

MARKET INTELLIGENCE IDENTIFYING PROMISING MARKETS

May 2019, Curacao – National Export Awareness Week



Introduction: Elske Muijs



Marketing Consultant
Globally Cool

Dutch
29 years
3 siblings

Hobby's: Too much to specify

BSc from Wageningen University
MSc from Nyenrode Business University

Market and Trade analyses.
Training and coaching
Strategy Formulating

FrieslandCampina
DSM-
Pharamceuticals
Vattenfall

Introduction: Alfons van Duijvenbode



Managing Consultant
Globally Cool

Dutch
Born 35 B.G.
2 kids | 1 wife
1 dog

Sports lover: tennis,
cycling, surfing, skiing


Export marketing strategist
consultant, trainer and
coach

25+ years
50+ countries
5,000+ trained

UN, governments,
technical assistance
bodies, chambers,
associations, trade
promotion bodies

About us ...

MARKET INTELLIGENCE



We analyse markets and strengthen market information services.

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STRATEGY DEVELOPMENT



We co-create winning strategies for market expansion.

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BRANDING & PROMOTION



We develop campaigns. For products, sectors and destinations.

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MATCHMAKING



We find the right match and connect buyers and suppliers.

TRADE FAIRS & MISSIONS



We optimize market entry activities for market expansion.

ONLINE MARKETING



We boost online performance through solutions, training and coaching.

GloballyCool

Some clients

INTERNATIONAL BUSINESS MADE EASY



Objectives

- **Enlightening** you and
- Introducing you to **Market Intelligence Portals** with which you can:
 - Assess Curacao's place in the world
 - Do a 360 degree market/competitor analysis and
 - Identify priority products and markets
- So you can bring your **business strategies** to a **next level.**

Kahoot!

Interactive game



Go to:
www.kahoot.it



Enter pin code
nickname

Question

- Who already exports?
- What is your main export product?
- What is your main export destination?
- How did you determine your product/destination combination?



Introduction to Trademap

Looking at the bigger picture



Introduction to Trademap

- One of International Trade Centre's (ITC) **Services**
- **Trade statistics** for international business development
- The reason we **love customs**
- **Identify** product **trade flows**

www.trademap.org:



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.
Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service Product Single Group

TOTAL - All products [Advanced search](#)

Country Region

Curaçao

Partner Region

Please enter a country/territory or region name (optional)

Trade Indicators Yearly Time Series Quarterly Time Series Monthly Time Series Companies

Curacao's main destination markets



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



Home & Search Data Availability Reference Material Other ITC Tools More Mr. joost van der Kooij English

Product: TOTAL - All products Product Group: None

World Country: Curaçao Country Group: None

Partner: All Partner Group: None

other criteria: Exports Yearly time series by country Mirror data Values US Dollar

List of importing markets for a product exported by Curaçao (Mirror) Product: TOTAL All products

Unit : US Dollar thousand

Table

Graph

Map

Companies

FDI data

Download:

Time Period (number of columns) : 5 per page Rows per page: Default (25 per page)

Importers	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018
Total	3,317,514	2,149,991	2,112,798	1,549,350	542,896
United States of America	374,720	339,719	358,192	224,963	203,383
Switzerland	505,721	373,474	562,042	364,682	129,171
Singapore	53,688	38,591	86,065	307,517	51,295
Colombia	4,326	18,556	13,676	19,453	29,634
Spain	33,041	20,891	51,674	24,908	27,201
Belgium	19,613	20,017	13,481	27,985	15,491
Belize	124,772	89,199	70,718	73,910	15,240
Netherlands	8,704	9,765	9,787	14,934	10,075

List of importing markets for a product exported by Curaçao (Mirror)

Product: TOTAL All products

Unit : US Dollar thousand

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Singapore	53.688	38.591	86.065	307.517	51.295
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Spain	33.041	20.891	51.674	24.908	27.201
Belgium	19.613	20.017	13.481	27.985	15.491
Belize	124.772	89.199	70.718	73.910	15.240
Netherlands	8.704	9.765	9.787	14.934	10.075
Italy	0	0	0	0	9.411
Mozambique	5.976	8.608	10.729	4.062	8.112
India	9.936	14.614	111.749	8.336	7.395
Taipei, Chinese	5.213	4.796	11.384	4.458	5.512
France	666	966	15.121	458	2.957
Bermuda	310	192	96	11.368	2.869
Serbia	0	0	0	1.067	2.654
Russian Federation	350	201	3.187	1.688	2.469
Nigeria	10.017	3.049	4.237	868	2.385
Guyana	2.066	37.085	2.785	981	2.321
Mexico	27.344	40.578	18.070	11.821	2.161
Germany	2.131	454	1.843	1.146	2.082
Ecuador	997	991	14.520	22.060	1.902

Curacao's main export products

Home & Search Data Availability Reference Material Other ITC Tools More Mr. joost van der Kooij English

Product: TOTAL - All products Product Group: None

World Country: Curaçao Country Group: None

Partner: All Partner Group: None

other criteria: Exports Yearly time series by product At the same level (2 digits) Values US Dollar

List of products exported by Curaçao

Unit : US Dollar thousand

Table



Graph











Map

Companies

FDI data

Download:    

Time Period (number of columns) :  5 per page  Rows per page Default (25 per page)

HS4	Code	Product label	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018
	TOTAL	All products	3,317,514	2,149,991	2,112,798	1,549,350	542,896
	71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad with precious metal, and articles thereof; imitation jewellery; coin	671,237	553,048	752,683	489,304	174,996
	27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	2,445,870	1,431,555	1,099,695	830,250	171,772
	99	Commodities not elsewhere specified	20,486	20,731	102,283	99,825	99,929
	03	Fish and crustaceans, molluscs and other aquatic invertebrates	36,849	31,851	41,300	29,483	27,950
	29	Organic chemicals	15,383	5,186	18,731	18,109	10,338
	84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	17,653	10,970	10,975	7,409	9,689
	90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof	5,445	6,397	6,462	6,408	5,732
	85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television image and sound recorders and reproducers, and parts and accessories of such articles	5,380	3,676	6,509	4,167	4,786
	40	Rubber and articles thereof	1,619	1,272	1,067	1,479	3,740
	72	Iron and steel	9,755	2,211	2,558	2,084	3,350

List of products exported by Curaçao

Unit : US Dollar thousand

Code	Product label	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018
TOTAL	All products	3317514	2149991	2112798	1549350	542896
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad with precious metal, and articles thereof; imitation jewellery; coin	671237	553048	752683	489304	174996
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	2445870	1431555	1099695	830250	171772
99	Commodities not elsewhere specified	20486	20731	102283	99825	99929
3	Fish and crustaceans, molluscs and other aquatic invertebrates	36849	31851	41300	29483	27950
29	Organic chemicals	15383	5186	18731	18109	10338
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	17653	10970	10975	7409	9689
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof	5445	6397	6462	6408	5732
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television image and sound recorders and reproducers, and parts and accessories of such articles	5380	3676	6509	4167	4786
40	Rubber and articles thereof	1619	1272	1067	1479	3740
72	Iron and steel	9755	2211	2558	2084	3350
76	Aluminium and articles thereof	2343	2136	1579	2208	3117

List of products exported by Curaçao

Unit : US Dollar thousand

ALTERNATIVE?

Code	Product label	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018
TOTAL	All products	3317514	2149991	2112798	1549350	542896
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad with precious metal, and articles thereof; imitation jewellery; coin	671237	553048	752683	489304	174996
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	2445870	1431555	1099695	830250	171772
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76	Aluminium and articles thereof	2343	2136	1579	2208	3117

Which products have greatest untapped export potential?:: www.exportpotential.intracen.org



Export potential

FOR EXPORTER

Curaçao

IN MARKET

World

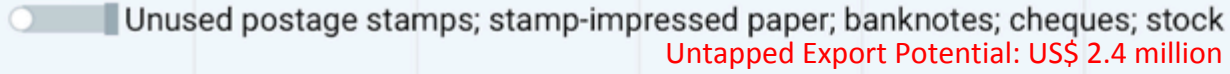
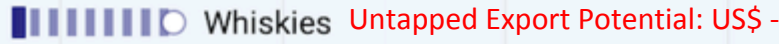
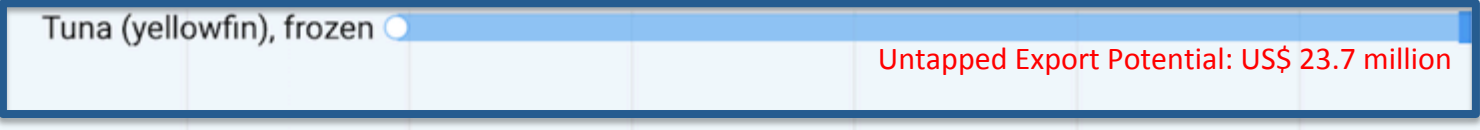
PRODUCTS SUB-SECTORS

Search a product by name/code...

- Fish & shellfish
- Beverages (alcoholic)
- Chemicals
- Pharmaceutical components
- ✓ Precious metals
- ✓ Jewellery & precious metal art...
- ✓ Paper products
- Optical products, watches & m...
- Other food products
- Beauty products & perfumes
- Plastics & rubber

Spot export potential with [TREE MAP](#) [GAP CHART](#) [ANALYZE EXPORT POTENTIAL](#)





Curaçao's products with potential

Legend

- Export potential
- Actual exports
- Potential to actual exports gap

5 mn 10 mn 15 mn 20 mn 25 mn 30 mn 35 mn

Export in \$

Assessing Curacao's Place in the world

The Frozen Yellowfin Tuna case



The Frozen Yellowfin Tuna Case

A GLOBAL VIEW

Curacao's Frozen Yellowfin tuna exports



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



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Product: ... 0303 - Frozen fish (excluding fish fillets and other fish meat of) Product Group: None

World Country: Curaçao Country Group: None

Partner: All Partner Group: None

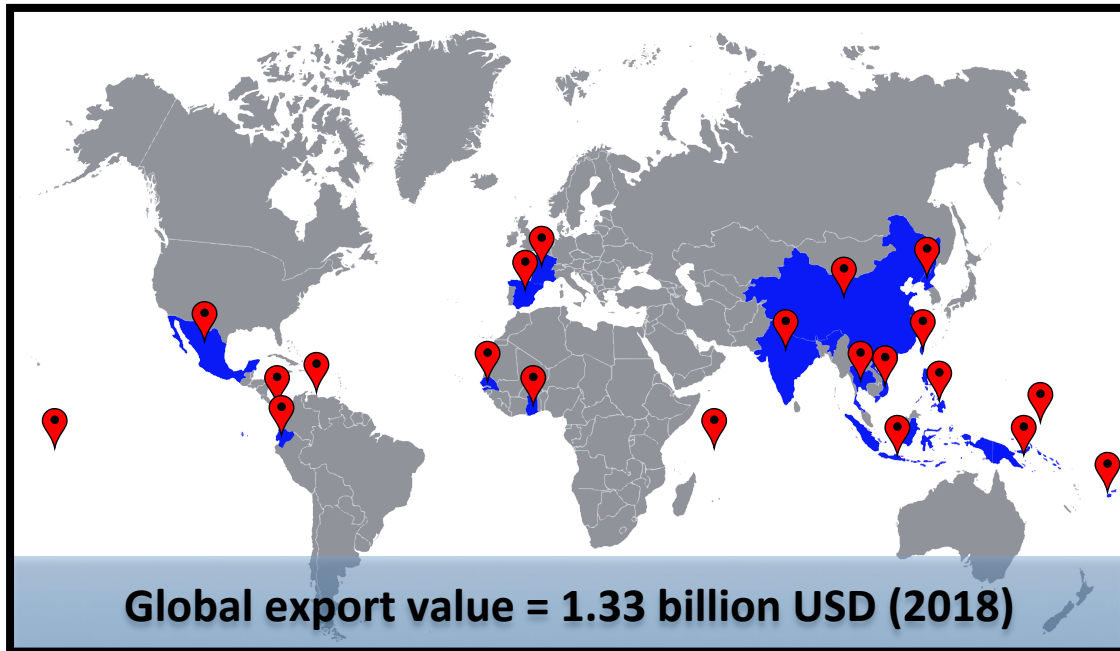
other criteria Exports Yearly time series by product Product cluster at 6 digits Values US Dollar

List of products exported by Curaçao
detailed products in the following category: 0303 Frozen fish (excluding fish fillets and other fish meat of heading 0304)

Unit : US Dollar thousand

Code	Product label	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018
30342	Frozen yellowfin tunas "Thunnus albacares"	12405	11789	19071	13132	12703
30343	Frozen skipjack or stripe-bellied bonito "Euthynnus -Katsuwonus- pelamis"	18963	17685	19306	14328	11554
30344	Frozen bigeye tunas "Thunnus obesus"	1792	1969	1783	1734	2962
30355	Frozen jack and horse mackerel "Trachurus spp."					92
30341	Frozen albacore or longfinned tunas "Thunnus alalunga"		5	10	62	16
30389	Frozen fish, n.e.s.	63			72	6

Global frozen yellowfin tuna exports (Values)



Asia:

- **Taiwan (51.1%)**
- **Philippines (6.5%)**
- China (5.5%)
- Republic of Korea (5.2%)
- Viet Nam (3.3%)
- Thailand (3.1%)
- India (2.9%)
- Indonesia (2.4%)

Africa:

- **Seychelles (7.0%)**
- Ghana (1.9%)
- Senegal (1.0%)

Europe:

- **Spain (7.8%)**
- France (6.1%)

Rest of World (11.1%)

Oceania:

- **Papua New Guinea (8.2%)**
- Kiribati (1.9%)
- Federated States of Micronesia (1.6%)
- Fiji (1.0%)

Americas:

- Mexico (4.6%)
- Ecuador (1.6%)
- Panama (1.1%)
- **Curaçao (1.0%)**

Global frozen yellowfin tuna exports (Values)

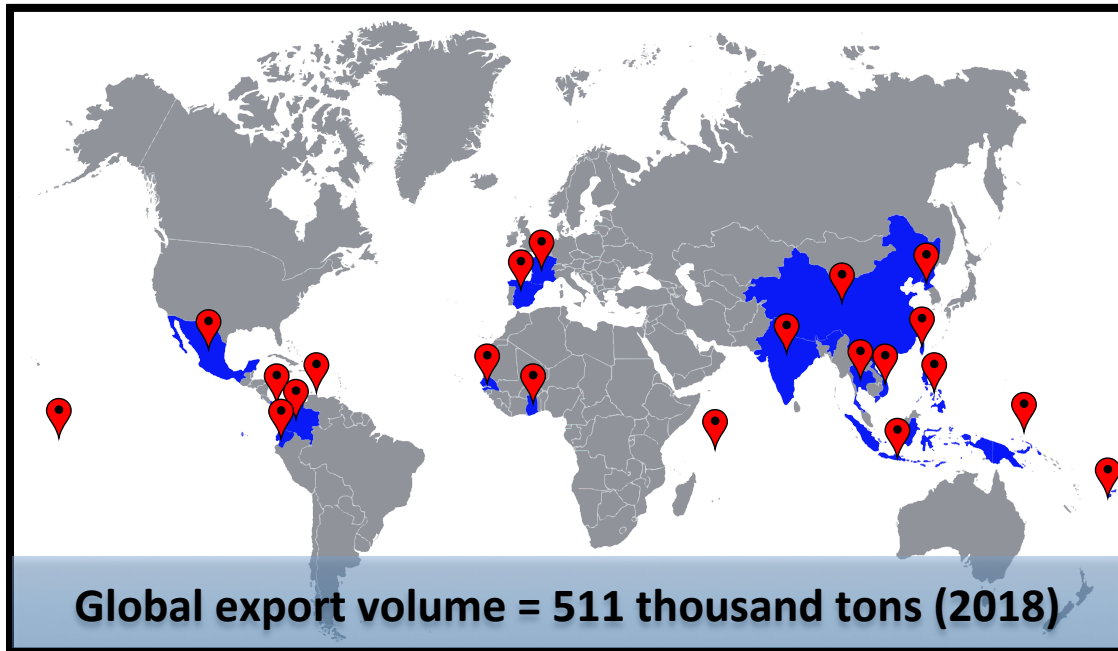
	Exporting country	Export value 2018 (US\$ thousand)	Growth of export value (2014-2018)
1	Taiwan	192.578	14.5%
2	Papua New Guinea	105.309	47.9%
3	Spain	99.238	-8.9%
4	Seychelles	89.916	New
5	Philippines	83.474	2.5%
6	France	77.344	-0.3%
7	China	70.596	-12.6%
8	Republic of Korea	66.523	-9.4%
9	Mexico	58.530	6.7%
10	Viet Nam	41.763	53.6%
11	Thailand	39.888	17.8%

	Exporting country	Export value 2018 (US\$ thousand)	Growth of export value (2014-2018)
12	India	36.936	22.2%
13	Indonesia	30.342	-8%
14	Kiribati	24.688	147.5%
15	Ghana	24.357	New
16	Ecuador	20.971	-2.7%
17	Federated States of Micronesia	20.175	27.8%
18	Panama	14.692	49.7%
19	Senegal	13.301	127.7%
20	Fiji	12.887	-11.4%
21	Curaçao	12.703	0.6%

Annual Export decline between 2014-2018

Annual Export growth between 2014-2018

Global frozen yellowfin tuna exports (Volumes)



Asia:

- **Taiwan (12.0%)**
- Republic of Korea (5.7%)
- Philippines (4.4%)
- India (3.9%)
- China (3.4%)
- Thailand (3.2%)
- Indonesia (2.5%)
- Viet Nam (1.4%)

Africa:

- **Seychelles (7.3%)**
- Ghana (3.7%)
- Senegal (1.1%)

Europe:

- **Spain (8.9%)**
- **France (6.3%)**

Rest of World (11.1%)

Oceania:

- **Papua New Guinea (11.5%)**
- Kiribati (2.6%)
- Federated States of Micronesia (2.2%)
- Fiji (1.0%)

Americas:

- Mexico (3.7%)
- Ecuador (1.7%)
- Panama (1.2%)
- Colombia (1.2%)
- **Curaçao (1.1%)**

Global frozen yellowfin tuna exports (Volume)

	Exporting country	Export volume 2018 (tons)	Growth of export volume (2014-2018)
1	Taiwan	58.736	10.5%
2	Papua New Guinea	56.313	48.2%
3	Spain	43.155	-11.0%
4	Seychelles	35.451	New
5	France	30.553	0.0%
6	Republic of Korea	27.932	-12.3%
7	Philippines	21.341	-0.5%
8	India	18.856	27.0%
9	Mexico	10.094	3.4%
10	Ghana	17.826	New
11	China	16.742	-9.5%

	Exporting country	Export volume 2018 (tons)	Growth of export volume (2014-2018)
12	Thailand	15.657	12.0%
13	Kiribati	12.753	267.4%
14	Indonesia	12.041	-10.9%
15	Federated States of Micronesia	10.582	32.5%
16	Ecuador	8.067	-2.4%
17	Viet Nam	6.718	25.3%
18	Panama	5.937	55.4%
19	Colombia	5.688	-29.7%
20	Senegal	5.589	112.5%
21	Curacao	5.211	1.5%

- Annual Export decline between 2014-2018
- Annual Export growth between 2014-2018
- Annual Export growth stagnation 2014-2018

Top 5 global importers of frozen yellowfin

	Country	Value 2018 (growth 2014-2018)
	World	US\$ 1.331 mln (2.2% ↑)
1	Spain	US\$ 250 mln (2.5% ↑)
2	Japan	US\$ 219 mln (3.8% ↑)
3	Thailand	US\$ 205 mln (3.7% ↑)
4	Italy	US\$ 107 mln (5.0% ↑)
5	Philippines	US\$ 103 mln (32.8% ↑)
6	Viet Nam	US\$ 76 mln (21.3% ↑)

	Country	Volume 2018 (growth 2014-2018)
	World	511.000 tons (1.1% ↑)
1	Thailand	104.376 tons (1.6% ↑)
2	Spain	89.895 tons (1.2% ↑)
3	Philippines	61.478 tons (18.2% ↑)
4	Japan	46.935 tons (0.4% ↑)
5	Viet Nam	30.822 tons (17.6% ↑)
6	Italy	30.135 tons (6.0% ↑)

- Global imports increased in past 5 years
- Imports by all major importing countries increased



Annual import decline between 2014-2018

Annual import growth between 2014-2018

Global import = 1.33 billion USD/ 0.51 million tons (2018)

Major suppliers to top 6 markets

Exporters to <u>Spain</u>	Share	Growth 2014-2018
1 Mexico	18.7%	0.5%
2 Philippines	9.8%	10.9%
3 Seychelles	9.4%	13.8%
4 France	7.3%	-5.0%
5 Republic of Korea	7.0%	0.5%
7 Curaçao	5.0%	0.3%

Exporters to Thailand	Share	Growth 2014-2018
1 Taiwan	18.8%	6.0%
2 Papua New Guinea	9.1%	29.4%
3 Republic of Korea	8.6%	-1.8%
4 Indonesia	8.2%	1.1%
5 USA	6.9%	-6.7%

Exporters to Italy	Share	Growth 2014-2018
1 Spain	25.1%	35.1%
2 Philippines	16.8%	1.7%
3 Vietnam	15.1%	-4.8%
4 Thailand	11.6%	-7.7%
5 France	5.2%	4.9%

Exporters to Vietnam	Share	Growth 2014-2018
1 Taiwan	42.9%	22.9%
2 Republic of Korea	23.6%	22.7%
3 China	13.3%	31.8%
4 USA	6.5%	32.6%
5 Indonesia	5.5%	34.6%

Annual export decline between 2014-2018
 Annual export growth between 2014-2018

Exporters to Japan	Share	Growth 2014-2018
1 Taiwan	45.5%	4.6%
2 Seychelles	13.5%	35.5%
3 China	11.3%	1.6%
4 Republic of Korea	7.6%	-0.9%
5 Vanuatu	4.4%	1.3%

Exporters to Philippines	Share	Growth 2014-2018
1 Papua New Guinea	66.8%	66.3%
2 Taiwan	10.3%	-6.7%
3 Kiribati	6.0%	69.0%
4 Micronesia	4.0%	61.6%
5 Republic of Korea	3.4%	7.4%

Summary global frozen yellowfin tuna tradeflows

- Frozen yellowfin tuna **exports/imports grow** globally.
- **Taiwan** is world export **leader** and **Spain/Thailand** are world import **leaders**.
- **Curaçao** is amongst **top 10** suppliers to **Spain** but is not in top 10 to any other destination.
- Curaçao's export growth **<** than global import growth (in terms of value) but **>** than global import growth (in terms of volume). Is Curaçao getting **best value** from tuna exports?
- From global perspective **Italy, Japan, Thailand, Vietnam** and **Philippines** could be interesting alternative markets

The Frozen Yellowfin Tuna Case

FROM CURACAO'S PERSPECTIVE

Curacao's Frozen Yellowfin tunas exports (US\$)

List of importing markets for a product exported by Curaçao (Mirror)

Product: 030342 Frozen yellowfin tunas "Thunnus albacares"

Unit : US Dollar thousand

Importers	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018
Total	12.405	11.789	19.071	13.132	12.703
Spain	12.343	9.357	18.793	12.618	12.473
El Salvador	62	0	0	254	230
Ecuador	0	218	0	0	0
Côte d'Ivoire	0	1.377	0	0	0
Mauritius	0	7	0	0	0
Portugal	0	332	0	0	0
Thailand	0	0	0	260	0
Turkey	0	497	278	0	0
Saint Kitts and Nevis	0	1	0	0	

Curacao's Frozen Yellowfin tunas exports (tons)

List of importing markets for a product exported by Curaçao (Mirror)

Product: 030342 Frozen yellowfin tunas "Thunnus albacares"

Importers	2014	2015	2016	2017	2018
	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons	Exported quantity, Tons
Total	4914	7088	10070	5335	5211
Spain	4883	5547	9902	5103	5091
El Salvador	31			104	120
Ecuador		136			
Côte d'Ivoire		893			
Mauritius		5			
Portugal		193			
Thailand				128	
Turkey		314	168		
Saint Kitts and Nevis		0			

Curacao's Frozen Yellowfin tunas exports

Who else supplies to Spain? (Competitor Analysis)

List of supplying markets for a product imported by Spain ⁱ
 Product: 030342 Frozen yellowfin tunas "Thunnus albacares" ⁱ

The product code selected above has been reallocated in the 2017 HS revision.

[View correspondences](#)

Unit : US Dollar thousand

Table

Graph

Map


Companies

FDI data

Tariff data

Standards

Download:    

Time Period (number of columns) : 

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Rows per page

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1 2 3

Bilateral 8 digits	Exporters	Imported value in 2014	Imported value in 2015	Imported value in 2016	Imported value in 2017	Imported value in 2018 ▼
	World	226,360	163,738	224,833	265,173	250,053
+	Mexico	46,022	15,275	20,680	16,130	46,859
+	Philippines	16,223	12,596	10,054	29,077	24,497
+	Seychelles	13,937	18,383	20,456	25,293	23,411
+	France	22,473	23,587	47,746	25,124	18,302
+	Korea, Republic of	17,085	9,519	12,730	25,170	17,459
+	El Salvador	0	2,441	14,572	28,388	16,863
+	Curaçao	12,343	9,357	18,793	12,618	12,473
+	Ecuador	7,870	2,368	6,822	3,637	12,221
+	Guatemala	18,173	12,340	7,624	13,262	11,800
+	Cabo Verde	9,544	12,338	18,228	4,202	11,056
+	Belize	1,024	4,772	5,413	5,885	11,030
+	Senegal	2,990	3,074	8,194	7,336	9,456
+	Panama	15,717	9,591	13,041	20,737	7,896
+	Portugal	7,954	1,929	3,245	2,729	5,888
+	China	4,363	3,005	2,965	15,880	5,256
+	Mauritius	603	5,292	2,753	2,894	3,747

List of supplying markets for a product imported by Spain
Product: 030342 Frozen yellowfin tunas "Thunnus albacares"

Unit : US Dollar thousand

Exporters	Imported value in 2014	Imported value in 2015	Imported value in 2016	Imported value in 2017	Imported value in 2018
World	226360	163738	224833	265173	250053
Mexico	46022	15275	20680	16130	46859
Philippines	16223	12596	10054	29077	24497
Seychelles	13937	18383	20456	25293	23411
France	22473	23587	47746	25124	18302
Korea, Republic of	17085	9519	12730	25170	17459
El Salvador	0	2441	14572	28388	16863
Curaçao	12343	9357	18793	12618	12473
Ecuador	7870	2368	6822	3637	12221
Guatemala	18173	12340	7624	13262	11800
Cabo Verde	9544	12338	18228	4202	11056
Belize	1024	4772	5413	5885	11030
Senegal	2990	3074	8194	7336	9456
Panama	15717	9591	13041	20737	7896
Portugal	7954	1929	3245	2729	5888
China	4363	3005	2965	15880	5256
Mauritius	603	5292	2753	2894	3747
Papua New Guinea	1015	3809	3239	5707	3081

Competitor main destination markets

Ecuador Exports	Share	Growth 2014-2018
Total	US\$ 26.858.000	
1 Spain	45.5%	11.6%
2 Italy	16.6%	New
3 El Salvador	11.6%	New
4 Costa Rica	8.4%	New
5 Peru	7.7%	21.1%

Panama Exports	Share	Growth 2014-2018
Total	US\$ 14.692.000	
1 Spain	53.7%	-15.8%
2 Costa Rica	29.5%	-25.2%
3 El Salvador	8.8%	-9.1%
4 Japan	3.9%	6.7%
5 Ecuador	1.8%	-45%

El Salvador Exports	Share	Growth 2014-2018
Total	US\$ 20.102.000	
1 Spain	83.9%	New
2 Mauritius	5.3%	New
3 Thailand	3.7%	-2.7%
4 Turkey	3.1%	New
5 Italy	1.7%	New

Mexico Exports	Share	Growth 2014-2018
Total	US\$ 48.326.000	
1 Spain	97%	0.5%
2 France	3%	82.8%

Guatemala Exports	Share	Growth 2014-2018
Total	US\$ 11.812.000	
1 Spain	99.9%	-10.2%
2 Mauritius	0.1%	New

Belize Exports	Share	Growth 2014-2018
Total	US\$ 13.606.000	
1 Spain	81.1%	81.2%
2 Thailand	11.5%	22.6%
3 Japan	6.2%	92%
4 Turkey	1.3%	-1.4%



Annual export decline between 2014-2018



Annual export growth between 2014-2018

Curaçao's competitive performance

- Curaçao's major regional competitors are **Mexico, El Salvador, Ecuador, Guatemala, Belize** and **Panama**.
- **Mexico is leading** regional competitor but exports relatively stable 2014-2018. Focuses on 2 markets only (Spain and France).
- **Beware** of El Salvador, Ecuador and Belize. All show vigorous growth.
- Guatemala and Panama exports to Spain **declining**.
- All regional competitors have **Spain** as main destination market.
- In Europe, **Italy** and **France** seem potential markets.

The Frozen Yellowfin Tuna Case

PRIORITY MARKETS FOR CURACAO

Destinations with greatest export potential: www.exportpotential.intracen.org



Export Potential Map
SPOT EXPORT OPPORTUNITIES FOR TRADE DEVELOPMENT

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FOR EXPORTER

Curaçao

IN PRODUCT

030342 Tuna (yellowfin), frozi

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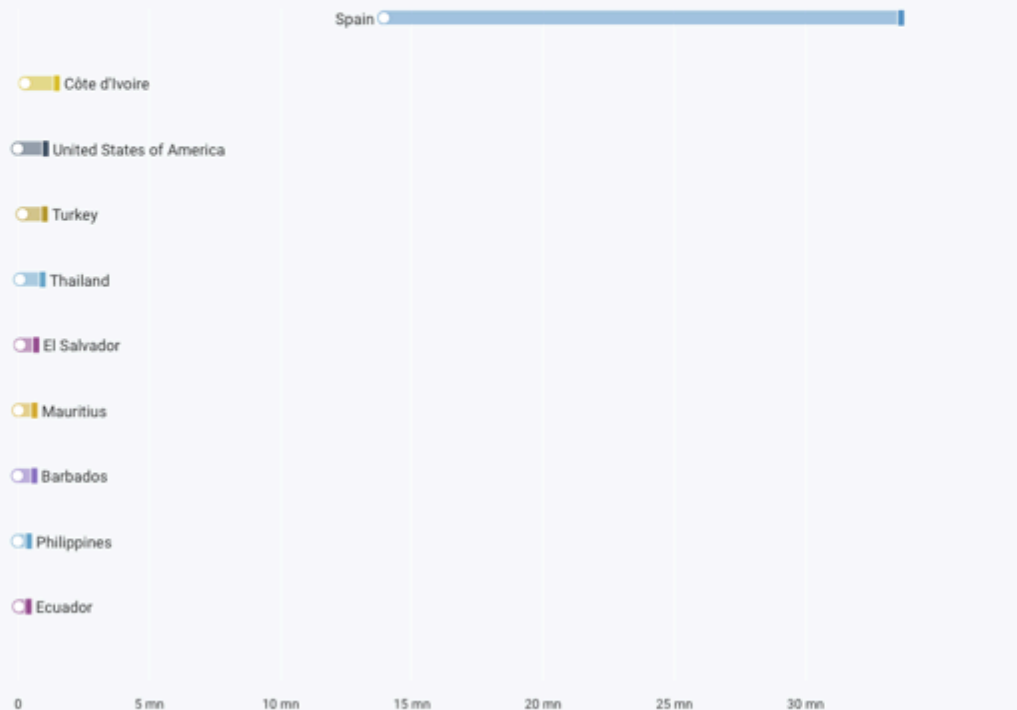
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Spot export potential with

GAP CHART

GEO MAP

ANALYZE EXPORT POTENTIAL



Export in \$ Log scale / Linear scale

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Spain

Untapped Export Potential: US\$ 19.4 million

Côte d'Ivoire Untapped Export Potential: US\$ 0.9 million

United States of America Untapped Export Potential: US\$ 0.75 million

Turkey Untapped Export Potential: US\$ 0.55 million

Thailand Untapped Export Potential: US\$ 0.54 million

El Salvador Untapped Export Potential: US\$ 0.32 million

Mauritius Untapped Export Potential: US\$ 0.3 million

Barbados Untapped Export Potential: US\$ 0.3 million

Philippines Untapped Export Potential: US\$ 0.12 million

Ecuador Untapped Export Potential: US\$ 83 thousand

Markets with potential for Curaçao's exports of Tuna (yellowfin), frozen

Legend

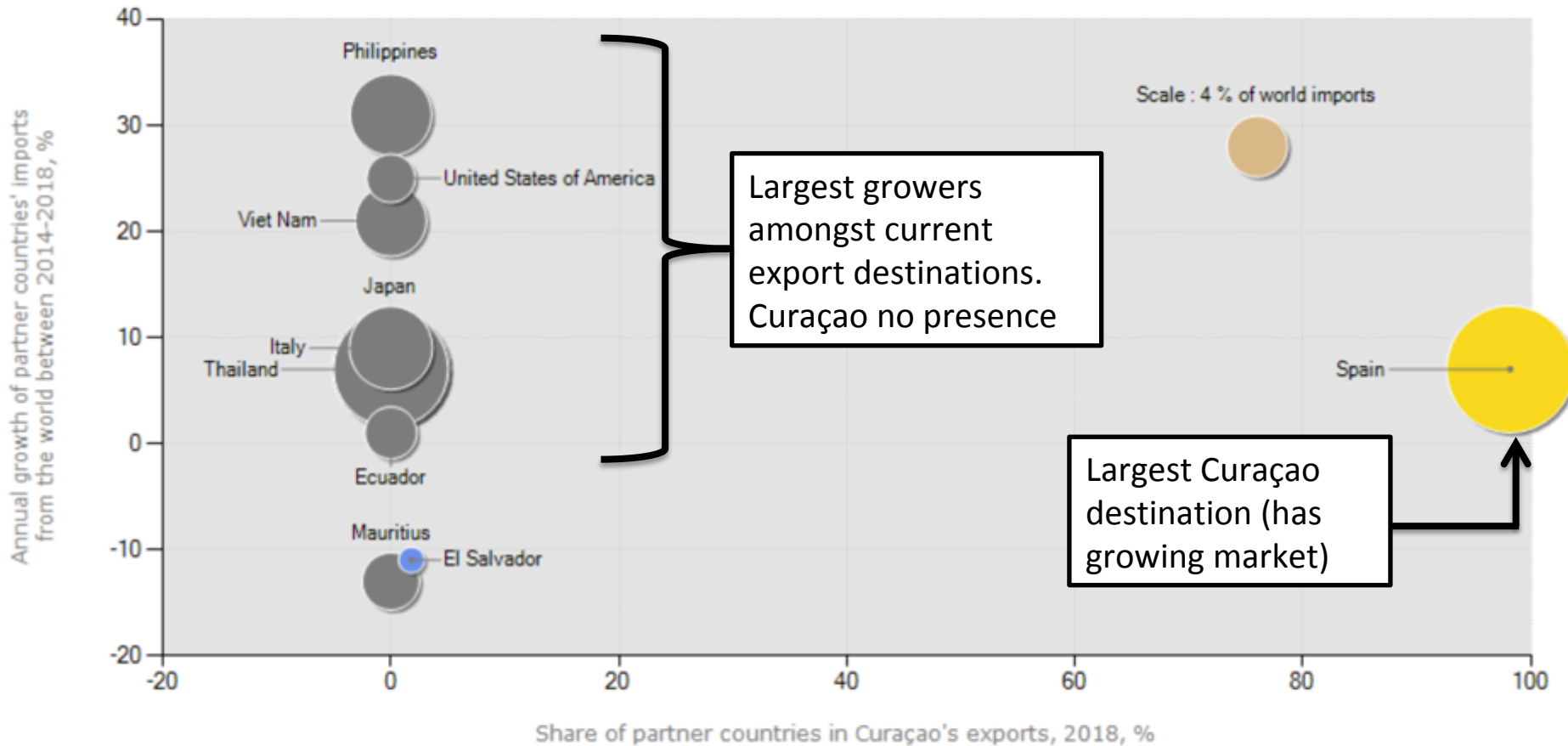
- Export potential
- Actual exports
- Potential to actual exports gap
- EU & West Europe
- West Africa
- ASEAN
- North America
- Middle East
- Latin America
- Caribbean
- East Africa

0 5 mn 10 mn 15 mn 20 mn 25 mn 30 mn

Export in \$

Prospects for Market Diversification: www.trademap.org

Prospects for market diversification for a product exported by Curaçao in 2018
Product : 030342 Frozen yellowfin tunas "Thunnus albacares"



● Curaçao export growth to partner < Partner import growth from the world

● Curaçao export growth to partner > Partner import growth from the world

● N.A.

● Reference bubble

The bubble size is proportional to the share in world imports of partner countries for the selected product



Overview Priority Markets

	Curaçao destination market	Main Global Importers	Regional competitor main destinations	According to untapped export potential map	According to ITC diversification bubble graph
1	Spain	Spain	Spain	Spain	Spain
2	El Salvador	Japan	Costa Rica	Ivory Coast	Philippines
3		Thailand	Italy	USA	USA
4		Italy	El Salvador	Turkey	Vietnam
5		Philippines	Thailand	Thailand	Japan
6		Vietnam	Peru	El Salvador	Italy
7			France	Mauritius	Thailand
8			Japan	Barbados	Ecuador
9			Mauritius	Philippines	
10			Turkey	Ecuador	

Summary Priority Markets

- Potential priority markets can be identified by:
 - Looking at global exports/imports
 - Looking at direct competitor destination markets
 - Looking at ITC's Export Potential Map
 - Looking at ITC's Trademap bubble graphs.

What about Tourism?

Where to focus?



A Strategic Analysis

- What's happening in Curacao?
- What's happening in neighbouring countries?

The United Nations World Tourism Organisation

The screenshot displays the UNWTO Elibrary website. At the top, the URL www.e-unwto.org is shown in red. The header includes the UNWTO logo (a globe with 'UNWTO World Tourism Organization' text) and the large 'eLibrary' title. A navigation bar contains links for HOME, TOURISM STATISTICS (highlighted with a red box), JOURNALS, BOOKS, BAROMETER, HOW TO SUBSCRIBE, FAQ, and CONTACT US. Below the navigation bar is a search bar with the placeholder text 'Enter words / phrases / DOI / ISBN / authors / keywords / etc.', a dropdown menu set to 'Anywhere', and buttons for 'Search' and 'Advanced search'. The main content area is divided into two columns. The left column is titled 'Welcome to the UNWTO Elibrary' and contains three paragraphs of introductory text. The right column is titled 'Tourism Statistics' and contains two paragraphs of text. At the bottom right of the 'Tourism Statistics' section, there is a red-bordered button with the text 'Tourism Statistics »'.

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Please find the detailed list of the countries updated here (January 2019).

Methodological Notes

For a better understanding of the Tourism Statistics, please download:

Methodological Notes to the Tourism Statistics Database, 2019 Edition

Outbound tourism. Methodological Notes

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REPORTS


CURAÇAO

1. Arrivals of non-resident tourists at national borders, by country of residence

	2013	2014	2015	2016	2017	Market share 2017	% Change 2017-2016
TOTAL	440.714	452.042	467.538	441.328	398.820	100,00	-9,63
Netherlands	132.176	141.606	152.373	157.639	158.927	39,85	0,82
United States of America	61.709	53.417	63.188	59.631	61.147	15,33	2,54
Venezuela, Bolivarian Republic of	92.395	98.331	94.726	60.388	28.831	7,23	-52,26
Germany	17.627	19.118	21.344	22.208	20.546	5,15	-7,48
Canada	9.608	12.532	18.501	18.001	19.134	4,80	6,29
Colombia	9.989	11.559	13.738	14.559	17.135	4,30	17,69
Aruba	20.048	17.985	16.310	15.756	12.330	3,09	-21,74
Brazil	10.840	12.049	9.984	10.912	10.796	2,71	-1,06
Suriname	12.395	10.635	11.895	9.875	7.778	1,95	-21,24
Belgium	6.017	6.447	6.231	6.982	6.599	1,65	-5,49
Trinidad and Tobago	5.653	5.379	8.605	7.823	4.589	1,15	-41,34
Dominican Republic	4.875	3.562	3.394	4.260	4.487	1,13	5,33
Other countries of Europe	3.941	3.476	3.951	3.716	3.637	0,91	-2,13
Ecuador	2.079	1.194	1.669	2.690	3.258	0,82	21,12
Switzerland	2.178	2.185	2.531	3.023	2.808	0,70	-7,11
United Kingdom	2.407	2.507	2.684	2.862	2.707	0,68	-5,42
Argentina	2.294	1.750	1.456	1.871	2.493	0,63	33,24
Sweden	1.925	2.401	2.358	2.232	2.116	0,53	-5,20
Other countries of South America	393	2.633	2.500	1.061	2.012	0,50	89,63
France	2.646	2.318	1.969	2.084	1.756	0,44	-15,74
Panama	1.519	1.201	1.302	1.741	1.503	0,38	-13,67
Other countries of the Caribbean	1.469	1.120	1.193	1.711	1.345	0,34	-21,39
Austria	1.281	1.535	1.374	1.563	1.327	0,33	-15,10
Haiti	2.515	1.988	1.692	1.909	1.320	0,33	-30,85
Italy	1.299	1.134	1.512	1.498	1.147	0,29	-23,43
Spain	1.351	1.109	1.084	1.061	986	0,25	-7,07

BELGIUM

Outbound tourism - trips abroad by resident visitors to countries of destination (basis: arrivals in destination countries)

	2013	2014	2015	2016	2017	% of total 2017	
France	4.263.662	4.242.521	4.307.503	4.429.994	4.620.183	23,89%	
Spain	1.873.388	2.177.818	2.271.735	2.301.628	2.475.208	12,80%	
Netherlands	1.673.000	1.828.000	1.965.000	2.132.000	2.224.000	11,50%	
Germany	1.272.710	1.310.693	1.354.616	1.424.482	1.428.974	7,39%	
Italy	1.479.533	1.382.507	1.205.212	1.282.435	1.420.165	7,34%	
United Kingdom	1.174.000	1.122.000	1.175.000	1.048.164	1.148.289	5,94%	
Austria	501.365	514.264	514.637	550.934	570.053	2,95%	
Greece	344.554	409.198	482.524	467.106	526.575	2,72%	
Turkey	651.596	660.857	617.406	413.614	419.998	2,17%	
Thailand	348.987	348.570	321.433	329.756	350.016	1,81%	Curaçao comes 79th position with 6.599 Belgian visitors in 2017 
Portugal	192.717	235.287	293.417	328.538	337.745	1,75%	
Poland	130.000	267.000	283.000	290.000	292.000	1,51%	
United States of America	265.875	288.925	318.329	276.722	278.127	1,44%	
Morocco	272.593	267.308	243.815	238.984	259.658	1,34%	
Switzerland				239.190	255.425	1,32%	
Luxembourg	189.827	202.388	210.186	209.832	211.202	1,09%	
Croatia	159.927	154.394	164.047	182.556	202.796	1,05%	
Bulgaria	94.735	103.754	100.777	119.429	152.739	0,79%	
Ireland	95.000	99.000	121.000	127.000	123.000	0,64%	
Czech Republic	93.560	95.617	101.938	106.238	109.922	0,57%	
Norway	53.769	61.235	70.653	81.524	90.662	0,47%	
Slovenia	54.213	50.752	55.924	63.724	82.007	0,42%	
Hungary	76.789	84.201	80.712	81.958	77.759	0,40%	
Sweden	50.492	60.569	65.531	71.469	76.800	0,40%	
Canada	52.500	55.700	60.500	70.704	74.047	0,38%	
Malta	28.948	31.399	35.937	41.760	73.428	0,38%	
Romania	48.020	54.654	46.694	64.934	71.353	0,37%	
Cabo Verde	46.556	50.943	60.473	62.391	69.680	0,36%	
China	68.404	67.400	65.183	66.650	68.224	0,35%	
Iceland	43.098	39.559	42.549	55.087	60.372	0,31%	
South Africa	49.505	46.426	45.447	52.001	56.945	0,29%	

ARUBA

1. Arrivals of non-resident tourists at national borders, by country of residence

	2013	2014	2015	2016	2017	Market share 2017	% Change 2017-2016
TOTAL	979.254	1.072.082	1.224.935	1.101.954	1.070.548	100,00	-2,85
United States of America	556.258	576.783	621.386	628.765	695.718	64,99	10,65
Venezuela, Bolivarian Republic of	188.020	249.593	350.918	209.128	96.653	9,03	-53,78
Canada	44.338	43.767	44.166	42.059	47.166	4,41	12,14
Netherlands	37.788	36.995	35.632	36.342	37.246	3,48	2,49
Colombia	19.485	23.836	20.716	28.945	33.192	3,10	14,67
Argentina	15.574	12.465	15.395	18.684	27.769	2,59	48,62
Netherlands Antilles	26.682	24.663	26.069	24.220	20.203	1,89	-16,59
United Kingdom	9.315	10.447	12.303	18.428	19.201	1,79	4,19
Brazil	23.293	24.733	20.080	12.858	14.607	1,36	13,60
Chile	5.505	8.605	9.796	10.758	10.036	0,94	-6,71
Italy	5.008	7.099	7.638	7.626	7.888	0,74	3,44
Sweden	7.110	6.742	5.935	6.267	5.994	0,56	-4,36
Germany	3.841	4.362	4.919	4.674	5.783	0,54	23,73
Suriname	6.253	7.224	7.100	6.659	5.271	0,49	-20,84
Peru	1.213	1.250	1.634	3.133	3.977	0,37	26,94
Belgium	2.533	2.412	2.232	2.242	2.178	0,20	-2,85
Switzerland	1.409	1.670	1.776	1.951	2.173	0,20	11,38
Ecuador	1.272	1.432	1.476	2.460	1.972	0,18	-19,84
Mexico	1.744	2.037	1.961	1.798	1.893	0,18	5,28
Dominican Republic	1.685	1.431	1.488	1.502	1.791	0,17	19,24
Spain	1.558	1.734	1.854	1.808	1.700	0,16	-5,97
Uruguay				571	1.355	0,13	137,30
Trinidad and Tobago	1.193	1.159	1.386	1.719	1.173	0,11	-31,76
Norway	2.449	2.099	1.219	1.113	1.114	0,10	0,09
Denmark	532	765	415	380	612	0,06	61,05
Paraguay				553	607	0,06	9,76
Austria	268	294	442	557	602	0,06	8,08
Finland	810	909	828	564	555	0,05	-1,60
Russian Federation	568	630	968	506	550	0,05	8,70
Portugal	256	248	311	339	453	0,04	33,63
Ireland				315	351	0,03	11,43
Japan	186	257	151	150	195	0,02	30,00
Puerto Rico	32	10	27	59	123	0,01	108,47

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- › Footwear

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- › Metal Parts and Components
- › Pipes and Process Equipment
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- › Motion Drives, Control and Automation

Services

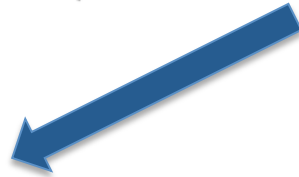
- › Tourism
- › Outsourcing (ITO/BPO)

Exporting fish and seafood to Europe

Europe is an interesting market for fish and seafood exporters. Here you'll find the information you need to help you get fish or seafood products on the European market.

Sector information

- › [What competition do you face?](#)
- › [Which trends offer opportunities?](#)
- › [What requirements should your products comply with?](#)
- › [Through what channels can you get your product onto the European market?](#)



Tips

- › [10 tips to find buyers](#)
- › [10 tips to do business](#)

Studies for specific developing countries

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- › [Shrimp Products](#)
- › [Squid and Cuttlefish](#)
- › [Tilapia](#)

Other sources

[European Federation of National Organisations of Importers and Exporters of Fish \(AIPCE-CEP\)](#) 

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puzzle
pieces?



- **Join us** tomorrow! For **more!**
 - More on **Market Trends, Opportunities** and **Challenges** of doing business in the **EU**.
 - Where and when?
 - WTC, **Wayaka Room - 09:00-10:30**

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