



The Global Tea Market and India's Tea Export

KEYWORDS

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ABSTRACT

Over the years, India had always dominated the global tea export market as the single largest exporter of tea. However, since 1990 its market share in the global tea export started falling in a dramatic fashion where within a span of twenty eight years from 1980 to 2008 India lost a whopping 14 percent share in the global tea market. The Regression analysis reveals that the expansion of the global tea market has no significant impact of the volume of exports of Indian tea. A backward stepwise regression is undertaken to define India's market share in global tea market as a function of the export market share of Sri Lanka and Kenya. The emergence of Kenya as a major exporter of tea had adversely affected India's market share. However Bangladesh's share of the global tea market had been falling along with that of India. The declining market share of India in the global tea market can also be attributed to the falling competitiveness of its tea as indicated by the Revealed Comparative Advantage (RCA) Index. Along with India, the competitiveness of China, Bangladesh, and Vietnam has been declining over the period 1996-2008. Relatively recent entrants to the world tea market like Kenya, Sri Lanka, and Nepal have gained at the expense of these traditional heavyweights, which is evident in the dramatic increase in their RCA index. Nepal, who exhibited remarkable increase in the index have reaped the benefit of the similarity of its tea with India's famous Darjeeling tea.

1. Introduction

Historically in colonial India tea cultivation was introduced and subsequently promoted as an export oriented commodity. Tea export in India made a beginning when in 1839, the first batch of Indian tea was sent to London for auction. Since then India has been exporting tea to most of the tea consuming areas of the world including Europe, America, West Asia, Africa, and Australia. Over the years India had always dominated the global tea export market as the single largest exporter of tea. However since 1990 its market share in the global tea export started falling in a dramatic fashion. The plummeting fortune of Indian tea in the world export market is evident in the decline in its share from 20.86 percent in 1986 to 12.34 percent in 2008 (Tea Board of India, online: accessed during 2007-2011). The declining importance of tea as an agricultural export is also evident in the fall in its share in India's total agricultural export from 19.05 percent in 1986 to 3.7 percent in 2008. The falling export of Indian tea had reduced the proportion of exports in the total tea produced in India from 32.72 percent in 1986 to 20.17 percent in 2008. To revive India's tea export to its former level and to reclaim its dominant status in the global tea market it is imperative that an appropriate strategy is adopted to address the problems that confronts the tea industry. Devising an appropriate strategy requires exploring the factors, responsible for the declining share of exports of Indian tea, and conversely, increasing market share of the competing tea exporting countries. In this backdrop, the paper attempts to assess and evaluate the performance of India's tea export market. It seeks to identify the factors affecting India's tea exports and measure their influence.

The paper has been organized into six sections. The objectives of the paper are stated in Section-2. Section-3 has been devoted to the conceptual framework of the study. A brief account on the growth of the global tea market and India's performance in it is presented in Section-4. In this section a regression analysis is undertaken to determine the impact of the growth of the world export market on the volume of India's tea export. Section-5 discusses the relative share of major tea exporting countries in the global market. The impact of competing countries on tea export of India is estimated on the basis of a multiple regression model. The paper presents its conclusion in Section-6.

2. Objectives of the paper

The objectives of the paper are

- To analyze the growth of India's tea export in the context of the global market.
- To estimate the impact of competition from major tea exporting countries on India's tea export.
- To prepare a Revealed Comparative Advantage Index of the major tea exporting countries.

3. Conceptual Framework

Trends in production, consumption, and export of tea in India are estimated on the basis of the Compound Annual Growth Rate. A comparative analysis on the competitiveness of all major tea exporting countries are undertaken on the basis of the Revealed Comparative Advantage Index (RCA), which is calculated as

$$RCA = \frac{(X_{it}/X_{wt})}{(X_i/X_w)}$$

Wherein

X_{it} = i th country's export of tea,

X_{wt} = world export of tea

X_i = total merchandise export of country i ,

X_w = total world merchandise export

A simple regression analysis is undertaken to determine the impact of the global tea market on India's exports. A multiple regression analysis is undertaken to determine the impact of major tea exporting countries on India's share in world export. In the analysis the stepwise backward method as available in the SPSS software is adopted to test the model in several stages. Initially all the predictors in are tested for significance and the outcomes are assessed in terms of a removal criterion. Predictors which are non-significant are successively dropped from the model as it is progressively tested. The final model that is accepted consists of only those predictors which are significant.

4. Indian Tea Sector- Production, Export, and the Global market

India had always dominated production and export of tea. However since 1990 onwards, India has lost its predominance position in tea, especially its predominance in global exports. The share of Indian tea export has declined continuously both as a percentage of total domestic production and

in the world export market. This is evident in Table-1, where the export share of India in the global tea market is observed to be diminishing very sharply. India's share in the tea global market was 26 percent in 1980, which had been continuously falling to 20.86 percent in 1986, 14.51 percent in 1996, 13.77 percent in 2006 and finally to a meager 12 percent in 2008. Thus within a span of twenty eight years from 1980 to 2008 India lost a whopping 14 percent share in the global tea market.

The export share of tea in the total production of tea in India was 39.19 percent in 1980. It got reduced to 32.72 percent in 1986, then to 20.73 percent in 1996 and to only 20.71 percent in 2008, which is very low considering the fact that production of India has grown at a CAGR of 1.5 percent on the average till 2008. The highest amount of export of Indian tea till 2008 was in the year 1981 when the amount of export was 241.25 mkg. During the period 1980-1985, the export of Indian tea declined by 4.20 percent from 223.03 mkg to 214.02 mkg with negative CAGR of 0.68. During 1986-1995, the export amount of Indian tea again showed a negative growth rate of 1.88 percent. It was only after 1995, that the export market showed positive growth with CAGR of 1.37 percent till 2008, which however, is not very significant for a major tea producing country like India.

Table-1 Indian Tea: Production, Export, and percentage share in the Global Market

Year	Production (in mkg)	Export (in mkg)	% share of exports in Production	World total export (in mkg)	% share of India in total world export
1980	569.17	223.03	39.19	859	26.09
1981	560.43	241.25	43.05	853	28.25
1982	560.56	189.93	33.88	820	23.16
1983	581.48	208.48	35.85	873	23.88
1984	639.86	217.04	23.05	927	23.41
1985	656.16	214.02	22.45	957	22.37
1986	620.80	203.15	32.72	974	20.86
1987	665.25	201.89	30.35	975	20.71
1988	700.01	200.96	28.71	1037	19.38
1989	688.11	212.66	30.90	1120	18.89
1990	720.34	210.02	29.16	1135	18.50
1991	754.19	202.92	26.91	1079	19.65
1992	732.32	173.36	23.67	1005	16.82
1993	760.83	173.72	22.83	1154	15.20
1994	752.90	150.69	20.01	1033	14.61
1995	756.02	167.97	22.11	1083	15.51
1996	780.14	161.70	20.73	1115	14.51
1997	810.03	203.00	24.80	1207	16.82
1998	874.10	210.34	23.75	1308	16.08
1999	825.94	191.72	23.00	1265	15.15
2000	846.92	204.35	25.22	1334	15.52
2001	853.92	182.59	21.00	1394	16.82
2002	838.47	201.00	29.25	1432	14.04
2003	878.13	173.68	20.00	1388	12.46
2004	892.97	197.67	22.00	1501	12.19
2005	945.97	199.05	20.04	1567	12.70
2006	981.81	218.73	22.28	1589	13.77
2007	986.42	178.75	18.12	1587	11.26
2008	980.82	203.12	20.71	1646	12.34

Source: Tea Statistics, Tea Board of India (teaboard.gov.in, online: accessed during 2007-2011)

Table-2 Compound annual growth rate of production, consumption and export (in percentage)

Years	CAGR of Production	CAGR of Export Qty.	CAGR of Export Value
1980-1985	2.40	-0.68	8.38
1986-1995	1.99	-1.88	7.60
1996-2008	1.78	1.77	5.14
1986-2008	1.00	0.00	6.35

Source: Calculated from various issues of Tea Statistics, Tea Board (teaboard.gov.in, online: accessed during 2007-2011)

The Software Package for Social Science Research (SPSS) had been used to run a regression analysis in order to determine the effect of the size of the global tea market on the volume of tea exports from India.

Box-1 : Descriptive Statistics
(million kg)

	Mean	Std. Deviation	N
India's Tea Export	197.13	20.072	29
Global Tea Export	1179.9	249.167	29

Box-1 indicate that in the 29 years period from 1980 to 2008 mean volume of India's tea exports is 197.13 million kg in comparison to the size of the world export which stood at 1179.9 million kg.

Box-2: Model Summary

Model	R	R Square	Durbin-Watson
1	.143	.020	1.171

Box-2 indicates that that there is very weak positive correlation between India's and global tea export as revealed by the correlation coefficient of 0.14. Besides, the coefficient of determination of 0.2 implies that only 2 percent of change in India's tea export can be attributed to the size of the global tea market.

Box-3: ANOVA

Model	F	Sig.
1	.563	.459

Box-3 indicates that the F value of 0.563 is insignificant, implying that the model do not explain the changing value of the dependent variable, which is India's tea export, very efficiently

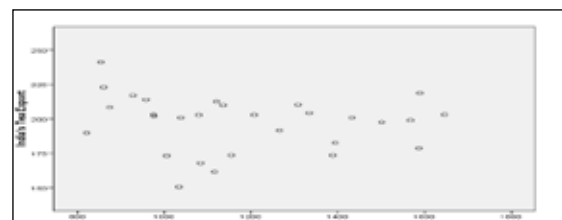
Box-4: Coefficients

Model	B	t	Sig.
Constant	210.721	11.397	.000
Global Tea Export	-.012	-.751	.459

Finally, the B value of -0.143 is revealed to be insignificant implying that the independent variable, that is the global tea market has no significant impact on the dependent variable, which is the size of India's tea exports.

The relationship between India's tea export and the size of the global tea market is evident in the scatter diagram where the wide scatter reveals the very small correlation between the two variables.

Graph



5. The Global Tea Market: A Comparative Analysis of Market Shares

Regression analysis in the previous section reveals that the expansion of the global tea market has no significant impact

of the volume of exports of Indian tea. This leads the study to examine whether the rewards of the growing global tea market is being appropriated by India's competitors.

Table- 3 Export share of the major tea exporting countries in the total world export (In %)

Year	India	Sri Lanka	Kenya	Indonesia	Vietnam	China	Malawi	Argentina	Nepal	Bangladesh
1980	26.09	21.49	8.71	7.88	0.91	12.57	3.65	3.92	0	3.61
1981	28.25	21.41	8.86	8.34	0.85	10.77	3.69	3.03	0	3.42
1982	23.16	22.99	9.73	7.76	1.06	12.91	4.52	4.03	0	4.20
1983	23.88	18.08	11.53	7.86	1.10	14.33	4.13	5.12	0	3.44
1984	23.41	22.03	9.84	9.24	1.06	13.81	4.81	4.53	0	2.49
1985	22.37	20.71	13.21	9.44	0.96	14.34	3.92	3.21	0	3.18
1986	20.86	21.32	11.96	8.11	1.01	17.67	4.13	3.73	0	2.84
1987	20.71	20.61	13.84	9.28	1.04	17.89	3.43	3.45	0	2.22
1988	19.38	21.18	13.33	8.93	1.30	19.11	3.56	3.30	0	2.52
1989	18.89	18.11	14.50	10.19	1.33	18.18	3.55	3.85	0	2.08
1990	18.50	18.97	14.94	9.78	1.21	17.22	3.61	4.05	0	2.38
1991	19.65	19.54	16.27	10.22	0.93	17.14	3.43	3.34	0	2.35
1992	16.82	17.47	16.36	11.91	1.15	17.25	3.48	3.59	0	2.67
1993	15.17	18.16	16.30	10.72	1.56	17.42	3.05	3.77	0	2.76
1994	14.54	21.64	17.67	8.19	1.93	17.34	3.73	4.17	0	2.28
1995	15.34	21.46	21.68	7.23	1.72	15.21	2.98	3.75	0	2.32
1996	14.51	21.13	22.09	9.18	1.71	15.35	3.32	3.74	0	2.36
1997	16.82	21.32	16.46	5.54	2.24	2.08	4.08	4.68	0.02	2.08
1998	16.08	20.28	20.14	5.14	2.54	1.70	3.14	4.51	0.01	1.70
1999	15.15	20.78	19.11	7.73	2.88	15.78	3.38	4.11	0.02	1.20
2000	15.52	21.00	16.27	7.91	4.17	17.07	2.88	3.73	0	1.36
2001	16.82	20.61	18.50	7.15	4.89	17.90	2.74	4.06	0	0.93
2002	14.04	19.82	18.83	6.94	5.19	17.49	2.73	3.96	0.14	0.95
2003	12.46	20.74	19.22	6.29	4.27	18.55	3.00	4.15	0.20	0.87
2004	12.19	18.86	21.66	6.40	4.54	18.18	3.02	4.31	0.20	0.87
2005	12.70	19.06	21.64	6.53	5.61	18.28	2.74	4.24	0.23	0.57
2006	13.77	19.91	19.73	6.03	6.64	18.11	2.65	4.47	0.24	0.50
2007	11.26	18.67	21.81	5.31	7.04	18.36	2.95	4.75	0.61	0.33
2008	12.34	18.13	23.26	5.84	6.31	18.01	2.43	4.69	0.59	0.50
AVERAGES										
1980-85	24.53	21.12	10.31	8.42	0.99	13.12	4.12	3.97	0	3.39
1986-95	17.99	19.85	15.69	9.46	1.32	17.44	3.50	3.70	0	2.44
1996-08	14.13	20.03	19.90	6.61	4.46	15.14	3.00	4.26	1.59	1.09
1986-08	15.81	19.95	18.07	7.85	3.10	16.14	3.22	4.02	0.93	1.68

Source : Calculated from various issues of the Tea Statistics , Tea Board of India, (teaboard.gov.in, online: accessed during 2007-2011) .

Comparing the export share of tea of the major tea exporting countries of the world with India, in Table-3, it is seen that the export share of the countries, Kenya, Vietnam, Argentina, China and also of the neighboring Nepal have increased considerably. In 1980, the export share of Kenya was only 8.71 percent which increased in 2008, to 23.26 percent, constituting an astounding 14.55 percent increase. In the case of Vietnam the hike was from 0.91 percent to 6.31 percent which is also a significant 5.4 percent increase. China, the highest producer of tea in the world till date, has also increased its share from 12.57 percent in 1980 to 18.01 percent in 2008, despite the fact that, the domestic consumption of tea in China is very high like India. However in the same period the export share

of other major competing countries like Sri Lanka, Indonesia, Malawi and neighboring Bangladesh in the global tea market fell, although their fall was significantly less than that of India.

A multiple regression is run to determine the effect of exports shares of major tea exporting countries on the share of India in global export of tea. The basic model is formulated as

$$\text{Indiaes} = b_1 + b_2 \text{Sri Lankaes} + b_3 \text{Kenyaes} + b_4 \text{Indonesiaes} + b_5 \text{Vietnames} + b_6 \text{Malawies} + b_7 \text{Argentinaes} + b_8 \text{Nepales} + b_9 \text{Bangladeshes} + b_{10} \text{Chinaes} + e$$

Wherein the export share of India is tested as to be dependent on the export

Share of its nine competitive countries.

The stepwise backward method is used to test the model in several stages. Initially all the predictors in are tested for significance and the outcomes are assessed in terms of a removal criterion. Predictors which are non-significant are successively dropped from the model as it is progressively tested. The final model that is accepted consists of only those predictors which are significant.

Box-1 reveals that Sri Lanka enjoyed the largest average share in the global tea market in the period 1980-2008 followed by India and China. However the standard Deviation in case of India and China are very high indicating very heavy fluctuations in their market share in the intervening period.

Box-1 : Descriptive Statistics

Box-1 : Descriptive Statistics			
Countries	Mean	Std. Deviation	N
India	17.61	4.479	29
Sri Lanka	20.19	1.420	29
Kenya	16.46	4.321	29
Indonesia	7.97	1.727	29
Vietnam	2.66	2.015	29
Malawi	3.40	.578	29
Argentina	4.01	.502	29
Nepal	.75	3.705	29
Bangladesh	2.03	1.053	29
China	15.52	4.301	29

The backward stepwise method has resulted in eight models where in subsequent models in-significant variables were omitted. Box-2 presents the model summary which reveals the coefficient of determination (R²) in the first model is 0.913 implying that 91.3 percent of the change in market share can be accounted for by changing market share of the predictor countries. Finally the value declined to 0.943 in Model-8 which defines India's market share as a function of the export market share of Sri Lanka and Kenya. The Durbin Watson value at 2.118 indicates the absence of auto-correlation.

Box-2 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.955a	.913	.871	1.608	
2	.955b	.912	.877	1.571	
3	.955c	.911	.881	1.542	
4	.954d	.910	.885	1.519	
5	.952e	.905	.885	1.520	
6	.950f	.903	.886	1.510	
7	.947g	.898	.885	1.516	
8	.943h	.889	.881	1.548	2.118

Revealed comparative advantage (RCA) value =

Table-6 Revealed comparative advantage of India and its competing countries

Year	India	Kenya	Sri Lanka	China	Indonesia	Vietnam	Argentina	Malawi	Nepal	Bangladesh	Malaysia
1986	50.76	198.39	281.31	5.15	6.97	20.41	3.30	154.13	0.38	37.86	0.07
1987	42.60	272.23	316.81	5.00	8.25	23.20	3.54	112.15	0.30	31.92	0.08
1988	32.95	278.75	242.80	5.17	8.58	26.55	3.38	137.62	0.32	41.33	0.08
1989	41.42	338.04	309.23	4.72	9.29	14.72	4.32	172.87	0.61	35.84	0.08
1990	41.29	320.03	326.37	4.22	8.92	13.00	3.66	138.51	0.41	30.58	0.06
1991	38.79	334.69	308.44	3.81	7.01	6.31	3.30	107.76	0.20	36.44	0.04
1992	29.00	353.92	225.15	3.74	6.80	10.25	3.82	141.48	0.31	28.41	0.05
1993	23.98	423.19	146.02	3.44	6.82	10.97	4.81	179.35	0.47	28.94	0.03
1994	24.29	408.94	136.96	3.06	5.00	13.25	5.00	163.46	0.63	35.23	0.04
1995	24.20	426.02	211.04	2.51	4.29	7.76	3.38	134.22	1.71	21.42	0.04
1996	18.33	404.80	291.65	2.48	4.91	9.00	2.35	97.76	1.74	18.48	0.04

Box-3 : ANOVA

Model	F	Sig.
1	22.025	.000a
2	25.972	.000b
3	30.746	.000c
4	36.888	.000d
5	44.038	.000e
6	55.605	.000f
7	73.119	.000g
8	104.244	.000h

- Predictors: (Constant), China, Nepal, Argentina, Malawi, Sri Lanka, Kenya, Bangladesh, Indonesia, Vietnam
- Predictors: (Constant), China, Argentina, Malawi, Sri Lanka, Kenya, Bangladesh, Indonesia, Vietnam
- Predictors: (Constant), China, Argentina, Sri Lanka, Kenya, Bangladesh, Indonesia, Vietnam
- Predictors: (Constant), China, Argentina, Sri Lanka, Kenya, Bangladesh, Indonesia
- Predictors: (Constant), China, Argentina, Kenya, Bangladesh, Indonesia
- Predictors: (Constant), China, Argentina, Kenya, Bangladesh
- Predictors: (Constant), China, Kenya, Bangladesh
- Predictors: (Constant), Kenya, Bangladesh
- Dependent Variable: India

The ANOVA table presented in Box-3, indicates that for all models the F value is much greater than 1 which is significant at 1 percent. The increasing value of F for subsequent models indicates that the newer models predicts India's export share much more efficiently as the insignificant predictors are

Box-4 : Coefficients

Model-8	B	t	Sig.
Constant	28.372	10.250	.000
Kenya	-.774	-6.679	.000
Bangladesh	.977	2.053	.050

Finally a summary table of the coefficients is presented in Box-4, where only the coefficients of last model containing the significant predictors are indicated. As evident in the box, the -0.774 implying that the emergence of Kenya as a major exporter of tea had adversely affected India's market share. The B coefficient of 0.977 for Bangladesh can be interpreted as the share of the global tea market of Bangladesh had been falling along with that of India.

The declining market share of India in the global tea market can also be attributed to the falling competitiveness of its tea as indicated by the Revealed Comparative Advantage (RCA) Index. The Revealed Comparative Advantage (RCA) index has been calculated with Balassa's RCA approach. (Balassa, 1965), wherein

$$\text{Revealed comparative advantage (RCA) value} = \frac{\text{Export of tea by the country} / \text{Total Merchandise export of the country}}{\text{World export of tea} / \text{Total Merchandise export of the world}}$$

1997	25.70	370.83	292.11	2.51	3.07	9.72	3.17	153.13	1.89	14.63	0.04
1998	25.08	510.79	259.15	2.15	3.80	8.84	3.44	102.23	0.70	14.64	0.02
1999	22.37	534.08	268.92	2.29	4.08	7.98	3.43	162.71	2.37	15.65	0.02
2000	20.72	566.07	274.22	1.98	3.91	10.46	3.17	184.59	1.00	7.22	0.02
2001	18.02	519.17	306.87	1.98	3.85	11.35	3.43	166.37	1.07	2.26	0.04
2002	13.86	528.57	314.84	1.70	4.11	11.16	3.57	208.25	1.27	2.07	0.09
2003	13.56	511.44	336.46	1.66	3.92	6.97	2.92	229.51	18.54	3.62	0.08
2004	13.14	479.92	353.44	1.61	4.61	10.14	3.25	271.39	15.72	4.61	0.06
2005	10.29	491.86	362.06	1.49	4.06	8.54	3.26	282.17	22.97	5.26	0.06
2006	10.55	620.87	236.03	1.52	4.32	8.94	3.52	186.81	16.84	3.19	0.06
2007	11.00	590.48	242.76	1.44	3.69	9.28	3.45	235.90	53.21	1.93	0.07
2008	8.91	549.85	438.00	1.24	3.56	6.91	2.68	126.06	49.29	2.06	0.06

Source : Calculated from the statistics of UNCOMTRADE and Tea Board of India

It is clear from the Table-6 that the export competitiveness of India along with China, Bangladesh, and Vietnam has been declining over the period 1996-2008. Relatively recent entrants to the world tea market like Kenya, Sri Lanka, and Nepal have gained at the expense of these traditional heavy-weights which is evident in the dramatic increase in their RCA index. As evident in the table, India had suffered the biggest reversal in the RCA index with its score declining from 50.79 to 8.91. Nepal, who exhibited remarkable increase in the index have reaped the benefit of the similarity of its tea with India's famous Darjeeling tea.

6. Conclusion

There are several causes for the fall in the export share of India in the world tea export market. Rising domestic consumption had been major factor inducing Indian tea producers to supply their tea in the domestic market instead offering them for exports. Besides, exports had been constrained by an abysmally low growth of production which was only 1 percent during the period 1986-2008 (Tea Statistics, Tea Board of India). Higher export price of Indian tea in comparison to that of its competing countries like Vietnam, Indonesia, Malawi and Argentina, work against India's export aspirations. (Calculated from FAO Statistics, faostat.fao.org, online)

Adverse tariff and non-tariff barriers imposed on the basis of several bilateral agreements and Free Trade Zones like Pakistan-Sri Lanka free trade agreement, Common Market for Eastern and South Africa (COMESA), Indo ASEAN free trade agreement etc act as constraints to India's tea exports. Besides non tariff barriers imposed on the basis of Sanitary and Phytosanitary (SPS) agreements and Technical Barriers to Trade (TBT) also restricts India export of tea.(UNTCTAD report).

Indian tea export sector has suffered considerably due to various challenges, both internal and external. Changes in the global geo-political and economic environment in the pre and post WTO period have affected the tea export market of India in the most adverse manner. Matters had been made worse in the domestic front with the growing popularity of tea substitute and the emergence of small tea growers. The government of India has taken various measures to help the tea sector of India to withstand the challenges. But there are lots more to be done to uplift the tea industry from the present position of distress. Since India has the potential to reemerge as a leading tea exporter the need of the hour is to harness and utilize the resources, overcome the challenges and grab the opportunities provided by the new global economic order which is based on the relative competitiveness of the existing and emerging players in the world tea market.

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