

AID-FOR-TRADE CASE STORY: AZERBAIJAN

INCREASING AWARENESS OF EXPORTERS

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ISSUES ADDRESSED

As oil and oil products accounts for an important share of Azerbaijani export we are searching the ways of diversifying our non-oil export. GSP granted by different countries to Azerbaijan is relevant tool in this regard. Though Azerbaijani entrepreneurs is able to export their products on preferential terms to EU, Canada, Japan, Turkey, Norway, Switzerland and the United States under the GSP investigations showed that GSP and its benefits was not being effectively used by the exporters. In order to fully capture the potential benefits of GSP the Ministry of Economic Development of Azerbaijan within the framework of cooperation with the EU project of "Support to the Ministry of Economic Development in Azerbaijan" started to promote the export opportunities provided by GSP by carrying out trainings in Baku and in the regions

OBJECTIVES PURSUED

The main objective was to diversify our non-oil export.

DESIGN AND IMPLEMENTATION: Problems encountered and factors for success/failure.

The EU project "Support to the Ministry of Economic Development in Azerbaijan" provided an expert in GSP and carried out research on "Fruit and Vegetable Exports from Azerbaijan" indicating the advantages of export to the EU. The Ministry launched similar workshops in Baku and the country's regions in 2009 with the participation the EU experts, representatives of Government and the private sector. The training explained the importance of connecting the program with the role of increasing export opportunities and taught how to export using GSP. Because of GSP doesn't cover all products engaging the right private sector representatives was the main challenge.

RESULTS ACHIEVED AND LESSONS LEARNED

Exporters showed broad interest in GSP and they had the opportunity to give their questions to the right persons. Furthermore, the experts explained them how they can get necessary information for exporting to EU market using GSP.

In the first quarter of 2010, 2,154 certificates of origin were issued on goods exported from the country, including 223 products exported to the countries included in the GSP.

CONCLUSION

Cooperation between Public and Private sector always gives positive results.