

Norfolk Isds

Basic statistics

Current diversification (number of products)	103	Potential new products more complex (percentage)	57
Potential new products	2,235	Export opportunity in more complex products (percentage)	17
Potential new products more complex than the country's average	1,285	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
Plastics and articles thereof	13
Machinery & mech appliance etc	9
Electrical, electronic equipment	8
Paper & paperboard, articles of pulp, paper and board	5
Optical, photo, technical, medical, etc apparatus	4
Articles of iron or steel	4
Articles of apparel, accessories, knit or crochet	4
Organic chemicals	3
Articles of apparel, accessories, not knit or crochet	3
Miscellaneous chemical products	2
Sum of others with smaller share	45

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

By countries

Country	Percent
USA	17
France	7
China	5
Germany	5
United Kingdom	4
Russian Federation	3
Japan	3
Rep. of Korea	3
Netherlands	3
India	3
Thailand	3
Others	28

By regions

Region	Percent
Asia	33
Western Europe	20
Northern America	19
Eastern Europe	9
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	16
Cereal, flour, starch, milk preparations and products	14
Edible fruit, nuts, peel of citrus fruit, melons	13

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Cereals	13
Cocoa and cocoa preparations	12
Vegetable, fruit, nut, etc food preparations	8
Miscellaneous edible preparations	6
Animal,vegetable fats and oils, cleavage products, etc	5
Sugars and sugar confectionery	5
Meat, fish and seafood food preparations nes	3
Live trees, plants, bulbs, roots, cut flowers etc	2
Lac, gums, resins, vegetable saps and extracts nes	1
Meat and edible meat offal	1
Edible vegetables and certain roots and tubers	1
Sum of others with smaller share	1

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

By countries

Country	Percent
USA	13
Russian Federation	8
United Kingdom	7
France	6
Germany	4

By regions

Region	Percent
Asia	31
Western Europe	16
Northern America	15
Eastern Europe	13
Northern Europe	11

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United Arab Emirates	4	Southern Europe	4
China	4	Northern Africa	3
Viet Nam	4	Sub-Saharan Africa	3
Japan	3		
Netherlands	3		
Denmark	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	(290220) Benzene, \$0-13	BE 331.1	ES 233.1	SA 56.2	706.8
	(292910) Isocyanates, \$1-5	IT 137.1	DE 134.3	ES 65.8	528.2
	(293369) Heterocyclic compds with an unfused triazine ring nes, \$2-15	BR 133.5	KR 117.8	IN 83.1	421.9
	(292249) Amino-acids nes, esters, salts thereof, \$0-3	US 107.8	FR 45.2	NL 33.7	295.5
	(293339) Heterocyclic compounds with unfused pyridine ring,nes, \$0-25	NL 92.7	BR 61.6	PK 27.4	279.3
Miscellaneous chemical products	(380820) Fungicides, packaged for retail sale, \$17-36	DE 254.9	BR 168	UA 94.7	810.1

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	(380830) Herbicides, sprouting and growth regulators, \$4-18	TH 185.5	ES 103.4	IT 53.1	708.3
	(380820) Fungicides, packaged for retail sale, \$5-17	GB 80.3	BR 61.7	TH 44.8	415.4
	(380110) Artificial graphite, \$1-18	US 150.1	PL 90.2	JP 19.4	322.1
	(380890) Pesticides, rodenticides, nes, for retail sale, \$3-12	IN 53.9	NL 36.1	HU 30.3	274.2
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
	(390110) Polyethylene - specific gravity <0.94 in primary form, \$0-1	BR 184	CL 131	NG 126.3	1139.5
	(390410) Polyvinyl chloride in primary forms, \$0-1	KW 218.2	IN 142.5	TR 101.4	1128.0
Paper & paperboard, articles of pulp, paper and board	(480100) Newsprint, \$0-3	US 1748.1	IT 250.9	DE 221.2	2871.7
	(480252) Paper, fine, woodfree, 40 - 150 g/m2, uncoated, \$0-2	US 455.5	JP 208.2	PE 120.7	1572.6
	(480100) Newsprint, \$0-0	IN 372.1	HU 21.5	TH 19.5	491.8
	(481190) Paper, coated/impregnated/covered/coloured/printed ne, \$2-9	US 107.5	GB 93.6	RO 28.6	417.5
	(480300) Paper, household, sanitary, width > 36 centimetres, \$1-4	KE 38.3	TH 35.9	DE 24.8	345.4

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Articles of apparel, accessories, knit or crochet	(610832) Womens, girls nightdress or pyjama manmade fibre, kni, \$5-16	JP 110.2	FR 50.6	HK 48.7	412.8
	(610712) Mens, boys underpants or briefs, manmade fibre, knit, \$3-12	JP 207.4	US 80.2	FR 44.1	377.0
	(611130) Babies garments, accessories of synthetic fibres, kni, \$21-51	US 260.1	ES 16.5	GB 6	302.6
	(610822) Womens, girls briefs or panties, manmade fibre, knit, \$0-2	KR 81.7	AT 49	RU 37.5	275.6
	(610831) Womens, girls nightdress or pyjamas, of cotton, knit, \$4-12	FR 87	JP 49.5	AE 40.4	244.1
Articles of apparel, accessories, not knit or crochet	(620213) Womens, girls overcoats etc manmade fibre, not knit, \$0-25	RU 222.4	ES 44.2	AT 37.7	384.0
	(620444) Womens, girls dresses, of artificial fibres, not knit, \$0-12	ES 87.3	RU 52.9	US 33.4	293.8
	(620610) Womens, girls blouses & shirts, of silk, not knit, \$37-136	US 110.3	FR 67	GB 44.8	274.4
	(620113) Mens, boys overcoats of manmade fibres, not knit, \$0-32	KR 80.8	RU 48	IT 18	274.3
	(621210) Brassieres and parts thereof, \$104-204	DE 66	FR 32.6	BE 31.2	229.9
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
	(730511) Pipe-line submerged arc welded steel diameter >406mm, \$0-1	RU 324.2	DE 115.9	CA 59.1	621.0
	(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

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	(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	(841199) Parts of gas turbine engines except turbo-jet/prop, \$0-56	US 839	FR 196.5	HU 96.1	1522.1
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
	(848071) Moulds, injection & compression, for rubber or plasti, \$18-94	TH 196.8	CZ 160.8	IN 96.4	823.2
	(842720) Self-propelled works trucks, non-electric, \$12020-40163	RU 204.1	FR 73.7	GB 53.6	684.3
	(848240) Bearings, needle roller, \$1-7	DE 198.4	US 53.3	FR 48.1	665.5
Electrical, electronic equipment	(851290) Parts of cycle & vehicle light, signal, etc equipment, \$0-14	US 1677.9	FR 98.9	DE 62	1985.9
	(850910) Domestic vacuum cleaners, \$65-158	FR 592.1	RU 177.6	HK 92.7	1322.0
	(853720) Electrical control and distribution boards, > 1kV, \$18-83	KZ 109.4	TH 82.9	SG 74.7	882.0
	(851629) Electric space heating nes and soil heating apparatus, \$36-182	JP 359.9	FR 251.9	US 53.2	782.7
	(851671) Electric coffee or tea makers, domestic, \$31-240	NL 156.5	US 126.2	PL 98	666.8
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
	(902140) Hearing aids, except parts and accessories, \$85-242	FR 373.8	NL 146.2	GB 114.7	872.6
	(903180) Measuring or checking equipment, nes, \$0-37	SG 192.5	MY 112.6	IN 94.9	534.1

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	(900190) Prisms, mirrors and optical elements, unmounted, \$68-651	HK 323.6	VN 37.7	IL 24.1	475.9
	(902830) Electricity supply, production and calibrating meters, \$0-60	US 104.1	IT 72.9	GB 43.7	384.2

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	(020629) Bovine edible offal, frozen except livers and tongues, \$1-3	ID 21.7	TH 13	CN 9.2	93.6
Dairy products, eggs, honey, edible animal products	(040690) Cheese except fresh, grated, processed or blue-veined, \$3-8	RU 769.9	DE 113.2	RO 97.5	1533.1
	(040500) Butter and other fats and oils derived from milk, \$4-6	RU 237.4	JP 34.3	ID 22.2	490.6
	(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
	(040299) Milk and cream nes sweetened or concentrated, \$1-3	RU 67.9	PH 48.1	SA 28.7	232.1
Live trees, plants, bulbs, roots, cut flowers etc	(060299) Plants, live (including their roots), nes, \$0-1	DK 156.3	FR 143.7	IE 22.6	408.5
Edible vegetables and certain roots and tubers	(070690) Beetroot, salsify, celeriac, radishes etc. fresh, chille, \$0-3	DE 8.9	KR 8.2	PL 6.6	52.0
	(071339) Beans dried, shelled, nes, \$1-2	CA 15.5	US 10.9	GB 3	40.8

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	(071190) Vegetables nes and mixtures provisionally preserved, \$1-4	IT 6.4	BR 3.8	DE 3.3	30.6
	(071040) Sweet corn, frozen, uncooked steamed or boiled, \$1-2	CL 2.4	JP 2.3	NL 2	25.5
	(071022) Beans, frozen, uncooked steamed or boiled, \$0-2	DE 3.7	IT 2.4	BE 2	18.3
Edible fruit, nuts, peel of citrus fruit, melons	(081190) Fruits and nuts (uncooked, steamed, boiled) frozen,ne, \$1-4	US 281.9	DE 81.9	CN 28.7	579.6
	(081020) Raspberry, blackberry, mulberry and loganberry, fresh, \$4-12	US 276	GB 57.5	DE 42.4	518.8
	(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
Cereals	(100190) Wheat except durum wheat, and meslin, \$0-0	VN 503.4	LK 298.6	MA 152.2	2310.3
Lac, gums, resins, vegetable saps and extracts nes	(130220) Pectic substances, pectinates, pectates, \$12-20	US 17.8	TH 16.7	CH 11.2	82.5
	(130190) Natural gum, resin, gum-resin, balsam, not gum arabic, \$3-29	CN 16.5	SG 5.6	US 3.1	43.9
	(130232) Mucilages & thickeners, from locust bean, guar seeds, \$3-14	IN 3.8	DE 3.6	GB 3.2	34.4
	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
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

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	(151219) Sunflower or safflower oil, fractions simply refined, \$0-2	BE 34	PT 24.6	AF 23.2	258.6
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$1-5	IE 36.4	KZ 26.7	BE 19.6	194.6
	(150910) Olive oil, virgin, \$3-8	CH 47.1	JP 32.4	CN 9.7	117.1
Meat, fish and seafood food preparations nes	(160520) Shrimps and prawns, prepared or preserved, \$7-15	DK 168.6	JP 92.5	CN 38	395.7
	(160241) Swine hams & cuts thereof, prepared or preserved, \$4-10	GB 62.3	CA 26.8	US 21.3	192.4
Sugars and sugar confectionery	(170111) Raw sugar, cane, \$0-2	EG 218.8	US 43.7	VN 27.3	328.1
	(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
	(170290) Sugar nes, invert sugar, caramel and artificial honey, \$1-5	NL 20	SA 8.2	NZ 5.7	74.7
	(170410) Chewing gum containing sugar, except medicinal, \$2-10	AE 14.3	GB 6	UG 4.8	72.1
Cocoa and cocoa preparations	(180632) Chocolate, cocoa prep, block/slab/bar, not filled, >2k, \$0-4	FR 206	GB 79.4	BE 78.7	646.4
	(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
	(180632) Chocolate, cocoa prep, block/slab/bar, not filled, >2k, \$4-12	US 43.9	RO 29.3	PL 29.1	359.9
	(180690) Chocolate/cocoa food preparations nes, \$11-22	ID 31.7	FI 24.7	ES 12.2	120.7

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Cereal, flour, starch, milk preparations and products	(190190) Malt extract & limited cocoa pastrycooks products nes, \$1-4	TH 119.8	US 89.3	SN 65.7	668.0
	(190110) Infant foods of cereals, flour, starch or milk, retail, \$4-10	MO 181.1	VN 53.5	MY 32.9	604.8
	(190530) Sweet biscuits, waffles and wafers, \$5-11	FR 138.5	US 88.8	CN 53.4	387.3
	(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	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$2-6	NL 30.7	HK 23.5	US 21.1	213.1
	(200919) Orange juice, not fermented, spirited, or frozen, \$0-2	PL 69.2	AT 26.3	SA 15.7	156.8
	(200190) Veg, fruit, nuts nes prepared or preserved by vinegar, \$1-3	US 49.2	DE 32.4	GB 12.9	152.0
	(200490) Vegetables nes and mixtures, prepared, frozen, \$1-4	JP 32.4	US 22.9	GB 14.8	136.9
	(200970) Apple juice not fermented or spirited, \$0-1	JP 33	ZA 20.4	TR 18.3	124.9
Miscellaneous edible preparations	(210610) Protein concentrates and textured protein substances, \$2-13	DE 32.2	CA 30.6	GB 26	227.4
	(210410) Soups and broths and preparations thereof, \$2-6	US 41.3	IT 19.8	NE 17.5	193.6
	(210320) Tomato ketchup and other tomato sauces, \$0-1	FR 94.3	DE 6.5	PL 5.6	145.1
	(210110) Coffee extracts, essences, concentrates, preparations, \$14-28	EC 19.8	CL 16.6	NL 15.6	133.6
	(210220) Yeasts, inactive, dead unicellular organisms nes, \$2-17	US 52.6	NL 15.4	KR 5.7	115.1