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**Questionnaire for the study on “Product and Market Diversification in Export of Bangladesh: Challenges and Pathways”**

The export concentration in terms of product and market is very high for Bangladesh. As Bangladesh is one of the prime potential countries to graduate from LDC in 2024, reducing the risk of vulnerability is a matter of great importance for Bangladesh. With this view, Bangladesh is in search of diversifying export both in terms of product and market. In this context, product and market specific diversification related issues like factors affecting diversification and way forward are needed to be identified. This study is an attempt to identify the barriers and to suggest some policy recommendations to address such barriers.

**Objectives of the Study**

* To identify the major challenges of product and market diversification in export of Bangladesh;
* To find the pathways for the identified challenges of product and market diversification in export of Bangladesh;

Bangladesh Tariff Commission is a statutory public advisory authority that recommends government on the protection of domestic industry, promotes fair trade and negotiation under different trade agreements. As a course of its regular functions, the Commission participates in different bilateral, regional and multilateral trade negotiations. The Commission believes that addressing product and market diversification issues could effectively contribute to enhance export trade of Bangladesh.

**The information obtained here will be kept fully confidential. Neither your name nor the name of your business enterprise will be used in any report to be prepared based on this study.**

If you have any query, feel free to contact any of the following Officials of Bangladesh Tariff Commission:

**Md. Mamun-Ur-Rashid Askari**, Deputy Chief, Email: dc\_icd\_ds@btc.gov.bd, Cell phone: 01712169855

**S. M. Sumaiya Zabeen**, Assistant Chief, Email: ac\_icd\_ds@btc.gov.bd, Cell phone: 017152529768

**Mirza Abul Fazal Md. Tawhidur Rahman**, Research Officer, Email: ro\_icd\_gats@btc.gov.bd; tawhid019@yahoo.com. Cell phone: 01937859843

THANK YOU IN ADVANCE.

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| * Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | * Designation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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| * Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | * Contact No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |

1. **General Information**
2. Name of the Company & Address
3. Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Year of Establishment\_\_\_\_\_\_\_\_\_\_
5. Business Sector

🗆RMG 🗆Textile 🗆Agro 🗆Leather 🗆Plastic 🗆Pharmaceuticals

🗆Other (Please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. For how long have you been exporting?
	1. 0-1 year
	2. 1-5 years
	3. Above 5 years
2. **Diversification Related Issues**
3. Please mention and rank top 5 potential products in which Bangladesh should focus more to diversify the export products.

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| --- | --- | --- |
| **SL#** | **HS Code (8 Digit)** | **Description** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |

1. Please mention and rank top 5 potential markets in which, Bangladesh should focus more to diversify the export market.

|  |  |  |  |
| --- | --- | --- | --- |
| **SL#** | **Country** | **HS Code (8 Digit)** | **Description** |
| **1** |  |  |  |
| **2** |  |  |  |
| **3** |  |  |  |
| **4** |  |  |  |
| **5** |  |  |  |

1. Please mention and rank the **Factors that are NEGATIVELY** affecting diversification of Export Products and Market (*NB: You need not to Rank all. If you think only five factors are applicable, please rank only those five.)*

| **SL#** | **Factors Affecting Market Diversification** **(Top Factor Should be Ranked at 1 and so on)** | **Rank** | **Factors Affecting Product Diversification** **(Top Factor Should be Ranked at 1 and so on)** | **Rank** |
| --- | --- | --- | --- | --- |
|  | Cultural Gap with Bangladesh |  | Lack of Demand in foreign market |  |
|  | Language |  | Lack of funds for additional Investment |  |
|  | High Tariffs  |  | High real Cost of Funds for New Investment |  |
|  | Para Tariffs (Charges and Taxes other than Customs Duty) |  | Lack of raw materials/Backward Linkage in the Country |  |
|  | Complicated customs procedures of importing countries |  | Inefficient Backward Linkage/Sourcing Cost of Raw or Intermediate products is high in Bangladesh |  |
|  | Sanitary and Phytosanitary(SPS)/Technical Barriers To Trade(TBT) |  | Tariff on Input Products (Raw and Intermediate) |  |
|  | Absence of Duty Free Quota Free (DFQF)/Generalized System of Preferences (GSP) |  | Para Tariff (Charges and Taxes other than CD) on Input Products (Both Raw and Intermediate) |  |
|  | Absence of Preferential Trade Agreement (PTA)/Free Trade Area (FTA) |  | Technically incapable (Technological knowhow is absent) |  |
|  | Absence of mutual recognition of Certification/Accreditation |  | Higher Management Cost |  |
|  | Lack of Market Knowledge/Research |  | Requires High Investment for becoming cost competitive |  |
|  | Licensing Requirement in Import Market/Bangladesh |  | Domestic Laws or Regulations (Please specify) ........................................................................................................................... |  |
|  | Distribution Channel (Transport infrastructure, Facility, Restrictions) |  | Anti export biased policies |  |
|  | Rigid Rules of Origin Criteria |  | Lack of Financial or Policy Support by Bangladesh Govt. (Please mention)........................................................................................................... |  |
|  | Financial/Payment/Banking System in Importing Country |  | Compliance Issues |  |
|  | Financial/Payment/Banking System in Bangladesh |  | Other (Please specify) ..................................................................................... |  |
|  | Any other Government restrictions by Target Market |  |  |  |
|  | Lack of Financial or Policy Support by Bangladesh Govt. (Please mention).................................................................................................................................................................................................................... |  |  |  |
|  | Infrastructure/Logistic/Procedural Problems in Bangladesh (Please specify)..................................................................................... |  |  |  |
|  | Compliance Issues |  |  |  |
|  | Other (Please specify) ........................................................................................................................................................................................... |  |  |  |

* 1. Do you think existing regulatory framework of Bangladesh are hindering the export diversification of products and markets?

□Yes □No

* 1. If Yes, Please mention the rules or regulations name and provide specific suggestions in this regard.

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| **Rules or Regulations** | **Suggestions** |
|  |  |

* 1. Do you think new rules and regulations are required for diversification of export products and markets of Bangladesh?

□Yes □No

* 1. If Yes, Please provide specific suggestions in this regard.

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* 1. Do you have any experience in product/market diversification?

🗆Yes 🗆No

* 1. If Yes, please mention the types of incentive/assistance that you have received from the Government

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* 1. If No, please mention the factors that affected you most for not diversifying the products/markets and rank them. (*NB: You need not to Rank all. If you think only five factors are applicable, please rank only those five.)*

| **SL#** | **Factors Affecting Market Diversification** **(Top Factor Should be Ranked at 1 and so on)** | **Rank** | **Factors Affecting Product Diversification** **(Top Factor Should be Ranked at 1 and so on)** | **Rank** |
| --- | --- | --- | --- | --- |
|  | Cultural Gap with Bangladesh |  | Lack of Demand in foreign market |  |
|  | Language |  | Lack of funds for additional Investment |  |
|  | High Tariffs  |  | High real Cost of Funds for New Investment |  |
|  | Para Tariffs (Charges and Taxes other than Customs Duty) |  | Lack of raw materials/Backward Linkage in the Country |  |
|  | Complicated customs procedures of importing countries |  | Inefficient Backward Linkage/Sourcing Cost of Raw or Intermediate products is high in Bangladesh |  |
|  | Sanitary and Phytosanitary(SPS)/Technical Barriers To Trade(TBT) |  | Tariff on Input Products (Raw and Intermediate) |  |
|  | Absence of Duty Free Quota Free (DFQF)/Generalized System of Preferences (GSP) |  | Para Tariff (Charges and Taxes other than CD) on Input Products (Both Raw and Intermediate) |  |
|  | Absence of Preferential Trade Agreement (PTA)/Free Trade Area (FTA) |  | Technically incapable (Technological knowhow is absent) |  |
|  | Absence of mutual recognition of Certification/Accreditation |  | Higher Management Cost |  |
|  | Lack of Market Knowledge/Research |  | Requires High Investment for becoming cost competitive |  |
|  | Licensing Requirement in Import Market/Bangladesh |  | Domestic Laws or Regulations (Please specify) ........................................................................................................................... |  |
|  | Distribution Channel (Transport infrastructure, Facility, Restrictions) |  | Anti export biased policies |  |
|  | Rigid Rules of Origin Criteria |  | Lack of Financial or Policy Support by Bangladesh Govt. (Please mention)........................................................................................................... |  |
|  | Financial/Payment/Banking System in Importing Country |  | Compliance Issues |  |
|  | Financial/Payment/Banking System in Bangladesh |  | Other (Please specify) ..................................................................................... |  |
|  | Any other Government restrictions by Target Market |  |  |  |
|  | Lack of Financial or Policy Support by Bangladesh Govt. (Please mention).................................................................................................................................................................................................................... |  |  |  |
|  | Infrastructure/Logistic/Procedural Problems in Bangladesh (Please specify)..................................................................................... |  |  |  |
|  | Compliance Issues |  |  |  |
|  | Other (Please specify) ........................................................................................................................................................................................... |  |  |  |

1. Please mention any suggestion that you feel applicable for the overall export product and market diversification issue.

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| --- | --- |
| **Market Diversification** | **Product Diversification** |
|  |  |