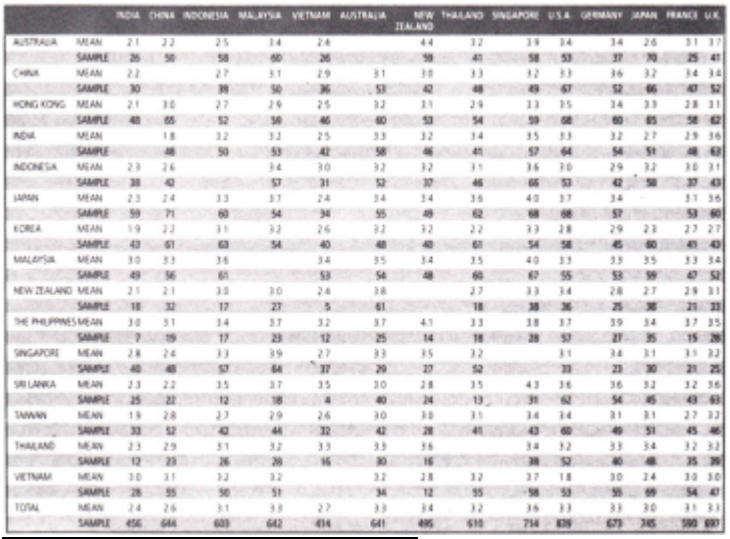
The Top Export Earner

Goonetilleka

ing their products overseas would be the most influential factor.

Other relevant factors influencing export performance in the next five years were, exchange rates as given by the Japanese (75%) and political conditions as cited by the Chinese (60%). In Sri Lanka, one of two respondents (49%) said the trade atmosphere would be a factor affecting export sales, while on the other hand more than one of three people (36%) said economic condi- tions played a role as well. Other in- fluences were cited as, product (18%), infrastructure (14%), cost (13%) and political conditions (12%).



		INDIA	CHINA	INDONESIA	MALAYSIA	VIETNAM	AUSTRALIA	NEW ZEALAND	THAILAND	SINGAPORE	U.S.A.	GERMANY	JAPAN	FRANCE	U.K.
AUSTRALIA	MEAN	2.1	2.2	2.5	3.4	2.6		4.4	3.2	3.9	3.4	3.4	2.6	3.1	3.7
	SAMPLE	26	50	58	60	26		59	41	58	53	37	70	25	41
CHINA	MEAN	2.2		2.7	3.1	2.9	3.1	3.0	3.3	3.2	3.3	3.6	3.2	3.4	3.4
	SAMPLE	30		38	50	36	53	42	48	49	67	52	66	47	52
HONG KONG	MEAN	2.1	3.0	2.7	2.9	2.5	3.2	3.1	2.9	3.3	3.5	3.4	3.3	2.8	3.1
	SAMPLE	40	65	52	59	46	60	53	54	59	68	60	65	58	62
INDIA	MEAN		1.8	3.2	3.2	2.5	3.3	3.2	3.4	3.5	3.3	3.2	2.7	2.9	3.6
	SAMPLE		48	59	53	42	58	46	41	57	64	54	51	48	63
INDONESIA	MEAN	2.3	2.6		3.4	3.0	3.2	3.2	3.1	3.6	3.0	2.9	3.2	3.0	3.1
	SAMPLE	38	42		57	31	52	37	46	66	53	42	58	37	43
JAPAN	MEAN	2.3	2.4	3.3	3.7	2.4	3.4	3.4	3.6	4.0	3.7	3.4		3.1	3.6
	SAMPLE	59	71	60	54	34	55	49	62	68	68	57		53	60
KOREA	MEAN	1.9	2.2	3.1	3.2	2.6	3.2	3.2	2.2	3.3	2.8	2.9	2.3	2.7	2.7
	SAMPLE	43	61	63	54	40	48	40	61	54	58	45	60	45	43
MALAYSIA	MEAN	3.0	3.3	3.6		3.4	3.5	3.4	3.5	4.0	3.3	3.3	3.5	3.3	3.4
	SAMPLE	49	56	61		53	54	48	60	67	55	53	59	47	52
NEW ZEALAND	MEAN	2.1	2.1	3.0	3.0	2.4	3.8		2.7	3.3	3.4	2.8	2.7	2.9	3.1
	SAMPLE	18	32	17	27	5	61		18	38	36	25	38	21	33
THE PHILIPPINES	MEAN	3.0	3.1	3.4	3.7	3.2	3.7	4.1	3.3	3.8	3.7	3.9	3.4	3.7	3.5
	SAMPLE	7	19	17	23	12	25	14	18	28	57	27	35	15	26
SINGAPORE	MEAN	2.8	2.4	3.3	3.9	2.7	3.3	3.5	3.2		3.1	3.4	3.1	3.1	3.2
	SAMPLE	40	48	57	64	37	29	27	52		33	23	30	21	25
SRI LANKA	MEAN	2.3	2.2	3.5	3.7	3.5	3.0	2.8	3.5	4.3	3.6	3.6	3.2	3.2	3.6
	SAMPLE	25	22	12	18	4	40	24	13	31	62	54	45	43	63
TAIWAN	MEAN	1.9	2.8	2.7	2.9	2.6	3.0	3.0	3.1	3.4	3.4	3.1	3.1	2.7	3.2
	SAMPLE	33	52	42	44	32	42	28	41	43	60	40	51	45	46
THAILAND	MEAN	2.3	2.9	3.1	3.2	3.3	3.3	3.6		3.4	3.2	3.3	3.4	3.2	3.2
	SAMPLE	12	23	26	26	16	30	16		38	52	40	48	35	39
VIETNAM	MEAN	3.0	3.1	3.2	3.2		3.2	2.8	3.2	3.7	1.8	3.0	2.4	3.0	3.0
	SAMPLE	28	55	50	51		34	12	55	58	53	55	69	54	47
TOTAL	MEAN	2.4	2.6	3.1	3.3	2.7	3.3	3.4	3.2	3.6	3.3	3.3	3.0	3.1	3.3
	SAMPLE	456	644	603	642	414	641	495	610	714	839	673	745	590	697

The export industry, like other industries has to face its own share of obstacles and here, cost was said to be the primary obstacle. 75% in Vietnam said the trade atmosphere was another obstacle while 58% of Australians cited sales/marketing as a stumbling block.

	JAPAN	CHINA	SOUTH KOREA	INDIA	SOUTHEAST ASIA	OTHER ASIA	MIDDLE EAST	AFRICA	GERMANY	FRANCE	U.K	OTHER EUROPE	OLD SOVIET	U.S.A.	SOUTH AMERICA	OCEANIA	OTHERS	DON'T KNOW	NO INCREASE
AUSTRALIA (84)	18%	12%		4%		13%	24%					4%		8%		7%	10%	1%	
CHINA (75)	11%		5%	1%	7%	4%	4%	3%	4%			1%	1%	20%	7%	1%		31%	
HONG KONG (75)	8%	33%	1%		5%	1%	3%	1%	4%	1%	1%	9%	1%	20%		1%		8%	
INDIA (83)	4%	2%			6%	5%	10%	10%	4%		2%	13%	7%	23%		6%	1%	7%	
INDONESIA (77)	9%	6%			17%					4%	3%			19%		3%	32%	6%	
JAPAN (75)		28%		7%	9%	8%	7%			1%		4%		21%	3%		4%	8%	3%
KOREA (77)	8%	34%		3%	16%	4%	1%	1%				5%	1%	9%	8%			6%	
MALAYSIA (75)	7%	5%		1%	19%	17%	3%	1%	1%	1%	3%	16%	1%	7%	1%	5%		11%	
NEW ZEALAND (75)	3%	15%		1%		5%	15%			1%		3%		7%		29%	15%		
THE PHILIPPINES (75)	7%	9%	1%		3%	9%	3%		7%	3%		18%	1%	23%		1%	3%	16%	3%
SINGAPORE (75)	1%	21%		3%	31%	11%	3%	1%	1%		1%	9%		4%				9%	
SRI LANKA (78)	4%	3%	3%		3%	7%	7%		3%		7%	14%	5%	26%	3%		1%	16%	
TAIWAN (78)	14%	12%	1%	3%	12%	6%			5%			5%	1%	21%	1%	1%	1%	19%	
THAILAND (75)	3%	8%		4%	8%			10%				5%	8%	3%	3%			45%	
VIETNAM (75)	21%	5%	5%	1%	13%	11%	7%		5%	8%	1%	8%	4%	7%		3%			

Business, like all ventures has to be initiated, and in the export business there are some countries which are very difficult to deal with; for instance India and China were grouped into this category, with 14 of the 15 countries, including Sri Lanka nodding ‘yes’ to the rate of difficulty. And Vietnam added that the US and Japan fell into this category as well.

Reasons for the difficulty in initiating trade varied. Exporters in 11 of the 15 countries said the trade atmosphere was a contributing factor while others said product played a part as well. 40% of Asian exporters said the trade atmosphere in India and product in Japan were influential factors as well. Another 25% of Asian respondents, commented that economic conditions in New Zealand played a role, while 20% said, cost and cultural issues were troublesome factors in initiating trade with the UK and France.

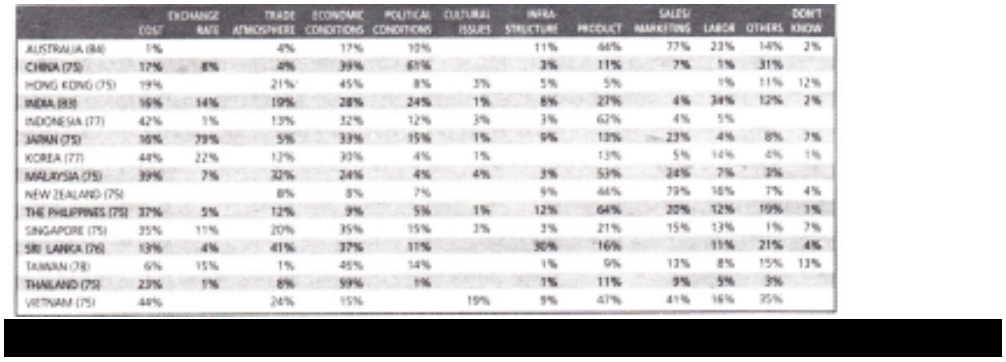
	COST	EXCHANGE RATE	TRADE ATMOSPHERE	ECONOMIC CONDITIONS	POLITICAL CONDITIONS	CULTURAL ISSUES	INFRA-STRUCTURE	PRODUCT	SALES/ MARKETING	LABOR	OTHERS	DON'T KNOW
AUSTRALIA (84)		4%	32%	1%		14%	8%	21%	61%		8%	13%
CHINA (75)	8%		4%	37%	4%	28%		17%	8%		13%	17%
HONG KONG (75)	12%	1%	44%	20%		3%		16%	8%		13%	15%
INDIA (83)	22%		1%	27%	8%		11%	45%	11%	6%	41%	8%
INDONESIA (77)	16%		29%	49%	5%	5%	3%	40%	3%	3%		
JAPAN (75)	5%	18%	7%	43%	1%	1%	11%	8%	25%	4%	5%	15%
KOREA (77)	5%	4%	17%	58%	1%	1%		5%	8%	3%		9%
MALAYSIA (75)	20%	3%	7%	23%	12%	17%	3%	48%	25%	4%	3%	5%
NEW ZEALAND (75)	4%		27%	1%		11%	11%	28%	43%		8%	21%
THE PHILIPPINES (75)	25%	4%	17%	11%	1%	4%	5%	58%	25%	13%	7%	12%
SINGAPORE (75)	27%	1%	24%	35%	7%	8%	8%	32%	21%	1%	3%	9%
SRI LANKA (78)	20%	3%	21%	29%	7%		4%	41%	33%	3%	26%	4%
TAIWAN (78)	9%	6%	3%	23%	1%	1%	3%	13%	42%	1%	5%	22%
THAILAND (75)	5%		27%	61%	4%			13%	19%	7%	3%	8%
VIETNAM (75)	47%		4%	12%		65%	5%	60%	7%		16%	4%

Non-problematic initiation of trade was indicated by Australia and New Zealand as they found each other’s country the easiest to deal with. On average, respondents said that Singapore was the easiest country for trade initiation.

The reasons cited for easy trade relations by a majority, were cultural issues and trade atmosphere. 20% of Asians cited political conditions in India while the same

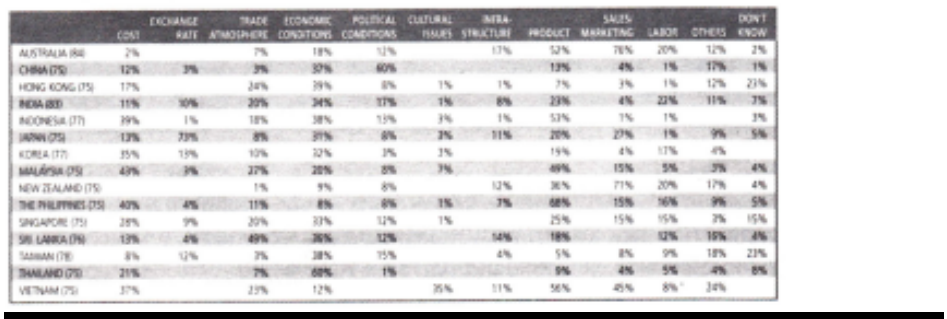
percentage said economic conditions in Vietnam also facilitated trade. In addition to trade atmosphere and infrastructure, Sri Lankans cited economic conditions and ‘others’ as reasons for the facilitating of trade with Singapore and Japan.

The boosting of the country’s economy is the ultimate goal for any business. However in a majority of the countries surveyed, the shortage of skilled labour seemed to be a hindrance to the country’s growth. A high 80% in Thailand, Taiwan and Malaysia said economic growth in their countries were restricted by a shortage of skilled labour, and nearly all exporters in Vietnam (96%), echoed the sentiment. 67% in Sri Lanka also agreed.



	COST	EXCHANGE RATE	TRADE ATMOSPHERE	ECONOMIC CONDITIONS	POLITICAL CONDITIONS	CULTURAL ISSUES	INFRA-STRUCTURE	PRODUCT	SALES/ MARKETING	LABOR	OTHERS	DON'T KNOW
AUSTRALIA (84)	1%		4%	17%	10%		11%	44%	37%	23%	14%	2%
CHINA (75)	17%	8%	4%	39%	61%		3%	11%	7%	1%	31%	
HONG KONG (75)	19%		21%	45%	8%	3%	5%	5%		1%	11%	12%
INDIA (83)	16%	14%	19%	28%	24%	1%	8%	27%	4%	34%	12%	2%
INDONESIA (77)	42%	1%	13%	32%	12%	3%	3%	62%	4%	5%		
JAPAN (75)	16%	73%	5%	33%	15%	1%	9%	13%	23%	4%	8%	3%
KOREA (77)	44%	22%	12%	30%	4%	1%		13%	5%	14%	6%	1%
MALAYSIA (75)	39%	7%	32%	24%	4%	4%	3%	53%	24%	7%	3%	
NEW ZEALAND (75)			8%	8%	7%		9%	44%	73%	16%	7%	4%
THE PHILIPPINES (75)	37%	5%	12%	9%	5%	1%	12%	64%	20%	12%	19%	1%
SINGAPORE (75)	35%	11%	20%	35%	15%	3%	3%	21%	15%	13%	1%	3%
SRI LANKA (76)	13%	4%	41%	37%	11%		30%	16%		11%	21%	4%
TAIWAN (78)	6%	15%	1%	46%	14%		1%	9%	13%	8%	15%	13%
THAILAND (75)	23%	1%	8%	59%	1%		1%	11%	9%	5%	3%	
VIETNAM (75)	44%		24%	15%		19%	9%	47%	41%	16%	35%	

Generally, the future for export businesses in the Asia-Pacific region looks fairly promising. The determining factors for exports in the coming years seem to be economic conditions and cost, while the main market targeted within the next 12 months is the US. A fact worth mentioning is that one-third of the countries surveyed (Australia, Indonesia, Malaysia, the Philippines and Vietnam) considered Australia as part of the Asian market, while a majority of exporters in the remaining countries did not agree with this view. Also, a majority from Australia and Vietnam perceived New Zealand to be a part of Asia but 13 out of 15 countries disagreed.



	COST	EXCHANGE RATE	TRADE ATMOSPHERE	ECONOMIC CONDITIONS	POLITICAL CONDITIONS	CULTURAL ISSUES	INFRA-STRUCTURE	PRODUCT	SALES/ MARKETING	LABOR	OTHERS	DON'T KNOW
AUSTRALIA (84)	2%		7%	18%	12%		17%	52%	78%	20%	12%	2%
CHINA (75)	12%	3%	3%	37%	60%			13%	4%	1%	17%	1%
HONG KONG (75)	17%		24%	39%	8%	1%	1%	7%	3%	1%	12%	23%
INDIA (83)	11%	10%	20%	34%	17%	1%	8%	23%	4%	22%	11%	7%
INDONESIA (77)	39%	1%	18%	38%	15%	3%	1%	53%	1%	1%		3%
JAPAN (75)	13%	73%	8%	31%	6%	3%	11%	20%	27%	1%	9%	5%
KOREA (77)	35%	19%	10%	32%	3%	3%		19%	4%	17%	4%	
MALAYSIA (75)	43%	3%	27%	20%	6%	3%		49%	15%	5%	3%	4%
NEW ZEALAND (75)			1%	9%	6%		12%	36%	71%	20%	17%	4%
THE PHILIPPINES (75)	40%	4%	11%	8%	6%	1%	3%	68%	15%	16%	9%	5%
SINGAPORE (75)	28%	9%	20%	33%	12%	1%		25%	15%	15%	3%	15%
SRI LANKA (76)	13%	4%	49%	36%	12%		14%	18%		12%	15%	4%
TAIWAN (78)	8%	12%	3%	38%	15%		4%	5%	8%	9%	18%	23%
THAILAND (75)	21%		7%	69%	1%			9%	4%	5%	4%	8%
VIETNAM (75)	37%		23%	12%		35%	11%	56%	45%	8%	24%	

All facts and figures given above were provided by the DHL Export Indicator Survey from research done by the Gallup Organisation.

The DHL Export Indicator (EI) is an independently commissioned research study from DHL. DHL Worldwide Express is the world’s leading air express service, linking more than 80,000 destinations in 220 countries.