

***ROLE OF OCIPED  
IN  
EXPORT DEVELOPMENT***

***MAY 2009***

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- **Strategy for development of non-oil Omani origin exports**
    - *Identification of Thrust Products*
    - *Identification of Target Markets*
    - *Market Studies for Specific Countries*
    - *Market Studies for Specific Products*
  
  - **Provide Trade & Market Intelligence**
    - *Oman TradeMap*
    - *Oman ProductMap*
    - *Trade Secrets Document*
    - *Generalized System of Preferences (GSP)*
    - *Produce Trade Reports*
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# **STRATEGY FOR DEVELOPMENT OF NON-OIL OMANI ORIGIN EXPORTS**



## **THRUST PRODUCTS**

1. Detergents
2. Biscuits
3. Electric cable
4. Optic fiber cables
5. Paints
6. Electric Transformers
7. Cement
9. Tableware/ Kitchenware
10. Aluminium profiles
11. Automotive batteries
12. Mattresses
13. PVC Tubes & Pipes
14. Vegetable Oil
15. Fruit Juices
17. BOPP Film
18. Metal Furniture
19. Wooden Furniture
20. Steel Ingots
21. Steel Bars
22. Steel Tubes
23. Potato Chips
24. Ceramic tiles & Sanitary ware

***THE PRODUCT SPECIFIC MARKET STUDIES HAVE HELPED OMANI EXPORTERS TO HAVE A GOOD INSIGHT INTO TARGET MARKETS***

# STRATEGY FOR DEVELOPMENT OF NON-OIL OMANI ORIGIN EXPORTS



## IDENTIFICATION OF TARGET COUNTRIES

<b>TARGET MARKETS</b>	
<b>Arab Countries</b>	<b>Non-Arab Countries</b>
Yemen	Kenya
Syria	Tanzania
Sudan	Iran
Libya	Ethiopia
Tunisia	
Iraq	
Jordan	

## PROVIDE TRADE & MARKET INTELLIGENCE



### OMAN TRADEMAP

- **Oman TradeMap, established in association with International Trade Center/Geneva, is a database on product trade flows.**
- **It provides Exporters with trade information and market intelligence**
  - Refinement of the selection of priority markets
  - Analysis of present export markets
  - Overview of competitors in global markets
  - Assessment of competitors in specific export markets
  - Review of opportunities for product diversification in a specific export market
  - Analysis of potential trade
  - Provides Customs duty for over 5000 products in 180 countries.
- **Oman TradeMap, launched on 7<sup>th</sup> October 2001.**
- **Sultanate of Oman is the first country in the GCC and second in Arab states to establish TradeMap.**



## PROVIDE TRADE & MARKET INTELLIGENCE

### TRADE SECRETS

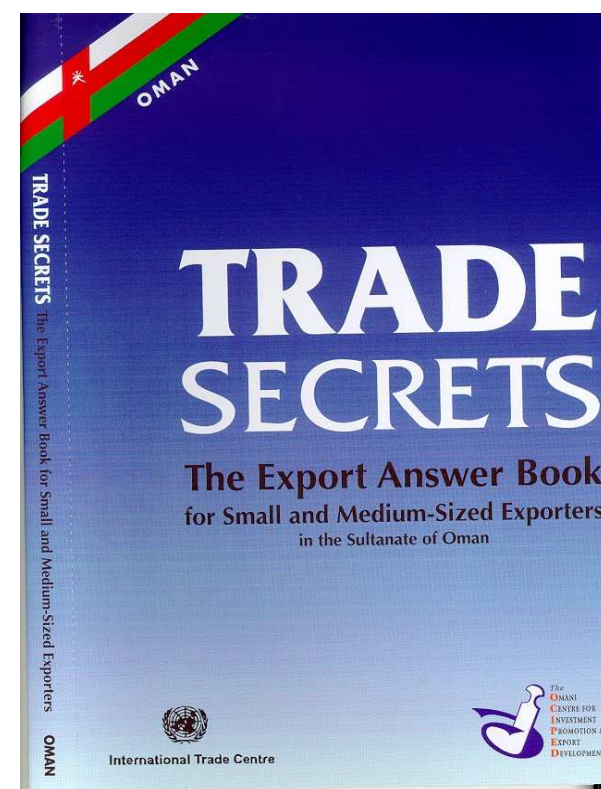


**‘Trade Secrets Document of Sultanate of Oman is a reference guide published in coordination with International Trade Center/Geneva providing a comprehensive overview of the export process.’**

It provides practical information on aspects of the export operation such as standard practices, procedures, addresses, phone and fax contacts, and sources of assistance for Small and Medium Exporters.

### *How The Publication Is Structured*

- One page Question & Answer
- Consists of 14 Chapters
- Answers 147 questions
- Concise and Easy to understand
- References on each page



***2<sup>ND</sup> EDITION OF THE Trade Secrets (Arabic & English edition) launched on 17<sup>th</sup> MAY 2006.***

**Sultanate of Oman is the first country in the GCC and 3<sup>rd</sup> country in the Arab states to publish Trade Secrets Document**

# PROVIDE TRADE & MARKET INTELLIGENCE

## THE GENERALIZED SYSTEM OF PREFERENCES



*The GSP, which is essentially a preferential tariff system, provides advantages to developing countries by enabling qualifying products to enter markets of donor countries at reduced or totally eliminated rates of duty, and thus at more competitive prices. GSP data for European Union and Japan are available.*

OCIPED GSP - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.ociped.com/gsp/index.asp

**GSP SCHEME FOR SULTANATE OF OMAN**

OCIPED UNCTAD

Code

Country

Description

Clear Start Search Introduction Website Form 'A'

Code	Product Description	Country
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Number of Result Rows: 0 Click for details on any row

MNF Tariff:  
Rate  Specific

GSP Tariff:  
Rate  Specific

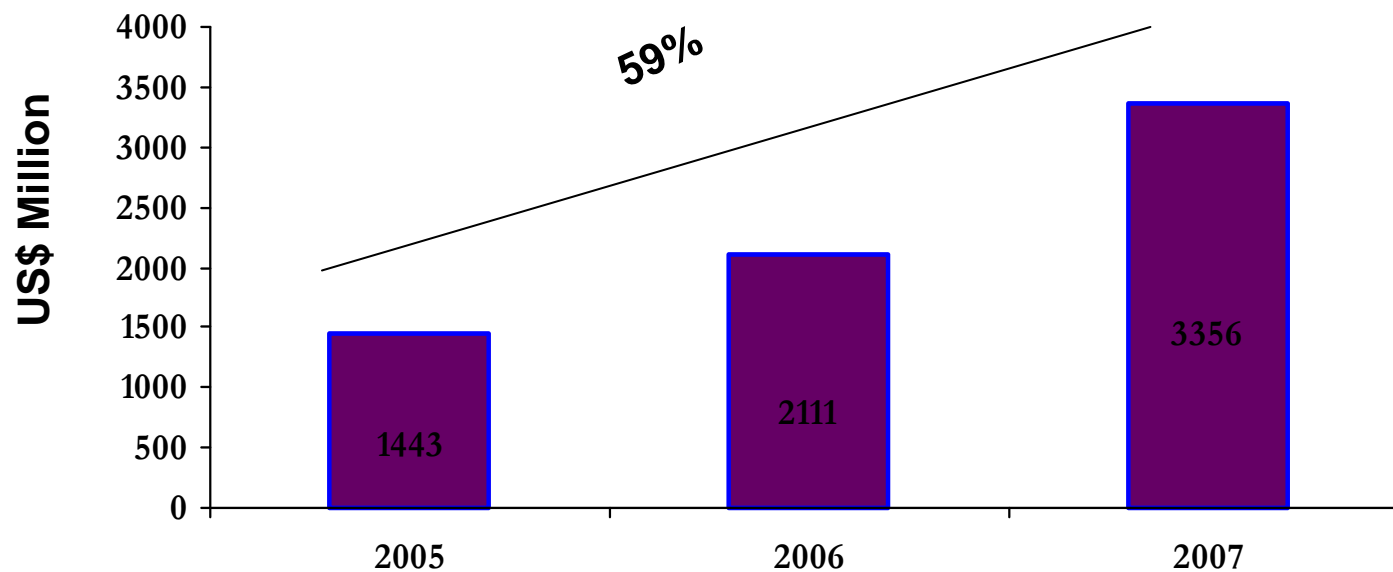
The MNF and GSP rates are for the year

- US Importers Database ([www.piers.com](http://www.piers.com))
  - Imatch Software
-

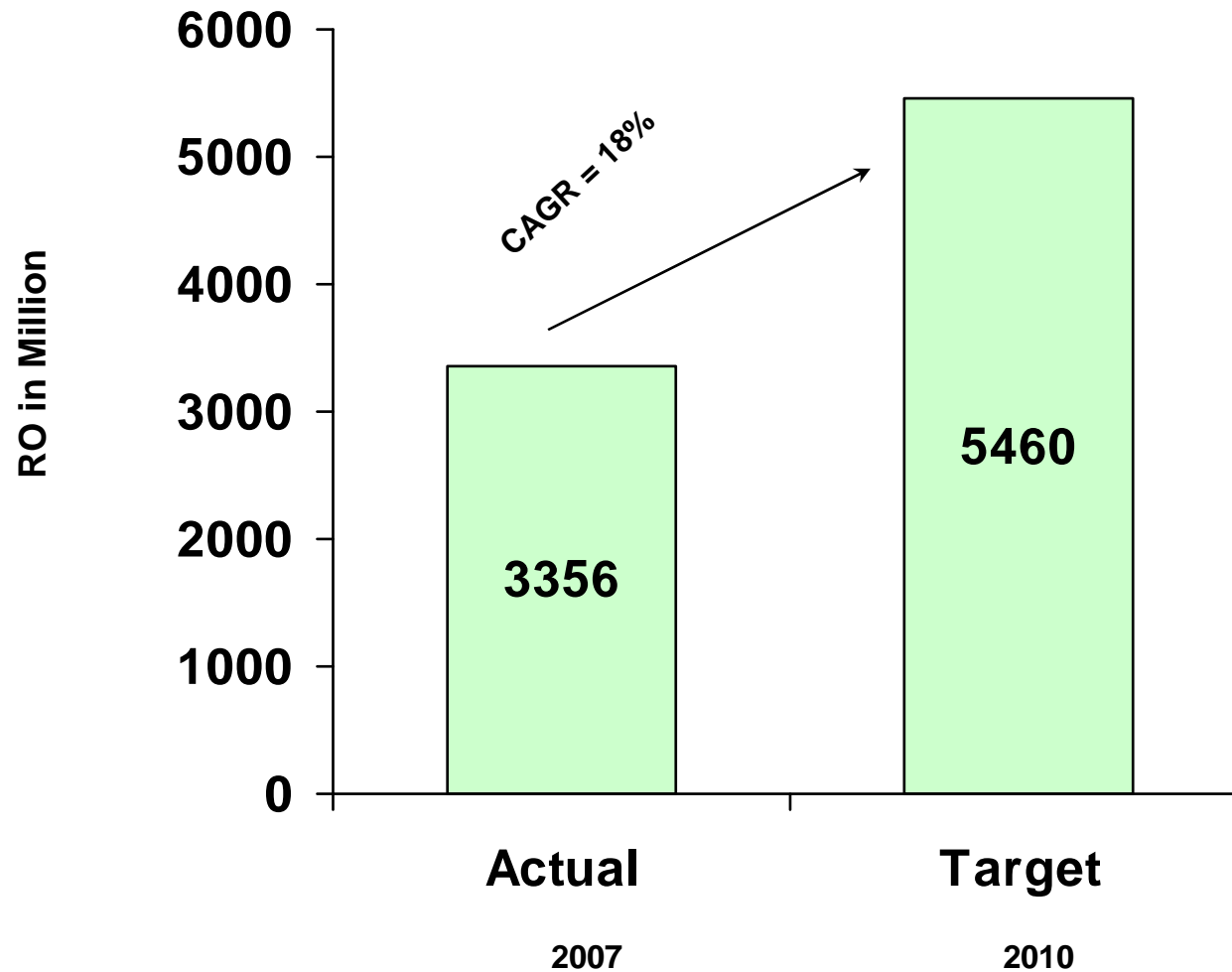
## RESULTS



The value of Omani origin exports have touched US\$ 3305 Million during the year 2007 as against US\$ 2079 Million during the year 2006 registering an impressive growth rate of 59%.



## TARGET FOR NON-OIL OMANI ORIGIN EXPORTS 2010



***THANK YOU***

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