# China, Macao SAR

### Basic statistics

Current diversification (number of products)	3,222	Potential new products more complex (percentage)	72
Potential new products	4,056	Export opportunity in more complex products (percentage)	46
Potential new products more complex than the country's average	2,932	Import replacement opportunity in more complex products (percentage)	9

# Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	12
Organic chemicals	7
Electrical, electronic equipment	7
Iron and steel	7
Pharmaceutical products	7
Optical, photo, technical, medical, etc apparatus	6
Plastics and articles thereof	6
Vehicles other than railway, tramway	4
Inorganic chemicals, precious metal compound, isotopes	3
Articles of iron or steel	3
Sum of others with smaller share	38

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

### By countries

Country	Percent
USA	11
China	8
Germany	8
France	5
Thailand	4
Italy	4
Canada	3
India	3
Japan	3
United Kingdom	3
Netherlands	3
Rep. of Korea	3
Others	28

### By regions

Region	Percent
Asia	37
Western Europe	21
Northern America	14
Southern Europe	7
Eastern Europe	7
Northern 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
Meat and edible meat offal	25

Cereals	17
Dairy products, eggs, honey, edible animal product nes	13
Fish, crustaceans, molluscs, aquatic invertebrates nes	8
Animal,vegetable fats and oils, cleavage products, etc	7
Vegetable, fruit, nut, etc food preparations	5
Meat, fish and seafood food preparations nes	4
Edible fruit, nuts, peel of citrus fruit, melons	4
Sugars and sugar confectionery	3
Milling products, malt, starches, inulin, wheat gluten	3
Edible vegetables and certain roots and tubers	2
Residues, wastes of food industry, animal fodder	2
Beverages, spirits and vinegar	2
Lac, gums, resins, vegetable saps and extracts nes	1
Sum of others with smaller share	4

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

### By countries

# Country Percent China 19 Germany 7 USA 6

### By regions

Region	Percent
Asia	41
Western Europe	18
Northern Europe	8

France	6
United Kingdom	4
Italy	4
Viet Nam	4
Japan	3
Others	28

Northern America	8
Southern Europe	8
Eastern Europe	7
South America	4

# 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		wing mark	Export opportunity (USD million)	
		#1	#2	#3	, ,
Inorganic chemicals, precious metal compound, isotopes	(282590) Metal bases, oxides, hydroxides, peroxides, nes, \$1-25	KR 1123.4	JP 108.4	CA 41.3	1353.7
	(284190) Salts of oxymetallic or peroxometallic acids nes, \$3-27	KR 828.6	JP 303.3	US 19.6	1179.2
	(280300) Carbon (carbon blacks and other forms of carbon, nes), \$1-4	VN 183.7	US 113.6	FR 60.5	530.2
	(281512) Sodium hydroxide (caustic soda) in aqueous solution, \$0-0	FI 189.5	JM 96.6	AE 51.2	521.3
	(285100) Inorganic compounds,liquid/compressed air,amalgams ne, \$2-35	US 416.3	MY 28.2	JP 14.9	491.8
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

	(290121) Ethylene, \$0-6	BE 646.9	NL 163.6	DE 59.9	969.3
	(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
	(290919) Acyclic ethers nes, derivatives of acyclic ethers, \$0-1	FR 260.9	MT 78.9	CN 45.8	638.0
Pharmaceutical products	(300290) Blood, toxins, cultures, medical use, nes, \$719-1702	DE 4992.3	IT 2612	CN 2233.9	16667.9
	(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
	(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, \$261-599	US 93.2	SE 36.9	CN 32.2	260.5
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
	(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
	(390810) Polyamide-6, -11, -12, -6,6, -6,9, -6,10 or -6,12, \$2-6	US 111.7	NL 87	ES 68.7	636.4

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	(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
	(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
	(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

	(845710) Machining centres, for working metal, \$38624-140463	FR 210.7	RU 148.3	CA 39.6	671.1
	(847710) Injection-moulding machines for rubber or plastic, \$10602-90066	FR 109.6	TH 106.7	BR 63.6	666.6
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(850790) Parts of electric accumulators, including separators, \$5-42	PL 228	DE 176.2	TH 101.9	659.1
	(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	(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
	(870331) Automobiles, diesel engine of <1500 cc, \$5352-16275	ES 418.7	NL 159.9	AT 115.5	1368.0
	(871190) Motorcycles with other than a spark ignition engine, \$303-1677	DE 359.3	NL 175.8	FR 92.8	1029.9
	(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

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(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

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

Product category	(HS code) Product description, Top growing markets (USD unit price range million)		•			Export opportunity (USD million)
		#1	#2	#3	(1.00	
Meat and edible meat offal	(020329) Swine cuts, frozen nes, \$2-3	CN 2807.3	AU 158.6	CL 142.5	3594.4	
	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6	
	(020649) Swine edible offal, frozen except livers, \$0-1	HK 293.8	VN 39.3	DK 16.7	391.1	
	(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	
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$0-7	FR 590.9	IT 288.8	DE 258.9	1625.0	
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9	
	(030541) Salmon, smoked, including fillets, \$12-22	IT 15.7	GB 12.1	US 10.9	73.6	
	(030721) Scallops, live, fresh or chilled, \$8-23	HK 20.1	US 9.4	IT 2.1	41.7	

	(030541) Salmon, smoked, including fillets, \$0-12	GR 14.3	GB 8.9	HK 6	39.4
Dairy products, eggs, honey, edible animal product nes	(040690) Cheese except fresh, grated, processed or blue-veined, \$8-14	FR 267	US 206.6	DE 75.8	745.8
	(040610) Fresh cheese, unfermented whey cheese, curd, \$3-6	DE 61.3	IT 52.6	SA 45.9	393.7
	(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
	(040630) Cheese processed, not grated or powdered, \$3-7	DE 73.9	AU 30.5	SA 23.3	262.2
Edible vegetables and certain roots and tubers	(070519) Lettuce, fresh or chilled except cabbage lettuce, \$1-4	CA 33.1	DE 7.4	IT 6.4	99.5
	(070970) Spinach fresh or chilled, \$1-5	US 43.7	CA 4.9	PL 4.4	68.6
	(071090) Frozen vegetable mixtures, uncooked, boiled or steame, \$1-2	US 18.7	NL 5.4	DE 4.2	64.1
	(070511) Cabbage lettuce (head lettuce) fresh or chilled, \$0-3	PL 21.3	DE 18.1	US 4.3	63.1
	(071021) Peas, frozen, uncooked steamed or boiled, \$0-1	GB 10.2	US 6.3	CN 4.7	44.6
Edible fruit, nuts, peel of citrus fruit, melons	(080620) Grapes, dried, \$1-4	GB 163.5	DE 81.2	NL 58.7	529.7
	(080930) Peaches, nectarines, fresh, \$1-2	RU 38.1	BY 36.6	KZ 22.4	168.4
	(080420) Figs, fresh or dried, \$3-8	IN 18.9	IT 8.9	AT 7.4	47.1

	(081320) Prunes, dried, \$2-6	GB 14.3	IT 3.1	NL 2.6	34.9
	(081310) Apricots, dried, \$2-6	BY 13.7	NL 8.1	NZ 2.6	32.6
Cereals	(100190) Wheat except durum wheat, and meslin, \$0-0	VN 503.4	LK 298.6	MA 152.2	2310.3
	(100300) Barley, \$0-0	CN 210.4	ES 155.8	BE 104.1	771.1
	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
	(100510) Maize (corn) seed, \$2-6	HU 24.2	GB 21.3	RO 20.2	244.7
	(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
	(110520) Potato flakes, granules and pellets, \$1-2	CA 17.5	MY 6.6	JP 5	79.1
	(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
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	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-0	CN 229.3	IN 12.4	DK 11	261.1
	(150990) Olive oil, fractions, refined, not chemically modifie, \$0-2	IT 75.8	PT 68.9	US 33.8	242.1
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(151410) Canola, rape, colza or mustard oil, crude, \$0-2	SE 52.8	CN 38.1	DK 29.6	155.7
	(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
	(160419) Fish nes, prepared or preserved, not minced, \$0-3	FR 61	IT 23	CO 10	145.4
	(160250) Bovine meat, offal nes, not livers, prepared/preserve, \$3-8	GB 47.1	US 21.5	PL 6.7	139.1
	(160210) Homogenized preparations of meat and meat offal, \$2-8	SA 39.7	BE 10.5	DE 2.6	67.6
	(160540) Crustaceans nes, prepared or preserved, \$6-23	BY 15.9	SA 7.2	ES 5.8	43.5
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
	(170220) Maple sugar and maple syrup, \$3-10	US 17.6	NL 5.8	DE 5.5	48.3
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$5-10	DK 19.7	SA 5.3	KR 4.6	38.9
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
	(200580) Sweet corn, prepared or preserved, not frozen/vinegar, \$1-2	ES 54.3	DE 13.9	JP 3.3	108.2
	(200110) Cucumbers, gherkins, prepared or preserved by vinegar, \$0-2	CA 18.7	DE 14.1	NL 7.2	75.4
	(200960) Grape juice or must not fermented or spirited, \$1-2	CA 6.1	SA 5	JP 2.7	31.4
Beverages, spirits and vinegar	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9
	(220600) Fermented beverages nes (eg cider, perry, mead, etc), \$0-1	RU 43.9	GB 30.9	BW 13.7	133.4
	(220510) Vermouth and other flavoured grape wines - pack < 2l, \$2-6	US 17.7	ES 12.4	UA 6.8	67.1
Residues, wastes of food industry, animal fodder	(230110) Flour or meal, pellet of meat or offal for animal fee, \$0-1	TH 107.3	VN 37.5	NL 15.5	233.8

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(230310) Residues of starch manufacture and similar residues, \$0-1		CL 12.1	RU 11.7	143.2
(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		TH 6.5	CN 6.2	60.1
(230890) Vegetable wastes and residues nes for animal feed, \$0-0		AF 7.7	KH 4.5	55.4