

Brunei Darussalam

Basic statistics

Current diversification (number of products)	1,556	Potential new products more complex (percentage)	75
Potential new products	4,097	Export opportunity in more complex products (percentage)	41
Potential new products more complex than the country's average	3,087	Import replacement opportunity in more complex products (percentage)	29

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	11
Electrical, electronic equipment	8
Plastics and articles thereof	8
Optical, photo, technical, medical, etc apparatus	6
Pharmaceutical products	6
Organic chemicals	5
Iron and steel	5
Miscellaneous chemical products	3
Vehicles other than railway, tramway	3
Articles of iron or steel	3
Sum of others with smaller share	42

Top markets for potential new products (percentage of export opportunities)

By countries

Country	Percent
USA	13
China	8
France	6
Germany	6
Thailand	4
Netherlands	4
Italy	3
Japan	3
India	3
United Kingdom	3
Rep. of Korea	3
Others	27

By regions

Region	Percent
Asia	37
Western Europe	20
Northern America	15
Northern Europe	7
Southern Europe	7
Eastern Europe	7
South America	3

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
Dairy products, eggs, honey, edible animal products	18
Edible fruit, nuts, peel of citrus fruit, melons	17

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Meat and edible meat offal	13
Cereal, flour, starch, milk preparations and products	9
Vegetable, fruit, nut, etc food preparations	8
Animal,vegetable fats and oils, cleavage products, etc	5
Tobacco and manufactured tobacco substitutes	4
Cocoa and cocoa preparations	4
Meat, fish and seafood food preparations nes	3
Sugars and sugar confectionery	3
Miscellaneous edible preparations	3
Milling products, malt, starches, inulin, wheat gluten	2
Cereals	2
Edible vegetables and certain roots and tubers	2
Sum of others with smaller share	6

Top markets for potential new agri-business products (percentage of export opportunities)

By countries

Country	Percent
China	17
USA	14
Germany	6
United Kingdom	6

By regions

Region	Percent
Asia	42
Western Europe	16
Northern America	15
Northern Europe	10

Netherlands	4	Eastern Europe	7
Russian Federation	4	Southern Europe	5
France	4		
China, Hong Kong SAR	4		
Japan	3		
Italy	3		
United Arab Emirates	3		
Others	22		

Potential new products for diversification

Potential new products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Organic chemicals	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(293490) Heterocyclic compounds, nes, \$0-25	IN 298.8	NL 228.1	FR 131	896.3
	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$23-278	AE 102	US 100.8	NL 86.8	811.0
	(293490) Heterocyclic compounds, nes, \$326-777	DE 165.8	RU 152.6	CA 117.7	711.5
	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8
Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$719-1702	DE 4992.3	IT 2612	CN 2233.9	16667.9

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	(300432) Adrenal cortical hormones, in dosage, \$55-219	US 345	RU 81.3	VN 40.9	789.0
	(300431) Insulin, in dosage, \$99-344	CN 253.2	DE 81.2	RO 44.5	728.8
	(300420) Antibiotics nes, in dosage, \$143-316	BE 188.6	DK 85.4	FR 84.8	578.7
	(300610) Suture materials, sterile surgical and dental goods, \$73-387	SG 102.5	NL 86.1	US 59.7	485.4
Miscellaneous chemical products	(381800) Chemical element/compound wafers doped for electronic, \$45-743	TH 316.9	CN 298.1	PH 76.1	846.8
	(380820) Fungicides, packaged for retail sale, \$17-36	DE 254.9	BR 168	UA 94.7	810.1
	(380810) Insecticides, packaged for retail sale, \$28-63	BR 284.1	FR 98.3	IN 67.9	736.0
	(380830) Herbicides, sprouting and growth regulators, \$4-18	TH 185.5	ES 103.4	IT 53.1	708.3
	(381590) Reaction initiators, accelerators, catalysts, nes, \$4-17	TH 392.4	KR 164	DE 19.7	680.3
Plastics and articles thereof	(390120) Polyethylene - specific gravity >0.94 in primary form, \$1-1	SG 758.4	RU 257.7	BE 207.5	2290.7
	(390190) Polymers of ethylene nes, in primary forms, \$0-1	CN 774.1	BR 202.9	MY 159.3	1671.2
	(390690) Acrylic polymers nes, in primary forms, \$0-1	FR 334.1	NL 198.2	ES 191.5	1294.5
	(390230) Propylene copolymers in primary forms, \$0-1	CN 741.4	NL 88.1	IT 85.1	1132.3
	(390410) Polyvinyl chloride in primary forms, \$0-1	KW 218.2	IN 142.5	TR 101.4	1128.0
Iron and steel	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, ne, \$0-0	FR 787.5	ES 180	BE 108.3	1826.6

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	(721049) Flat rolled iron or non-alloy steel, coated with zinc, width >600mm, ne, \$0-1	TH 558.3	JP 485.6	IT 161.7	1586.8
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-1	KR 571.3	NL 248.9	IN 128.4	1397.4
	(720824) Hot rolled iron or non-alloy steel, coil,width >600mm, t <3mm thick, ne, \$0-0	VN 655.6	JP 268	PH 69.7	1370.0
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
Articles of iron or steel	(730820) Towers and lattice masts, iron or steel, \$1-7	US 266	PH 107.1	LA 68.2	891.4
	(732290) Non-electric heaters (with fan), parts, of iron/steel, \$10-37	US 629.5	KZ 5.6	NL 4.8	677.7
	(730660) Hollow profiles/tubes,iron/steel,non-circular, welded, \$0-0	FR 301.7	SG 37.8	MM 18.6	490.0
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730410) Pipes, line, iron or steel, for oil or gas pipelines, \$0-1	AE 171.9	VN 65.1	CO 34.4	449.3
Machinery & mech appliance etc	(840820) Engines, diesel, for motor vehicles, \$771-6587	BE 701.9	AT 433	PT 416.2	3241.6
	(840734) Engines, spark-ignition reciprocating, over 1000 cc, \$582-2464	US 1239.3	FR 460.8	CZ 179.3	2916.2
	(847989) Machines and mechanical appliances nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3

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	(848071) Moulds, injection & compression, for rubber or plasti, \$18-94	TH 196.8	CZ 160.8	IN 96.4	823.2
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(851290) Parts of cycle & vehicle light, signal, etc equipment, \$0-14	US 1677.9	FR 98.9	DE 62	1985.9
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(850980) Domestic appliances, with electric motor, nes, \$0-24	US 375.4	NL 255.7	DE 120.6	1072.4
	(851671) Electric coffee or tea makers, domestic, \$31-240	NL 156.5	US 126.2	PL 98	666.8
Vehicles other than railway, tramway	(870120) Road tractors for semi-trailers (truck tractors), \$76646-164705	US 1178.2	AT 429.4	GB 163.6	2866.2
	(870423) Diesel powered trucks weighing > 20 tonnes, \$33584-86409	RU 957.4	ES 249	FR 137.8	2148.8
	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(871190) Motorcycles with other than a spark ignition engine, \$303-1677	DE 359.3	NL 175.8	FR 92.8	1029.9
	(871690) Trailer/non-mechanically propelled vehicle parts nes, \$0-3	FR 141	TR 52.4	GB 49.5	442.1
Optical, photo, technical, medical, etc apparatus	(901839) Needles, catheters, cannulae etc, (medical), \$0-28	US 1319.4	CN 444.9	TH 61.5	1964.2
	(902130) Artificial body parts, aids and appliances, etc, \$243-1093	NL 534	US 353.1	ES 106	1487.5
	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9

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	(902111) Artificial joints, \$346-1061	US 311.2	CH 261.6	NL 213.6	1206.8
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2

Potential new agri-business products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Meat and edible meat offal	(020329) Swine cuts, frozen nes, \$2-3	CN 2807.3	AU 158.6	CL 142.5	3594.4
	(020329) Swine cuts, frozen nes, \$0-2	HN 61.8	GB 51.9	FR 26	248.7
	(020629) Bovine edible offal, frozen except livers and tongues, \$1-3	ID 21.7	TH 13	CN 9.2	93.6
	(020743) Duck, goose, guinea fowl cuts, offal not liver, froze, \$3-10	HK 9.6	TH 2.5	AT 2.3	20.6
Dairy products, eggs, honey, edible animal product nes	(040210) Milk powder < 1.5% fat, \$2-3	CN 286.7	PH 252.3	ID 143.6	1495.9
	(040690) Cheese except fresh, grated, processed or blue-veined, \$8-14	FR 267	US 206.6	DE 75.8	745.8
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040700) Birds eggs, in shell, fresh, preserved or cooked, \$1-5	SG 127.4	HK 103.6	NL 53.5	417.5
	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6

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Edible vegetables and certain roots and tubers	(070951) Mushrooms, fresh or chilled, \$0-3	FR 96.8	IE 17	NL 12.9	210.7
	(071090) Frozen vegetable mixtures, uncooked, boiled or steamed, \$1-2	US 18.7	NL 5.4	DE 4.2	64.1
	(070690) Beetroot, salsify, celeriac, radishes etc. fresh, chilled, \$0-3	DE 8.9	KR 8.2	PL 6.6	52.0
	(071220) Onions, dried, not further prepared, \$1-4	US 10.8	DE 7	BE 3.8	42.1
	(070390) Leeks & other alliacious vegetables, fresh or chilled, \$1-5	SE 7.4	NO 4.8	DE 3.7	38.1
Edible fruit, nuts, peel of citrus fruit, melons	(080212) Almonds, fresh or dried, shelled, \$6-9	IT 236.4	NL 172.7	AE 93.8	1082.5
	(080250) Pistachios, fresh or dried, \$7-19	HK 478.7	TR 95.8	ES 34	835.6
	(080620) Grapes, dried, \$1-4	GB 163.5	DE 81.2	NL 58.7	529.7
	(081020) Raspberry, blackberry, mulberry and loganberry, fresh, \$4-12	US 276	GB 57.5	DE 42.4	518.8
	(080920) Cherries, fresh, \$2-7	HK 199.4	CN 129.1	VN 15.3	462.7
Cereals	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
	(100630) Rice, semi-milled or wholly milled, \$1-3	SE 3.7	CN 3.5	US 2.3	25.6
Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(110412) Oats, rolled or flaked grains, \$0-2	US 111.6	VN 17.1	DE 8.3	170.3

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	(110813) Potato starch, \$0-2	US 22.6	PE 10.3	ID 8.5	78.4
	(110900) Wheat gluten, \$1-2	HU 11.5	ES 9.8	AU 7.6	66.2
	(110812) Maize (corn) starch, \$0-1	DE 9.7	BE 6.1	NL 5.3	56.1
Animal,vegetable fats and oils, cleavage products, etc	(151800) Processed animal, vegetable oils, industrial preps nes, \$0-4	SG 158.4	GB 88.1	AT 32	384.2
	(150420) Fish oils except liver, not chemically modified, \$1-19	NO 144.6	CN 45.6	KR 30.9	329.4
	(151219) Sunflower or safflower oil, fractions simply refined, \$0-2	BE 34	PT 24.6	AF 23.2	258.6
	(151490) Canola, rape, colza or mustard oil, fractions, refined, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(150790) Refined soya-bean oil, not chemically modified, \$0-2	IN 54.7	SA 8.8	NZ 8.3	124.6
Meat, fish and seafood food preparations nes	(160239) Fowl, duck,goose, offal, prepared, preserved not live, \$3-6	JP 140.7	NL 48.3	IE 39.7	480.1
	(160241) Swine hams & cuts thereof, prepared or preserved, \$4-10	GB 62.3	CA 26.8	US 21.3	192.4
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$3-8	US 33	GB 25.1	NL 23.1	187.2
	(160413) Sardine, brisling, sprat prepared/preserved,not mince, \$2-6	JP 23.1	AO 8.5	NL 5.6	99.9
	(160420) Fish prepared or preserved, except whole, in pieces, \$7-15	CN 19.3	FI 1.7	MY 1.4	32.6
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$0-1	CN 49.8	FR 38.5	PH 14.8	195.5

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	(170210) Lactose and lactose syrup, \$1-5	IE 21.2	IN 19.7	BE 13.4	184.2
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0
	(170410) Chewing gum containing sugar, except medicinal, \$2-10	AE 14.3	GB 6	UG 4.8	72.1
Cocoa and cocoa preparations	(180620) Chocolate and other food preps containing cocoa > 2 k, \$2-7	JP 120.9	US 103.2	GB 67.4	550.4
	(180631) Chocolate, cocoa preps, block, slab, bar, filled, >2k, \$4-12	AE 137.6	GB 89.1	US 30.5	492.9
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$0-2	US 59.1	ES 36.1	FR 34.1	250.0
	(180610) Cocoa powder, sweetened, \$2-8	NL 5.8	AT 5	TH 3.5	36.2
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$7-14	HK 5.9	AE 4.2	SG 3	24.1
Cereal, flour, starch, milk preparations and products	(190110) Infant foods of cereals, flour, starch or milk, retail, \$10-21	CN 657.8	KH 73.3	SA 68.9	898.6
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$0-4	DE 118.6	NG 100.5	NL 48.3	465.0
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$1-3	US 50.4	ES 24.6	GB 22.1	233.7
	(190190) Malt extract & limited cocoa pastrycooks products nes, \$4-8	NL 91.7	CN 32.5	HK 10.3	203.1
Vegetable, fruit, nut, etc food preparations	(200410) Potatoes, prepared, frozen, \$0-2	SA 56	JP 49.4	BR 49.4	620.0
	(200830) Citrus fruits, otherwise prepared or preserved, \$1-4	US 227	DE 24.4	GB 22.3	332.6

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	(200210) Tomatoes, whole/pieces, prepared/preserved, no vinega, \$0-2	GB 244.9	CZ 6.7	BE 5.1	282.1
	(200970) Apple juice not fermented or spirited, \$0-0	DE 137.1	FR 86.1	DK 14.4	264.3
	(200490) Vegetables nes and mixtures, prepared, frozen, \$1-4	JP 32.4	US 22.9	GB 14.8	136.9
Miscellaneous edible preparations	(210500) Ice cream and other edible ice, \$2-5	CZ 23.4	GR 18	CN 14.8	176.4
	(210110) Coffee extracts, essences, concentrates, preparations, \$14-28	EC 19.8	CL 16.6	NL 15.6	133.6
	(210210) Yeasts, active, \$0-2	FR 36.5	US 11.2	MA 7.4	115.7
	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1
	(210210) Yeasts, active, \$2-17	LK 10.4	US 9.8	UZ 9.4	94.9
Tobacco and manufactured tobacco substitutes	(240210) Cigars, cheroots and cigarillos, containing tobacco, \$51-173	US 1071.6	JP 81.9	RS 20.6	1216.1