

Côte d'Ivoire

Key indicators

Population (millions)	24.3
GDP (\$ billions)	34.6
GDP per capita (\$)	1424.3
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-1.8
Tariff preference margin (percentage points)	4.0
Imports and exports (goods and services), share of GDP (%)	91.6
Services exports, share of total exports (%)	6.8
Geographic region	Africa
Country group	
Income group	Lower-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	33.8	9.2	20.0
Medium	46.9	35.2	55.1
Large	60.8	62.1	64.7
All	39.4	16.9	36.0
BUSINESS ECOSYSTEM	35.0	47.9	22.2
NATIONAL ENVIRONMENT	49.5	28.6	39.1
Reference level: 40.3 (a function of GDP per capita)			
Weaknesses are scores below: 20.2		Strengths are scores above: 60.5	

SME Competitiveness Grid

FIRM CAPABILITIES (Normalized scores)

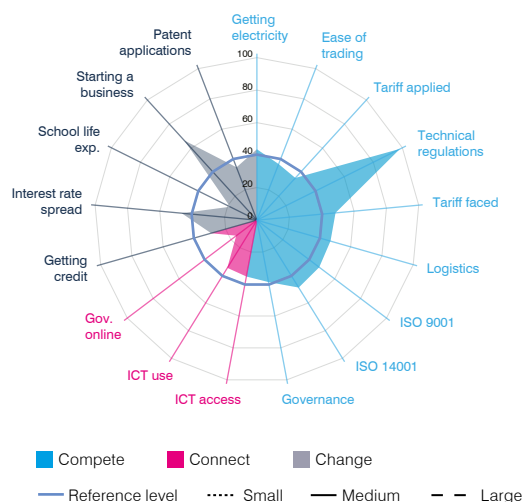
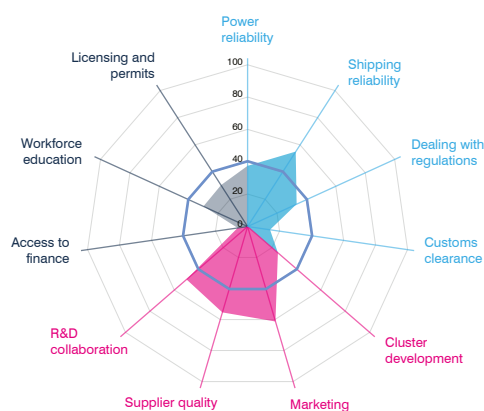
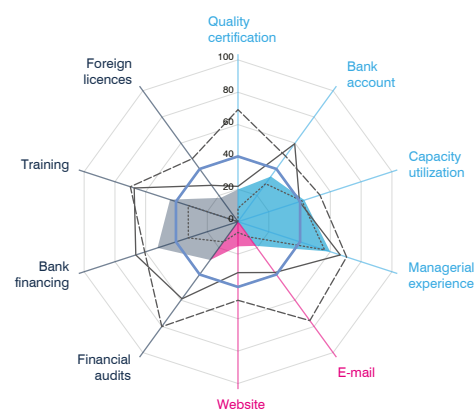
Compete	Small	Medium	Large	All
International quality certificate	8.3	21.9	69.2	19.9
Bank account	29.0	59.6	50.0	34.5
Capacity utilization	41.5	39.9	53.3	43.2
Managerial experience	56.2	66.4	70.6	59.9
Connect				
E-mail	11.7	38.8	75.5	18.5
Firm website	6.7	31.5	48.6	15.2
Change				
Audited financial statement	15.3	58.9	80.2	29.3
Investment financed by banks	32.3	66.4	60.6	52.3
Formal training programme	32.4	67.5	70.0	44.2
Foreign technology licences	0.0	27.7	48.1	18.2

BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	37.5	36.3	41.1	37.5
Domestic shipping reliability	58.2	58.2	47.9	55.1
Dealing with regulations	39.2	25.7	17.6	33.4
Customs clearance efficiency	-	-	11.1	14.1
Connect				
State of cluster development				24.8
Extent of marketing				61.3
Local supplier quality				55.4
University-industry collaboration in R&D				50.0
Change				
Access to finance	2.9	14.0	15.4	6.2
Access to educated workforce	31.5	30.6	17.2	30.0
Business licensing and permits	35.3	24.1	18.7	30.4

NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	43.6
Ease of trading across borders	37.0
Applied tariff, trade-weighted average	35.1
Prevalence of technical regulations	98.4
Faced tariff, trade-weighted average	48.6
Logistics performance index	47.1
ISO 9001 quality certificates	48.1
ISO 14001 environmental certificates	48.8
Governance index	38.8
Connect	
ICT access	35.3
ICT use	34.6
Government's online service	15.9
Change	
Ease of getting credit	29.4
Interest rate spread	46.6
School life expectancy	18.5
Ease of starting a business	66.4
Patent applications	34.9
Trademark registrations	-



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2016) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Côte d'Ivoire is a lower-middle income country with a population of 24.3 million and GDP of \$34.6 billion. Goods and services account for 93.2% and 6.8% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly outside its home region, notably to Europe, the Americas and Asia (see table below). *Cocoa beans* have an unrealized export potential to all regions of around \$1.4 billion.

Regarding new export products, Côte d'Ivoire has diversification opportunities in metals, vegetable oils and fats, and processed fish with products such as *tin not alloyed unwrought, prepared or preserved shrimps and prawns*, and *palm kernel and babassu oil*. The production of the latter good scores relatively well on the price stability indicator. Other products identified for diversification include *prepared or preserved sardines* and *soya-bean oil*.

Small firms in Côte d'Ivoire perform well in managerial experience and domestic shipping reliability. They underperform, however, in using e-mails and websites, and owning internationally recognized quality certificates and foreign technology licences. The largest gap between small and large firms lies in having audited financial statements. The country's national environment scores well in the prevalence of technical regulations.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators			
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology
Cocoa beans, whole or broken, raw or roasted	180100	3122	0	0	0	0	0	Green	Red	Red	Red
Fresh or dried cashew nuts, in shell	080131	493	0	0	0	0	0	Red	Red	Red	Red
Coffee (excluding roasted and decaffeinated)	090111	143	0	0	0	0	0	Green	Red	Red	Red
Cocoa paste (excluding defatted)	180310	658	0	0	0	0	0	Green	Red	Red	Red
Gold, incl. gold plated with platinum, unwrought, for non-monetary purposes (excluding gold in...)	710812	177	0	0	0	0	0	Red	Red	Red	Red
Bananas, incl. plantains, fresh or dried	0803	209	0	0	0	0	0	Green	Red	Red	Red
Cocoa butter, fat and oil	180400	368	0	0	0	0	0	Green	Red	Red	Red
Palm oil and its fractions, whether or not refined (excluding chemically modified and crude)	151190	151	0	0	0	0	0	Green	Red	Red	Green
Sacks and bags, incl. cones, of polymers of ethylene	392321	60	0	0	0	0	0	Green	Red	Red	Green
Extracts, essences and concentrates, of coffee	210111	78	0	0	0	0	0	Green	Red	Red	Green

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>