

United Republic of Tanzania

Key indicators

Population (millions)	48.6
GDP (\$ billions)	46.7
GDP per capita (\$)	960.2
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-8.8
Tariff preference margin (percentage points)	7.0
Imports and exports (goods and services), share of GDP (%)	58.9
Services exports, share of total exports (%)	38.6
Geographic region	Africa
Country group	LDC
Income group	Low income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	35.0	9.1	26.5
Medium	44.6	23.9	48.6
Large	57.1	74.0	76.7
All	38.1	13.2	37.2
BUSINESS ECOSYSTEM	34.6	48.0	23.3
NATIONAL ENVIRONMENT	55.7	26.8	33.5

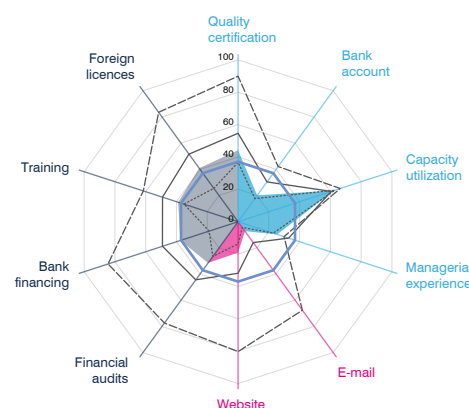
Reference level: 37.0 (a function of GDP per capita)

Weaknesses are scores below: 18.5 | **Strengths are scores above: 55.6**

SME Competitiveness Grid

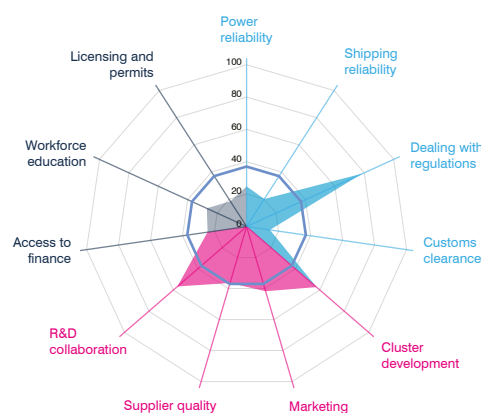
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	36.7	54.6	89.9	44.1
Bank account	17.7	30.4	42.1	20.1
Capacity utilization	62.8	60.6	66.4	62.6
Managerial experience	22.9	32.8	29.9	25.4
Connect				
E-mail	4.4	16.0	67.7	7.3
Firm website	13.8	31.9	80.3	19.2
Change				
Audited financial statement	26.6	44.4	77.4	31.5
Investment financed by banks	18.8	49.1	84.5	37.5
Formal training programme	35.2	49.1	61.5	38.9
Foreign technology licences	25.4	51.6	83.6	40.8



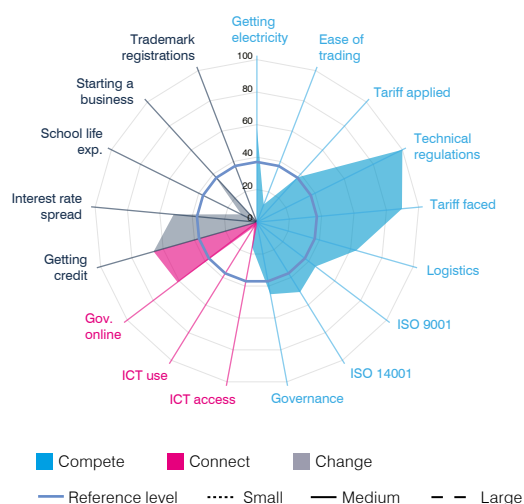
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	25.0	23.4	26.5	24.8
Domestic shipping reliability	18.0	36.3	28.4	20.3
Dealing with regulations	80.4	74.3	68.1	78.7
Customs clearance efficiency	-	10.5	10.0	14.6
Connect				
State of cluster development				57.3
Extent of marketing				41.8
Local supplier quality				36.4
University-industry collaboration in R&D				56.7
Change				
Access to finance	24.9	21.7	30.3	24.3
Access to educated workforce	28.7	22.0	21.4	27.0
Business licensing and permits	20.0	12.4	33.0	18.6



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	58.0
Ease of trading across borders	11.6
Applied tariff, trade-weighted average	37.4
Prevalence of technical regulations	100.0
Faced tariff, trade-weighted average	89.6
Logistics performance index	63.6
ISO 9001 quality certificates	45.3
ISO 14001 environmental certificates	50.6
Governance index	45.2
Connect	
ICT access	15.7
ICT use	3.4
Government's online service	61.3
Change	
Ease of getting credit	66.1
Interest rate spread	51.4
School life expectancy	10.7
Ease of starting a business	39.5
Patent applications	-
Trademark registrations	0.0



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.

United Republic of Tanzania

SME Export Potential

Tanzania is a low income country with a population of 48.6 million and GDP of \$46.7 billion. Goods and services account for 61.4% and 38.6% of exports, respectively.

The country's unrealized potential to increase existing exports lies outside its home region, notably to Asia (see table below). *Gold* has an unrealized export potential to Asia of around \$866 million. Other products with unrealized potential to this region include *reception apparatus for television* and *non-industrial diamonds*.

Regarding new export products, Tanzania has diversification opportunities in animal products, wood and textile with products such as *frozen boneless meat of bovine animals*, *virola and mahogany "Swietenia spp." sawn or chipped*, and *women's or girls' trousers of cotton*. 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 *tents of textile materials* and *frozen lamb carcasses and half-carcasses*.

Small firms in Tanzania perform well in capacity utilization and dealing with regulations. They underperform, however, in having bank accounts, using e-mails and having business websites. The largest gap between small and large firms lies in using e-mails. The country's national environment performs well in the prevalence of technical regulations.

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 1000	0 1000	0 1000	0 1000	0 1000				
Gold, incl. gold plated with platinum, unwrought, for non-monetary purposes (excluding gold in...	710812	1070			866			Green	Red	Red	Red
Gold, incl. gold plated with platinum, in semi-manufactured forms, for non-monetary purposes	710813	95			95			Red	Red	Red	Green
Fresh or dried cashew nuts, in shell	080131	201			201			Green	Red	Red	Red
Reception apparatus for television	8528Xb	71			71			Green	Red	Red	Green
Coffee (excluding roasted and decaffeinated)	090111	173				173		Green	Red	Red	Red
Sesamum seeds, whether or not broken	120740	166				166		Green	Red	Red	Red
Cotton, neither carded nor combed	520100	105				105		Green	Red	Red	Red
Non-industrial diamonds unworked or simply sawn, cleaved or bruted (excluding industrial diamonds)	710231	38			38			Red	Red	Red	Red
Cloves, whole fruit, cloves and stems	0907	29			29			Red	Red	Red	Red
Wood, sawn or chipped lengthwise, sliced or peeled, sanded or end-jointed, of a thickness of > 6 mm...	4407Xb	24			24			Green	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>