

Bangladesh

Key indicators

Population (millions)	161.5
GDP (\$ billions)	226.8
GDP per capita (\$)	1404.0
Share of world GDP (PPP\$, %)	0.5
Current account surplus/deficit, share of GDP (%)	-0.1
Tariff preference margin (percentage points)	8.1
Imports and exports (goods and services), share of GDP (%)	47.6
Services exports, share of total exports (%)	8.3
Geographic region	Asia
Country group	LDC
Income group	Lower-middle income

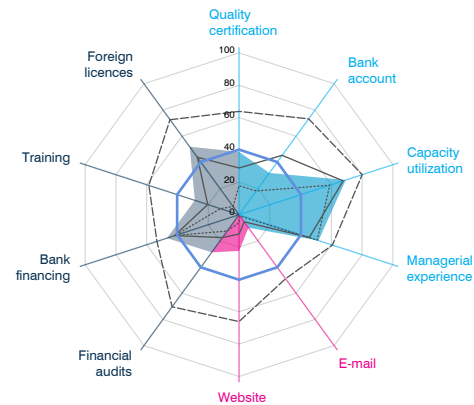
SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	36.5	3.0	18.2
Medium	46.9	8.7	30.9
Large	69.4	57.5	63.7
All	47.9	16.2	39.1
BUSINESS ECOSYSTEM	49.8	46.0	52.2
NATIONAL ENVIRONMENT	40.2	36.1	27.3
Reference level: 40.2 (a function of GDP per capita)			
Weaknesses are scores below: 20.1		Strengths are scores above: 60.3	

SME Competitiveness Grid

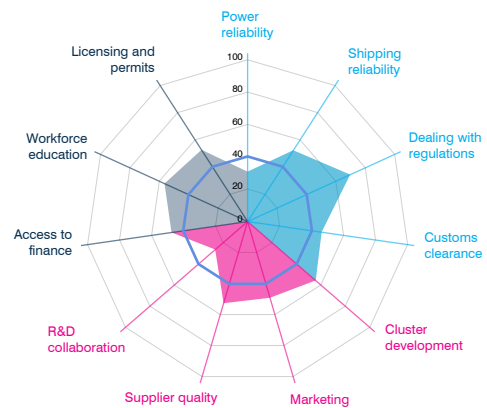
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	17.9	28.9	63.8	38.8
Bank account	18.1	45.3	73.2	31.9
Capacity utilization	59.0	67.6	80.0	69.4
Managerial experience	50.8	45.7	60.6	51.7
Connect				
E-mail	1.0	5.5	49.0	10.0
Firm website	4.9	11.9	66.1	22.5
Change				
Audited financial statement	12.5	17.5	70.4	28.8
Investment financed by banks	41.6	41.9	53.4	46.8
Formal training programme	12.2	20.3	58.6	28.7
Foreign technology licences	6.4	43.9	72.6	51.9



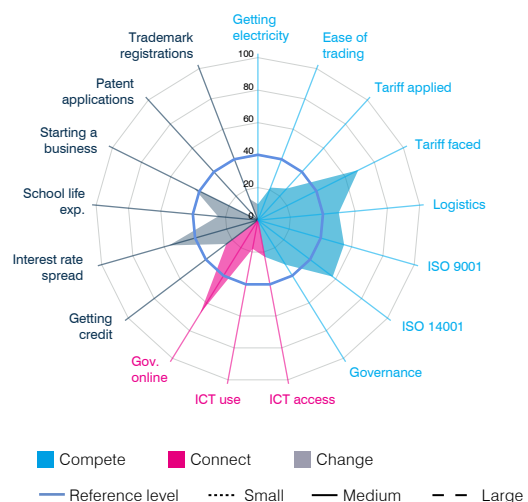
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	26.9	33.1	35.1	30.9
Domestic shipping reliability	52.4	50.0	61.9	52.4
Dealing with regulations	79.6	71.6	58.5	69.8
Customs clearance efficiency	42.8	47.0	46.6	46.3
Connect				
State of cluster development				55.8
Extent of marketing				49.2
Local supplier quality				52.7
University-industry collaboration in R&D				26.5
Change				
Access to finance	42.6	47.7	55.5	47.5
Access to educated workforce	61.6	58.8	48.0	56.5
Business licensing and permits	58.7	52.7	46.0	52.7



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	9.8
Ease of trading across borders	21.5
Applied tariff, trade-weighted average	26.2
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	69.0
Logistics performance index	50.0
ISO 9001 quality certificates	55.2
ISO 14001 environmental certificates	57.7
Governance index	32.2
Connect	
ICT access	23.0
ICT use	17.9
Government's online service	67.3
Change	
Ease of getting credit	24.3
Interest rate spread	56.9
School life expectancy	24.6
Ease of starting a business	43.8
Patent applications	0.0
Trademark registrations	14.0



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 (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 161.5 million and GDP of \$226.8 billion. Goods and services account for 91.7% and 8.3% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly outside its home region, notably to Europe (see table below). For *t-shirts, singlets and other vests of cotton* there is unrealized potential in the home region and to Europe and the Americas.

Regarding new export products, Bangladesh has diversification opportunities in processed food, wood, as well as apparel and textile with products such as *wood marquetry, ornaments of wood, and prepared or preserved pineapples*. The production of the latter good involves a relatively strong representation of SMEs and scores relatively well on the price stability indicator. Other products identified for diversification include *women's or girls' suits of textile materials* and *table linen of man-made fibres*.

Small firms in Bangladesh perform well in capacity utilization, dealing with regulations, access to an educated workforce and business licensing and permits. They underperform, however, in having international quality certificates, bank accounts, e-mails, websites, audited financial statements, foreign technology licences and offering formal training programmes to employees. The largest gap between small and large firms lies in owning foreign technology licences. The country's national environment scores well in the trade policy indicator, government's online services and interest rate spread.

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	0	0	0	0							
Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (excluding knitted...	620342	4359												
T-shirts, singlets and other vests of cotton, knitted or crocheted	610910	4445												
Women's or girls' trousers, bib and brace overalls, breeches and shorts of cotton (excluding knitted...	620462	2337												
Men's or boys' shirts of cotton (excluding knitted or crocheted, nightshirts, singlets and other vests)	620520	1777												
Jerseys, pullovers, cardigans, waistcoats and similar articles, of cotton, knitted or crocheted...	611020	1960												
Jerseys, pullovers, cardigans, waistcoats and similar articles, of man-made fibres, knitted or...	611030	1498												
Footwear with outer soles of rubber, plastics or composition leather, with uppers of leather...	6403XX	364												
Shrimps and prawns, frozen	0306Xb	478												
Men's or boys' shirts of cotton, knitted or crocheted (excluding nightshirts, T-shirts, singlets and other...	610510	784												
Men's or boys' trousers, bib and brace overalls, breeches and shorts of synthetic fibres (excluding...	620343	330												

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>