

# EXPORTS OPPORTUNITIES IN COTE D'IVOIRE

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# □ Market Overview

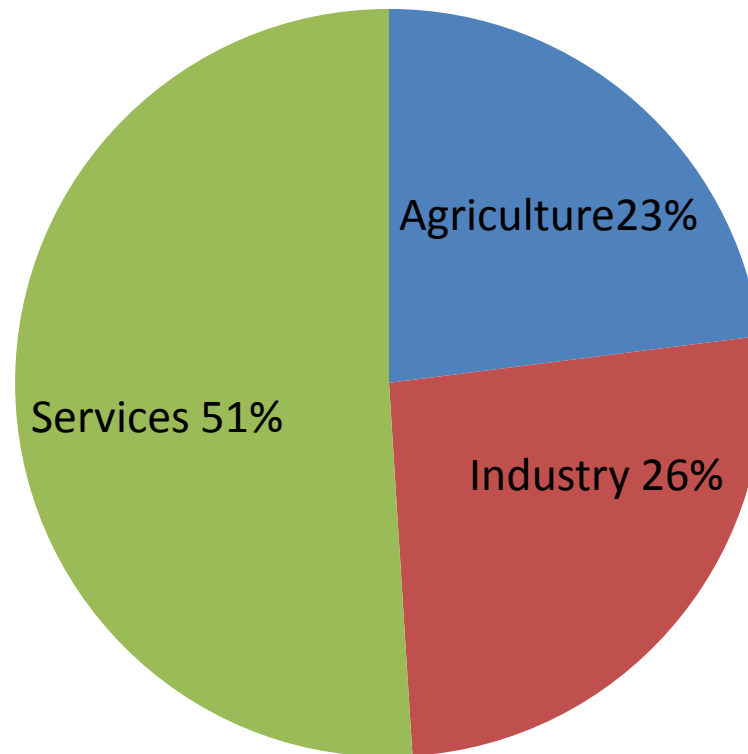
- ❖ 19 million population
- ❖ GDP (current \$): 18.9 billion
- ❖ GNI per capita: \$900
- ❖ GDP Growth : 2.9 % (2008) – CI recorded positive growth over past 5 years after declines in 2002 & 2003 due to political crisis
  
- ❖ Exports: \$ 7.7 billion (2007)
- ❖ Imports: \$ 6.3 billion (2007)
- ❖ U.S. Exports to Cote d'Ivoire up 10% to \$162 million (2007) - wheat, corn, food, plastic material, chemicals, drilling and oil field equipments, telecom equipment, paper and paper board,

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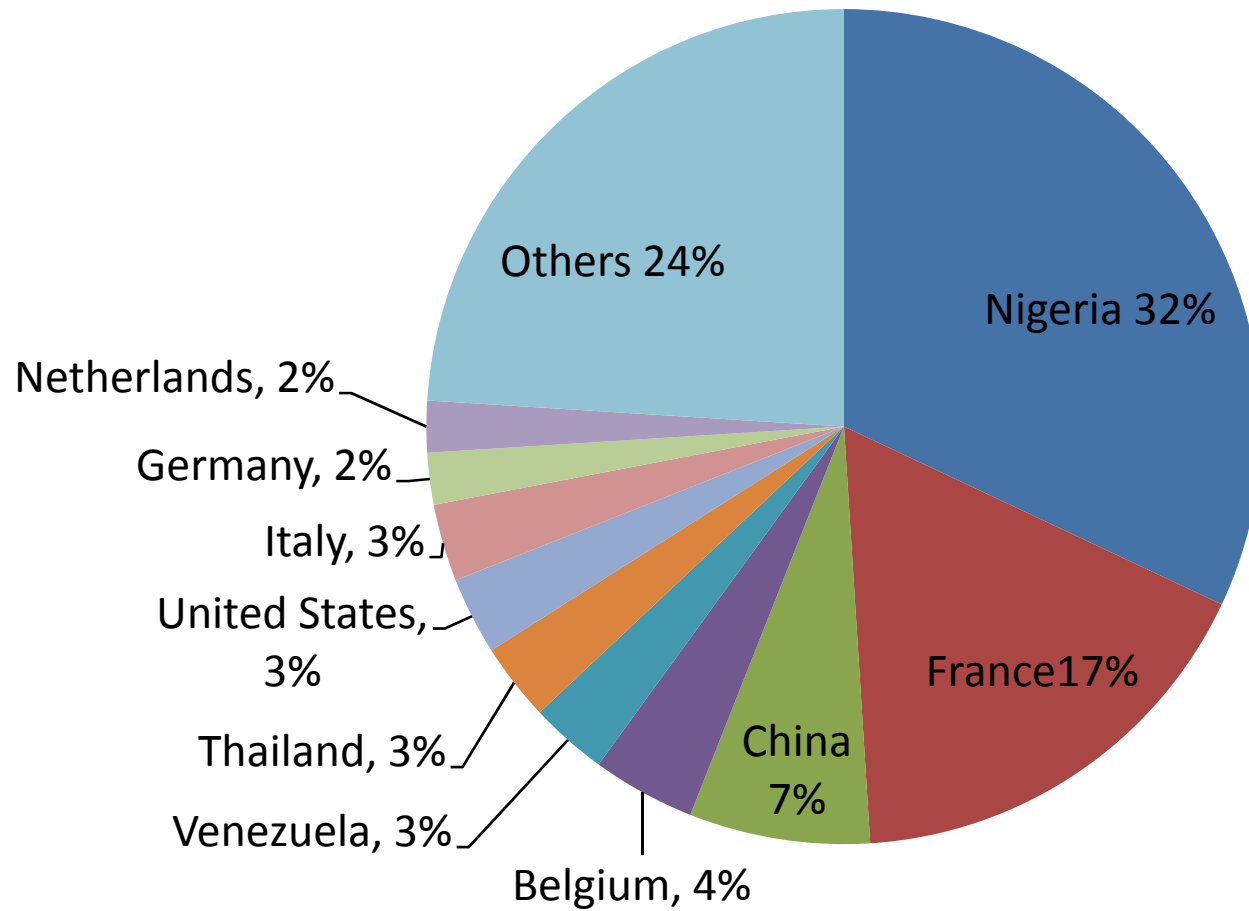
❖ Computer peripherals, agriculture and industrial machinery, drugs and pharmaceuticals, new and used cars

❖ U.S. Imports: \$ 600 million (2007) - cocoa, coffee, rubber, crude & fuel oil, timber

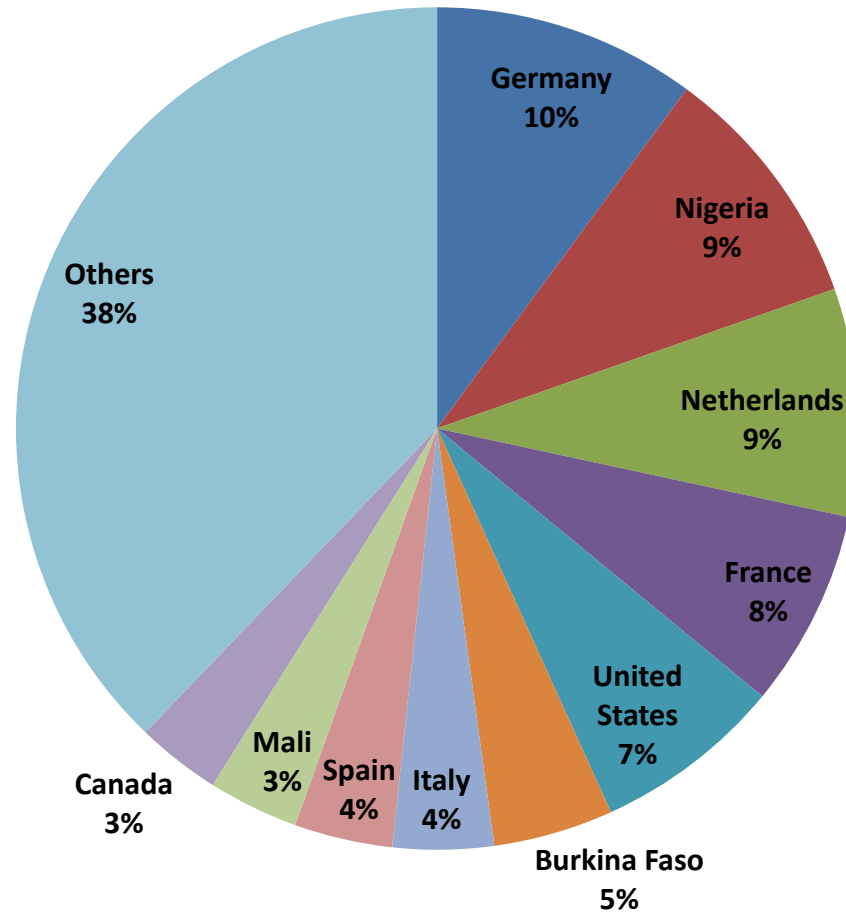
## Market Overview - GDP Origin



# □ Cote d'Ivoire's Top Ten Import Partners



# □ Cote d'Ivoire Export Partners – Top Markets



## □ Market Challenges

- ❖ Use of French, business practices, and technical standards
- ❖ Higher freight rates
- ❖ More favorable credit terms by European suppliers to local importers
- ❖ High customs clearance costs
- ❖ Uncertain legal protection due to a corrupt court system
- ❖ Limited Ivoirian purchasing power for U.S.-made products

## □ Best Prospects for U.S. Exports

- ❖ Building and Construction Equipment
- ❖ Agriculture chemicals, agriculture machine and equipment (fertilizers, fungicides, pesticides, orthophosphates)
- ❖ Plastic materials (PVC, polyethylene)
- ❖ Oil/gas field equipment and engineering services
- ❖ Mining equipment
- ❖ Automobile/automotive parts, new and used cars, trucks and buses



## □ Best Prospects for U.S. Exports

- ❖ Telecommunication equipment and services (prepaid calling cards, VoIP equipment and tools, wireless networks, WI-FI, equipment, WI-Max equipment, CDMA, equipment, DSL equipment, GSM solutions and applications, call centers, fibers optic cables, billing solutions, triple play)
- ❖ Paper and paper board
- ❖ Cosmetics

## □ Market Entry Strategy

- ❖ Visiting to gain first hand knowledge of the country
- ❖ Agents, distributors, JV
- ❖ Finding supplementary information from U.S. Embassy (<http://usembassy.state.gov/abidjan/>) and FCS Dakar (<http://www.buyusa.gov/westafrica/en/>)
- ❖ Consulting with businesses already based in CI (amcham@americh Afr.com)