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Export promotion strategies in countries of the region

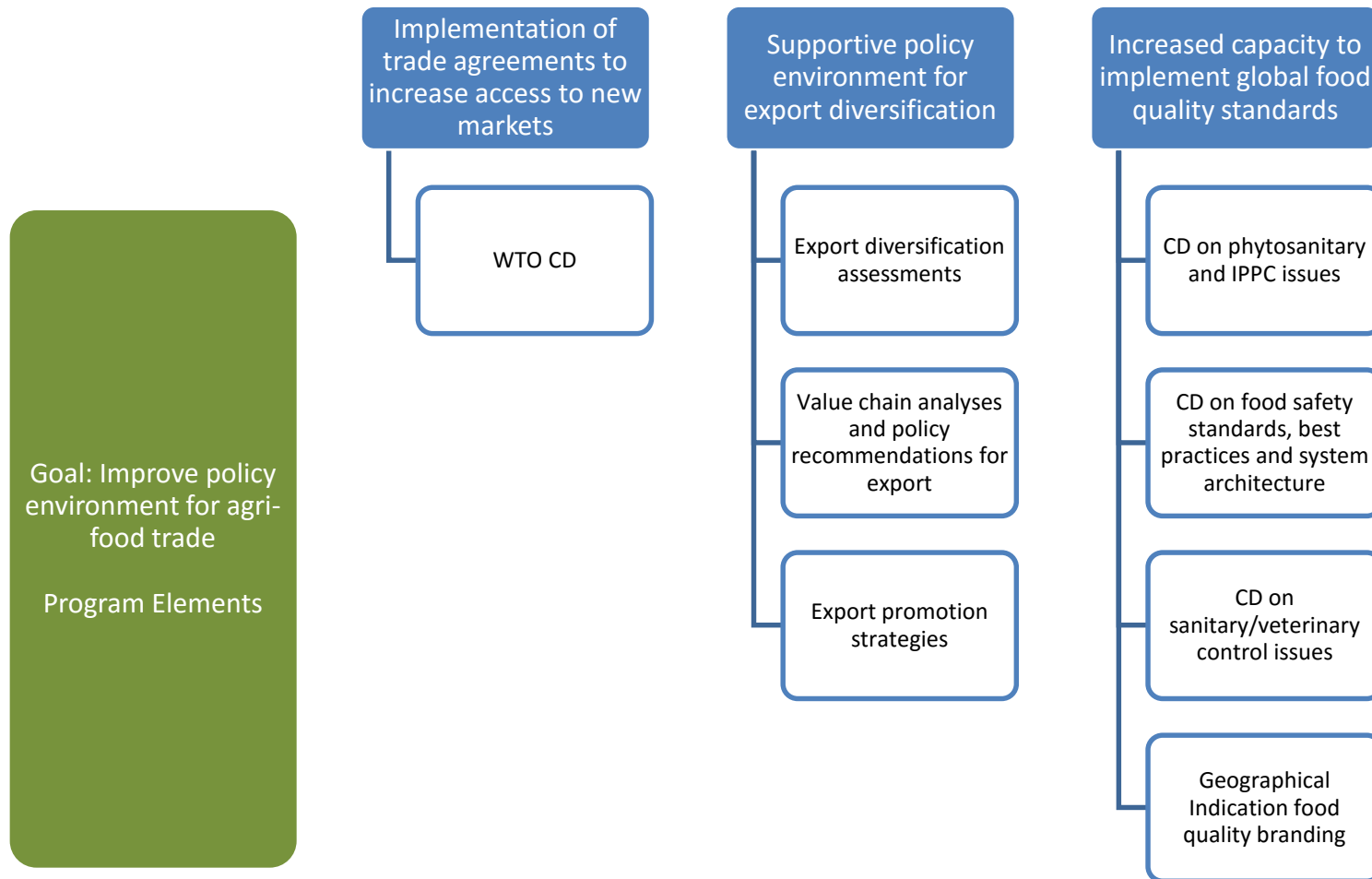
Iryna Kobuta

Food and Agriculture Organization of the UN

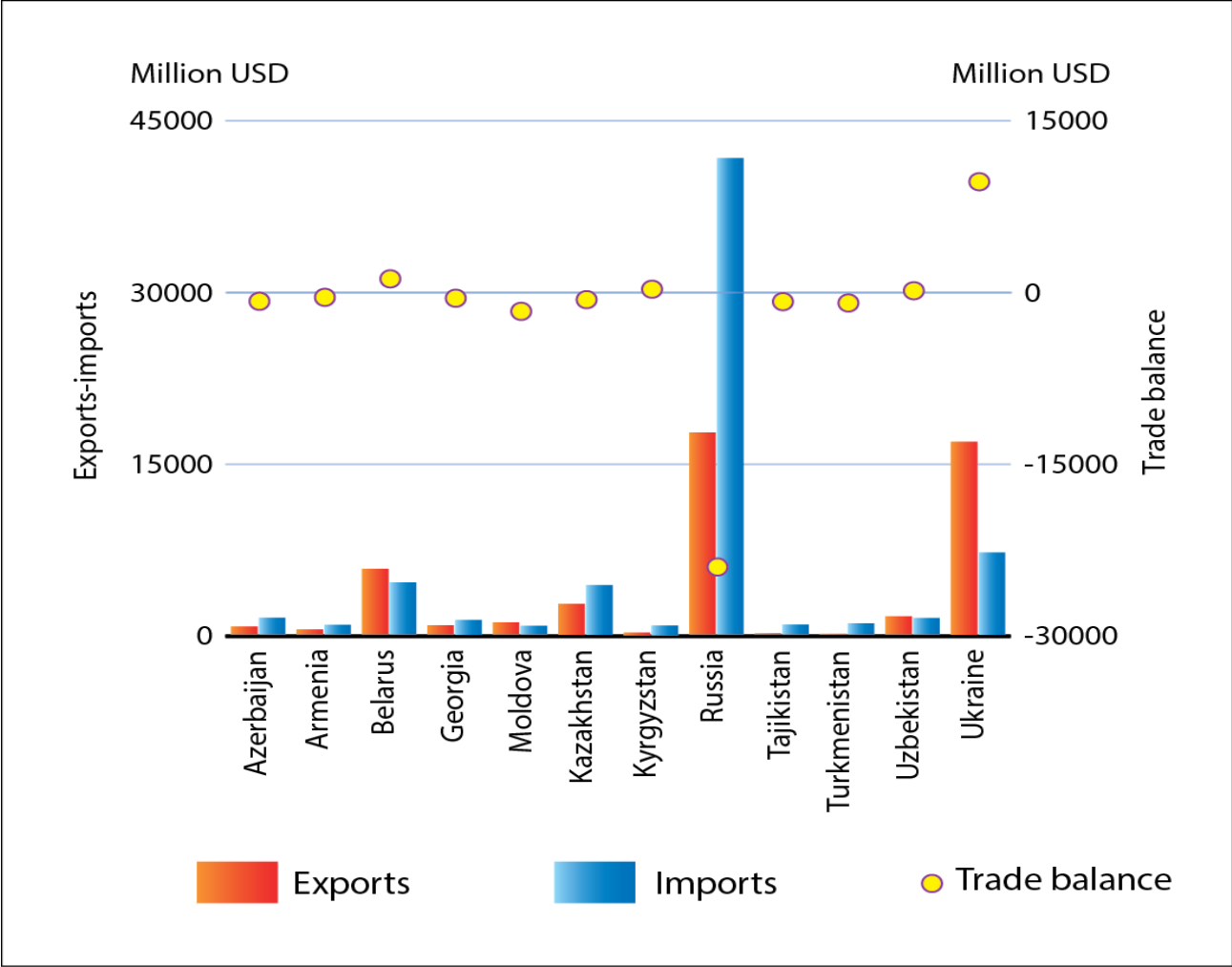
Outline

- FAO Regional Initiative on Improving Agri-food Trade and Market Integration
- Export promotion strategies: strategic documents and main aims
- Main factors and tools for export development:
 - Institutions
 - Product safety and quality
 - Infrastructure
 - Human resources

Regional Initiative on Improving Agri-Food Trade: overall goal and program elements

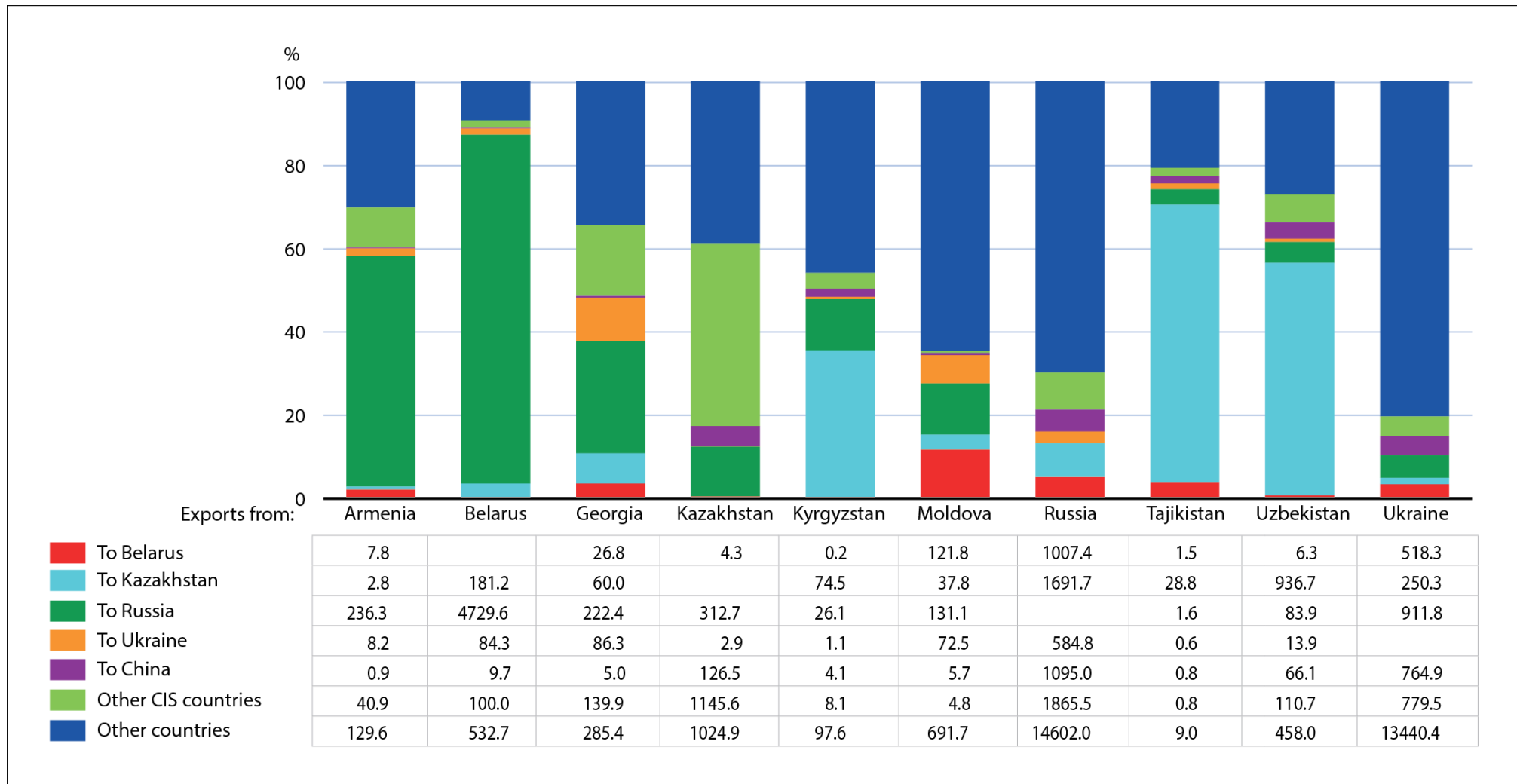


Average annual value of imports, exports and trade balance of agrifood products (HS codes 1-24), 2013-2014, mIn USD



Source: Review of Agricultural Trade Policies in post-Soviet countries 2014-2015. FAO. Rome

Main destinations for agrifood product exports (HS codes 1-24), 2014, mln USD



Source: Review of Agricultural Trade Policies in post-Soviet countries 2014-2015. FAO. Rome

Government strategic documents for export development:

- **Kyrgyzstan:** Export Development Plan of the Government of the KR for 2015-2017
- **Tajikistan.** A draft of the Program about export promotion and import substitution in Republic of Tajikistan for 2017-2020.
- **Turkmenistan.** The State programme for increasing exports and the State programme for organization of production produce for import substitution (May 2015)
- **Uzbekistan.** National strategy for export growth: Establishment of trade enterprises for export of vegetable, fruits, cotton fiber. Strengthening of Export Support Fund (2016)
- **Azerbaijan:** On additional measures to promote the export of non-oil products (March 2016)
- **Belarus:** National Program for export support and development in Republic of Belarus for 2016-2020
- **Moldova:** Strategy for Development of the international trade in the Republic of Moldova for 2014-2020
- **Russia:** a draft of Export Promotion Act; a draft of subprogram for agri-food export support of the State program on agriculture development and agri-food market regulation for 2013 – 2020.
- The export promotion is given a priority in agriculture development strategies/programs

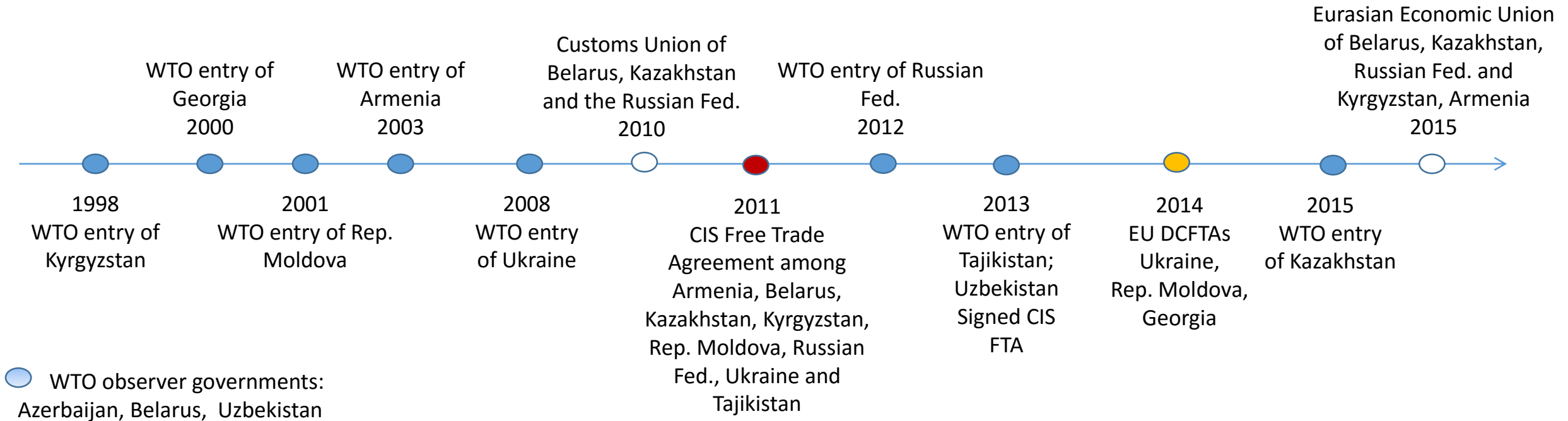
Main aims of export promotion programmes, with a view to further increasing agricultural exports and improvement of the trade balance

- The strategy of diversifying export markets and removing trade barriers with the majority of partner countries (Georgia, Ukraine)
- From the export of raw materials to the export development of products with higher value-added, processed products (Kyrgyzstan)
- To ensure delivery of safe and quality food products for domestic consumers and for export (Moldova)
- Occupation the new niches on foreign markets (Belarus)
- Intensification of agri-food import substitution and orientation of the domestic production for export (Tajikistan, Turkmenistan)
- Reorientation from traditional export goods to new species (Azerbaijan, Kazakhstan, Uzbekistan)

Main factors-advantages for export development

- Favorable natural-climatic conditions
- Insuring of production and price stability; competitive farmers (domestic support of agricultural producers, competitive policy without trade restrictions and government interference)
- Available state budget funds (export promotion agency and funds, export credit agencies, infrastructure development, etc.).
- Membership in WTO and RTAs
- Ability of agribusiness to quick geographical and goods diversification of exports
- Human resources capacity
- Food safety control system that is trusted by consumers and importers

Trade Agreements



Trade agreements: significant role in export development

- Joining to WTO, RTAs and bilateral FTAs goes to further market liberalization and harmonization trade related legislation (WTO, CIS FTA, DCFTAs, EAEU, others): benefits from *“game by the common rules” and market openness*
- Trade negotiations as one of the main export promotion activities; qualified negotiating team
- Participation in retail forums, trade fairs to build positive country image as well as establishment new trade relations
- Trade attaches needed on the traditional and new markets
- Trade missions abroad established

Main tools for export development: *institutions*

- Inter-governmental coordination (Ministries of Agriculture, Economy, Trade with export/investment promotion agencies, customs and SPS authorities)
- Establishment of the designated national body for export promotion with a clear mandate, responsibilities, budget and transparency
- Transparency in government spending and evaluation of effectiveness of the export promotion programs
- Single window system for customs and export
- Avoid governments export restrains (export restrictions and regulatory environment)
- Engage private sector: Chambers of Commerce, agri-food business associations to be involved in developing trade promotion activities, provide expertise to guide public sector actions (establish public-private dialogue)

Main tools for export development: *products* *quality and safety*

- National legislation is in compliance with the international standards
- The effectiveness of official veterinary and SPS control system and its compliance with international practice
- Legislation and administrative practices should be designed to promote safe processes (HACCP)
- Laboratories with international accreditation
- Focus on value addition; on niche markets (e.g. organic products); GIs
- Build a positive country image/brand as a deliver of high quality products

Main tools for export development: *infrastructure*

- Trade facilitation and simplification of exports procedures
- Investments into trade infrastructure
- Storages for small producers
- Equipment for appropriate packaging, refrigerators
- Transportation services, transport logistics, sufficient amount of transport and its specifications
- Wholesale markets, exhibitions, fairs
- Informational trade portals
- Information about export should be closer to direct agricultural producers (for example, regional centers of agrarian developments, export centers)

Main tools for export development: *human resources*

- Education and human resource development for production and marketing in export sectors
- For different aspects of food safety issues (incl. risk assessment) it is necessary to have in place specially trained, reliable and tested in practical assignments personnel
- New and updated educational programs for local staff and students of academia, institutes, colleges
- Dedicate more financial resources to agricultural and market research to develop the technological base and strategic vision for the sector (including export orientation)
- Support to marketing research, analysis of foreign markets, provide access to market information

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