

# Rwanda

## Key indicators

Population (millions)	11.5
GDP (\$ billions)	8.3
GDP per capita (\$)	723.5
Share of world GDP (PPP\$, %)	0.0
Current account surplus/deficit, share of GDP (%)	-16.6
Tariff preference margin (percentage points)	3.7
Imports and exports (goods and services), share of GDP (%)	49.3
Services exports, share of total exports (%)	49.2
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	23.8	24.2	49.9
Medium	26.6	47.4	<b>60.3</b>
Large	39.7	<b>68.9</b>	<b>74.5</b>
All	26.2	32.9	<b>55.6</b>
BUSINESS ECOSYSTEM	48.6	<b>58.0</b>	42.7
NATIONAL ENVIRONMENT	<b>52.8</b>	29.4	46.8
Reference level: 34.7 (a function of GDP per capita)			
<b>Weaknesses are scores below: 17.3</b>		<b>Strengths are scores above: 52.0</b>	

## SME Competitiveness Grid

### FIRM CAPABILITIES (Normalized scores)

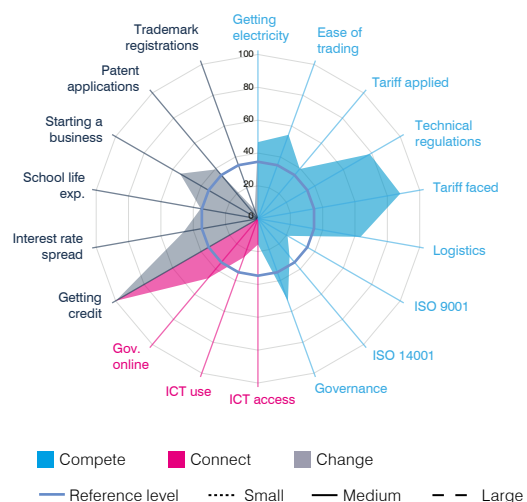
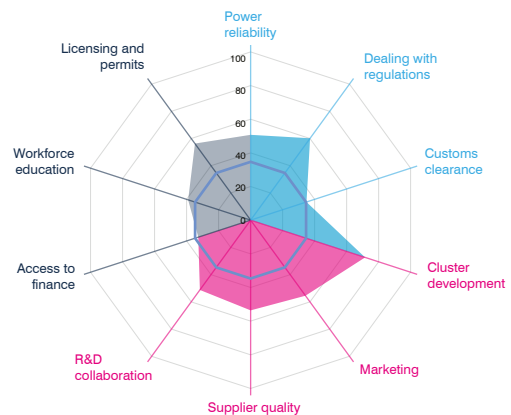
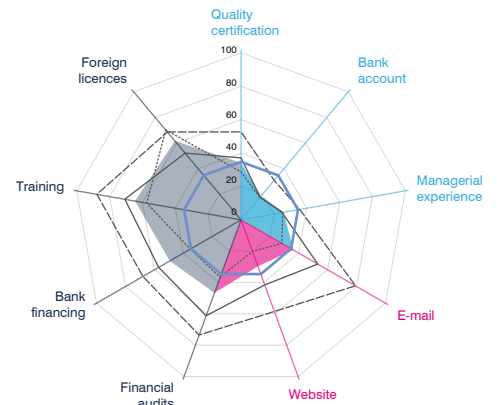
Compete	Small	Medium	Large	All
International quality certificate	28.7	37.1	<b>52.6</b>	34.1
Bank account	17.4	17.7	30.9	18.5
Capacity utilization	-	-	-	-
Managerial experience	25.4	24.9	35.7	25.9
<b>Connect</b>				
E-mail	28.3	<b>53.2</b>	<b>79.2</b>	36.2
Firm website	20.2	41.6	<b>58.5</b>	29.6
<b>Change</b>				
Audited financial statement	36.6	<b>61.3</b>	<b>73.5</b>	46.7
Investment financed by banks	35.1	<b>57.0</b>	<b>67.9</b>	49.3
Formal training programme	<b>57.4</b>	<b>70.7</b>	<b>87.7</b>	<b>64.5</b>
Foreign technology licences	<b>70.3</b>	<b>52.1</b>	<b>68.7</b>	<b>61.7</b>

### BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	<b>54.0</b>	45.7	43.7	50.7
Domestic shipping reliability	-	-	-	-
Dealing with regulations	<b>62.9</b>	<b>57.3</b>	<b>54.7</b>	<b>60.2</b>
Customs clearance efficiency	-	34.6	41.2	35.0
<b>Connect</b>				
State of cluster development				<b>71.6</b>
Extent of marketing				<b>55.5</b>
Local supplier quality				<b>53.6</b>
University-industry collaboration in R&D				51.3
<b>Change</b>				
Access to finance	30.7	37.4	33.7	32.7
Access to educated workforce	42.3	38.9	23.2	39.0
Business licensing and permits	<b>52.7</b>	<b>65.9</b>	<b>57.5</b>	<b>56.3</b>

### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	46.6
Ease of trading across borders	<b>54.4</b>
Applied tariff, trade-weighted average	39.6
Prevalence of technical regulations	<b>78.7</b>
Faced tariff, trade-weighted average	<b>88.0</b>
Logistics performance index	<b>63.5</b>
ISO 9001 quality certificates	20.8
ISO 14001 environmental certificates	30.0
Governance index	<b>53.3</b>
<b>Connect</b>	
ICT access	<b>15.7</b>
ICT use	25.0
Government's online service	47.4
<b>Change</b>	
Ease of getting credit	<b>100.0</b>
Interest rate spread	45.9
School life expectancy	35.4
Ease of starting a business	<b>54.8</b>
Patent applications	39.2
Trademark registrations	<b>5.7</b>



**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 (2011) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Rwanda is a low income country with a population of 11.5 million and GDP of \$8.3 billion. Goods and services account for 50.8% and 49.2% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly outside its home region, notably to Europe and Asia (see table below). *Black tea* has an unrealized export potential to all regions of around \$19 million.

Regarding new export products, Rwanda has diversification opportunities in textiles and processed food with products such as *men's or boys' trousers of synthetic fibres, sacks and bags of polyethylene or polypropylene strip, and prepared or preserved pineapples*. The production of the latter good involves a relatively strong representation of SMEs and women and scores relatively well on the price stability indicator. Other products identified for diversification include *oilcake and other solid residues, and women's or girls' tracksuits of man-made fibres*.

Small firms in Rwanda perform well in offering formal training programmes to employees and owning foreign technology licences. They underperform, however, in having bank accounts and business websites. The largest gap between small and large firms lies in the use of e-mails. The country's national environment performs well in ease of getting credit.

## 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 10	0 10	0 10	0 10	0 10				
Black fermented tea and partly fermented tea, whether or not flavoured, in immediate packings...	090240	32	10	5	2	10	0	Green	Red	Red	Red
Coffee (excluding roasted and decaffeinated)	090111	68	0	0	5	10	0	Green	Red	Red	Red
Hides, skins and leather of animals other than bovine "incl. buffalo" and equine animals, sheep,...	41XXXd	5	0	0	5	0	0	Green	Red	Red	Red
Vegetable saps and extracts (excluding liquorice, hops and opium)	130219	4	0	0	0	2	0	Red	Red	Red	Red
Decaffeinated coffee (excluding roasted)	090112	2	5	2	0	0	0	Green	Green	Green	Red
Hides, skins and leather of bovine "incl. buffalo" or equine animals ("incl. parchment-dressed leather"...	41XXXa	4	0	0	0	0	0	Green	Red	Red	Red
Black fermented tea and partly fermented tea, whether or not flavoured, in immediate packings...	090230	1	0	0	0	0	0	Green	Green	Green	Red
Basketwork, wickerwork and other articles, made directly to shape from vegetable plaiting materials...	4602XX	1	0	0	0	0	0	Green	Red	Red	Red
Printed or illustrated postcards; printed cards bearing personal greetings, messages or...	490900	0	0	0	0	0	0	Green	Green	Red	Green
Precious stones and semi-precious stones, unworked or simply sawn or roughly shaped,...	710310	0	0	0	0	0	0	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>