

Paraguay

Key indicators

Population (millions)	6.9
GDP (\$ billions)	27.3
GDP per capita (\$)	3986.1
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	0.6
Tariff preference margin (percentage points)	3.9
Imports and exports (goods and services), share of GDP (%)	74.8
Services exports, share of total exports (%)	10.4
Geographic region	Americas
Country group	LLDC
Income group	Upper-middle income

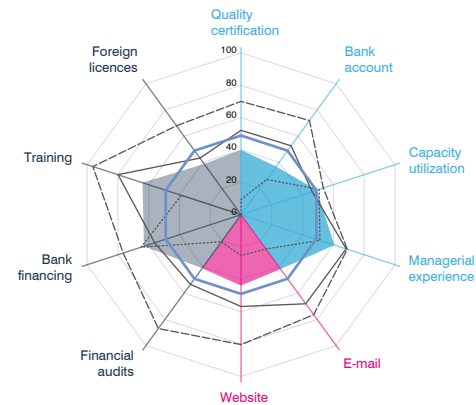
SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	34.6	25.7	31.1
Medium	54.8	62.4	58.1
Large	66.1	78.4	81.9
All	46.7	42.7	51.7
BUSINESS ECOSYSTEM	35.1	38.7	33.7
NATIONAL ENVIRONMENT	53.2	53.1	48.8
Reference level: 48.9 (a function of GDP per capita)			
Weaknesses are scores below: 24.5		Strengths are scores above: 73.4	

SME Competitiveness Grid

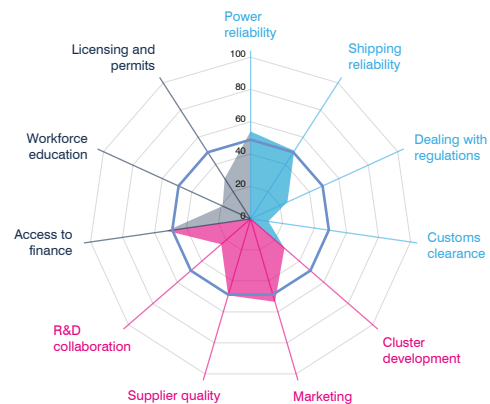
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	9.4	52.1	70.0	40.0
Bank account	26.9	52.7	72.0	36.8
Capacity utilization	50.8	46.3	53.4	49.2
Managerial experience	51.3	68.3	69.1	60.6
Connect				
E-mail	26.2	68.0	76.4	41.6
Firm website	25.3	56.7	80.3	43.8
Change				
Audited financial statement	20.7	53.2	87.0	40.9
Investment financed by banks	64.9	56.1	76.5	63.1
Formal training programme	38.8	79.9	96.3	64.0
Foreign technology licences	0.0	43.2	67.9	38.8



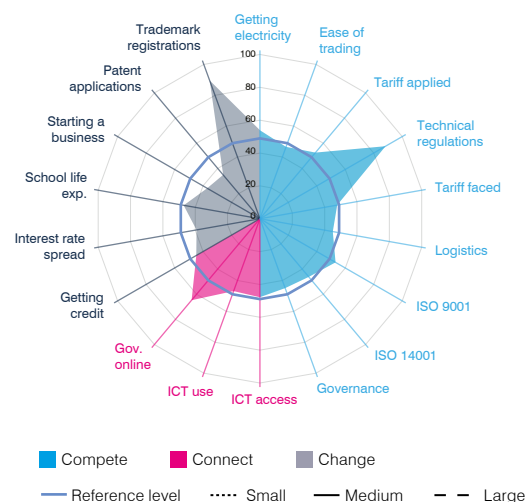
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	56.0	52.3	52.3	54.0
Domestic shipping reliability	61.9	42.7	47.9	50.0
Dealing with regulations	26.0	24.4	23.2	25.0
Customs clearance efficiency	-	3.2	27.1	11.2
Connect				
State of cluster development				27.7
Extent of marketing				53.5
Local supplier quality				49.3
University-industry collaboration in R&D				24.0
Change				
Access to finance	50.0	51.7	69.3	52.4
Access to educated workforce	22.8	15.2	18.9	19.0
Business licensing and permits	30.4	28.2	33.1	29.7



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	53.9
Ease of trading across borders	46.5
Applied tariff, trade-weighted average	52.5
Prevalence of technical regulations	88.3
Faced tariff, trade-weighted average	47.8
Logistics performance index	45.1
ISO 9001 quality certificates	53.1
ISO 14001 environmental certificates	46.2
Governance index	44.9
Connect	
ICT access	47.8
ICT use	46.9
Government's online service	64.7
Change	
Ease of getting credit	44.8
Interest rate spread	39.2
School life expectancy	47.1
Ease of starting a business	37.1
Patent applications	34.9
Trademark registrations	89.6



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 (2010) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Paraguay is an upper-middle income country with a population of 6.9 million and GDP of \$27.3 billion. Goods and services account for 89.6% and 10.4% of exports, respectively.

The country's unrealized potential to increase existing exports lies mainly within its home region and to Asia and Europe (see table below). *Frozen, boneless meat of bovine animals* have an unrealized export potential of nearly \$120 million in the home region, \$94 million to Asia, and \$211 million to Europe. Other products with unrealized potential to these regions and Africa include *oilcake* and *maize*.

Regarding new export products, Paraguay has diversification opportunities in meat, cereals, as well as vegetable oils and fats with products such as *frozen cuts of sheep with bone and hulled, pearled, sliced or kibbled maize grains*. Other products for diversification include *cotton-seed oil and its fractions*, and *animal or vegetable fats and oils and their fractions*.

Small firms in Paraguay perform well in having investments financed by banks. They underperform, however, in owning international quality certificates and foreign technology licences. The largest performance gap between small and large firms lies in owning foreign technology licences. The country's national environment performs well in the prevalence of technical regulations and trademark registrations.

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		
			0 300	0 300	0 300	0 300	0 300						
Frozen, boneless meat of bovine animals	020230	640	■	■	■	■	■	■	■	■	■	■	■
Oilcake and other solid residues, whether or not ground or in the form of pellets, resulting from the...	230400	708	■	■	■	■	■	■	■	■	■	■	■
Maize (excluding seed for sowing)	100590	452	■	■	■	■	■	■	■	■	■	■	■
Wheat and meslin (excluding durum wheat)	1001Xb	183	■	■	■	■	■	■	■	■	■	■	■
Soya beans, whether or not broken	1201	2097	■	■	■	■	■	■	■	■	■	■	■
Crude soya-bean oil, whether or not degummed	150710	249	■	■	■	■	■	■	■	■	■	■	■
Fresh or chilled bovine meat, boneless	020130	319	■	■	■	■	■	■	■	■	■	■	■
Ignition wiring sets and other wiring sets for vehicles, aircraft or ships	854430	49	■	■	■	■	■	■	■	■	■	■	■
Hides, skins and leather of bovine "incl. buffalo" or equine animals ("incl. parchment-dressed leather"...	41XXXa	145	■	■	■	■	■	■	■	■	■	■	■
Raw cane sugar, in solid form, not containing added flavouring or colouring matter	1701XX	48	■	■	■	■	■	■	■	■	■	■	■

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>