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RESEARCH

INDIAN EXPORTS

THE NEXT TRAJECTORY

Mapping Products and Destinations

A CII Discussion Paper

June 2019



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Abstract

India's export strategy has assumed critical importance in recent years owing to structural shifts in the global trade architecture, rise in domestic competitiveness, upcoming mega regional trade agreements, and other factors. Within this scenario and given limited resources, India needs to identify the right products for targeted exports as well as proactively strategize for marketing them in the top importing nations of the world.

This paper seeks to identify such product lines at the 4-digit HS code level. It undertakes a dual identification process, both by outlining the top imported products of the top importers and by studying India's current export profile in these products. By using various filtration factors, it determines 37 products where India has production capabilities and that it can promote extensively in the top ten importing nations (Annex 1).

Recommendations are offered to boost exports of these identified products. On the domestic front, these are aimed at increasing production and easing hurdles to trade. On the international front, suggestions focus on targeted marketing and brand building as well as identifying and addressing barriers in the importing partner nations.

Introduction

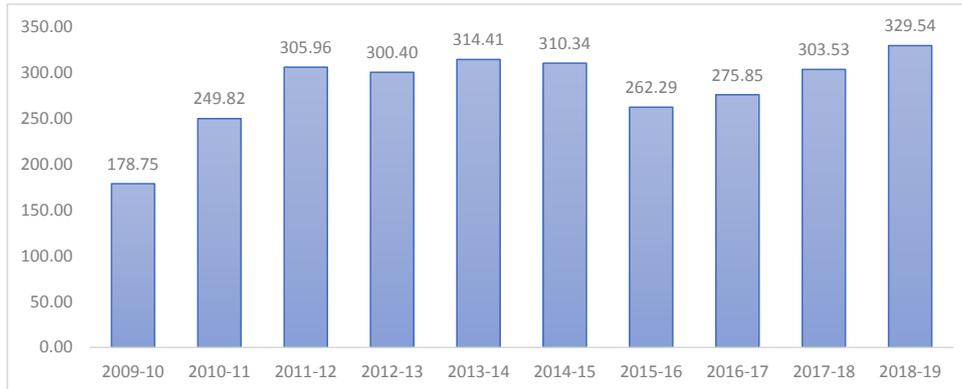
Exports are a critical component of India's growth performance. Boosting export growth, especially in commodities where India has high potential in becoming a leading exporter, requires a targeted strategy to identify such possible export products. Apart from how much and what products the country exports, identifying the right markets for these products is also crucial for devising an export-led growth strategy.

This paper attempts to develop a matrix of which products would be best for India to promote and in which markets these identified products would have the best outcomes. The exercise is undertaken at the 4-digit Harmonized System (HS) code level.

India is among the largest importers in the world, ranking 11th in the list, as of 2018. Its total imported value during 2018 stood at around US\$ 507 billion. In contrast, India's total exports to the world stood at around only US\$ 323 billion, with India's rank as an exporter at the 18th position¹.

Indian exports grew at a Compound Annual Growth Rate (CAGR) of 6.31% between 2009-10 and 2018-19, expanding from US\$ 178.75 billion in 2009-10 to US\$ 329.54 billion in 2018-19 (Figure 1).

¹ Note: All data, except where noted otherwise, is from the International Trade Center (Intracen)

Figure 1: India's total exports 2009-2018 (in US\$ billion)


Note: Estimates for 2018-19 provisional, accessed on 29th April 2019 from Department of Commerce, System on Foreign Trade Performance Analysis (FTPA)

Source: Department of Commerce, Government of India

Table 1 presents the world's top importers with their imported value in 2017 along with India's total exports to these countries in the same year. USA is the world's leading importer with an imported value of US\$ 2,408 billion in 2017, followed by China, Germany, Japan and the UK in the top five slots.

These top ten importers account for 52.8% of the world's total imports at US\$ 9,442 billion.

Table 1 also presents the share of India's exports in the total imports of the top importer nations. India has the highest share in Hong Kong, followed by USA, UK and Italy. However, the value of India's shares in these leading markets is not significant and needs to be expanded further for the country to deepen its global footprint.

Table 1: India's share in world's top 10 importing nations

Country	Imported Value in 2017 (US\$ billion)	India's Exported Value in 2017 (US \$ billion)	Share of India's Exports in Imported Values (%)
United States of America	2,408.48	46.06	1.91
China	1,843.79	12.49	0.68
Germany	1,167.75	8.24	0.71
Japan	671.89	4.50	0.67
United Kingdom	641.33	8.96	1.40
France	613.13	5.04	0.82
Hong Kong	589.32	15.02	2.55
Netherlands	574.10	5.43	0.95
Republic of Korea	478.41	4.37	0.91
Italy	453.39	5.65	1.25
India	444.05	NA	NA

Source: CII calculations based on International Trade Centre statistics



It may be noted that India's overall export share in the world's total imports of US\$ 17,958 billion stands at 1.65%. As per this, it is seen that its presence in most of the top importing nations, except Hong Kong and USA, is below its average share for world imports.

Table 2 presents the top imports of the world at the 2-digit level and India's share in these items.

Table 2: India's share in world's top imports

HS Code	Category	World's Imported Value in 2017 (US\$ billion)	India's Exported Value in 2017 (US\$ billion)	India's share (%)
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	2,745.96	8.80	0.32
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	2,134.19	16.65	0.78
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	1,460.53	16.23	1.11
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	654.95	42.57	6.50
39	Plastics and articles thereof	610.61	5.93	0.97
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	571.72	2.89	0.50
30	Pharmaceutical products	561.67	12.90	2.30
29	Organic chemicals	413.22	13.57	3.28
72	Iron and steel	383.75	11.70	3.05
73	Articles of iron and steel	291.61	6.66	2.28

Note: Mineral fuel, oil and products have been excluded in the determination of top imports

Source: CII calculations based on International Trade Centre statistics

As can be seen, India's share as a percentage of world's top imports is not substantial, particularly in the top three categories of electrical machinery and equipment, machinery and appliances, and vehicles, other than railways or tramways. Even in the categories of organic chemicals and pharmaceutical products, where India has fared reasonably well over the years, there is potential to expand production further to enhance export performance. India's share is highest in the category of natural or cultured pearls and precious stones. However, scope for expanding exports in this group is limited and India is already a leading exporting nation.

Low market share in the top importing markets as well as in the top imports of the world places India far behind in the league of the major exporters on the global map. For capturing greater global market share, it is imperative to identify products where India has a competitive edge, along with the potential markets for exporting these products. More importantly,

appropriate policies must be in place for encouraging production of such export items, with domestic policies aligned to the external environment of the potential markets.

With this backdrop, this paper identifies certain key products that India should focus on for expanding production to enhance its export performance. The analysis approaches the product list from the two angles of requirements of importing nations and significance in India's export profile. It also indicates which products can be targeted at specific markets among the top ten importing nations.

Identification of Export Products with Potential

Methodology

To identify Indian exports with high potential at the 4-digit level, a branching exercise is carried out using data from the International Trade Centre. A two-way classification of exports is undertaken as follows - A) the importing side from a world perspective and B) exporting side from an India perspective.

A. Importing side from a world perspective

- The top 10 importing countries in the world are shortlisted based on total imported value for the year 2017.
- For each of these top 10 importing countries, their top 10 imported products at the 2-digit level are selected. (See Annex)
- From this list, the top three imports at the 4-digit level under each product of the 2-digit level are identified. Therefore, a total of 30 top import items are identified for each of the top 10 importing nations, resulting in a total of 300 products.
- In identifying the top 10 imports, petroleum and oil products are excluded as oil price changes lead to wide fluctuations in the trade of such products. Also, the category "commodities not elsewhere specified" is excluded.
- The final list of top imported products is arrived at after excluding duplications i.e. products which figure among top imports for more than one top importing country.

Applying all these filters, a total of 105 import products are obtained at the 4-digit level.

B. Exporting side from an India perspective

While taking into account the top imports, a parallel analysis is required to determine India's competitiveness in these 105 products. This involves studying products exported from India and the synergies with the earlier list. The analysis further shortlists those products which the India export strategy should prioritize.

The classification is based on a combination of several factors explained below.

Total exported value: Total exported value is India's total export amount of the commodity. Products with higher exported value demonstrate India's capabilities for manufacturing and would have a higher potential as a global export. A value



of US\$ 500 million and above is considered as sizeable or significant for a product with export potential.

World export shares: World export share refers to India's total exports of a product as a percentage of total global exported value of the product. This is indicative of the degree of importance of the Indian product in the world market. Therefore, this is also used as a criterion for deciding the export potential of a product.

World export shares are calculated for the list of 105 products i.e. India's total exported value of the product in 2017 divided by total world exports of the product in the same year, expressed in percentage terms.

The share of India's exports in world exports stands at 1.67%. Products where India's share is lower than 1.67% are excluded, except in those cases where India's exported value is sizeable, namely greater than US\$ 500 million.

India's rank as a top exporter: India's rank for products in the top import items to the top importing nations is taken as a further criterion. There are a total of 35 products for which India is a top supplier/exporter to at least one of the top importing nations.

Frequency as a top exporter: The number of times India as a top exporter features in the top 10 importing nations for a product is also considered. Additionally, the frequency of occurrence of a product imported by the top 10 importing nations is also considered as this throws light on its degree of importance as an import.

Thus, in identifying India's top exports with potential, out of the universe of top 105 imports identified under (A), products are included:

- i. Where India has over \$500 million of exports
- ii. Where India has a global market share of over 1.67%
- iii. Where the product figures in top-ranked import products for 10 leading importing nations
- iv. Where the frequency of India's rank appears more than once in these 10 importers

After applying all the above filters, a total of 37 products is arrived at (Table 1, Annex), where India has significant export potential and may consider production expansion. A product is included if it fulfills at least one of the above criteria. Even after applying such a wide range of filters, India's manufacturing and export capability is limited to less than one-third of the 105 top imported products at the 4-digit level.

Exclusion of Products

While applying quantitative filters based on data as above, the analysis also employs subjective methods in arriving at the focus list of products.

Several products have been excluded even though they met one or more of the criteria mentioned above. Considerations such as a product not belonging to a manufacturing category or a product for which the focus should be on domestic production rather than exports have been taken into account.

For example, the top Indian export as per the criteria followed above is Diamonds (7102). The exported value for Diamonds during 2017 was around US\$ 25 billion and the export share was more than 18%. India is a top exporter of this category to USA, Hong Kong and China. Yet, this category is excluded as the sector has limited manufacturing capacity and production is dependent on availability of diamonds. However, India's market share, which is currently at more than 18% should be protected as India is the leading exporter in many top importing nations. Also, the sector is significant on account of the large-scale employment created by it.

The categories of iron ores and concentrates (2601) and Ferro Alloys (7202) are also excluded on the basis of similar considerations. Moreover, the focus should be on domestic value addition of these products as these are natural resources.

Focus Products

The focus list of products primarily includes sectors where manufacturing capacity can be enhanced. The list may be divided into two parts:

The first part covers products where India is already performing well as a global exporter;

The second part includes potential products where capacities need to be enhanced.

Achievers

In certain products at the 4-digit level, India has already established itself as a leading exporter in the top importing countries. Characterized by high exported values and high world market shares, the top performing products at the HS 2-digit level enjoy ranks of 1-5 for at least one of the top ten importing nations. The categories include natural or cultured pearls, apparel and clothing accessories, copper and articles thereof and pharmaceutical products.

The exported value in 2017 for all these products exceeded US\$ 1 billion and India's share of exports in the world 1.67%², respectively.

The top performing products under these categories at the HS 4-digit level include:

- jewellery and precious metals (7113);
- women's blouses excluding knitted or crocheted (6206);
- refined copper (7403);
- women's/girl's suits, jackets, blazers, dresses (6204) and
- medicaments pertaining to therapeutic uses (3004).

As stated earlier, the study looks at potential exports where manufacturing capacity can be enhanced and therefore the category of diamonds (7102), ferro alloys (7202) and iron ores (2601) have been excluded, despite ranking as top Indian exports to the top importing nations of the world along with high world export shares and high exported value.

² Based on calculations from International Trade Centre Data



Aspirers

This group covers those products where India's ranking in the top 10 importing nations import basket is between 6 and 10.

Even though India ranks among the top 10 sources in these products, there is potential to do much better and capture greater market shares. While most of these products have significant export values, the world market shares for some of these are on the lower side. Therefore, if scaled up, India has the potential of becoming a global leader in the exports of these categories.

The aspirer group primarily includes the HS 2-digit level categories of vehicles, apparel and clothing accessories (knitted), iron and steel, organic chemicals, plastics, apparel and clothing accessories (not knitted) and machinery and appliances.

Specific products under this category at the 4-digit level with significant export value of over \$1 billion and export shares above 1.67% are:

- tractor accessories and motor vehicles (8708);
- knitted or crocheted T-shirts (6109);
- flat-rolled products of iron or non-alloy steel (7208);
- cyclic hydrocarbons (2902);
- heterocyclic compounds (2933);
- flat-rolled products of iron or non-alloy steel (7210);
- polyacetals (3907);
- men's or boy's suits (6203); and
- parts suitable for use solely or principally with internal combustion (8409).

Products with export value less than US\$1 billion and low export shares (less than 1.68%) but among top 10 importers to at least one of the top importing nations are:

- plates, sheets (3920);
- parts suitable for use solely or principally with internal combustion piston (8409);
- pharmaceutical preparations (3006);
- articles for the conveyance or packaging of goods (3923);
- furniture and parts thereof (9403); and
- jerseys, pullovers (6110).

As these products are already a top import in the top importing nations, they can do significantly better if manufacturing is scaled up along with better promotion and marketing activities.

Products with export value less than US\$1 billion, low export shares and not a top import are:

- women's or girls' suits, ensembles (6104);
- jerseys, pullovers (6110); and
- sulphonamides (2935).

Special focus should be on expanding the production of the categories belonging to apparel and clothing accessories as India enjoys competitive advantage both in terms of raw materials and costs along with skilled manpower in these sectors.

Products where capacities need to be enhanced

There are certain products where India despite exporting significant values (over US\$ 500 million) has not been able to capture greater market shares, thus not appearing in the list of products identified as top exports above. The export value demonstrates that the country enjoys the capability to produce and export these items but has not made inroads into key markets.

These include the items as below:

- motor cars and motor vehicles (8703);
- turbojets, turbo propellers (8411);
- telephone sets (8517);
- structures and parts such as bridges etc. (7308);
- motor vehicles for transport of goods (8704);
- insulated wire (8544);
- electrical apparatus (8536) and
- articles of plastic (3926).

Products such as telephone sets (mobile phones), motor cars and vehicles and turbo jets are some of the top exported items globally and India needs to expand capacities in their production urgently to enhance its export presence.

Further, in certain cases, despite a high export market share and a significant export value, India is not a leading exporter of these products to any of the top importing nations, for e.g. antibiotics (2941) and special garments for professional/sporting purposes (6114). Both these categories have world export shares greater than 7.5%. Lack of effective marketing strategies could be a potential reason for the poor performance of these products in the top importers.



Current Policy Regime

The Foreign Trade Policy (FTP) 2015-2020 governs all export and import related activities and aims to enhance the country's exports and their expansion in foreign markets. Under the current FTP, the Government introduced the Merchandise Exports from India Scheme (MEIS), replacing five other similar incentive schemes, including Focus Products and Focus Market Schemes and Market Linked Focus Product Scheme.

The objective of the scheme is to enhance the export competitiveness of certain focus products in the global market by offsetting infrastructural inefficiencies and bringing down associated costs of these products³. Countries are sectioned into three groups with different incentive structure for each group. Focus products eligible for incentives are given at the 8-digit level. The range of products and countries is vast, with the original list of 2015 including almost 5,000 tariff lines which has been further expanded several times.

However, the MEIS scheme being subject to elimination following India's increased per capita income, a different export promotion strategy is to be developed.

To enhance competitiveness of MSME exports, the Government of India increased the interest equalization rate from 3% to 5% under the Interest Equalization Scheme on Pre and Post Shipment Rupee Export Credit. Additionally, with effect from January 2, 2019, merchant exporters have also been included, allowing the equalization rate of 3% per annum for export of products covered under 416 tariff lines identified under the scheme⁴.

With the objective of establishing a robust 'Quality Ecosystem' in India and enhancing the 'Brand India' label, the Government of India launched the Indian National Strategy for Standardization (INSS). The INSS is the result of a broad consensus arrived over several consultations through national and regional conclaves held between 2014 to 2017 that included the participation of experts and stakeholders from Union and State Governments, industry, and regulatory bodies, among others. With the intent of positioning standards as a key driver of all economic activities, the INSS provides a vision for India to become a global leader in standards setting and developing global best practices. Enhancing the competitiveness of Indian goods and services in domestic international markets through standard setting is a key priority of the INSS⁵.

Under GST, the issue of liquidating pending input tax refund for exporters has also been addressed effectively, with 93% of the refunds processed as of 31st July 2018⁶. The remaining refunds mainly comprise those that pertain to manual filing by tractor exporters. Therefore, these would need to be taken up by the jurisdictional officers for bulk filing and should be processed expeditiously.

Given this backdrop of the current policy regime of the country and based on the paper's findings related to India's export potential in certain products, several measures are suggested in the next section for enhancing the competitiveness of Indian exports.

³ <https://www.eepcindia.org/MEIS/about-MEIS-scheme.aspx>

⁴ http://dgft.gov.in/sites/default/files/Trade%20Notice%20No%2045%20dt%201022019_0.pdf

⁵ Indian National Strategy for Standardization, INSS, Department of Commerce, Ministry of Commerce & Industry

⁶ <http://pib.nic.in/newsite/PrintRelease.aspx?relid=181374>

Recommendations

A focused export strategy must be devised, based on two streams. First, domestic manufacturing of the identified products should be aggressively promoted. Second, marketing of these products in the top importing markets must be taken up strongly.

Below are some policy recommendations for bolstering Indian exports in general and for products with significant export potential, as identified in this paper.

A. Promoting domestic production

- i. **Industrial Clusters:** Industrial clusters are known to have some advantages in promoting the growth of a particular sector or industry (Exim Bank, 2014) and are established as an effective means of industrial development. Enterprises can significantly benefit from the common activities and facilities that industrial clusters offer such as management expertise and effective marketing techniques, skilled labor, availability of financing tools, lower costs etc.

Therefore, to build competitiveness of the identified products with export potential, strengthening industrial clusters where these goods are manufactured is critical along with related infrastructure and port connectivity. Common competitiveness centers must be created at industrial clusters to provide holistic competitiveness solutions and comprehensive services to industry.

For example, the capital goods segment at present has a limited number of Common Facility Centers and players have to invest in services such as testing and machining facilities, raising overall manufacturing costs (Exim Bank, 2014). Industrial clusters can be very useful in such situations which can lower costs due to manufacturing consolidation and therefore, development and upgradation of clusters for high export potential products must be a top priority of the Government.

The small and medium sized enterprises can also benefit significantly from industrial clusters. The Ministry of MSME introduced the cluster development approach for enhancing the productivity and capacity building of the Micro and Small Enterprises (MSEs) with the objectives of setting up of common facility centers, upgrading infrastructure and supporting the sustainability and growth of these enterprises. However, these schemes often suffer from poor implementation and design, shortage of funds and lack of strategic focus. Thus, a higher budget must be allocated for cluster development of enterprises and measures must be in place for their effective implementation.

- ii. **Integrating with Global Value Chains:** Participating and integrating into global value chains (GVC) is key for high export growth as well as higher growth prospects for emerging economies. According to the United Nations, there appears to be a positive correlation between participation in GVCs and GDP per capita growth rates, with the fastest growing GVC participation economies growing 2% points above the average (UNCTAD, 2013).



However, India's integration is only partial in the GVC and with respect to only certain products. As per World Trade Organization's (WTO) trade in value added data, India's total GVC participation stands only at around 43.1%⁷. Additionally, the foreign value-added content of India's exports has declined almost 9 percentage points between 2012 and 2016, from 25.1% in 2012 to 16.1% in 2016 as per the OECD's Trade in Value Added Indicator (TIVA)⁸.

For example, the Indian textile and clothing industry, although relatively better integrated into GVCs, is linked at the lower end of the supply chain as it imports fewer inputs used in production of textiles but exports inputs such as dyes and cotton in large amounts to many countries. India should effectively target the shares of many East Asian and South East Asian countries in the textile and clothing industry, which have now moved up the value chain by specializing in capital intensive products (Gupta, 2015)⁹.

Adopting an integrated value-chain approach is critical for establishing global linkages which would require multi-faceted interventions. These include establishing logistics and infrastructure support, skill development incentives, awareness on export promotion, marketing of products as well as better understanding of GVCs. Reviewing taxation policies is also important and issues such as inverted duty structures must be addressed.

Foreign direct investments (FDI) are an important model for participation in GVCs. Key multinational companies could be invited to invest in significant terms in these identified products.

At the same time, focus must also be on indigenous production and design for higher revenues and profits, especially for the products with high export potential. The small and medium sized enterprises must be given the requisite support in terms of better infrastructure, skilled workforce, knowledge etc. so that they can develop their own products and move up the value chain.

- iii. **Facilitating Special Economic Zones (SEZ) and Coastal Economic Zones (CEZ):** The revival and revamping of SEZ policy is a critical component for boosting Indian manufacturing exports. The Special Economic Zones (SEZ) policies must be reframed to create and extend broad based support to industry clusters that cater to exports as well as domestic markets. Tax incentives such as a onetime 100% income tax deduction for a period of 10 years must be in place without a sunset clause i.e. irrespective of the date of establishment of a unit. To incentivize exporters to make further investments and expand operations, minimum alternate tax must be removed for all units.

At the same time, efforts must be in place to make India's policy more WTO compliant with the help of schemes that cater to the needs of the Indian exporters, particularly for sectors with significant export potential. Other

⁷ Trade in Value Added and Global Value Chains: Statistical Profiles https://www.wto.org/english/res_e/status_e/miwi_e/IN_e.pdf

⁸ Trade in Value Added: OECD <http://www.oecd.org/industry/ind/TIVA-2018-India.pdf>

⁹ <http://wtocentre.iiff.ac.in/workingpaper/workingpaper33.pdf>

incentives must also be introduced such as interest subvention schemes for maintaining interest rate parity, duty free provision for capital goods, schemes rebating indirect taxes on operations and provision of free incoming and outgoing warehousing facilities.

For example, in the chemicals sector, the import duties on feedstock and intermediates must be suitably calibrated to incentivize domestic manufacturing of the identified products. Petroleum and petrochemical investment regions should be fast-tracked.

The creation of Coastal Economic Zones (CEZ) with incentives and facilities similar to those in SEZs must be facilitated to further boost exports. These would help in attracting investments and in turn boost both exports and domestic production. Fourteen CEZs have been identified along the coastline of the country in the National Perspective Plan of the Sagarmala Programme¹⁰. These must be fast-tracked with appropriate policy interventions in place.

- iv. **Trade and Investment Agreements:** Trade and investment agreements must be strengthened to develop strong value chains and sourcing of raw materials and intermediate inputs from partner countries for manufacturing.

Among the top ten importing nations, India has Comprehensive Economic Partnership Agreements (CEPA) only with Japan and South Korea. In the last few years, India's trade deficit has widened despite additional market access provided by these trading partners.

Therefore, the trade agreements need to be used more effectively to leverage market access opportunities. Issues such as inverted duty structures, higher capital costs, investments etc. which might be affecting India's trade position need to be examined and addressed to boost bilateral trade. As an example, Japan presents a huge opportunity for the Indian pharmaceutical industry.

India at present is party to thirteen Free Trade Agreements (FTAs) and there are ongoing negotiations with seven more including a Regional Comprehensive Partnership (RCEP) with ASEAN and six other Asian nations. The EU is a market with huge potential, particularly in areas such as textiles. The ongoing negotiations may be concluded in a time bound manner in close consultation with industry.

The Bilateral Investment Treaties (BITs) with respect to taxes and investments must also be reevaluated and amended to facilitate investments. A favorable and stable policy environment for foreign participation in the identified sectors should be the objective.

- v. **Standards and Certifications:** The standards and compliances under the emerging mega regional trade agreements such as Comprehensive and Progressive Agreement for Trans-Pacific Partnership, RCEP, and others is much higher than those in the Indian market.

¹⁰ Potential for Enhancing Exports from Andhra Pradesh, Exim Bank Research Brief, Exim Bank, 2017



Lack of standards and certifications have adversely impacted the export competitiveness of many industries, including sectors such as chemicals, pharmaceuticals and medical devices. Mandatory standards for manufacturing with adequate testing and certification bodies and harmonizing Indian standards with global standards will contribute to enhancing export competitiveness. A National Standards Mission can be instituted for fast tracking standards setting in line with international benchmarks.

Mandatory standards must be established for both producers and sellers across the value chain, at par with global standards. For boosting MSME exports, a Government agency may be set up which provides guidance and raises awareness on standards and certifications for exports and also helps MSMEs in finding potential customers in certain key markets.

- vi. **Technology and Innovation:** For enhancing competitiveness in exports of the specified products, initiatives must be undertaken such as building robust and secure digital infrastructure, early use of technology in schools, simplifying the patent process, incubation centers in tier-2 and tier-3 cities, setting up of centers of excellence to handhold companies in technology development, among others. Capacities need to be enhanced for products such as motor cars and motor vehicles (8703), turbojets, turbo propellers (8411), structures and parts such as bridges etc (7308), which have significant export values but very low global shares.

MSMEs must also be supported for adopting Industry 4.0 to facilitate exports. Training and guiding exporters on advanced manufacturing technologies and adopting modern technology-based methods of marketing for exploring and capturing new markets are further necessary steps.

Production in sectors with future potential such as electric vehicles, certain biological and new medical technology equipment, etc. can also be strategized in advance for stepping up with the help of targeted incentives.

- vii. **Boosting Hi-tech Exports:** India's share in some of the world's top imports in categories such as electrical machinery, mechanical appliances, optical and surgical apparatus continues to be very low. Some of these sectors also cover hi-tech products and with the advent of Industry 4.0, global trade in these products is expected to increase further. Thus, there is also a need to build competencies in hi-tech products.

At present, there are no specific policies that are designed for promoting the manufacturing of the hi-tech sectors in which India has high export potential (CII, 2018).

- viii. **State-wise Identification Approach Based on Comparative Advantage / Performance of Products:** While it is important to promote exports at the national level, it is equally important that this is done at the state level as well. As a first step, manufacturing centers for the specified products should be identified at the state level and promoted by the State Governments. The active involvement of the State Government is absolutely crucial in this respect.

Different states have different capabilities in production and varying levels of comparative advantages in products depending on factors such as natural resources, level of technology etc. For example, Andhra Pradesh has comparative advantage in products such as construction material, vehicles, pharmaceutical products, aircraft, associated transport equipment etc. The coastal region of Andhra Pradesh provides a conducive environment for promoting exports of key items identified in this paper¹¹.

As a second step, it is important to map out specific destinations for exporting these products from the state so that the right infrastructure in terms of logistics and connectivity, export certification centers, and skills and entrepreneurship development can be carried out. For example, to market heterocyclic compounds (HS 2933) to Germany from Andhra Pradesh, certification and export procedures may need to be streamlined in the state.

B. Market promotion

Promotion and marketing of the identified products in the top ten importing nations is required in a systematic and strategic manner.

- i. **Non-tariff Barriers:** There is a need to explore why Indian exports and their shares have not expanded in the top importing nations despite large export values. For example, India's export share of pharmaceutical products as a percentage of Japan's total imports is a meagre 0.22%. This is despite the fact that India is one of the leaders in terms of highest number of drug approvals granted by the US Food and Drug Administration (USFDA).

Complying with extensive product requirements and trade regulations poses significant challenges for exporters. The global environment has undergone major changes in the last few years and an increasing trend towards protectionist policies, especially among the advanced economies have altered trade dynamics. New standards relating to environment and health are being introduced, resulting in hurdles to trade. Regulatory concerns and pricing pressures in the global markets are significantly impacting India's exports as well. These non-tariff barriers need to be identified in the specific destination countries and taken up with the respective governments.

- ii. **Tailored Export Strategies for Top Markets:** There is a need to develop specific export strategies that target the top ten importers. The strategies must be designed taking into consideration the external environment of the particular export market to promote the identified exports with potential, with the help of dedicated offices tasked with promotion of such products. Special emphasis must be placed on markets such as the US, UK, Hong Kong and Italy, where India has substantial export shares (Table 1).

The strategies should also incorporate skilling and training of workers with respect to specialized knowledge about the focus market including specific exports for promotion, language training, marketing knowledge etc.

¹¹ Potential for enhancing Exports from Andhra Pradesh, Exim Bank Research Brief, Exim Bank, 2017



- iii. **Dedicated Export Marketing Centers:** Effective marketing strategies must be adopted to promote the identified sectors in the top importing nations. Centers in top international markets should be set up on the lines of UK trade and Investment (UKTI), Buy USA etc. that are engaged in export promotion, providing information on sourcing, organizing business meets and linking Indian exporters with local buyers.
- iv. **Product Promotion:** Effective marketing should be undertaken by organizing trade fairs, buyer's seller meets, seminars, roadshows and exhibitions for the top identified products. Attention must be placed on brand building and "Brand India" must be promoted through various campaigns ensuring support and large-scale participation in the key markets.
- v. **Policies:** For expanding the market share of Indian product portfolio, the brand building initiatives must be well integrated with India's commercial missions abroad through structured engagements with diplomats. To incentivize greater marketing of products overseas, income tax deduction on marketing expenses should be doubled.

Products with significant export potential, as identified in this paper, must be brought under the ambit of the MEIS scheme as long as it is applicable and greater emphasis must be placed on boosting these specific products and their efficient promotion and marketing in the top global markets. Accordingly, the Export Promotion Councils (EPCs), set up with the objective to promote and develop Indian exports, should actively take up the promotion and marketing of the identified products.

Conclusion

Exports is a direct component of a country's Gross Domestic Product. Thus, boosting exports is key for achieving higher growth and economic prospects.

India is the fastest growing major economy in the world and is expected to grow at the rates of 7.3% in 2019 and 7.5% in 2020, according to International Monetary Fund's World Economic Outlook April 2019 Report, at rates much higher than global growth rates. However, despite achieving impressive growth over the last few years, India's share of exports in the world remain low, around 1.68%. It is therefore imperative for India to establish a focused export led strategy that aims to enhance the competitiveness of products in which it has significant export potential, for fueling further growth as well as sustaining the high growth it has achieved so far.

While a key focus should be to develop competencies in products where India has a natural comparative advantage, it is also important to develop competitiveness in the top globally traded commodities, where India has the potential to expand production and target the top international markets as key export destinations. India's export share in the world's top importing nations is significantly low, which puts it far behind in the league of world's leading exporters. Thus, it is imperative to identify products where India has a competitive edge and expand production to step up India's global share in key markets.

Through an extensive branching exercise, this paper developed a matrix of potential products where India has significant capacities to step up production, considering a combination of factors including world export shares and export values. Some key products identified are in the sectors of apparel and clothing, organic chemicals, machinery and mechanical appliances, pharmaceutical products, among others.

A focused export strategy along with appropriate policy interventions and incentives must be in place to boost the production of identified products in the country. At the same time, marketing and branding policies must be realigned for these products, keeping in mind the increasingly uncertain nature of the external environment, characterized by rising protectionist tendencies and changing global trade dynamics.





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Annex

Table 1: List of focus products

	HS Code	Category	India's Exported Value in 2017 (US\$ million)	India's Export Share	Countries where India Ranks in Top Sources
1.	7113	Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal...	12,779.11	12.04	USA, Hong Kong, UK
2.	3004	Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses...	11,539.75	3.49	USA, UK
3.	8703	Motor cars and other motor vehicles principally designed for the transport of persons...	6,598.26	0.88	–
4.	8708	Parts and accessories for tractors, motor vehicles for the transport of ten or more persons...	4,442.20	1.14	USA
5.	6109	T-shirts, singlets and other vests, knitted or crocheted	2,710.59	6.06	USA, Italy
6.	7208	Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm, hot-rolled, not clad, . . .	2,709.37	5.7	Italy, South Korea
7.	7403	Copper, refined, and copper alloys, unwrought (excluding copper alloys of heading 7405)	2,458.80	4.28	China
8.	6204	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	2,416.91	3.71	UK, France, Japan
9.	2902	Cyclic hydrocarbons	2,301.81	5.14	China, Netherlands, USA
10.	2933	Heterocyclic compounds with nitrogen hetero-atom[s] only	2,209.63	3.83	USA, Japan, Italy, Germany, France
11.	8803	Parts of aircraft and spacecraft of heading 8801 or 8802, n.e.s.	2,197.02	2.46	NA
12.	8411	Turbojets, turbo propellers and other gas turbines	1,766.72	1.53	–
13.	7210	Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm, hot-rolled or cold-rolled . . .	1,620.45	3.23	Germany
14.	6206	Women's or girls' blouses, shirts and shirt-blouses (excluding knitted or crocheted and vests)	1,371.023	9.94	UK



	HS Code	Category	India's Exported Value in 2017 (US\$ million)	India's Export Share	Countries where India Ranks in Top Sources
15.	3907	Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins, . . .	1,198.89	2.23	Italy
16.	6203	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .	1,169.63	1.80	Japan, France
17.	7207	Semi-finished products of iron or non-alloy steel	1,114.14	4.84	Italy
18.	8517	Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . . .	1,038.11	0.19	–
19.	8409	Parts suitable for use solely or principally with internal combustion piston engine of heading . . .	977.32	1.46	Italy
20.	7308	Structures and parts of structures "e.g., bridges and bridge-sections, lock-gates, towers, . . .	931.46	1.95	–
21.	8704	Motor vehicles for the transport of goods, incl. chassis with engine and cab	930.90	0.71	–
22.	2941	Antibiotics	833.82	7.87	–
23.	3920	Plates, sheets, film, foil and strip, of non-cellular plastics, not reinforced, laminated, . . .	822.68	1.47	South Korea
24.	8544	Insulated "incl. enamelled or anodised" wire, cable "incl. coaxial cable" and other insulated . . .	818.20	0.68	–
25.	6104	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .	739.69	2.09	USA
26.	3923	Articles for the conveyance or packaging of goods, of plastics; stoppers, lids, caps and other . . .	716.27	1.37	USA
27.	9403	Furniture and parts thereof, n.e.s. (excluding seats and medical, surgical, dental or veterinary . . .	656.87	0.79	USA
28.	8536	Electrical apparatus for switching or protecting electrical circuits, or for making connections . . .	625.45	0.62	–
29.	3926	Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.	615.18	0.85	–

	HS Code	Category	India's Exported Value in 2017 (US\$ million)	India's Export Share	Countries where India Ranks in Top Sources
30.	6114	Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted	585.428	7.71	–
31.	7219	Flat-rolled products of stainless steel, of a width of ≥ 600 mm, hot-rolled or cold-rolled . . .	564.99	1.90	Netherlands
32.	2922	Oxygen-function amino-compounds	495.49	2.77	Germany
33.	2934	Nucleic acids and their salts, whether or not chemically defined; heterocyclic compounds (excluding . . .	476.55	2.94	USA, Japan
34.	2909	Ethers, ether-alcohols, ether-phenols, ether-alcohol-phenols, alcohol peroxides, ether peroxide, . . .	325.00	2.09	Japan
35.	6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding . . .	316.15	0.61	USA
36.	3006	Pharmaceutical preparations and products of subheadings 3006.10.10 to 3006.60.90	200.45	1.39	USA
37.	2935	Sulphonamides	164.45	1.96	Germany, France

*Note: The import and export trade between two countries of a particular product do not exactly match
 Source: International Trade Centre*



Table 2: Top imports of United States

United States		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other .
		8542 - Electronic integrated circuits; parts thereof
		8528 - Monitors and projectors, not incorporating television reception apparatus; reception apparatus . . .
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines ..
		8411 - Turbojets, turbopropellers and other gas turbines
		8473 - Parts and accessories (other than covers, carrying cases and the like) suitable for use solely . . .
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, . .
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera . . .
		3006 - Pharmaceutical preparations and products of subheadings 3006.10.10 to 3006.60.90
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . . .
		9021 - Orthopaedic appliances, incl. crutches, surgical belts and trusses; splints and other fracture . . .
		9027 - Instruments and apparatus for physical or chemical analysis, e.g. polarimeters, refractometers, . .

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings; . . .	9403 - Furniture and parts thereof, n.e.s. (excluding seats and medical, surgical, dental or veterinary . . .
		9401 - Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excluding medical, . .
		9405 - Lamps and lighting fittings, incl. searchlights and spotlights, and parts thereof, n.e.s; illuminated . . .
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	7102 - Diamonds, whether or not worked, but not mounted or set (excluding unmounted stones for pick-up . . .
		7108 - Gold, incl. gold plated with platinum, unwrought or not further worked than semi-manufactured . . .
		7113 - Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal . . .
39	Plastics and articles thereof	3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s
		3923 - Articles for the conveyance or packaging of goods, of plastics; stoppers, lids, caps and other . . .
		3924 - Tableware, kitchenware, other household articles and toilet articles, of plastics (excluding . . .
29	Organic chemicals	2933 - Heterocyclic compounds with nitrogen hetero-atom[s] only
		2934 - Nucleic acids and their salts, whether or not chemically defined; heterocyclic compounds (excluding.
		2902 - Cyclic hydrocarbons
61	Articles of apparel and clothing accessories knitted or crocheted	6110 - Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding . . .
		6104 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .
		6109 - T-shirts, singlets and other vests, knitted or crocheted



Table 3: Top imports of China

China		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8542 - Electronic integrated circuits; parts thereof
		8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . . .
		8541 - Diodes, transistors and similar semiconductor devices; photosensitive semiconductor devices, . . .
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines . . .
		8486 - Machines and apparatus of a kind used solely or principally for the manufacture of semiconductor . . .
		8473 - Parts and accessories (other than covers, carrying cases and the like) suitable for use solely . . .
26	Ores, slag and ash	2601- Iron ores and concentrates, incl. roasted iron pyrite
		2603 – Copper ores and concentrates
		2602 - Manganese ores and concentrates, incl. ferruginous manganese ores and concentrates, with a . . .
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9013 - Liquid crystal devices not constituting articles provided for more specifically in other heading; . .
		9031 - Measuring or checking instruments, appliances and machines not elsewhere specified in chapter . . .
		9027 - Instruments and apparatus for physical or chemical analysis, e.g. polarimeters, refractometers, . . .
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, . . .
		8714 - Parts and accessories for motorcycles and bicycles and for carriages for disabled persons, . . .

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
39	Plastics and articles thereof	3901 - Polymers of ethylene, in primary forms
		3907 - Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins, . . .
		3920 - Plates, sheets, film, foil and strip, of non-cellular plastics, not reinforced, laminated, . . .
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	7108 - Gold, incl. gold plated with platinum, unwrought or not further worked than semi-manufactured . . .
		7102 - Diamonds, whether or not worked, but not mounted or set (excluding unmounted stones for pick-up . .
		7110 - Platinum, incl. palladium, rhodium, iridium, osmium and ruthenium, unwrought or in semi-manufactured . . .
29	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	2902 - Cyclic hydrocarbons
		2905 - Acyclic alcohols and their halogenated, sulphonated, nitrated or nitrosated derivatives
		2901 - Acyclic hydrocarbons
12	Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal . . .	1201 - Soya beans, whether or not broken
		1205 - Rape or colza seeds, whether or not broken
		1207 - Other oil seeds and oleaginous fruits, whether or not broken (excluding edible nuts, olives,
74	Copper and articles thereof	7403 - Copper, refined, and copper alloys, unwrought (excluding copper alloys of heading 7405)
		7404 - Waste and scrap, of copper (excluding ingots or other similar unwrought shapes, of remelted . . .
		7402 - Copper, unrefined; copper anodes for electrolytic refining



Table 4: Top imports of Germany

Germany		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines . . .
		8411 - Turbojets, turbo propellers and other gas turbines
		8443 - Printing machinery used for printing by means of plates, cylinders and other printing components . . .
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . .
		8542 - Electronic integrated circuits; parts thereof
		8544 - Insulated "incl. enameled or anodised" wire, cable "incl. coaxial cable" and other insulated . . .
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons..
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera .
		3006 - Pharmaceutical preparations and products of subheadings 3006.10.10 to 3006.60.90
39	Plastics and articles thereof	3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.
		3901 - Polymers of ethylene, in primary forms
		3907 - Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . . .
		9021 - Orthopaedic appliances, incl. crutches, surgical belts and trusses; splints and other fracture . . .
		9027 - Instruments and apparatus for physical or chemical analysis, e.g. polarimeters, refractometers, . .
29	Organic chemicals	2933 - Heterocyclic compounds with nitrogen hetero-atom[s] only
		2922 - Heterocyclic compounds with nitrogen hetero-atom[s] only
		2935 - Sulphonamides
72	Iron and steel	7219 - Flat-rolled products of stainless steel, of a width of ≥ 600 mm, hot-rolled or cold-rolled . . .
		7210 - Flat-rolled products of iron or non-alloy steel, of a width ≥ 600 mm, hot-rolled or cold-rolled . . .
		7208 - Flat-rolled products of iron or non-alloy steel, of a width ≥ 600 mm, hot-rolled, not clad, . . .
73	Articles of iron or steel	7326 - Articles of iron or steel, n.e.s. (excluding cast articles)
		7318 - Screws, bolts, nuts, coach screws, screw hooks, rivets, cotters, cotter pins, washers, incl. . . .
		7308 - Structures and parts of structures "e.g., bridges and bridge-sections, lock-gates, towers, . . .
94	Furniture; bedding, mattresses, mattress supports, cushions and similar stuffed furnishings;	9401 - Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excluding medical, . .
		9403 - Furniture and parts thereof, n.e.s. (excluding seats and medical, surgical, dental or veterinary . . .
		9405 - Lamps and lighting fittings, incl. searchlights and spotlights, and parts thereof, n.e.s; illuminated . . .



Table 5: Top imports of Japan

Japan		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . .
		8542 - Electronic integrated circuits; parts thereof
		8544 - Insulated "incl. enamelled or anodised" wire, cable "incl. coaxial cable" and other insulated .
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines..
		8411 - Turbojets, turbo propellers and other gas turbines
		8486 - Machines and apparatus of a kind used solely or principally for the manufacture of semiconductor..
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . .
		9021 - Orthopaedic appliances, incl. crutches, surgical belts and trusses; splints and other fracture . .
		9001 - Optical fibres and optical fibre bundles; optical fibre cables (excluding made up of individually..
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses,..
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera . .
		3006 - Pharmaceutical preparations and products of subheadings 3006.10.10 to 3006.60.90
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, .
		8712 - Bicycles and other cycles, incl. delivery tricycles, not motorized

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
26	Ores, slag and ash	2601 - Iron ores and concentrates, incl. roasted iron pyrites
		2603 - Copper ores and concentrates
		2608 - Zinc ores and concentrates
29	Organic chemicals	2933 - Heterocyclic compounds with nitrogen hetero-atom[s] only
		2934 - Nucleic acids and their salts, whether or not chemically defined; heterocyclic compounds..
		2909 - Ethers, ether-alcohols, ether-phenols, ether-alcohol-phenols, alcohol peroxides, ether peroxide, .
39	Plastics and articles thereof	3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.
		3907 - Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins,
		3923 - Articles for the conveyance or packaging of goods, of plastics; stoppers, lids, caps and other . . .
62	Articles of apparel and clothing accessories not knitted or crocheted	6204 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .
		6203 - Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . .
		6202 - Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .
61	Articles of apparel and clothing accessories knitted or crocheted	6110 - Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding . . .
		6109 - T-shirts, singlets and other vests, knitted or crocheted
		6104 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .



Table 6: Top imports of United Kingdom

United Kingdom		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8411 - Turbojets, turbo propellers and other gas turbines
		8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines...
		8409 - Parts suitable for use solely or principally with internal combustion piston engine of heading...
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons...
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television..	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other..
		8544 - Insulated "incl. enamelled or anodised" wire, cable "incl. coaxial cable" and other insulated . . .
		8528 - Monitors and projectors, not incorporating television reception apparatus; reception apparatus . . .
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	7108 - Gold, incl. gold plated with platinum, unwrought or not further worked than semi-manufactured . . .
		7110 - Platinum, incl. palladium, rhodium, iridium, osmium and ruthenium, unwrought or in semi-manufactured . . .
		7113 - Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal . . .
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera . . .
		3003 - Medicaments consisting of two or more constituents mixed together for therapeutic or prophylactic . . .

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
39	Plastics and articles thereof	3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.
		3923 - Articles for the conveyance or packaging of goods, of plastics; stoppers, lids, caps and other . . .
		3920 - Plates, sheets, film, foil and strip, of non-cellular plastics, not reinforced, laminated, . . .
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . . .
		9021 - Orthopaedic appliances, incl. crutches, surgical belts and trusses; splints and other fracture . . .
		9032 - Regulating or controlling instruments and apparatus (excluding taps, cocks and valves of heading . . .
88	Aircraft, spacecraft, and parts thereof	8802 - Powered aircraft "e.g. helicopters and aeroplanes"; spacecraft, incl. satellites, and suborbital . . .
		8803 - Parts of aircraft and spacecraft of heading 8801 or 8802, n.e.s.
		8804 - Parachutes, incl. dirigible parachutes and paragliders, and rotochutes; parts thereof and accessories . . .
61	Articles of apparel and clothing accessories knitted or crocheted	6110 - Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding . . .
		6109 - T-shirts, singlets and other vests, knitted or crocheted
		6104 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .
62	Articles of apparel and clothing accessories not knitted or crocheted	6204 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .
		6203 - Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .
		6206 - Women's or girls' blouses, shirts and shirt-blouses (excluding knitted or crocheted and vests)



Table 7: Top imports of France

France		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8411 - Turbojets, turbo propellers and other gas turbines
		8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines .
		8443 - Printing machinery used for printing by means of plates, cylinders and other printing components . . .
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, . .
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
85	Electrical machinery and equipment and parts thereof;	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . .
		8542 - Electronic integrated circuits; parts thereof
		8544 - Insulated "incl. enamelled or anodised" wire, cable "incl. coaxial cable" and other insulated . . .
39	Plastics and articles thereof	3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.
		3923 - Articles for the conveyance or packaging of goods, of plastics; stoppers, lids, caps and other . . .
		3920 - Plates, sheets, film, foil and strip, of non-cellular plastics, not reinforced, laminated, . . .
88	Aircraft, spacecraft, and parts thereof	8803 - Parts of aircraft and spacecraft of heading 8801 or 8802, n.e.s.
		8802 - Parts of aircraft and spacecraft of heading 8801 or 8802, n.e.s.
		8804 - Parachutes, incl. dirigible parachutes and paragliders, and rotochutes; parts thereof and accessories . . .

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera . . .
		3001 - Dried glands and other organs for organo-therapeutic uses, whether or not powdered; extracts .
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . . .
		9021 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . . .
		9032 - Regulating or controlling instruments and apparatus (excluding taps, cocks and valves of heading . . .
29	Organic chemicals	2937 - Hormones, prostaglandins, thromboxanes and leukotrienes, natural or reproduced by synthesis; derivatives and structural...
		2933 - Heterocyclic compounds with nitrogen hetero-atom[s] only
		2935 - Sulphonamides
72	Iron and Steel	7208 - Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm, hot-rolled, not clad, plated or coated
		7210 - Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm, hot-rolled or cold-rolled "cold-reduced", clad, plated or coated
		7219 - Flat-rolled products of stainless steel, of a width of \geq 600 mm, hot-rolled or cold-rolled "cold-reduced"
62	Articles of apparel and clothing accessories not knitted or crocheted	6204 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .
		6203 - Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .
		6202 - Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .



Table 8: Top imports of Hong Kong

Hong Kong		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8542 - Electronic integrated circuits; parts thereof
		8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . . .
		8541 - Diodes, transistors and similar semiconductor devices; photosensitive semiconductor devices, . . .
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	7108 - Gold, incl. gold plated with platinum, unwrought or not further worked than semi-manufactured . . .
		7102 - Diamonds, whether or not worked, but not mounted or set (excluding unmounted stones for pick-up . . .
		7113 - Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal . . .
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines . . .
		8473 - Parts and accessories (other than covers, carrying cases and the like) suitable for use solely . . .
		8411 - Turbojets, turbo propellers and other gas turbines
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9013 - Liquid crystal devices not constituting articles provided for more specifically in other heading; .
		9001 - Optical fibres and optical fibre bundles; optical fibre cables (excluding made up of individually .
		9027 - Instruments and apparatus for physical or chemical analysis, e.g. polarimeters, refractometers, . .
39	Plastics and articles thereof	3907 - Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins,
		3903 - Polymers of styrene, in primary forms
		3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
91	Clocks and watches and parts thereof	9102 - Wrist-watches, pocket-watches and other watches, incl. stop-watches (excluding of precious metal or of metal clad with precious metal)
		9101 - Wrist-watches, pocket-watches and other watches, incl. stop-watches, with case of precious metal or of metal clad with precious metal (excluding with backs made of steel)
		9108 - Watch movements, complete and assembled
02	Meat and edible meat offal	0206 - Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies, fresh, chilled or frozen
		0202 - Meat of bovine animals, frozen
		0207 - Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys and guinea fowls, fresh, chilled or frozen
61	Articles of apparel and clothing accessories knitted or crocheted	6110 - Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding wadded waistcoats)
		6109 - T-shirts, singlets and other vests, knitted or crocheted
		6104 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, bib and brace overalls, breeches ...
95	Toys, games and sports requisites; parts and accessories thereof	9504 - Video game consoles and machines, articles for funfair, table or parlour games, incl. pintables,..
		9503 - Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys...
		9506 - Articles and equipment for general physical exercise, gymnastics, athletics, other sports, incl. table-tennis,...



HS Code (2 digit)	Category	Top 3 Imports (4 digit)
62	Articles of apparel and clothing accessories not knitted or crocheted	<p>6204 - Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts,...</p> <p>6203 - Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches,..</p> <p>6212 - Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, of all types of textile materials,...</p>

Table 9: Top imports of Netherlands

Netherlands		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines ..
		8443 - Printing machinery used for printing by means of plates, cylinders and other printing components . . .
		8473 - Parts and accessories (other than covers, carrying cases and the like) suitable for use solely . . .
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other..
		8542 - Electronic integrated circuits; parts thereof
		8528 - Monitors and projectors, not incorporating television reception apparatus; reception apparatus . . .
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons...
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, . . .
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . . .
		9021 - Orthopaedic appliances, incl. crutches, surgical belts and trusses; splints and other fracture . . .
		9002 - Lenses, prisms, mirrors and other optical elements, of any material, mounted, being parts of . .
39	Plastics and articles thereof	3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.
		3923 - Articles for the conveyance or packaging of goods, of plastics; stoppers, lids, caps and other . . .
		3920 - Plates, sheets, film, foil and strip, of non-cellular plastics, not reinforced, laminated, . . .



HS Code (2 digit)	Category	Top 3 Imports (4 digit)
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera . . .
		3005 - Wadding, gauze, bandages and the like, e.g. dressings, adhesive plasters, poultices, impregnated . . .
29	Organic chemicals	2902 - Cyclic hydrocarbons
		2901 - Acyclic hydrocarbons
		2905 - Acyclic alcohols and their halogenated, sulphonated, nitrated or nitrosated derivatives
72	Iron and Steel	7219 - Flat-rolled products of stainless steel, of a width of ≥ 600 mm, hot-rolled or cold-rolled . . .
		7204 - Ferrous waste and scrap; remelting scrap ingots of iron or steel (excluding slag, scale and . . .
		7208 - Flat-rolled products of iron or non-alloy steel, of a width ≥ 600 mm, hot-rolled, not clad, . . .
38	Miscellaneous chemical products	3826 - Biodiesel and mixtures thereof, not containing or containing < 70 % by weight of petroleum . . .
		3822 - Diagnostic or laboratory reagents on a backing, prepared diagnostic or laboratory reagents . .
		3823 - Diagnostic or laboratory reagents on a backing, prepared diagnostic or laboratory reagents . .
73	Articles of iron or steel	7308 - Structures and parts of structures "e.g., bridges and bridge-sections, lock-gates, towers, . . .
		7326 - Articles of iron or steel, n.e.s. (excluding cast articles)
		7318 - Screws, bolts, nuts, coach screws, screw hooks, rivets, cotters, cotter pins, washers, incl. . . .

Table 10: Top imports of Republic of Korea

South Korea		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8542 - Electronic integrated circuits; parts thereof
		8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other . .
		8541 - Diodes, transistors and similar semiconductor devices; photosensitive semiconductor devices, . . .
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8486 - Machines and apparatus of a kind used solely or principally for the manufacture of semiconductor .
		8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines ..
		8473 - Parts and accessories (other than covers, carrying cases and the like) suitable for use solely . . .
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof	9013 - Liquid crystal devices not constituting articles provided for more specifically in other heading; lasers (excluding laser diodes); other optical appliances ...
		9031 - Measuring or checking instruments, appliances and machines not elsewhere specified in chapter 90; profile projectors
		9027 - Instruments and apparatus for physical or chemical analysis, e.g. polarimeters, refractometers, spectrometers, gas or smoke analysis apparatus; instruments and apparatus for measuring or checking viscosity, porosity,...
72	Iron and steel	7208 - Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm, hot-rolled, not clad, plated or coated
		7204 - Ferrous waste and scrap; remelting scrap ingots of iron or steel (excluding slag, scale and other waste from the production of iron or steel; radioactive waste..
		7202 - Ferro-alloys



HS Code (2 digit)	Category	Top 3 Imports (4 digit)
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. station wagons and racing cars (excluding motor vehicles of heading 8702)
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons,...
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
26	Ores, slag and ash	2601 - Iron ores and concentrates, incl. roasted iron pyrites
		2603 - Copper ores and concentrates
		2608 - Zinc ores and concentrates
29	Organic chemicals	2902 - Cyclic hydrocarbons
		2905 - Acyclic alcohols and their halogenated, sulphonated, nitrated or nitrosated derivatives
		2901 - Acyclic hydrocarbons
39	Plastics and articles thereof	3920 - Plates, sheets, film, foil and strip, of non-cellular plastics, not reinforced, laminated, supported or similarly combined with other materials, without backing, unworked or merely surface-worked..
		3907 - Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins, polyallyl esters and other polyesters, in primary forms
		3926 - Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s.

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
38	Miscellaneous chemical products	3824 - Prepared binders for foundry moulds or cores chemical products and preparations for the chemical or allied industries, incl...
		3818 - Chemical elements and compounds doped for use in electronics, in the form of discs, wafers, cylinders, rods or similar forms, or cut into discs, wafers or similar forms,...
		3815 - Reaction initiators, reaction accelerators and catalytic preparations, n.e.s. (excluding rubber accelerators)
28	Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, of radioactive elements or of isotopes	2844 - Radioactive chemical elements and radioactive isotopes, incl. their fissile or fertile chemical elements and isotopes...
		2804 - Hydrogen, rare gases and other non-metals
		2853 - norganic compounds, incl. distilled or conductivity water and water of similar purity, n.e.s.; liquid air,...



Table 11: Top imports of Italy

Italy		
HS Code (2 digit)	Category	Top 3 Imports (4 digit)
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	8703 - Motor cars and other motor vehicles principally designed for the transport of persons, incl. . .
		8708 - Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, . .
		8704 - Motor vehicles for the transport of goods, incl. chassis with engine and cab
84	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	8471 - Automatic data-processing machines and units thereof; magnetic or optical readers, machines ..
		8409 - Parts suitable for use solely or principally with internal combustion piston engine of heading...
		8443 - Printing machinery used for printing by means of plates, cylinders and other printing components . . .
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . .	8517 - Telephone sets, incl. telephones for cellular networks or for other wireless networks; other .
		8536 - Electrical apparatus for switching or protecting electrical circuits, or for making connections .
		8544 - Insulated "incl. enameled or anodised" wire, cable "incl. coaxial cable" and other insulated . . .
30	Pharmaceutical products	3004 - Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put..
		3002 - Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera . .
		3006 - Pharmaceutical preparations and products of subheadings 3006.10.10 to 3006.60.90
39	Plastics and articles thereof	3901 - Polymers of ethylene, in primary forms
		3907 - Polyacetals, other polyethers and epoxide resins, in primary forms; polycarbonates, alkyd resins,
		3902 - Polymers of propylene or of other olefins, in primary forms

HS Code (2 digit)	Category	Top 3 Imports (4 digit)
72	Iron and Steel	7208 - Flat-rolled products of iron or non-alloy steel, of a width \geq 600 mm, hot-rolled, not clad, . .
		7219 - Flat-rolled products of stainless steel, of a width of \geq 600 mm, hot-rolled or cold-rolled . .
		7207 - Semi-finished products of iron or non-alloy steel
29	Organic chemicals	2933 - Heterocyclic compounds with nitrogen hetero-atom[s] only
		2937 - Hormones, prostaglandins, thromboxanes and leukotrienes, natural or reproduced by synthesis; derivatives and structural...
		2941 - Antibiotics
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical . . .	9018 - Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. . .
		9021 - Orthopaedic appliances, incl. crutches, surgical belts and trusses; splints and other fracture . .
		9027 - Instruments and apparatus for physical or chemical analysis, e.g. polarimeters, refractometers, . .
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . .	7108 - Gold, incl. gold plated with platinum, unwrought or not further worked than semi-manufactured . . .
		7113 - Articles of jewellery and parts thereof, of precious metal or of metal clad with precious metal . .
		7110 - Platinum, incl. palladium, rhodium, iridium, osmium and ruthenium, unwrought or in semi-manufactured . . .
61	Articles of apparel and clothing accessories knitted or crocheted	6110 - Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding . . .
		6109 - T-shirts, singlets and other vests, knitted or crocheted
		6114 - Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted



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