

Strategies to improve Indonesia's export to the United Arab Emirates (UAE) Market

Rahayu Ningsih, author

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Abstrak

Export promotion is an important policy for developing country in term of foreign exchange earning. And every country has competed with each other to seize in global market in exporting their products. However, to be a winner in global competition, each country should suitably pose their products in certain market. Besides that, each country should also understand their products position (relative to their competitor) and how competitive their products in that market. This study tries to map Indonesia's product position and its performance in United Arab Emirates (UAE) market during 2001 and 2006 period. Using Boston Consulting Group Matrix (BCG Matrix) and Constant Market Share Analysis (CMSA), this study found that some of Indonesia's products were superior in UAE's market especially for certain kind of textile products, paper and pulp products, automotive and parts, agro industrial products (cocoa butter, coffee, and black tea), certain kind of wood products, jewelry from precious metal, glassware, and miscellaneous products (soaps, shampoos, and pasta). While, some products faced declining in position especially for certain kind of textile products, plastic products, furniture products, certain kind of footwear, and electronic part and accessories products. Finally, in order to improve Indonesia's export we must apply different strategy for each product depending on its position and its performance in that market.