

Cuba

Basic statistics

Current diversification (number of products)	933	Potential new products more complex (percentage)	66
Potential new products	3,774	Export opportunity in more complex products (percentage)	34
Potential new products more complex than the country's average	2,489	Import replacement opportunity in more complex products (percentage)	.

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	12
Plastics and articles thereof	9
Electrical, electronic equipment	9
Organic chemicals	7
Iron and steel	6
Optical, photo, technical, medical, etc apparatus	5
Articles of iron or steel	4
Paper & paperboard, articles of pulp, paper and board	3
Vehicles other than railway, tramway	3
Miscellaneous chemical products	3
Sum of others with smaller share	39

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

By countries

Country	Percent
USA	14
France	7
Germany	6
China	5
Thailand	5
United Kingdom	4
Italy	3
Rep. of Korea	3
Canada	3
India	3
Netherlands	3
Japan	3
Others	29

By regions

Region	Percent
Asia	35
Western Europe	20
Northern America	17
Eastern Europe	7
Northern Europe	7
Southern 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
Dairy products, eggs, honey, edible animal products	13

Edible fruit, nuts, peel of citrus fruit, melons	11
Cereal, flour, starch, milk preparations and products	9
Cereals	8
Animal,vegetable fats and oils, cleavage products, etc	8
Vegetable, fruit, nut, etc food preparations	8
Cocoa and cocoa preparations	7
Meat and edible meat offal	6
Meat, fish and seafood food preparations nes	5
Fish, crustaceans, molluscs, aquatic invertebrates nes	4
Beverages, spirits and vinegar	4
Sugars and sugar confectionery	3
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	3
Miscellaneous edible preparations	3
Sum of others with smaller share	8

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

By countries

Country	Percent
USA	10
United Kingdom	8
Japan	7

By regions

Region	Percent
Asia	35
Western Europe	19
Northern America	12

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Germany	7	Northern Europe	12
Russian Federation	6	Eastern Europe	11
Netherlands	4	Southern Europe	6
China, Hong Kong SAR	4		
China	4		
France	4		
United Arab Emirates	4		
Spain	3		
Others	25		

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	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2
	(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

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	(293490) Heterocyclic compounds, nes, \$326-777	DE 165.8	RU 152.6	CA 117.7	711.5
Miscellaneous chemical products	(380820) Fungicides, packaged for retail sale, \$17-36	DE 254.9	BR 168	UA 94.7	810.1
	(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
	(381519) Supported catalysts, except nickel or precious metal, \$5-28	KR 126.6	QA 94	NL 47	605.2
	(381590) Reaction initiators, accelerators, catalysts, nes, \$17-36	SA 214	CN 83.2	ID 54.3	483.6
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
	(390410) Polyvinyl chloride in primary forms, \$0-1	KW 218.2	IN 142.5	TR 101.4	1128.0
	(390720) Polyethers nes, in primary forms, \$1-4	DE 249.3	BR 157.9	IN 103	1100.1
Paper & paperboard, articles of pulp, paper and board	(480100) Newsprint, \$0-3	US 1748.1	IT 250.9	DE 221.2	2871.7
	(480411) Paper, Kraftliner, unbleached, uncoated, \$0-0	CN 235.1	IT 170.7	TR 64.5	571.5

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	(480421) Paper, sack kraft, unbleached, uncoated, \$0-1	DE 160	SI 105.9	CA 37.8	513.2
	(480100) Newsprint, \$0-0	IN 372.1	HU 21.5	TH 19.5	491.8
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
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
	(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
	(722590) Flat rolled alloy-steel, width >600mm, nes, \$0-2	TH 391.9	GB 141.3	NL 128.1	1181.5
	(720923) Cold rolled iron or non-alloy steel, coil, width >600mm, t 0.5-1mm, nes, \$0-0	TH 347.6	JP 205.1	BE 133.5	1065.9
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
	(730610) Pipe (oil/gas line) iron or steel nes, diameter <406m, \$1-9	EG 340.1	CA 30.2	NO 12	471.8
	(730630) Pipes etc nes, iron/steel welded nes,diameter <406.4m, \$0-1	FR 206.4	CZ 37.6	ES 34.1	468.6
	(730410) Pipes, line, iron or steel, for oil or gas pipelines, \$0-1	AE 171.9	VN 65.1	CO 34.4	449.3

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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
	(841191) Parts of turbo-jet or turbo-propeller engines, \$1950-4416	ES 335.1	NL 231.7	FR 142.9	1287.3
	(847989) Machines and mechanical appliances, \$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
	(847780) rubber or plastic working machines, nes, \$395-20232	IN 223.1	US 149.1	PL 80.6	711.8
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
	(850940) Domestic food grinders, mixers, juice extractors, \$0-26	IT 232.7	AE 116.2	SA 96.8	762.6
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(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
	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(870600) Motor vehicle chassis fitted with engine, \$2299-71767	NG 387.2	FR 87.5	PH 68.5	884.4

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	(871690) Trailer/non-mechanically propelled vehicles, nes, \$0-3	FR 141	TR 52.4	GB 49.5	442.1
	(871200) Bicycles, other cycles, not motorized, \$495-1162	GB 86.6	IT 29.2	BE 18.7	218.8
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
	(902111) Artificial joints, \$346-1061	US 311.2	CH 261.6	NL 213.6	1206.8
	(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	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020743) Duck, goose, guinea fowl cuts, offal not liver, froze, \$3-10	HK 9.6	TH 2.5	AT 2.3	20.6
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030614) Crabs, frozen, \$6-24	JP 482.4	US 135.9	VN 23.7	736.3
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9

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	(030749) Cuttle fish, squid, frozen, dried, salted or in brine, \$4-9	ES 5	IT 4.5	NL 2.7	25.5
	(030739) Mussels, frozen, dried, salted or in brine, \$3-8	US 5.3	AE .7	CA .4	9.0
	(030729) Scallops other than live, fresh or chilled, \$7-23	MO 5.6	BE .7	AU .3	7.8
Dairy products, eggs, honey, edible animal products	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(040390) Buttermilk, curdled milk, cream, kephir, etc., \$1-3	RU 145.1	IT 67.8	GB 48.8	396.6
	(040610) Fresh cheese, unfermented whey cheese, curd, \$3-6	DE 61.3	IT 52.6	SA 45.9	393.7
	(040310) Yogurt, \$1-4	GB 168.6	RU 32.5	FI 29.2	336.6
	(040130) Milk and cream not concentrated nor sweetened < 6% fa, \$1-3	CN 95.9	GB 60.7	RU 50.7	294.5
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
	(081010) Strawberries, fresh, \$2-7	US 293.1	GB 18.6	NL 18.2	427.7
	(080410) Dates, fresh or dried, \$1-6	AE 317.2	NL 22.5	GB 20.5	406.2
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5
	(080940) Plums, sloes, fresh, \$0-2	CN 79.1	HK 77	KW 3.4	172.9
Cereals	(100300) Barley, \$0-0	CN 210.4	ES 155.8	BE 104.1	771.1

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	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120100) Soya beans, \$0-2	IN 96	NP 71.6	US 43.4	320.4
	(120600) Sunflower seeds, \$0-4	AE 33.2	EG 28.6	US 13.2	153.2
	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
	(120921) Seed, lucerne (alfalfa), for sowing, \$3-6	SA 33.1	DE 3.4	IT 3.2	50.3
	(120810) Soya bean flour or meal, \$0-3	AU 3.7	SE 2.8	CA 1.5	16.9
Animal,vegetable fats and oils, cleavage products, etc	(151800) Processed animal, vegetable oils, industrial preps ne, \$0-4	SG 158.4	GB 88.1	AT 32	384.2
	(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, refine, \$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
	(150910) Olive oil, virgin, \$3-8	CH 47.1	JP 32.4	CN 9.7	117.1
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
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$3-8	US 33	GB 25.1	NL 23.1	187.2
	(160419) Fish nes, prepared or preserved, not minced, \$0-3	FR 61	IT 23	CO 10	145.4

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	(160250) Bovine meat, offal nes, not livers, prepared/preserve, \$3-8	GB 47.1	US 21.5	PL 6.7	139.1
	(160300) Extracts, juices of meat, fish, aquatic invertebrates, \$3-21	BE 5.5	GB 2.9	CZ 1.9	16.4
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(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
	(170191) Refined sugar, in solid form, flavoured or coloured, \$1-6	GB 2.4	CA 2.1	JP 1.6	12.9
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, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8

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	(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
	(190540) Rusks, toasted bread and similar toasted products, \$2-4	AE 12.6	US 10.2	NL 9.4	79.0
Vegetable, fruit, nut, etc food preparations	(200210) Tomatoes, whole/pieces, prepared/preserved, no vinegar, \$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
	(200820) Pineapples, otherwise prepared or preserved, \$1-2	US 141.2	AU 6.3	JP 2.7	159.8
	(200490) Vegetables nes and mixtures, prepared, frozen, \$1-4	JP 32.4	US 22.9	GB 14.8	136.9
	(200580) Sweet corn, prepared or preserved, not frozen/vinegar, \$1-2	ES 54.3	DE 13.9	JP 3.3	108.2
Miscellaneous edible preparations	(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
	(210500) Ice cream and other edible ice, \$5-10	US 10.8	NL 8.9	HK 6.1	56.5

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	(210120) Tea and mate extracts, essences and concentrates, \$20-46	NL 36.9	PH 3	EC 2.6	53.3
Beverages, spirits and vinegar	(220820) Spirits obtained by distilling grape wine, grape marc, \$0-7	RU 284.9	FR 72.9	PH 23.9	432.9
	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9