Argentina; Bahamas; Barbados; Bolivia (Plurinational State of); Brazil; Belize; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Dominica; Dominican Republic; Ecuador; El Salvador; Grenada; Guatemala; Guyana; Haiti; Honduras; Jamaica; Mexico; Montserrat; Aruba; Nicaragua; Panama; Paraguay; Peru; Saint Kitts and Nevis; Anguilla; Saint Lucia; Saint Vincent and the Grenadines; Suriname; Trinidad and Tobago; Turks and Caicos Islands; Uruguay; Venezuela
Middle East and North Africa	Algeria; Palestine, State of; Iran (Islamic Republic of); Iraq; Israel; Jordan; Lebanon; Libya; Malta; Morocco; Syrian Arab Republic; Tunisia; Egypt; Yemen
Sub-Saharan Africa	Angola; Botswana; Burundi; Cameroon; Cabo Verde; Central African Republic; Chad; Comoros; Congo; Democratic Republic of the Congo; Benin; Equatorial Guinea; Ethiopia; Eritrea; Djibouti; Gabon; Gambia; Ghana; Guinea; Côte d'Ivoire; Kenya; Lesotho; Liberia; Madagascar; Malawi; Mali ; Mauritania; Mauritius; Mozambique; Namibia; Niger; Nigeria; Guinea-Bissau; Rwanda; Sao Tome and Principe; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; Zimbabwe; Sudan (North + South); Swaziland; Togo; Uganda; Tanzania, United Republic of; Burkina Faso; Zambia