



INTERNATIONAL *TradeProbe*

No. 42, November 2012

The *TradeProbe* is a joint initiative by the NAMC and the Department of Agriculture, Forestry and Fisheries, Directorate International Trade. The aim of this initiative is to create knowledge of trade-related topics by discussing and reporting on trade statistics, to invite perspectives from people working in related sectors, to report on trade-related research and to stimulate debate.

This issue of *TradeProbe* covers the following topics:

- How do we position South Africa's agricultural interests within BRICS?
- Trade profile for sardines (HS 030371)
- Trade profile for cuttlefish (HS 030749)
- Trade profile for dried grapes (raisins) (HS 080620)
- Trade profile for avocados (HS 080440)
- Trade profile for chemical wood pulp (HS 470200)

1. How do we position South Africa's agricultural interests within BRICS?¹

South Africa's accession into the Brazil, Russia, India, China, South Africa (BRICS) formation is questioned by scholars, with some commentators arguing that economies such as Singapore, Mexico, Hong Kong or Indonesia have more similarities to the BRIC countries than South Africa and therefore such countries deserve to be part of the BRICS instead of South Africa. These assertions are made in spite of the fact that South Africa's membership of the BRICS was on invitation by China that was later supported by Russia.

¹ This article was compiled by Ms Heidi Phahlane, Ms Londiwe Thabethe, Mr Sifiso Ntombela; and Mr Bonani Nyhodo (all from the NAMC). The authors wish to acknowledge Prof Ron Sandrey for his presentation in the workshop on a paper titled: **South Africa's engagement with the BRIC and Africa and their agricultural exports to Africa**; Dr M Kalaba for his presentation in the workshop on a paper titled: **South Africa's agricultural defensive interest in the context of BRICS**; and Mr Ronald Ramabulana for his presentation about **Providing constructive inputs into the BRICS ministerial agenda**. These presentations together with attendees' comments were very valuable and assisted in compiling this article.

However, it is also encouraging to note that other commentators point to the fact that from the start the BRICS formation was never a formation of look-alike countries. In considering South Africa's inclusion in the BRICS, among questions that can be asked are:

- Does South Africa's gene composition not have any resemblance of being a true BRICS?
- How do we become a real BRICS?
- Is South Africa's envisaged role as a gateway to Africa not enough?
- What threats does BRICS pose to South Africa's agriculture in relation to the African market?
- Are there no opportunities that come with the BRICS formation, either in political positioning or in world affairs?
- Is there a possibility of better positioning South Africa to be better placed to benefit from this formation?

Attempts to respond to the ever-increasing number of questions regarding South Africa's membership in BRICS and its impact on agricultural trade have created a need for stakeholders in the agricultural sector to debate this issue in details. Driven by this need, the National Agricultural Marketing Council (NAMC) hosted a BRICS trade workshop during the 50th Annual Conference of the Agricultural Economics Association of South Africa (AEASA) in Bloemfontein, on the 1st October 2012. The title of the workshop was: **How do we position South Africa's agricultural interests within the BRICS?**

Purpose of the workshop

The main aim of the workshop was to gather inputs from a broader audience – to provide advice to policy makers (DAFF) on the interests of agriculture within the BRICS formation. This is more and above those

that DAFF may have identified. The format of the workshop was organised such that a number of presentations regarding South Africa and BRIC countries' agriculture were made. This section highlights key discussion points from the workshop.

Key discussion points

The presentations highlighted the growing exports from BRICS countries into Africa. It is clear that BRICS agricultural exports are also gaining significant market share in the global market. The analysis reveals that 11 % of global agricultural exports in 2008/2009 originated from the BRICS countries, of which 14.6 % was exported to Africa while 18 % of South Africa agricultural imports were from other BRICS countries.

Analysis shows that BRICS agricultural exports into Africa are concentrated on a few countries. More than 50 % of BRIC agricultural exports (excluding to South Africa) are destined for five countries, led by Egypt and Angola. The main products exported to Africa are sugar, cereals and meat.

These three products accounted for nearly 2/3 of BRIC agricultural exports to the African continent in 2011. In 2011, Brazil, India and China gained the largest share in the African market while South Africa was losing market share in all African markets except Zimbabwe. Russia is the largest exporter of wheat into Africa, while Brazil dominates meat product exports and South Africa shows strongest exports in wine and apples.

It was suggested that South Africa should improve its processing capacity of agricultural products in order to be able to compete more fairly with products from other BRIC countries. The performance of products exported by South Africa to Africa was divided into three categories.

- *No competition from BRIC:* South Africa has strong competitiveness in products such as citrus fruit, soup, beer and wine. These products are likely to face no competition from BRIC exports.
- *Potential competition from BRIC:* South African products such as grapes, apples and cereals will likely face competition from BRIC exports. However the competition is not severe.
- *Significant competition from BRIC:* Products such as bread, processed vegetables, meat products and prepared food will face strong competition from BRIC countries on the African continent.

Another issue that was discussed in the workshop is that South Africa must carefully assess its priority product list. The recommendation of the workshop

was that South Africa should consider both offensive and defensive **interest products** in dealing with BRIC countries. One of the presenters used a friendship scale approach to assess likely trade arrangements that can emerge from the BRICS formation. Likely benefits for South Africa from that trade arrangement were then compared to existing trade arrangements that South Africa has with other parties e.g. the EU, FTA, SADC and SACU.

The results showed that BRICS is unlikely to bring South Africa the benefits that it currently enjoys from the SACU. BRICS is also unlikely to give South Africa benefits that are equivalent to those from the SADC. South Africa's defensive interests should be guided by its trade policy goals. South Africa's motivation should be on developing close relations with the SACU, the EU, the SADC and FTA and making better acquaintance with Brazil and India.

Providing constructive inputs into the BRICS ministerial agenda

A presentation was delivered on how academia and the private sector can contribute to the BRICS ministerial agenda. The following issues were raised from previous BRICS ministerial meetings and strategic inputs on each issue are necessary from academia and private sector stakeholders in agriculture.

- **Food security:** Brazil was tasked to drive this programme
- **Climate change:** South Africa must drive this programme
- **Research and development:** India will drive this programme
- **Trade facilitation and trade arrangement:** Russia will drive the programme
- **Market information systems:** China will be responsible for this programme.

It was noted that such programmes should be informed by proper scientific research that is based on sound research principles. The NAMC is willing to provide a platform for agricultural stakeholders to voice their interests, which will be incorporated into the BRICS agenda.

The BRIC countries have dedicated research institutions looking after the country's interests within BRICS, but not South Africa. Secondly, available data indicate that BRICS agricultural exports into Africa are increasing (at the expense of South African produce). This justifies the notion that South Africa's interests in terms of agricultural exports to African countries are threatened by BRICS.

Analysis of BRICS agricultural exports into African market reveals that:

- Brazil accounts for 48 % of BRICS agricultural exports into Africa
- Interestingly, South Africa accounts for only 11.3 % of this trade
- The fastest growing South African agricultural exports into Africa are wine and apples
- It was concluded that Brazil poses the greatest overall threat to South Africa's agricultural exports to the African market
- China and India compete strongly in different markets and products
- Russia exports mainly wheat to Africa
- In terms of processed food, Brazil, China and India are all increasingly competitive in most products.

Conclusion and recommendations

South Africa is not getting into the BRICS setup empty handed, but on the agricultural front that can be proven wrong. Amongst other questions asked were, what is South Africa taking on board? South Africa needs to debate on what it needs from the BRICS. A comment was that even though SA may not be gaining tangible benefits from the BRICS, it may be the stepladder to the development of African countries given the fact that it has the infrastructure in place.

The workshop concluded that agricultural interests within the BRICS are championed by DAFF (rightly so). Secondly, in order for DAFF to champion these interests well, a workshop should be organised so that industry stakeholders and the academic world can have inputs into such an agenda. In this regard the NAMC was requested to organise a second workshop where DAFF will make the main presentation and industry will make their inputs.

The workshop also made the following observations which need to be given the highest consideration as they are related to the positioning of agriculture within the BRICS setup:

- South Africa needs well-coordinated research regarding the BRICS as it relates to agriculture
- South Africa's agricultural interests within the BRICS setup need to be clearly outlined and consolidated
- Our agricultural interests need to be prioritised and given due attention (BRICS countries are big agricultural producers)
- South Africa's market access issues in relation to other BRIC countries need to be prioritised within the setup.

South Africa should consider total factor productivity of its economy to solve some of its challenges within BRICS.

2. Trade profile for sardines (HS 030371)²

Sardines are a common type of fish consumed by humans, as they are rich in nutrients. Sardines are commonly canned, but fresh sardines are often grilled, pickled or smoked.

The word "sardine" is a term referring to any number of small, silvery saltwater fish related to the herring and found throughout the world. Fish labelled as "sardines" include sprats, brisling and pilchards. Frequently caught off the Mediterranean coast and eaten in abundance in Spain, Greece, Portugal, Italy and Morocco, you also find sardines from the Atlantic, the Pacific, and the East Coast of South Africa and beyond.

Sardines are commercially fished for a variety of uses: for bait, for immediate consumption, salting and for reduction into fish meal or oil. The chief use of sardines is for human consumption, but fish meal is used as animal feed, while sardine oil has many uses, including the manufacturing of paint, varnish and linoleum (floor covering).

Table 1 lists the top ten world leading exporters of sardines in year 2011. China had the largest share in the world with 29.3 %, followed by Mauritania with 15.9 % and then Morocco with 9.5 %. South Africa was ranked 11th of the world exporters of sardines, with a share of 1.9 %.

Table 1: Leading world exporters of sardines in 2011

Exporters	Exported value (in US \$ thousands) 2011	Share in the world 2011(%)
World exports	654 287	100
China	191 927	29.3
Mauritania	104 069	15.9
Morocco	62 474	9.5
Spain	55 206	8.4
Mexico	26 050	4.0
USA	25 192	3.9
Netherlands	20 522	3.1
Estonia	17 924	2.7
Canada	16 622	2.5
Portugal	12 391	1.9
South Africa	12 108	1.9

Source: ITC Trade Map, 2012

Table 2 lists the top ten leading world's importers of sardines in 2011. The top 3 leading importers were, Cote d'Ivoire with a share of 9.7 %, Thailand (4.9 %), and Russian Federation (7.7 %), accounting 22.3 % of world imports. South Africa imported only US\$

² This article was compiled by Sinazo Landela of DAFF.

361 000 worth of sardines with an insignificant share in world imports.

Table 2: Leading world importers of sardines in 2011

Importers	Imported value 2011 (in US\$ thousands)	Share in world imports 2011 (%)
World imports	626 927	100
Cote d'Ivoire	112 641	18.0
Thailand	86 421	13.8
Russian Federation	43 899	7.0
Indonesia	43 359	6.9
Netherlands	36 908	5.9
Spain	35 761	5.7
Malaysia	27 836	4.4
Fiji	23 157	3.7
Brazil	22 820	3.6
Ukraine	20 743	3.3
South Africa	361	0.0

Source: ITC Trade Map, 2012

Table 3 shows the top leading import markets for SA sardine exports in 2010. The top 3 leading markets for sardines were, Mauritius with a share of 30.1 %, Fiji (23.4 %), and Malaysia (10.3 %).

Table 3: SA's leading export markets for sardines in 2011

Importers	Exported value 2011 (in US\$ thousands)	Share in South Africa's exports
World	12 108	100
Mauritius	3 642	30.1
Fiji	2 832	23.4
Malaysia	1 253	10.3
Ship stores & bunkers	614	5.1
New Zealand	554	4.6
Islands	437	3.6
Chinese Taipei	428	3.5
China	369	3.0
Uruguay	303	2.5

Source: ITC Trade Map, 2012

In conclusion, looking at the list of world importing markets (**Table 2**), Indonesia had a share of 6.9 % of world imports, and Cote d'Ivoire had a share of 18 % of world imports. Both of these countries were importing from the world, but not from South Africa. This means that these two countries could be new potential markets for South Africa in order to increase the export growth value for sardines.

3. Trade profile for cuttlefish (HS 030749)³

The cuttlefish is a small-medium sized mollusc that is found throughout the ocean water of the world. There are 120 known species of cuttlefish found across the globe, which vary in size from just 15 cm to the Australian giant cuttlefish which is often half a meter in length (not including its tentacles) and weighs more than 10 kg. Cuttlefish have some economic importance, not only for their flesh, which is eaten in many countries, but also for their internal shell and

³ This article was compiled by Mr Solly Molepo, Directorate International Trade (DAFF)

for the ink they secrete to cloud the water and elude their enemies. The dried ink sacs of the animal yield the brown pigment sepia, and the dried, powdered cuttlebone is used in polishing and in other industrial processes.

Table 4 shows that China was the largest exporter of cuttlefish to the world in 2011, with a share of 36.9 % in world exports. Thailand, Spain and Peru followed China with a share of 12.9 %, 8.1 % and 7.8 % respectively. South Africa is ranked the 9th largest exporter of cuttlefish with a share of 2.2 % in world exports. The top 4 leading exporters account for 65.7 % of the world exports of cuttlefish. Table 1 indicates that South Africa is the only country in Africa that falls within the top 10 exporters of cuttlefish. This could provide an opportunity for South Africa to tap into the African market, as Tripartite FTA would provide a more competitive edge.

Table 4: Top 10 exporters of cuttlefish in 2011

Exporters	Exported value (USD million)	Share in world exports (%)
World exports	2 941 468	100
China	1 085 096	36.9
Thailand	381 489	12.9
Spain	238 171	8.1
Peru	230 648	7.8
USA	209 148	7.1
Republic of Korea	180 770	6.1
New Zealand	83 445	2.8
Indonesia	78 260	2.7
South Africa	63 459	2.2

Source: ITC Trade Map, 2012

Table 5 indicates that Spain was the biggest importer of cuttlefish in 2011 followed by Italy and China, which constituted 23.9 %, 19 % and 19.5 % respectively in the value of world imports. South Africa is ranked 18th as an importer of cuttlefish, with a share of 0.9 % in world imports of cuttlefish. Collectively, the top 5 importers account for 85 % share as cuttlefish importers. China and Spain appear as both top exporters and importers, which implies that cuttlefish is of economic importance in both countries.

Table 5: Top 10 importers of cuttlefish in 2011

Importers	Imported value (in USD million)	Share in world imports (%)
World importers	2606	100
Spain	608	23.9
Italy	498	19.6
China	496	19.5
Japan	274	10.8
USA	271	10.7
Thailand	149	5.9
Republic of Korea	110	4.4
Australia	68	2.7
Portugal	67	2.7
Greece	59	2.3
South Africa	22	0.9

Source: ITC Trade Map, 2012

Table 6 presents the top 10 of South Africa's cuttlefish export markets in 2011. The top 3 markets for South African cuttlefish were Italy, Spain and Greece, accounting for 46.3 %, 28.3 % and 9.1 % of the value of South Africa's exports respectively. The top 3 markets accounted for 83.7 % of the value of South African cuttlefish exports. Most of the countries in Europe apply a 20 % tariff on cuttlefish imported from South Africa. Among the top 10 importers there is no African country, which implies that South African should focus also on intra-Africa trade.

Table 6: Top 10 SA export markets for cuttlefish in 2011

Importers	Exported value (USD million)	Share in SA's exports (%)	MFN rate (%)
World	63 459	100	-
Italy	29 356	46.3	20
Spain	17 979	28.3	20
Greece	5 765	9.1	20
Portugal	4 299	6.8	20
Croatia	2 365	3.7	13
Ireland	1 176	1.9	20
Thailand	804	1.3	5
Japan	449	0.7	3.5
UK	358	0.6	20
Cyprus	321	0.5	20

Source: ITC Trade Map, 2012

Figure 1 shows the competitors to South Africa in the Italian market in 2011. The top 3 South African competitors in Italy for cuttlefish were Thailand, Spain and Viet Nam, with 32.4 %, 27.5 % and 12.7 % respectively. South Africa is ranked the 5th supplier of cuttlefish to Italy, with a percentage share of 8.9 %. The top 3 exporters accounted for 72.6 % of the value of Italian cuttlefish imports in 2011.

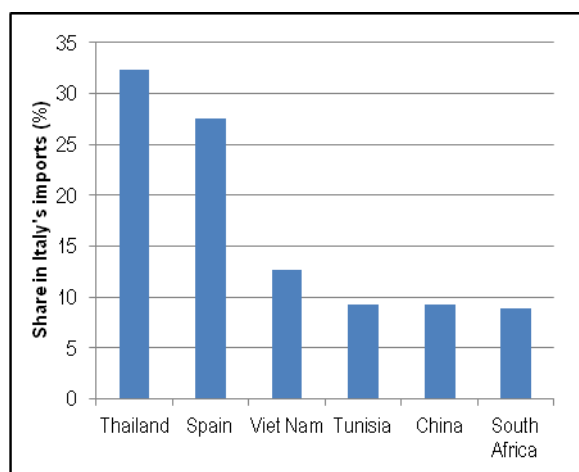


Figure 1: SA's competitors in Italy for cuttlefish in 2011

Source: ITC Trade Map, 2012

In South Africa, cuttlefish can be harvested in both the Atlantic and Indian oceans and is consumed mostly in Italy as well as some Asian countries. Cuttlefish is mostly harvested by established fishing companies. It is recommended that further research

should be conducted to assess the potential of it in African markets.

4. Trade profile for dried grapes (raisins) (HS 080620)⁴

A raisin is a dried grape. They are produced in many regions of the world and may be eaten raw or used in cooking, baking and brewing. Some nutritional studies suggest that routine consumption of raisins (three times a day) may significantly reduce blood pressure. Raisins are very sweet due to high concentration of sugars – about 30 % fructose and 28 % glucose by weight.

Table 7 shows the leading suppliers of raisins in the world. Between 2006 and 2011 global raisin exports increased by 81 %, amounting to R12 billion in 2011. The biggest contributor is Turkey exporting nearly R3.6 billion worth of raisins in 2011. Turkey holds 30 % of global raisin exports followed by USA with 24 % global export share. South Africa is ranked 8th amongst the top exporters of raisins in the world. South African accounted for only 2 % of global raisin exports.

Table 7: Leading world suppliers of dried grapes (raisins)

Rank	Exporters	2006 Value: ZAR million	2011 Value: ZAR million	Growth %	Global Share %
World exports		6700	12147	81	100
1	Turkey	1939	3641	88	30
2	USA	1415	2895	105	24
3	Chile	542	1201	122	10
4	Iran	848	909	7	7
5	China	207	733	255	6
6	Greece	324	530	64	4
7	Argentina	164	426	160	4
8	South Africa	245	287	17	2
9	Germany	107	231	116	2
10	Afghanistan	0	199	100	2

Source: ITC, 2012

Table 8 shows the leading importers of raisins from the world. The United Kingdom (UK) is the largest importer of raisin with a global import share of 17 % in 2011. The bulk of raisins imported by the UK originate from South Africa. Other leading importers of raisins include Germany, Netherlands, Japan and Canada collectively accounting for 29 % of global import share.

⁴ This article was compiled by Mr Sifiso Ntombela of NAMC.

Table 8: Leading world importers of dried grapes (raisins)

Rank	Importers	2006 Value: ZAR million	2011 Value: ZAR million	Growth %	Global Share %
World imports		6821	12216	79	100
1	UK	1138	2086	83	17
2	Germany	706	1482	110	12
3	Netherlands	429	901	110	7
4	Japan	361	649	80	5
5	Canada	402	512	27	4
6	Australia	137	485	252	4
7	Russia	287	460	60	4
8	France	250	456	82	4
9	Italy	224	374	67	3
10	Brazil	166	371	123	3

Source: ITC, 2012

Figure 2 shows South Africa raisin exports to the world between 2000 and 2011. During this period raisin exports increased from R150 million to R290 million resulting in a positive trade balance of R285 million in 2011. Raisins contribute a small percentage towards the country's total fruit exports. Over the last ten years, the annual average contribution towards total fruit exports has remained at 3%. The main destinations for South African raisin exports are Canada, France, the Netherlands, the United Kingdom and Australia.

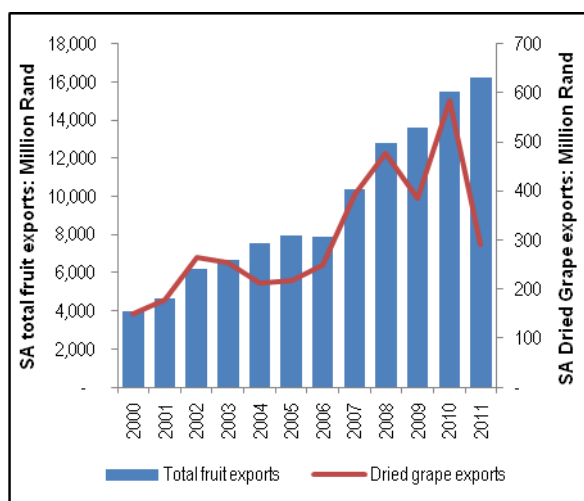


Figure 2: South African dried grape exports to the world, 2000–2011

Source: WTA, 2012

Figure 3 shows the leading suppliers of raisins to South Africa. The country's raisin imports are insignificant as they account for less than 1% of total fruit imports. In 2011, only R5 million worth of raisins were imported and nearly 95% of them were sourced from Turkey.

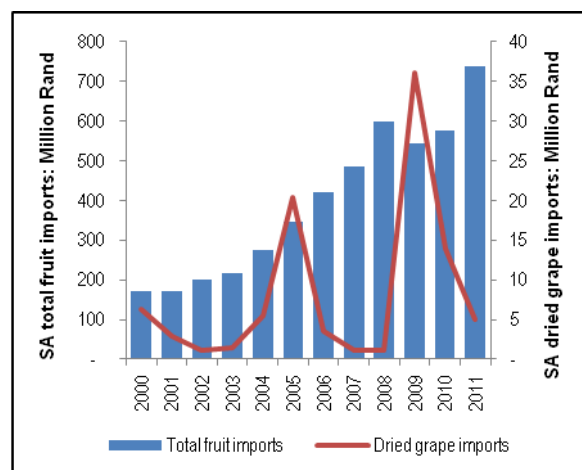


Figure 3: South African dried grape imports from the world, 2000–2011

Source: WTA, 2012

5. Trade profile for avocados (HS 080440)⁵

Avocados are the fruit of a tree native to Latin American and the Caribbeans. They are cultivated in many countries with tropical climates across Asia, Africa and Latin America, as well as in temperate ones such as the United States (California) (USAID, 2011). World avocado production increased at an average rate of 4% per year between 2004 and 2007 (USAID, 2011). In 2008, production dropped due in part to a weather-related drop in South American countries. However, the industry made a full recovery in 2009, with production increasing by 6.5% to reach a total of 3 853 930 metric tons in 2009 (USAID, 2011). Mexico is by far the world's largest producer and exporter of avocados. In 2009, Mexico accounted for 32% of global avocado production, followed by Chile with 8% and USA with 7% share in global production. In Africa, Kenya, South Africa, Rwanda, the DRC and Cameroon are the leading producers of avocados, collectively accounting for 12% of world production.

Table 9 shows the world leading exporters of avocados. It is clear that avocado exports are concentrated with top five largest exporters accounting for 82% of global export share. Mexico is the leading exporter with global share of 44% followed by Chile with 11% and the Netherlands with 10%. South Africa is ranked 9 on the global exporter ranking holding a 2% global share. Between 2006 and 2011, global avocado exports increased by 137% measured in value terms.

⁵ This article was compiled by Mr Sifiso Ntombela of the NAMC.

Table 9: World leading suppliers of avocados

Rank	Exporters	2006 value: USD million	2011 value: USD million	Growth %	Global share %
World exports		846	2005	137	100
1	Mexico	329	887	170	44
2	Chile	121	226	86	11
3	Netherlands	61	200	225	10
4	Spain	96	169	76	8
5	Peru	38	164	324	8
6	Israel	41	71	71	4
7	USA	17	59	249	3
8	France	36	31	-15	2
9	South Africa	18	30	64	2
10	Dominican Rep	11	27	139	1

Source: ITC, 2012

Table 10 shows the world leading importers of avocados. The USA is the biggest importer of avocados, holding a 44 % global import share. US imports increased from 279 million US\$ in 2006 to 962 million US\$, registering a healthy 244 % growth rate in five years. The Netherlands is the second largest importer of avocados with a 9 % global import share. Japan is the fourth largest importer of avocados in the world and the largest from the Asia continent.

Table 10: World leading importers of avocados

Rank	Importer	2006 Value: USD million	2011 Value: USD million	Growth %	Global Share %
World imports		963	2198	128	100
1	USA	279	962	244	44
2	Netherlands	70	208	197	9
3	France	176	204	16	9
4	Japan	63	131	109	6
5	Canada	37	109	191	5
6	UK	93	73	-22	3
7	Germany	39	71	84	3
8	Spain	47	60	28	3
9	Australia	26	56	114	3
10	Sweden	12	45	248	2

Source: ITC, 2012

Figure 4 shows avocado exports from South Africa to the world. On average avocados contribute 2 % to South Africa's total fruit exports (see **Figure 3**). Between 2000 and 2011, South African avocado exports increased from R122 million to R223 million, registering a growth rate of 83 % in ten years. The main destinations for South African avocado exports are the Netherlands, the UK, France, Hong Kong and the USA, which collectively account for 97 % of total exports.

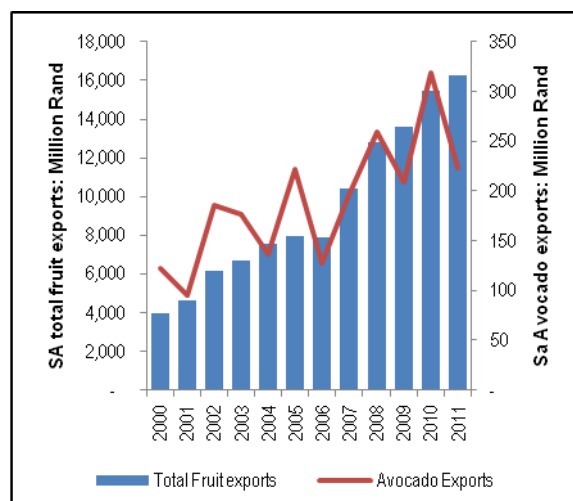


Figure 4: South African avocado exports to the world: 2000-2011

Source: WTA, 2012

Figure 5 shows South African imports of avocados from the world between 2000 and 2011. Generally, South Africa is a net exporter of fruits and a similar picture is seen with avocados where South Africa had a positive trade balance of R186 million in 2011. On average, avocados contribute about 6 % to the country's total fruit exports, making avocados an important export product for South Africa. The main suppliers of avocados to the South African market are Spain, Israel and Italy. The trio supply nearly 100 % of total avocado imports.

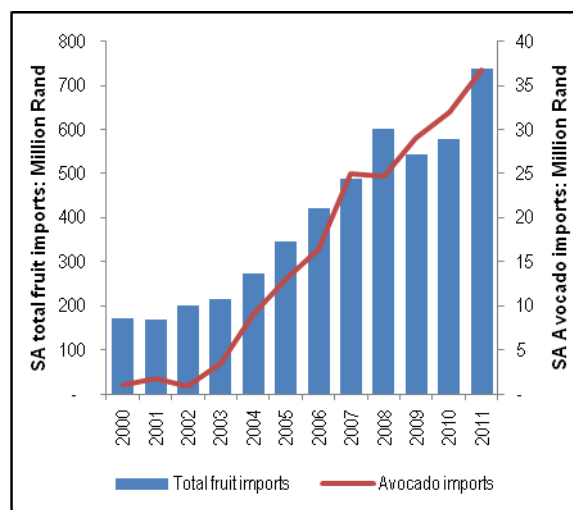


Figure 5: South African avocado imports from the world 2000-2011

Source: WTA, 2012

6. profile for chemical wood pulp (HS 470200)⁶

Chemical wood pulp is pulp that is prepared from chipped wood by treating it with chemicals to remove the non-cellulose material, and is used in the better grades of wood pulp papers. South Africa is the

⁶ This article was compiled by Mr Sfiso Terence Sibanyoni and Ms Asanda Languza both from DAFF

largest producer of chemical wood pulp in the world and this product is ranked number one of the forestry products exported by South Africa. Chemical wood pulp is produced commercially in many countries, and South Africa is ranked number one. It is also produced commercially in the United States of America (USA), Canada, Brazil, Sweden and Norway.

Chemical wood pulp is manufactured from forest tree species (Hardwood / softwood) like pine, eucalyptus and acacia. Pulpwood emanates from domestic plantations, from forests, from saw-milling residues and as a by-product of the sugar industry.

For the purposes of heading 470200, the expression 'chemical wood pulp, dissolving grades' means chemical wood pulp having by weight an insoluble fraction of 92 % or more for soda/sulphate wood pulp or of 88 % or more for sulphite wood pulp after one hour in a caustic soda solution containing 18 % of sodium hydroxide (NaOH) at 20 degrees Celsius, and for sulphite wood pulp an ash content that does not exceed 0.15 % by weight. South Africa has a relatively rich source of raw materials from the pine plantations of the Kwazulu-Natal, Limpopo and Mpumalanga regions.

Table 11 lists the world's largest exporters of chemical wood pulp in 2010. South Africa had a share of 22.9 % of world exports. USA as the second largest exporter had a share of 19.7 % and Canada as the third exporter had 15.3 % of world exports. These top 3 exporters accounted for 57.9 % of world exports.

Table 11: Leading world exporters of chemical wood-pulp in 2010

Exporters	Exported value (USD million)	Share in world exports (%)
World exports	2,611	100
South Africa	597	22.9
United States of America	514	19.7
Canada	399	15.3
Brazil	316	12.1
Sweden	256	9.8
Norway	184	7.1
France	119	4.6
Japan	48	1.9
Belgium	39	1.5
Netherlands	28	1.4

Source: ITC Trade Map 2012

Table 12 lists the top 10 world importers of chemical wood-pulp in 2010. The top 4 leading importers were China (37.9 %), Germany (13.8 %), Indonesia (11.3 %) and the United States of America (5.4 %) accounting for 68.4 % of world imports. This means that world imports are concentrated in these markets. South Africa was ranked number 34 and accounted

for approximately 0.0 % imports of chemical wood pulp.

Table 12: Leading world importers of chemical wood-pulp

Importers	Imported value (in USD million)	Share in world imports (%)
World Imports	3578	100
China	1355	37.9
Germany	494	13.8
Indonesia	402	11.3
USA	194	5.4
Chinese Taipei	177	5.0
Thailand	174	4.9
Japan	151	4.2
India	126	3.5
United Kingdom	92	2.6
Mexico	58	1.6
South Africa	1,099	0.0

Source: ITC Trade Map 2012

Table 13 shows the leading markets for SA chemical wood pulp in 2010. The top 3 leading markets for SA chemical wood pulp were Indonesia, China and Thailand, accounting for 42.1 %, 12.5 % and 11.5 % respectively.

Table 13: SA leading export markets for chemical wood pulp in 2010

Importers	Exported value (in USD million)	Share in SA's exports (%)
World	597	100
Indonesia	267	42.1
Thailand	74	12.5
China	68	11.5
India	52	8.8
Germany	35	6.0

Source: ITC Trade Map 2012

Table 14 shows the countries that are competing with South Africa in Indonesia in 2010. The top 3 South African competitors in Indonesia for chemical wood pulp are Canada, Brazil and Sweden. Canada is the third biggest exporter of chemical wood pulp in the world, while Brazil and Sweden are fourth and fifth respectively.

Table 14: SA competitors in Indonesia for chemical wood pulp in 2010

Exporters	Exported value (in USD million)	Share in Indonesia's Imports (%)	Tariffs applied by Indonesia for the product (%)
South Africa	267	66.5	0.0
Canada	79	19.8	0.0
Brazil	37	9.2	0.0
Sweden	15	3.8	0.0

Source: ITC Trade Map 2012

In conclusion, South Africa was the largest exporter of chemical wood pulp in the world in 2010 with a significant share of world exports (22.9 %).

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