



Joint Workshop Organized by UNCTAD and CAMS for Dates Farmers and Stakeholders

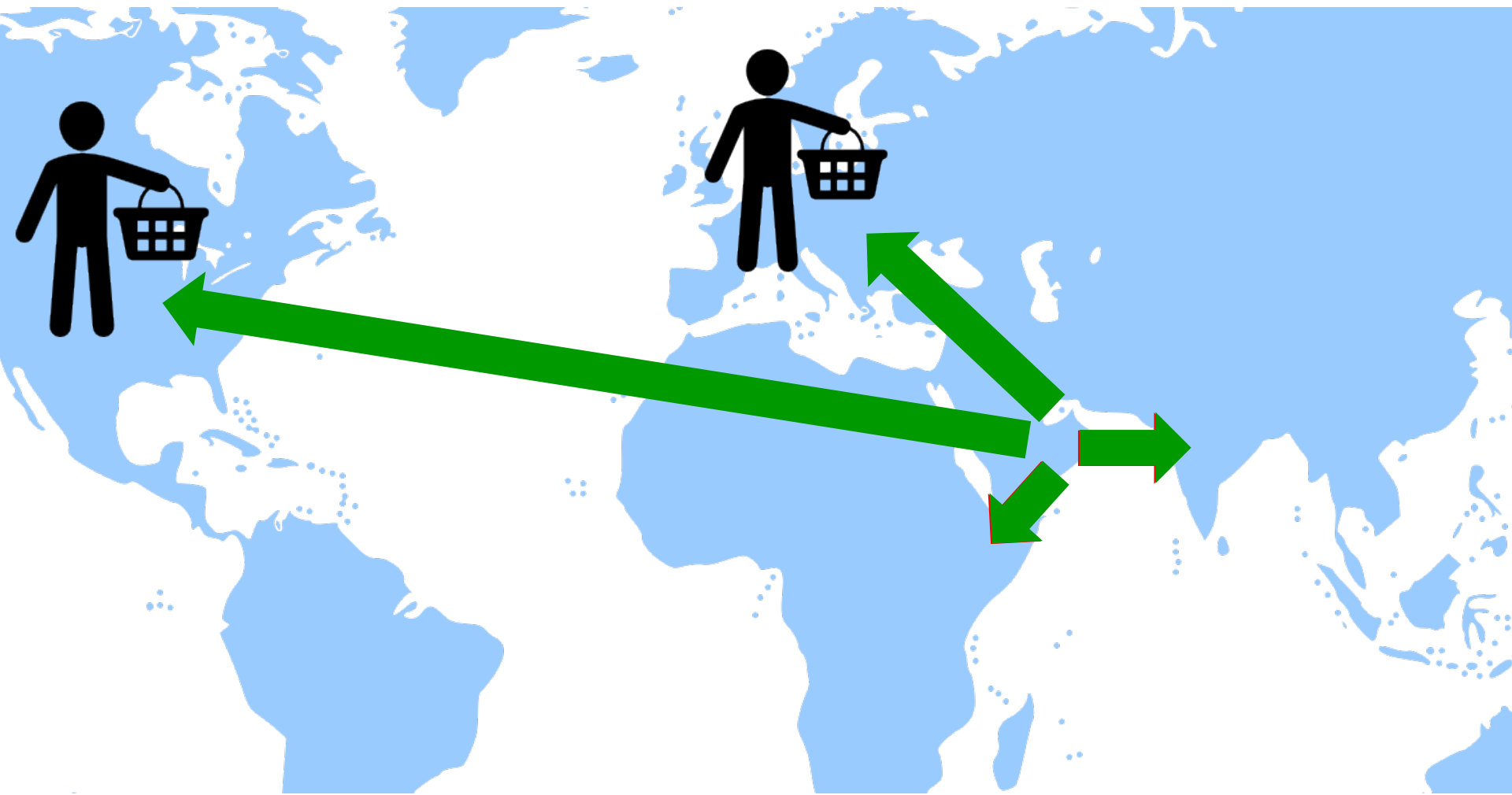
March 19 to 21, 2018

Sultan Qaboos University, Muscat Oman

How to Increase Exports of Omani Dates through Direct Exports to US and European Markets and through Tourism

Robert Hamwey
Division on International Trade
UNCTAD

Targeting new markets

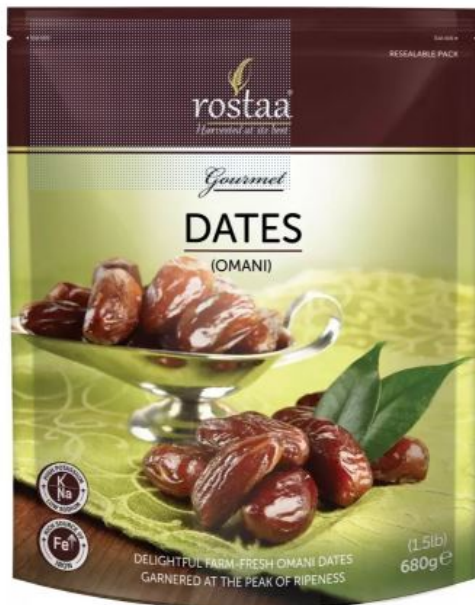


Why ?

- Higher income consumers
- Export of high quality dates
- Higher income for date farmers
- These markets consume VA date products
e.g., date bars, date cookies, date syrup etc...
- Exports possibility for food processing industry



What consumers pay for Omani dates in foreign markets: **The case of India**



Price/kg
2.7 OMR



Price/kg
2.3 OMR



Price/kg
1.2 OMR

What consumers pay for dates in foreign markets: The case of Switzerland



Price/kg
4 OMR



Price/kg
5 OMR



Price/kg
6 OMR

Higher Prices !



What consumers pay for VA dates in foreign markets: The case of Switzerland



Price/kg
4.5 OMR



Price/kg
8 OMR



Price/kg
9.2 OMR

MIGROS

Challenges...

- Quality improvements
- Handling, storing, packaging, shipping
- Tariffs
- Strict Non-Tariff Measures HACCP, SPS, TBT
- Packaging and labelling
- “Organic” or “All Natural”
- Voluntary Sustainability Standards



Challenges...

- Pricing
- Distribution
- Advertising
- Ability to meet demand
- Ability to maintain quality standards



Targeting tourists



Why ? Same reasons, same benefits

- Higher income consumers
- Export of high quality dates
- Higher income for date farmers
- These markets consume VA date products
e.g., date bars, date cookies, date syrup etc...
- Exports possibility for food processing industry



Challenges...

- Quality improvements
- Handling, storing, packaging, shipping
- ~~Tariffs~~
- ~~Strict Non-Tariff Measures HACCP, SPS, TBT~~
- Packaging and labelling
- “Organic” or “All Natural”
- Voluntary Sustainability Standards



Challenges...

- Pricing
- Distribution
- ~~Advertising~~ Positioning, free samples
- ~~Ability to meet demand~~
- Ability to maintain quality standards



Actors...

- Farmers
- Packaging companies
- Transport (Airport, OmanAir, Mwasalat)
- Hotels
- Gift shops, supermarkets, restaurants



For more info

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