

Botswana

Basic statistics

Current diversification (number of products)	3,150	Potential new products more complex (percentage)	71
Potential new products	4,302	Export opportunity in more complex products (percentage)	42
Potential new products more complex than the country's average	3,060	Import replacement opportunity in more complex products (percentage)	46

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	13
Organic chemicals	8
Iron and steel	7
Electrical, electronic equipment	7
Pharmaceutical products	7
Optical, photo, technical, medical, etc apparatus	6
Plastics and articles thereof	6
Vehicles other than railway, tramway	6
Articles of iron or steel	3
Miscellaneous chemical products	3
Sum of others with smaller share	35

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

By countries

Country	Percent
USA	11
China	10
Germany	8
France	6
United Kingdom	4
Italy	4
Thailand	4
Rep. of Korea	3
Japan	3
Netherlands	3
Canada	3
India	3
Others	27

By regions

Region	Percent
Asia	37
Western Europe	21
Northern America	14
Northern Europe	7
Southern Europe	7
Eastern Europe	6
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
Cereals	21
Animal,vegetable fats and oils, cleavage products, etc	10

Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	9
Dairy products, eggs, honey, edible animal product nes	9
Edible fruit, nuts, peel of citrus fruit, melons	9
Cereal, flour, starch, milk preparations and products	7
Meat and edible meat offal	6
Milling products, malt, starches, inulin, wheat gluten	4
Vegetable, fruit, nut, etc food preparations	4
Meat, fish and seafood food preparations nes	3
Sugars and sugar confectionery	3
Fish, crustaceans, molluscs, aquatic invertebrates nes	3
Lac, gums, resins, vegetable saps and extracts nes	2
Residues, wastes of food industry, animal fodder	2
Sum of others with smaller share	7

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

By countries

Country	Percent
China	13
Germany	11
USA	10
Viet Nam	5

By regions

Region	Percent
Asia	40
Western Europe	20
Northern America	11
Northern Europe	9

China, Hong Kong SAR	5	Southern Europe	5
France	4	Eastern Europe	4
United Kingdom	4	South America	3
Sri Lanka	3	Sub-Saharan Africa	3
Netherlands	3		
Others	27		

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
	(290121) Ethylene, \$0-6	BE 646.9	NL 163.6	DE 59.9	969.3
	(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
Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$719-1702	DE 4992.3	IT 2612	CN 2233.9	16667.9

	(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
	(300630) Opacifying preparations, x-ray, diagnostic reagents, \$64-342	CN 114.6	KR 51.9	JP 30	303.5
	(300440) Alkaloids, derivs, no antibiotics, hormones, in dosag, \$36-261	RU 88.3	CA 29.3	ES 20.7	285.4
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	(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
	(392062) Sheet/film not cellular/reinf polyethylene terephthal, \$9-21	CN 1009.9	KR 45.1	MY 30.7	1113.7
	(390720) Polyethers nes, in primary forms, \$1-4	DE 249.3	BR 157.9	IN 103	1100.1
	(390230) Propylene copolymers in primary forms, \$1-2	ID 228.6	JP 131.8	MY 75.5	870.1

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
	(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
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-0	VN 261.3	CN 171.3	DE 165.6	1220.9
	(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	(730511) Pipe-line submerged arc welded steel diameter >406mm, \$1-2	RS 236.9	BG 208.4	US 165.6	1236.0
	(732290) Non-electric heaters (with fan), parts, of iron/steel, \$10-37	US 629.5	KZ 5.6	NL 4.8	677.7
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730810) Bridges and bridge sections, iron or steel, \$2-7	LK 128.4	PH 66.1	ZM 48.9	390.1
	(730459) Alloy steel pipe or tubing, except cold rolled, \$0-2	FR 136.9	VN 52	ID 36.7	302.7
Machinery & mech appliance etc	(840734) Engines, spark-ignition reciprocating, over 1000 cc, \$2464-5288	CA 3149.7	DE 1818.5	HU 350.2	6099.7
	(840733) Engines, spark-ignition reciprocating, 250-1000 cc, \$374-1939	ES 609.7	FR 214.3	TR 105.1	1260.9
	(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
	(842710) Self-propelled works trucks, electric motor, \$6305-18192	ES 203.7	CZ 85.7	FR 81.2	748.0
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(852692) Radio remote control apparatus, \$0-11	US 1157	BR 3.5	AR 2.2	1168.6
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(850910) Domestic vacuum cleaners, \$0-65	DE 139.4	NL 110.9	ES 66	568.4
	(850230) Electric generating sets, nes, \$294-21862	PK 207.8	CA 83	NL 42.6	568.0
Vehicles other than railway, tramway	(870390) Automobiles nes including gas turbine powered, \$34827-71594	CN 2503.4	DE 2123	GB 1078.3	9187.7
	(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
	(870590) Special purpose motor vehicles nes, \$37716-130637	FR 347.8	RU 113.9	TH 37.5	937.6
	(870600) Motor vehicle chassis fitted with engine, \$2299-71767	NG 387.2	FR 87.5	PH 68.5	884.4
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
	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9

	(901819) Electro-diagnostic apparatus, nes, \$0-65	CN 803.6	BR 131.9	EG 64.2	1051.3
	(902130) Artificial body parts, aids and appliances, etc, \$1093-2367	DE 668.3	JP 115.7	KR 88.2	1011.2
	(902211) Medical X-ray apparatus, \$4661-51451	US 233.5	FR 123.5	DE 101.9	996.0

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	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
	(020329) Swine cuts, frozen nes, \$0-2	HN 61.8	GB 51.9	FR 26	248.7
	(020742) Turkey cuts & offal, except livers, frozen, \$1-4	CN 35	RO 5.2	PE 4.6	95.6
	(020312) Swine hams, shoulders & cuts bone in, fresh or chilled, \$0-2	NL 29.2	PL 20.8	GB 8.7	80.0
	(020630) Swine edible offal, fresh or chilled, \$0-2	NL 30	SE 17.7	DE 6.5	73.3
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030371) Sardines, brisling, sprats, frozen, whole, \$0-2	TH 48.4	CI 10.2	PH 9.4	120.4
	(030549) Smoked fish & fillets other than herrings or salmon, \$6-21	DE 55.7	SE 9.9	IT 6	99.9
	(030541) Salmon, smoked, including fillets, \$12-22	IT 15.7	GB 12.1	US 10.9	73.6
	(030731) Mussels, shelled or not, live, fresh or chilled, \$2-7	US 36.3	AU 2.6	CN 1.5	43.5

Catalogue of Diversification Opportunities 2022

	(030541) Salmon, smoked, including fillets, \$0-12	GR 14.3	GB 8.9	HK 6	39.4
Dairy products, eggs, honey, edible animal products	(040410) Whey, \$0-2	IE 58.8	PH 51.9	CN 44.2	376.4
	(040130) Milk and cream not concentrated nor sweetened < 6% fa, \$1-3	CN 95.9	GB 60.7	RU 50.7	294.5
	(040490) Natural milk products nes, \$1-5	IT 56.7	EG 15.6	KR 14.3	207.9
	(040410) Whey, \$0-0	FR 59.5	CA 39	DE 21.5	201.6
	(040291) Milk and cream unsweetened, concentrated, \$1-3	DE 76	SA 53.7	NG 23.1	186.6
Edible fruit, nuts, peel of citrus fruit, melons	(080250) Pistachios, fresh or dried, \$7-19	HK 478.7	TR 95.8	ES 34	835.6
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5
	(081190) Fruits and nuts (uncooked, steamed, boiled) frozen,ne, \$4-7	CN 51.2	FR 29.7	AU 6.9	100.5
	(081310) Apricots, dried, \$2-6	BY 13.7	NL 8.1	NZ 2.6	32.6
	(081120) Rasp-, mul-berries, etc (uncooked, steam, boil),froze, \$1-4	BA 3.9	BE 3.2	FI 2.9	24.6
Cereals	(100190) Wheat except durum wheat, and meslin, \$0-0	VN 503.4	LK 298.6	MA 152.2	2310.3
	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
	(100200) Rye, \$0-1	US 75.3	BY 2.8	ES 2.7	88.4

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	(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
	(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
	(110811) Wheat, starch, \$0-0	NL 19.2	FR 11.5	DE 8.5	58.6
	(110812) Maize (corn) starch, \$0-1	DE 9.7	BE 6.1	NL 5.3	56.1
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(120799) Oil seeds and oleaginous fruits, nes, \$11-25	US 41.7	FR 15.1	IT 1.5	64.1
	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
	(120791) Poppy seeds, \$0-3	AT 13.6	NL 8.3	UA 4.9	38.7
	(120922) Seed, clover, for sowing, \$2-5	CA 4.8	DE 4.8	US 3.9	20.9
Lac, gums, resins, vegetable saps and extracts nes	(130239) Mucilages and thickeners nes, \$6-17	CN 53.8	US 23	GB 16.6	202.2
	(130220) Pectic substances, pectinates, pectates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4

	(130239) Mucilages and thickeners, nes, \$0-6	FR 10.4	BR 2.5	TH 1.2	24.2
	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
Animal,vegetable fats and oils, cleavage products, etc	(150420) Fish oils except liver, not chemically modified, \$1-19	NO 144.6	CN 45.6	KR 30.9	329.4
	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-0	CN 229.3	IN 12.4	DK 11	261.1
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(151919) Industrial monocarboxylic fatty acids, nes, acid oils, \$0-3	LK 22.5	GB 19.1	AU 15.4	113.8
	(151930) Industrial fatty alcohols, \$1-4	JP 36.5	CA 30.2	NL 24.4	106.1
Meat, fish and seafood food preparations nes	(160415) Mackerel, prepared or preserved, not minced, \$2-8	JP 107.9	TH 31.3	NL 26.2	223.8
	(160419) Fish nes, prepared or preserved, not minced, \$0-3	FR 61	IT 23	CO 10	145.4
	(160210) Homogenized preparations of meat and meat offal, \$2-8	SA 39.7	BE 10.5	DE 2.6	67.6
	(160420) Fish prepared or preserved, except whole, in pieces, \$7-15	CN 19.3	FI 1.7	MY 1.4	32.6
	(160416) Anchovies, prepared or preserved, not minced, \$7-16	GB 10.5	ES 8.7	DE 4.2	28.6
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0

	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$5-10	DK 19.7	SA 5.3	KR 4.6	38.9
	(170260) Fructose, syrup > 50% fructose, not pure fructose, \$1-5	VN 22.5	US 1.9	DE 1.7	32.1
	(170112) Raw sugar, beet, \$0-2	KE 7.6	FR 2.2	MU 1.9	14.2
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
	(190220) Stuffed pasta, \$2-5	GB 20	US 10.2	PL 7.4	77.0
	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$3-6	US 10.7	JP 3.8	DE 1.9	29.8
	(190300) Tapioca and tapioca substitutes, \$1-3	US 1.1	PH .9	KR .9	10.6
	(190510) Crispbread, \$6-11	FR 3.6	FI .8	US .7	8.4
Vegetable, fruit, nut, etc food preparations	(200830) Citrus fruits, otherwise prepared or preserved, \$1-4	US 227	DE 24.4	GB 22.3	332.6
	(200580) Sweet corn, prepared or preserved, not frozen/vinegar, \$1-2	ES 54.3	DE 13.9	JP 3.3	108.2
	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$6-13	FR 7.2	SG 5.4	NZ 4.8	34.0
	(200960) Grape juice or must not fermented or spirited, \$1-2	CA 6.1	SA 5	JP 2.7	31.4
	(200110) Cucumbers, gherkins, prepared or preserved by vinegar, \$0-0	DK 5.6	RO 3.7	HU 3.4	30.1
Residues, wastes of food industry, animal fodder	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	MA 31.8	DK 31.7	SA 18.2	145.3

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	(230690) Vegetable oil-cake and other solid residues nes, \$0-5	YE 25.9	IN 14.2	MY 13.8	70.6
	(230890) Vegetable wastes and residues nes for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1
	(230890) Vegetable wastes and residues nes for animal feed, \$0-0	MA 13.4	AF 7.7	KH 4.5	55.4