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## PROGRESS REPORT #1 (ACTIVITIES #1-3)

**Project Name:** *Micro, Small and Medium-Sized Enterprise Competitiveness Project*

**Financing Agreement 7174-MD between Republic of Moldova and International Development Association (FA) and Loan Agreement 9423-MD between Republic of Moldova and International Bank of Reconstruction and Development (LA)**

**Contract No.** *MD-CEP-341956-CS-CQS*

**Consulting Services:** *CONDUCTING B2B EXPORT PROMOTION MISSIONS FOR MOLDOVAN SMES TO ROMANIAN MARKET*

between

**Client: Competitiveness Enhancement Project Implementation Unit**

and

**Consortium Export Partners" SRL, Moldova, (Gateway & Partners) "GatewayBaltic" Ltd, Latvia and Bilateral Chamber of Commerce and Industry Republic of Moldova – Romania**

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details of this activity and the respective annexes are presented in the chapter of the report – *ACTIVITY #1: Conduct an assessment identifying up to six subsectors/ niche sectors, which have a value for export and demand in the Romanian market.*

Based on the Research' results, Gateway & Partners has assisted MIA and Ministry of Economy in the selection process of 10 export potential sectors out of all covered by the Research, shown below:

1. Fruit and Vegetable Cultivation;
2. Food Products:
  - Fruit and Vegetable Juices and Preserves;
  - Vegetable and Animal Oils and Fats;
  - Milling Products;
  - Flour and Bakery Products;
  - Cocoa and Sugar-based Products, Chocolate;
  - Spices and Ingredients;
3. Alcoholic and Non-Alcoholic Beverages:
  - Wines;
  - Beer;
  - Non-Alcoholic Soft Drinks, Mineral Waters, and Other Bottled Waters;
4. Footwear, Travel Articles, and Leather Goods;
5. Industrial Products:
  - Paper and Paper Products;
  - Rubber and Plastic Products;
  - Metal Construction and Products;
6. Pharmaceuticals, Cosmetics, Perfumes, Soaps, and Detergents;
7. Computers, Electronic and Optical Products; Electrical Equipment;
8. Hydraulic Equipment; Other Pumps and Compressors;
9. Furniture Manufacturing;
10. Business Support Services (BPO).

The details of this activity and the respective annexes are presented in the chapter – *ACTIVITIES #3: Coordinating the selection by MIA team of the most export potential sectors.*

## ACTIVITY #1: Conduct an assessment identifying up to six subsectors/niche sectors, which have a value for export and demand in the Romanian market.

### Purpose and objectives

The primary **aim** of the first activity is to conduct thorough research to identify up to six subsectors/niche sectors with export potential. Based on validated findings for each of these subsectors, conduct research which will highlight the matching with Romania.

#### Objectives of the study:

Identify and assess up to six subsectors/niche sectors with significant export potential;

Evaluate and prioritize these subsectors/niche sectors based on factors such as demand and competition within Romania.

### Approach and research procedures

The research study aimed to analyze Moldovan sectors and their potential, serving as the foundation for identifying key sectors and matching markets for Moldova's export offerings. To achieve this goal, the Consultant carried out the following four steps:

Conducted a sector-specific research study to identify the six most promising sectors.

#### **Subsequent to the research and presentation of findings, the Consultant:**

Organized workshops involving relevant sector representatives (associations) to validate the sectorial potential and target markets.

Engaged in discussions with key stakeholders, including the Moldovan Investment Agency and World Bank, leading to the selection of five sectors for export missions to Romania.

### SELECTION OF THE EXPORT SECTORS

At the start, the research included the identification of the 10 potential subsectors or niche sectors with the high value for export. The aim of the research was to indicate the potential sectors that would bring the highest value for export also in the long term for all Moldova economy<sup>1</sup>.

This is the stage where key-sectors have been approached by the Consultant and the Moldovan Investment Agency. This was proposed as a mix of criteria in order to make a realistic "picture" of the sectors potential, their growth and perspective. In order to select the most potential export markets for the export missions, the various factors have been analyzed that influence the possibilities of the Moldovan companies to establish the export possibilities.

First of the determining factor is the current Moldovan export development and its average growth rate towards them, thus previously placed efforts to increase the export development. Assessing

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<sup>11</sup> The export of services has not been considered in this exercise, being outside of the Scope of Work

the sector development, the Moldovan sector export could be considered to help the overall community to gain the entry in the market.

In order to determine the most potential sectors in export development, the approach below was followed:

#### HOW THE POTENTIAL SECTORS' SELECTION METHODOLOGY HAS BEEN APPROACHED

No.	Sources	Components
1.	International statistics on Trade (International Trade Centre, Trade Map)	<ul style="list-style-type: none"> <li>Trade Competitiveness (trade indicators on growth and potential)<sup>2</sup></li> <li>Sectoral Trade Performance (Intracen Methodology<sup>3</sup>)</li> <li>Export Potential Assessment<sup>4</sup> Methodology</li> <li>Potential criteria on export offer and export demand side</li> </ul>
2.	Local sectorial potential data	<ul style="list-style-type: none"> <li>Local Moldovan statistics<sup>5</sup> on sectors potential in terms of turnover, no. of employees, no. of companies etc.</li> </ul>

The overall export development<sup>6</sup> revealed the total merchandise exports of the Republic of Moldova valued at 4.33 billion USD in 2022 or 37.9% increase in 2022 compared to 2021. Meanwhile, the local statistics for 2022 year indicates 2,200+ exporters out of which 216 companies are from agriculture, 228 from food industry<sup>6</sup>, 73 from TAFL<sup>7</sup> and 51 from machinery and electric and electronic equipment.

In order to validate the potential subsectors, international statistics as well local data have been applied as follows.

#### Reference no. 1 – International Statistics

Following the international resources on Moldovan trade development, the selection of potential sectors has been based on the derived **Criteria on Export Offer and Export Potential**. The export potential indicator as well the trade performance are the two main validated dimensions that helps in the objective, mathematical assessment of potential sectors in different countries. The same approach has been conducted for the Republic of Moldova's trade (for more details please refer to **Annex 1. Selection of Export Sectors**) as follows:

- a. **On Export Offer Potential (45% out of total weighted score)**, two related criteria have been assigned in order to obtain a weighted score of the Moldovan exporting sectors: export average value of each group of products (in the period 2018-2022), as well the export average growth of each group of products (in the period 2018-2022). These two criteria summarized 45% (out of 100%) as importance ratio when determining the export potential.

<sup>2</sup> <https://www.trademap.org>

<sup>3</sup> <https://tradecompetitivenessmap.intracen.org/Documents/TradeCompMap-Trade%20Performance%20Index-UserGuide-EN.pdf>

<sup>4</sup> [https://umbraco.exportpotential.intracen.org/media/1089/epa-methodology\\_141216.pdf](https://umbraco.exportpotential.intracen.org/media/1089/epa-methodology_141216.pdf)

<sup>5</sup> <http://webapp.statistica.md/infoRSF/>

<sup>6</sup> food & beverage

<sup>7</sup> textile, apparel, footwear, leather

b. **On Export Demand Potential (55% out of total weighted score)**, four related criteria have been assigned in order to obtain a weighted score of the Moldovan exporting sectors:

- global import average growth (2018-2022) of the product categories (20%);
- unit value growth (2018-2022), with 15% of importance score;
- average distance of importing countries (10%);
- concentration of importing countries (in 2022), with 10% of importance score.

***The assigned scores for criteria in determining potential exporting product groups and (sub)sectors:***

<b>1. Export offer potential</b>	1.1.	Export average value (2022-2018)	45%	25%
	1.2.	Export average growth (2022-2018)		20%
<b>2. Export demand potential</b>	2.1.	Global import average growth (2022-2018)	55%	20%
	2.2.	Unit value growth (2022-2018)		15%
	2.3.	Average distance of importing countries (km)		10%
	2.4.	Concentration of importing countries (Herfindahl index)		10%

Once stated the criteria and the assigned points, the trade data from Trade Map platform have been collected. In order to reveal as much details as possible, the Consultant appealed to 4 (four) digits level decomposition (according to Harmonized System HS) of the products as provided by Trade Map Statistics<sup>8</sup>. The data are for 2022 and 2018-2022 period respectively and treats Moldova’s merchandises exports as shown in the illustration below.

<sup>8</sup> <https://www.trademap.org>

Home & Search | Data Availability | Reference Material | Other ITC Tools | More | Mrs. Tatiana Nanu | English

Product:  | Product Group:

Country:  | Country Group:

Partner:  | Partner Group:

other criteria: Exports | Trade indicators:  | By product:  | Product cluster at 4 digits:

**1** **2** List of products at 4 digits level exported by Moldova, Republic of in 2022

Table | Graph | Map | Companies | Public tenders | FDI data | Standards

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HS6	Code	Product label	Value exported in 2022 (USD thousands) <sup>9</sup>	Trade balance 2022 (USD thousand)	Annual growth in value between 2018-2022 (% p.a.) <sup>10</sup>	Annual growth in quantity between 2018-2022 (% p.a.)	Annual growth in value between 2021-2022 (p.p.a.)	Annual growth of world imports between 2018-2022 (p.p.a.)	Share in world exports (%)	Ranking in world exports	Average distance of importing countries (km)	Concentration of importing countries	
	TOTAL	All products	4,335,077	-4,983,066	11		36	7	0	124	1,050	0.13	
	2712	Petroleum oils and oils obtained from bituminous minerals (excl. crude); preparations containing ...	559,450	-941,860	104		3,906	6	0	71	394	0.56	
	8544	Insulated "incl. enamelled or anodised" wire, cable "incl. coaxial cable" and other insulated ...	476,867	264,041	-1		3	6	0.3	47	645	0.41	
	1512	Sunflower-seed, sunflower or cotton-seed oil and fractions thereof, whether or not refined, ...	307,576	316,266	50		210	22	1.8	11	1,478	0.15	
	1026	Milze or corn	339,823	294,423	28		167	16	0.5	16	830	0.28	
	1206	Sunflower seeds, whether or not broken	336,576	233,096	10		71	14	5	6	569	0.32	
	2204	Wine of fresh grapes, incl. fortified wines; grape must, partly fermented and of an actual ...	126,740	126,873	-2		-10	-10	3	0.3	24	1,779	0.1
	9401	Seats, whether or not convertible into beds, and parts thereof, n.e.s., (incl. medical, surgical, ...)	108,737	87,013	-3		-10	4	0.1	44	1,214	0.34	
	0808	Apples, pears and quinces, fresh	90,974	88,549	19		-4	1	1	17	1,598	0.53	

First, top 500 of Moldovan exported product groups (HS at 4 digits codes) have been sorted based on export average value<sup>9</sup> (in thousands USD) in the period 2018-2022 and assigned, respectively, with input data values for the rest of criteria<sup>10</sup>, as shown below.

<sup>9</sup> Criteria 1.1. in the illustration above

<sup>10</sup> Criteria 1.2., 2.1.-2.4



		INPUT DATA VALUES					
	PRODUCTS (4 DIGIT LEVEL)	Export average value, thsd USD (2022-2018)	Export average growth, % (2022-2018)	Global Import average growth, % (2022-2018)	Unit value growth, % (2022-2018)	Average distance of importing countries (km)	Concentration of importing countries (Herfindahl index)
7	Insulated "incl. enamelled or anodised" wire, cable "incl.	471.209,6	-1	6	12,5	645	0,41
8	Sunflower seeds, whether or not broken	227.097,6	10	14	20,5	569	0,32
9	Maize or corn	156.330,8	26	18	0,0	830	0,25
10	Sunflower-seed, safflower or cotton-seed oil and	144.115,0	50	22	26,8	1478	0,15
11	Wine of fresh grapes, incl. fortified wines; grape must,	135.987,4	-2	3	7,8	1779	0,1
12	Wheat and meslin	96.956,8	-2	15	20,5	528	0,49
13	Apples, pears and quinces, fresh	71.783,6	19	1	23,3	1599	0,53
14	Medicaments consisting of mixed or unmixed products	70.339,0	-10	6	-8,8	1878	0,16
15	Carboys, bottles, flasks, jars, pots, phials, ampoules and	52.571,2	20	10	11,0	899	0,25
16	Fruit juices, incl. grape must, and vegetable juices,	47.807,2	18	1	10,3	4401	0,17
17	Women's or girls' suits, ensembles, jackets, blazers,	44.512,4	-7	2	-0,7	1801	0,26
18	Women's or girls' suits, ensembles, jackets, blazers,	44.512,4	-7	2	-0,7	1801	0,26
19	Undenatured ethyl alcohol of an alcoholic strength of <	40.956,2	-2	5	-6,8	1817	0,2
20	Rape or colza seeds, whether or not broken	36.395,4	11	15	14,5	482	0,85
21	Undenatured ethyl alcohol of an alcoholic strength of >=	33.353,8	18	13	12,5	889	0,14
22	Articles for the conveyance or packaging of goods, of	33.290,8	2	5	11,5	3046	0,15
23	Men's or boys' suits, ensembles, jackets, blazers,	33.287,8	0	0	10,3	911	0,29
24	Men's or boys' suits, ensembles, jackets, blazers,	33.287,8	0	0	10,3	911	0,29
25	Grapes, fresh or dried	32.118,2	13	2	9,0	1260	0,17
26	Apricots, cherries, peaches incl. nectarines, plums and	29.971,4	11	8	17,3	1090	0,19
27	T-shirts, singlets and other vests, knitted or crocheted	25.024,8	-5	4	5,0	1181	0,32
28	Oilcake and other solid residues, whether or not ground	23.487,2	28	13	11,5	1250	0,25
29	Garments made up of felt or nonwovens, whether or not	23.233,2	17	9	3,5	2274	0,32
31	Electrical transformers, static converters, e.g. rectifiers,	22.212,4	15	12	27,0	688	0,4
32	Made-up articles of textile materials, incl. dress patterns,	19.826,2	17	15	9,3	583	0,49
33	Women's or girls' overcoats, car coats, capes, cloaks,	18.982,0	-4	0	8,0	1397	0,92
34	Women's or girls' overcoats, car coats, capes, cloaks,	18.982,0	-4	0	8,0	1397	0,92
35	Waste and scrap, of copper (excluding ingots or other	18.302,0	21	13	15,0	1040	0,34
36	Bread, pastry, cakes, biscuits and other bakers' wares,	17.668,2	9	8	8,8	1247	0,34
37	Men's or boys' overcoats, car coats, capes, cloaks,	17.592,8	2	1	7,5	1409	0,85

The next step was the assigning of weight scores (per each indicator/criterion) on product groups. The multiplication of values on each criterion with the assigned ratio (25%, 20%, 10%, etc.) has been conducted.

As result, a Total Points estimation emerged based on summing up the resulted points per each product group (input values multiplied by criteria scores) thus reflecting the top products for export potential. As example, in top 10 groups sorted by Total Points, five of them are food products (e.g. sunflower, maize, fruit, nuts, food preparations) and five are non-food products (e.g. textile materials, cables). Presented by the illustration below.

HS code, 2 digit	HS code, 4 digit	N	PRODUCTS (4 DIGIT LEVEL)	ASSIGNED POINTS					TOTAL POINTS	
				Export average value (2022-2018)	Export average growth (2022-2018)	Global trade average growth (2022-2018)	Unit value growth (2022-2018)	Average distance of importing countries (km)		Concentration of importing countries (Herfindahl index)
15	1512 7		Sunflower-seed, safflower or cotton-seed oil and	25%	20%	20%	15%	10%	10%	82,7
22	2207 8		Undenatured ethyl alcohol of an alcoholic strength of ≥	15,4	11,0	18,0	8,0	6,0	9,7	76,7
12	1206 9		Sunflower seeds, whether or not broken	15,8	8,2	18,4	9,9	7,7	7,5	76,5
85	8504 10		Electrical transformers, static converters, e.g. rectifiers,	23,5	10,0	17,6	11,1	7,3	6,3	75,8
10	1005 11		Maize or corn	24,8	12,8	19,4	3,6	6,3	8,6	75,5
23	2306 12		Oilcake and other solid residues, whether or not ground	23,5	13,2	18,0	7,7	4,1	8,6	75,1
74	7404 13		Waste and scrap, of copper (excluding ingots or other	23,3	12,0	18,0	8,9	5,1	7,1	74,3
76	7602 14		Waste and scrap, of aluminium (excluding slags, scale and	21,8	15,2	18,4	10,5	6,1	1,9	73,9
70	7010 15		Carboys, bottles, flasks, jars, pots, phials, ampoules and	24,3	11,6	15,6	7,5	5,9	8,6	73,5
25	2520 16		Gypsum; anhydrite plasters consisting of calcined	22,3	11,0	13,8	12,5	9,3	3,8	72,6
48	4823 17		Paper, paperboard, cellulose wadding and webs of	18,8	16,8	15,6	9,5	8,3	3,7	72,6
63	6307 18		Made-up articles of textile materials, incl. dress patterns,	23,5	10,6	18,8	6,8	7,6	5,2	72,5
10	1001 19		Wheat and meslin	24,5	4,8	18,8	9,9	8,0	5,2	71,2
08	0810 20		Fresh strawberries, raspberries, blackberries, back, white	20,0	9,8	16,8	10,7	5,9	7,4	70,6
12	1205 21		Rape or colza seeds, whether or not broken	24,0	8,6	18,8	8,7	8,2	2,1	70,4
08	0809 22		Apricots, cherries, peaches incl. nectarines, plums and	23,8	8,6	13,8	9,3	4,8	9,3	69,6
39	3925 23		Builders' ware of plastics, n.e.s.	20,8	17,8	14,8	2,3	4,6	9,1	69,3
23	2302 24		Bran, sharps and other residues, whether or not in the	19,5	12,0	18,8	6,2	8,6	2,3	67,4
85	8516 25		Electric instantaneous or storage water heaters and	18,5	11,6	15,6	8,0	4,1	8,2	66,0
87	8701 26		Tractors (other than tractors of heading 8709)	19,0	14,2	8,6	9,9	4,9	9,1	65,7
21	2106 27		Food preparations, n.e.s.	19,5	16,4	15,6	0,5	7,6	5,4	65,0
08	0813 28		Dried apricots, prunes, apples, peaches, pears, papaws	22,8	12,0	8,6	8,3	3,1	10,0	64,7
44	4418 29		Builders' joinery and carpentry, of wood, incl. cellular	19,0	12,0	13,8	8,9	3,9	6,6	64,2
39	3907 31		Polyacetals, other polyethers and epoxide resins, in	18,3	13,2	13,8	7,8	8,2	2,6	63,9
19	1905 32		Bread, pastry, cakes, biscuits and other bakers' wares,	23,3	8,0	13,8	6,6	4,2	7,1	63,0
20	2005 33		Other vegetables prepared or preserved otherwise than by	22,3	7,6	8,6	9,2	5,5	9,6	62,7
85	8544 34		Insulated "incl. enamelled or anodised" wire, cable "incl.	25,0	5,2	10,8	8,0	7,5	6,1	62,6
17	1704 35		Sugar confectionery not containing cocoa, incl. white	21,3	11,2	10,8	8,7	0,5	10,0	62,5
07	0713 36		Dried leguminous vegetables, shelled, whether or not	20,5	1,6	17,6	11,7	0,8	9,9	62,1

Thus, Top 100 product groups (sorted by Total Points) starts with Sunflower-seed (No. 1 with a total of 82.7 points) and ends with Men's or boys' overcoats (No.100 with 43.3 points). Based on the emerged groups, distinctive potential has been identified for the following product concentrations (sectors):

- **fresh food** – agricultural products such as sunflower, corn, fruits, nuts, grapes, apples – with good scores especially for export average value, export average growth, global import average growth, as well export price (unit value) growth (especially for fruits, nuts, grapes);
- **processed food** – with such performing product groups as wine, fruit juices, bread and pastry, dried fruits, chocolate, jams and jellies (in export values, export growth, global import growth);
- **machinery and equipment (electrical, electronic)** – with leading insulated wires, electrical transformers, electronic integrated circuits, electric water heaters, panels, electrical apparatus etc.;
- **TAFL** – represented by potential products such as men's apparel (HS 6101, 6201), women's apparel (HS 6104, 6204), articles of textile materials etc.;
- **industrial** – Carboys, bottles, flasks, jars, pots, phials (HS 7010), Articles for the conveyance or packaging of goods, of plastics (HS 3923).

At the same time, when applying a multiple sorting on the resulted top 100 products (listing based on Total Points) and considering three basic indicators (largest to smallest - export average value,

export average growth and global import average growth) the following groups of products emerged with highest export values (10+ mil USD of exports):

**Potential exporting product groups and (sub)sectors:**

No.	HS code	Product groups name	Subsectors
1	8544	Insulated wire, cable	electronics
2	1206	Sunflower seeds	fresh food
3	1005	Maize or corn	fresh food
4	1512	Sunflower-seed oil	processed food
5	2204	Wine of fresh grapes	beverage
6	1001	Wheat and meslin	fresh food
7	0808	Apples, pears and quinces, fresh	fresh food
8	3004	Medicaments for therapeutic or prophylactic uses	pharma
9	7010	Carboys, bottles, flasks, jars, pots, phials	industrial
10	2009	Fruit juices	processed food
11	6204	Women's or girls' suits not knitted or crocheted	TAFL
12	6104	Women's or girls' suits knitted or crocheted	TAFL
13	2208	Undenatured ethyl alcohol of an alcoholic strength of < 80%	beverage
14	1205	Rape or colza seeds	fresh food
15	2207	Undenatured ethyl alcohol of an alcoholic strength of >= 80%	beverage
16	3923	Articles for the conveyance or packaging of goods, of plastics	industrial
17	6203	Men's or boys' suits not knitted or crocheted	TAFL
18	6103	Men's or boys' suits knitted or crocheted	TAFL
19	0806	Grapes, fresh or dried	fresh food
20	0809	Apricots, cherries, peaches incl. nectarines, plums and sloes	fresh food

## Reference no. 2 – Local Statistics & Data

From a local perspective, the Consultant sought to understand the profile of local export potential, as shown in the table below.

### *Local export potential*

	Selected sectors <sup>11</sup>	Total, Rep. of Moldova
No. of exporting companies (2022)	<b>1.016</b>	<b>2.299</b>
Exports value, bln MDL (2022)	<b>33,0</b>	<b>56,4</b>
Turnover, bln MDL (2022)	<b>79,4</b>	<b>218,9</b>
No. of employees (2022)	<b>75.890</b>	<b>135.730</b>
Profit, bln MDL (2022)	<b>5,7</b>	<b>12,9</b>

Following discussions with stakeholders, the following sectors have been determined:

11. Fruit and Vegetable Cultivation;
12. Food Products:
  - Fruit and Vegetable Juices and Preserves;
  - Vegetable and Animal Oils and Fats;
  - Milling Products;
  - Flour and Bakery Products;
  - Cocoa and Sugar-based Products, Chocolate;
  - Spices and Ingredients;
13. Alcoholic and Non-Alcoholic Beverages:
  - Wines;
  - Beer;
  - Non-Alcoholic Soft Drinks, Mineral Waters, and Other Bottled Waters;
14. Footwear, Travel Articles, and Leather Goods;
15. Industrial Products:
  - Paper and Paper Products;
  - Rubber and Plastic Products;
  - Metal Construction and Products;
16. Pharmaceuticals, Cosmetics, Perfumes, Soaps, and Detergents;
17. Computers, Electronic and Optical Products; Electrical Equipment;
18. Hydraulic Equipment; Other Pumps and Compressors;
19. Furniture Manufacturing;
20. Business Support Services (BPO).

The sectors with estimated export potential, as indicated by international statistics, have been assessed for their significance and contribution to the Moldovan economy. This validation process

<sup>11</sup> CAEM: A01, C10, C11, C14, C31, C22, C23, C25, C16, C17, C28, C13, C20, C15, J62, C32, C18, N77, M74, C27, C26, N82, M71, J58, C29, C21, M70, J61, M73, C24, N80, M72, J63, N81, C30

confirms their substantial presence in terms of the number of exporters (44%), export value (59%), number of employees (56%), and so on.

Therefore, a listing of top sectors based on export value emerged as follows (CAEM classification).

### Key findings:

1. Agriculture and food industry - leaders by value of exports (MDL 14.6 billion out of MDL 23.2 billion of selected sectors);
2. Automotive – in second place (7.7 billion MDL)
3. Industrial – 3<sup>rd</sup> place (4.6 billion MDL)
4. TAFL and leather – 2.77 billion MDL, 4<sup>th</sup> place
5. Furniture – 5<sup>th</sup> place (576.6 mln MDL)

Row Labels	Type of Economic Activity	Count of Caem2 No_Exporting Companies	Sum of Export Value, MDL	Sum of Total Turnover of exporting companies, MDL	Sum of No_employees of exporting companies	Sum of Profit of exporting companies, MDL
C10	Manufacture of food products	144	9.783.356.573	27.776.095.306	14.685	1.965.857.393
C29	Manufacture of motor vehicles, trailers and semi	7	7.659.444.676	4.932.347.275	10.233	126.332.892
C11	Manufacture of beverages	94	2.824.423.504	6.542.497.778	6.532	531.581.553
C13	Manufacture of textiles	20	2.601.611.524	2.983.264.348	4.026	1.438.960
C23	Manufacture of other non-metallic mineral produ	41	2.115.469.547	4.967.238.585	2.669	595.977.322
A01	Agriculture, hunting and related services	216	2.035.319.924	7.379.179.109	6.036	847.689.526
C20	Manufacture of chemicals and chemical products	19	1.129.589.553	1.810.037.234	1.339	64.228.160
C22	Manufacture of rubber and plastic products	51	756.573.601	2.957.710.197	2.276	131.617.738
C14	Manufacture of wearing apparel	67	685.888.076	2.350.869.678	8.688	135.372.009
C31	Manufacture of furniture	56	576.329.483	2.386.705.168	3.497	146.985.933
C25	Manufacture of fabricated metal products, excep	51	444.345.002	1.630.028.757	1.513	79.508.450
C27	Manufacture of electrical equipment	11	420.428.312	505.922.328	1.148	9.864.131
C26	Manufacture of computers and electronic and op	9	348.756.264	351.829.763	446	42.524.753
C21	Manufacture of basic pharmaceutical products as	7	341.015.319	657.981.661	588	73.744.373
C17	Manufacture of paper and paper products	23	267.397.326	1.238.826.971	893	114.362.194
C16	Manufacture of wood and of products of wood an	31	238.432.964	564.318.758	683	60.886.772
C15	Manufacture of leather and related products	18	172.790.048	330.471.837	1.655	(12.245.135)
C32	Other manufacturing	14	157.892.942	348.526.780	1.082	38.496.269
C24	Manufacture of basic metals	4	154.970.030	314.013.543	79	1.436.076
C28	Manufacture of machinery and equipment n.c.a.	21	59.451.363	341.184.850	935	(6.087.933)
N77	Rental and leasing activities	12	45.953.996	111.669.567	63	19.117.038
M72	Scientific research and development	3	42.854.266	114.061.821	158	(576.318)
C18	Printing and reproduction of recorded media	14	29.768.310	275.446.305	403	20.821.909
J62	Computer programming, consultancy and relate	17	24.517.871	1.543.298.931	1.914	156.189.006
M74	Other professional, scientific and technical activit	12	19.099.789	48.593.155	48	7.003.833
N82	Office administrative, office support and other bu	9	15.638.118	152.021.417	221	13.048.534
M71	Architectural and engineering activities; technica	9	12.110.052	224.375.399	273	40.564.759
J58	Publishing activities	8	9.084.370	81.070.019	123	16.407.196
J61	Telecommunications	6	6.711.931	6.333.396.612	3.478	478.575.743
M70	Activities of head offices; management consultat	7	2.330.334	73.260.984	89	3.526.339
N80	Security and investigation activities	4	1.714.810	6.273.801	42	(304.024)
N81	Services to buildings and landscape activities	2	1.081.561	24.977.165	15	3.346.212
J63	Information service activities	3	739.240	13.625.181	17	2.296.092
C30	Manufacture of other transport equipment	1	580.033	1.356.008	4	(1.383.388)
M73	Advertising and market research	5	555.430	25.266.648	39	3.119.078
<b>Grand Total</b>	<b>Selected sectors</b>	<b>1.016</b>	<b>32.986.226.142</b>	<b>79.397.742.939</b>	<b>75.890</b>	<b>5.711.323.445</b>
<b>Grand Total</b>	<b>ALL Moldovan Exporters</b>	<b>2.299</b>	<b>56.417.726.529</b>	<b>218.903.752.274</b>	<b>135.730</b>	<b>12.930.602.077</b>

Next, the product groups have been checked for number of exporting companies:

Row Labels	Type of Economic Activity	Count of Caem2 No_Exporting Companies	Sum of Export Value, MDL	Sum of Total Turnover of exporting companies, MDL	Sum of No_employees of exporting companies	Sum of Profit of exporting companies, MDL
A01	Agriculture, hunting and related services	216	2.035.319.924	7.379.179.109	6.036	847.689.526
C10	Manufacture of food products	144	9.783.356.573	27.776.095.306	14.685	1.965.857.393
C11	Manufacture of beverages	94	2.824.423.504	6.542.497.778	6.532	531.581.553
C14	Manufacture of wearing apparel	67	685.888.076	2.350.869.678	8.688	135.372.009
C31	Manufacture of furniture	56	576.329.483	2.386.705.168	3.497	146.985.933
C22	Manufacture of rubber and plastic products	51	756.573.601	2.957.710.197	2.276	131.617.738
C25	Manufacture of fabricated metal products, except	51	444.345.002	1.630.028.757	1.513	79.508.450
C23	Manufacture of other non-metallic mineral products	41	2.115.469.547	4.967.238.585	2.669	595.977.322
C16	Manufacture of wood and of products of wood and	31	238.432.964	564.318.758	683	60.886.772
C17	Manufacture of paper and paper products	23	267.397.326	1.238.826.971	893	114.362.194
C28	Manufacture of machinery and equipment n.c.a.	21	59.451.363	341.184.850	935	(6.087.933)
C13	Manufacture of textiles	20	2.601.611.524	2.983.264.348	4.026	1.438.960
C20	Manufacture of chemicals and chemical products	19	1.129.589.553	1.810.037.234	1.339	64.228.160
C15	Manufacture of leather and related products	18	172.790.048	330.471.837	1.655	(12.245.135)
J62	Computer programming, consultancy and related	17	24.517.871	1.543.298.931	1.914	156.189.006
C32	Other manufacturing	14	157.892.942	348.526.780	1.082	38.496.269
C18	Printing and reproduction of recorded media	14	29.768.310	275.446.305	403	20.821.909
N77	Rental and leasing activities	12	45.953.996	111.669.567	63	19.117.038
M74	Other professional, scientific and technical activities	12	19.099.789	48.593.155	48	7.003.833
C27	Manufacture of electrical equipment	11	420.428.312	505.922.328	1.148	9.864.131
C26	Manufacture of computers and electronic and optical	9	348.756.264	351.829.763	446	42.524.753
M71	Architectural and engineering activities; technical	9	12.110.052	224.375.399	273	40.564.759
N82	Office administrative, office support and other business	9	15.638.118	152.021.417	221	13.048.534
J58	Publishing activities	8	9.084.370	81.070.019	123	16.407.196
C29	Manufacture of motor vehicles, trailers and semi-trailers	7	7.659.444.676	4.932.347.275	10.233	126.332.892
C21	Manufacture of basic pharmaceutical products and	7	341.015.319	657.981.661	588	73.744.373
M70	Activities of head offices; management consulting	7	2.330.334	73.260.984	89	3.526.339
J61	Telecommunications	6	6.711.931	6.333.396.612	3.478	478.575.743
M73	Advertising and market research	5	555.430	25.266.648	39	3.119.078
C24	Manufacture of basic metals	4	154.970.030	314.013.543	79	1.436.076
N80	Security and investigation activities	4	1.714.810	6.273.801	42	(304.024)
M72	Scientific research and development	3	42.854.266	114.061.821	158	(576.318)
J63	Information service activities	3	739.240	13.625.181	17	2.296.092
N81	Services to buildings and landscape activities	2	1.081.561	24.977.165	15	3.346.212
C30	Manufacture of other transport equipment	1	580.033	1.356.008	4	(1.383.388)
Grand Total	Selected sectors	1.016	32.986.226.142	79.397.742.939	75.890	5.711.323.445
Grand Total	ALL Moldovan Exporters	2.299	56.417.726.529	218.903.752.274	135.730	12.930.602.077

## Key findings:

1. Agriculture and food industry - leaders in number of companies (454 companies in 1016 companies in selected sectors);
2. Industrial – second position (156 companies);
3. TAFL and leather – 3<sup>rd</sup> position (105 companies);
4. Furniture – 56 companies;
5. Machinery and electrical equipment – 41 companies.

The number of employees has been set as next criteria for companies' export potential. In this case, the following picture emerged:

Row Labels	Type of Economic Activity	Count of Caem2 No_Exporting Companies	Sum of Export Value, MDL	Sum of Total Turnover of exporting companies, MDL	Sum of No_employees of exporting companies	Sum of Profit of exporting companies, MDL	Count of Caem2 No_Total Companies
C10	Manufacture of food products	144	9.783.356.573	27.776.095.306	14.685	1.965.857.393	981
C29	Manufacture of motor vehicles, trailers and semi-trailers	7	7.659.444.676	4.932.347.275	10.233	126.332.892	15
C14	Manufacture of wearing apparel	67	685.888.076	2.350.869.678	8.688	135.372.009	454
C11	Manufacture of beverages	94	2.824.423.504	6.542.497.778	6.532	531.581.553	239
A01	Agriculture, hunting and related services	216	2.035.319.924	7.379.179.109	6.036	847.689.526	5.318
C13	Manufacture of textiles	20	2.601.611.524	2.983.264.348	4.026	1.438.960	180
C31	Manufacture of furniture	56	576.329.483	2.386.705.168	3.497	146.985.933	573
J61	Telecommunications	6	6.711.931	6.333.396.612	3.478	478.575.743	275
C23	Manufacture of other non-metallic mineral products	41	2.115.469.547	4.967.238.585	2.669	595.977.322	362
C22	Manufacture of rubber and plastic products	51	756.573.601	2.957.710.197	2.276	131.617.738	383
J62	Computer programming, consultancy and related activities	17	24.517.871	1.543.298.931	1.914	156.189.006	1.819
C15	Manufacture of leather and related products	18	172.790.048	330.471.837	1.655	(12.245.135)	81
C25	Manufacture of fabricated metal products, except machinery and equipment	51	444.345.002	1.630.028.757	1.513	79.508.450	459
C20	Manufacture of chemicals and chemical products	19	1.129.589.553	1.810.037.234	1.339	64.228.160	103
C27	Manufacture of electrical equipment	11	420.428.312	505.922.328	1.148	9.864.131	33
C32	Other manufacturing	14	157.892.942	348.526.780	1.082	38.496.269	151
C28	Manufacture of machinery and equipment n.e.c.	21	59.451.363	341.184.850	935	(6.087.933)	77
C17	Manufacture of paper and paper products	23	267.397.326	1.238.826.971	893	114.362.194	138
C16	Manufacture of wood and of products of wood and cork, except charcoal; of straw, waste or scrap of wood and cork, except waste or scrap of wood or cork; of cork	31	238.432.964	564.318.758	683	60.886.772	326
C21	Manufacture of basic pharmaceutical products and preparations	7	341.015.319	657.981.661	588	73.744.373	24
C26	Manufacture of computers and electronic and optical equipment	9	348.756.264	351.829.763	446	42.524.753	21
C18	Printing and reproduction of recorded media	14	29.768.310	275.446.305	403	20.821.909	165
M71	Architectural and engineering activities; technical activities	9	12.110.052	224.375.399	273	40.564.759	1.053
N82	Office administrative, office support and other business activities	9	15.638.118	152.021.417	221	13.048.534	401
M72	Scientific research and development	3	42.854.266	114.061.821	158	(576.318)	53
J58	Publishing activities	8	9.084.370	81.070.019	123	16.407.196	458
M70	Activities of head offices; management consultancy activities	7	2.330.334	73.260.984	89	3.526.339	1.037
C24	Manufacture of basic metals	4	154.970.030	314.013.543	79	1.436.076	16
N77	Rental and leasing activities	12	45.953.996	111.669.567	63	19.117.038	387
M74	Other professional, scientific and technical activities	12	19.099.789	48.593.155	48	7.003.833	705
N80	Security and investigation activities	4	1.714.810	6.273.801	42	(304.024)	209
M73	Advertising and market research	5	555.430	25.266.648	39	3.119.078	917
J63	Information service activities	3	739.240	13.625.181	17	2.296.092	488
N81	Services to buildings and landscape activities	2	1.081.561	24.977.165	15	3.346.212	316
C30	Manufacture of other transport equipment	1	580.033	1.356.008	4	(1.383.388)	1
Grand Total	Selected sectors	1.016	32.986.226.142	79.397.742.939	75.890	5.711.323.445	18.218
Grand Total	ALL Moldovan Exporters	2.299	56.417.726.529	218.903.752.274	135.730	12.930.602.077	62.657

### Key findings:

1. Food industry - employs over 30% of the staff of the selected sectors (27 253 people);
2. Automotive – 10 233 employees;
3. TAFL+ leather - on the second position with over 5 781 employees;
4. Industry – 5 365 employees;
5. Furniture – 3 497 employees.

Next, the turnover criterion has been applied:

Row Labels	Type of Economic Activity	Count of Caem2 No_Exporting Companies	Sum of Export Value, MDL	Sum of Total Turnover of exporting companies, MDL	Sum of No_employees of exporting companies	Sum of Profit of exporting companies, MDL
C10	Manufacture of food products	144	9.783.356.573	27.776.095.306	14.685	1.965.857.393
A01	Agriculture, hunting and related services	216	2.035.319.924	7.379.179.109	6.036	847.689.526
C11	Manufacture of beverages	94	2.824.423.504	6.542.497.778	6.532	531.581.553
J61	Telecommunications	6	6.711.931	6.333.396.612	3.478	478.575.743
C23	Manufacture of other non-metallic mineral products	41	2.115.469.547	4.967.238.585	2.669	595.977.322
C29	Manufacture of motor vehicles, trailers and semi-trailers	7	7.659.444.676	4.932.347.275	10.233	126.332.892
C13	Manufacture of textiles	20	2.601.611.524	2.983.264.348	4.026	1.438.960
C22	Manufacture of rubber and plastic products	51	756.573.601	2.957.710.197	2.276	131.617.738
C31	Manufacture of furniture	56	576.329.483	2.386.705.168	3.497	146.985.933
C14	Manufacture of wearing apparel	67	685.888.076	2.350.869.678	8.688	135.372.009
C20	Manufacture of chemicals and chemical products	19	1.129.589.553	1.810.037.234	1.339	64.228.160
C25	Manufacture of fabricated metal products, except machinery and transport equipment	51	444.345.002	1.630.028.757	1.513	79.508.450
J62	Computer programming, consultancy and related activities	17	24.517.871	1.543.298.931	1.914	156.189.006
C17	Manufacture of paper and paper products	23	267.397.326	1.238.826.971	893	114.362.194
C21	Manufacture of basic pharmaceutical products and preparations	7	341.015.319	657.981.661	588	73.744.373
C16	Manufacture of wood and of products of wood and cork, except furniture; manufacture of other products of wood and cork, of straw and of other galling materials	31	238.432.964	564.318.758	683	60.886.772
C27	Manufacture of electrical equipment	11	420.428.312	505.922.328	1.148	9.864.131
C26	Manufacture of computers and electronic and optical equipment	9	348.756.264	351.829.763	446	42.524.753
C32	Other manufacturing	14	157.892.942	348.526.780	1.082	38.496.269
C28	Manufacture of machinery and equipment n.c.a.	21	59.451.363	341.184.850	935	(6.087.933)
C15	Manufacture of leather and related products	18	172.790.048	330.471.837	1.655	(12.245.135)
C24	Manufacture of basic metals	4	154.970.030	314.013.543	79	1.436.076
C18	Printing and reproduction of recorded media	14	29.768.310	275.446.305	403	20.821.909
M71	Architectural and engineering activities; technical drawing	9	12.110.052	224.375.399	273	40.564.759
N82	Office administrative, office support and other business activities	9	15.638.118	152.021.417	221	13.048.534
M72	Scientific research and development	3	42.854.266	114.061.821	158	(576.318)
N77	Rental and leasing activities	12	45.953.996	111.669.567	63	19.117.038
J58	Publishing activities	8	9.084.370	81.070.019	123	16.407.196
M70	Activities of head offices; management consulting and other activities	7	2.330.334	73.260.984	89	3.526.339
M74	Other professional, scientific and technical activities	12	19.099.789	48.593.155	48	7.003.833
M73	Advertising and market research	5	555.430	25.266.648	39	3.119.078
N81	Services to buildings and landscape activities	2	1.081.561	24.977.165	15	3.346.212
J63	Information service activities	3	739.240	13.625.181	17	2.296.092
N80	Security and investigation activities	4	1.714.810	6.273.801	42	(304.024)
C30	Manufacture of other transport equipment	1	580.033	1.356.008	4	(1.383.388)
Grand Total	Selected sectors	1.016	32.986.226.142	79.397.742.939	75.890	5.711.323.445
Grand Total	ALL Moldovan Exporters	2.299	56.417.726.529	218.903.752.274	135.730	12.930.602.077

### Key findings:

1. Food industry - generates over 50% of the turnover of the sample of companies (or 19% of sales generated by all export companies);
2. Industrial – 6.4 billion MDL
3. Telecommunications - in second place with over 6.3 billion MDL sales;
4. TAFL+ leather – 5.3 billion MDL
5. Automotive - with over 4.9 billion MDL in sales in 2022.

In addition to the above criteria listed, the consultant analyzed the export potential of the selected sectors and from the perspective of the share on total country.





Row Labels	Type of Economic Activity	Share of exporting companies in total, %	Share of exporting companies employees in total, %	Share of exporting companies turnover in total, %	Share of Export in total turnover, %
C29	Manufacture of motor vehicles, trailers and semi	46,67%	95,15%	97,51%	151,42%
C11	Manufacture of beverages	39,33%	84,10%	90,70%	39,16%
C13	Manufacture of textiles	11,11%	81,93%	90,81%	79,19%
C26	Manufacture of computers and electronic and opt	42,86%	79,93%	88,70%	87,92%
C21	Manufacture of basic pharmaceutical products an	29,17%	77,06%	85,34%	44,23%
C27	Manufacture of electrical equipment	33,33%	75,43%	79,58%	66,13%
C28	Manufacture of machinery and equipment n.c.a.	27,27%	73,56%	77,66%	13,53%
J61	Telecommunications	2,18%	70,84%	83,71%	0,09%
C32	Other manufacturing	9,27%	64,29%	60,83%	27,56%
C31	Manufacture of furniture	9,77%	60,82%	71,49%	17,26%
C24	Manufacture of basic metals	25,00%	59,85%	75,86%	37,44%
C10	Manufacture of food products	14,68%	59,18%	76,27%	26,9%
C14	Manufacture of wearing apparel	14,76%	57,90%	63,03%	18,39%
C15	Manufacture of leather and related products	22,22%	57,81%	55,05%	28,78%
C22	Manufacture of rubber and plastic products	13,32%	54,20%	71,11%	18,19%
C23	Manufacture of other non-metallic mineral produ	11,33%	52,29%	64,57%	27,50%
C17	Manufacture of paper and paper products	16,67%	51,92%	64,30%	13,88%
C20	Manufacture of chemicals and chemical products	18,45%	51,52%	51,43%	32,10%
C16	Manufacture of wood and of products of wood an	9,51%	44,90%	59,48%	25,13%
C25	Manufacture of fabricated metal products, excep	11,11%	44,86%	58,54%	15,96%
M72	Scientific research and development	5,66%	40,20%	45,44%	17,07%
C18	Printing and reproduction of recorded media	8,48%	39,82%	50,68%	5,48%
A01	Agriculture, hunting and related services	4,06%	16,78%	26,99%	7,44%
J62	Computer programming, consultancy and relate	0,93%	13,22%	17,69%	0,28%
N77	Rental and leasing activities	3,10%	9,00%	21,60%	8,89%
N82	Office administrative, office support and other bu	2,24%	8,80%	16,85%	1,73%
M71	Architectural and engineering activities; technical	0,85%	6,90%	15,27%	0,82%
J58	Publishing activities	1,75%	6,30%	7,48%	0,84%
M70	Activities of head offices; management consultar	0,68%	4,54%	7,99%	0,25%
M74	Other professional, scientific and technical activit	1,70%	3,15%	9,76%	3,83%
M73	Advertising and market research	0,55%	1,71%	1,52%	0,03%
N80	Security and investigation activities	1,91%	0,70%	0,61%	0,17%
N81	Services to buildings and landscape activities	0,63%	0,50%	3,86%	0,17%
J63	Information service activities	0,61%	0,22%	0,33%	0,02%
Grand Total	Selected sectors	5,6%	41,1%	56,3%	23,4%
Grand Total	ALL Moldovan Exporters	3,7%	25,7%	35,7%	9,2%

### Key findings:

1. Automotive – employed more than 90% of total employees of the sector;
2. Computers and electronic products – about 80%;
3. Pharmaceutical – about 75%;
4. T AFL+ leather – more 63%
5. Food Industry – employed 40%;

Based on the next criteria, share of exporting companies' turnover in total turnover of the sector:





**As a result, the most potential subsectors emerged as follows:**

Overall, the Agriculture and Food Industry sector stands out as the leader in terms of value, employment, and the number of companies, while the Automotive sector dominates in terms of employee concentration and total turnover share in the respective sectors.

1. **Food Industry:** This sector leads in the value of exports (9.8 billion MDL out of 33.0 billion MDL) and the number of companies (144 out of 1,016). It also employs about 60% of the staff in the sector.
2. **Automotive:** The automotive sector ranks second in terms of export value (7.7 billion MDL) and employs more than 90% of the total employees in this sector.
3. **Industrial:** The industrial sector takes the third position in terms of export value (4.6 billion MDL) and is second in the number of companies (156).
4. **Beverages:** Manufacturing of beverages in Moldova ranks 4<sup>th</sup> sector by export value (2.8 billion MDL). It also employs about 84% of the staff in the sector.
5. **TAFI and Leather:** This sector ranks fifth by export value (2.77 billion MDL) and third in the number of companies (105). It also employs over 5,781 people.
6. **Agriculture:** The sector is leading in the number of companies (216) and holds 6<sup>th</sup> position by export value (2.0 billion MDL), employs about 17% of the staff.
7. **Furniture:** The furniture sector secures the 7<sup>th</sup> position by export value (576.6 million MDL) and has 56 companies in the selected sectors.

## ACTIVITY #2: Present within five separate workshops the results of the study

Due to summer period, low responsiveness rate of companies to participate during summer in various workshops and the limited time available to organize the export missions to Romania, and specifically for the on-boarding, applications of the potential participating companies and their selection, it was decided to substitute the presentation of the study research - within separate workshops targeting entrepreneurs and business associations' representatives to validate findings for each of these subsectors - with the direct communication of the Consortium team with producers and exporters from 10 most promising sectors for export to Romania.

The Consortium team has proposed to:

- Suggest the long list of 10 most promising sectors for export to Romania;
- Officially announce and open the call for applications for all interested and eligible companies from 10 potential sectors (not 5 as initially planned) covering most of the potential sectors oriented on exports to Romania;
- Directly communicate with company representatives and executives from the selected sectors about the project of export missions to Romania and invite companies to apply to this new call, checking the real interest of the companies from the 10 most promising sectors for export to Romania.
- Select the 5 sectors for export missions by the biggest number of proper applications from the relevant companies.

The Ministry of Economic Development and Digitalization, Moldovan Investment Agency and PIU teams have accepted the approach.

## ACTIVITY #3: Coordinating the selection by MIA team of the ten export potential sectors

Subsequently, during the joint meeting on August 1, 2023 (with the participation of MIA, Ministry of Economy and Infrastructure and the Consortium team), ten subsectors have been selected for B2B missions:

- 1) Growing Fruit and Vegetables;**
- 2) Food Products:**
  - fruit and vegetable juices and preserves;
  - vegetable and animal oils and fats;
  - milling products;
  - flour and bakery products;
  - cocoa and sugar products, chocolate;
  - spices and ingredients;
- 3) Alcoholic and non-alcoholic beverages:**
  - wines;
  - beer;
  - non-alcoholic soft drinks, mineral waters and other bottled waters;
- 4) Footwear, travel goods and leather goods;**
- 5) Industrial products:**
  - Paper and paper products;
  - rubber and plastic products;
  - construction and metal products;
- 6) Pharmaceuticals, cosmetics and perfumery, soaps and detergents;**
- 7) Computers, electronic and optical products; electrical equipment;**
- 8) Hydraulic equipment; other pumps and compressors;**
- 9) Manufacture of furniture;**
- 10) Business support services (BPO).**

The target country for B2B export missions was targeted as ROMANIA.

Following MIA's call for applications for the Export Missions to Romania Program (Activities 5-6, Report #2), a rigorous selection process was undertaken to identify the most demanding and suitable 5 sectors for participation in the program. After careful evaluation and consideration, and considering the number of total applications - five (5) sectors were chosen to be a part of this initiative.

1. Fresh Fruits & Vegetables;
2. Processed food products;
3. Wines;
4. Industrial Products and
5. Furniture.

# ANNEXES

Annex 1. Presentation on Selection of sectors, including XLS file with statistical data and modeling (Excel files)

Annex 1. Selection of Export Sectors

Undenatured ethyl alcohol of an alcoholic strength of >= 80%; ethyl alcohol and other spirits, ...

HS code, 2 digit		HS code, 4 digit		INPUT DATA VALUES						CALCULATED PERCENTRANS			
PRODUCTS (4 DIGIT LEVEL)				Export average value, thousand USD (2019-2015)	Export average growth, % (2019-2015)	Global Import average growth, % (2019-2015)	Unit value growth, % (2019-2015)	Average distance of importing countries (km)	Concentration of importing countries (Herfindahl Index)	Export average value (2019-2015)	Export average growth (2019-2015)	Global Import average growth (2019-2015)	Unit value growth (2019-2015)
22	2207	7	17	17,846.4	37	7	35.1	950	0.16	94	79	84	62
44	4415	8	45	4,574.6	90	6	386.1	305	0.31	85	93	73	95
27	2710	9	32	32,234.6	11	9	26.7	501	0.51	92	56	94	70
63	6307	10	10	11,075.8	42	6	7.5	608	0.46	91	82	73	57
12	1206	11	11	186,880.6	9	8	-4.8	775	0.28	99	51	89	46
85	8544	12	12	347,323.6	29	5	23.1	625	0.46	100	72	59	88
48	4819	13	13	4,341.6	55	5	41.9	1246	0.19	85	77	59	77
10	1005	14	14	75,699.6	35	5	2.7	1260	0.14	96	77	59	53
20	2008	15	15	4,366.8	48	5	41.5	708	0.5	85	85	59	76
21	2106	16	16	1,190.8	-1	8	1595.8	688	0.31	70	34	89	99
02	0204	17	17	3,596.6	49	8	9.1	1852	0.4	82	85	89	58
08	0806	18	18	26,134.8	14	4	41.1	932	0.25	96	69	41	76
25	2521	19	19	1,566.4	179	8	-35.0	342	1	74	97	89	28
85	8537	20	20	4,149.2	159	7	-0.3	1467	0.74	94	97	84	49
87	8708	21	21	5,785.4	27	4	328.3	342	0.9	87	71	41	95
19	1905	22	22	14,292.4	5	7	16.4	1367	0.32	93	43	84	64
70	7010	23	23	34,433.0	8	5	2.6	831	0.26	97	48	59	53
48	4823	24	24	520.8	14	6	32.9	457	0.41	87	60	73	73
85	8548	25	25	2,297.8	7	6	42.1	516	0.53	89	46	73	77
19	1906	26	26	7,531.4	13	4	23.6	977	0.25	88	59	41	69
85	8504	27	27	12,832.6	36	4	0.0	795	0.44	92	78	41	50
85	8542	28	28	787.0	58	10	0.0	1310	0.77	63	88	95	50
33	3301	29	29	3,203.2	16	9	0.0	1457	0.51	81	61	94	30
22	2208	30	30	44,144.4	-1	6	19.4	2448	0.19	97	34	73	66
22	2203	31	31	3,528.4	-3	6	198.4	1874	0.14	82	30	73	91
74	7404	32	32	10,841.8	5	7	10.1	1252	0.68	96	43	84	65
39	3926	33	33	2,095.2	-5	6	36.6	941	0.21	76	28	73	74
62	6201	34	34	17,275.2	4	8	16.7	1332	0.79	94	42	89	63
61	6101	35	35	17,275.2	4	8	16.7	1332	0.79	94	42	89	63
87	8716	36	36	1,877.4	7	6	46.0	1504	0.24	75	46	73	78
62	6204	37	37	46,106.6	10	4	0.0	1062	0.3	98	51	41	50
61	6104	38	38	46,106.6	10	4	0.0	1062	0.3	98	51	41	50
08	0809	39	39	24,057.4	-2	8	44.3	1164	0.34	96	32	89	25
64	6406	40	40	15,739.0	7	5	7.5	582	0.7	94	46	59	57
39	3904	41	41	172,304.8	10	4	15.6	1968	0.1	90	64	41	62